A Corner of the Music Room in the White House

Photo copyright by Walden Fawcett, Washington, D.C.
Permission for reproduction granted to Victor Talking Machine Co., Camden, N.J.
containing the Vitaphone reproducing device, with solid wood vibrating arm, is so pre-eminent in tonal quality as to sell on merit alone.

The demonstration of a Vitaphone is the entire selling argument.

Vitaphone Construction

The Vitaphone cabinet is the best thought of an expert designer thoroughly versed in the art of creating a cabinet that is pleasing to the most cultured taste in the art of interior decoration; is made by skilled mechanics, of the best grade selected white oak or mahogany, combining the necessary strength, durability and finish.

Vitaphone motors are the well known direct worm drive principle and do their work with the accuracy and precision demanded of and necessary in a motor.

Vitaphone reproducing device, with solid wood vibrating arm, plays every cut of disc record and brings out a wealth of true harmony and detail never before considered to be in a record.
SELLING TALKING MACHINE RECORDS AN ART.

Requires a Great Deal of Tact and Skill—Too Few Men Know the Extent of the Immense Library of Records at Their Command—This Lack of Knowledge a Serious Detriment to the Salesman Who Desires to Succeed—Suggestions Appreciated.

"Constant association for many years with the sales force of many talking machine stores and departments and a close study of the forces and their various methods of handling customers have proven this fact beyond dispute—less than one sales person out of seventy-five knows even a small part of the immense library of records at their command," said a manager of a talking machine establishment the other day. He added further:

"A recent canvass of fifteen different sales people and managers brought out the fact that practically all of them used the same list of selections, numbering from 250 to 300 records out of over 1,000! And these sales people and managers are considered exceptionally good.

"What is the result of this lack of knowledge of the catalog? In every case it is the same. Customers prefer to have one particular sales person wait on them in selecting records at various times. To the average customer titles mean very little, except those of a very small part of the catalog, and invariably the suggestions of the sales person as to good numbers is a great force in the final decision to purchase.

"After the record buyer has visited the department a sufficient number of times to have exhausted the two or three hundred titles the next question put to the salesman is, 'I want something good, but I don't know what.' The salesman usually is absolutely at sea. He names about 40 or 50 different things from his staidal list, and gets the same answer: 'I want that' or 'I have heard that, but don't care for it.'

"Then the sales person aimlessly picks out several selections from the great mass of titles catalogued, but fails to interest the customer in any of them. To the average sales person no record seems capable of stimulating interest in the customer's mind unless it is a big selling or well-known popular number.

"At last, discouraged and disappointed, the customer decides to wait for some new records to be issued. If he feels that he has exhausted the list of good ones in the catalog!

"Selling records is an art. It requires a great deal of tact and skill. It requires, first, a thorough knowledge of the immense library of records at the command of the sales people. Second, the ability to create an interest in a record and by a careful and proper demonstration a desire to own it.

"Nearly always the 'salesman' has some new suggestion—such as getting two tones from the half-tone needle by setting it close to the bottom of the needle socket or just far enough to be held firmly by the screw. Few owners know this simple point. These little items carefully interpolated with record demonstration keep up an interest. They make the customer feel that you have an interest in him and know your business."

A. Karniol is one of the best-known cantors in the world, and his voice that so particularly adapts itself to recording purposes. His reputation is international, and his new records are excellent reproductions of his wonderful art.

Henry C. Brown, advertising manager of the Victor Talking Machine Co., and the chief speaker before the members of the Poor Richard Club, the prominent organization of advertising men in Philadelphia, following a luncheon given at the Club-house recently, introduced Brown as the man who has one of the largest advertising appropriations in the United States to spend, and he opened his address by setting forth his definition of an advertising man and declared that he did not believe the manager foolish who spent several hundred thousand dollars with one publication annually. He declared the phenomenal growth of the Victor business was the result of the confidence in its products which its advertising engendered.

"That is the big thing," said Mr. Brown. "We must do the public believe in the name of Victor. We never worked a confidence game. In all the time we have been advertising we have never told what is in our machine. It is not what it is made of that interests me, it is good for what it does. "

"Confidence is the thing. First in the goods, then in the man whom a manufacturer has around him, and then in the people. I cannot see that advertising is a mystery. It is the use of common sense. Advertising is simply selling goods to people on paper the same as they would be sold from the counter. The easier the language is the better, and the illustrations should be applicable to the text."

At this juncture Mr. Brown digressed for a moment to make an appeal for the support of the Washington dealers. "We must all recognize that we are under a new administration," he said, "and we owe it to ourselves and to the community to work it out with our cooperation. We must not be in sympathy with it, but let us as business men do the best we can even if we be Republicans and protectionists. Let us try to avoid the closing of the factories which is being talked of. We owe it to ourselves and the community to make the best of the conditions."

"The advertising man has other large responsibilities. He is an important factor in a large institution. The advertising man will dig up new avenues of business. You must place great faith in his knowledge of the business and the magazines is growing. And there is a decided tendency to advertise in the daily papers. The daily papers are coming forward swiftly. They are producing results and they are forcing the magazines. They can help you locally."

"We have been in the position heretofore of losing a twelve-inch cannon with dollar bills for a few pounds of advertisement, hoping that some of the bills hit something. The day is coming when advertising will be aimed at a definite thing, when every dollar will count, and we will get everything we go after."
THE TALKING MACHINE WORLD.

PUSHING EDISON BUSINESS.

Mark Silverstone increases selling force—Two well-known Talking Machine Men Combine Business-Parts of Arkansas and Kentucky—Demonstration Hall on the Second Floor of Building.

Mark Silverstone, president of the Silverstone Music Co., says the Edison business is about to the limit of present facilities. He has added O. A. Reynolds and William Byrd to his selling force. Mr. Reynolds, who recently sold his talking machine store in Springfield, Ill., to the Bummer Music Co. after a successful career of twelve years, will cover the Illinois territory handled from this store and parts of Missouri. Mr. Byrd, who was with the Columbia Co. here for a number of years and later went to Des Moines, will cover Southeastern Missouri, parts of Arkansas and Kentucky. He has traveled over this territory and predicts great business there for the Edison line. Mr. Silverstone says the country business is still well pleased with the cylinder machines and the blue records, and little attempt will be made to move the disc machines unless a considerably larger supply of lower-priced instruments are received. Mr. Silverstone has added Miss Katherine Fultz, secretary of the Scruggs-Vanderwood talking machine department, to his retail sales force.

Mark Silverstone, president of the Silverstone Music Co., reports excellent trade on the Edison disc machines, with the $500 style the favorite in the selling. "The feature of the trade," he said, "is that there is a feature to the way things are going, is the way the buyers of the machines are taking hold of the records we have. Usually they look through the list and say, "Send them all." I consider this one of the greatest compliments to Mr. Edison’s selection of records. After they hear a few, the prospective users are so thoroughly satisfied with the quality of those offered that they trust to his judgment on them all. And they are pleased when they get them home, too." The Silverstone Music Co. has fitted a demonstration hall on the second floor of the building in a part of the space used for the piano warehouse. "When a business man comes in and says he is in a hurry, I bring him up here where it is quiet. Aside says Mr. Silverstone, "but if the inquirer has the time, I bring him up here where it is quiet. The refreshment has been in being in time to save us. All that was necessary for us to do was to cut down the advertising and do the business we gained in the regular course of affairs. We are well pleased with results and have not felt justified, by conditions of stock and other conditions, to undertake a very aggressive campaign."

A FIELD FOR SMALL TALKERS.

Pleasure Craft Offer Excellent Market for Talking Machines During Summer.

Motor boating is fast becoming one of the leading summer sports, and in other ways the advantages offered by lake and river in the matter of recreation are very great. The dealer who has those to appreciate them, the dealer who has those to appreciate them, now, is the season. The dealer who does not place one or more talking machines on the pleasure craft operating on bodies of water in his vicinity, or at least makes an energetic attempt to do some business in that line, is in the position of the man complaining because opportunity insisted on knocking on the door and disturbing his rest. Visit any of the lakes or small streams where boating and canoeing is a pastime during the warm months, and keep your eyes open. It’s ten chances to one that you will hear talking machine music and plenty of it issuing from the boats, especially if it happens to be evening. A moonlight night and a talking machine in the canoe or launch, will do much to make the banker’s son (?) and the wealthy heiress (?) forget that in a few days they must go back to the ribbon counter and the typewriter, respectively. The luxurious cots, the comfortable houseboats and the smaller craft all present a field for the talking machine, especially the newer styles of small-size, hornless models that take up little more space than the handbag of the week-end guest, and have no horn to knock or stumble over. The wild waves have some interesting conversation for the talking machine dealer.

The New York Herald recently interviewed a number of people and obtained their opinion, and among those who expressed their views was Ernest John, of the Victor Talking Machine Co.

TALKING MACHINES IN DRUG STORES.

Waldeck Bros., the Prominent St. Louis Druggists, Take on the Columbia Line—An Excellent Trade Opened in This Field—Mackey Furniture Co. Also Secures the Columbia Agency—Makes Artistic Displays.

An innovation in local talking machine business was announced by J. J. Bennett, jobbing salesman for the Columbia Co. in a stock order from Waldeck Bros., of 3685 North Broadway. While other cities have many talking machine agencies in drug stores, this is believed to be the first in St. Louis, and Mr. Bennett believes it will be an opening wedge to some excellent business. "For neighborhood trade we must have stores that are open nights and Sundays," he said, "and the drug stores meet that requirement better than any other class. In other cities talking machines have made an excellent side line for drug stores, and I am sure this store on the North Side will be a go, and that others will fall in line. There is no reason why the druggist should not handle this residence district trade and profit by it." A downtown store to take on Columbias since the report last month which included the Sommers Furniture Co., is the Mackey Furniture Co., a Piano Row concern. Both of these stores are making liberal window displays to introduce the goods to their customers.

PITTSBURGH TRADE GOOD.

J. C. Roush Reports a Satisfactory Condition of Sales and Collections.

The talking machine trade in this city continues very good. J. C. Roush, of the Standard Talking Machine Co., has the following to say to The World: "Our business has been extremely good. In fact, we have been selling all the goods that we could get from the Victor Co. and have no complaint to make whatever.

"Our business is away ahead of last year, and we look forward to having one of the most prosperous years ever known for the Victor product. Collections are good and altogether we feel justify.

Such sentiments are certainly indicative of a healthy state of business and shows that Mr. Roush is in a very optimistic frame of mind, regarding the trade outlook.

The talking machine dealers of Denver handling the Edison and Columbia lines advertised very heavily during the recent visit to that city of the Chicago and Eastern Union. The records of the various prominent artists were featured in a manner to interest the public.

INCREASED WHOLESALE BUSINESS.

During the year 1912 our wholesale business showed an increase over that of 1911 of 68%. Of this increase 28% was on what we are pleased to call "our dealers" accounts, and the balance of 40% was from new accounts, about evenly divided between newly established dealers, and dealers who formerly purchased from another distributor.

Increased demand accounts for 48% of this increase. Efficiency and the Eastern Service is responsible for 20%.

If dealers realized fully the manifold advantages of Eastern Service the increase this year would double from this source.

A good thing is worth trying—take our word for it that Eastern Service is exceptional—and try it.

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY
Victor-Victrola

The greatness of the Victor-Victrola as a commercial and musical power is more evident every day. Its influence is reflected in the progressive and well-appointed salesrooms of Victor dealers the world over. They have shared in the profits and prestige which have followed its universal recognition as the world's greatest musical instrument.

They have seen the refining influence of the Victor-Victrola uplift the entire music trade to a position of dignity in the community.

And with the continuous triumphs of this wonderful musical instrument has come to dealers a bigger conception of its future possibilities. The Victor business of thousands of Victor dealers is gaining increased headway every day, and great has been the sale of Victors and Victor Records in the past, it does not compare with the greatest musical instrument.

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

Victor Distributors

El Paso, Tex. W. W. Brothers Co.
Honolulu, T. H. Bergstrom Music Co.
Indianapolis, Ind. Stewart Talking Machine Co.
Jacksonville, Fla. Florida Talking Machine Co.
Kansas City, Mo. F. W. Jenkins Sons Music Co.
Sampson Arms Co.
Lincoln, Neb. Ross P. Curfus Co.
Little Rock, Ark. O. K. Houck Piano Co.
Los Angeles, Calif. Sherman, Clay & Co.
Louisville, Ky. Montgomery Music Co.
Memphis, Tenn. O. K. Houck Piano Co.
Milwaukee, Wis. Wisconsin Talking Machine Co.
Mobile, Ala. Wm. H. Reynolds.
Nashville, Tenn. O. K. Houck Piano Co.
Newark, N. J. Prive Talking Machine Co.
New Haven, Conn. Henry Horton.
New Orleans, La. Philip Wallen, Ltd.
New York, N. Y. Edison Talking Machine Co.

Victor-Victrola X, $75
Mahogany or oak
With Victor record albums, $85
Without albums, $75

Victor-Victrola XI, $100
Mahogany or oak

Victor-Victrola XIV, $150
Mahogany or oak

Victor-Victrola XVI, $200
Mahogany or quartered oak

Oklahoma City, Okla. Schmierer Arms Co.
Omaha, Neb. A. Hope Co.
Nebraska Cycle Co.
Peoria, Ill. Putnam-Page Co., Inc.
E. J. Hoppes & Sons.
Pennsylvania Phonograph Co.
H. P. Wilcox Machine Co.
Pittsburgh, Pa. E. C. Moller Co., Ltd.
Kinsley & Allen.
Portland, Ore. Sherman, Clay & Co.
Richmond, Va. The Corley Co., Inc.
W. D. Hone Co.
The Talking Machine Co.
Salt Lake City, Utah Consolidated Music Co.
St. Louis, Mo. The American Company of Mo.
Koehler & Brothers.
Koehler & Brothers.
Syracuse, N. Y. W. D. Andrews Co.
Toledo, O. The Whitney & Currier Co.
Washington, D. C. E. F. Drake & Sons Co.
Robert C. Rogers Co.
THE TALKING MACHINE WORLD.

GETTING AFTER SUMMER TRADE ON PACIFIC COAST.

Talking Machine Dealers Featuring Cheaper Outfits for Vacation Time—New Store to Be Opened in San Francisco by Clark Wise & Co.—Grafonola Grand Attraction

Attention—Spokane Dealer in New Quarters—Good Demand for Edison Line.

(Shipment from America Factory toigo days.

San Francisco, Calif., May 8, 1913.

The local talking machine dealers, as well as dealers in other lines, are beginning to cater to the summer vacation trade, with the result that more emphasis is being placed on the cheaper grades of machines than for some time past. During the winter and early spring months the demand ran largely to the higher-priced machines. Now the argument is to leave your high-priced instrument at home and get a smaller and cheaper one to take to the country for the summer. A good many machines were sold last year to that class of trade, and taking into consideration the steadily increasing popularity of the talking machine, it seems safe to predict that many more will be sold this year than last.

Wholesale business, according to the reports from the different houses, continues to run considerably ahead of the corresponding period of last year. Much new territory has been opened up within the past year, and the field of operation for the talking machine man seemed unlimited. One enthusiastic dealer said not long ago that owing to the great progress his company had made in perfecting its machines and the variety of styles offered, he could aspire to place one in any home in the city. He further stated that the talking machine is the one musical instrument which is available for rich and poor alike.

New Quarters for Clark Wise & Co.

Announcement was made here the past month that San Francisco is to have another fine downtown talking machine department, and preparations are well under way for its opening about the middle of May. It is to be located at 31-33 Geary street, in the new Bankers' Investment building.

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 missing 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.

Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially endorsed the I. C. S. method of teaching languages. 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.

Recorded lessons are given in language work; small horn; headband hearing tube; oil can; and 25 -ct. Records are 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 language. 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.

The Emporium department is also showing a Grand Grafonola, and J. J. Morgan, manager of the department, says it is attracting much attention. The plans for the permanent arrangement of this department have been delayed, but Mr. Morgan has had the promise that this work of enlargement will be started in the near future.

More Room for Pacific Phonograph Co.

The Pacific Phonograph Co. has a new advertisement which reports a fine month's business and has again made arrangements for more room. It has taken the third floor of the building in addition to the fourth and fifth, which it already occupied, and a new floor to be used as a stock room for disc machines. A. R. Ponomer, manager of the Pacific Phonograph Co., is slated over the others coming in from the road. E. L. Strong, who is covering Washington and Oregon, sent word that he has signed up Meier & Frank, one of the large department stores in Portland, Ore., for an initial order of disc machines. J. E. S. Wacker, who covers the San Joaquin Valley the first part of the month, booked some nice orders and is now on his way to Reno, Nev.

New Quarters for Storms in Spokane.

Wills S. Storms is preparing to move to new quarters in Spokane, Wash. For the past two years he has been located with Koldier & Chase, but has decided to open a new phonograph machine store. He has secured quarters at 818 Sprague avenue, and the plate is being remodeled to suit the needs of the business. A new front of the first-class and marble is being fitted up, and the place is to be fitted up with new fixtures. Four demonstration rooms are provided in the plans.

Activity with Sherman, Clay & Co.

A. O. McCarthy, of Sherman, Clay & Co., says wholesale business in Victor products has kept up splendidly the past month, and that retail business is fully normal for this time of the year. He is one of the boosters for the Roosevelt Festival, to be held here in October, which has the endorsement of the trade in general.

Brieflets.

A. Roncovier, superintendent of the public schools of San Francisco, has recommended the purchase of more talking machines.

Manager Bailey of Rabson Bros., says that business continues to run a little ahead of last year. He is doing a fine business with the blue amberol records.

Edi's Music Co. has enlarged the talking machine department at its Bellingham, Wash., store, and increased its facilities for handling a larger stock. The improvements include a new display room and a new record demonstration room.

J. W. Schenk, a dealer of Elmhurst, Cal., is a frequent visitor to the San Francisco trade.

MUSIC TO SPEED ATHLETES.

(Special to The Talking Machine World.)


The effect of music in making athletes move faster is being tried at the big Harvard locker building on Soldiers' Field. A talking machine is in constant operation grinding out two-steps and other instrumental numbers to keep students at concert pitch.

Accommodations in the building are limited and it has been found difficult in the past to accommodate all who wished to crowd into it during the rush hours.

Under the spell of the music students are said to be much more speedy in going through the shower baths, putting on their street clothing and making way for other men.

VICTOR CO.'S "TONE" PUBLICITY.

The advance proofs of newspaper advertisements to be used in the daily press advertising of the Victor Talking Machine Co. during the month of May, which are unusually forceful and attractive, are devoted to Victorolas Nos. XV, XVI, XVII. A somewhat different heading for the May trial advertisement will, doubtless, attract considerable attention because of its unique appearance. This advertisement features the Victrola XVI and bears the headline "Tone, That's Where the Victoria VIProla is Pre-eminent." The rest of the copy is in harmony with the strength of the heading.
The Columbia Grafonola has been formally adopted by the Board of Education for the New York Schools. This is the most important O.K. of the talking machine in the schools that has ever been given.

Columbia Graphophone Company
Tribune Building, New York

COLUMBIA GRAPHOPHONE CO. IN ITS NEW HOME.

"Columbia Graphophone Co., Woolworth Building, New York," is now the address of the executive and administration offices of the Columbia Co., the moving from the Tribune building having all been completed on the 26th of last month. Situated on the twentieth floor of the tallest office building in the world, the offices of the company now present an appearance that is completely in harmony with the energy that characterizes the company's employees.

In its new home the company has the space that it needed so badly, and, in addition, has plenty of room for expected expansion. The work of moving was looked forward to with dread a few months ago, but when the day finally arrived it was soon apparent that there was no cause for alarm, as there was very little to move, except the personal belongings of the employees. No furniture of any character was carried over from the old home in the Tribune building, as new mahogany office furniture had been purchased for the new home, and all was in readiness for the arrival of the employees. As a result of these detailed arrangements, the employees were all busy at their desks one day after they arrived in their new quarters, and the new offices were in “ship-shape” order by the first of this month.

In its new home the Columbia Graphophone Co. has an ideal arrangement and lay-out of offices that is conducive to the production of high-speed work by the members of the various staffs. A feature of the new quarters is the use of clear glass from one end of the offices to the other. From President Easton's handsome offices at the westerly end to the offices of the export department at the other, there is an unobstructed view of the offices and employes busy at their desks. This view is not only attractive, but affords a concrete example of modern efficiency in a successful business institution. Plenty of light and excellent facilities are among the other meritorious features of the new home of the Columbia Co.

"TALKER" USED TO SELL LAND.
California Land Development Co. Records Best Arguments of Head Salesmen and Delivers Them in the Form of Speeches to Gatherings of Prospective Investors—Best Salesmen Frequently Unable to Talk Convincingly.

(Special to The Talking Machine World.) San Francisco, Cal., May 6, 1918.

The phonograph has been adopted by a California developing company in selling its property. The company has found comparatively few men who could get up and talk the property of the company in a convincing manner before a critical crowd of men and women who were hanging on every word and were keen with questions. The best salesmen have proved failures when they got up to talk. In their offices or before small gatherings they had many convincing arguments to advance on the merits of their company's property.

To overcome this difficulty the company had the various head salesmen record their line arguments not only for the use of prospective buyers but for the education of budding young salesmen. At large gatherings the phonograph was brought out and the recorded voice of the star salesmen flung to the people. There was no break in the talk nor any embarrassment, the trouble with most salesmen. Neither could critical persons ask questions of the machine. They listened to the well prepared speech, which did not overlook any good thing about the property.

The company is said to have increased their sales considerably since the innovation was introduced. It has also facilitated the work of instructing the new salesmen.

The man who takes life philosophically grows old gracefully, but seldom amounts to much.
What would Edison's genius amount to without public appreciation? It would amount to no more than your business would without customers.

The inventions of Edison are great because the public has confidence in them. Your business has been successful for a similar reason—because you've sold legitimate goods at a legitimate profit.

The Blue Amberol Record is Edison's latest big contribution to the phonograph business and the public has shown its appreciation by buying it about as fast as it can be made.

Then why not turn the public's appreciation of Edison's genius right into your pocketbook by featuring the Blue Amberol?
The Blue Amberol

Its wonderful playing qualities, its long wear and sweetness of tone have swept enthusiasm throughout the country. Its rapid growth in popularity and volume of sales is having its effect upon every product of the Edison line.

Amberola V

a medium priced phonograph with concealed horn is the latest model to ride along on the wave of Edison business. Handsome in design, equipped with the diamond point reproducer and other Edison features its tones have that fullness and clearness that characterize the higher priced models: Amberola I and III.

The wise dealers are seizing this opportunity now. If you haven't done so write to your jobber without delay.

THOMAS A. EDISON, Inc., 59 Lakeside Ave., Orange, N. J.
the report of the Committee on Patents is worth quoting and studying:

Tagge, of the New York Bar, which appeared recently in the Har...
The Artistic Development of the Talking Machine.

With every year the artistic development of the talking machine becomes more apparent, and its mission as an uplifting factor in the musical world is being recognized in an impressive way. It is noticeable that lecturers on musical subjects throughout the country are paying tribute, in a very enthusiastic way, to the influence of the talking machine as a stimulator of musical appreciation.

If one were to have predicted ten years ago that the talking machine would have assumed its present artistic status he would be laughed at. For only the most optimistic and enthusiastic believers in the talking machine at that time deemed it would be anything more than a very satisfying musical toy. The comparatively few, who had faith, however, must be gratified at the wonderful work being accomplished by the talking machine in inculcating a love of the best in music.

To-day the most celebrated artists in the instrumental and vocal worlds deem it an honor to have their especial talents permanently recorded for the benefit and enjoyment of humankind. These artists are most particular, too, that the records of their voices, and of their playing, shall be absolutely perfect, and it is safe to say that many of our most noted singers are heard to greater advantage through the talking machine than in the opera house or concert hall.

Some noted artists who consider it a reflection on their professional status if asked to attend opera rehearsals are not averse to make several "masters" so that a perfect record of their singing may be secured. This in itself demonstrates how these artists value the talking machine as a means of bringing their voices and special talents into the home.

Indeed, some of the most enthusiastic admirers of the talking machine are distinguished musicians. One of them recently said that he "learns something every time he plays a record. If it helps a teacher of the voice of the man referred to—and he is an international figure—what a wonderful influence it must have on those young people who have scarcely ever heard a good song well sung, and who have little idea what a good orchestral organization sounds like, or the playing of a great pianist, violinst or cellist? To these people the talking machine is an educator, whose value is not always fully estimated.

For some delphs of knowledge of the works of the great masters, and this is made possible through the talking machine. We venture to say that no other influence to-day is doing more to develop musical taste in this country than the talking machine, and we say this with a full appreciation of the wonderful work that is being done by our great orchestral organizations, social clubs, singing societies and other musical artists that are bringing music to the people.

It is true there are still some critics who are fond of speaking of "canned music" and its "debasling influence," but it is notable that the people who buy talking machines, no matter what their initial musical preferences may be, in a very short time buy the records of well-known singers who are heard in high-class musical numbers, and these records form a permanent library for their benefit and instruction.

It must be remembered that a love for music comes only through familiarity with the music itself, and herein the mission of the talking machine has been most effective. It not only pleases and entertains, but it enables those who hear music through this medium to comprehend it and so grow into a liking for it that is productive of results in an educational way that is truly remarkable.

It is not difficult to ascertain how powerful is the influence of the talking machine in the home. To-day, millions of people who never attended an opera, or heard great artists in concert or recital, discuss, with interest and intelligence, the singing, style and phrasing of the famous artists of the world. Their relationship with these singers is as intimate, thanks to the talking machine, as if they heard them in the concert hall or in the opera house.

This is a wonderful achievement—so great, in fact, that we wonder it has not received even a greater recognition than it has.

When the historian of American musical development gets busy in years to come he must record that no one factor has been so influential in stimulating a knowledge of and a love for music in this country as the talking machine.

It is the talking machine that has encouraged the desire among people in the smaller cities and towns for the hearing of operas and concerts. It has so developed their tastes that they want to hear in person those artists with whom they have become so pleasingly acquainted through the medium of the talking machine.

The directors of the opera companies should really pay a bonus to the talking machine manufacturers for the wonderful work they are doing in educating the American people to a greater appreciation of opera and the singing of the great artists who are under contract with them.

Of course the influence of the talking machine would be absolutely nil had not its manufacture been so improved and perfected that one is enabled to hear a reproduction of music that is absolutely nil had not its manufacture been so improved and perfected that one is enabled to hear a reproduction of music that is...
**VISIT OF GRAND OPERA COMPANY HELPS ST. LOUIS TRADE.**

Affords Opportunity for Some Effective Advertising on the Part of the Leading Concerns—

Local Columbia Territory Augmented—F. K. Dolbeer. A Recent Visitor—Silvertone Music Co.'s Publicity—Shortage of Victor Machines Complained of by Aeolian Co.

*SPECIAL TO THE TALKING MACHINE WORLD.*

St. Louis, Mo., May 11, 1913.

Local talking machine trade is in excellent condition except as Victor dealers are affected by the shortage of machines. Record trade on all lines has been above par, according to reports. The tour of the grand opera company in the St. Louis trade district, and the general increase of business without considering this added field, St. Louis has been awarded the honor of being the highest city to meet with the Western rate-making committee.

Manager Reid, of the Columbia Co., remarked on the addition to the territory of the local store and the general increase of business without considering this added field. St. Louis has been awarded the honor of being the highest city to meet with the Western rate-making committee.

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**VALUE OF WINDOW DISPLAY.**


In accordance with its desire to always have its show window represent the very latest ideas in window decoration, the New York Talking Machine Co. shows each month the Victor show card de luxe, featuring the autograph signatures of world-famous artists, or the artists themselves. This month's show card, No. 22, has been on display in the company's show window the past ten days, has attracted considerable attention by reason of its artistic arrangement and well-balanced display.

This display card features the portrait of Caruso in the center, with the autographed testimonial photographs of Farrar and Gadski on both sides. These testimonials from two famous operatic stars are entitled "What Farrar (or Gadski) says," and give brief talks on the merits of the Victor records and machines, as observed by these artists. These autographed signatures are in bold, clear type, which can be easily read by the passers-by and thereby hold the attention.

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**“TALKER” PUBLICITY DOMINATED.**

In the Advertising Carried In the New York Evening News During the Past Month.

A feature of the advertising carried by local newspapers the past month has been the preponderance of talking machine publicity, as contrasted with other lines of trade. Sales Manager Byars reports an excellent business in records and good general results from the advertising.

Manager Irby W. Reid, of the Columbia Co., is much pleased with the results of advertising and prospects are splendid. We sold 312 dictionaries to the Norvel-Shapleigh Hardware Co., one of the very large jobbing conerns of the West, an order of which we are very proud.

Mr. Reid reports a come-back sale on the Yasay record sale after his concert here was regarded as a closed incident. The later sale rolled the total above 900.

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**MADE SPECIAL DISPLAYS.**

The talking machine and piano dealers of Los Angeles, Cal., took advantage of the opportunity to make special displays of instruments in their shows during the recent Los Angeles Fashion Show, conducted under the auspices of the prominent department stores and dry goods merchants of the city for the purpose of acquainting the public with the latest spring styles in ladies' dress.

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**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.

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You can't help selling

"No. 14" The Dollar Needle Cutter

People Want a cutter that does not waste the needle—"No. 14" is guaranteed to point any needle at least FOURTEEN times.

People Want a cutter that will give a perfect point—"No. 14" is guaranteed to produce a sharp, clean, even point every time.

People Want a cutter that will stand up to its job—"No. 14" is guaranteed not to get out of order—to be fool-proof and wear-proof.

People Want a cutter that is easy to use—"No. 14" is so simple that nobody can use it wrong—just slip in the needle and snip!

People Want a cutter that is compact and good-looking—"No. 14" is both. Fits the vest pocket—handsome, small, well finished.

People Want a cutter at a reasonable price—"No. 14" sells for ONE DOLLAR—$1.25 gold-plated—and leaves YOU a handsome profit.

People Want "No. 14"—that's the solid truth of it, and you can't help finding it out for yourself if you'll make one experiment.

Give the People what they want—in a needle-cutter that means give them "No. 14"—a perfect cutter at a reasonable price.

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

Send in that order—delay is expensive.

Condon - Autostop Company
Manufacturers of Talking Machine Accessories
26 Front Street, New York
The Columbia supplement for June features records by Bonci, Felix Weingartner, Chauncey Olcott and Scharwenka. It would be a rather forgetful salesman who would let a customer out of his store without selling him records by every one of these artists.

Columbia Graphophone Company
Tribune Building, New York

NEW TYPE OF TALKING MACHINE
Called the Palmodian, "The Violin Which Sings," Introduced by H. O. Buffet, a Frenchman, and Which Contains Novel Features.

(See special to The Talking Machine World.)

H. O. Buffet, Conde-Sur-Noireau (Calvados), is advertising a new type of talking machine called the Palmodian, "the violin which sings," which, as can be seen from the illustration, is something unique. It is made in three styles—Model A, alto; Model B, violin; Model C, violin. This talking machine has a carbon microphone, an apparatus for magnifying sounds of the finest character. It is made in three styles—Model A, alto; Model B, violin; Model C, violin. This talking machine has a carbon microphone, an apparatus for magnifying sounds of the finest character. This new instrument was produced a similar, or louder sound. This is along the lines of the principle employed in the ordinary carbon telephone transmitter.

The Palmodian has neither diaphragm, horn, nor tube for the ears. Disc records and sapphire discs are employed, and the reproduction is said to be marvelously true and lifelike of the voice, as well as the orchestral instrument it is fitted with in the different models.

This new instrument was presented for the first time at the Sorbonne during the fiftieth congress of the Learned Societies at Paris, and attracted considerable attention from the scientists who were in attendance.

FOLDERS FOR EXPORT TRADE.

Recent literature issued by the Columbia Graphophone Co. includes several Spanish folders for export trade and a sixteen-page folder for domestic trade, featuring a partial list of recordings in the Columbia library rendered by prominent operatic and concert stars. One of the folders for export trade is devoted to the new records recently in, made by Bonci. This folder is very attractive and artistic, and in keeping with the high-grade character of the records featured in its pages. The other folder for export trade consists of a twenty-eight-page supplement dated July of this year, and introducing to the Columbia Co.'s Spanish-speaking representatives the new records by Ysaye and Bonci. This supplement for export trade is one of the most complete of its kind ever presented to the trade and contains a comprehensive variety of records which are certain to appeal to the customers of the Columbia Co.'s export representatives and dealers. The partial list of the recordings by concert stars and operatic artists for domestic trade is valuable as a work of reference for Columbia dealers.

THE SPLENDID WORK ACCOMPLISHED BY FRED E. LANE.

The Columbia, O., May 10, 1913.

Fred E. Lane, manager of the Eclipse Musical Co., is greatly interested in educational matters and is making every effort to secure the attention and consideration of the teachers of Cleveland in the introduction of musical instruction in the schools. Ruth McTammany Lane, the wife of Mr. Lane, has been instrumental in placing Victrolas in the schools, when otherwise the sale would have been delayed, or not have been made at all. Mrs. Lane is gifted with a fascinating voice of genuine musical expression, and all who hear her are delighted and charmed.

In an interview Mr. Lane explained his plan of work as follows: "When calling upon a school I find that the principal most generally expresses herself with, 'Yes, I know about them, they are a fine thing and I wish we could have one, but you see we have no money.' It is right here that Mrs. Lane forms an important entering wedge in bringing about a sale. She shows dozens of programs of concerts that have been arranged and given in other schools successfully, and where the entertainments have netted the schools more than enough to buy a Victrola and all the records desired. I then arrange to come with Mrs. Lane on an afternoon set for the occasion, and with the pupils gathered together in an auditorium, each having paid five cents admission, which, with the school of 1,000 pupils, brings this item alone to over $50 for the school. The scholars having all assembled, I play the Victrola while Mrs. Lane sings several groups of songs to the enjoyment of all the children. In the meantime I have planned a big concert, wherein the pupils' mothers, fathers and friends may attend. These evening concerts are planned and executed very easily. The school always has a good lot of talent ready to put in without any trouble to the teachers, and with Mrs. Lane's voice and the rendering of the Victrola, makes an elaborate entertainment for ten cents, and with an 800 attendance makes $50. This, added to the $50, makes an ample sum for the school to secure the instrument. I am planning to call on the schools where I have sold Victrolas after six months, with the suggestion that another concert be arranged to obtain money to purchase records.

W. H. BYARS GOES TO CHICAGO.

Promotion for the St. Louis Manager of the Columbia Co., Who Has Made a Splendid Record in St. Louis.

(See special to The Talking Machine World.)

St. Louis, Mo., May 10, 1913.

W. H. Byars, retail sales manager of the Columbia Co. here, has been notified of his transfer to Chicago about June 1. This shortage of stock particularly applies to the Columbia Co.'s export force handled. Mr. Byars, since he was transferred charge of the retail sales at the Columbia Co., has made that department notice of every musical selling concert in St. Louis. While no figures are given, it is known that Mr. Byars is credited with trebling the sales in his department while connected with the store here.

HOW CO-OPERATIVE WORK HELPS SALES TO SCHOOLS.

The Splendid Work Accomplished by Fred E. Lane, Manager of the Eclipse Musical Co., in Cleveland, and His Talented Wife Has Increased the Interest in the Talking Machine and Its Use and Appreciation in the Schools.

(See special to The Talking Machine World.)

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ARTY D. GEISSLER IN NEW YORK.

General Manager of Talking Machine Co. Reports Excellent Business in Chicago.

Arthur D. Geissler, general manager of the Talking Machine Co., of Chicago, the prominent Victor distributor, was a visitor to New York last week. Mr. Geissler visited the Victor factories at Camden, N. J., and contemplates leaving for Chicago at an early date. He reports splendid business with the Victor products in Chicago, and reports that his company still has on file many unfilled orders for the various types of Victrolas. This shortage of stock particularly applies to the Victrola XVI at $50. Mr. Geissler states that the demand for this model is a fair example of the general trend of trade in the Middle West toward the higher-priced styles of machines.
The Talking Machine World.

SOME ASPECTS OF MUSIC AND THE GRAMOPHONE.

Selection of Records that Appeal to Public Taste—No Light Matter for Consideration—Approximates the Music Publisher's Line in Its Appeal to the People.

By G. C. Jell, Chairman of Record Committee, Columbia Graphophone Co., New York.

If you ask me what should be the guiding principle of musical selection and editorial policy as applied to recording affairs, I should say it largely hinges back to the tone-lifted proposition that "All the world's a stage, and all the men and women merely players." It is the great mass to which the record editor must address himself, a mass which, however inarticulate, has an inexorable urge to the desire of music in its many moods.

The desire of the many for music that appeals to them must have the right of way over the desire of the comparative few whose interest is bound up in the shrill and the intellect as distinguished from the music of the emotions, and, in short, such various forms of "classical" music as the average man understands to be music.

The desire of the many for music that appeals to them is likely to lie on the shelf. There is no taking away a part of it and leaving the rest. The use of "DUSTOFFS" before playing records enables the record to be completely dust-free, thus ensuring that all the sounds, and moreover through the removal of the dust from the reproducing point track lengthens the life of the record.

The use of "DUSTOFFS" before playing records ensures adequate tone and distinct tonal reproduction free from any trace of dust on the sounds, and moreover through the removal of the dust from the reproducing point track lengthens the life of the record.

"DUSTOFF" RECORD CLEANERS

Each in Two Color Carton

A very liberal trade discount applies.

"DUSTOFFS" can be used on all brands or Columbia or any other records.

Yours for inspection.

Select from a large and varied assortment.

You see it is our duty.

Fletcher Bros. Pushing the Edison Line with Great Success in Nanaimo, B. C.

Fletcher Bros. conduct an artistically arranged store at Nanaimo, B. C., Canada, where they are at present featuring the Edison disc phonograph to splendid advantage. They have a large double store, and also a hall capable of seating 150 people about the store, where concerts are given once a month. H. R. Skelton, the Edison representa-

ve, who recently visited Fletcher Bros., is quite enthusiastic over the energetic manner in which this concern is pressing the Edison disc phonographs. They are catering to an expanding cli-

entele.

The J. L. Hudson Co., which conducts a large department store in Detroit, Mich., has purchased the retail store of the Farrant Co., which handles pianos and Victor and Columbia talking machines. The company will continue to do business under the same name.

Learn to be a good loser. A reverse of fortune dissipates the wish man no more than would a change of the moon.
THE TALKING MACHINE WORLD.

THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

BOSTON, MASS., May 8, 1913.

The first banquet of the Business Building Club of the Columbia Graphophone Co., held at the Hotel Thordike, was a pronounced success in every way and the twenty-five charter members all had a great time. The evening was ushered in by the taking of a group photograph in the reception room, and then the party adjourned to the dining room, where several courses were interspersed with a few minutes of jollity, Thos. Lasaggan giving songs and humorous recitations in the Scotch dialect; John Riley, tenor; C. H. Hicks, baritone, and R. P. Dinsmore, baritone, also contributing to this part of the entertainment. A good word is due William Martin, who accompanied the singers on the piano. Mr. Coursen told some stories that helped to get the company into a state bordering on hilarity. Following the dinner there was some speechmaking, the introductions being made by James S. Cahill, who acted as toastmaster.

The speakers included A. C. Erisman, manager of the Boston office of the Columbia Graphophone Co.; A. Y. Atwell, president of the club; P. F. Erisman, assistant manager of the company; James Holohan, vice-president of the club; J. T. Shaughnessy, treasurer; T. N. Mason, social director; W. E. Getchell, secretary, and the following members of the Diaiphone staff: W. F. Prold Hornsby, H. C. Golding, F. De Mond and A. B. Kierstead. J. F. Luscomb, the traveling representative of the company, responded with some very pleasing remarks, as did H. P. Dinsmore and Warren Brown, of the local office.

Much credit is due to the efficiency of the Social Committee for the great success of the entire affair. A very fine spirit of co-operation was evidenced by the management of the Columbia Co. in defraying one-half of the expense of the banquet.

One of the delightful innovations of the occasion was the excellent reproduction of the voice of Edward D. Easton, president of the Columbia Co., who offered his best wishes and congratulations through the medium of the Diaiphone. A very enthusiastic letter from George W. Lyle, general manager of the company, was read and applauded.

After cheering and recheering the manager of the Boston office, the officers of the club and the many lady members of the staff of the Boston office, who, unfortunately, are not included in the membership of the club, the event was brought to a close with a final cheer for A. C. Erisman, the manager.

Enjoyed Fine Entertainment.

The Eastern Talking Machine Associates enjoyed a fine entertainment a few weeks ago, the contributing talent being several members of the Abora Opera Co., which was playing a successful engagement at the Tremont Theatre, next door to the Eastern's headquarters. Among those who entertained were: Dominico Russo, Miss Edith H genes, Miss Joy Scott and George Parsons, and they got well-earned encore for their fine work.

Following the entertainment there were refreshments. The Associates are all agog over the summer, which will be spent in New York at Crescent Park, R. I., just outside of Providence. Friend Chamberlain, manager of the wholesale department of the Eastern, has the program in charge, and he is putting in a lot of good work looking to a successful outing.

Enlarge Talking Machine Department.

George Lincoln Parker's already large department is soon to be largely increased, another good-sized room has been added to the suite which is ably managed by Charlie Trundy. The quarters now consist of four rooms, well furnished and admirably adapted to exploiting the qualities of talking machine goods. Mr. Parker is having considerable of a call for the Edison disc machine; and, fortunately, there are, as much as we can see, no longer than a couple of months ago. The list is one that Mr. Parker's patrons fell highly satisfied with!

Working Out Window Display.

T. Norman Mason, to whom the credit is due for the tasteful window arrangements of the Columbia Co., is just now working out the details of a display which will include a nine-foot cano: which will float on real water, no glass or mirrored illusions, but the real thing for which the window has to be converted into a veritable tank. Of course there will be a happy couple in the craft and also a Grafonola, the picture being an exact reproduction of a scene that one may see any Saturday or Sunday afternoon on the Charles River.

School Proposition Looms Up.

The school proposition is looming up large with the Eastern Talking Machine Co., and W. J. Fitzgerald is hustling to install Victor equipments, and his efforts are meeting with the greatest success imaginable. He says that Cambridge schools are entirely equipped with Victors, and a concert given lately in Sanders' Theater, under the direction of Mr. Parker. It was a happy couple in the craft and also a Grafonola, the picture being an exact reproduction of a scene that one may see any Saturday or Sunday afternoon on the Charles River.

Charles F. Atwood to Remove.

Fred R. Erisman, of the Columbia Co., and his bride, who was Miss Nellie Brown, of Wilmington, Del., whose marriage was mentioned last month, have taken apartments in Jamaica Plain, where they are pleasantly located. The Columbia boys gave Mr. Erisman, as a wedding gift, a set of French oak furnishings for his den.

Subway Building Hurts Trade.

The Victor department of the Henry F. Miller Co. had a very good business up to the time excavations began in front of this large Boylston street establishment for the subway which is to run under this thoroughfare. For some time the
.surface cars have been diverted from Boylston street for a distance of three blocks, but this was as nothing to the huge cavernous depth that one now sees directly in front of the store. It is the Victor department of the business that feels the condition the worst, and there has been a noticeable falling off in the calls for records in the past few days. Meanstreet Manager White of the department is hustling about to keep the business up to the normal standard of this house.

Visitied Victor Factory.

Harry Rosen has made some advantageous alterations and changes in his School street quarters, and his patrons are now better able than ever before to be served. Mr. Rosen lately has been on a visit to Philadelphia and New York, spending considerable time at the Victor factory at Camden. He also is planning a trip to Chicago in a few weeks, so as to familiarize himself with the talking machine business at other leading cities.

Interested in "What We Hear in Music.."

The New England Conservatory of Music sent down to the Eastern Talking Machine Co. a few days ago for fifty copies of "What We Hear in Music," referred to last month as a volume that is planning a trip to Chicago in a few days. Mr. Rosen lately has been on a visit to Philadelphia and New York, spending considerable time at the Victor factory at Camden. He also is planning a trip to Chicago in a few weeks, so as to familiarize himself with the talking machine business at other leading cities.

Install Talking Machine Department.

Frank Ferdinand, Inc., house furnishers in the Roxbury district of Boston, is one of the latest establishments to install a Columbia department. The company has furnished a fine suite of rooms admirably adapted to demonstrating Columbia goods, and for the short time this department has been open there have been many onracts sold.

Pardée-Ellenberger Co. Increases Staff.

The Pardée-Ellenberger Co. has found it necessary to add another man to the staff, and just the right person has been found in Robert C. Peck, who will travel through New England, making his headquarters, at the Boston office in Batterymarch street. Mr. Peck has had several years' valuable experience, having been with the A. S. Cook Co. of Woosocket, R. I., who are large Edison distributors. Manager Silliman reports a fine business, especially in the Edison disc goods, and the only embarrassment is through the scarcity of records which are being called for faster than the agency can supply them.

To interest Women's Clubs.

Miss Belle Jones, who has been associated with a talking machine department in one of the department stores, has been engaged by the Columbia Co., and will devote her time to enlisting the interest of women's clubs and organizations in the Columbia proposition. Miss Jones already has made many friends and has made a good start.

Great Concert in Montpelier.

Manager Arthur Erisman got an interesting account of the other day of a concert that was given under the auspices of Russell's Book Store at Montpelier, Vt., which was attended by 1,000 people. The entire concert was given by a Columbia machine, and for the dance that followed this instrument also furnished the music.

Ambassador Skelton Heard From.

H. R. Skelton, the able traveling man for Thomas A. Edison, Inc., is now in Butte, Mont., according to information just received from Manager Silliman, of the Pardée-Ellenberger Co. From Butte Mr. Skelton will go to Portland, Seattle, Victoria, B. C., and other places before turning his face homeward. He will be back about July 1. Everywhere he goes he finds business excellent.

Harrah! for Baseball.

The Columbia boys played a great game of baseball on Franklin Field on April 19, which is a local holiday. The game was between the married and the single men, and the former won by 13 to 12. The boys were a tired-looking lot when the strenuous day was over, and Manager Erisman, in making home runs, got so used to lying down between bases that no one thought anything of it. They're all looking forward to the next game, which will be played on May 30, when the office will have a picnic which will be enjoyed at some near-by resort where there is a lake.

A few loud needle points recording BAGSHAW facts

First—OLDEST

The first talking machine needles were made in the Bagshaw factories at the beginning of the industry. 43 years manufacturing needles of various kinds.

Second—LARGEST

Over 63 million talking machine needles shipped in ten consecutive working days to customers in the United States. This is the world's record, and shows at a glance the magnitude of our facilities.

Third—BEST

Quality alone achieved this big business. While the first factor gave us our start, the "Best" reputation makes possible the "Largest" acknowledgment.

We guarantee Bagshaw-made Needles to be the best for any record

W. H. BAGSHAW, Lowell, Mass., U. S. A.

ESTABLISHED 1870.
BLACKMAN HEADQUARTERS
On Chambers Street Being Reconstructed—Front of Establishment When Finished Will Afford Attractive Display Windows.

Contrary to its apparent resemblance, this cut below does not represent the beginning of any blasting or house-moving job, but instead the appearance of the front of the Blackman Talking Machine Co.'s headquarters at 97 Chambers street, New York, about the first of this month. By the time this issue of The World reaches its readers, the general appearance of the store will be doubtless considerably improved, but judging from this picture, it could stand this improvement, and then some.

If you want to know why the new Columbia Reproducer Number 6 was sure to bring about the revolution in the industry which it is bringing about, ask us to send you the new pamphlet we have just issued describing it in detail.

Columbia Graphophone Company
Tribune Building, New York

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., May 9, 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:

April 12.
Berlin, 9 pkgs., $149; Callao, 20 pkgs., $205; 1 pkg., $116; Colon, 10 pkgs., $228; Havana, 3 pkgs., $167; London, 41 pkgs., $154; 100 pkgs., $5,142; Port Barrios, 2 pkgs., $225; Progresso, 45 pkgs., $1,191; Savanilla, 15 pkgs., $37; St. John's, 100 pkgs., $100; Yokohama, 11 pkgs., $361.

April 22.
Berlin, 12 pkgs., $114; Calcutta, 6 pkgs., $139; Colon, 4 pkgs., $146; Havana, 13 pkgs., $381; Iquique, 5 pkgs., $211; Iquitos, 5 pkgs., $233; Manila, 13 pkgs., $135; Rotterdam, 3 pkgs., $204; Samotol, 6 pkgs., $167; Savanilla, 5 pkgs., $134; Singapore, 16 pkgs., $463.

April 29.
Acajutla, 4 pkgs., $185; Berlin, 10 pkgs., $300; Brussells, 8 pkgs., $189; Buenos Aires, 157 pkgs., $12,313; Callao, 2 pkgs., $171; Colon, 11 pkgs., $222; Guayaquil, 3 pkgs., $180; Havana, 39 pkgs., $1,380; Iquique, 26 pkgs., $1,187; London, 56 pkgs., $579; Montevideo, 4 pkgs., $279; Para, 9 pkgs., $246.

Value of Foreign Sales for the Past Four Weeks.

Amsterdam, 1 pkg., $150; Batavia, 3 pkgs., $187; Berlin, 15 pkgs., $300; Cartagena, 7 pkgs., $170; Guayaquil, 8 pkgs., $217; Havana, 6 pkgs., $150; 11 pkgs., $288; Kingston, 4 pkgs., $169; Limon, 5 pkgs., $234; London, 103 pkgs., $3,604; 7 pkgs., $815; Manchester, 2 pkgs., $159; Maracaibo, 12 pkgs., $284; Para, 10 pkgs., $172; Port Madryn, 4 pkgs., $301; Savanilla, 21 pkgs., $885; Valparaiso, 3 pkgs., $118; 3 pkgs., $137; Yokohama, 4 pkgs., $169.

New Victor Victrola VI.
$893; Port of Spain, 12 pkgs., $177; Valparaiso, 2 pkgs., $560; Vera Cruz, 10 pkgs., $450.

May 6.
Amsterdam, 1 pkg., $150; Batavia, 3 pkgs., $187; Berlin, 15 pkgs., $300; Cartagena, 7 pkgs., $170; Guayaquil, 8 pkgs., $217; Havana, 6 pkgs., $150; 11 pkgs., $288; Kingston, 4 pkgs., $169; Limon, 5 pkgs., $234; London, 103 pkgs., $3,604; 7 pkgs., $815; Manchester, 2 pkgs., $159; Maracaibo, 12 pkgs., $284; Para, 10 pkgs., $172; Port Madryn, 4 pkgs., $301; Savanilla, 21 pkgs., $885; Valparaiso, 3 pkgs., $118; 3 pkgs., $137; Yokohama, 4 pkgs., $169.

REMODELED VICTROLA VI.

The Victor Talking Machine Co., under date of April 30, sent the following letter to its trade, notifying them of a new remodeled Victrola VI at $25, embodying a number of improvements, is now ready for the market.

"We hand you herewith printed announcement of the remodeled Victrola VI, believing that the trade and public will appreciate very much the extra value which the Victor Co. is putting into this style. It will have, in the future, a twelve-inch turntable and is equipped with a suspended horn-amplifying compartment, the same as the higher-priced Victrolas, and the price remains at $25.

"This offers you a fresh opportunity for a campaign throughout the coming summer months which will enable you to sell more instruments than ever before at this season. No matter if there already be a higher-priced cabinet Victrola in the home, every family can find good use in the nursery, in the summer house, aboard boat or in the country bungalow for a wonderfyl little instrument, such as this $25 Victrola. Think what it means to your record business to sell a quantity of this Victrola VI. Remember that anybody earning from $10 a week upward can afford to buy one of these instruments, and these owners frequently prove more enthusiastic buyers of records than the owners of the higher-priced instruments."

IF YOU WANT TO KNOW WHY THE NEW COLUMBIA REPRODUCER NUMBER 6 WAS SURE TO BRING ABOUT THE REVOLUTION IN THE INDUSTRY WHICH IT IS BRINGING ABOUT, ASK US TO SEND YOU THE NEW PAMPHLET WE HAVE JUST ISSUED DESCRIBING IT IN DETAIL.
FAST PROGRESS ON ADDITIONS.
New Structures for Victor Plant Will Be Ready for Occupancy Before Fall—Changing the Map of Camden at Frequent Intervals.

A resident of Philadelphia, in commenting upon the growth of the business of the Victor Talking Machine Co.'s business in Camden and the consequent necessity of adding to the extent of the company's plant at frequent intervals, so frequent that the construction work on one building is not finished before that on another is started, remarked that the Victor Co. changed the map of Camden about two or three times each year and hadn't begun to slow down yet.

INTERESTING TO TRAVELERS.
Forty-five inches is the longest trunk that may be carried as free baggage on railroads after May 1. New rules also frown on the trunk with bulging side or bottom designed that it must stand in a certain position, so gowns and hats inside will travel right side up.
It may be some time, however, before "freak" trunks can be refused. Notice is required to reject them lawfully.

THE TALKING MACHINE WORLD.

"TALKER" GROWTH IN TWIN CITIES.
Five Wholesale Houses and More Than Twenty Retail Stores Now Catering to the Needs of the People of St. Paul, Minneapolis—Piano Houses Fall in Line—Columbia Expansion—Exclusive Edison Store Doing Well.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, May 10, 1913.
Five wholesale houses and more than twenty retail stores cater to the public demand for talking machines by residents of Minneapolis and St. Paul. And only a few years ago, less than ten, two houses had a precarious existence in trying to unload the old cylinder machines on a curious but not a purchasing public.
The pioneer dealer in the Twin Cities after struggling for years to place the business along paying lines was surprised to find that he was ruined just as the big wave of talking machine popularity, that should have landed him a competence, at least, over flowed the Northwest.
Four piano houses that for years dealt exclusively in pianos within the past six months now have Victrola departments, and four other old piano houses which also handle musical small goods deemed it advisable to add a talking machine line.
Let it be said that none of the piano men regret the innovation, and let it further be said that the success of the piano business in the Twin Cities has not cut into the profits of the exclusively talking machine concerns, for these, without exception, have redoubled their volume of sales.
The Columbia machines are going out of here faster than ever," declared Jay H. Wheeler, general manager in the Northwest for that line. "Our wholesale business is extending in every direction and the Minneapolis and St. Paul stores are doing an excellent retail trade. Our old customers who were content with a $50 machine a few years ago, are now investing in the higher priced instruments. A few years ago the mere suggestion of bringing a $500 Columbia Grand to the Twin Cities would have appeared ridiculous, but we sell them right along now. Of course, the lower priced machines always will be the popular ones. We are having a great run at present on the new $50 Columbia with a stand and the improved mechanism.

The new exclusive Edison store, opened last month in Minneapolis by the Minnesota Phonograph Co., is proving all that was expected. Lawrence H. Lucker, president of the company, condensed the old parent store into a simon pure Edison emporium. "We are having the greatest kind of success with the Edison disc machines, and if the success continues we will have redoubled our volume of sales."
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TO INCREASE CAPITAL STOCK.

(Special to The Talking Machine World.)

Jacksonville, Fla., May 7, 1913.
The capital of the Barfield Music House, Inc., of which W. A. Barfield is president, in this city, will be increased from $10,000 to $25,000 for the purpose of expanding the business. Mr. Barfield, who is general manager of the company, intends in the future to devote his entire time and capital to his local interests, as he is not connected in any way with the Columbia S. C. concern of somewhat similar name. The Barfield Music House, Inc., has attractive ware rooms at the corner of Julia and Forsythe streets, and is handling the Packard and other pianos, and the Victor and Edison talking machines.

SILAS E. PEARSSALL COMPANY

Victor Talking Machines
Victor Victrolas
Victor Records

RECORDS IN TWENTY-FIVE LANGUAGES

We are the oldest and most Expeditious Jobbers in the Talking Machine Trade.

Send In Your Orders. Send In Your Agreements. We Want Your Business.

NEW YORK
541 FIFTH AVENUE 541
GET LYON & HEALY SERVICE
WHEN YOU BUY
VICTOR GOODS

The many years we have been wholesaling Victor goods have made us particularly well informed as to the best methods of handling Victrolas, Records and Record Cabinets, so that the Dealer will experience no delay in receiving his goods.

We have on hand at all times as complete a stock of

Victrolas, Records, Record Cabinets and Accessories

as factory conditions will permit ready for immediate shipment.

Are you using the Lyon & Healy Record Racks?
Are you using the Lyon & Healy Fibre Needle Cutter?

Send us your order now for Lyon & Healy Service.

THE WORLD'S LARGEST MUSIC HOUSE

LYON & HEALY

WABASH AVENUE and ADAMS STREET
CHICAGO
The Talking Machine World.

FROM OUR CHICAGO HEADQUARTERS
ROOM 855, NO. 37 SOUTH WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

(Special to The Talking Machine World.)
Chicago, Ill., May 10, 1913.

The readers of The Talking Machine World will be glad to read the progress made in the introduction of the talking machine in the public schools of Chicago. Below appears an extract from the report of Agnes C. Heath, head special music teacher in elementary schools, in the fifty-eighth annual report of the Board of Education of the city of Chicago for the year ending June 30, 1912.

While the report is not recent, and does not tell the whole story, it is very probable that future reports will have a still more encouraging state of affairs to relate. Still the important thing is the methods used, and certainly this report indicates the exercise of a good deal of enlightened intelligence in this regard:

"Last year many Victor talking machines were purchased by the schools. I am sorry to say that the true value of this machine is not appreciated. Being a novelty, at first it was received with great pleasure, but in many cases it is now relegated to some place where it is least in the way. The general cultural value of hearing good music as a matter of common intelligence is well understood. These machines bring into the schools the best possible music, giving great enjoyment and appreciation understanding. This year we issued a new catalogue of records, which can be had upon application to the music department.

"We have in a few of our schools, among them the Brownell, Tilton and Kershaw, a rather unique feature. Twice a week a morning concert is given in the hall, commencing at 8.40 and lasting until 9.30. All requests are recognized as far as possible all requests are recognized. The programs for these concerts are also sent in by the children, is told, over-technical analysis being avoided. These machines bring into the schools the best possible music, giving great enjoyment and appreciation.

An article on this matter will appear in the Chicago Correspondent -- we sell to Jobbers only

The Wade Fibre Needle Cutter No. 1

The WADE FIBRE NEEDLE CUTTER, No. 1 and No. 2, trim the needle at the proper angle, and the needle can be reduced 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.

Order from your regular Distributor—we sell to Jobbers only

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

WADE & WADE,
3807 Lake Ave.
PHONE, DOUGLAS 8108
CHICAGO, ILL.
Model Programs.

Here are several of the very excellent programs now being given at the Victor recitals in the concert room on the first floor of the Chicago house of the Record Department. They are all highly suggestive to dealers who are now conducting or are considering the giving of talking machine concerts in their places of business.

PROGRAM No. 1.
1.-17904 Faust—Ballad Music—Waltz.
Faust—Ballad Music—Vaselli’s Italian Band
Faust—Ballad Music—Panzardo’s Italian Band
1.-94489 Ballad Music—In Italian—Schubert
1.-92004 Ballad Music—In Italian—Schubert
1.-92005 Ballad Music—In Italian—Schubert
1.-88395 Ballad Music—In Italian—Schubert

PROGRAM No. 2.
2.-70669 Liebestraum (A Dream of Love) (Liszt).
2.-63199 Whispering Hope.
3.-87107 Elegie. (See. Op. 67)
4.-31856 Gems from “The Count of Luxembourg”

Enlarges Store.
A. Glick, talking machine dealer at 2180 West Lake avenue, has enlarged his store and improved it in many ways.

Move to Better Quarters.
Henry Horner, well known piano and talking machine dealer at 670 W. North avenue, has moved his store to 40 West North avenue.

T. M. Co’s Notes.
The Talking Machine Co., exclusively wholesale distributors of Victor goods, are having a very remarkable trade both on Victor machines and records.

H. L. Flinteye, Jr., has increased his territory which hitherto has been confined to Chicago, so that now he covers the greater part of the greater Chicago and contiguous points.

A New Neon Arm.
A. L. Burke, a Chicago inventor, is showing a device for attracting attention to advertisers’ concession and causing considerable comment. It is in the form of a composition arm which is designed to replace the steel arm on the reproducer of Columbia and other brands, and is laid to eliminate the thin, sharp tones that are peculiar to the steel arms, reduces the noise of the needle and produces a tone that is rich and full. A company has been formed under the name of the Natural Tone Needle Arm Co., which will manufacture the device in Chicago and push the business energetically.

Salter Co. Designing New Cabinets.
The Salter Co. is planning a number of new designs to further enlarge its already complete line. This is made necessary because of the ever-increasing demand for one kind of music, which at present is being made by the factory for its products. The factory is running to full capacity and doing much overtime work in order to keep pace with the orders.

Mrs. Frances Clark, who has charge of the work in schools and playgrounds for the Victor Co., was one of the prominent delegates to the recent convention of the General Club held in Chicago recently. She made one of her inspiring addresses, which was keenly enjoyed.

New Wade & Wade Shops.
The income of the new Wade & Wade fiber needle cutter has been such as to necessitate more room and, although the concern is now located in more commodious quarters at 3007 Lake avenue, it is still being pushed to the utmost to keep up with the orders that have been received from all parts of the country. A new two-story shop building is being erected by the firm on an adjoining lot.

Record Orders in Ragtime Records.
The Chicago Record-Herald recently printed the following despatches from London:—Since the ragtime music has been so successfully introduced to England $2,000,000 gramophone ragtime records have been sold, and in round figures the public has paid $750,000 for the pleasure of hearing the catchy numbers of the new fad. A popular ragtime trade periodical, in their own homes. Popular taste is first place to “Everybody’s Doing It,” and other favorites come in the following order,—“I’m Going Home to Dixie,” “Alexander’s Ragtime Band,” and “Walking for the Robert E. Lee.”

Concerts at the Shops.
The Talking Machine Shops has instituted afternoo concerts that are attracting ever increasing numbers of visitors to that very delightful place. She is devoting most of her time to the record department.

SUCCESSFUL SALESMANSHIP—WHAT IT IMPLIES.
Calls for Highest Order of Intelligence and Ability—Its Psychology Consists of Applied Common Sense and Experience Plus Honesty of Purpose, Optimism, Energy and a Hundred Per Cent. Common Every-day Hard Work, Says J. E. Linnihan.

(Special to The Talking Machine World.)
Chicago, Ill., May 10, 1913.

An excellent address on “Salesmanship” was delivered last Friday at a luncheon of the Executive Club of the American Specialty Manufacturers’ Association, by the president of the association, E. Linnihan, who is general manager of the United Cereal Mills, Ltd.

While addressed to a special class, the principles laid down govern all lines of trade, wholesale or retail, and are so admirably and pertinently stated that the Chicago representative of this paper secured Mr. Linnihan’s consent to the publication of that portion of his address of general interest, and which follows:

Salesmanship is a profession, calling for the very highest order of intelligence, and it is the American business man of the present day.

There have been a great many essays, orations and sermons upon salesmanship, and some of our brightest minds. You have all of you been told about the psychology of salesmanship. I believe that the true psychology of salesmanship consists of applied common sense and experience, plus honesty of purpose, optimism, energy and the per cent., common, every-day, hard work.

You gentlemen, who represent in this city manufac-

turers located in different parts of the country, have a big responsibility resting upon you shoulders. In many instances you are the only representative of your company, with whom the wholesale and retail customer comes in personal contact, with the possible exception of an occasional flying visit made by some officer or member of the firm.

Remember this—that the optimism formed by your customers regarding your business to the greatest extent, the optimism they form of yourself personally.

How necessary then it is that you men so conduct yourselves in your business so that with your whole sale and retail customers, that the impression gained be one of the highest value in the firm you represent.

Salesmanship enters more or less into almost every business transaction. If a man is a salesman in the high sense of the word, if he can cause the man who has a, business transaction.

I once heard Elbert Hubbard say in an address to the salesmanship would never be reduced to an exact science and be taught in the best schools, but that a process whereby the human emotions, sentiments and heart-throbs could be placed under a glass and analyzed, catalogued, named and numbered.

I believe that he is right. We have all, of us, met at some time in our lives those men who by their schooled physical and mental equipment radiated an influence (Continued on page 21.)
CO-OPERATION

In the Sale of Victor Goods

You’re Interested in Every One of These Ideas

They’ll Help Increase Your Business

To increase your business—
That’s what we’re in business for.
You want to deal with a jobber who can not only fill your orders—but who can help you most in turning your stock.

Write if you want any of these ideas.

SALES IDEAS

Used Successfully by the Largest VICTOR DEALERS

TALKING MACHINE CO.
37 North Wabash Avenue
CHICAGO ILL

The Eye of Your Store

MAKE your window work at night, Mr. Dealer, as well as by day. This "Talking Flash-light" electric Trade Mark will get everyone pertaining to your store at night or any time you go to your Victor Talking Machine and Records.

Complete, with Flasher and cord, ready to connect with socket, in mahogany frame, 17 x 19, 75.

TALKING MACHINE CO.
137 North Wabash Ave.
Chicago, IIl.

SYSTEMATIZE

For VICTOR BUSINESS

OUR "500" LIST

THE BEST SELLING VICTOR RECORDS

250-10" double face records
25-10" double face records
25-12" single face records
50-12" single face records
50 Purple Label records
75 Red Seal records

This list is not the selection of any one man, but a selection made from accurate statistics, showing our most popular selling records.

This pamphlet is of special value to one following a Victor Record Library.

WE HAVE THESE RECORDS

Sectional Record-Filing Cases

With Non-Warping Sheet Metal Shelves

All progressive Talking Machine dealers realize the importance of having each record in perfect condition, where it can be located at a moment’s notice.

Each cabinet contains 30 shelves, one inch apart, with space between each shelf for 9 records in stock envelope, making the sectional hold easily a 100 records.

Each section is 24 x 30 inches for 10 inch records, and 13 x 30 inches for 12 inch records.

Each section is complete in itself, so many or so few may be used as desired.

Each comes unfinished. It can be painted or colored to match the store fixtures.

Price of Filing Cabinet, Mahogany, 4.50, planed on all sides, tongued and grooved. 10 lb. 170, kiln-dried, planed on all sides, tongued and grooved. 23 lb.

TAMACO STOCK ENVELOPE

THE TALKING MACHINE COMPANY, CHICAGO, ILLINOIS
137 NORTH WABASH AVENUE
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 22).

which won us almost instantly to their cause—for whom to do so do they rely on as the greatest of their present pleasures.

You, young men, who are representatives of your companies in this city, should remember that you are traveling along a road of great opportunities; you are not selling goods, but you are selling the samples on this free test offer. If you do not believe that you can make money out of your salesmanship, you are not selling our goods—by far the best in the world, and the most desirable to the consumer. By your salesmanship you are to overcome these difficulties, and win success by putting to the consumer the natural and acquired qualities.

There is in your mind a great difference in the attitude of salesmanship. By this I mean that there is something much more to making the sale, than getting the order, and the other hand, by bull-dozing, brute-force and hypnotism.

When they are doing right.

We have

In the second place, a representative of the public to their new department, have installed five handsome demonstration booths for the phonograph user's benefit.

One thing which we should all remember is no easy—-we are

It must appeal to you that there must and will be evolution in needles and it is well worth the effort. The good trouble with the most of us is that we want to

by being analyzed by the leading piano houses towards the public to their new department, and are also using a liberal improvements for the phonograph user's benefit.

The knocker has had the most of us coming from the potential possibilities that are ours?

It is no royal road to success in business. Success for the great majorities. It is gained over the rough road of difficulties, and our only chance lies in being able, by hard work, to overcome these difficulties, and win success by putting to the consumer the natural and acquired qualities.

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CONVENTION OF TALKING MACHINE JOBBERS IN JULY.


The past month has been a very busy one for the officials and committee members of the National Association of Talking Machine Jobbers. The coming convention of the association in July has necessitated the calling of a number of meetings of the executive and arrangement committees, and in addition the officers of the association have prepared letters and outlined plans that should prove of service in keeping track of the plans for the convention. Judging from present indications, the 1913 convention of the association will be one of the most important in its history. An unusually large attendance is already assured, and the popularity of the Falls as a scenic and convention location is certain to play an important part in arousing the enthusiasm of the members of the association.

J. Newcomb Blackman, president of the association, gives a very interesting report on the progress made during the past month in the matter of jurisdiction: "In the very near future," states Mr. Blackman, "I contemplate addressing a letter to every member of the association asking them particularly requesting them to recommend subjects which it would be well to treat in papers to be written by the members, and I wish to write these papers myself I would appreciate it if they would suggest someone who will be best fitted to treat the subjects they have in mind.

"The subjects we are real desirous of handling and which will be the most valuable to the members are broad, general subjects, not personal subjects in a narrow train of thought, or pertaining to any one company. These subjects should relate to the industry as a whole, and consequently would be of the greatest value to the conduct of his own business. For example, they may be voiced along the lines of price maintenance, which is a very important topic, extension of credits, salesmanship, successful merchandising methods, proper store equipment and other topics in a similar vein. These subjects should be presented in a concise form, so that if it is thought advisable, they could be taken up by any member at one of the association's meetings, either by resolution or otherwise, thereby taking advantage of the thoughts expressed in the papers presented.

"During the past week Louis Buehn, secretary of the association, and H. B. Blish, a member of the executive committee, who with myself, constitute a special committee to prepare papers on price maintenance, had a conference with the Edison officials at the factory. While we are not in a position to state definitely the detailed outcome of this conference, we can say that it was very satisfactory and that very beneficial results will be the outcome of this conference.

"As such matters are of an executive nature, and cannot be publicly presented at this time, suitable action could be taken by the committee to arrange for the reading of the papers, which will be followed by the regular executive session, thus giving an opportunity to take any action which the papers should seem to justify. If each member of the association will only use the influence which he has among those in his territory it will do as much and probably more than anything else to bring out a large attendance. Those who have analyzed the business situation, particularly in view of the price maintenance uncertainty, will understand the importance of getting together with all the officials in the country and discussing the factors in the business situation, particularly in view of the price maintenance uncertainty, will understand the importance of getting together with all the officials in the country and discussing the factors in the business which will not only give added support to the industry, but enable each member to receive considerable help through learning the viewpoint of the most successful people in the line. In the course of this conference it was felt that the committee is ready to work with the committee of arrangements and make suggestions, for very often the best ideas remain unknown, because there are so many members with busy schedules. There is ample opportunity for members to give some serious thought to the convention and our aim will be to make our session not only help every individual member, but trade in general, and suggestions along these lines from the members should be sent to me at the earliest possible moment."

Recent additions to the membership of the National Association of Talking Machine Jobbers include the following concerns: W. H. Brusher & Sons, Cleveland, O.; Hayes Music Co., Toledo, O.; and H. B. Berner, Cleveland O.

BOUND TO SELL THAT RECORD.

Telephone and Victor Co.'s Record Department Called on for Aid When Customer Whistled Air of Selection Desired.

Not long ago a customer walked into a Victor dealer's store in Philadelphia to purchase a record, says "The Voice of the Victor." He had no idea of the name of the record he wished for, and the department could not give him any. He did, but the artistic achievement brought no ray of intelligence to the salesman. No one, in fact, recognized the tune. As a last resort, the record order department of the Victor Co., in Camden was called up and the tune whistled into the telephone. It was "In the Shadows." The customer got his record.

The Castner-Knott Dry Goods Co., Which Recently Opened a Piano Department at Nashville, Tenn., to Feature the Victor Line—Special Equipment Installed in New Department, of Which Edward J. Hayes is Manager.

Making every effort to interest his customers in Victor and Victorola records, Mr. Hayes, the manager of the Castner-Knott Dry Goods Co., has recently installed a special music department in his store at Nashville, Tenn., which already has assured a splendid business, and which in all probability will be increased considerably by their handling Columbia records. "Business at the present time in the New England territory is excellent," states Mr. Yerkes. "Talking machine dealers are enthusiastic in their praise of this and other fine products sold by our company, and many piano houses in New England state that their business in pianos has been considerably increased by their handling Columbia machines and records. A purchaser of a talking machine is very often in the market for a piano or player-piano, and the merchant handling a talking-machine line is in an excellent position to cater to this trade.

"Our business for the first four months of this year has really been remarkable, and this month will very likely be just as successful. In New England in particular, our business has gained splendidly, and the month of April was the greatest month in New England territory that the Columbia Co. has ever experienced."

KEEPING TRACK OF ARTISTS.

Already the talking machine manufacturers are calling the attention of their dealers to the plans for next season of the great artists who have made records for the different companies. The Victor Co., for instance, advise their dealers that Fritz Kreisler, the famous violinist, has arranged to tour the entire country next season and appear in a number of important concerts. Being forewarned, the dealers can do some effective advertising, locally, when the artist is scheduled in their own or a neighboring city.
Introducing an Uph.
The Improved

HERE'S a small duplicate of a big announcement next week in the Saturday Evening Post.

You can't talk this way about an instrument like this new "Regal" at $50 without getting things stirred up.

It is one beautiful $50 worth. It has the Columbia tone-control leaves. It has a lid. It has the new Columbia tone arm and the new Number six Columbia reproducer. Mahogany or quartered oak—and fine cabinet work. We don't have to tell you where this one and only upright instrument at $50 will stand in the market.

The principal trade that this new "Regal" is going to deflect will be the $25 trade. There are enough exclusive good points worth talking about to make any $25 prospect see the worth of another $25.

You can leave it to the customer to decide for himself as to what the price looks like after he has seen what the instrument looks like—and listens like, too.

Columbia Graphophone
Woolworth Building
Creators of the talking machine industry. Pioneers and leaders. Largest manufacturers of talking machines in the world.
If you have not already decided that there are money reasons for taking on the Columbia line, don't forget that the public sees through its own eyes. Every time our advertisements appear the Columbia slice in the market is being cut a little deeper.

This next week's advertisement enables us once more to make a definite Columbia suggestion to an enormous number of people—among them, the chances are, a good part of the people you have a right to consider your regular customers.

The Improved "Regal," a complete, enclosed, upright Grafonola at $50, should not be regarded by you merely as a difficult thing for competing instruments at more money to meet, but as a market-reacher that you have an entirely different sort of interest in—one that can do your work and make money for you as well as for anyone else.

Notice we said "money reasons." There is, legitimately, a good deal of sentiment in this business. But the only ground we have any idea of getting together on is that of money—mutual profit.
A REAL TALKING MAN.

Designed to Exploit Certain Commercial Specialties Has Made His Appearance in France—
This Machine Is Humanlike in Its Completeness and in Its Results.

Talking by machinery is not new, for we all know about the talking machine, and advertising is done in a number of ways, but to have a man in a "man" lecture on the advantages of a certain article, making the proper gestures and facial expressions, is a novelty that has made quite a stir in France which has been its metier.

Talking dolls, with a phonograph inside them, have been on the market quite a while, but this automaton is distinctly new. A great number of the movements are connected to this body, which give it a life-like appearance. The mouth moves, the eyes also move, it makes many gestures with the whole arms, forearms, hands and fingers, all of which are operated by motor-driven mechanism in the base or platform on which this man stands.

The most remarkable thing about it is that it can be so adjusted that its movements will fit any "speech" that is placed in the talking apparatus for reproduction. In all it can assume 5,000 different positions. It can also sing, and it is now being used in its new capacity to advertise songs and all sorts of articles that are demonstrated by lecturing about them.

Some of the phonograph records are songs which this automaton is now connected with the proper gestures. It can be dressed in various costumes, and the inventors are now at work making the same thing in the form of a beautiful woman, with a view of having it serve as a new gown and talk about the gowns at the same time.

Of course, it is available in any country, as the record can be made in any language. It can also be so arranged that it will stand on the floor by having the base that contains the mechanism sink into the floor.

BOSTON GIRLS' HIGH SCHOOL.

Has Just Installed Two Columbia Talking Machines Which Are Used in the Gymnasium—
Thirty-eight Columbia Machines Now Being Used in the Boston Public Schools.

The Boston office of the Columbia Co. is highly elated over the way that schools are taking hold of the idea of installing machines in the institutions of learning. Since February 11 thirty-eight Columbia machines have been placed in the Boston schools, and Manager Eriisman reports that many highly-encouraging letters have been received as to the interest that the machines are giving. In the Girls' High School two machines lately have been installed especially for use in the gymnasium.

WANTED KEEN-O-PHONE CO.

William Sibley Dowdell, a baritone of wide reputation, has recently been engaged by the Keen-O-Phone Co. in an executive capacity, having forsaken the artistic field for the commercial side. Mr. Dowdell's last church position was with Grace Church of Orange, N. J.

DISCUSS "TALKER" VALUE IN SCHOOL.

Frederic E. Goodwin, manager of the Columbia Co.'s educational department, spent a week recently attending the convention of Supervisors of Music, held at the Hotel Seena, Rochester, N. Y. The Columbia Co. exhibited its entire line, with the exception of the Grand, at the convention, and this week has delivered an interesting address at one of the meetings. The use of the talking machine in the school was discussed at length, and the supervisors of music in attendance were most favorably impressed with the demonstrations of the various types of machines on exhibition. Members of the new Grafo- nola Co., of Rochester, Columbia jobbers, were in daily attendance at the convention, and assisted in the demonstration of the Columbia line.


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 street, Rochester, N. Y.

WANTED TO BUY.—Dealers' surplus or close-out of disc machines and records. Address "Buyer," care The Talking Machine World, 373 Fourth avenue, New York City.

THE TALKING MACHINE WORLD.

“Some Day” the One of the 365 That We Couldn’t Do Without.

“Some day” is the one day of the 365 that has no place in the calendar and is still the most popular day for making disagreeable engagements. It is the day on which every idle dreamer chooses to begin the monumental work that is to make his fame and fortune. To-day is always huddled, crowded, too hot or too cold, too wet or too dry. To-day is out of the question. But “some day” lies in the far golden bale of the future that seems to have in it the infinite leisure of eternity. And so we defer, till the more convenient season that never comes, what ought to be done today, without talking heed of our own feelings, our plausible objections, and permitting the creeping paralysis of over-much delay that keeps the arm from striking while the iron is hot!

These prophecies that begin with “some day” and a good resolutions are rarely converted into the action, and the various suitors in the basement are admirably arranged and comfortably furnished for the accommodation of customers.

WHY WINKELMAN IS PLEASED.

Ask Henry Winkelman, manager of the Victor department of the Oliver Ditson Co., how business is, and his face becomes wreathed in a broad smile which tells the happy story. He reports a heavy call for some of the new records which have become the most popular.

Two suits have been instituted in the United States Court at Trenton, N. J., alleging large damages against the Victor Talking Machine Co. The plaintiffs are Samuel Levin, of Highland Park, Ill., and the Permanent Disc Needle Co., an Illinois corporation. The suits are based on a warning issued by the defendant company against the use of the jewel needle made by plaintiffs.

GOOD CALL FOR VICTOR GOODS.

THE CLEANNOTE Pad.

If owners of talking machines only knew that the use of the CLEANNOTE Pad would improve reproduction 50 per cent., reduce scratch to the same extent, and double the life of records, all would buy quickly. The CLEANNOTE Pad dusts, polishes and lubricates. Money returned if not satisfactory. Price, 25c. Discount to trade.

VOX HUMANA TALKING MACHINE CO.

Nantucket, Mass.
Wonderful Invention

is

"ARTESTE TONE MAGNIFIER"

Attached to the Victrola

Eliminates all rasping sounds of needle and produces full rich tones of perfect coloratura, quality and expression, without the distracting mechanical noises.

Madame Tetrazzini's records and those of other great artists give all lovers of good music the pleasure of personal rendition when heard through

"Arteste Tone Magnifier"

which is easily and quickly adapted to the Victrola; does not get out of order and require adjusting or attention after installation. It will materially increase your business and profits.

90% of your machine owners will buy. Sold only to the trade. Retail price $3.50. Liberal discounts

THE STETSON MFG. COMPANY

NEW YORK CLEVELAND
THE TALKING MACHINE WORLD.

THE ARTESIAN TONE MAGNIFIER.

The New and Remarkable Device Invented by C. Stetson Butter to Perfect the Tone Quality of the Talking Machine Has Recently Been Introduced to the Trade—Company Organized with Offices in New York and Cleveland—To Develop This Business.

The Artesian Tone Magnifier is a new and most remarkable device that has been invented by C. Stetson Butter. It is designed to improve the reproduction of the talking machine, particularly in terms of the quality of the voices and instruments reproduced.

The Artesian Tone Magnifier is said to be remarkable for the success it has achieved in this direction. Some of the greatest authorities on tone production were consulted and advised with complete harmony, and the device is now ready for the public.

The Artesian Tone Magnifier operates by amplifying the voice and instruments through the use of a diaphragm. This diaphragm is placed in a vacuum chamber, which prevents any excess vibration and consequently gives a true representation of the voice and instruments.

The Artesian Tone Magnifier can be installed in any existing talking machine, and it will improve the quality of the reproduction, making it possible to hear the true natural tone of the voice with the true quality of the instruments.

The Artesian Tone Magnifier is said to be the most important because the diaphragm is designed to prevent the blasting of the high notes or tones by offering continuous vibration of the diaphragm and preventing the noise of the needle and preventing the echoing or reverbation of the voice.

The Artesian Tone Magnifier is very successful, and it is said to be the most successful device ever introduced to the trade. The reproduction is said to be as perfect as any previous setting or adjustment, and it is quite simple to use.

The Artesian Tone Magnifier is said to be marketed by The Stetson Mfg. Co., Liverpool, England. The company is said to be exclusive to talking machines, and its success with the Artesian Tone Magnifier has increased its efforts to produce what has herefore been but a dream.

COLUMBIA EXPANSION IN HAVANA.

A. E. Garmaize, traveling ambassador of the Columbia Co.'s export department, returned to New York recently after an extended Havana trip. Mr. Garmaize states that the Columbia Graphophone Co.'s products are doing remarkably well in Havana.

The Columbia company's agents in Havana have succeeded in increasing the sale of the product, and the company is said to be enjoying a steady demand for the high-priced types of machines, with the Columbia Line a prime favorite with the Havana people.

AUTOMATIC STOP DEVELOPMENT.

Discussed by an Officer of the Condor Autostop Co.—What This Concern Has Accomplished.

"The possibility of the development of the automatic stop was questioned by a few in the trade when we first marketed the Autostop," stated an officer of the Condor Autostop Co. of N. Y., in a chat with The World, "but it has taken only a year and a half to develop the machine without number. The active commercial plans we formulated and prosecuted after the introduction of the Autostop gained a unique position for us, which the efforts of many of these other people bringing out stops tended to strengthen and improve. The successful sale enjoyed by the Autostop is a demand upon us by jobber and dealer, almost without exception, for a stop that would be automatic in every meaning of the word; a stop requiring no setting or adjustment.

"The statements of insistence on the part of the trade have become an entirely new feature in our sales. It is a mighty chorus bearing in unison all to one effect: 'Give us a stop requiring no setting or adjustment!' The efforts of every one here are combined and our plans are calculated to produce this accomplishment by making the earliest possible delivery of Notet.

"Eyesight varies in strength, and ability to make a fine adjustment, when records end at different points, is not possessed by many.

"Procuring an adjustable stop will be found that the record is stopped too soon, or it often happens that the adjustment is made so that the needle gets in the middle of the tone and it doesn't stop at all.

"None of these annoyances happens when Notet is used, for it finds its own last line without any previous setting or adjustment, holding the last line in its own action which is secondary to the use of the machine. Any other beliefs tending to the idea that people can be made to adjust a stop, are untenable because impracticable.

"From a commercial standpoint alone, it is easy to prove that Notet is the most logical article, for the talking machine trade employe is unable in his busy time to sufficient time to do the task. I claim to the customer now a stop works and how it may be regulated, be it ever so simple and ever so easy—aptly, the customer will be satisfied.

"The Artesian Tone Magnifier is a welcome visitor.

In enrolling a subscription to The Talking Machine World the Johnson Talking Machine Co., Ltd., Liverpool, England, say: "We are pleased to inform you that business is still keeping good with us at both our Liverpool and Birmingham houses. This last season has been the best of our 15 years' experience in the wholesale talking machine business, and trade has every appearance of keeping brisk with us during the coming summer months. We look forward to your valuable publication every month, and it is very interesting for us to read about dealers and factors in our line of business in U. S. A., although it is not possible for us to do much business in your country through the high tariff which has been levied against us. We wish your paper every success."

Selling a Rough Diamond.

Some time ago a man who had not been on good terms with his razor, his tailor or his bootblack for several days, entered the Victor department of a certain store in New York City. He asked to see a small Victrola, and the three salesmen (on commission) each waited for the other to demonstrate.

Finally the best man of the three took the rather rough looking customer in hand and eventually sold him a $25 machine and, of course, a few records. The salesmen did not think it worth while to show anything but band, instrumental and popular low-priced numbers.

The rugged customer declined to purchase on "time," saying, "No, I guess I'll pay for it. I want nothing but band things up aboard the boat. I want it tomorrow, sure, and if I have it charged I may never get it."

The amount was $31. As he left the salesmen fumbled for the distinctive emblem of high degree and two diamonds worn by the customer. Three times in two weeks the same customer returned, and each time he was shown only low-priced records.

The fourth time, about eleven weeks later, the department manager was at leisure and handled this customer's business. The result, a sale of fifty-six dollars worth of records! The customer remarked that he had begun to think that the store did not carry the opera records, because he had never been shown any before.

During the summer this man purchased over three hundred dollars' worth of records. Most of these were damaged on the boat and in the fall he purchased a style XVI and over two hundred dollars' worth of records.

The man was a large property owner, raised several times a millionaire, and the boat was a good-sized yacht.

TRADE WITH SOUTH AMERICA.

Exports Showed a Progress Faster Than Imports.

(Special to The Talking Machine World.)


Exports from the United States to the five principal countries of South America—Brazil, Argentina, Chile, Uruguay, and Peru—increased almost 25 per cent, during the first nine months of the present fiscal year, as compared with the same period last year. The imports from those countries increased only 8 per cent.

The exports this year totaled $41,900,000, against $38,100,000 last year; the imports $156,300,000 against $156,300,000.

The imports from Brazil in the comparative nine-month period increased from $56,700,000 last year to $101,500,000 this year; Argentina, from $19,000,000 to $22,600,000, and Chile from $13,000,000 to $18,500,000. Exports to Brazil increased from $23,200,000 to $22,700,000; while those to Chile decreased from $33,490,000 to $11,800,000 and those to Argentina from $49,400,000 to $29,900,000. These figures are most interesting.

AN OFFICIAL OF THE CONDON AUTOSTOP CO., 109 BROAD ST., NEW YORK, HAD THIS TO SAY.:

"The Autostop gained a unique position for us, which the efforts of so many of these other people bringing out stops tended to strengthen and improve. The successful sale enjoyed by the Autostop is a demand upon us by jobber and dealer, almost without exception, for a stop that would be automatic in every meaning of the word; a stop requiring no setting or adjustment.

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IN THE STILTY NIGHT.

Caruso breathily sings the "Grand Old Flag".

"In terra sana" by Lohman.

Pal Planck waltzes "That Italian Rag".

Mr. William Albert, with a band, I heard the Sempich playing poor "Jewel." And Metch, "You Are Just the Man for Me." And Mrs. Plummer on "And rang the changes on "Alt! fors' a lui."

And Mr. von Bertellino with much pride; And Elman beat the tomtom with much pride; And heard Fritz Kreisler toying with the lute.

COLUMBIA EXPANSION IN HAVANA.

A. E. Garmaize, traveling ambassador of the Columbia Co.'s export department, returned to New York recently after an extended Havana trip. Mr. Garmaize states that the Columbia Graphophone Co.'s products are doing remarkably well in Havana.

The Columbia company's agents in Havana have succeeded in increasing the sale of the product, and the company is said to be enjoying a steady demand for the high-priced types of machines, with the Columbia Line a prime favorite with the Havana people.
HOW TALKING MACHINES STIMULATE PIANO SALES.

Some Facts of Interest that Should Awaken the Curiosity and Action of Piano Merchants Who Are Not Now Handling Talking Machines—The Record Made by the Piano House of F. G. Smith in Brooklyn is Worth Studying and Consideration.

Piano merchants in all parts of the country were greatly interested in the recent announcement published in The Talking Machine World, relative to a startling increase in sales of pianos and player-pianos experienced by one well-known piano manufacturer, which was directly traceable to purchases of Edison’s Columbia Double-Disc records. The firm who reported this splendid record was the well-known Brooklyn, N. Y., piano house of F. G. Smith, who recently installed a Columbia department, and soon after its establishment, increased its sales something like $1,600 in one week, all of these sales being made of the Columbia product. Interesting and valuable as this report was, a later statement from the same progressive piano house is to the effect that during the first week of this month, the sales increased over $3,200 from the same source as the first reported increase—namely, owners or purchasers of the Columbia product, who would not have been in the establishment if it were not for the fact that the Columbia line was displayed in the store.

In view of these encouraging and gratifying reports from representative piano merchants, who have established talking machine departments, it is not to be wondered at that piano houses in all parts of the country are expressing confidence in faith in the value of the talking machine department in conjunction with their business. With a competent manager in charge of his talking machine department, the modern piano merchant is offered an opportunity to reap additional profits in his own line of business, as well as from the talking machine end.

A GOOD INVESTMENT.

Commander-in-chief of the Massachusetts Consistory, S. P. R. S., invests $500 in Edison Disc Model and Records.

It is customary to present to the Commander-in-chief of the Massachusetts Consistory S. P. R. S., as he retires from office, with a substantial purse or a substantial gift. This year $500 was presented to Edward S. Benedict, 33.

Now, this is where the talking machine enters! F. H. Silliman, manager of the Boston headquarters of Pardee-Elshenberger Co., sold Mr. Benedict the $500 style of the new Edison disc model, and as fast as the new records appear Mr. Benedict will use the other $300 to extend his repertoire. Probably there is not a more enthusiastic Edisonian than Mr. Benedict.

PRIZES FOR SALE EXPERIENCES.

The Victor Talking Machine Co. announces that the closing time of the competition for stories of difficult sales successfully closed by Victor salesmen in all parts of the country has been extended to May 30. With three prizes of $20, $15, and $10, respectively, offered for the best articles based on actual and personal experience, there should be no lack of interest. With vacation time coming, $20 or even $10 should look mighty good to the average salesman.

As much energy as you spend in watching your competitor’s business, just as much less will you have for pushing your own. And there are men who are going to take your chances away from you, unless you use them so effectively that they cannot.

CONCENTRATION DIDN’T PAY.

Too Much Concentration Often Costly, Says Edison, and Cites Incident.

An incident in the life of Thomas Edison, shows, evidently enough, that even the most practical genius of the age may sometimes be impractical, and that occasionally too much concentration is an expensive luxury in which to indulge. While engaged in the perfection of many complex details in his first laboratory at Newark, N. J., Edison was notified that unless he paid his taxes on the subsequent day he would be compelled to pay 121/2 per cent. additional. Nearly a hundred people were in the line ahead of him when he went to the City Hall to fulfill his obligations, and while he was awaiting his turn his mind reverted to the problem of the quadruplex telegraph upon which he was working, and when he reached the window, he had completely forgotten his surroundings.

“Well, well, young man,” said the clerk impatiently, “what’s your name?”

“I had lost my composure completely,” said Edison, speaking of the incident, “and all recollection of my name as well, for I stared at the official behind the counter and answered in perplexity, ‘I don’t know!’ Jumping to the conclusion, I suppose, that he had an idio to deal with, the tax collector waved me aside, others poured into my place, the fatal hour struck, and I found myself saddled with the extra charge of 121/2 per cent.”

TALKING MACHINES FOR LEPERS.

A large order for Victor talking machines and records for the leper colony on Penikese Island, was recently filled by the Henry F. Miller Piano Co., Boston. It is stated that the talking machines prove a never failing source of entertainment to the victims of leprosy, who are cut off from the enjoyment of the every-day pleasures of life.

NEW LAWS DISTRESS THE FAKERS.

Legislation Enacted and Pending Against Misleading Advertising Already Has Effect on Business of Certain Class of Merchants.

The fact that six States have already passed laws against misleading advertising and that bills to that end have been introduced in the legislatures of a number of other States and are expected to pass at an early date, has served to fill with alarm those who depend upon misleading advertising to sell their goods to the public. The predicament of the fake advertiser is well illustrated in the accompanying cartoon from the Pittsburgh Post. It is a case of "the tall timber" for the faker.

HIGHER PRICED MACHINES LIKED.

"Business for this time of the year is unusually gratifying," states G. T. Williams, manager of the New York Talking Machine Co., 81 Chambers street, New York, the prominent Victor distributor. "The call for the higher priced types of Victrolas keeps up most encouragingly, and the demand for records maintains a steady increase over last year. Our business for the first four months of 1913 was considerably in advance of the corresponding period of 1912, and the month of May to date, shows the same substantial gain over last May. There has been a noticeable increase in the call for Victrola X, at $75, which we attribute to the concentration of publicity, which the Victor Co. has been bestowing on this particular type of machine."

THREE TIPS.

It's the way a man sticks to a thing that marks him as a success or a failure. Many a fellow has won out at the eleventh hour just because he wouldn't let go. Don't be a quitter.

Promptness is the essence of all good business. The lack of it is the cause of most failure.

In buying, stick to a few firms and make them your friends.

Your opinions carry weight to just the degree that you are able to understand and appreciate the opposite opinion.
SALTER CABINETS

With Felt-lined Shelves Make an Ideal Line

Dealers are realizing more and more what profits lie in the sale of cabinets.

Every owner of a talking machine is a prospect, and feels the need of a cabinet every day.

The Salter Line attracts the buyer, because of high quality of workmanship and finish—protection to records and moderate prices.

Write for Catalogue and Be Prepared.

SALTER MFG. CO.
337-43 Oakley Ave. Chicago

THE ONLY MAKERS OF FELT-LINED SHELF CABINETS AND SALTER ADJUSTABLE CORNERS.

STRONG BUSINESS IN BALTIMORE.

April Proves an Excellent Month with the Talking Machine Trade—Plenty of Machines to Supply Demands—Many Changes of Locations—New Building for Columbia Co.

(Rest of the article is not legible.)

The Talking Machine World.

PORTLAND, Ore., May 6, 1913.

A deal has just been closed whereby the Graves Music Co. takes a 10 years' lease on the property on the west side of Fourth street, between Morrison and Alder, known as the Jones Market.

Under the terms of the lease the Graves Music Co. will make extensive alterations to the interior of the building, fitting it up for a first class wholesale and retail music house. Among other improvements to be installed will be an electric passenger elevator.

The ground and mezzanine floors will be used for the retail department and the upper floors for demonstration quarters and storage for musical instruments for the wholesale department. The rental is to be $12,700 a year, or $127,000 for the entire period. This sum is to be net to Mr. Jones.

The Graves Music Co. is one of the many prosperous mercantile institutions in Portland which had very small beginnings 15 years ago at 385 Alder street in a small shack of a building 16 x 50 and with a small stock of pianos, instruments, etc.

In 1905 they incorporated for $10,000. In 1910 they re-incorporated for $100,000. Now it is announced that the firm is about to increase once more, raising the incorporation to $150,000 capital.

The Graves Music Co. have also just consummated a lease for large new quarters in Spokane, Wash., in the Empire State Building, which is the second most expensive absolutely fireproof building in Spokane. They handle talking machines.

How the Dealer is Helped.

The National Publishing Co. Helps Along the Demand for its Record Albums.

The National Publishing Co. will also be pleased to send out a sample album by 'express, prepaid, for examination. In other words, they will do all they can to aid the jobber and dealer develop business. The record albums made by this company are most attractive and durable, the covers being made of bookbinders' boards and covered with a fine quality of cloth. There are seventeen pockets for records made of extra strong tag manilla paper and firmly secured to heavy guards at the back of the album.
Wisconsin Trade Optimistic over Outlook.


A ten-year period. Miss Gannon is occupying the entire first floor, which has been remodeled and made into one of the most modern retail talking machine shops in the city. Seven new booths have been installed. The window display facilities are unusually fine, while the main exhibit floor offers fine display possibilities. Miss Gannon has twice as much space as was available at her former location at 313 Grand avenue.

Otto Krause, manager of the talking machine department of the Hoeftler Manufacturing Co., 390 West Water street, has resigned and is now located in the East.

Manager Campbell of the Victor talking machine departments at the two stores of the Edward Schuster & Co., reports that Victor business is much better than at this time a year ago. This is also true of the Schuster department at the Third and Garfield street store.

The officials of the Esphenhain Dry Goods Co. will give its annual banquet to the employees of the big store in its grill room on May 15, and an elaborate Victor concert for the occasion has been arranged by John H. Becker, Jr., manager of the Victor department at Esphenhain's. Mr. Becker followed a new scheme in the issuing of his circulars to the trade this month. On the back of each circular he had printed the best 100 Victor records. He has had printed an attractive letterhead calling attention to the fact that this machine especially desirable for summer homes and outings of all kinds.

To Record Passing Events.

For the purpose of recording sales of local concerts that can be appreciated in later years when the organizations may have become extinct, Geo. Schuette, of Manitowoc, Wis., recently purchased a new recording phonograph in Chicago and is now collecting a fine series of records before the close of the present musical season in the hope of adding concert music, songs, and band music, speeches and anything of local interest. Our new Victrola has more than met the demands of the trade, but that larger shipments are beginning to arrive from the Edison factory.

J. R. Chapman, of the B. R. Chapman Co., Oshkosh, Wis., and his Stiller of the Stiller Photo & Supply Co., Green Bay, Wis.: George W. Copins, Whitewater, Wis., and E. A. Mecskelburg, Two Rivers, Wis., are new Edison dealers who recently visited the Milwaukee Phonograph Co.

New Quarters in the Fall.

Paul A. Seeger, manager of the Victor department at the Edmund Gran Music House, 414 Milwaukee street, says that the plan of moving the talking machine quarters to the first floor of the handsome new store will be carried out this fall. Attractive booths of ivory tinted mahogany, conforming to the Roman Ionic interior of the Gram store, will be arranged. Good Victrola and record sales are reported by Mr. Seeger and his associate, Ernest F. Leicht.

New Columbia Agents.

Several new Columbia dealers in Milwaukee and about Wisconsin have been located by A. G. Kunde, 516 Grand avenue. He expects to be able to announce next month the name of a new dealer who intends to open a new store at the location on Fond du Lac avenue, formerly occupied by Mr. Kunde. Mr. Kunde says the new Columbia Gramaphone grand, the $500 instrument, seems to be selling well with the Milwaukee trade.

Wisconsin Co. Occupying New Store.

Miss Gertrude F. Gannon, head of the Wisconsin Talking Machine Co., Victor jobber for this State, has moved her retail store into the building at 313 Grand avenue, recently leased for

The Needle with a "Sounding-Board" 

Experts know BELL-HOOD SUPERIORITY. Why? Because BELL-HOOD clarifies and amplifies the vibrations and consequently improves the TONE QUALITY.

There is money in handling our needles. Many dealers have increased their receipts materially. It draws in business.

Our new 10 cent package proposition is proving a winner. Also 25c. and 50c. boxes.

Write for samples and unusually liberal discounts.

THE BELL-HOOD NEEDLE COMPANY
NEW HAVEN, CONN. U. S. A.
How will Cyrus and Mirandy Perkins be able to satisfy their craving for the blare of a real brass band this summer, Mr. Dealer? Will they be compelled, as usual, to harness old Dobbins to the curr-y-all and journey to Willow Grove Park, a good twenty-five miles across the river, for their musiciet, or are you going to invade the precincts of Hainesport with the talking machine and allow Dobbins a well-earned holiday in the South pasture? Our little village is music mad, Mr. Dealer. When Jim Bailey carries his Victor out on the front porch of an evening and puts on a record by Mr. McCormack or Signor Caruso, you can see the fellows running. Down by the Baptist Chapel, streaking by the tall maples in a cloud of dust, comes Numpoy Cook enroute to the concert, and causing a little for fear he has missed something. Across the fields, from the direction of the town hall, dashes Greeny, the veteran baseball catcher, and he too is mumbling imprecations at himself for being late. Up from Walker's store sprints George Boyarth, running his legs off to be in time for Celeste Aida. This all proves that our taste for good music is highly developed and that the very best artists are none too good for us.

There is a picturesque little wooded dell directly back of the new ball grounds, and it is here, if the winter's dream comes true, that the world's greatest hands and orchestras will be heard on pleasant summer's evenings throughout the coming summer. A miniature park it will be, with rustic benches distributed among the pines and spreading like an open fan round the phonograph stand.

Here we will listen to Victor Herben, John Philip Sousa, Santlemann and Vessala. In fact, every great bandmaster and orchestra leader in the universe will flourish his baton at our command, and flood our souls with golden melody. The one thousand dollars per night song birds will wing their way to our grove and warble their sweetness for us, and the dramatic celebrities will stalk among us, too.

Are we not to be envied, and should not every village far removed from the metropolis be offered a similar opportunity?

If you wish to create a sensation, Mr. Dealer, come to Hainesport ahead of your competitors, and bring your talking machine. Take this placed Music as a community asset has been widely discussed in the public press of late, and as a fitting finale to my story I quote from an editorial in the Philadelphia Evening Telegraph upon this interesting and important subject:

Not a few cities in Europe and America are devoting some attention to municipal music. That is, they are attempting to bring music into the daily life of their citizens. Throughout Germany, especially, the people have abundant opportunity to hear orchestra concerts and to attend opera for a very small sum. Band concerts in summer are not only a popular diversion, but a refining influence. That is a distinct asset in citizenship.

It has been pointed out repeatedly that the cities and towns in the United States are too busy commercially to give much attention to art and music. Is refutation of this it may be pointed out that no country to-day is more commercially alive than Germany is, and yet its people, high and low, are a music loving race.

Many cities and towns in the United States are giving a special prominence to choral music. Festivals are inaugurated in which the townpeople participate as singers. In some instances the children of the public schools are included in the body of singers.

We are spending a large sum of money annually on public school music, and the effort to give the people pleasure through festival music in which the public participate is logical.

Good music is at once stimulating and refining influence. In one prominent American city, famous for its festival music, the business men's club is actively interested in lending its support to the success of the effort, and it is distinctly successful, drawing attendance from far and near and often from European countries. Any country that can take steps to bring good music before the majority of its citizens has added a great asset to its working capital and power.

And any citizen that can find pleasure in good music has helped to raise the standard of his own life as well as the life of this community through that fact.

Howard Taylor Middleton.

TALKING MACHINE MEN MAKE NOTE.

To achieve what the world calls success, a man must attend strictly to business and keep a little in advance of the times.

The man who reaches the top is the one who is not content with doing just what is required of him. He does more.

Every man should make up his mind that if he expects to succeed, he must give an honest return for the other man's dollar. Grasp an idea and work it out to a successful conclusion. That's about all there is in life for any of us.—Edward H. Harriman.

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.
OUTLOOK IN CLEVELAND MOST ENCOURAGING.

Business Generally Recovering from Effects of Recent Floods Throughout West—Mr. Mc-
Nulty Winning Many Compliments for His Successful Attaching for Playing All
Kinds of Talking Machines—Columbia

(Special to The Talking Machine World)

Cleveland, O., May 10, 1913.

Business in the talking machine trade is on

volunteer and has continued very satisfactory, so

tar, all this season, and from the fact that general
business is good, the outlook is of the most en-
couraging character.

The floods of a month ago did not result in
very serious damage or loss in this section of Ohio.
talking machine dealers feeling its effect but

slightly, and that indirectly. The water did not in
any case reach the storerooms of the dealers.

The U. S. Phonograph Co., of this city, has
decreased its capital stock of $1,000,000 to $10,000.
It is surmised the company will retire from busi-
ness.

Forest Chancy, on his return from the East to his
home in Chicago, stopped off for a few days
visit with Mr. Madison, of the Columbia Co.
His new concealed talking machine horn is favorably
commented upon by dealers and others of the guild.

The United Talking Machine & Phonograph Co.,
are giving them extended, write-ups.

The local papers are taking notice of them and

the Victor catalogue, and with the playing of the
machine, held in the store.

Mr. O. E. Kellogg, of the H. E. McMillin & Son
Co., reports business exceptionally good in all
but the mail order department, which was affected
by the floods and cyclones, but that the trade is
gradually coming back. Both Edison and Victor
machines, exceptionally good in all, are showing
improvement over that of the same period a year ago.

The Universal Columbia Co. report business in the
talking machine department of the Cleveland store
quite as good as it was the month previous, and

fairly good in the record line.

Talking with F. E. Lane, manager of the retail
department, he expressed himself pleased with the
business exceptionally good

compromotants to

this knowledge skillfully by playing his own ac-

vival of the device, are firmly equipped

for Edison disc machines to play Victor or Col-

umbia records, has been

ers who have not tried this model.

FREE SAMPLE to

Jobbers and DEALERS

FOR COLUMBIA CONCERT GRAND SOUND BOX

PRESEVES THE LIFE OF DISK RECORDS

Automatically cleans the Record Grooves and gives the needle a clean track to run in. Insures a clear Reproduction and prevents Record getting scratchy. Makes the Needle wear better. Dust and dirt in the Record Grooves wear the Record out quickly and grinds the Needle so it cuts the Record. Save the Life of Your Records.

FREE SAMPLE to Jobbers and Dealers who have not tried this model.

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

Manufactured by

Blackman Talking Machine Company

97 CHAMBERS STREET, NEW YORK CITY

(Special to The Talking Machine World.)


As speaking-phones and other attempts to trade prospects are viewed during the quiet summer months ahead, a little pessimism is apt to guide one's thoughts in dovetailing the various opinions enunciated. We are sure that not one outlook for business, though almost everywhere, is not usually bright at this particular period, and the question arises whether a comparison with last year's conditions is favorable, or indicates some significant change in the situation. I feel convinced that the order of the day is progress. About this time last year the great trade-disturbing element was the coal strike. It held up almost every industry and seriously affected business for weeks. 1913 has so far experienced no similar trade-disturbing element, although the dispute engendered by the near East troubles is a factor for consideration. It has produced a great amount of uneasiness in business circles; nevertheless, general trading conditions are good so far, although orders have been held over in some cases, and the buying public has been found to be the line of least resistance, because such an outlet makes a very wide appeal these days of picnics, boating excursions, and various other outdoor entertainments.

Market Flooded with Cheap Disc Records.

In the disc record field, competition is just as severe as ever, if not more so, for within the last week or so two or three new records have either made their appearance, or will do so shortly. It, of course, exercises a beneficial effect on the volume of trade, yet individually the dealer is, if anything, worse off. It may read somewhat paradoxical, but the solution is found in the fact that the prices of these records, both of the old and new kind, have been kept down. This is due to the prices at which the records are made, and the old factory was closed. Fortunately, the position in the future is much better; the conclusion of peace between the belligerents is, at the moment of writing, within sight; and, given an early adjustment of the allies' own difficulties, the future is undoubtedly one of bright promise.

Bright Outlook for Summer Business.

The position in the talking machine industry is, therefore, no more promising, and summer prospects would appear of good omen. Many dealers propose to specialize an outfit consisting of horn-phones and cylinder and other records, are experiencing considerable inconvenience at their factories. Those who know the position will concede it as one of the largest and most efficient in this country. Yet it is not large enough to cope with the remarkable demand upon its resources. And that is the trouble. It is really the trouble, and the talking-machine company is feeling it as never before. Fortunately, the position of the future is calming down; the conclusion of peace between the belligerents is, at the moment of writing, within sight; and, given an early adjustment of the allies' own difficulties, the future is undoubtedly one of bright promise.

Attractive List of "His Master's Voice." Notwithstanding the policy, backed up by local producers, of fixed prices. To attain this consummation, Messrs. J. E. Hough, Ltd., manufacturers of the well-known Edison bell disc and cylinder and other records, are experiencing considerable inconvenience at their factories. Those who know the position will concede it as one of the largest and most efficient in this country. Yet it is not large enough to cope with the remarkable demand upon its resources. And that is the trouble. It is really the trouble, and the talking-machine company is feeling it as never before. Fortunately, the position of the future is calming down; the conclusion of peace between the belligerents is, at the moment of writing, within sight; and, given an early adjustment of the allies' own difficulties, the future is undoubtedly one of bright promise.

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The death is announced of Lord Gorell, the eminent judge, in his sixty-fifth year. Apart from his activities in other directions, he will be best remembered in talking machine trade circles in connection with copyright matters. As chairman of the committee appointed by His Majesty's Government to inquire into and report upon the relation of our copyright laws with the findings of the Berlin Conference, and in so far as the needed revision accordingly, Lord Gorell, then Sir John Gorell Barnes, rendered distinguished service.

Changes in Bill Amending Bankruptcy Law.

Before being reported to the House of Commons, the Amending Bill affecting the bankruptcy laws underwent drastic alteration in committee. Of particular interest is the new clause, moved by Mr. Sidney Buxton, president of the Board of Trade, which reads as follows: "Where the property of a bankrupt comprises the copyright in any work, or any interest in such copyright, and he is liable to pay to the author the work royalties, or a share of the profits in respect thereof, the trustee in the bankruptcy comprises the copyright in any work, or any share of the profits in respect thereof, the trustee in the bankruptcy estate.

George W. Lyle Expected.

George W. Lyle, general manager of the Columbia Graphophone Co., is reported to be on his way to Europe. Before visiting London headquarters, Mr. Lyle will, it is expected, look over the situation in the Continent, whence he goes direct from the States.

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Markets New Needles.

The British Zonophone Co., Ltd., is justly proud of its new line of self-tone needles, a sample box of which is to hand. Of the best, finest tempered steel, British made, this needle is of the long-tapered style, and is claimed to bring all the best out of a record—a claim amply justified by results. It is an all-round needle of excellent merit, suitable in my opinion for any kind of record, the size of room in which the reproduction is heard being considered.

English Record Co. in Trouble.

The English Record Co., Ltd., is in voluntary liquidation, and a meeting of creditors has been called. Whether or not a reconstruction of the company is possible remains for the creditors and others in authority to decide; but it is a fact the principle of their trading, of which they were the pioneers, has proved eminently successful, broadly speaking. The public were approached directly by agents of the company, who would install a disc machine and, I believe, three records upon a promise to purchase one record (2s. 6d.) per week until sixty records in all had been bought. The machine remained the property of the company until the records purchased were completed, after which it was presented free of charge to the customer. In three or four years something like 80,000 or more machines were put out which, unfortunately, were soon in the hands of repairers. It proved unreliable and a source of constant trouble to the public.

They cost somewhere in the neighborhood of 20s., but a machine of equal merit would to-day fetch only 15s. 6d. wholesale. No wonder they proved unreliable and a source of constant trouble to the unfortunate possessors. A large percentage of them were soon in the hands of repairers. It should be mentioned, however, that every machine was guaranteed for two years, the company undertaking to make repairs free of charge, broken mainsprings excepted, and fair wear and tear.

As may be imagined, the company at first met with great success. Its sales increased until it was the world over as the "first" machine. From the outset they accepted, without exception, any record made by any company, and were in the habit of buying all the records of the English Record Co. It may be said of the company's business methods that, as their knowledge expanded they began to want to supply the English Record Co. with topical and up-to-date titles, such an action obviously tending to raise competition and neutralize the sales of their own records. Customers of the English Record concern began to kick, and the many court cases that followed, a good percentage of which went against the company, had a very detrimental effect generally.

I now refer to the second trouble. This had relation to the poor quality of the machines. Instead of making a machine that would stand up to the contract to be of the agreed value of 3 guineas. They cost somewhere in the neighborhood of 20s., but a machine of equal merit would to-day fetch only 15s. 6d. wholesale. No wonder they proved unreliable and a source of constant trouble to the unfortunate possessors. A large percentage of them were soon in the hands of repairers. It should be mentioned, however, that every machine was guaranteed for two years, the company undertaking to make repairs free of charge, broken mainsprings excepted, and fair wear and tear.

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"There is as much money for a Columbia dealer in your territory as there is in the other territories that are already yielding big, profitable business."

Columbia Graphophone Company
Tribune Building, New York

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

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

with great opposition from the trade, more especially from dealers who perhaps may be pardoned for thinking it would adversely affect their business. As a matter of fact, the operations of the English company are much smaller than could possibly be afforded the ordinary retailer. Almost in every town the company located itself, dealers found their trade increasing. Some persons wanted better machines than those furnished by the English company, others who could not afford it purchased additional records—of titles the English Record Co. could not supply. Three or four other firms now operate this system of trading, and they have been forced by the shortcomings of the pioneer company, whose present position has aroused sympathy in trading circles.

New Opera Records in Edison List.

A significant indication of the rapidly expanding taste for operatic music is the issue of a further six new opera records by the English Record Co. These are listed on their fifth Blue Amberol supplement. Five are sung in Italian, and one in German, by world-renowned artists. The titles are: "La Tosca—E. Luccarelli, and the St. Mark's Symphony Orchestra" (Puccini); "Le Nozze di Figaro — Vitelli and Indelicato, werkmeister, and Orchestra" (Mozart); "Carlo Gatti ; 'Voci di Primavera Valse" ('Voices of Spring Waltz") (Strauß); Melitta Heim; "Tosca—Non la Scoprii ("Our Cottage Secluded") (Puccini), Maria Labia; and "Tannhaiser—O, Keh'zuruck" ("O, Come Back") (Wagner), F. Eginieff (sung in German).

In the concert section four new records are listed: "Nocentre" E. List (Chopin, opus 4, No. 2), violin. Kathleen Parlow; "Old Folks at Home" (Foster), contralto solo, Margaret Keyes; "My Dreams" (Tosti), Thomas Chalmers; and "Home, Sweet Home" (Payne), Elena de Cienas.

The Blue Amberol ordinary list is of a very comprehensive nature, and will interest every dealer. A glance through the list reveals a galaxy of talent—artists of high repute in their various fields of activity. A newcomer to the list is Mr. Hughes-Macklin, whose initial effort at recording justifies the belief that his records will find favor with the public. A unique record is made by the Rev. William H. Morgan, D.D., and Edison mixed quartet. Mr. Morgan has had a very distinct career, and is now pastor of the Central English Episcopal Church of Newark, N. J., and is now pastor of the Central English Episcopal Church of Newark, N. J., a distinguished career, and is now pastor of the Central

Methodist Episcopal Church of Newark, N. J., and has found favor with the public.

Other records in the latest Columbia list are:

1. "O, Joy!" (arranged by C. Villiers Stanford), and "Simon the Cellarer" (J. L. Hatton), National Military Band;
2. "Kiss Me, My Honey" (Halle and McRae), and "When I Was Licking My Tongue" (P. Valguitti), and "March Past of the Riflemen" (patrol), the Milan Military Band.

New Gramophone Co. Stock Issue.

The prospectus of the Gramophone Co., Ltd., for the first issue of Columbia records by the St. Louis Colliery Band, announced. This famous band, the composition of which is entirely brass, was the winner of the 1,000-guinea trophy at the Crystal Palace last September. The test piece "William Tell," together with four marches and two sacred selections, is listed. Other records in the latest Columbia list are:

Ten-inch—Selections from "Oh! Oh! Delphine!" Columbia Light Opera Co., and "Venus Waltz" from "Oh! Oh! Delphine!" (Caryll), Miss Grace Kerns, Mr. Craig Campbell and chorus; "Our Cottage Secluded" (Puccini), Maria Labia; and "Simon the Cellarer" (J. L. Hatton), Sir Charles Santry; "Lily of My Heart" (Henry E. Goeth), and "Yes, Let Me Like a Soldier Fall" (Wallace), Mr. Morgan Kingstone.

Advertising Foreign Records.

Two St. Louis Concerns That Are Building Up a Profitable Trade by Pushing Records in Foreign Languages.

(To be continued)

St. Louis, Mo., May 10, 1913.

The Raigoin Art & Music Co., of 1510 Franklin avenue, on the edge of the Jewish residence district, and the Home Phonograph Co., on the South Side, recently have opened profitable fields for themselves by advertising foreign records. Both firms handle the Columbia lines, and by giving them due prominence among Yiddish, Italian, Polish, Hungarian, Russian, and German records have built distinctive trade that is surprising in its volume.

LATEST COLUMBIA AGENTS.

Landay Bros., the prominent Victor distributors, have the distinction of owning the only limousine delivery wagon in New York, shown in the accompanying illustration. This handsome car, which is a powerful 4-horsepower Matheson, may be seen traveling along Piano Row at all times of the day, carrying records and machines from one Landay store to the other, as they may be needed. May Landay points with pride to this attractive delivery wagon as an example of the progressive and wide-awake methods of his firm, and states that he finds the car invaluable in daily work, as it very often happens that a special order is received at one of the four Landay stores for a machine or record that has just arrived at the main store. With this delivery wagon on hand, no time is lost in filling the order, as all of the Landay stores are in the fashionable shopping district and deliveries can be made in practically no time at all by means of the Matheson car.

In a chat with The World, Mr. Landay commented as follows on the healthy condition of his firm’s business and the outlook for the future: “Our books all show substantial gains over last year, and in our new store we are more than year, and our continuous advertising in the leading local newspapers is bringing results in all our branches. The demand for the higher priced Victrolas is steadily increasing, and we expect that this year will be a banner year in all lines of our business, including Victrolas, Victor records, Landay player-pianos and music rolls.”

**HERE IT IS!**

**Union**

**No. 1**

**Attachment**

For Edison Disc Machine

To Play Victor or Columbia Records

(State for Which Sound-Box Wanted)

Orders filled now the same day received for Union No. 1

Union No. 2 and Union No. 3

Ready June 1st

For playing Edison Records on Victor and Columbia Machine

JOBBERS WANTED

The Union Specialty & Plating Co.

409 Prospect Avenue, N. W.

Cleveland, Ohio, U. S. A.

**Are You The Man We Want?**

Do You Possess Initiative? Can You Do Things?

If so, Qualify if possible as a dealer in the

**New EDISON Disc Phonograph**

Real Men, with a reasonable amount of capital, a necessary amount of business energy, and a genuine desire to make good, are wanted to market this new invention of Mr. Edison's.

**ARE YOU THE MAN?**

If you are—Write me now

FRANK E. BOLWAY, Syracuse, N. Y.

FOR THE PRESENT, Address all Communications to OSEWGO, N. Y.

**MUSIC ROOM DRAWS TRADE.**

Excellent Quarters and Frequent Recitals Enables Columbus, S. C., Concern to Build Up Big Business in Victor Line.

(Special to The Talking Machine World.)

Columbus, S. C., May 10, 1913.

One of the most attractive settings for the sale of the Victor line of talking machines and Victrolas in the State is the Music Room in the store of L. B. Diblebaus, which is fast becoming one of the recognized musical centers of the city. Paul D. Ashmore, who is in charge of the talking machine department of the house, is a firm believer in the efficiency of concerts in sales promotion, and on frequent occasions sends out numerous invitations to attend Victrola recitals in the Music Room to some of the leading people in Columbus and surrounding country. The invitations are printed on special notepaper of light blue color and bearing the Victor trademark embossed in gold.

In the Exchequer Court of Canada the Berliner Gramophone Co. recently won an important suit covering an infringement of patents brought against Gaston Labelle, who, it was alleged, imported and exposed for sale at his place of business, 992 St. Catherine street, East, Montreal, certain disc talking machine records known under the name of "Viforit."
THE TALKING MACHINE WORLD.

Financial Condition of Country Accountable for This Apart from Merits and Appreciation of "Talker"—Approval Privileges Abused—Record Trade of Big Proportions—Larger Columbia Factory in Toronto—Bell Co.'s Big Victor Trade—New Stores.

(Special to The Talking Machine World.)

Toronto, Can., May 13, 1913.

While a very noticeable tightness in the money market is, in many quarters of the Dominion, choking the credit, influencing general business of all sorts, the serious depression of the last two years has recovered unprecedented. The talking machine trade in each of the provinces is reported a healthy state and the attitude of the music dealer, regarding his talking machines departments speaks volumes for that industry and the basis on which it is conducted.

Customers and Approval Privileges.

Few complaints are registered by the retail merchants, but one subject cropping up frequently is the abuse of the approval privileges. One dealer stated that he considered the time was not far off when the talking machine departments would require their own association in order to protect each other against "dead-beats." For example, he told of a well-to-do customer telephoning for a list of records from which goods might be made. These were only delivered all but one of them returned the next day with the statement that none were suitable. A perusal of the next day's newspapers gave a description of a children's party held at that customer's home the night before. Other customers have a habit of securing a couple of dozen or so records on approval for two or three weeks and returning all but one or two. Such business is, of course, unprofitable, but there is trouble in that dealer shutting down on such people will send for a competing house. It requires overrated action.

Over against a few difficulties similar to the foregoing, admission of competition. Throughout the country talking machines are well advertised. It has now become recognized that every season is talking machine season and interest in a line of business to which the talking机e departments speak volumes for that industry and the basis on which it is conducted.

Confined to Music Stores.

Papers in the interests of various lines of merchandise, hardware, grocery, and even drygoods periodically endeavor to interest retailers on this continent in talking machines, advertising their records selling them. In Canada the music dealers have found a way of getting the opposite end into the business and are keeping a strict watch on the making of what may be defined as "fake" records which are being used. A recent sale was a battery of five machines to J. J. Gibbons, Ltd., the well-known advertising agency.

Among recent strong window displays by the T. Eaton Co., Ltd., Canada's largest department store, five window sections were given up to pianos and talking machines. These were shown side by side, the talking machine being in use in a small room which is a silent yet eloquent and powerful tribute to the talking machine as a musical instrument of high standing. The models exhibited included the various designs of Columbia Graphophones, Victorolas and Edison Phonographs.

The Bell Piano Co.'s warerooms on Yonge street, Toronto, present a splendid appearance since the recent alterations and improvements were made. Their eight demonstration rooms for the Victrola department are in charge of Mr. Whetzel. This department has developed from a very small line to one established by such men as Dubois in the Victor catalogue and as many Victorolas as they can get.

Optimistic reports are current regarding the progress made by the latest distributing house of the Berliner Graphophone Co., Ltd., of Montreal. This is the Western Gram-o-Phone Co. of Winnipeg who look after the wants of the dealers in Manitoba, Saskatchewan and Alberta. They got started in the same manner as the organization having been accomplished by W. R. Fosdick, manager of the His Master's Voice Gram-o-Phone Co., Toronto, the Berliner firm's Ontario distributors. There is also a branch in Montreal controlled by J. M. Douglas, manager; Thomas Noble, accountant; Messrs. H. O. and C. Shuttleworth, road salesmen; Joe Symms, in charge of the repair department.

Passers-by collected in crowds the other day to watch demonstrations of the Edison Dictating Machine given in the large South show window of the R. S. Williams & Sons Co., Ltd., store, the other day a layout told of a friend of his in a country town having purchased a sixty-five dollar instrument some time ago, since then his purchases of records have amounted to thirteen hundred dollars, and the machine is used as much as his instrument, and he is still loving it. An exceptional case, of course, nor does the informant state when the instrument was purchased, but it was less than two years ago. This man has made a hobby of his talking machine, having a bank account that permits him to do so. He buys the entire series of an opera at a time, and entertains his friends to musical recitals frequently. In fact his home has become an important unit in creating musical taste in his community. He enjoys his talking machine, so do his neighbors, while the dealer that is fortunate to have his patronage undoubtedly does. The average dealer may say this incident was greatly exaggerated in telling. Perhaps it was, but it is nevertheless not an improbable case.

A short time ago a certain Toronto business man was lugging home what appeared to be a heavy parcel. A friend accosted him on the street and wanted to know what he had. "Just seventeen records," said he, "as many as I could afford," and he jokingly added "it costs a lot of money to own a talking machine," though he didn't call it a "talking machine." He is still buying records and has given up on the idea of not being able to afford a talking machine. If anything were needed to show that people have developed a real appreciation of the line, the above incident do so, and the fact is even more prominent than that, no matter what music dealer is going to be an intermediary between the jobber and the public, in order to have more talking machines and more records this year than ever.

Trade News Notes.

Frank Dorman, manager of the Deta-phone Co., New York, was a recent visitor to the firm's headquarters in Toronto where Mr. Wilson is in charge. The headway made by this branch office has been evidenced by a number of dealers paying visits being used in this city. A recent sale was a battery of five machines to J. J. Gibbons, Ltd., the well-known advertising agency.

Among recent Ontario houses to take on the Columbia line in Canada are the R. S. Williams & Sons Co., Ltd., of Toronto, and the Berliner Gramophone Co., Ltd., of Montreal. Reports are that any line up by this well known firm will secure a large factory accommodation. This has been accomplished and they are now located at 303-307 Sorelavenue avenue in the western part of the city. This great building will make possible having the factory and offices under one roof as well as furnish the additional floor space so much needed. Manager A. G. Farquharson and Assistant Manager Otto C. Doria have got a factory accustomed to turning out musical instruments, it having been a piano factory for one time.

Herbert S. Berliner, vice-president of the Berliner Gramophone Co., Ltd., Montreal, has returned from a four months' absence in Europe. During his absence the firm's new factory in Montreal has made good progress and its completion will mean a materially increased output.

The J. J. H. McLean Co., Ltd., Winnipeg, have opened up their new Victorola parlors with four sound-proof demonstrating rooms and a large and representative stock including 5,000 records for a start.

Among recent Ontario houses to take on the Edison line in Canada is the R. S. Williams & Sons Co., Ltd., of Toronto, and the Berliner Gramophone Co., Ltd., of Montreal. Reports are that any line up by this well known firm will receive strong representation.

At the last stocktaking of the Music Supply Co., Ontario distributors of Columbia products, they reported an increase in trade of 10 per cent. over the previous year's business. In the face of that little need be said of the popularity of the Columbia line in Canada.

SONORA CO. IN NEW QUARTERS.

The Sonora Phonograph Co. has removed to 57 Read street, New York City, where it now occupies three floors. The main floor is being used as a wareroom, with four demonstration booths, while the mezzanine floor will be used for storing records. The factory is on the upper floors of the building.

George E. Brighton, head of this company, has brought to this warerooms many valuable paintings that he loaned to the Brooklyn Museum of Art at the time he closed his Brooklyn home. One painting which Mr. Brighton values at $150,000 still remains, however, on exhibition at the Art Museum. The others, valued at many thousands, form a very pleasing environment for the display of Sonora phonographs.

To get a raise where you now are means that you are making good; to be hired away from one firm on promise by another of a higher wage is the expectation that you will make good. And it's ten to one you won't.

new ten-story "Home of Music" at 145 Yonge street, Toronto.

As a result of the steady increase in the Canadian business on the Columbia Graphophone Co., it became necessary to secure a larger factory accommodation. This has been accomplished and they are now located at 303-307 Sorelavenue avenue in the western part of the city. This great building will make possible having the factory and offices under one roof as well as furnish the additional floor space so much needed. Manager A. G. Farquharson and Assistant Manager Otto C. Doria have got a factory accustomed to turning out musical instruments, it having been a piano factory for one time.

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Morgan Kingston, the gifted English tenor, and destined to become one of the great tenors of the age, has just made his first records for the American public, exclusively Columbia. Don't wait for a Columbia distributor to write you about these records—reach him first.

Columbia Graphophone Company
Tribune Building, New York

DODGING THE EXCHANGING OF MACHINES IN DETROIT.
E. K. Andrew Persuades Purchasers to Sell Their Old Machines Themselves—Some Attractive Window Displays—Demand for Talkers for Yachts, Summer Homes, etc.—Device for Fastening Victrolas to Boat Decks—General Trade Conditions Satisfactory.

(Special to The Talking Machine World.)

Detroit, Mich., May 6, 1913.

The talking machine business was dull in Detroit the first part of April, but began to move again in the latter part of the month. As it was not as dull as it was last April, there is high hope for even a more successful year than the record-breaker of 1912.

Every year there seems to be a lull at about the time the baseball season opens. It is more likely that housecleaning and moving have more to do with the business, however, than the new sporting season.

As it was during the first part of the month, there were the customary spring dull spots in April, the month, as a whole, being much better than in March. March was better than any month since the December of 1911. But we doubt if we shall be able to figure on any vacation. The sale of records is not as dull as it was last April, there is high hope for even a more successful year than the record-breaker of 1912.

The means of keeping upright Victrolas attached to the floor of a cabin have bothered the local dealers some. Recently a scheme has been devised whereby a flat, steel frame with four upright, integral bolts is screwed to the floor and the bolts inserted into the legs of the Victrola, held firmly by the castor which is left on the legs.

The first four months of the year brought more business than the first six months of last year, so we could take a vacation until the Fourth of July, but we believe what is in stock. This is one of the most potent reasons why the dealers who carry a liberal stock of records get the hardware business. Compare the business this year with that of last year, and you will find that the hardware business is more active than in the same season last year.

The business in records is spread around a good deal in Detroit. Some classes of people deal exclusively with the house of which they bought their machines, but many others shop around among all the well-known stores, pictures which is in stock. Some classes of people deal exclusively with the house of which they bought their machines, but many others shop around among all the well-known stores, pictures which is in stock. Some classes of people deal exclusively with the house of which they bought their machines, but many others shop around among all the well-known stores, pictures which is in stock.

Mr. Andrew has introduced an innovation into the trade here which is working out very well. The object is to ward off second-hand machines. A good many prospects desire to turn in one of their old machines, and the purchaser is likely to think that he has not done a very wise thing in trading. He will tell his friends so; and, consequently, if they have been thinking of buying a new machine, they may change their minds. Thus the trading in of an old talking machine for a new one may kill some business.

Thus the trading in of an old talking machine for a new one may kill some business.

The first April installment of the American Graphophone Record Company's catalog was received and found to be all right—provided the neighbor does not wait for a Columbia distributor to write you about these records—reach him first.
FUTURE OF PRICE MAINTENANCE RESTS ON DECISION

That Will Be Handled Down by Supreme Court of the United States in Bauer-O'Donnell
Suit Recently Argued—Some of the Important Points Involved—Of Interest to All Lines of Business Where Fixed Prices Prevail—Manufacturers Make Common Cause.

(Special to The Talking Machine World.)

WASHINGTO11, D. C., May 10, 1913.

Musical instrument and talking machine interests, as well as those who sell accessories or supplies with which machines are operated, have a keen interest in the outcome of the Bauer-O'Donnell patent suit, in which a fixed-sale price in defense of the price maintenance claim of the manufacturers is what is known as the Bauer-O'Donnell case. The defendants are bankers and department store owners who are opposed to the fixed-price policy. It is expected that Congressman Oldfield will prosecute his interest in the-large and justice it may be expected that the Court will rule in favor of the manufacturers. The decision, in a fundamental sense, is expected to have far-reaching and disastrous effect to manufacturers of all kinds.

The Case on Issue.

The case on which hinges the future of the restriction policy of the "square deal" manufacturers is what is known in the Bauer-O'Donnell patent suit, and has, in the course of its progress through the courts, several times been referred to in these columns. In a nutshell, the case constitutes a conflict between the patent holder, the Bauer Chemical Co., the manufacturers of Sanatogen, against James O'Donnell, a cut-rate druggist, who has tried to market his patented preparations at a lower price. The essential point is that the article is a concrete embodiment of the patented invention and that the patentee may sell it at any price he chooses. The essence of the defense is that the patentee, after having manufactured his patented device, is only resorted to in an attempt to force a uniform resale price, touches the very heart of this and every other trade which handles patented specialties, as well as common commodities. The situation was especially complicated, they hold, by the decision in the famous Dick-Henry mimeograph case. This last is the sentiment of most manufacturers in the music trade, that the Victor Talking Machine Co., in its valuable contribution to the efforts of the manufacturers to protect their retailers by enacting a uniform resale price, touches the very heart of this and every other trade which handles patented goods.

The Case of Interest.

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The new folk-dance records recently issued by the Columbia Educational Department are played by full military band, not simply on a solo instrument. No wonder they are getting Columbia into the schools!

Columbia Graphophone Company
Tribune Building, New York

AMERICAN GRAPHPHONE CO. INCREASES WAGES.

Rate of Compensation of All Factory Employees Increased Approximately Eight Per Cent.
on May 1—Follows Recent Reduction in the Number of Working Hours—A Tribute to Clinton E. Woods, Factory Manager, and to Those Who Stand Behind Him.

The American Graphophone Co., gave its employees a pleasant surprise on Tuesday, the 29th ultimo, when it announced through Clinton E. Woods, the manager of its factory at Bridgeport, Conn., that beginning with the 1st instant the rate of compensation would be increased by 8 per cent. Simultaneously it was announced that a Saturday half holiday would in future be in order.

This step is the second one that has been taken by this company of its own volition, and which has been of the most gratifying kind to its factory people from the lowest to the highest. In 1903 the company took the unexpected course of giving its employees a nine-hour day. There had been surface indications for some months that the old ten-hour day was too severe for these modern times, and before an informal demand for a reduction of working hours was formulated the company, at the instance of the late Thomas H. Macdonald, by this company of its own volition, and which simultaneously it was announced that a Saturday half holiday would in future be in order.

No one can misunderstand his attitude toward those who are assisting him in the important work he is doing to the end that the product of the company shall be well made on economical lines and the sale of its goods thus made an easy as may be. Fortunately for employees, for the public and for the stockholders, the owners are men with clear heads. They do not expect something for nothing. They desire and are bound to possess the confidence of their employees, of the public, and of each other. They recognize in Mr. Woods a master of the art of manufacturing, whose course is governed by a determination to extend the company’s prosperity so that its workers shall share in it in a manner so substantial that there can be but one opinion as to the sincerity of those in control from the president down through the entire administrative and executive line to share the company’s success with employees and to convince them that their cause and that of all others, in interest are identical and that absolute harmony is a fundamental requirement.

The situation which prevails in the factory of the American Graphophone Co. will be impossible without an intelligent and sympathetic head of the factory, and even with that much gained his efforts would be neutralized and his results imperfect but for the spirit of fairness and liberality which characterizes those at headquarters who stand behind him and give him their helpful and unwavering support. There can be no greater force in the realm of causation than a combination which brings together a competent and intelligent manager with a clear head and a warm heart, an earnest and unprejudiced corps of working people—foremen, clerks and mechanics—a set of fair minded and progressive owners to attack their problems with alacrity in forestalling a possible request was well complied of President Edward D. Easton.

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THE TALKING MACHINE WORLD.

SOME MODELS AT POPULAR PRICES

Keen-O-Phone,
Style 1 $35.

Keen-O-Phone,
Style 5 $60.

Keen-O-Phone,
Style 9, $85.

Keen-O-Phone,
Style 7, $75.

A FEW OF THE MORE EXPENSIVE KEEN-O-PHONES

Keen-O-Phone,
Style 20, $125.

Keen-O-Phone,
Style 25, $175.

Keen-O-Phone,
Style 30, $225.

Above are illustrations of various styles of Keen-O-Phones at retail prices as indicated. The “individual” character of each model is clearly seen.

Many Are the Keen-O-Phone

It is designed to fill a long felt want to be the most perfect talking machine and combine to give The Keen-O-Phone its many distinctive features are exclusive.

THE Keen-O-Phone will play any make of disc records. Keen-O-Phone records are playable only on The Keen-O-Point needle—is permanent; only the Keen-O-Phone excels. The elongated tone chamber increases the tones before entering the horn, thus eliminating this necessary element. The Keen-O-Phone holds voice or orchestra with positive naturalness.

Keen-O-Phone sound box exerts such a light pressure as to reproduce the minutest sound wave—at least on the record. As a result, the Keen-O-Phone and give better results.

The Tone Modulator is manipulated from the moment during the rendition of a selection. By means of it, the needle after each record is overcome. The tone quality is emphatically noticeable. Your sales manager will be pleased to give wonderful shading effects to produce from a talking machine. The Tone Modulator is manipulated from the moment during the rendition of a selection. By means of it, the needle after each record is overcome. Your sales manager will be pleased to give wonderful shading effects to produce from a talking machine.

If you will stop and seriously consider the Keen-O-Phone you will learn:

First. It is a strong sales getter—appealing to customers.
Second. It will play any make of disc record. The needle after each record is overcome.
Third. The Keen-O-Phone offers substantial advantages that will be proud to include in their use and offer with the Tone Modulator.

Why not include yourself among our already successes? We are prepared to make immediate history awaiting you and profits in proportion. The Keen-O-Phone is patented in U. S. A. and Foreign Countries.

Address all communications to Keen-O-Phone.
The Exclusive Features of the Keen-O-Phone

In the talking machine world, and is pronounced by noted critics and others of competent judgment to be ever offered to the public. The highly developed mechanism, together with the exclusive case designs, distinction and dignity unattained by others. Its simplicity of operation; its unlimited scope of repertoire are reasons for its supremacy.

Features

Records on the market, although the Keen-O-Point jewel needle. The needle is necessary for indefinite use after each record. To play reverse the sound box and insert the volume; clarifies and blends all rasp, scratch and harshness. In the quality and personality of the voice, sure on the record that it is possible at all times eliminating the wear and will prolong the life of the record. Inside of the case, and can be operated the Tone Modulator the volume continues of any room. This also that have heretofore been impossible. The Tone Modulator eliminates the necessity for similar function. These "multiple" graduation in tone, as is possible features possessed by the Keen-O-Phone. Its features are durable, the superiority of men will entice in presenting while the annoyance of change Keen-O-Point needle. Keen-O-Phone, congratulate us and gives them a product, accomplishing a gratifying business. Fits and ready sales, and is an item stock.

Keen-O-Phone Records

A RE considered a mark of distinction in the art of record making. In addition, these records will not become rough and lose their quality and volume by excessive playing, nor are they susceptible to the scratch of the needle. The records found in the new Keen-O-Phone catalogue have been carefully selected to meet all tastes and fancies, while the Keen-O-Phone repertoire is being substantially added to each month.

New York Display Rooms at the Park Ave. Hotel

We Make All Parts

THE Keen-O-Phone Company manufactures every part that enters into the construction of this instrument, and is manufacturing under patents owned and controlled exclusively by it.

The large and extensive factories of the Keen-O-Phone Company are situated at Frankford, Pa., where the most modern facilities are employed in the manufacture of this instrument.

Our recording laboratories, situated in our own plant, are considered the latest and most up to date of any in this country.

Our extensive variety of styles afford you a choice assortment to select from, and are the most enticing values on the market.

The Test of Superiority is in Comparison

We Invite Comparison

Dealers? of Keen-O-Phones and records. There is a large territory or jobber eager to enhance his profits should write us...
CINCINNATI TRADE RECOVERING FROM FLOOD EFFECTS.

As Conditions in Flooded Districts Get Back to Normal Jobbers and Dealers Find Much Improvement in Business—Activity with Columbia Co. Branch and Outlook Encouraging—Deep Appreciation for Generous Attitude of Manufacturers—Recent Displays.

(Special to The Talking Machine World.)

Cincinnati, May 9, 1913.

The trade is in an expectant mood. Normal conditions are being restored, but it will be some time before the jobbers will proclaim themselves to be satisfied with conditions. The railroads are taking only small shipments, and this with no promise of prompt delivery. Consequently but little has been accomplished in the way of supplying the dealers in the flood sections.

Manager Wohlen, of the local Columbia store, stated, when interviewed, that "business was very good during the past month in both wholesale and retail, considering the way the month opened up, as there is no doubt in the minds of dealers not only in the talking machine line, but in all the various industries that the floods had a damaging effect on business in general. Still, dealers in the Cincinnati territory who suffered flood losses showed the usual American girt by restocking in preparation for the spring and summer trade." He further stated: "The past few months there has been quite a shortage in certain types of machines, but this is not due to the erroneous idea of quite a few people that there is no future in the talking machine business and that the manufacturers have lost faith, but to the fact that even the manufacturers did not foresee the phenomenal increase in the business; and, while we have more than doubled the producing facilities of our factory during the past two years, the output was unequal to the demand, which is four times as great as it was two years ago. It is very gratifying to note that the largest increase is in the higher-priced items and the symphony records. The grand opera season here last month was a great stimulus to record business, and there was a great demand for Caro蛤 White, Oliver Fremstad and Mary Garden records. The Chautauy Cleotc (the great Irish tenor) records, which were put on sale recently, have proved to be wonderful sellers."

W. S. Griller, traveling representative of the local Columbia branch, was kept "on the jump" during the past month, closing with new dealers throughout the Cincinnati territory.

Prof. Frederick Goodwin, manager of the educational department of the Columbia Co., spent a few days in Cincinnati to attend the Y. M. C. A. convention and to personally investigate the Cincinnati school question.

Manager J. H. Dittrich, of the Rudolph Wurtzler Co., makes the following newsy comments: "The topic of to-day in all business circles is, of course, the aftermath of the flood and naturally in considering the trade conditions during April, this item is uppermost in our minds. Upon investigating the flood losses in the Ohio Valley, exceeded the amount reported on April 5th, the difference was considered with great interest. However, the flood waters are receding, and the outlook is hopeful that the damage will not be more than expected."

The Aeolian Co., as usual, appears to be having trouble in getting stock. It has a Victor display in the show window, the Victor dealers as they did will forever illu-

The memory of the flood will only be incidental in the minds of Victor dealers, for the magnitude of their loss only helps to magnify the vastness of the gift extended to them. As one Victor dealer expressed it, "I might forget the flood, were it not for the fact that my stock will be a daily reminder of the gift I received from the Victor Talking Machine Co., and that it is the greater part of the flood history." The H. & S. Pogue Co, during the past week has had an interesting joint display of Columbia Gramophone and a small Victrolas. Jointly it has been the most interesting display of its kind in Cincinnati. The settings are interesting and the whole has been built up in a manner as to compel notice on the part of all.

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E. R. Johnson, President of the Victor Co., retired with a pension, the amount to be a percentage of the monthly earnings of the employee when retired. The percentage and required time of service have not yet been decided.

In connection with the establishing of the pension system, the Victor Co. has announced that a co-operative beneficial association, designed to aid members whose income is cut off on account of illness, will be formed.

Every employee who has been in the company's service thirty days is eligible to the association. Members pay 25 cents a month dues. The pension plan has not yet been per-

VICTOR TALKING MACHINE CO. TO PENSION EMPLOYEES.

To Look After an Army, Consisting of 5,400 People, in Their Old Age—Co-operative Beneficial Association Designed to Aid Members Whose Income Is Cut Off on Account of Sickness—Cost of Maintaining Business of the Association Borne by Victor Co.

Every one of the 5,400 employees who remain with the Victor Co. a certain number of years will be retired with a pension, the amount to be a per-

The company announces that the cost of main-
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ciation will not be placed upon the employees, but will be borne by the company itself.

As a further incentive to faithful and continued service on the part of its employees the Victor Co. has announced that it will give persons dependent on any employee the sum of $500 in the case of the death of the employee after five years' service.

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The weather was so oppressively hot in Madras that I was compelled to record with only my pajamas on, and those of the thinnest silk obtained that I was compelled to record with only my pajamas on, and those of the thinnest silk obtained.

Calcutta, Madras and Bombay—A Recording Expedition of Over 12,000 Miles, Recording Only Oriental Artists—A Most Interesting Experience in Far Off Lands.

By T. J. THEOBALD NOBLE, a Prominent European Talking Machine Recorder.

Making Records by Miss Godavari, the clasps holding each one of the other were studded with diamonds. There being in all fifty sovereigns and fifty clasps, the value can be appreciated. On the clasps holding each to the other were studded with diamonds.

12,000 rupees ($4,000). We were compelled to pay two visits before ultimately coming to terms. We secured her for sixteen titles for the sum of 300 rupees per song. I may add that she held out consistently for two days for 900 rupees per record.

The trouble discovered was through the agents, who are a most arbitrary set of men. They persuade most of the artists to ask for large fees in order to swell their commission and at the same time advise us that such and such a price is usual for a particular artist.

She came to the hotel to record, accompanied by a number of seven servants, including two accompanists. One of the instruments for accompanying was the most extraordinary musical (?) instrument. I should imagine, in the world; it is best described as a large earthenware pot, which is held in the lap of a man who plays it by beating a series of taps on the periphery, certain parts of which give out various tones. (This was not perceptible to the writer.) The accompanist's fingers have to be particularly hard and dexterous for to continually beat on such a hard surface sufficiently loud for recording purposes requires an appreciable amount of strength and adroitness. A clearer impression can be observed in the photograph.

The other accompanist was a young girl playing the harmonium, whilst the artist herself was playing another instrument bejeweled in most elaborate fashion. The instrument was valued at 12,000 rupees ($4,000). She was covered with gold and precious stones of great value. The other accompanist was a young girl playing the harmonium, whilst the artist herself was playing another instrument bejeweled in most elaborate fashion. The instrument was valued at 12,000 rupees ($4,000). She was covered with gold and precious stones of great value.

It

The girl was retained by the men as a business proposition, and she was compelled to obey all the orders of the men, and the difference was imperceptible to the writer.

During the recording she regained her vivacity and sung with appreciable amount of enthusiasm, but with the artist, however, but with the men who were apparently her body guard, with the emphasis on the body.

The girl was retained by the men as a business proposition, and she was compelled to obey all their desires and instructions, both as regards singing and otherwise. She was but sixteen years of age, with a perfect figure, large sympathetic eyes and a charm of manner.

The following morning she arrived at the hotel, accompanied by her two guards and accompanists. The former, I immediately dismissed from the recording room and out of the hotel, bidding them return after three hours for their charge. During the recording of her vivacity and sung with appreciable amount of enthusiasm, and appeared to wish the recording would continue for time indefinite. She beseeched us not to give her fees to the men in full, but to tender half, and with the other boy bracelets and trinkets. A proposition in which we readily acquiesced.

I afterwards learned that the Indians were incensed against us for buying the bracelets, for they only received half the amount they anticipated. They dare not strike or ill-treat the girl, for they were cunning enough to conceive that under such circumstances poor girl's protestations would immediately disappear. I often think of and pity that poor little Indian girl in Madras. I have returned to beautiful Bombay for the final stage of my journey. My first duty was to visit the native theatre in order to her the artist of most importance, a Miss Cohar, of Bombay. To my surprise, I afterwards learned that there was but one female in the performance, and that in the female, the other female parts were played by young men, and the difference was imperceptible to the uninitiated.

Miss Cohar is the most beautiful of all the Indian artists, and her voice the sweetest, but unfortunately, the latter is very weak and I was a little dubious as to whether a commercial record could be secured. I constructed specially sensitive diaphragms and succeeded in obtaining a number of satisfactory commercial records. She was intensely nervous, and it was over an hour before she regained her self-possession after first hearing her voice reproduced.

As with most Indian women, she was reserved, timid and exceedingly dainty. She was the wife of a prominent Bombay merchant, and has one son. The theater is her own concern and is filled every night of the year. She spoke English in a manner which made our language appear strangely musical and fascinating. (This artist was the first I had recorded in India that was not ostracised socially.)

If next recorded a Mohammedan priest; he recited a number of verses from the Koran, with much feeling, and made a very clear, fine record. An incident illustrating the depth of the Eastern mind is worth recalling. A priest being of short stature, it was necessary to requisition a few books for him to stand on. To my surprise, he apologetically refused, and gave for his reason one of the multifarious commandments in the Mohammedan decalogue, "It is a sin to look invidiously or treat with contemptuously—in all forms. I was amazed, but who can appreciate such a wonderful tribute to the self-possession of the natives?"

A Parsi orchestra was my next recording. It was constituted of three dilapidated clarionets, two split cornets, a flute which had been broken and repaired with glue, a trombone of such-obscure antiquity, nose and shape, that I am inclined to believe it to be the original ancestor of the trombone family which entertained the "Ark." Drums, tin-toms and bells galore. With these things they attempted to play native music. Fortunately, the indescribable slaughter and heartless massacre of music which I was witnessing, can be better imagined than described—or, better still, not heard at all. The brokers informed me that the records would certainly sell, so I went ahead and made a dozen, afterwards retiring to my hotel to partake of a bath in a vain endeavor to cool my sorely wounded imagination of music.

The next day I received a similar warning' granting which, nevertheless, was resoundingly applaused since. I was to record an artist four songs and anticipated in getting through in an hour or so. After giving careful instructions as to where to finish also who was to commence the recording, which occupied fully fifteen minutes, I began to record. As an example, in one he would commence perfectly correct, but after a minute's singing, would suddenly stop and shout across the horn, "That is enough?" Another time, just after the start, he stopped and asked: "What is the hissing noise I can hear?" Again halfway through
another record he exclaimed: "Did you say four or five verses?"—and then he attempted to continue. I eventually succeeded in obtaining the four records of him in three hours, and spoil fifteen master blanks in the attainment. His inaccessibility was so provoking that I actually threw a record at him. It was at the third attempt of his third song, and he was within half a minute of the finish, when he again stopped and with a most tantalizing stupidity, observed, "I shall not sing the last verse, I may make it too long." (We had already timed it five times. In commentary I threw the wax record at his feet, smashing it into a hundred pieces. Strange to say, it had a most exhilarating effect, for he made the next round perfectly and the fourth song at his first attempt. Possibly he thought if he committed another mistake the record would be thrown higher up. In Bombay, other than Miss Cohen, there was no one of note, but she was compensation for all. Her beautiful voice was fascinating and I believe she would prove interesting compensation for all.

I committed another mistake the record would be at to to to

to to

Mr. Dealer!

Endorsed "The Best" By Experts

The Music Master

is not built merely to win buyers, it is built to win friends, well satisfied friends who will be glad in years to come that they have one.

"Tone"—its meaning is not worn out. It is only just now coming to carry its full meaning.

Every horn guaranteed.

For samples write us.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

TO DEAL IN TALKING PICTURES.

(Special to The Talking Machine World.)

Wilmington, Del., May 9, 1913.

The Webb Talking Picture Co. of this city, has been incorporated with capital stock of $6,000,000 for the purpose of manufacturing, selling, dealing, leasing and renting all kinds of machines for vibration of sounds, either vocal or instrumental. The incorporators are: S. S. Adams, John G. Gray and M. B. F. Hawkins, all of Wilmington.

SELF-SATISFACTION A HINDRANCE.

Means That the Possessor Has Gotten Into a Rut That Prevents Progress.

There are several characteristics in men that run directly counter to success, but it is doubtful if there is any trait in human nature that stands out so conspicuously as the enemy to everything that is naturally progressive as the condition of smug self-satisfaction that so many persons assume. Once fitted firmly into this position in life there is no hope that they will ever be able to do anything that is really worth doing. They have got themselves into a rut from which it is practically impossible for them to extricate themselves, and, like the dead bugs in amber that they are, they must remain in the quarters they have chosen for themselves until some more energetic fellow comes along and digs them out.

PARCELS BY POST C.O.D.

(Special to The Talking Machine World.)


Postmaster General Burleson is at work on a plan for improving the parcel post system by establishing July 1 a collect-delivery service. This, it is believed, will mean tremendous increase of business, especially on rural routes. Farmers everywhere, as shown by hundreds of letters coming to Mr. Burleson, are anxious to make greater use of the parcel post service. At present the use of the parcel post is far greater in the cities than in the country.

Since the installation of the parcel post the Post Office Department has had 300,000 sets of zone maps and rate books printed to satisfy the demand.
New York, on Tuesday evening, April 24, accompanied by an interesting lecture given by Mr. Woods on the manufacture of records. From the beginning to the end of Mr. Woods' lecture, were played on the Columbia "Grand," and the lecture took place before a crowded house. Two machine that all precedents were waved aside and after April 1, but the members have taken such a sense of phonograph" for the purpose of assi
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., May 9, 1913.

PHONOGRAPH.—Alfred Scheyer, Buffalo, N. Y., Patent No. 1,058,981. One of the features of the invention has reference to a disc record mechanism and a cylinder record mechanism, each of which is complete in itself and independent of the other, a driving mechanism and means for connecting the driving mechanism with either the disc record mechanism or the cylinder record mechanism.

Another feature has reference to the mounting of the disc record mechanism, the cylinder record mechanism and the driving mechanism on a movable base or support so that said mechanisms may be quickly and conveniently exposed for adjustment or repair.

Another feature has reference to the manner of starting and stopping the driving mechanism, regulating the speed and shifting from the disc record mechanism to another, to perfectly control the driving mechanism being omitted.

TALKING MACHINE NEEDLE.—Richard H. Jones, Chicago, Ill., Patent No. 1,058,754. This invention relates to improvements in talking machine needles and has for its object the production of a device by means of which the sound may be accurately produced. A further object is the production of a needle that will not wear the record. A further object is the production of a needle that may be used an indefinite number of times without appreciable deterioration.

Fig. 1 represents a side elevation of the rough material from which this device is made. Fig. 2 represents a plan view of Fig. 1. Fig. 3a represents a plan view of a completed needle. Fig. 3b represents a side elevation of Fig. 3a. Fig. 4a represents a plan view of a modified form of needle. Fig. 4b represents a side elevation of Fig. 4a.

Fig. 5 represents a perspective view of a talking machine equipped with this device.

PHONOGRAPH.—Peter Weber, Orange, N. J., assignor by Mesius & Eddy to Peter Weber, Orange, N. J., Patent No. 1,058,981. In order to secure the best results from a phonograph it has been found necessary to make use of horns of relatively large dimensions. Such horns are usually supported from the phonograph cabinet by some form of horn so that they extend outward in front of the phonograph to a considerable distance. The objections to this form of apparatus are numerous; for example, a horn so supported takes up a large amount of room, and it has a tendency to upset any form of phonograph and bend the parts thereof. Such a horn can only be partially supported from the horn cabinet, and it is necessary in order to secure stability that a considerable portion of its weight be borne by the reproducer or recorder of the phonograph, and this to a considerable extent interferes with the movements of the phonograph carriage, and imposes wear on the fine feed screw. The horn extending out to the front is often in the way of the operator, and it is difficult and almost impossible to direct such a horn toward any given point without turning the phonograph bodily around. Again, it is difficult to replace the cover upon the cabinet, after the instrument has been used, as the horn is always more or less in the way, and it is often found necessary to entirely remove the horn from the phonograph and crane before the cover can be placed upon the cabinet.

It is the object of the invention to do away with the objections which are present in the horns and supports thereof in common use, and these results are obtained by making the improved horn of such form that it may be supported above the phonograph instead of extending out in front thereof, as is the common practise. By making the horn of the improved form the inventor is enabled to support it from a point vertically above its center of gravity without the resulting instability which would be caused if the horns now in use were so supported. It is possible to do this with the improved horn for the reason that its center of gravity is at a relatively considerable distance beneath the point of support. This improved horn is loosely connected with the reproducer and need not be removed in order to replace the cover upon the cabinet, but may be readily pushed to one side to permit the placing of the cover in position, and the horn need not be removed from its crate when the phonograph is out of use, but may remain suspended from its crane at all times, and when it is desired to operate the phonograph it is only necessary to remove the cover and connect the lower end of the horn to the reproducer.

In the accompanying drawings, forming a part of this specification, and wherein the same reference numerals are uniformly used to designate the same parts, Fig. 1 is an end elevation of a phonograph provided with the improved form of horns and horn support, the connection between the tube of the reproducer and the horn being shown in section, and Fig. 2 is a view partly in section and partly in side elevation of the reproducer, and a portion of the means for connecting the horn thereto.

SOUND RECORD FOR TALKING MACHINES.—Clarence S. Wickers, Merchantsville, N. J., assignor to Victor Talking Machine Co., Camden, N. J., Patent No. 1,059,418. The main objects of this invention are to provide a durable and efficient disc sound record of minimum thickness and having a substantially flat recorded surface and sufficient rigidity for commercial purposes; to provide an improved sound record comprising a relatively thin body portion of the record and having a ribbed and recessed back; to provide a disc sound record having a central depression in the face thereof for a label and having a corresponding projection on the back thereof; and to provide other improvements in the same.

It has been discovered after numerous experiments that a compressed disc record having a relatively thin body portion provided upon its back with a marginal rib and with radial or transverse reinforcing ribs extending from the central portion of the record and connected with the marginal rib at their outer ends, tends to warp as it cools after being taken from the press in the process of manufacture, and is liable to warp during its subsequent use. This warping appears to be due to the fact that the outer ends of the transverse ribs are connected to the marginal rib, whereby as the record cools the rim of the record is drawn slightly rearwardly, and the face of the record is caused to assume a convex shape.

One of the objects of this invention is to overcome this tendency to warp, which is found in the ribbed-back record as heretofore constructed, by making the record wholly of the substance of the record and reinforcing its outer end with a marginal rib and with reinforcing ribs connected to the marginal rib. It has been found that when the marginal rib is omitted in a record of this kind and the transverse ribs are extended outward, the tendency of the record to warp is eliminated. This omission of the marginal rib, however, obviously deprives the record of some of its strength at its edge.

It has been also discovered after various experiments that a thin ribbed-back record having the desired qualities of rigidity and strength and having a flat recorded surface, may be provided by con-

(Continued on page 53.)
THE TALKING MACHINE WORLD.

...contrasting the record with a marginal rib and also with radial and transverse ribs extending from the central portion of the back of the record outwardly, and the outer ends of which are not connected with the marginal rib.

Furthermore, it has been discovered that in the outer construction and also in the construction in which the marginal rib is omitted, or in other constructions, transverse and radial ribs which have their outer ends connected to the marginal rib or extending from the margin of the record, and their inner ends spaced from the central portion of the record, may be used to advantage to strengthen the record and to prevent warping.

In the accompanying drawings Fig. 1 is a diametrical section of a sound record constructed in accordance with this invention; Fig. 2 is a fragmentary bottom plan view of the record, and Fig. 3 a fragmentary top plan view or front elevation of the same; Fig. 4 is a side elevation, with the stylus in action, showing one form of shifting device in position to throw the stylus out of action. Fig. 5 is an edge view of the stylus holder.

GROUSE Sound Box.—Pliny Caturei, Newark, N. J., assignor to A. F. Meisselbach & Bro., same place. Patent No. 1,060,515. This invention relates to that class of sound boxes where the essential parts of this invention are most susceptible of use in conjunction with any type of phonograph and talking machine.

In the accompanying drawings forming part of this specification Fig. 1 is a longitudinal sectional view of a phonograph horn having improved control-troller connected thereto; Fig. 2 is a cross sectional view of a phonograph horn having improved convivial sectional view of a cabinet; or hornless variety of phonograph, having improved controller inserted therein; Fig. 3 is a sectional view taken on the line 4-4 of Fig. 3; Fig. 4 a similar view, drawn on an enlarged scale, and illustrating a modified means for operating the control-troller; Fig. 6 is a perspective view of a plug for attaching the device; Fig. 7 is a side view of end of the device showing a modification of valve operating means; Fig. 8 is an end view thereof; and Fig. 9 is a longitudinal sectional view illustrating a further modification.

AUTOMATIC NEEDLE FEEDER FOR PHONOGRAPH.—Elmer C. Jordan, Sacramento, Cal. Patent No. 1,060,521. This invention relates to attachments for phonographs on which removable needles are used, and among the objects aimed at is to provide a device of this character which will insure the least possible delay and trouble in making the renewal of the needles. It is quite usual in operating phonographs for the same needle to be used repeatedly when the best results can be received only when a fresh needle is used on each record. By the use of a device of this character there is little or no excuse for not renewing the needles according to highest demands.

Fig. 1 is a perspective view of the device attached to the tone arm of a standard phonograph, a portion of the needle and zine being broken away; Fig. 2 is a plan view of the same; Fig. 3 is a vertical section on the line 3-3 of Fig. 2, the parts being in normal position; Fig. 4 is a similar view on the line 4-4 of Fig. 2, the parts being in position for receiving a needle into the chuck; Fig. 5 is a bottom plan view; and Fig. 6 is a fragmentary detail of the parts shown in Fig. 3, the toothed wheel being omitted.

You can't plant pigweed and harvest corn. Nor can you, in merchandising, sow indolence and reap success.

Slipshod methods make slipshod men, and slipshod men make slipshod methods. Hitch your wagon to the system star, and then keep it hitched.

Gimp is hackney, energy, determination. It is what keeps people everlastingly at it. It is what pulls success out of failure. Cultivate gimp.
EXCELLENT TRADE REPORT FROM PHILADELPHIA

This is due in a Measure to the Fact That Factories Are Supplying Stock Most Satisfactory Complete In Warerooms—Keen-o-Phone Co. is Doing a Splendid Business in April—Reports from Talking Machine Companies.

(Special to The Talking Machine World.)

Philadelphia, Pa., May 9, 1913.

The talking machine business in April has been most excellent. The dealers usually expect it to drop off a little bit this month but this seems to have been the case less this year than heretofore.

There has been what may be termed a two-months' boom in a year of such proportions that there have been so few complaints forthcoming as during the past April. The dealers have not only enjoyed a good business, but they have been able to do it with more than the usual ease. For this the factories are responsible and they seem to be turning out the stock faster than ever before and seem to be able to do so for a considerable time.

There was much complaint against the factories by the dealers that they could not fill the orders, but such a condition has existed among talking machine dealers the past year or two as has never been experienced in any other line of business. The anxiety of the dealers is readily understood when one recalls how important it is for a manufacturer to make up the goods, pack and ship them. The launching of the new high-grade reproducer has caused such proportionately more of the manufacturer has stood aghast, and he has tried to get out of his dilemma by building addition after addition to find that he was still taxed for room, until now he seems to have finally gotten himself into shape wherein he can meet all requirements.

Louis Ebel & Brother report that their April business amounted to an increase over last April of about forty per cent. Machine shipments have been coming considerably better than they were, and particularly on certain of the most popular types: The only shortage he finds at present is on the 25 South Broad Street, is doing a very gratifying business. E. P. Hoyt Allen is general sales-manager of the Keen-o-Phone Co.

The Talking Machine Co. is doing a splendid business at all three of its local stores. H. A. Ellis is in charge of the store on Broad street near Walnut; P. G. Spitz is the manager at Broad street and Columbia avenue, and Newton Bacharch in charge of the West Philadelphia store. Mr. Ellis tells me that business was exceptionally good in April, surprisingly so, being away ahead of last year. Sales of grand opera records have not fallen off ten per cent from the height of the season, in spite of the great popularity of Turkey Trot music. Other firms have noted a great falling off, but then the South Broad street Talking Machine Co.'s store has, in a measure, the cream of the high-class patronage of the city, being the store closest to the fashionable residence section. Their rooms are attractive, and attractively furnished. The Columbia avenue store of the firm is undergoing renovation—a number of new booths added to this store.

Manager Ellwold reports that Heppe & Son business is good and they have no complaint to make. The April business was far ahead of last year. Among their visitors the past week were Harry F. Cake, of Pottsville; J. Harry Hilt, of Mt. Holly, N. J., and William C. Staiger, Jr., of Atlantic City, N. J. They have just closed two very large orders for the Edison discograph telephone, which has been placed at the factory at Frankford, Pa., which has been especially constructed for Keen-o-Phone purposes. The company's record catalog is now being mailed to the trade and it contains 150 very fine selections, and new artists of reputation are being added regularly. The retail headquarters at 274 South Broad street, is doing a very gratifying business.

The Keen-o-Phone Co. announces that it has closed its entire line with a number of representative houses. Paul Butler, of the sales department, who is away at present, is sending in gratifying reports. A considerable amount of new machinery is being installed at the factory at Frankford, Pa., which has been especially constructed for Keen-o-Phone purposes. The company's record catalog is now being mailed to the trade and it contains 150 very fine selections, and new artists of reputation are being added regularly. The retail headquarters at 274 South Broad street, is doing a very gratifying business.

The anxiety of the dealers is readily understood when one recalls how important it is for a manufacturer to make up the goods, pack and ship them. The launching of the new high-grade reproducer has caused such proportionately more of the manufacturer has stood aghast, and he has tried to get out of his dilemma by building addition after addition to find that he was still taxed for room, until now he seems to have finally gotten himself into shape wherein he can meet all requirements.

Manager Eckhardt says that the business in April has been quite remarkable and has increased such a great percentage in gain over last year, says Mr. Eckhardt, "that I consider it useless to make a comparison. It is pleasant to state that all the Columbia dealers are enjoying a similar gratifying business. We have at present two very important deals pending and expect, before long, to announce the Columbia machine in these two most bassy marts of the trade." This concern has found it necessary to add a four-ton Autocoupler to its delivery system in order to facilitate deliveries and to satisfy the promises demanded by its customers.

EFFECTIVE PUBLICITY.

The Double Spread of the Columbia Co. in the Saturday Evening Post for May 24 Will Be Unusually Striking.

The May 24 issue of the Saturday Evening Post will contain a double ad of the Columbia Graphophone Co. that will present a number of novel and distinctive points relating to talking machines, that have been previously published in national magazines during the past few months. This excellent example of Columbia advertising methods will be devoted to the new $50 Columbia Regal machine.

In addition to a very strong headline, stretching across both pages, and two clear illustrations of the "Regal," one showing the lid purely open and the other with the lid down, there will be two columns of illustrations devoted to the distinctive constructive merits of this new Columbia product. These pictures show the tone-arm, tone-chamber, No. 6 reproducer, motor mechanism, tone-control, speed-control, and cabinet work. Underneath each illustration is a brief and interesting talk on individual parts of the machine, which cannot fail to impress readers of the magazine.

Accompanying the advance proof of this advertisement, each Columbia dealer will receive a copy of a very attractive window display, constructed with "Regal" machines, assisted by a copy of the two-page spread.

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.

The name describes the needle and the needle fulfills its name.

The PURITONE Needle.

Furnished in Puritone or your own envelopes packed in different sizes. Quality guaranteed. For retail or wholesale use. 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.

There is also quite a sale for the high grade records—the Red Seal type.
Leading Jobbers of Talking Machines in America

SANGER BROTHERS
Dallas, Texas

VICTOR Distributors

“We ship the same day.”

Edison Phonograph Distributors for the SOUTHWEST
All Foreign Records in Stock
Houston Phonograph Co., Houston, Texas

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

PACIFIC COAST DISTRIBUTION OF
VICTOR Talking Machines and RECORDS
STEINWAY PIANOS—LYON & HEALY “OWN MAKE” BAND INSTRUMENTS
Sherman, Clay & Co.
San Francisco Portland Oakland Los Angeles

You should get this sample package of Puritone Needles—sent free

Puritone Needles should pay you a good profit. They cost 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.

Where Dealers May Secure COLUMBIA Product

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

Distributors

ATLANTA, Ga., C. W. Rice, Columbia Phonograph Co., 102 Peachtree St.
Baltimore, Md., Columbia Phonograph Co., 204 Baltimore Ave.
Binghamton, N. Y., Columbia Phonograph Co., 213 E. Main St.
Boston, Mass., Columbia Phonograph Co., 174 Tremont St.
Buffalo, N. Y., Columbia Phonograph Co., 622 Main St.
Chicago, Ill., Columbia Phonograph Co., 201 N. Wells St.
Clifton, N. J., Columbia Phonograph Co., 117 W. Fourth St.
Cleveland, Ohio, Columbia Phonograph Co., 913 Euclid Ave.
Dallas, Texas, Columbia Phonograph Co., 1400 Main St.
Denver, Col., Columbia Stores Co., 505-507 Sixteenth St.
Detroit, Mich., Columbia Phonograph Co., 114 Griswold St.
Hartford, Conn., Columbia Phonograph Co., 719 Main St.
Indianapolis, Ind., Columbia Phonograph Co., 27 N. Pennsylvania St.
Kingston, N. Y., Columbia Phonograph Co., 67 Main St.
Livingston, N. J., Schenker Drug Co.
Los Angeles, Cal., Columbia Phonograph Co., 420-422 S. Spring St.
Louisville, Ky., Eilers Music House, 420-422 S. Spring St.
Milwaukee, Wis., Albert C. Emde, 515 Grand Ave.
Minneapolis, Minn., Columbia Phonograph Co., 44 Main St.
New Haven, Conn., Columbia Phonograph Co., 67 Church St.
New York, N. Y., Columbia Phonograph Co., 155 Canal St.
New Orleans, La., Columbia Phonograph Co., 933 Canal St.
Omaha, Nebr., Columbia Phonograph Co., 1112 Grand Ave.
Ottawa, Ill., Columbia Phonograph Co., 307 E. Washington St.
Pittsburgh, Pa., Columbia Phonograph Co., 101 North St.
Portland, Ore., Columbia Phonograph Co., 500 Congress St.
Portland, Ore., Columbia Phonograph Co., 81 Washington St., Portland, Ore.
 PROVIDENCE, R. I., Columbia Phonograph Co., 113 Westminster St.
 Rochester, N. Y., Columbia Phonograph Co., 53 South Ave.
Sacramento, Cal., Kix, Garry & Co.
Salt Lake City, Utah, Deseret Department Music Co.
San Francisco, Cal., Columbia Phonograph Co., 347 Sutter St.
Seattle, Wash., Columbia Phonograph Co., 131 First Ave.
St. Louis, Mo., Columbia Phonograph Co., 924 Olive St.
St. Paul, Minn., Columbia Phonograph Co., 50 W. Seventh St.
Stevens Point, Ind., 25 N. 6th St.
Trenton, N. J., Columbia Phonograph Co., 229 Delaware Ave.
Washington, D. C., Columbia Phonograph Co., 1219 G St. N.
Wilmington, Del., Columbia Phonograph Co., 510 Market St.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.
Write for particulars to the Columbia Phonograph Co., 1537 Barlow Building, New York.

Every jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your card in the June List.

Every jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your card in the June List.
Rolling up profits with the

Blue Amberol

is the easiest and best paying opportunity in the phonograph world today.

Mr. Edison has done his share by putting over this wonderful sweet-toned four-minute record that is practically unbreakable, and placing the profits of its sale directly before you.

If you jump in right now and get a lead with the Blue Amberol you will lead the phonograph business in your locality. There's no doubt about that. Your success and profits are as positive as the genius of Edison has been proved to be.

Your jobber knows all about it.

Thomas A. Edison, Inc.

59 Lakeside Ave. Orange, N. J.