

*The* **TALKING** *AND NOVELTY NEWS*  
**MACHINE**  
**WORLD**

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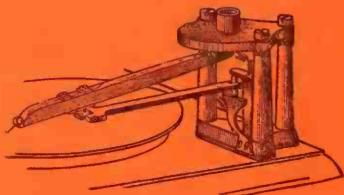
A Corner of the Music Room  
in the White House



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# VITAPHONE

## CABINET INSTRUMENT



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 TYPE 185  
\$185.00

Mohogany or Quartered Oak. 250 Record Capacity



VITAPHONE TYPE 50  
\$50.00

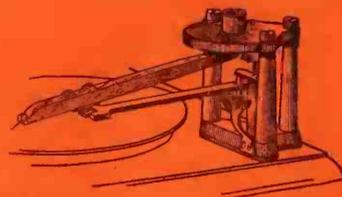
Made in Quartered Oak.

## 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.



*THE Vitaphone Co.*

Plainfield, N. J.

# The Talking Machine World

Vol. 9. No. 5.

New York, May 15, 1913.

Price Ten Cents

## 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 4,000! 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 standard list, and gets the same answer, 'I have 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. 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 libraries 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 'up-to-the-minute' 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 only just far enough to be held firmly by the screw. Few owners know this simple point. These little items carefully interspersed with record demonstration keep up an interest. They make the customer feel that you have an interest in him and know your business."

## RECORDS BY CELEBRATED CANTOR.

Issued by Columbia Graphophone Co. Ahead of Date to Supply Demand.

Columbia dealers in all parts of the country have been much pleased with the announcement made a short while since that the celebrated Hebrew

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



Cantor A. Karniol.

cantor, A. Karniol, had signed a contract to sing exclusively for the Columbia Graphophone Co. The foreign record department has been receiving many letters relative to the date of publication of these records, and in order to accommodate its dealers the company was obliged to issue the first instalment of these Hebrew records before the scheduled date.

A preliminary supplement devoted to these records features six well-known Hebrew songs sung by the prominent cantor, accompanied by a trained choir. These selections were chosen by the Columbia record department because of their great popularity with the Hebrew people, and the unlimited opportunities they offer Columbia dealers to close many sales.

## TALKING MACHINE EXPORTS.

The Figures for March Presented—Reports Show a Decrease for the Month.

(Special to The Talking Machine World.)

Washington, D. C., May 10, 1913.

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

The total exports of talking machines, records and supplies for March, 1913, amounted to \$236,639, as compared with \$176,369 for the same month of the previous year. The nine months' exportation of talking machines, records and supplies amounted to \$2,141,198.

## OPENS MUSIC STORE IN FLORIDA.

Frank Idner, formerly in partnership with his father in the firm of Idner & Son, West Palm Beach, Fla., has embarked in the piano and music business in that city on his own account. Mr. Idner has secured quarters in the Palms building, 105 North Narcissus street, and in addition to other lines, is handling the Victor and Edison talking machines and records and sheet music.

## GRAVES CO. OPENS IN SPOKANE.

The Graves Music Co., Portland, Ore., has opened a Spokane, Wash., branch at the corner of Lincoln street and Riverside avenue. The place is being handsomely fitted up for a full line of pianos and talking machines, which the Graves Co. formerly handled exclusively.

The Diamond Phonograph Co., Wilmington, Del., has been incorporated with capital stock of \$50,000. The incorporators are: F. D. Buck, G. W. Dillman and B. M. Grawl, all of Wilmington.

## IMPORTANCE OF AN ADVERTISING DEPARTMENT.

No Store Too Small to Have One—The Advertising Man is a Creator of New Business and Often Knows More About Actual Selling Than a Sales Manager—So Says Henry C. Brown, the Victor Co.'s Publicity Manager, and He Ought to Know.

Henry C. Brown, advertising manager of the Victor Talking Machine Co., was 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. Mr. Brown was introduced 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 made 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 the public, it is what it is good for.

"Confidence is the thing. First in the goods, then in the men 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 administration. "We must all recognize that we are under a new administration," he

said, "and we owe it to ourselves and to the community to back it up with our confidence. We may 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 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 should preach the importance of the advertising man. No store is too small to have one. Even if the only employe is a clerk and the money to be spent on advertising is but five dollars a month, there should be an advertising man. He will find new business. The advertising man knows more about actual selling than a sales manager.

"The advertising men have a big work before them. The influence of the newspapers 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 loading a twelve-inch cannon with dollar bills for advertising and shooting it out, 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."

**PUSHING EDISON BUSINESS.**

**Mark Silverstone Increases Selling Force—Two Well-Known Talking Machine Men Covering Southeastern Missouri, Parts of Arkansas and Kentucky—Demonstration Hall on the Second Floor of Building.**

(Special to The Talking Machine World.)

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

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 jobbing sales force. Mr. Reynolds, who recently sold his talking machine store in Springfield, Ill., to the Barnard 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 introduce the disc machines until an ample supply of lower-priced instruments are received. Mr. Silverstone has added Miss Katherine Fultz, recently of the Scruggs-Vandervoort 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 \$250 style the favorite in the selling. "The feature of the trade," he said, "if 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 warehouses. "When a business man comes in and says he is in a hurry, I demonstrate the machine in the informal demonstration hall on the first floor," says Mr. Silverstone, "but if the inquirer has the time, I bring him up here where it is quiet. Aside from this display floor for my pianos, I have the two demonstration rooms set apart for players, and this space is needed only to show styles, and this does not interfere." The recital hall, for such it will be when completed, will have improved opera chairs, rugs, a well-placed diaz and one of

the finest of the new Edison machines on display under a battery of lights.

Several of the new \$60 models have been received at the store, and one is on display, but so far no effort has been made to sell this style, for two reasons: Because there has seemed to be no danger of losing a sale on the higher-priced models, and because of the very slender stock received.

"Fortunately we were well prepared for the flood interruption of traffic," said Mr. Silverstone, "and this feature has caused us very little embarrassment. The freight embargo has been lifted 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 do not lack for those to appreciate them and the summer, now soon here, 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 ears open. It's ten chances to one that you will hear falking 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 cruisers, 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 on the tariff situation, 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.**

(Special to The Talking Machine World.)

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

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 3625 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.**

(Special to The Talking Machine World.)

Pittsburgh, Pa., May 10, 1913.

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 whatsoever.

"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 joyous."

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 Grand Opera Company. 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



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

(Special to The Talking Machine World.)

San Francisco, Cal., May 9, 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 51-53 Geary street, in the new Bankers' Investment building,

which runs through to Market street, and will be operated by Clark Wise & Co., who have been connected with the local trade for many years. They have been in business in several different locations, but for the past two years have occupied comparatively small quarters on the second floor of the building at 334 Sutter street. Now they are going to open a first-class music store, the principal feature of which will be the talking machine department. The entire ground floor of their new establishment is being fitted up for this part of the business, the plans for which call for one of the finest departments in the city. Aside from the Wiley B. Allen Co., which has part of its talking machine department on the ground floor, it will be the only first-floor talking department in the downtown section. Mr. Wise says he will carry a full line of Columbia and Victor machines and records, and possibly the Edison.

### Grand Grafonola Interests Trade.

The principal feature of the Columbia trade this month was the arrival of the Grand Grafonola. W. S. Gray, local manager for the Columbia Graphophone Co., says most every dealer around the bay has been in to see the \$500 machine, and that the expressions of praise have been most lavish. Others besides dealers have called to see the new machine. Among the most enthusiastic visitors was the music critic of the Examiner, who spent nearly two hours trying various records, studying the quality of tone, etc. F. R. Anglemeier, wholesale manager, is receiving inquiries from all over his territory in regards to the new product. Mr. Moore, traveling representative, is at headquarters for a short stay after a very successful trip down through the San Joaquin Valley.

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 the work of enlargement will be started in the near future.

### More Room for Pacific Phonograph Co.

The Pacific Phonograph Co., Edison jobbers, 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, the new floor to be used as a stock room for disc machines. A. R. Pommer, manager of the Pacific Phonograph Co., is elated over the orders coming in from the road. E. L. Sues, 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. McCracken, who covered 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.

Willis S. Storms is preparing to move to new quarters in Spokane, Wash. For the past two years he has been located with Kohler & Chase, but has decided to open an exclusive talking machine store. He has secured quarters at 818 Sprague avenue, and the place is being remodeled to suit the needs of the business. A new front of plate glass and marble is to be installed, 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. G. 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 Portola Festival, to be held here in October, which has the endorsement of the trade in general.

### Brieflets.

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

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

Eilers' 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.)

Cambridge, Mass., May 10, 1913.

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 newspapers of the Victor Talking Machine Co. during the month of May, which are unusually forceful and attractive, are devoted to Victrolas Nos. X and XVI. A somewhat different heading for the May 26 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 Victor Victrola is Pre-eminent." The rest of the copy is in harmony with the strength of the heading.



# Won't You Have a Lesson in Spanish?

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

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

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

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

**International Correspondence Schools**  
Box 918, Scranton, Pa.

**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.

The Columbia Co. had been located in the Tribune building for the past six years, but these quarters were outgrown a long time since, and more space was found absolutely imperative. 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 officers 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, 1913.

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 at 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.



Located on 20th Floor of World-Famous Woolworth Building, New York.



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 TALKING MACHINE WORLD

For the makers & sellers of talking machines

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ADVERTISEMENTS: \$2.50 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising Pages, \$75.00.  
REMITTANCES should be made payable to Edward Lyman Bill by check or Post Office Order.

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

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

NEW YORK, MAY 15, 1913.

THE generosity and foresight of the Victor Talking Machine Co., manufacturers of talking machines in Camden, N. J., is manifested afresh and in a practical way, in its plans just announced, of looking after the interests of its army of employes, which now consists of more than fifty-four hundred people.

As announced elsewhere in this issue, the Victor Co. has organized a co-operative beneficial association in which all the employes are enrolled. Through the generous arrangement on the part of the company the employes in case of sickness or death will reap benefits greatly in excess of those they would receive were they themselves providing the entire support of the organization. The dues of members have been placed at twenty-five cents a month and the company will not only bear all maintenance expenses, but will pay into the association treasury each month an amount equal to the dues. The Victor Co. will also pay a death benefit of \$500 to the heirs of employes who have been in its service five years or more. It will also adopt a generous pension plan.

In view of the epidemic of strikes which have been brought about by the pernicious agitation of labor leaders bent on creating as much trouble as possible for employers, it is refreshing to find a body of workers who understand and appreciate the value and importance of co-operation between employer and employe, and who are fortunate in having the Victor Co. as employers.

Despite the radical utterances of professional labor agitators the interests of capital and labor are one. One without the other is powerless, and where both work harmoniously the best results accrue. The Victor Co. is to be congratulated on this generous move which means so much for the future of its employes.

IN these days when progressiveness and radicalism are dominant in governmental affairs it behooves talking machine men to be on the alert in opposition to the reintroduction of the Oldfield bill, or any other similar measure which threatens to undermine price maintenance.

The proposed patent revision bill which was engineered by Mr. Oldfield in the last session of Congress, and which was so strenuously and successfully opposed by talking machine interests and other prominent industries throughout the country, is the subject of a very illuminating analysis by Gilbert H. Montague, of the New York Bar, which appeared recently in the Harvard Law Review. It is a very able and exhaustive review of patent conditions and needs. Its closing sentences referring to the report of the Committee on Patents is worth quoting and studying:

"In its zeal to insure the non-enforcement of license restric-

tions, the committee proposes by the substitute Oldfield bill to enforce solely against patent owners a Draconian code of business practise which is not and never has been imposed upon any other class of property owners. Litigation under the Sherman Anti-Trust Act turns frequently, if not generally, upon close questions of law. By a salutary result of the existing law, property which is not in transit does not become forfeited, in the event that a combination in restraint of trade is found to exist. The substitute Oldfield bill, however, provides that under such circumstances all property in the form of patents involved in such litigation shall be forfeited, while all other forms of property shall remain unaffected. Under the provisions of the bill, the vendor of any patented article becomes a criminal, if he attempts to secure a year's business as a condition of selling to a retailer; if he attempts to hold the retailer to his agreement to buy his patented goods exclusively or to a certain extent; if he attempts to hold the retailer to his agreement to maintain a standard price on the patented goods; if he licenses the use of a delicate patented machine on condition that it be used only with specially prepared supplies or in continuity with specially adapted machinery necessary to insure perfect operation; if he avails himself of the quality of his patented inventions to induce licensees to use his machines, either exclusively or in part, for all their needs; if he agrees with a retailer in a town to sell his patented goods to no one else in the same town or to sell to other retailers only on less favorable terms, in consideration of which the retailer shall push the sale of the goods; or if he sells his patented goods in any particular territory at a less price than he sells elsewhere. Each of these transactions, which good morals and honorable business practise, to-day and from time immemorial, have always sanctioned, is made by the bill conclusive proof of the violation of the Sherman Anti-Trust Act. The fact that the transactions might reasonably be shown to have no tendency to restrain trade cannot save the unlucky patent owner, for the bill expressly provides that 'restraint shall be conclusively deemed to have been or to be unreasonable and to be in violation of the provisions of said act' (i. e., the Sherman Anti-Trust Act) as to any party who performs any of these transactions. The penalty which the patent owner may suffer for doing any of these things is the forfeiture of his patents, a fine of five thousand dollars and a year's imprisonment; and the payment of threefold damages and the costs of suit and attorneys' fees to anyone who comes in within three years thereafter and proves any damage.

"The substitute Oldfield bill forbids only patent owners to do these things, and expressly leaves the owners of every other form of property absolutely free to do any of them. Unlucky patent owners caught in the net may reflect that if they had only dealt in unpatented goods, instead of spending time and money developing new inventions, which their patents publish to the world, to the end that in seventeen years the world may use them without cost, they could have avoided all their misfortunes. Is this the way by which Congress seeks to 'promote the progress of science and useful arts?'

"Some amendments in the patent law are certainly needed. Few will disagree with the House Committee on Patents that some legislation, other than that proposed in the substitute Oldfield bill, is required, 'amendments, specifically in the patent law, and particularly some radical changes in the administration of the patent law, both in the courts and in the Patent Office.' The committee continues: 'As respects the courts: two vital changes are essential—the present method of trying patent cases must be abandoned for a new one and a court of patent appeals must be established. \* \* \* Changes should be made in the equipment and organization of the Patent Office to increase its efficiency and to secure for the public and inventors whom it serves the best possible service.' By changes of this sort, rather than by the radical innovation proposed in the substitute Oldfield bill, will the patent system of the United States be improved."

As Mr. Montague very aptly says, the attitude of Congressman Oldfield and his associates is not one that tends to "promote the progress of science and useful arts." On the contrary, the passage of any measure similar to that proposed by Mr. Oldfield would demoralize business, undermine prices and work an injury to American art and commerce.

## 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 prestige 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 especial 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 eminence 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, violinist or 'cellist? To these people the talking machine is an educator, whose value is not always fully estimated. For the latent love for music must be stimulated in the home by some degree 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, musical 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 "debasement 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 pleasantly 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 satisfying.

In recording especially innumerable minor details have been given such attention that to-day one is enabled to hear some wonderful "photographs" of the voices of the great artists and orchestral organizations of the world.

While the talking machine has been steadily improved, yet it is bound to attain a still greater height in the artistic field, and all over the world many minds are working with the result that within a few years more it is not improbable the talking machine will have reached a new apex as a musical and artistic factor in the community.

THE announcement is made elsewhere in this publication that the American Graphophone Co. has voluntarily increased the rate of compensation of its employes eight per cent., and that half-holiday Saturday would in future be in order. It was, of course, welcome news for the employes of this big talking machine company.

Such an announcement emphasizes a desire on the part of the directors of this institution to share profits with employes.

The American Graphophone Co. has enjoyed an unusually heavy demand for its products in various sections of the country, and by taking this course and granting an advance in pay and a reduction of working hours a broad and generous spirit is shown, and if such a plan were followed generally it unquestionably would do away with many of the labor troubles which seriously interfere with the systematic movement of trade.

President Edward D. Easton and his associates have given the most gratifying kind of news to their employes, and without question it will mean a hearty co-operation on the part of the

Columbia working forces, because the men must show their appreciation of such substantial recognition on the part of their employers.

In discussing this matter with The World President Easton remarked that the growth of the Columbia business during the past twelve months had been surprising, and that he felt that this act would show an appreciation of these conditions and would develop a close relationship between the business and factory workers.

Last year the percentage of the increase in Columbia business was very large, and the first four months of the present year indicate a steady growth, and April scored the best record of any month of April during the existence of the business.

The increase is particularly noticeable in the higher-priced Columbia products, and with the splendid campaign of live, virile publicity which the Columbia Co. is effectively carrying on it is but fair to assume that the business will be materially augmented as the year advances.

## VISIT OF GRAND OPERA CO. 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—Silverstone  
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 local visit served as a stimulant to both retail and wholesale trade. Practically every dealer shared in this trade.

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 parts of Arkansas, Kentucky and Tennessee that previously were handled from the Memphis store.

Harry Levy, of the Aeolian Co., and the Koerber-Brenner Music Co., report Victor trade running to the limit of the supply of machines. Several applications for agencies in small towns recently have been denied because they could not be supplied.

Kleekamp Bros., Grand avenue and Arsenal street, have added the Edison disc line to their talking machine offerings.

Lairs Bros. Furniture Co., of Charleston, Mo., recently have sent to the Columbia store here samples of a monthly bulletin service instituted by them that has increased their trade immensely.

On the occasion of the recent visit of J. T. Rogers, traffic manager of the Edison Co., to this city to meet with the Western rate-making committee, the Silverstone Music Co. supplied a disc machine and records for the entertainment of the railroad men during leisure moments of their extended session.

During the recent visit of F. K. Dolbeer, sales manager of the Edison Co., to St. Louis, Mark Silverstone's little son came to the store. He watched for some time and became impressed that the visitor was of more than ordinary importance and his four-year-old brain tried to solve the identity of the newcomer. Finally it occurred to him that the Edison disc was the most important topic he had heard discussed recently, and he walked up to the visitor and announced: "I know who you are. You are the Edison disc." The identification made a hit with Mr. Dolbeer, who felt greatly complimented.

George R. Long, a Belleville Columbia dealer, was a recent visitor at the store here.

The advantage of high class advertising is shown by the number of persons who have visited the Silverstone Music Co. recently and have announced that they were induced to investigate the disc machine by reading the article printed in the reading pages of the Cosmopolitan Magazine, which is an advertisement only as it tells of Mr. Edison's achievement.

"We are feeling the effects of the recent flood now more than at any other time," declared Harry Levy, manager of the talking machine department of the Aeolian Co. "We have had more trouble with shortages of machines in the last few days than at Christmas time; the only difference is that the customer is more content to wait and the distressing shipping conditions makes explanations sound plausible. We are short of almost everything above IVs. We have no VIII or IX styles and XIV and XVI shortages are chronic.

"As to business we have no complaints. While trade has seemed a bit slow we have had all we could handle and have been forced to decline some orders from small centers, where it did not seem wise to establish agencies during the present condition of the supply of Victor machines. Of course we expect when the new models soon to be placed on the market come and freight traffic adjusts itself that we will be able to supply all comers. This condition should not continue."

The visit of the grand opera stars to St. Louis

gave an opportunity for some classy talking machine advertising, and the Columbia Co. grabbed its share of it. This company was very fortunate in having seven of the stars who sang here on their record list, and enjoyed a splendid sale during and after the concerts. By request Columbia machines were placed in the rooms of several of the singers at the hotels, and Messrs. Dufranne and Scott visited the Columbia store to hear records and to see the various machines. Mr. Dufranne first saw the new Columbia Grand on his visit to the store, and after looking it over and

## VALUE OF WINDOW DISPLAY.

New York Talking Machine Co. Utilizing Space to Good Advantage to Interest Public.

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 various selections by world-famous artists, or the artists themselves. This month's show card, No. 22, which 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 testimonials and 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.

## HEXT CO. OPENS IN GREELEY.

The Hext Music Co., of Denver, Col., has opened a branch in Greeley under the management of E. E. Harbaugh. In addition to a full line of pianos, it is handling the Victor and Edison talking machines and has established very attractive quarters.

hearing several of the other records on it, pronounced it an unparalleled success. "I never have heard anything like it," he said. 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 outlook so far. "On one Saturday during April we passed as much business as often has been done in one-half a month before," he said. "We closed last month far ahead of any previous March, and prospects are splendid. We sold 33 dictaphones to the Norvel-Shapleigh Hardware Co., one of the very large jobbing concerns of the West, an order of which we are very proud."

Mr. Reid reports a come-back sale on the Ysaya record sale after his concert here was regarded as a closed incident. The later sale rolled the total above 500.

## "TALKER" PUBLICITY DOMINATED

In the Advertising Carried In the New York Newspapers 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 compared with other lines of trade. Not only have department stores carried frequent and lengthy advertisements on the merits of the talking machine, but leading dealers throughout the city have been constant users of "printers' ink."

A most pleasing feature of this intensive advertising is the fact that the majority of copy exploiting the talking machine and records is unusually forceful for newspaper advertising and well qualified to bring excellent results. An example of this local advertising is furnished by the excellent copy that Landay Bros., the prominent Victor distributors, carry each day in the newspapers. This publicity is not only of benefit to the advertiser, but to the trade in general, for it assists in maintaining public interest in talking machines the year round.

## 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 lines 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.

**I**N the clinches you can rely upon the Ditson Victor Service. Profits are contingent upon *our fast work*—and we know it.

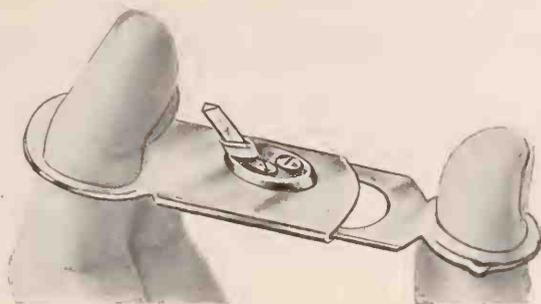
**S**TOP saying to your customers: "We haven't got it," because you can get it from **DITSON**.

**F**AST Victor service is our aim and that we hit the mark is proved in our rapidly growing clientele of dealers.

**A**LL Victor styles, records and parts, with a complete line of albums, cabinets and needles.

**W**E specialize upon Victor goods exclusively, and correspondence with dealers desiring the best in Victor service is invited.

**Oliver Ditson Company, Boston, Mass.**



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**

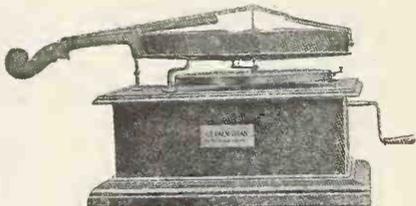
### NEW TYPE OF TALKING MACHINE

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

(Special to The Talking Machine World.)

Paris, France, May 1, 1913.

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, 'cello; Model C, violin. This talking machine has a carbon microphone, an apparatus for magnifying sounds of the faintest character by variation of pressure at loose contact. When the loose carbon is jarred by the sound to be magnified, there is a rapid variation of pressure pro-



The Palmodian.

ducing 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 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 contain 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.

### 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.

(Special to The Talking Machine World.)

Cleveland, 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 his 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 1,400 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 \$80. This, added to the \$50, makes an ample sum for the school to secure the instrument. I am planning to



Ruth McTammany Lane.

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.

(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. The change is a marked advance for Mr. Byars, both as to salary and the force handled. Mr. Byars, since he took charge of the retail sales at the Columbia, has made that department noticed by every musical selling concern 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.

### ARTHUR 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 \$200. 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.

### SOME ASPECTS OF MUSIC AND THE GRAPHOPHONE.

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 editorship as applied to recording affairs, I should say it largely harks back to the time-honored proposition that "the voice of the people is the voice of God." It is the great mass to which the record editor must address himself, a mass which, however inarticulate, has a certain means of making its desires known. 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 academic forms—in the music of 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 which he cannot understand, a statement with which he generally dismisses the subject. In the record business, as in many other situations in life, there is safety in numbers.

Generally supposed to be parallel with the concert platform, the opera, musical comedy and vaudeville, the record business as a matter of fact much more closely approximates the music publisher's trade in the manner in which it must respond to public impulse, while at the same time guiding and directing this impulse wherever it is possible. The problems of the concert manager, while no doubt serious enough to him, are decidedly different from and undoubtedly less complex than those of the record editor. A giver of concerts appeals to a certain distinct and well defined portion of the public. They go to hear an entire program by an artist, or a group of artists, some part of which program will please them and some part of which probably will not. If they do not like one number they can go on to the next, which will most likely please them better. It is all in the evening's entertainment, and the money is in the box office (or, at any rate, it ought to be). The same applies more or less to opera, vaudeville and every other grade of public musical production. In record making there is an entirely different problem to face. Each record standing as an entity to be accepted or rejected must be, so to speak, a program in itself. There is no taking away a part of it and leaving the rest. Hence a record of a song that does not please at least a certain portion of the public or an acceptable song by a singer who does not please is likely to lie on the shelf.

Between the record editor and the baseball umpire there should be traced a decided fellow feeling resulting from the fact that no matter what either of them does he is fairly certain to succeed in at least one thing, namely, that of not pleasing somebody or other. As for the former, he it is who is likely to be regarded by the highly cultured musician as a low-brow of the most villainous type, whose imbecility of judgment is equalled solely by the execrability of his musical taste, and whom, on the other hand, the man who regards our ancient friend, "Little Annie Rooney," as a gem of classic lore, is quite likely to anathematize as a prig and an upstart whose high flown notions are likely to work dire havoc with his musical diet. There is still another and even more extreme class represented by the man who admits with a shudder that the coon song, the turkey trot, vocal and instrumental, and the various other species of the ephemeral tunes of the day are unescapable, however evil, but that apart from these there should be nothing issued that does not conform to the standard of the Beethoven Symphonies or the Wagner Tetralogy.

In a broad view of the situation, such as must be adopted, all three, begging their respective pardons, are wrong. The graphophone and the sound record, like all other commodities of universal import and utility, must appeal primarily, mainly and all the time to the average man, to say nothing of the average woman, and the average man is neither a musical sharp nor altogether a musical dunce. He is, as a rule, not especially interested in majors and minors, tonics and dominants; the chord of

the diminished seventh may fairly shriek at him and he knows it not. He does know, however, that certain kinds of music give him pleasure. Through the medium of his emotions they appeal to him and cause the quickening impulse that everyone feels when strongly moved. He may recall songs that he learned at his mother's knee thirty, forty or fifty years ago—the simple tuneful airs that were played on the piano in his boyhood evenings at home—the ballads of his sweetheart days.

Briefly, what he understands as music to be sought for and enjoyed is melody—frank, free, unrestrained, singable, understandable melody, to which his pulse or his feet can keep time and on which his mind, wearied perhaps with many business affairs, can linger with satisfaction and comfort. Of the classics he accepts such as by their nature he can easily digest, and the more he can be made to hear of them the stronger and more avid his digestion becomes. But he is a brave man who would set before him in recorded form the



G. C. Jell.

complex tonalities of the "moderns" in anything but homeopathic doses. Outside of the jingles of the day, it is the melody that has stood the test of time that perennially interests and delights him.

And, after all, is he so very far wrong? Though my personal taste may not quite always coincide, I candidly admit my sympathy with his point of view. Proverbially and every other way life is short enough, and in the average sane, normal life there is a very great deal beside music to be thought of. When the time for music comes, in such a life, music is a matter of melody and the simpler harmonies, and who can say that it should not be?

To a great extent familiarity is the keynote in an appeal to public musical taste, and though to the professional musician the song that he sings for years on end, or a composition that he plays a thousand times over, may become trite, commonplace and banal, as a matter of fact, it may be and probably is nothing of the sort. It can be safely reckoned that in everything that has defied through the years the acid test of public forgetfulness, there is the germ of some inherently deep and lasting merit, however elusive, some invincible element of human interest, something that is close to the heart of humanity and stirs its mighty beat.

If in addition to this virility it has the elements of beauty, and in words or in sensuous melodic outline, a distinct emotional appeal to a public, which, in its off hours, feels to a much greater extent than it thinks, we need not go far to find an explanation for musical immortality and perpetual sale. The extent to which the professional musician realizes this and arranges his programs accordingly very often spells the difference between success and failure. There is this difference between the concert and record program, however: of what he hears, the concertgoer retains in

his mind that which he likes and forgets the rest, but pays for it all. Of the records he hears he takes away perhaps those that he likes, but he leaves the rest behind unpaid for.

Nevertheless, it is by opening up new avenues of musical appreciation that real progress is made, and such must be our object to every degree that business expediency will permit, and by inducing, however gradually, a permanent taste for what is truly great and enduring we build an asset for ourselves that grows with the years and makes for continuous advancement and prosperity. As before stated, it is in the end largely a matter of familiarity. Contrive to make a man listen to anything four or five times and almost invariably he will grow to like it if it is good. He may even come to tolerate it if it is bad, though not for long. To this end the classics that are nearest the heart of a majority of true music lovers must be drawn upon with more or less frequency.

For the most part, however, we are, it is true, more interested in giving the average man the airs that he has been humming and whistling since childhood than in telling him why Beethoven wrote the second movement of his Fifth Symphony.

### ENTERPRISING COLUMBIANS.

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 representative, who recently visited Fletcher Bros., is quite enthusiastic over the energetic manner in which this concern is pushing the Edison disc phonographs. They are catering to an expanding clientele.

The J. L. Hudson Co., which conducts a large department store in Detroit, Mich., has purchased the retail store of the Farrand 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 dismays the wise man no more than would a change of the moon.

### "DUSTOFF" RECORD CLEANERS

Get into the minute sound grooves of the record as nothing else can because of the special processed high-nap cleaning fabric employed. "DUSTOFFS" cannot scratch the record and to use it is only necessary to simply brush across face of record a few times.

The use of "DUSTOFFS" before playing ensures a wonderfully clear and distinct tonal reproduction free from blurs, scrapings or harsh sounds, and moreover through the removal of the dust and dirt in the reproducing point track lengthens the life of the record.

"DUSTOFF" RECORD CLEANERS 15c. Each  
(In Canada 25c. Each)

Each in Two Color Carton

A very liberal trade discount applies.

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

YOUR JOBBER CAN SUPPLY YOU or write us direct.

"DUSTOFFS" are excellently adapted for use as advertising media with your ad reproduced on labels on holders of cleaners. Write for details.



Minute Shine Co.  
Sole Mfrs.  
284 W. Canal St.  
Providence, R. I., U. S. A.

# 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 Thorndike, 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 the several courses were interspersed with a few minutes of jollity, Thos. Lanagan 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

tative 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 Dictaphone. A very enthusiastic letter from George W. Lyle, general manager of the company, was read and applauded.

After cheering and recheering the manager of

lena, Miss Ivy Scott and George Parsons, and they got well-deserved encores for their fine work. Following the entertainment there were refreshments. The Associates are all agog over the summer outing, which will be held on June 17 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 devoted to Victor and Edison goods has had to be enlarged, and 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 is not as much scarcity of records now as there was 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 canoe 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 John B. Whorisky, supervisor of music, was to defray the expenses of a Victor equipment in one of the large schools of that city. He also tells, in his usual interesting fashion, of a concert that was given under the supervision of Mr. Chase, the superintendent of music in the Malden schools, in the Malden High School by the pupils, to meet the expenses of a Victor outfit, and the result of the concert was that the school was able to purchase a \$200 Victrola and \$150 worth of records. Fitzgerald says that by the time the school term will have ended, his department will have some interesting data to show as to thoroughness of school equipments.

## Charles F. Atwood to Remove.

Charles F. Atwood, who has had his Victor quarters at 207 Boylston street for about a year past, is giving up his lease at the end of this present month and going to take smaller quarters in the Walker Building, in Boylston street, where he has leased rooms on the third floor. Mr. Atwood's present quarters are expensive to run, and he will thus be able to conduct his business on a more economical scale.

## Wedding Gift for F. R. Erisman.

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 Flemish 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



Members of the Business Building Club of the Columbia Graphophone Co.

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; F. R. 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 Dictaphone staff: W. Fred Hornsby, H. C. Golding, F. De Mond and A. B. Kierstead. J. F. Luscomb, the traveling represen-

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 Aborn Opera Co., which was playing a successful engagement at the Tremont Theatre, next door to the Eastern's headquarters. Among those who entertained were: Dominic Russo, Miss Edith H -

P-E MONEY-MAKING SERVICE

The Wonderful Beauty, Smoothness and Clarity of Tone of the New

## Edison Blue Amberol Record

MAKES NEW CUSTOMERS.  
WINS BACK OLD FRIENDS.  
PUTS DOLLARS IN YOUR POCKET.

They Won't Break; Don't Scratch, and Never Show Wear

Will you permit our Special Representative to call and explain the New Selling Plans which allow you to sample the Blue Amberol Record to your customers **FREE?**

Send us your name on a Postal and secure Exclusive Money-making P-E Service without cost.

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**PARDEE-ELLENBERGER**  
66 Battery March St. CO., Inc. 96-104 State Street

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P-E MONEY-MAKING SERVICE

## THE TRADE IN BOSTON AND NEW ENGLAND

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

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. Meantime Manager White of the department is hustling about to keep the business up to the normal standard of this house.

### Visits 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 has proved of immense value in some of the schools of the cities, especially in Brookline. There is such a demand for this book that the Eastern offices often run out of an adequate supply.

### Exhibition of Test Record.

Visitors to the Eastern Talking Machine Co. have been interested the past few weeks in the exhibition of a test record made by Dominico Russo, of the Aborn Opera Co., singing next door. The record was Tosti's "Ideale," and the quality of the reproduction was likened by many visitors to Caruso.

### Breakfast to Columbia Music.

At the May breakfast of the Boston Parliamentary Law Club, held at the Hotel Lenox on May 6, James F. Kerr, of the Columbia Graphophone Co., was one of the guests, and during the program of after-dinner speeches by more or less prominent people he directed an enjoyable musical program on a Columbia grand. Everybody voted the Columbia entertainment one of the best they ever had listened to.

### 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 outfits sold.

### Pardee-Ellenberger Co. Increases Staff.

The Pardee-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, when in this vicinity, at the Boston office in Batterymarch street. Mr. Peck has had several years' valuable experience, having been with the A. S. Cook Co., of Woonsocket, 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 in-

terest of women's clubs and organizations in the Columbia proposition. Miss Jones already has made many friends and has made a good start.

H. L. Wilson, assistant general manager of the Columbia, is expected in Boston the latter part of this month, and will be entertained by Manager Erisman.

### Great Concert in Montpelier.

Manager Arthur Erisman got an interesting account the other day of a concert that was given under the auspices of Buswell'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 Pardee-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.

### Hurrah! 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.



**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.**

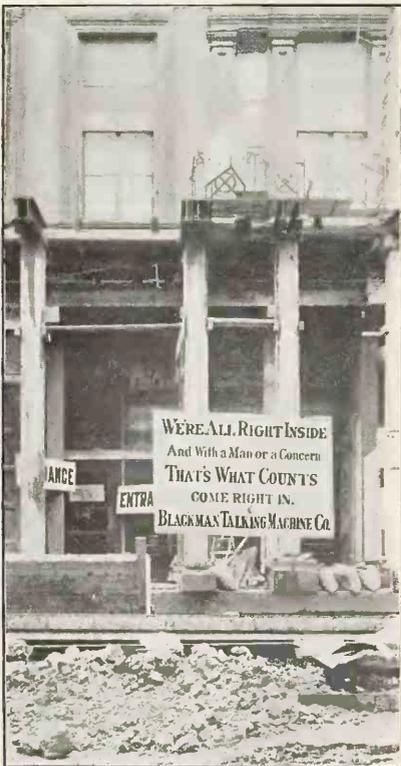


**Columbia Graphophone Company  
Tribune Building, New York**

### 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.



Condition of Blackman Store May 1.

No, this wholesale demolition of the store-front was not caused by any desire of Mr. Blackman's to ascertain how perfect a representation his window could make of a scene in modern contracting "warfare," but due to the orders of the New York Highway Department to widen Chambers street. This necessarily meant a narrowing of the sidewalk, and Mr. Blackman took advantage of the offered opportunity to make plans for a much more artistic and attractive show window than he had before. The accompanying portrait hardly does the new window justice, for when completed it will be one of the most attractive windows in that district. No pillars will obstruct the view of the machines or displays shown, but a high and

deep window space will permit of the display of Victor and Edison products to the best possible advantage.

In addition to increasing the strength of its window display, the Blackman Talking Machine Co. is also increasing its available floor space by leasing the entire floor and basement it now occupies all the way back to Reade street, thereby increasing its area of floor space considerably. This additional room was badly needed, as the company had outgrown its present quarters some time since. A steady increase in business is the primary cause for the leasing of this additional area of space.

The special attention of readers of *The World* is called to the unique sign prominently displayed in the accompanying photograph. Further comment is unnecessary, as the sign proclaims a statement that permits of no argument, and should therefore be regarded as an axiom, not as a generality.

### REMODELED VICTROLA VI.

Victor Talking Machine Co. Sends Out Important Letter to the Trade.

The Victor Talking Machine Co., under date of April 26, sent the following letter to its trade, notifying them that 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 home, aboard boat or in the country bungalow for a wonderful little instrument, such as this \$25 Victrola is. 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."

### 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 15.

Berlin, 9 pkgs., \$149; Callao, 20 pkgs., \$205; 1 pkg., \$110; Colon, 10 pkgs., \$228; Havana, 3 pkgs., \$167; London, 41 pkgs., \$424; 100 pkgs., \$5,142; Port Barrios, 2 pkgs., \$225; Progreso, 45 pkgs., \$1,191; Savanilla, 15 pkgs., \$557; St. John's, 100 pkgs., \$100; Yokohama, 11 pkgs., \$581.

April 22.

Berlin, 12 pkgs., \$144; Calcutta, 6 pkgs., \$120; Colon, 4 pkgs., \$246; Havana, 13 pkgs., \$381; Iquique, 5 pkgs., \$211; Iquitos, 5 pkgs., \$233; Manila, 13 pkgs., \$1,025; Rotterdam, 3 pkgs., \$204; Santod, 5 pkgs., \$167; Savanilla, 5 pkgs., \$134; Singapore, 16 pkgs., \$453.

April 29.

Acajutla, 4 pkgs., \$185; Berlin, 10 pkgs., \$200; Brussels, 6 pkgs., \$133; Buenos Aires, 157 pkgs., \$12,313; Callao, 2 pkgs., \$171; Colon, 11 pkgs., \$322; Guayaquil, 3 pkgs., \$180; Havana, 39 pkgs., \$1,280; Iquique, 26 pkgs., \$1,487; London, 56 pkgs., \$2,769; Montevideo, 4 pkgs., \$230; Para, 9 pkgs.,



New Victor Victrola VI.

\$823; Port of Spain, 12 pkgs., \$177; Valparaiso, 2 pkgs., \$500; Vera Cruz, 10 pkgs., \$450.

May 6

Amsterdam, 1 pkg., \$150; Batavia, 3 pkgs., \$187; Berlin, 15 pkgs., \$260; Cartagena, 7 pkgs., \$170; Guayaquil, 8 pkgs., \$217; Havana, 6 pkgs., \$150; 11 pkgs., \$588; Kingston, 4 pkgs., \$189; Limon, 5 pkgs., \$234; London, 152 pkgs., \$3,604; 7 pkgs., \$815; Manchester, 2 pkgs., \$459; Maracaibo, 12 pkgs., \$694; Para, 10 pkgs., \$732; Port Madryn, 4 pkgs., \$251; Savanilla, 21 pkgs., \$885; Valparaiso, 3 pkgs., \$118; 3 pkgs., \$157; Yokohama, 4 pkgs., \$169.

**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

The available open land for the erection of Victor factory additions gave out long ago and it has consequently been the practice since that time to buy whole blocks of buildings and raze them for the purpose of making room for new additions to the talking machine plant.

The accompanying illustration shows the progress being made in the erection of the latest additions to the Victor plant on the blocks shown some time

**"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 and 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 on a paying basis became so involved that he was ruined just as the big wave of talking machine popularity, that should have landed him a competence, at least, overflowed 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. Luckner, president of the company, contemplates also turning 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 all we can do with the other line."

The fortnightly Victrola recital in the big concert hall of W. J. Dyer & Bro., May 2, was attended by the largest audience of the season and was another indication of the spreading popularity of the newest musical instrument. The jobbing end of the Dyer business has assumed great dimensions.

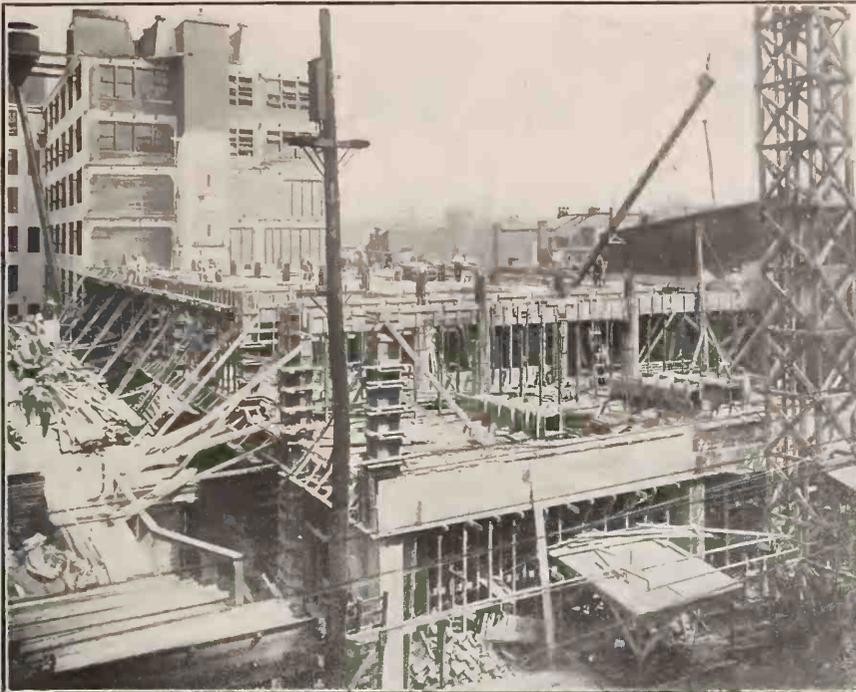
The new Columbia store at 17 East Sixth street, St. Paul, under the management of C. P. Herdman, is one of the neatest retail shops imaginable. The arrangement of the booths and the record shelves are most advantageous while the decorations are highly pleasing.

Excellent Victrola business is reported by the two Cable houses, Foster & Waldo, and Raudenbush.

**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 warerooms at the corner of Julia and Forsythe streets, and is handling the Packard and other pianos, and the Victor and Edison talking machines.



Progress of Work on Addition to Victor Factories.

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.

ago in the World with the old buildings, some of them substantial and modern structures, still standing. The newer Victor structures buildings are being rushed with all possible speed and will be ready for occupancy in the early fall, in time to help out in handling part of the holiday rush.

**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.

**SILAS E. PEARSALL 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

# FROM OUR CHICAGO HEADQUARTERS

ROOM 806, 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 of 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 appreciative 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 school calls. The programs for these concerts are written upon the blackboard the day before, and the authors and music are discussed previous to attending the recital. If any operatic music is given a brief and simple synopsis of the story or the plot is told, over-technical analysis being avoided. Request programs are also sent in by the children, and as far as possible all requests are recognized. No one is forced to attend, and it is surprising how constant the pupils are and with what respect and courtesy they listen to the music."

#### About Lecture Recitals.

In last month's World there appeared an article, or, rather, a brief item, concerning lecture recitals conducted under the auspices of talking machine dealers. The Chicago correspondent of The World has since received various inquiries for further details.

An article on this matter will appear in the Chi-

cago correspondence of next month's World. In the meantime it may be said that the writer can put dealers in communication with sources whereby lectures on a stipulated subject can be obtained for a very reasonable price indeed. These lectures, of course, can be read by the dealer or anyone whom he may select, and a list of records illustrating the points brought out will be submitted with the lecture, providing the dealer states which make of records he wishes to exploit.

The services of a competent lecturer can be secured for a reasonable fee and expenses from Chicago and back, including hotel expenses or entertainment otherwise.

#### Address on Sound Photography.

Dr. Dayton Miller, of the Case School of Applied Science of Cleveland, O., delivered a most interesting address on sound photography entitled "Sound Waves and How to Photograph Them" at the Studebaker Theater before the National Federation of Musical Clubs last Friday afternoon. The speaker gave a most interesting demonstration of his apparatus for reproducing on the screen the tracks of sound waves. He spoke, sang and played musical instruments into the horn of the device and the vibrations, causing the sensitive diaphragm to convey its motion to a revolving cubical mirror, caused instant variations in the ray of light thrown across the screen. The odd and bizarre forms thus produced caused many exclamations of wonder on the part of the audience. Through means of flexible wires on bars the speaker, or rather demonstrator, showed the shape of simple and compound tone vibrations.

Waxing pragmatical, the lecturer stated that he saw how the art of sound photography could come to the aid of the manufacturer of musical instruments. While the scientist probably could not judge of the tone quality, he could analyze tones which seemed pleasing and correct to the skilled pianist or other musician, and could then give the benefit of this analysis to the instrument manufacturer, who would then have a criterion to go by in his work.

#### Manifold Activities of the "Talker."

While Dr. Dayton Miller was delivering his lecture on "Sound Photography," copiously illustrated last Friday at the Studebaker, the talking machine in various forms was discharging a multitude of functions in Chicago. It was being used to make money for the dealer. In a few music studios it was being used to teach interpretation through the great artists—it was being used in

the schools not only in opening exercises, but in teaching music—in English literature classes and in other departments of school activities. Cylinder machines were being used in offices for dictation purposes, saving much time. They were being used by people intending to go abroad or by office men wishing to carry on a foreign correspondence in studying language. It was being used for entertainment and educational purposes in thousands of homes. Verily, the uses of the talking machines are many.

#### Change Floor Managers.

S. M. Field, who has for some months filled the position of retail floor manager at the Chicago office of the Columbia Graphophone Co. most competently, has resigned and has gone to New York to go with his brother, Ben Field, into the metal fireproof door firm of Howell & Field. His successor will be C. E. Byers, who comes from St. Louis, where he has been retail floor manager of the Columbia Co. there.

#### Chicago First Again.

C. F. Baird, manager of the Chicago office of the Columbia Graphophone Co., has been awarded the first cash prize of \$50 for the Columbia branch ranking first in cash receipts during the month of March.

#### In Charge of Language Work.

R. G. Winters, formerly in charge of the order and correspondence departments, is now taking up the work of placing the Columbia in the schools for the Chicago branch. He has already succeeded in placing graphophones in some Chicago schools.

#### Lyon & Healy's Big Year.

Lyon & Healy are just finishing the inventory incidental to the close of their fiscal year. In Department H as well as other departments it has been a very wonderful year, in Department H—talking machines especially. Lyon & Healy service is no doubt largely responsible for this. Its reputation of promptness and efficiency is country-wide and is of the very highest character. The house is certainly to be congratulated on the great showing it is making.

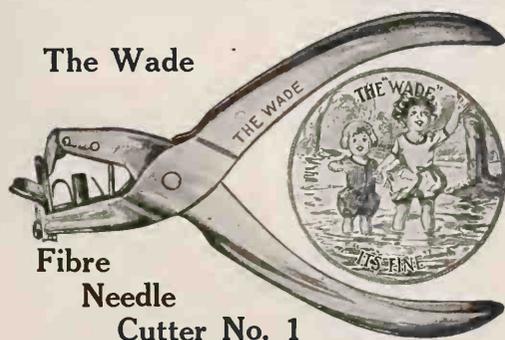
#### He Has Got a Girl.

B. F. Dvorak, manager of the talking machine department at Rothschilds, is the proud father of a petite mademoiselle.

#### Gets Charge of Department.

E. C. Behrens is in charge of the talking machine department of the big Wieboldt store on Milwaukee avenue.

(Continued on page 22.)



The Wade

Fibre  
Needle  
Cutter No. 1

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

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

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

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

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

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

3807 Lake Ave.  
PHONE, DOUGLAS 8108  
CHICAGO, ILL.



The Wade

Fibre  
Needle  
Cutter No. 2

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

## 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 Rudolph Wurlitzer Co. They will be found 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.—17284 Faust—Ballet Music—Waltz..... Vessella's Italian Band
  - 2.—88335 Bohème—To non ho che una povera stanza. In Italian..... Caruso
  - 3.—87101 Elégie. In French..... Alma Gluck, with violin obbligato by Efrém Zimbalist
  - 4.—88065 Good-bye. In English..... Nellie Melba
  - 5.—64138 Annie Laurie. In English..... John McCormack
  - 6.—64109 Absent (Metzalf). In English..... Evan Williams
  - 7.—64074 Souvenir (Drdla)—Violin (Piano accomp.)..... Maud Powell
  - 8.—31847 Gems from "The Quaker Girl"..... Victor Light Opera Co.
  - 9.—88354 Werther—Ah! Non mi ridestar (Ah! Do Not Awaken Me)..... Battistini
  - 10.—16960 Under the Double Eagle March..... Sousa's Band
  - 11.—17173 Rose of the Pyramid Land, from "Hanky Panky"..... Helen Clark and Van Brunt
  - 12.—17189 Oh, Promise Me, from "Rohin Hood"..... Alan Turner
- Dearie (Kummer)..... Elsie Baker

## PROGRAM No. 2.

- 1.—70046 Liebestraum (A Dream of Love) (Liszt)..... Herbert's Orchestra
- 2.—87044 Tosca—E lucevan le stelle (The Stars were Shining) in Italian..... Caruso
- 3.—87107 Whispering Hope. In English..... Gluck-Homer
- 4.—64138 Stille Nacht, heilige Nacht..... Schumann Heink
- 5.—31856 Gems from "The Count of Luxembourg"..... Victor Light Opera Co.
- 6.—74167 Serenade (Ständchen)—Violin..... Mischa Elman
- 7.—64205 Macushia (Rowe-MacMurrrough). J. McCormack
- 8.—70073 Rigoletto Quartet, "Bella figlia dell'amore"..... Victor Opera Quartet
- 9.—17034 Moonlight Bay (Madden-Wentrich)..... American Quartet
- 10.—17080 The Harbor of Love..... Van Brunt
- 11.—16967 The Herd Girl's Dream (Violin, Flute, Harp)..... Neapolitan Trio
- 12.—95211 Lombardi—Qual volutta (Verdi)..... Caruso, Alda and Journet

## PROGRAM No. 3.

- 1.—35270 Jewels of the Madonna—Intermezzo..... Victor Concert Orchestra
  - 2.—70084 Far Off I Hear a Lover's Flute. Agnes Kimhall
  - 3.—17236 My Little Lovin' (Sugar Babe, Heidelberg Quintet Shamrock Belles (Mohaney-Wentrich)..... Campbell-Burr
  - 4.—70053 Badinage..... Victor Herbert's Orchestra
  - 5.—74321 Love's Old Sweet Song..... Clarence Whitehill
  - 6.—70083 Oh, for the Wings of a Dove..... Lucy Marsh
  - 7.—17227 Glow Worm—Intermezzo (Lincke)..... Victor Orchestra
  - 8.—17234 The Rosary (Nevin)..... John Barnes Wells
  - 9.—88339 Una furtiva lagrima—Elisir d'Amore..... Caruso
  - 10.—60031 Italian Street Song—Naughty Marietta..... Lucy Marsh
  - 11.—87082 Del Tempio—Pescatori di Perle..... McCormack and Sammarco
  - 12.—35275 Andante from Beethoven's Fifth Symphony Op. 67..... Victor Concert Orchestra
- Largo, from "The New World" Symphony Victor Concert Orchestra

## Enlarges Store.

A. Glick, talking machine dealer at 2100 West Division street, has enlarged his store and improved it in many ways.

## Move to Better Quarters.

Henry Horner, well known piano and talking machine dealer at 700 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 it includes Kenosha, Waukegan, Racine and contiguous points.

## A New Needle Arm.

A. L. Burke, a Chicago inventor, is showing a device to the trade that is attracting much attention 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 Victor talking machines, and is said 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 and wide-ranged demand that is being made upon the company 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 in the City.

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 Federation of Musical Clubs held in Chicago recently. She made one of her inspiring addresses, which was keenly enjoyed.

## New Wade &amp; Wade Shops.

The increasing demand for the 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 3807 Lake avenue, it still is 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 despatch from London:—Since the ragtime bacillus crossed the Atlantic 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 in their own homes. Popular taste gives 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 "Waiting for the Robert E. Lee." No parallel is known in the annals of business to this sudden and great demand for one kind of music, which at present shows no sign of falling off. The London Times, too, has at last condescended to notice this widespread fashion and provides a diagnosis of the popular music. "Ragtime is absolutely characteristic of its inventors—it is the music of the hustler, of the feverishly active speculator, of the 'skyscraper' and the 'grain elevator.'"

## Concerts at the Shops.

The Talking Machine Shops has instituted afternoon concerts that are attracting ever increasing numbers of visitors to that very delightful place and keeping G. W. Davidson and Miss Tischler, who are responsible for them, busier than ever. Miss I. C. Caldwell, formerly with Lyon & Healy, and who is now connected with the shops is away on a vacation. 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 Commonsense and Experience Plus Honesty of Purpose, Optimism, Energy and a Hundred Per Cent. Common Every-day Hard Work, Says J. E. Linihan.

(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, J. E. Linihan, 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. Linihan'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 ability in the American business man of the present day.

There have been a great many essays, orations and sermons upon salesmanship by 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 commonsense and experience, plus honesty of purpose; optimism; energy, and 100 per cent. common, every-day, hard work.

You gentlemen, who represent in this city manufac-

## A New Edison Man.

J. Russell Kittleman is a new man with The Phonograph Co., and a new man to the talking machine trade, but is following up the many prospects that have favored the company since the opening of the new store like a veteran.

## T. M. Co. Gets Opening Order.

The Otto Grau Piano Co., of Cincinnati, one of the oldest and best known concerns in its line in the Ohio metropolis, has decided to add a Victor department, and has placed its order for opening stock with the Talking Machine Co., of this city. Mr. Mildner, who will have charge of the department, is here posting up.

Among the visitors to the Talking Machine Co. the past week or so were: Mr. Buck, of M. J. & B. M. Buck, Lansing, Mich.; Wm. Hemmenway, Sycamore, Ill.; Mr. Goodman, of the Goodman Piano Co., Cleveland, O.

The Talking Machine Co. has had an excellent trade of late, and is more than pleased with the prospects for the year.

## On Western Trip.

E. F. "Doc" O'Neill, of the traveling forces of the Victor Co., was in Chicago recently in the course of a Western trip in the company's interest.

## Will Handle Chinese Records.

John F. Monohan, laundry supplies, 22d and Wentworth streets, has opened a department for the sale of machines and Chinese records exclusively.

## Takes on the Victor Line.

George Miller, a well-known druggist, corner of Montrose and Hermitage avenues, in Ravenswood has opened a Victor department.

## South Opening Up.

M. Sohmers, who travels for the Victor Co., was in the city on his way to Iowa. He had just been on a trip through the South and says that on all hands there are encouraging signs that Dixieland is opening up in a talking machine sense. Conditions are generally good down there except in a few localities, which have been affected by high water. He says that in a very few years the South will be giving the West and East a vigorous run for their money so far as the sales of talking machines and records are concerned.

## Gets Promoted.

A. F. Scannell, who has been in the retail machine department of Lyon & Healy, has been promoted to the city wholesale sales department.

## Tresch, Fearn &amp; Co. Move.

Tresch, Fearn & Co. have moved their store directly across the street from their old location and have built comfortable demonstrating rooms and greatly increased their stock. The new address is 130 North Fifth avenue.

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

Remember this—that the opinion formed by your customers regarding your house is, to a great extent, the opinion they form of you personally.

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

True salesmanship enters more or less into almost every business transaction. If a man is a salesman in the highest meaning of the term he has gone a long way toward acquiring an education which will fit him to cope successfully with the most difficult problems in business.

I once heard Elbert Hubbard say in an address that salesmanship would never be reduced to an exact science until some genius had invented and perfected a process whereby the human emotions, sensibilities 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 splendid physical and mental equipment radiated an influence

(Continued on page 24.)



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

which won us almost instantly to their cause—for whom to do as they willed—was our greatest pleasure.

You, young men, who are representatives of your companies in this city, should remember that you are traveling along a road of great opportunities; salesmen, general managers and presidents of companies are often recruited from the ranks of salesmen. Make the most of your present opportunities. It is largely up to you.

One thing which we should all of us learn, as early in our business careers as possible, is to know thoroughly our own business; know the goods we sell. By this I do not mean that we should merely know our goods by their first name, and the price at which they sell—but that we should know how they are made; the combination of materials which enter into their manufacture where the materials are grown or assembled, the processes of manufacture—in fact everything of interest pertaining to them.

It is not possible for a salesman to know too much about the goods he is selling. Acquiring this knowledge and information, of course, requires some hard work and study upon our part, but it is well worth the effort. The great trouble with the most of us is that we want to take life too easy—we are not willing to work hard enough.

Have you ever stopped and thought, when you saw the splendid success being made by some man of the opportunities in his life, how far short the most of us come from working out the potential possibilities that are ours?

There is no royal road to success in business. Success for the great majority of us is gained over the rocky road of difficulties, and our only chance lies in being able, by hard work and steady application to the task in hand, to overcome these difficulties, and win success by putting to their best uses our natural and acquired abilities.

There is to my mind a great difference in the quality of salesmanship. By this I mean that there is something more to making the sale, than getting the order, and the signature of the buyer upon the dotted line.

A good salesman will so explain to the buyer the superior qualities of his goods and the advantages to be derived by the purchaser in buying these goods that he has—not only made a sale—but he has also made a salesman of the purchaser, with the result that when the goods are received they represent to the buyer desirable merchandise, in whose qualities he has confidence, and he immediately sets about recommending them and selling them to the retailer, or consumer, as the case may be.

There is a decided difference between a sale, made in one instance by intelligent, educational work, and upon the other hand, by bull-doing, brute force and hypnotism. In the first instance the goods bought, represent in the buyer's mind desirable merchandise, to be enthusiastically recommended and resold. In the second place, a reaction sets in when the selling influence is removed, and the purchaser feels that he has been imposed upon and is very apt to take but little interest in the resale of the goods.

We should always encourage and sustain our salesmen, when they are doing right. We should be very careful, indeed, in regard to the letters that we write them. Many times good salesmen are discouraged and finally ruined on account of the salesmanager constantly writing them discouraging, nagging letters. Remember, that a typewritten sheet is a cold, impersonal, thing. That the statements we can make face to face to these men, modified

by the expression of face and tone of voice, sounds cold and discouraging, when read from the typewritten page of a letter.

It is said that the great merchant, Marshall Field, had a motto: "The customer is always right." I believe that we salesmen should have a motto something like this: "The salesman is always right." By this I mean that we should always have confidence in our salesmen and never decide against them in any controversy that may come up, until we have thoroughly analyzed the situation and found that they are in the wrong.

Impress upon these salesmen of yours that they should always have the courage to walk out of a store, or place of business, without an order, rather than to secure the order by misrepresentation or dishonest statements.

To be a successful salesman, the man should be a gentleman. The day of securing an order by buying a drink, or telling a questionable story, is a day that has gone in business circles—never to return.

Instruct your salesman that he should not oversell his retail customers. Let your salesman understand thoroughly that he should never run down his competitor, or his competitor's goods—that like the scandal monger in society—the man most thoroughly despised in business is the one who tries to sell his goods and build himself up by trying to detract and take from the reputation of his competitors. The knocker has had his day among American specialty salesmen.

It is of utmost importance that our salesmen take good care of their health, be of good habits, and so order their conduct the evening before that old—R. E. Morse—will not sit with them at the breakfast table the morning after, an unbidden and unwelcome guest.

We should all remember that there is no asset so valuable to a successful salesman as energy, optimism and enthusiasm, radiating from a pair of clear eyes, and a healthy, wholesome countenance made possible by being in "the pink of condition."

## LETTER FROM KIMBALL CO.

Of Guthrie, Okla., Addressed to the Columbia Graphophone Co. Is Interesting in Its Appreciation of the Policy of This Establishment.

The following letter, received a few days since by the Columbia Graphophone Co., from the Guthrie, Okla. branch of the W. W. Kimball Co., is indicative of the broad and appreciative attitude adopted by the leading piano houses towards the talking machine. The W. W. Kimball Co. is one of the largest and best known piano manufacturers in the country. The headquarters of the company are in Chicago, and in its home offices, and in many branch stores throughout the country, talking machine departments have been established in order to cater to the demands of the company's clients.

This letter, sent from the Guthrie, Okla. store, under date of May 1, is unusually interesting, as an example of the high esteem that the Columbia line is held in by the W. W. Kimball Co., and reads as follows: "Just received your letter of

April 25, and I wish to congratulate you for raising the price of the 'Eclipse' to \$25, and agree with you that \$25 should be the bottom price of any good machine, for a factory can not do itself justice, neither can the dealer, and if the customer is worth any kind of a deal, he is able to purchase the \$25 machine.

"(Signed) E. H. KNAUSS, Manager."

## SOUGHT NO UNFAIR ADVANTAGE.

W. A. Lippman, secretary and manager of the Field-Lippman piano stores, St. Louis, Mo., writes as follows to The World under recent date, calling attention to an item which appeared in the St. Louis letter last month, in which he says: "This statement is not fair to us. We quote: 'Field-Lippman piano stores, etc., advertised that the newspapers had discriminated against them in not displacing the older advertisers for their benefit.' This is not correct. We did not ask to displace the older advertisers, nor did we ask for any privilege which we would not have been glad to see any other live dealer take advantage of.

"The dealers were all using small space—about 50 lines by two columns. Our aggressive advertising policy did not accord with this small space idea, and without disturbing other advertisers we offered the newspapers copy which extended clear across the bottom of the Victor ad, leaving it squared off, but naturally dominating the advertisement. There was no desire on our part to displace the other advertisers. Evidently some of them did not like it, but several papers accepted the copy, and one of them for the first insertion, and the other for several months.

"The Aeolian Co. afterwards took the same position in one of the papers, and the same space as used in other cities by different advertisers. There was no unfairness on our part, and we do not like to be spoken of as seeking an unfair advantage."

## THE VICTOR LINE IN FORT WAYNE.

Fox Brothers & Co., who recently took on the Victor line in their store in Fort Wayne, Ind., have installed five handsome demonstration booths for the purpose of displaying the line and testing the records to advantage, and are also using a liberal amount of newspaper space for calling the attention of the public to their new department, which has met with success from the start.

## PAY OR PUBLICITY.

He was a North Country small tradesman who had just set up business for himself, and it was his dearest ambition to restrict his customers to paying cash, and that promptly. But, alas! there were a good many good souls who insisted on taking out credit books.

He began to feel very keenly that this sort of thing must be stopped before it went too far, so he posted up the following notice just inside the door of his shop, where all could read:

"Please don't ask for credit, as a refusal often offends."

But, alas! this delicate hint direct had no effect whatsoever, and the struggling small trader nearly tore his hair in vexation.

Next morning this notice took the place of the former:

"The names and addresses of all those who buy goods at this shop and don't pay for them can be viewed in the credit ledger for the sum of five cents."

The result was little short of miraculous. The curious paid their nickels with avidity—just to see who owed—and inside a week every debtor had paid his account in full.

The clerk who waits on customers with an out-of-the-window look in his eyes is worth about half the pay he's getting. Selling goods takes every bit of a man's attention, and he will fail often enough then.

Keep out of the way of the knocker and his hammer; he may want you to serve as an anvil.

# Free Test Offer To Jobbers and Dealers

Upon your request we will be pleased to mail to your address, for a free test, samples of each of the three-tone Permanent Jewel Needles, the marvel of recent improvements for the phonograph user's benefit.

The following are our frank and honest claims for the permanent needle:

- 1—Tone production, beautiful, clear and full.
- 2—Economy to the consumer.
- 3—You don't have to change the needle. Once in place, if not accidentally broken, it will play 10,000 records.
- 4—The needle is not harmful to the records.
- 5—We give a certificate of guarantee with each needle for one year. In other words, 1 year's service for \$1 to the consumer. "Can you beat it?"

It must appeal to you that there must and will be evolution in needles as in everything else. You will soon be confronted by keen competition on the new permanent needle machine, and no doubt the new permanent needle machines already on the market will give you a hard chase. "A word to the wise is sufficient." What is your salvation? Say to your customer: "I can furnish your machine with a permanent needle and the cost of the needle to the consumer is only \$1 each—a price within reason, and one that permits the consumer to buy the 3 tones and effect a big saving. Write for the samples on this free test offer.

Permanent Phonograph Disc Needle Co., Dept. 6339, Chicago

**CONVENTION OF TALKING MACHINE JOBBERS IN JULY.**

Completing Arrangements for Gathering at Niagara Falls—Many Important Subjects to Be Discussed—President J. Newcomb Blackman Tells of Developments—Important Edison Report to Be Made—C. N. Andrews Tells of the Program Outlined.

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 considerable assistance to the members in keeping track of the plans for the convention. Judging from present indications, the 1913 convention at Niagara Falls will be the banner one in the history of the association. 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 achieved the past month in the matters in his jurisdiction: "In the very near future," states Mr. Blackman, "I contemplate addressing a letter to every member of the association asking them for any suggestions regarding the convention, and particularly requesting them to recommend subjects which it would be well to treat in papers to be read at the convention. If the members do not wish to write these papers themselves 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 benefit to each individual member in 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 instalment 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, suitable action could be taken by the members at one of the association's meetings, either by resolution or otherwise, thereby taking advantage of the thoughts expressed in the papers previously submitted.

"During the past week Louis Buehn, secretary of the association, and H. H. Blish, a member of the executive committee, who with myself, constitute a special Edison factory committee to take up with the Edison factory certain matters referred to in a resolution presented by the association, 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 information to members and a report of this conference's transactions will be made at the convention in July. This report will undoubtedly prove of considerable interest to every Edison jobber."

During the past few weeks Mr. Buehn and Mr. Blackman held a conference and went over the constitution and by-laws of the association very carefully, and the members in the near future will be notified regarding changes which should be made by amendment at the convention, to conform with the laws of the State of Illinois, thereby removing any question regarding the interpretation of same hereafter. This action will be based on the recommendations given by expert legal advice.

Louis Buehn, secretary of the association, sent out to the members this week the first official notice of the convention. This letter formally announced the dates of the convention as July 7 and July 8, with headquarters at the International Hotel,

Niagara Falls, N. Y. This letter will be followed by other letters urging upon members the importance of attendance and a general flow of publicity will be issued in the nature of post cards with views of the Falls, and catalogs and other printed matter, pointing out the scenic attractions of the Falls. Members are notified to inform either Mr. Buehn or Mr. Andrews, chairman of the arrangements committee, what they will require and suitable hotel accommodations will be arranged for them. Mr. Buehn states further that it is very important for all members to decide regarding attendance at the earliest possible moment, as this will aid materially in arranging the programs.

C. N. Andrews, of Buffalo, N. Y., chairman of the arrangement committee, states that everything is well under way for a very attractive program, and that reports indicate a very large attendance. L. C. Wiswell, Chicago, Ill., and W. O. Crew, Elmira, N. Y., the other two members of the arrangements committee, are planning to spend a Sunday in the near future with Mr. Andrews at the Falls, with a view of arranging for every detail that will insure the comfort and pleasure of those who will be in attendance. The executive committee will hold a meeting on Sunday, July 6, in order that any matter that should receive its attention before the opening session may be disposed of.

Mr. Andrews reports further that the meetings of the convention will be held at 9.30 in the morning on Monday and Tuesday, July 7 and 8, and on the second morning's session it is the purpose of 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," states Mr. Andrews in his report, "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 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. I want every member to feel that he is a committee of one to work with the committee of arrangements and make suggestions, for very often the best ideas remain unknown, because members will not speak up. There is ample time and 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. Busher & 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, but "he could whistle it." 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.

**HANDLES TALKING MACHINES.**

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

(Special to The Talking Machine World.)

Nashville, Tenn., May 10, 1913.

The Castner-Knott Dry Goods Co., of this city, which recently opened a handsome piano department, is announcing in the daily newspapers the fact that it is also handling Victrolas and Victor records. Attractive and forceful advertisements are being used in all the leading papers, and the copy is concentrated on the higher-priced types of machines.

The new Victrola department in this popular department store is under the management of Edward J. Hayes, formerly connected with the O. K. Houck Co., and familiar with the Victrola trade from every standpoint. Mr. Hayes is enthusiastic over the possibilities of the new Victrola department, and expects to close a splendid business both in machines and records.

A number of tastefully decorated and comfortably furnished demonstration rooms have been constructed in a prominent part of the store, and the display of machines is most complete and attractive. These rooms are sound-proof and well ventilated, and judging from the results of the first advertising of the new department, they will be used to good advantage.

The Castner-Knott Dry Goods Co., which is one of the leading department stores of the South, is a member of the Clafin chain of high grade department stores located in various parts of the country. It has always catered to a high-class and discriminating clientele, and its new piano and Victrola departments bid fair to become emphatic successes.

**AN OPTIMISTIC REPORT**

Made by H. A. Yerkes Regarding Columbia Wholesale Business for the Four Months of 1913—Big Gains Made in New England.

Optimistic to a marked degree are the reports of H. A. Yerkes, manager of the wholesale department of the Columbia Graphophone Co., in summing up the results of the first four months business of this year, and the outlook for the immediate future. In addition to being manager of the wholesale department, Mr. Yerkes is district manager of the New England territory, and is in very close touch with this part of the country. "Business at the present time in the New England territory is excellent," states Mr. Yerkes. "Talking machine dealers are enthusiastic in their praise of the quality of the products being turned out 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 apparently be just as satisfactory. 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 with various distinguished organizations in over ninety 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 Upgrade

## The Improved

**H**ERE'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.

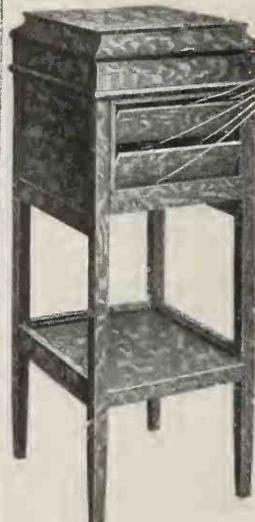
You can leave it to the customer to decide for himself as to what the price looks like after he has seen what the instrument looks like—and listens like, too.

THE SATURDAY EVENING POST May 24, 1913

### \$50 will now purchase

Special terms to introduce the Improved Columbia "Regal"

8500 dealers are ready to deliver for free trial at home—to be paid at \$5 a month after first payment is arranged.



NOTE THE NOTES

The cash price to hold good on these terms—not a cent of interest and no extras of any kind.

Your purchase money refunded if you find the "Regal" not exactly as represented.

**IMPORTANT**  
This Columbia "Regal" Grafonola will play every record in the great Columbia catalogue—also every disc record on the market, of any manufacture.

**The Tone-Arm and Tone-Chamber**  
One continuous uninterrupted passage over the strings, perfectly adjusted, automatically correct.

**The Reproducer**  
Our new Number Six—the selected principle of every thousand of expert-musicians' approval—marvel of progress, tone, purity, brilliancy and reproduction of tone.

**The Motor Mechanism**  
A motor that has proved its durability in countless instances and absolutely even speed down to the last revolution.

Columbia-Grafonola "Regal" in Quartered Oak  
No. 1011. The price of this instrument is \$50.00. It is delivered in its original case, with the motor and tone-arm, and is ready to play. It is the only upright piano in the world that can be paid for in \$5.00 a month after the first payment of \$10.00.

# Columbia Graphophone

## Woolworth Building

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

# Right \$50 Grafonola ed "Regal"

THE SATURDAY EVENING POST

## an upright Grafonola

A 50 per cent increase in the buying power of 50 dollars

If you had made up your mind to wait until you could get a complete, enclosed, upright Grafonola at your price—this message is for you.



**The Tone-Control**  
Ready at the pleasure of the operator—by the partial or complete closing or opening of the tone-control leaves.

**The Speed-Control**  
Controlled with the slider—any lever of single, key and constant device.

**The Cabinet Work**  
Overlaid with the finest of mahogany, polished, varnished and finished.

**NOTE THE NOTES**

In order to appreciate what this instrument at this price really signifies, you must realize that it is absolutely complete in itself, independent of any separate cabinet.

It has the latest Columbia feature—the new bayonet-joint tone-arm; the new No. 6 reproducer, that is already bringing to talking machine owners an entirely new idea of pure, natural tone; and the same tone-control leaves that identify all Columbia Grafonolas.

You must own this Columbia Grafonola—the one incomparable musical instrument that brings into your home all the music of all the world.

If you do not locate a dealer who can deliver this instrument on these terms, write us and we will put you in touch with the nearest dealer at once.

**Columbia Graphophone Co.**  
Box 000, Woolworth Bldg., New York

Columbia Grafonola "Regal" in Mahogany  
Back of portable open and tone-control leaves, a complete  
slide for keeping in the drawer the records, 1750 sets,  
found in these enclosed envelopes in the enclosed address.

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.

Graphophone Company,  
New York

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

## NEW KEEN-O-PHONE CATALOG

A Very Complete Publication Containing Illustrations and Descriptions of the Company's Very Attractive Styles Just Issued.

The Keen-O-Phone Co., Philadelphia, Pa., has just issued a new catalog devoted to its products—a very excellent sample of the printers' art. It is a volume of twenty-four pages, each page being printed in black on a light tint block. The cover is of heavy stock, embossed in gold.

The first few pages are devoted to the special features of the Keen-O-Phone, an apt description being given of the Keen-O-Phone stationary spiral tone arm, all-metal sound box, the Keen-O-Point jewel-tipped permanent needle, the sound modulator, sliding turntable, double spring motor, amplifier, etc.

A description also follows of the various Keen-O-Phone models that are illustrated, together with some details of Keen-O-Phone records. The styles illustrated are: Style XXX, retailing at \$225; Style XXV, retailing at \$175; XX, retailing at \$125; IV, at \$85; VII, at \$75; V, at \$60, and I, at \$35.

Illustrations also appear of the two positions of the sound box, one when playing the Keen-O-Phone record and the other when playing other disc records.

It is a very comprehensive publication, and will be mailed to dealers upon application.

## SALEMANSHIP TALK

Issued by the Steiner & Sons Co., Boston, Interests Dealers—Manager Royer Reports Unusually Active Victor Business.

(Special to The Talking Machine World.)

Boston, Mass., May 10, 1913.

Business at the Arch street Victor headquarters of the M. Steiner & Sons Co. is reported by Manager Herbert L. Royer to be unusually good for this time of year, especially in the sale of machines. Several improvements are under way at the headquarters which will considerably facilitate the handling of business. Manager Royer has just prepared a cleverly-worded leaflet on salesmanship which will be sent out to the various agencies and jobbers who have business relations with this house, and if the advice therein incorporated is followed unusually expert salesmen should result.

## BLUE AMBEROL RECORDS POPULAR.

(Special to The Talking Machine World.)

Boston, Mass., May 10, 1913.

At the large salesrooms of C. E. Osgood & Co. Chester J. Sylvester, who manages the talking machine department, states that his business for April was \$1,000 ahead of what the same month of 1912 produced. The Blue Amberol Edison records, he says, are selling wonderfully well. The rack accommodations in the department have been considerably improved in the past few weeks, and the demonstration rooms have been enlarged.

## Wanted—Talking Machines and Accessories

Rosefsky Installment House, talking machine dealers, Punxsutawney, Pennsylvania, would like to hear of anything new in machines or accessories. When writing send catalog prices and sample, if possible.

## The CLEANNOTE Pad.

If owners of talking machines only knew that the use of the CLEANNOTE PAD would improve reproduction 50 per cent., reduce scratching 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.

## 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 by machinery is done in endless ways, but to have 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 where it was invented.

Talking dolls, with a small phonograph inside them, have been on the market quite a while, but this automaton is distinctly new. A great number of the movements are given 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 5,600 different positions. It can also sing, and it is now being used in Paris in several places to advertise songs and all sorts of articles that are demonstrated by lecturing about them.

Some of the phonographic records are songs which this automaton sings with proper gestures. It can be dressed in various costumes, and the inventors are now at work making the same thing in the form of beautiful women, with a view of having it serve as a model for new gowns 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 the figure sits level with 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.

(Special to The Talking Machine World.)

Boston, Mass., May 12, 1913.

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 Erisman reports that many highly-encouraging letters have been received as to the satisfaction that their machines are giving. In the Girls' High School two machines lately have been installed especially for use in the gymnasium.

## JOINS KEEN-O-PHONE CO.

William Sibley Dowdell, a baritone of wide reputation in the East, is now connected with 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 National Convention of Supervisors of Music, held at the Hotel Seneca, Rochester, N. Y. The Columbia Co. exhibited its entire line, with the exception of the Grand, at the convention, and Prof. Goodwin 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 apparently deeply impressed by the demonstrations of the various types of machines on exhibition. Members of the new Grafonola Co., of Rochester, Columbia jobbers, were in daily attendance at the convention, and assisted in the demonstration of the Columbia line.

## VERY DEAR TO US ALL.

"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 that 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 haze 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 instanter, without talking heed of our own feelings, our plausible objections, and permitting the creeping paralysis of over-much debate that keeps the arm from striking while the iron is hot!

These prophecies that begin with "some day" and a good resolution are rarely converted into the past tense. The man of action makes his plans soberly and takes the facts where he can get them that will help him to decide what to do. But when his mind is once made up he goes ahead without telling you much about it. He does not boast. He is too conscious of his own fallibility to be cocksure of brilliant and secure results. He knows that human agents may fail him, if not his own wit or his own strength, and he does not greatly care to describe the deed till after the fruition of his thinking and his striving is the accomplished fact.

The lesser man overlooks "some day" with the tardy, heavy transmittendum of yesterday and today, serenely unmindful of the fact that the future has problems of its own; the future needs its own clear field and has no room for the heritage of procrastination.

## GOOD CALL FOR VICTOR GOODS.

(Special to The Talking Machine World.)

Boston, Mass., May 11, 1913.

Ubert Urquhart reports a good call for Victor goods at the Chickering & Sons warerooms in Tremont street. This is a very convenient establishment, and the Victor apartments in the basement are admirably arranged and comfortably furnished for the accommodation of customers.

## WHY WINKELMAN IS PLEASED.

(Special to The Talking Machine World.)

Boston, Mass., May 11, 1913.

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 disc needle made by plaintiffs.

## WANTED TO BUY

WANTED TO BUY—Dealers' surplus stocks or close-outs of Zonophone Single Disc Records. Address "Zonophone," care The Talking Machine World, 373 Fourth avenue, New York City.

FOR SALE—5,000 Edison 2-minute records, 10c. each; 5,000 Zonophone 19-inch records, 15c. each; all new, clean stock. Deninger, 335 North street, Rochester, N. Y.

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

# 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 Tetrzzini'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 ARTESTE TONE MAGNIFIER.

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

The Arteste Tone Magnifier is a new and most remarkable device that has been invented by C. Stetson Butler after long and continued experiments in an effort to produce a means for the perfection of the tonal qualities of the talking machine and to produce the natural tone of the artist or instrument in a realistic manner and in such a way as to eliminate mechanical effects.

The marvelous progress made in the production of talking machines has left the main step for improvement in the reproducing of perfect music in the direction of the development of tonal purity and the natural pitching of the voices or instruments reproduced.

The Arteste 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 continually and were themselves astonished with the result. Artists who have heard their voices reproduced with the new magnifier in use have been extremely enthusiastic and have expressed themselves that the reproduction was as perfect as an individual rendition.

The Arteste Tone Magnifier is not complicated but on the other hand is quite simple. It very successfully eliminates, however, the grating and rasping noise of the needle and prevents the echoing or fluctuation of tone caused by too violent or continuous vibration of the diaphragm and prevents the blasting of the high notes or tones by offering a flexible cushion to the diaphragm which prevents excessive vibration and consequently true and distinct reproduction.

It is designed to truly reproduce in absolutely natural tones the consonants and vowels so frequently emitted from the instrument without being well defined, and also to bring out clearly the separate voices or instruments in concerted productions and orchestra renditions. This is considered most important because the diaphragm is apt in the transmission of this collection of various tones to vibrate so violently in giving forth one sound that it does not fully recover its normal position in time to send forth the next tone correctly. All of the true natural tone of the voice with the true quality is also given through the use of the magnifier.

The manufacture and sale of the Arteste Tone Magnifier was undertaken by The Stetson Mfg. Co., of New York and Cleveland, in April. The officers and directors are: J. L. Miller, New York, president; Henry Dreher, Cleveland, vice-president; George T. Cappel, New York, vice-president; J. P. Stetson, New York, secretary; H. A. Auer, Cleveland, assistant secretary; C. Stetson Butler, Cleveland, treasurer; Jay Dawley, Cleveland; Dr. F. S. Clark, Cleveland, and F. A. Hall, of New York.

The company has organized a large and efficient sales force, backed by sufficient capital and ability to insure the proper introduction of its product. R. W. Shirring, manager of the Victrola department of the Caldwell Piano Co., of Cleveland, has recently joined the sales force, and has been assigned to Western territory. An announcement from this company appears on page 29 of this issue.

### 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 to liven things up aboard the boat. I want it tomorrow, sure, and if I have it charged I may never get it."

The sale amounted to \$31. As he left the store the salesmen failed to notice a Masonic 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 lower-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 for his home.

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

### TRADE WITH SOUTH AMERICA.

Exports Shown to Be Increasing Faster Than Imports.

(Special to The Talking Machine World.)

Washington, D. C., May 10, 1913.

Reports from the United States to the five principal countries of South America—Brazil, Argentina, Chile, Uruguay and Peru—increased almost 12 per cent. during the first nine months of the present fiscal year, as compared with the same period last year. Imports from those countries increased only 5 per cent.

The exports this year totaled \$94,300,000, against \$84,400,000 last year; the imports \$145,300,000, against \$138,500,000.

The imports from Brazil in the comparative nine-month period increased from \$95,700,000 last year to \$104,500,000 this year; Argentina, from \$19,000,000 to \$22,600,000, and Chile from \$13,500,000 to \$18,500,000. Exports to Brazil increased from \$22,900,000 to \$32,000,000, while those to Chile decreased from \$12,200,000 to \$11,800,000 and those to Argentina from \$40,400,000 to \$39,900,000. These figures are most interesting.

### A WELCOME VISITOR.

In enclosing a subscription to The Talking Machine World the Johnson Talking Machine Co., Ltd., Liverpool, England, writes: "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, as 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 you have against us. We wish your paper every success."

### IN THE STILLY NIGHT.

Caruso bravely sang the "Grand Old Flag";  
"In terra solo" Harry Lauder sang,  
Pol Plançon warbled "That Italian Rag";  
Gus Williams gave the "Prize Song" with a bang.  
I heard the Sembraich pouring out "Poor John,"  
And Melba, "You Are Just the Man for Me,"  
And Eva Tanguay, with a smile, came on  
And rang the changes on "Ah! fors' è lui."  
De Pachmann wrung "Bill Simmons" from the flute,  
And Elman beat the tomtom with much pride;  
I heard Fritz Kriesler toying with the lute  
And Damosch playing on the ophicleide.  
Ah, when you go to bed and slumber seek,  
This is the sort of dreaming that you do  
When regularly, seven nights a week,  
Your friends grind out their phonographs to you!  
—Nathan M. Levy in Life.

### AUTOMATIC STOP DEVELOPMENT.

Discussed by an Officer of the Condon 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 official of the Condon Autostop Co., 109 Broad St., N. Y., in a chat with The World, "but it has taken only a year and a half to develop imitators without number. The active commercial plans we formulated and prosecuted after marketing the original Autostop gained a unique position for us, which the efforts of so many of these other people bringing out stops tendered to strengthen and improve. The wide sale enjoyed by the Autostop produced 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, no regulation or adjustment. We felt the presence of this great demand and concentrated all our efforts to produce what has heretofore been but a dream. Upon the completion of our first manufacture, the public will be in possession of Noret—the autostartstop, which is the realization of the dream.

"The statements of insistence on the part of the trade have become an ensemble and is to-day a mighty chorus beating 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 plant is taxed to produce this accomplishment by making the earliest possible delivery of Noret.

"Eyesight varies in strength, and ability to make a fine adjustment, when records end at different points, is not possessed by all. Many times in using an adjustable stop it 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 last line of the record and it doesn't stop at all. None of these annoyances happens when Noret is used, for it finds its own last line without any previous setting or adjustment, finding 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 impractical.

"From a commercial standpoint alone, it is easy to prove that Noret is the most logical article, for the talking machine store employe is unable in his busy times to take sufficient time to demonstrate and explain to the customer how a stop works and how it may be regulated, be it ever so simple and ever so easy—apparently. The customer will be attracted to, and won by the article that does not have to be explained to him and for the great mass of people using the talking machine—the stop that stops without any setting and works without explanations as to 'how' or 'why' it may work, is the one which will prove its own value on sight.

"Before The World is issued, our first run of 20,000, No. 14 Needle Cutters will have been completed, and will relieve in part an order situation which has taxed the patience of every one. The success of our cutter is immense and surpasses our greatest expectations. The splendid cut and many clippings of the needle which one gets—the amount being over twenty instead of fourteen, which was a conservative statement on our part—combined with the popular price of \$1.00, has produced an immediate demand for the article from the most prominent members of the trade."

### 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, and Frank G. Robins & Co., Columbia representatives in that city are steadily increasing their talking machine sales. This company recently constructed a new building, to be devoted exclusively to talking machines, and its success with the Columbia line is most gratifying. Mr. Garmaize reports a steady demand for the high-priced types of machines, with the Columbia "De Luxe" a prime favorite with the Havana people.



**Godowsky! Our previous successes in piano recording have convinced the famous Polish pianist and the world's supreme technician that his art can be perfectly recorded, and he has just made his first Columbia Double-Disc records.**



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

### 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 talking machines. 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 to owners of Columbia instruments, whose presence in the store was due solely to the fact that they were buying 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 \$2,500 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 and 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.

### 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



He Delays Not the Order of His Going.

From the Pittsburgh Post.

### 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. 32, when 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-Ellenberger Co., sold Mr. Benedict a \$250 style of the new Edison disc model, and as fast as the new records appear Mr. Benedict will use the other \$250 to extend his repertoire. Probably there is not a more enthusiastic Edisonian than Mr. Benedict.

### PRIZES FOR SALE EXPERIENCES.

Salesmen Should Take Much Interest in Competition Offered by Victor Talking Machine Co. for Stories of Difficult Sales.

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 so 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, curiously 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 12½ 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 idiot 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 12½ per cent."

### TALKING MACHINES FOR LEPERS.

A large order for Victor talking machines and records for the leper colony on Fenikese Island, was recently filed 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.

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 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



SIZE—34 in. high  
TOP—20 $\frac{1}{4}$  x 24 $\frac{1}{4}$  in.

FINISHED IN MAHOGANY OR ANY FINISH OF OAK.

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.

(Special to The Talking Machine World.)  
Baltimore, Md., May 6, 1913.

It is the same old cry with the talking machine dealers in this section. With each month it seems to be a case of increased business with the result that April is reported to have surpassed previous months, barring December, of course. The Columbia people are crying for more machines so as to furnish all the demands, while the Victor people declare for the first time in a long while they have been able to get enough machines to keep them out of hot water with the customers.

Several changes in location are scheduled to take place among certain dealers within the near future. The local branch of the Columbia Phonograph Co., F. A. Dennison, manager, has outgrown its present headquarters and have leased the spacious building at 305 and 307 North Howard street which they will occupy May 15. This is a four-story building, handsomely fitted up with French gray fixtures. They will have more room for customers and better facilities for handling crowds. Five attractive demonstrating rooms are being put in the first floor and the show windows are fine large ones, affording room for pretty displays of the Columbia productions. Manager Dennison reports a big month for the Columbia machines and records and expects the good things to keep coming his way right along. The Columbia is also having good results with the Dictaphone trade.

W. C. Roberts, manager of the local store of E. F. Droop & Sons Co., is a happy man these days for the reason, as he reports, he has been able to get in one of the largest stock of Victor machines of every description since he has been in the business. He declares that April was a record breaker and judging from results the past six months or

more the big stock on hand will be necessary to keep up the good business results.

Mr. Roberts is preparing to put in front of his store two demonstrating rooms such as have been recently suggested by the Smith Co. of Philadelphia.

The Lyric Music Co. has been going some during April with the Victor and Columbia lines and Manager Stran looks for a good summer trade. Thomas Gordon, of the Gordon Talking Machine Co., makes similar reports concerning the two lines.

## GRAVES CO. TO INCREASE CAPITAL.

The Well-Known Portland Piano House Leases Building on Fourth Street, Which Will Be Occupied as Soon as Extensive Alterations Are Completed—Also Recently Closed Lease for Handsome New Quarters in Spokane.

(Special to The Talking Machine World.)

Portland, Ore., May 6, 1912.

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 285 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 1908 their Washington street location was torn down, which necessitated another move to their present location, 111 Fourth street, where they added ad-

ditional capital and incorporated their business for \$50,000. 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.

(Special to The Talking Machine World.)

Philadelphia, Pa., May 9, 1913.

The National Publishing Co., of this city, is experiencing a great demand for its record albums, and this is due not only to the values embodied in these specialties, but to the support which the manufacturers are giving the dealers in disposing of them. In this connection they have prepared very attractive circulars showing pictures of the record albums opened and closed. These can be furnished by jobbers to the dealers for the purpose of stimulating trade. Among other things, they point out that the index in every album facilitates the instant location of any record, for the labels are seen through the openings and the title of the records can be read without removing the records. The name and address, or card, of the dealer will be printed on 500 circulars and sent to him free of charge, and it will contain, upon request, the prices at which the albums are sold.

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.**

Crop Conditions Are Excellent and Milwaukee Merchants Are Planning for a Very Active Summer Trade—New Edison Agents Appointed—Bradford Co.'s Handsome Victrola Rooms—New Columbia Boomers—Talking Machine Co.'s New Establishment.

(Special to The Talking Machine World.)

Milwaukee, Wis., May 20, 1913.

There seems to be a temporary dulness in the retail talking machine trade, although jobbers say that their business is holding up at a remarkable rate. Local dealers are not worrying over the present situation and are more than pleased over the outlook. New life is always added to the retail trade with the opening of the summer resort season and this period is due to arrive just as soon as the schools close. Wisconsin and Michigan are dotted with lakes, ideally located for summer vacations, so most of the watering places boast of many summer homes. Milwaukee dealers awoke several seasons ago to the possibilities to be derived from the summer resort trade. The average family takes along a machine and a liberal supply of records with which to pass away the time during the summer. John H. Becker, Jr., manager of the Victor department at the Espenhain store, several seasons ago established the principle that summer resorters owning large Victrolas, or other machines, were likely customers for smaller machines which could be easily taken to the summer home.

Prospects for the ensuing year were never brighter than right at the present time. Crop conditions all over the Northwest are exceptionally favorable, and unless something entirely unforeseen happens, a bumper crop will be harvested again this year. Good crops in this section of the Northwest always mean prosperity in all lines of activity, the talking machine business included.

**Bradford's Remodeled Quarters.**

The J. B. Bradford Piano Co., which recently took the agency for the Victor line, has completed the remodeling of its four-story building at 411 Broadway. Several thousand dollars have been expended in making the building into one of the handsomest retail establishments in the Northwest. The talking machine department has been arranged on the first floor where attractive demonstration and display parlors and a large record room, equipped with new dustproof record cabinets, have been prepared for the Victor department. Thomas DeSwarte, treasurer of the Bradford company, has general supervision over the new Victor department, but Miss Jule Steiner, an attractive young Milwaukee lady, is in charge.

**Many Edison Agents Appointed.**

Wisconsin dealers seem to be alive to the possibilities to be derived from handling the new Edison disc machine and other lines offered by the Thomas A. Edison, Inc., judging from the big list of new dealers which has been secured by the new Milwaukee Phonograph Co., 349 Broadway, jobber for the Edison line. William A. Schmidt, general manager, reports new Edison dealers located in practically every section of Wisconsin. Demand for the new Edison disc machine is increasing daily. Mr. Schmidt says that some difficulty is being experienced in securing enough records to meet the demands of the trade, but that larger shipments are beginning to arrive from the Edison factory.

J. R. Chapman, of the J. R. Chapman Co., Oshkosh, Wis.; Anthony Stiller, of the Stiller Photo & Supply Co., Green Bay, Wis.; George W. Coppins, Whitewater, Wis., and E. A. Meckelburg, Two Rivers, Wis., were among the 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 Gram 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. Leichti.

**New Columbia Agents.**

Several new Columbia dealers in Milwaukee and about Wisconsin have been located by A. G. Kunde, 316 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 Grafonola grand, the \$500 instrument, seems to be taking 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 312 Grand avenue, recently leased for

a ten-year period. Miss Gannon is occupying the entire first floor, which has been retrofitted and made into one of the most attractive 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 213 Grand avenue.

**Brieflets.**

Otto Krause, manager of the talking machine department of the Hoellner Manufacturing Co., 306 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.

**Victrola Will Entertain.**

The officials of the Espenhain Dry Goods Co. will give its annual banquet to the employes of the big store in its grill room on May 15, and an elaborate Victrola concert for the occasion has been arranged by John H. Becker, Jr., manager of the Victor department at Espenhain'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 Victrola IV, as a machine especially desirable for summer homes and outings of all kinds.

**To Record Passing Events.**

For the purpose of securing records 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 Manitowoc. Not only concert music, but band music, speeches and anything of local interest and worth preserving will be retained by Mr. Schuette.

**Featuring Victrola Line.**

L. C. Parker, manager of the Victor department at Gimbel Brothers, and Manager Abbot, of the Victor department at the Boston store, are featuring the Victor line in the advertisements of their respective stores, and both say that business is increasing as a result. Manager Parker expects to add several new booths to his department sometime during the next few months. An especially large stock of Victrolas is carried by Mr. Parker, who believes in having every possible type of machine on hand in order that customers may select just what they want.

**Visitors.**

W. P. Gibbs, of the Rudolph Wurlitzer Co., and Roy J. Keith, of the Talking Machine Co., of Chicago, were among the out-of-town visitors who recently called upon the Milwaukee trade.

**W. BEEBE PRICE BECOMES MANAGER.**

Sol Bloom, Inc., of New York, has secured the services of W. Beebe Price as manager of its Metropolitan Opera House branch, at Broadway and Fortieth street. Mr. Price is well known in the talking machine line, having been connected for over a decade with the house of Jacot when it was in Union Square, and since then with other firms in the same business. He brings with him a ripe experience and a large circle of friends. Sol Bloom, Inc., reports that its Metropolitan Opera House store has more than met its expectations. During the opera season it was the rendezvous of music lovers and artists, and the overflow of many operas found entertainment in its beautiful rooms.

**VISITING THE TRADE.**

Edward A. Borgum, now a member of the Woods Filing Cabinet Co., Los Angeles, Cal., is visiting the East, making his first stop at Chicago, and working his way to the Atlantic Coast in the interest of this house.

**Bell-Hood Needles****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**  
183 CHURCH STREET NEW HAVEN, CONN, U. S. A.

**TALKING MACHINE MUSIC AS A COMMUNITY ASSET.**

How the Summer Life of a Country Village Can Be Brightened Through the Medium of the Talking Machine—The Solution Lays with Enterprising Talking Machine Merchants Who Believe in Working Along Original Lines and in Getting Results.

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 Dobbin to the carry-all and journey to Willow Grove Park, a good twenty-five miles across the river, for their musicfest, or are you going to invade the precincts of Hainesport with the talking machine and allow Dobbin 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 Numpty Cook enroute to the concert, and cussing 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 Walther'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.

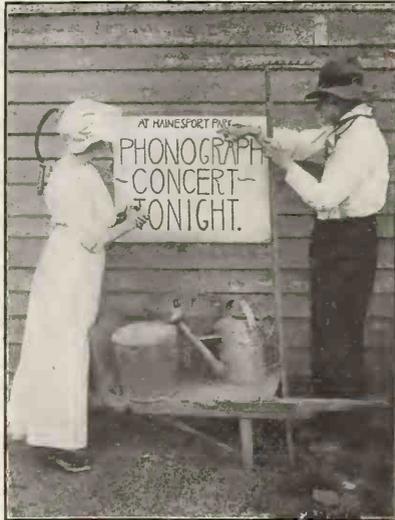
There is a picturesque little wooded dell directly back of the new ball grounds, and it is here, if the winter's dream comes true, that the world's greatest bands and orchestras will be heard on pleasant evenings throughout the coming summer. A miniature park it will be, with rustic benches distributed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

Here we will listen to Victor Herbert, John Philip Sousa, Santleemann 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 sweetest 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 placard



The Awakening.

to Cyrus Perkins and ask his permission to tack it on the side of his barn:

AT HAINESPORT PARK  
PHONOGRAPH CONCERT  
TO-NIGHT.

and await results. I can assure you that the wait will not be long.

When our friend, Cyrus, informs Mirandy that their anticipated journey to Willow Grove across the river is entirely unnecessary, and that they can have a Gol dinged sight better time attendin' the musical doin's right to hum, your reputation will become firmly established among us. You see, Cyrus is an important personage in our midst, and what he tells Mirandy—goes.

Mr. Dealer, have I made myself sufficiently clear? Do you see my point? Are you able to realize after perusing my somewhat rambling tale that there is a chance for you to obtain some corking good advertising, and the good will of the countryman to boot, by invading a village in the good old summer time and giving concerts in the open air?

It will pay you to give this pet scheme of mine a tryout, I am sure. An enthusiastic audience will be yours from the very start—Jim Bailey will prove this to you most conclusively if you care to ask him—and then while the enthusiasm is at the zenith of its intensity, get busy with your trade talk and attractive literature.

Placard the village with big, healthy signs, insert an elaborately worded description of your aims and ambitions in the Hainesport Gazetteer, and O ye Gods and little fishes! how the orders will come rolling in.

An advertising campaign conducted through the medium of the magazine or daily paper is all right, Mr. Dealer, and generally speaking, conducive to good results, but if you want to reach Rube, you've got to show him. He has, in all probability, seen your ads before now, especially the illustrations, but his glance was a casual one, for his mind was centered upon the price of clover hay or some such matter dear to his heart.

When he comes to your open air concerts and hears with his own ears how wonderful the talking machine has grown to be, you've got him. Hearin's believin', Gol ding it!

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. In 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 children 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.

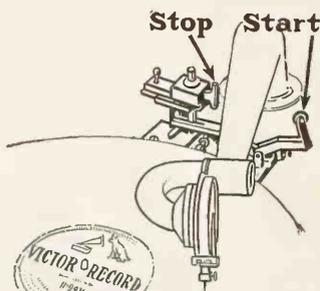
Subscriptions for this talking machine publication 10 Marks yearly. Sample copies sent free.

**Simplex  
Automatic  
Start and Stop  
Device**

LISTED BY 95%  
OF VICTOR JOBBERS

**WHY?**

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



**OUTLOOK IN CLEVELAND MOST ENCOURAGING.**

Business Generally Recovering from Effects of Recent Floods Throughout West—Mr. McNulty Winning Many Compliments for His Successful Attachment for Playing All Kinds of Talking Machines—Columbia Entertainment Wins Praise—Other News.

(Special to The Talking Machine World.)

Cleveland, O., May 10, 1913.

Business in the talking machine trade is of good volume and has continued very satisfactory, so far, all this season, and from the fact that general business is good, the outlook is of the most encouraging 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 business.

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

The Union Specialty & Plating Co. are highly pleased with the favor with which the attachment for Edison disc machines to play Victor or Columbia records, has been received. H. B. McNulty, the inventor, and who is personally supervising the manufacture of the attachment, showed the visitors scores of orders and letters from various sections, covering the territory from Maine to California, and from Minnesota to Louisiana. There is a large local demand by dealers who have satisfactorily experimented with the attachment.

A new candidate for public favor in the talking machine line is the "Artiste Tone Magnifier." It is an appliance placed in the air chamber, against the diaphragm of the reproducer, to eliminate the grating noise of the needle, and to transmit the natural tone of the voice. The Cleveland offices of the manufacturers of the device, are firmly equipped and activity prevails in all departments.

An innovation in the way of an interesting entertainment was given on the evening of April 21, at the store of the Columbia Graphophone Co., in a recital by C. A. Routh, assistant manager of the local store. A player piano and grafonola were arranged side by side and Mr. Routh, who is a very fine violinist, also a player-piano expert, used this knowledge skillfully by playing his own accompaniments to the records on the Grafonola, comingling the strains of the two instruments most harmoniously.

Mr. Madson, manager, is well pleased with the large volume of business which, he says, is daily increasing, and for the higher grade of machines and records.

Ethel M. Volk, the active, energetic manager of the talking machine department of the May Co., stated business was fine, and that she was satisfied the May Co. was getting its share.

T. H. Towell, president of the Eclipse Musical Co., is a very busy man these days, but he stopped long enough to tell the World that business was good—entirely satisfactory. His brother, P. J. Towell, one of the most popular talking machine men in Cleveland, is suffering from broken down arches, and finds it difficult to get about. He, however, is looking after things closely, and said the wholesale trade was booming, surpassing in volume last year at this time by fifty per cent. Talking with F. E. Lane, manager of the retail department, he expressed himself pleased with the way business was moving. While conversing, he showed a program of the monthly concerts to be held in the store. He has secured the best baritone voice in the city to render songs that are found in the Victor catalogue, and with the playing of the clarinet of the new records, the concerts are a great success. They are becoming so popular that the local papers are taking notice of them and are giving them extended, write-ups. The Eclipse Co. has recently purchased a new Cadillac automobile truck, which will hold four large Victrolas.

and is a fine addition to the already large equipment.

Business is moving along prosperously at the Edison distributing store of H. D. Berner, successor to Lawrence H. Lucker. A. O. Peterson, manager, said trade was good, improving and very satisfactory. He said: "We are busy and have been right along all the month. We have just received our first shipment of the new Edison \$60 disc machine. They are fine and will prove to be very popular, although the tendency of demand is for the higher priced machines, \$200 and up."

There is an air of prosperity and contentment at the store of the W. H. Buescher & Sons Co. Trade was said to be fine in both the Victor distributing and retail departments, sales of both machines and records largely exceeding those of the same period a year ago.

The Frederick Piano Co. report business in the talking machine department of the Cleveland store quite as good as it was the month previous, and especially good in the record line.

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, especially the higher grade instruments, he stated, were selling well.

Edison and Columbia goods are in excellent demand at the store of H. D. Berner, in the Taylor Arcade. He contemplates consolidating the Arcade and Lucky store in new quarters on Euclid avenue in the near future.

The Arcade talking machine dealers, The Hart Piano Co., are doing a splendid business. The manager reports fine sales of Victor and Edison disc machines.

"We are having a surprisingly large trade, covering the entire line of Victor goods," said the manager of the department of the B. Döcher's Sons Co. "I ascribe it to the consistent, persistent advertising, and popularity of the company, coupled with the fact that the goods are worth the money."

**GEORGE W. LYLE GOES TO EUROPE.**

The General Manager of the Columbia Interests Visiting Principal Points Abroad.

George W. Lyle, general manager the Columbia Graphophone Co., accompanied by his son Harold, left Saturday, April 19, on the steamer George Washington for Europe. Mr. Lyle, of course, will visit the various Columbia headquarters throughout Europe, and will find time to enjoy a little rest at various stages of his journey.

His first call was to London, where he planned to meet the Columbia manager, J. A. B. Cromelin. From thence he will visit the principal points in Europe, including Berlin, Vienna and Venice, stopping a while at Luzerne. The Columbia business abroad is in splendid condition, and Mr. Lyle's trip will enable him to get in close touch with the various factors in Europe. He will return home on June 1.

# HAIL COLUMBIA

JOBBERS and DEALERS

We want you to know the

No. 20  
RECORD BRUSH



No. 20  
RECORD BRUSH

List  
**25c.**



List  
**25c.**

Patented Sept. 26 and Oct. 2, 1906; Sept. 10, 1907.

FOR COLUMBIA CONCERT GRAND SOUND BOX

PRESERVES 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

# FROM OUR EUROPEAN HEADQUARTERS

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

**General Outlook for Summer Business Encouraging—Many Disc Records of Cheaper Sort on Market—Talking Machine Men Interested in Coming Music Trades Convention—New Records Issued by Prominent Companies—Plans to Record Songs and Dialects of African Savages—Suffragettes Wreck Record Factory—The Amended Bankruptcy Law—English Record Company with New Selling Plan Fails—Gramophone Co. Announces New Stock Issue—News of Month.**

(Special to The Talking Machine World.)

London, E. C., England, May 5, 1913.

As springtime progresses and we approach the trade prospects in store during the quiet summer months ahead, a little pessimism is apt to guide one's thoughts in dovetailing the various opinions expressed upon the trade situation. Undoubtedly business is slack; it is not usually bright at this particular period, and the question arises whether a comparison with last year's conditions is favorable or otherwise. After a careful survey of 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 disquiet engendered by the near Eastern 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 many directions pending the dispersing of the war clouds. With this general feeling of confidence absent, new enterprises and expenditures were for a time arrested. Fortunately, apprehension 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.

#### **Bright Outlook for Summer Business.**

The position in the talking machine industry is, therefore, not unsatisfactory, and summer prospects would appear of good omen. Many dealers propose to specialize an outfit consisting of hornless machine and a dozen records—offered at an inclusive price. This policy, backed up by local publicity, has been found to be the line of least resistance, because such an outfit makes a very wide appeal these days of picnics, boating excursions and various other outdoor entertainment plans.

#### **Market Flooded with Cheap Disc Records.**

In the disc record field, competition is just as keen 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 market is flooded with cheap records sold at any old price. Profits are cut to the flimsiest possible margin, and what the dealer nets goes in fighting each other. Interrogated recently, a dealer friend of mine said that things were so bad in his neighborhood he was going to shut down. "It's suicidal to remain open any longer. I am losing money," was his parting remark. And, unfortunately, this is but one of many such cases.

#### **Interest in Coming Music Trades Convention.**

The third annual convention of the Music Trades will be held at Buxton from May 22 to May 27, both days inclusive, and from all reports it would appear certain of strong support. Inquiries elicit the information that every section of the music industry and profession will be in evidence, and many subjects of a practical and far-reaching nature are down for discussion. The talking ma-

chine trade will not be so strongly represented as it should be, but lack of numbers is, to some extent, counterbalanced by the pleasing knowledge that some of the troubles with which this trade is beset will be ventilated. The Music Trades convention at its previous meetings did not, I believe, afford an opportunity for debate on talking machine matters, and the present convention will, therefore, be the first at which our trade, in this sense, will be recognized. In the capable hands of H. J. Cullum, proprietor of Lockwood's, the big factors of City Road, we have no doubt that his paper, "The Necessity of Price-Maintenance and Agreements," will arouse a keen degree of interest and give birth to useful debate of a far-reaching nature. As a successful business man, Mr. Cullum has established for himself one of the few big reputations in the talking machine industry, and his wide experience eminently fits him for the task of introducing a subject of such supreme importance as the regulation and maintenance of fixed prices. To attain this consummation, whether by written agreement or otherwise, is the aegis upon which the future good welfare of the trade, for the most part, depends.

#### **Big Demand for Edison Bell Products.**

Messrs. J. E. Hough, Ltd., manufacturers of the well-known Edison bell disc and cylinder and other records, are experiencing considerable inconvenience at their factory. Those who know the place 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 pleasant to report such a state of prosperity these times, and we congratulate the firm upon the increased dividend of 10 per cent., less income tax, paid on the ordinary shares for the third quarter—January to March—of their fiscal year, which is a splendid augury for the future.

#### **Attractive List of "His Master's Voice."**

Notwithstanding the advancement of the season, "His Master's Voice" monthly program of new records shows no sign of diminishing, and indeed it is not expected; for, despite the company's huge repertory, there yet remains a seemingly endless number of good things from which to make a choice each month, apart from the topical stuff in demand all the time. The patrons of the Gramophone Co., Ltd., represent a wide variety of taste, and to this consideration is due the issue each month of selections covering every phase of music. The May issues in their comprehensiveness emphasize, in this respect, a discrimination which calls for special mention. Be your mood gay, serious, or sad, there is a record to meet the situation, and we feel every confidence in recommending to the attention of dealers a supplement of exceptional merit. The full list is as follows:

Double-sided (twelve-inch.—"Il Trovatore," Miserere (Verdi, arranged by Franklin), and "Die Loreley, Paraphrase" (Nesvadba); "Princess Ida," Selection I and Selection II, (Sullivan, arranged by W. Winterbottom); Band of H. M. Coldstream Guards. "That Ripping Rag" (Collis Wildman), ragtime orchestra, and "Charm of Life Waltz" (H. Jaye), Mayfair Orchestra. Ten-inch.—"Danse des Aborigenes" (C. le Thiere), and "Intermezzo—Endoria" (Andre), Band of H. M. Coldstream Guards; "The Wedding Glide" (Hirsch), and "How Do You Do, Miss Ragtime" (Hirsch, arranged by Neat); "My Honolulu Honey Lou" (Melville Gideon), and "Ragging the Baby to Sleep" (Muir and Miller), Hirsch's Ragtime Band; "Hedi Waltz," "Chauffeur In's Metropolis!" and "Lady, I Love You," waltz. "Chauffeur In's Metropolis!" (R. Nelson), Palais de Dance Orchestra; "The Girl on the Film," waltz and march (Walter Kollo), Palais de Dance Orchestra.

Single-sided Records.—"Marche Militaire" (Schubert), New Symphony Orchestra; "Take, Oh,

Take Those Lips Away" (Bennett), Mr. John McCormack; "The Lost Chord" (Sullivan), Mme. Kirkby Lunn; "Parted" (Tosti), Mr. Hubert Eisdell; "In Summertime on Bredon" (G. Peel), Mr. Thorpe Bates; "Drake Goes West" (Sanderson), Mr. Robert Radford; "O, Peaceful England, Merrie England" (German), Mme. Edna Thornton; "Minuet" (Mozart), violin, Mr. Francis Macmillan; Gems from "Oh! Oh! Delphine," Part I (Caryll); Gems from "Oh! Oh! Delphine," Part II (Caryll); Gems from "The Dancing Mistress" (Monckton), light opera company; "The Venus Waltz," "Oh! Oh! Delphine" (Caryll), Miss Dorothy Jardon; "Too Much Ragtime" (Zuljeta), Mr. George Grossmith; "Everything's at Home Except Your Wife," "Oh! Oh! Delphine" (Caryll), Mr. Stanley Kirkby and chorus; "Tempt Me Not" (from a woman's point of view) (Wise and Dean), Mr. George Robey; "Ragtime Gems" from "Hullo, Ragtime" (Hippodrome Revue) (Louis A. Hirsch), the Ragtime Quintet.

#### **To Record Songs of African Savages.**

Captain Steele (Royal Field Artillery), who is making a trip to Central Africa, includes among his equipment a complete phonograph recording outfit supplied by Messrs. J. E. Hough, Ltd. It is Captain Steele's object to secure records of native music, war songs, and other interesting data, which should prove of permanent scientific benefit. For purposes of easy transport by native bearers, the outfit was split up into cases, each of about forty pounds weight.

#### **Oxford Diploma for Business Training.**

Apropos the recent discussion upon the relation of science to commerce, it is interesting to observe that at the university town of Oxford a congregation to be held on May 13 will promulgate a statute establishing a diploma suitable for persons intending to pursue a business career. The granting of it will be entrusted to the Committee of Economics and Physical Science, and the diploma is to be called a "Diploma in Commerce and Economics."

#### **A Self-Speaking Telephone.**

We have already a telephone that receives and transcribes messages automatically, but the latest advance, as reported from Copenhagen, is a telephone apparatus that is self-receiving and afterward self-speaking. Evidently some form of recording outfit is attached. Experts are agreed that the invention is of practical utility.

#### **Suffragettes Wreck Record Plant.**

The Disc Record Co., late of Stockport, which recently opened up at Harrow, near London, has attracted the attention of some militant suffragettes. The new factory, it appears, was in course of preparation, and the chances of an early commencement of operations were good. But prospects are often deceiving; and, as if to remind one of the truth of the old adage, "There's many a slip," etc., the suffragettes descended in force upon the building. It is assumed they chose a dark night, under cover of which the chances of detection were infinitesimal. Not content with smashing the windows, pulling down the electric-light fittings, quarreling with the telephones, and destroying the boiler fittings, they must needs break off the water taps after seeing that the main was turned fully on. Of course the place was soon a veritable wreck and, aside from the annoyance and expense, loss of trade, etc., it will require a considerable time to make good all the damage.

#### **Beka Meister Records.**

There is no secret concerning the remarkable popularity of Beka Meister twelve-inch records. Of the latest Meister issues, we could scarcely say more than that they are really superb, and we accord this praise, feeling confident it will be endorsed by all who hear them. The records are: (M 106) "Light Cavalry," overture, Parts I and II (Suppé); (M 107) "Lohengrin," Selections I and II (Wagner), rendered by the famous Meister

FROM OUR LONDON HEADQUARTERS—(Continued from page 36).

Orchestra, and (M 108) "Don Juan's Serenade," and "The Lute Player," sung by Mr Jamieson Dodds, whose rendition is remarkably perfect. Only a few, but they are really choice examples of these records.

The ordinary ten-inch list embodies a comprehensive selection of pleasing titles of the popular order, which should find much favor with dealers and public alike.

**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 on the Continent, whence he goes direct from the States.

**Death of Lord Gorell.**

The death is announced of Lord Gorell, the eminent judge, in his sixty-fifth year. Apart from his activities in other directions, he will best be 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 they needed revision accordingly, Lord Gorell, then Sir John Gorell Barnes, rendered distinguished service. It was largely upon his report that the present Copyright Act (1911) was drafted.

**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 Viscount Castlereagh and accepted 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 of the work royalties, or a share of the profits in respect thereof, the trustee in the bankruptcy shall not be entitled to sell, or author-

ize the sale of, any copies of the work, or to perform or authorize the performance of the work, except on the terms of paying to the author such sums, by way of royalty or share of the profits, as would have been payable by the bankrupt; nor shall he be entitled to assign the right, or transfer the interest, or grant any interest in the right by license, without the consent of the author, or of the court."

**Markets New Needle.**

The British Zonophone Co., Ltd., is justly proud of its new line of soft-tone needles, a sample box of which is to hand. Of the very best, finely 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 that the principle of their trading, of which they were the pioneers, has proved eminently successful, broadly speaking. The public were approached direct 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, unless the company were overcapitalized, should have panned out a good and profitable undertaking. What, then, is the cause of the company's present unfortunate position? I am not in a position to answer the question fully, but two contributory

reasons are within general knowledge. Firstly, the class of buyer interested in such a proposition was, for the most part, quite new to the talking machine. From the outset they accepted, without much question, any class of selection offered, but as their knowledge expanded they began to want this and that—topical songs, etc., heard at the music hall or other place of entertainment. And it is just here where the company's troubles began. They were dependent upon other manufacturers for most of their records—issued, of course, under their own label. These manufacturers were marketing their own records through the ordinary trade channels and, perhaps under the fear of alienating their own connection, were not prepared 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. Incidentally I may mention these were stated in the contract to be of the agreed value of 3 guineas. They cost somewhere in the neighborhood of 20s., but a machine of about equal merit would to-day fetch only 12s. 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. Following the writer's suggestion, the English Record Co. ultimately installed better motors. It, however, came too late in the day to stem the tide of adversity.

As may be imagined, the company at first met (Continued on page 38.)



To T. M. the KING and QUEEN OF SPAIN



To H. M. the KING OF SWEDEN



To H. H. the KHEDIVE OF EGYPT



To H. M. the KING OF ITALY



To H. M. the SHAH OF PERSIA



BY APPOINTMENT To H. M. QUEEN ALEXANDRA

# 'His Master's Voice'

Trade Mark is recognized the world over as the

## Hall Mark of Quality

- AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.
- BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
- DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnens, Copenhagen.
- FRANCE: Cie. Française du Gramophone, 15, Rue Bleue, Paris.
- GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
- HOLLAND: American Import Co., 22a, Amsterd, Veerkade, The Hague.
- HUNGARY: The Gramophone Co., Ltd., IV. Kossuth Lajos-utca 8, Budapest.
- ITALY: Compagnia Italiana del Grammofono, 5, Via S. Prospero, Milan.
- SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona.
- RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, St. Petersburg; 9, Golovinsky Prospect, Tiflis; 30, Novia Svit, Warsaw.
- SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Ap-pelbergsgatan, Stockholm.
- EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
- EAST AFRICA: Bayley & Co., Lourenço Marques, 8 Beira.
- SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Rissik St., Johannesburg; Mackay Bros & McMahon, 443 West Street, Durban; Ivan H. Haarburger, Maitland street, Bloemfontein.
- INDIA: The Gramophone Co., Ltd., 139, Ballighatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
- AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.
- GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, E. C.

GREAT BRITAIN

The Gramophone Co., Ltd.

21 CITY ROAD LONDON, E. C.



HIS MASTERS VOICE



**"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."**



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

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

#### 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 Record Co. resulted advantageously for the ordinary retailer. Almost in every town the company located itself, dealers found their trade increasing. Some persons wanted better machines than those provided by the firm, others who could 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 are doing well. They have profited by the shortcomings of the pioneer company, whose present position has aroused sympathy in trade 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 grand opera records by the Edison 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 Luceran le Stelle" ("The Stars Are Shining") (Puccini), Leo Slezak; "Barbiere di Siviglia—Una Voce Poco Fa" ("A Little Voice I Hear") (Rossini), Selma Kurz; "Il Trovatore—Il Balen" ("The Tempest of the Heart") (Verdi), Carlo Galeffi; "Voci di Primavera Valse" ("Voices of Spring Waltz") (Strauss), Melitta Heim; "Tosca—Non la Sospiri" ("Our Cottage Secluded") (Puccini), Maria Labia; "Tannhäuser—O, Kehr'zurück" ("O, Come Back") (Wagner), F. Eginieff (sung in German).

In the concert section four new records are listed: "Nocturne," E flat (Chopin, opus 9, No. 2), violin, Kathleen Parlow; "Old Folks at Home" (Foster), contralto solo, Margaret Keyes; "My Dreams" (Tosti), Thomas Chalmers; and "Home, Sweet Home" (Payne), Elenora de Cisneros.

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 much favor with the public. A unique record is made by the Rev. William H. Morgan, D.D., and Edison mixed quartet. Dr. Morgan has had a very distinguished career, and is now pastor of the Central Methodist Episcopal Church of Newark, N. J., a position which he has held for the last sixteen years. The record which he has made is from the fourth chapter of St. Mark, verses 35 to 41, the last portion of the record containing the popular hymn, "Peace! Be Still!" The list complete is as follows: "Suite de Ballet, Les Deux Pigeons" (André Messager), National Military Band; "Beside You" (Hoare and Jones), G. Hughes-Macklin; "The Ragtime Wedding" (Godfrey and Williams), "Billy" Williams; "The Athol Highlanders' March" (traditional), Highland Bagpipe Band; "I Loved You More Than I Knew" (Simpson and Ketelby), Charles Compton; "The Butterfly" (Theo. Bendix), Alexander Prince; "Only a Faded Rose" (Cooke and Stroude), Stanley Kirk-

by; "In Gay Paree" (David, Lee and Fragon), Jack Charman; "The Bandolero" (Leslie Stuart), Peter Dawson; "Boys of the Old Brigade March" (Barri and Myddleton), National Military Band; "When I Met You Last Night in Dreamland" (Williams), Helen Clark and Edwin Skeddon; "I'll Love You Forevermore" (Frantzen), Harry Anthony (John Young); "Kiss Me, My Honey, Kiss Me" (Berlin and Snyder), Ada Jones and "Billy" Murray; "Belle of New York March" (Clark), and "Second Regiment, Connecticut N. G. March" (Reeves), New York Military Band; "Waltzing Doll" (Poldini), Venetian Instrumental Quartet; "Down in Dear Old New Orleans" (Conrad and Whidden), Premier Quartet; "Nearer, My God, to Thee" (Mason-Himmelreich), piano solo with chimes effect, Ferdinand Himmelreich; "Dixie" (Emmett), New York Military Band; and "Gipsy John" (Clay), Albert A. Wiederhold.

#### New Columbia Machine Introduced.

The Columbia Co. advises us of the issue of a new model, hornless graphophone—the Phoenix. This instrument is constructed on the same broad lines as the popular Crescent, but has square, instead of rounded, corners. The size of the cabinet is 15½ inches square, and it is made in both oak and mahogany. The oak Phoenix is listed at £4 10s., and the mahogany at £5. The Phoenix is, therefore, the lowest price model in current hornless graphophones; and, seeing that it is equipped with the new tone-control shutters, it is really remarkable value.

#### First Columbia Records by Colliery Band.

The first issue of Columbia records by the St. Hilda Colliery Band is 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:

Twelve-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; "Father O'Flynn" (arranged by C. Villiers Sanford), and "Simon the Cellarer" (J. L. Hatton), Sir Charles Santley; "Lily of My Heart" (Henry E. Geehl), and "Yes, Let Me Like a Soldier Fall" (Wallace), Mr. Morgan Kingston.

Ten-inch.—"Row, Row, Row" (Monaco), Arthur Collins, and "How Do You Do, Miss Ragtime" from "Hullo, Ragtime" (Louis A. Hirsch), Jack Manning; "I Was Holding My Coconut" (Collins and Burley), and "While I Was Licking My Stamp" (Wye and Champion), Harry Champion; "That Ragtime Dinnertime Band" (Haines and Chandler), and "If You Want to Please Suzannah" (Mills and Scott), the Two Bobs; "Old English Melodies": I.—"False Phyllis" (arranged by H. Lane Wilson); II.—"The Pretty Creature" (Edgar Coyle); III.—"When Dull Care"; and IV.—"The Happy Lover" (arranged by H. Lane Wilson), Edgar Coyle; "Contemplation" (Julian Kandt), and "Nights of Gladness Waltz" (Ancliffe), Casino Orchestra; "Entry of the Marion-

ettes" (P. Volpatti), and "March Past of the Riflemen" (patrol), the Milan Military Band.

#### New Gramophone Co. Stock Issue.

The prospectus of the Gramophone Co., Ltd., for issue at par of £300,000, five per cent. first mortgage debenture stock, appeared in public newspapers on April 26 and 28. From this prospectus we learn that the debenture stock and interest will be secured by a trust deed creating a specific first mortgage on the company's freehold and leasehold lands, buildings, and fixed plant and machinery in the United Kingdom and a floating charge upon the undertaking, and all other property and assets, both in the United Kingdom and in foreign countries and uncalled capital, both present and future, the company being precluded from creating any mortgage or charge in priority to or *pari passu* with this issue.

The debenture stock will be paid off on December 31, 1938, at par, or at option of the company, as mentioned in the prospectus. The proceeds of this issue will be used entirely in the business, and principally for the extension of buildings, plant and machinery, and for purposes connected therewith, including further working capital.

The average profits of the company for the twelve years of its existence are said to amount to the fine total of £166,404 per annum, sufficient to pay the annual interest on the debenture stock and the sinking fund more than seven times over. At the time of writing, "H. M. V." £1 ordinary shares are quoted on 'change at 32s. 6d.

#### ADVERTISING FOREIGN RECORDS.

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

(Special to The Talking Machine World.)

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

The Raigon Art & Music Co., of 1519 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 publicity to Yiddish, Italian, Polish, Hungarian, Russian and German records have built distinctive trade that is surprising in its volume.

#### LATEST COLUMBIA AGENTS.

Many prominent piano merchants and well-known institutions in other mercantile lines joined the rapidly growing ranks of the Columbia Graphophone Co.'s representatives during the past few weeks. Among these houses were the following: Simon Hirschberg & Son, Boston, Mass.; Rosenstein Piano Co., Baltimore, Md.; Hub Piano Co., Baltimore, Md.; Hecht & Co., Washington, D. C.; Hecht Bros., Baltimore, Md.; W. A. Cantrell & Co., Charleston, W. Va.; Sidney Blumfield, Detroit, Mich.; Globe Furniture Co., Annapolis, Md.; Cort Sales Co., New York; Sigmund Pollack, Poughkeepsie, N. Y.; Stefan Gulecsy, Garfield, N. J.; A. W. Friemel, Ridgewood, N. J., and H. Rea Cornish, Turin, N. Y.

**LANDAY'S LIMOUSINE WAGON**

For Delivery Purposes One of the Finest In New York—A Great Advertisement—Max Landay Chats of Business.

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 60-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.

Max 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



Landay Bros.' New Delivery Wagon.

pleased at the business consummated during the first four months we have been open. This store, which offers an unusual opportunity for the cultivation of a high-class clientele, because of its splendid location at the corner of Forty-second street and Broadway, is proving to be a Mecca for shoppers in that district, and our demonstration rooms are crowded each day with purchasers of machines and records. All of our stores are reporting excellent business for the first three months of this

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.

**OCCUPYING NEW QUARTERS.**

New York Headquarters of the Dictaphone Department Located in the Smith-Gray Building on Broadway.

May 1 was moving day for the New York headquarters of the Dictaphone department of the Columbia Graphophone Co., which has heretofore been located at the Chambers street store of the company, 87 Chambers street, New York. The Dictaphone department is now located on the second floor of the Smith-Gray Building, 261 Broadway, New York, where it has increased facilities

and accommodations that permit of necessary expansion. This change had been contemplated for some time, as the quarters that the department occupied in the Chambers street store were found inadequate some time since, and a change was made absolutely imperative, as the business closed in New York increased by leaps and bounds. In its new quarters the Dictaphone department will have plenty of light, and more room will be allotted to the demonstration quarters for Dictaphone operators, which is a feature of the Dictaphone department's co-operation plans.

This move of the Dictaphone department also worked to the advantage of the talking machine end of the business, as Manager Bolton, of the Chambers street store, has been badly handicapped by the lack of sufficient demonstration rooms for the dealers who visit the store. With the removal of the Dictaphone department, larger offices for the wholesale and retail departments were arranged, additional demonstration rooms constructed, and a general rearrangement of the store's facilities for taking care of its trade was carried out.

**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. Divelbiss, 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, 392 St. Catherine street, East, Montreal, certain disc talking machine records known under the name of "Favorite."

**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*

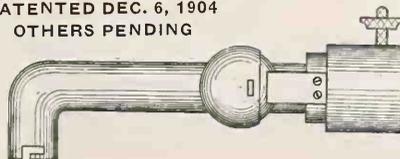
**FRANK E. BOLWAY, Syracuse, N. Y.**

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

**HERE IT IS!**

**Union  
No. 1  
Attachment**

PATENTED DEC. 6, 1904  
OTHERS PENDING



**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  
**JOBBER WANTED**

UNION No. 1 RETAIL  
GOLD PLATED, \$5.00  
NICKEL OR OXIDIZED, \$4.00  
Foreign Countries, Duty Extra  
Samples Retail Price, Cash with Order  
To be discounted on order for 1/2 doz.  
DISCOUNT—40 PER CENT  
on orders of half dozen or more

**The Union Specialty & Plating Co.**

409 Prospect Avenue, N. W.

Cleveland, Ohio, U. S. A.

## "TALKER" TRADE STEADILY EXPANDING IN CANADA.

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 11, 1913.

While a very noticeable tightness in the money market is, in many quarters of the Dominion, checking real estate speculation, legitimate enterprise proceeds uninterrupted. The talking machine trade in each of the provinces is reported in a healthy state and the attitude of the music dealers generally toward their talking machine 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 tells of a well-to-do customer telephoning for a list of children's records from which purchases might be made. These were duly delivered but all of them returned the next day with the statement that none were suitable. A perusal of the next day's paper, however, discovered 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, keeping them a week or two and then returning all but one or two. Such business is, of course, unprofitable, but the trouble is that one dealer shutting down on such people will send them to a competing house. It requires concerted action.

Over against a few difficulties similar to the foregoing, however, are many admitted compensations. Throughout the country talking machines are well advertised. It has now become recognized that every season is talking machine season and the demand for the better class of records is a very encouraging factor to salesmen.

### Confined to Music Stores.

Papers in the interests of various lines of merchandise including drugs, furniture, hardware, and even drygoods periodically endeavor to interest retailers on this continent in talking machines, advocating their readers selling them. In Canada the music dealers are handling the situation in such a manner that the retailing of these instruments is pretty much controlled by the music stores. Occasionally a merchant, in a line of business to which the talking machine is quite foreign, is found featuring the latter with an aggressiveness that many music dealers could well copy. The policy of the manufacturers to keep talking machines from becoming a mere adjunct to any miscellaneous line, is one that music dealers have not realized as promptly or as loyally as warranted by the interests at stake. No doubt it was selfish reasons that prompted the talking machine manufacturers to keep the line associated with music houses, for certain it is that the status of the line has been more firmly established by so doing, nevertheless agencies have been refused to merchants in other lines where the music dealer had even refused to take it on, though subsequently doing so and giving it better representation than a hardware merchant, for example, could possibly do. Music dealers who can see no profit or merit in talking machines have become scarce. People expect to find music in a music store, but they should not be left to find out by accident or by persistent hunting that the local music store carries a stock of talking machines and records. This fact should be, and is, so thoroughly dinned into their minds through the medium of the local papers that they could not forget it if they wanted to.

### Large Sums Spent in Records.

Not long ago somebody estimated that talking machine owners spent on the average, five times as much on records as the machine cost. It would seem as if these figures now need revising. Only

the other day a layman 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, just twenty times as much as his instrument cost, and he is still buying. 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 dollars' worth of records," he said, "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 half the people on the street wondering if they couldn't afford a talking machine. If anything were needed to show that people have developed a real appreciation of the line, the above incidents do so, and the fact is more prominent than ever, that no matter what music dealer is going to be the intermediary between the jobber and the public, the public is going to have more talking machines and more records this year than ever.

### Trade News Notes.

Frank Dorian, general manager of the Dictaphone 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 is evidenced by the increasing number of dictaphones 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 strong window displays by the T. Eaton Co., Ltd., Canada's largest departmental store, five window sections were given up to pianos and talking machines. These were shown side by side in model music rooms which is a silent yet powerful tribute to the talking machine as a musical instrument of high standing. The models exhibited included the various designs of Columbia Graphophones, Victrolas 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 one to one containing every record 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 Gramophone 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 under way the first of last March, 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. The new concern is officered by J. M. Douglas, manager; Thomas Noble, accountant; Messrs. H. O. and C. Shuttleworth, road salesmen; Joe Symons, 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



# NYOIL

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

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

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 for that firm to secure much larger factory accommodation. This has been accomplished and they are now located at 363-367 Sorauren avenue in the western part of Toronto. This 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 Otis C. Doran get a factory accustomed to turning out musical instruments, it having been a piano factory for some 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 Victrola 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 were the Toronto and Hamilton stores of Gerhard Heintzman, Ltd., and it is needless to state 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 105 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 Reade 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 two floors of the building.

George E. Brightson, head of this company, has brought to these 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. Brightson 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.

**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 pick up 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 it than baseball does, however. "Even the window display wouldn't bring them in for two or three weeks," said E. K. Andrew, manager of the talking machine department of the Farrand Co. "Generally when the window is devoted to talkers, it brings in a lot of people. But lately they only have stopped to look. However, they are coming good again now."

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 the old-fashioned box and horn machines as part payment for a modern, high-priced one. There are three objections: First, a second-hand machine of the old style will command a very low price in a store full of new ones, hardly enough to make it worth while to sell it if it were all profit. Secondly, if a prospect retains a lot of old records, that perhaps are worn out, besides being so familiar to the owner that they have begun to pall a little, the new machine will not make as good an impression as it would if operated with a bunch of brand-new records, 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.

The third reason is an amplification of this one—if the prospect sells his old machine and records, his purchase of a new one will mean the purchase of a lot of new records. It is easier to sell a second-hand talking machine from the home of the owner than from a store. People have a tendency to think that in buying anything whatever at a store, they have to combat some hidden wiles of salesmen, who are paid for selling goods and must get away with it. If they buy of some neighbor, they think the article has been tried out and found to be all right—provided the neighbor gives a good reason for selling.

It is this latter point that makes it possible for Mr. Andrew to induce the purchasers of new talking machines to sell their old ones themselves.

The particular window display to which Mr. Andrew referred in prefacing his discourse included the Victor dog in active illustration of what he is on earth for. He was sitting on the

turning table of a Victrola which was operated by electricity, and thus was constantly on the move throughout the day. He was a real "barker"—that is, he called the attention of the public to the Victor display in the window, and the cards conveniently placed told the public of the merits of the Victor line.

Since the warm weather arrived the Max Strassburg Co. also is putting on some fundamental advertising. One of the best machines in the store is kept at an open door and the most attractive records in stock are put on. Hundreds of wayfarers stop to listen; and, naturally, many of them go in to see about it either then and there, or, if they are in a hurry, some other time.

The early advent of summer has hastened the annual demand for machines and records for use on yachts and smaller boats. This class of trade is better than the steamboat trade, for the owners of yachts, launches and canoes want the latest and best, their entertainment being for themselves and friends. The steamship companies, entertaining the public at large and mostly strangers, are not so particular about having new and up-to-date numbers on hand. This remark applies largely to hotels also.

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, being held firmly by the castor which is left on the legs.

The demand for the Victor line here is so large that the company is not opening any new accounts in this city at present, its present representations here absorbing all the machines that can be spared for this territory. Three big retail stores, lined up by the jobbing department of Grinnell Bros., have been turned down by the Victor Co. for this reason within a short time.

The Columbia, however, is placing more agencies up-State and has two or three deals lined up for the city, one of them with a prominent music house, the name of which probably can be announced next month.

In Ann Arbor the Columbia has gone into a piano house—Eberbach & Son Co. It is an exclusive agency. There is one other talking machine store in the University City handling the Victor and Columbia both.

Columbia dictaphones are in big demand. Manager Johns, of the Detroit branch store, has just received an order for between forty and forty-five of them from the Michigan Central. All of them are to be used in the Detroit offices of the railroad. The order amounted to \$2,500. "It is a pretty good indication of the trend of general business," said Mr. Johns. "When a railroad is going ahead in this way, it shows that freight is moving, which means that all industries are active.

In spite of all the scare stories that have appeared in certain newspapers regarding the effect of the new tariff, there does not seem to be the slightest indication of a slackening of business in this section of the country.

"While there were the customary spring dull spots in April, the month, as a whole, beat March and, as I said a month ago, March was better than any of the Decembers we have known, except three. 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 and still be ahead of 1912. But we don't figure on any vacation. The sale of records augments steadily. We sold a thousand more in April than in March."

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 machine, but many others shop around among all the well-known stores, to ascertain what is in stock. This is one of the most potent reasons why the dealers who carry a liberal stock of records get the record business. Comparatively few of the talking machine owners stick to their favorite store for their ammunition.

Manager Johns, of the Columbia, has just opened three good dictaphone accounts in small cities of the State—Port Huron, Bay City and Calumet. The one in Bay City is with a music house, a rather queer place for such an agency, because the dictaphone is a business instrument, not a musical one. But the firm—the Milliken-White Music House—is an active one and already is sending in a good many orders. The Port Huron agency is the Riverside Printing Co., an office supplies concern. So is the house in Calumet—the Keweenaw Printing Co. All are going after the business "right."

### PROGRESSIVE YOUNGSTOWN HOUSE.

The Columbia Music House Capturing a Goody Share of Trade in that Section of Ohio.

(Special to The Talking Machine World.)

Youngstown, O., May 8, 1913.

The Columbia Music House, of which Austin C. Wilson is proprietor, is quite enthusiastic about the prospects for business in this territory. "The outlook for the talking machine," he said, "seems to be brighter each day. Youngstown has a population of about 100,000 people, and we are having splendid success with the Columbia line. The \$50 "Favorite" type is one of our biggest sellers with the table line a close second. We have recently sold several instruments of the former type, and last week installed the first machine ever used in the Youngstown public schools—a "Favorite" and cabinet.

"The Grand Opera House is using a \$200 Columbia in connection with its Sunday entertainments and has dispensed with the orchestra. We have also placed these machines in a majority of Youngstown restaurants, picture shows and ice-cream parlors of the better type.

"We take great interest in The Talking Machine World and anxiously await its coming every month, as it keeps in touch with happenings throughout the entire country and world."

## FUTURE OF PRICE MAINTENANCE RESTS ON DECISION

That Will Be Handed 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.)

Washington, D. C., May 10, 1913.

Musical instruments and talking machine interests, as well as those who sell accessories or supplies of any kind upon which a fixed re-sale price is maintained and enforced by virtue of our patent laws, will be vitally concerned by the outcome of a notable case now before the Supreme Court of the United States.

So important is this legal controversy, to many branches of the music trade, that the Victor Talking Machine Co. has caused its chief counsel, Horace Pettit, to volunteer as a participant in the case, in defense of the cause of price maintenance, although the Victor Co. is not a party to the litigation, in a fundamental sense. There is a rumor, too, that other progressive firms in the musical instrument field may follow the example of the Victor in joining issue or making common cause to safeguard one of the most valuable features of present-day systems of merchandising.

### The Case at Issue.

The case on which hinges the future of the price restriction policy of the "square deal" manufacturers is what is known as 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 suit for infringement of patent brought by the Bauer Chemical Co., the manufacturers of Sanatogen, against James O'Donnell, a cut rate druggist, who has persisted in advertising and selling the above mentioned remedy at less than \$1 per package—the price at which it is placarded by the manufacturer. It will be appreciated that the commodity which forms the basis of this dispute is far removed from the field of musical merchandise, but the broad principle involved—that of the right of a manufacturer to protect his retailers by enforcing a uniform re-sale price, touches the very heart of this and every other trade which handles patent goods. And it is because this case seems to put the issue so squarely up to the court of last resort that the greatest significance attaches to it.

Discussing this sweeping application of the prospective mandate of the court in this case, the Victor Talking Machine Co., in its brief just filed at Washington, says: "The answer of the Honorable Court to the question will apply equally to the sale of all patented goods, machines, manufactures, and, in fact, to all patented specialties, as well as compositions of matter, and a decision adverse to the proposition thought to be so thoroughly established, would have a far-reaching and disastrous effect to trade in patented goods. This is especially true today when large industries have been built up in the manufacture of patented specialties having selling systems founded upon the doctrine laid down in a long line of decisions in the United States Circuit Courts and Circuit Courts of Appeal, such doctrine as enunciated in the case of the Victor Talking Machine Co. vs. The Fair."

### Why Mr. Oldfield Awaits Decision.

And there is another side to this matter as it affects the maker of and dealers in musical instruments marketed under the fixed one-price system. Congressman Oldfield has confided to your correspondent that he is awaiting with the keenest interest the outcome of this, the most crucial of all the price maintenance cases which have ever been brought to the bar of the highest court in the land. It is known that the outcome of the case will influence the future actions of the author of the Oldfield bill, which is regarded as a serious menace to so many business interests. If the Court should, in its decision, knock out the principle of price maintenance under patent rights, Representative Oldfield's proposed legislation would be superfluous. On the other hand if the Court pronounces for the manufacturer's right to dictate retail prices in the interests of uniformity and justice it may be expected that Congressman Oldfield will prosecute his

"crusade" with renewed vigor and that he will use this very decision as the latest argument for need of a change of status in the market for manufactured goods.

Our readers are doubtless familiar with many of the arguments in favor of price maintenance which have been presented in this case because one or another of the attorneys (including some of the ablest patent lawyers in the country) have marshalled almost every fact and theory that has ever been cited as favorable to restricted prices and the manufacturers right to uphold them on pain of prosecution for infringement of patent. But there may be less familiarity with the arguments on the other side and, since an interested spectator should know something of both sides of a controversy—and because some of the contentions in this case are brand new in such litigation—it may be worth while to review the grounds on which price maintenance is being attacked, in this the first case of the kind that has been argued before the "full bench" of the Federal Supreme Court.

### Arguments of Other Side Revealed.

The attorneys representing the cut rate druggist who sold Sanatogen at less than the stipulated price take as the text of their argument before the Supreme Court the question "When does the patentee's right to dictate the resale price of his patented article terminate?" They point out that prior to the year 1896 all the decisions of the Supreme Court seemed to indicate that when a patentee had manufactured and sold for a satisfactory price the article protected by patent, that article was thereafter "without the patent monopoly" and beyond the control of the patentee to dictate its resale price. But they go on to explain that the court decisions of the past 17 years have placed the whole broad question of price maintenance in "a cloud of doubt through which at the present day the vision of neither layman nor lawyer can safely penetrate." The situation was especially complicated, they hold, by the decision in the famous Dick-Henry mimeograph case, with which all our readers are, of course, familiar.

The essentially new feature of the defense presented on behalf of the price cutter is found in the argument that a manufacturer cannot use the patent laws to uphold a specified retail price so long as he himself grants concessions below the placarded price to the jobber and indirectly to the retailer. In other words the ingenious position is taken that the manufacturer himself is a price cutter and cannot proceed against other cutters.

### The Argument of the Price Cutter.

Discussing this phase of the question the representatives of the cut rate druggist submit to the Court: "It was utterly impossible for plaintiffs to sell a package of the patented article to O'Donnell and reserve to themselves the right to sell that package to anyone else at any price. The argument is that the patentee, after having manufactured his patent device, after having sold that device at whatever price he chose, can, under his statutory patent right retain to himself the right to sell that particular article—the concrete embodiment of the patented invention—at some other or different price than that named in the label on the article.

"Or, to phrase it somewhat differently, the argument is that the patentee may part with the title to the concrete embodiment of the patented invention, receiving therefore the full price demanded for it, retaining no right to make any further profit out of it by virtue of the manner in which it is used or sold, but that under his patent, by means of the label affixed to the article, he licenses the purchaser of that article to sell that particular article at not less than the given price, retaining in himself the right to sell, not other embodiments of the patented invention at a different price, but to sell that particular embodiment of the invention at a different price. This argument can not be sound and it is only resorted to in an attempt to

apply the inapplicable doctrine of Dick vs. Henry to the wholly different situation presented by the price restriction cases."

### Quote Bobbs-Merrill Co. vs. Straus Case.

Counsel for the cut-rate druggist lay great stress upon the decision by the Supreme Court of the United States, some time since, in the case of the Bobbs-Merrill Co. vs. Straus, and contend that it constitutes a precedent which should cause the Court to find for their client in the present case. This Bobbs-Merrill-Straus case is, indeed, one which has lately been made the basis of much argument in the 25 or more price maintenance cases which are now pending in the various courts.

It resulted, many readers will recall, from the action of the proprietors of the department store of R. H. Macy & Co., of New York, in selling at cut price copies of copyrighted books upon which the publishers had fixed a definite resale price, just as the manufacturers fix a price upon patented talking machine records. The publishers sued the department store people, and when the case was carried up to the Supreme Court the decision was against the book publishers.

### Difference Between Patent and Copyright.

However, the attempt to make out a parallel case between price cutting on copyrighted publications and price cutting on patented goods in order to justify the disregard of the resale prices on Sanatogen is not to pass unchallenged. The Victor Talking Machine Co., in its valuable contribution to the arguments in the case now before the Court has called especial attention to the fact that there are differences between the patent and copyright statutes in the extent of the protection granted by them. It backs this up by quoting from past decisions of the Supreme Court which prove conclusively that this, the highest Court, does not take the view that everything that is permissible under the copyright law is also, perforce, allowable under the patent system.

Taking up this, the very keynote of the present dispute, the spokesman for the Victor Co. says: "The main difference between the rights of a proprietor of a copyright and the rights of the owner of a patent, as far as the right to restrict the price at which the protected goods should be sold, resides mainly in the fact that the patentee is given by the statute the unrestricted right to regulate the 'use' of the patent product, as well as the right to make and vend, while the copyright owner under the statute is given only the right to multiply and vend.

"The main distinction is that the patentee, when he sells the patented article with a restriction as to use, can limit the use of the article within any bounds, and under any limitations which he sees fit (which are not contrary to public morals, and public health, etc.). This includes the right to limit the use of the patented medicine or device only to such of the public and only to such persons as shall have paid not less than a given price for the same."

### Notable Companies Make Common Cause.

To what extent manufacturers of patented goods which are retailed under the restricted price system are making common cause in presenting to the Supreme Court their claims of rights conferred by the patent laws is shown by the fact that the Gillette Safety Razor Co., the Waltham Watch Co. and other makers of widely-sold articles have filed briefs just as the Victor Talking Machine Co. has done. The action of the Waltham Watch Co. is especially interesting because Judge Roy recently caused a good-sized sensation by deciding against the Waltham Co. in a case somewhat similar to the one now before the nation's highest tribunal. The Waltham Co. says that it believes that "price restrictions on patented articles follow the goods into the hands of every purchaser," and later, pleading for a definite pronouncement of the subject, says: "The Waltham Co. earnestly trusts that the Court will render a decision one way or the other which will settle the question for good."

This last is the sentiment of most manufacturers and merchants. No Supreme Court decision up to this time has been full and explicit enough to settle once and for all this question of price-fixing under patent laws.

**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 GRAPHOPHONE 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 employes 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

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 employes, 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 employes, 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 com-

pany's success with employes 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—and a set of fair minded and progressive owners to attack their problems with a sympathetic determination to conquer victory over all vicissitudes at any hazard. This kind of a force is the predominant one within the official family over which Messrs. Easton, Lyle and Woods and their numerous coadjutors preside so successfully, and with a measure of distinction that wins universal recognition.



Edward D. Easton

employes 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 even an informal demand for a reduction of working hours was formulated the company, at the instance of the late Thomas H. Macdonald, took the initiative and readjusted the schedule.

Of course, this was only made possible by the prompt compliance of President Edward D. Easton and his associates on the board of directors. And their alacrity in forestalling a possible request was repeated last month when Mr. Woods took the matter up and argued its justice and feasibility, in view of the unceasing demand for graphophones and records. In other words, Mr. Woods, who said to his employes a few weeks ago at a smoker in which the heads of departments participated, favors the policy of having the best men there are and keeping them permanently by paying them the highest wages compatible with a proper regard for changing circumstances in respect of sales, money conditions and the numerous other considerations that a manufacturer must take into account.

### INDIANA TRADE LIVELY.

Much Interest Being Displayed in Shipments of New Edison Disc Machines Received in Indianapolis—Kipp-Link Co. Arranges Special Display—Stewart Talking Machine Co. Enlarging Wholesale Department.

(Special to The Talking Machine World.)

Indianapolis, Ind., May 11, 1913.

Shipments of the new Edison disc machine are being received now by the Kipp-Link Phonograph Co., distributors in Indiana for the Edison products. A great many persons had begun to believe that the new machine "just never would come," but now the machine is here, ready for the purchaser. The Kipp-Link Co. has exceptionally well arranged display rooms and the more expensive Edison disc machines show up well. Much favorable comment has been heard about the A-375, A-300, A-290 and A-275. The A-60 machine will also prove a favorite, it is believed. Machines are being shipped to dealers throughout the State by the Kipp-Link Co., and the company has started after buyers for the new machines in earnest. From the present outlook there won't be much need of "coaxing."

The talking machine department of the Rapp-Lennox Piano Co. is gradually being built up by the company. The Victor line handled by this company is being strongly exploited.

The Victor talking machine department of the Aeolian Co., in charge of Miss Lazurus, felt proud on the night of April 24, when the final recital of the season was held in Aeolian hall. A capacity audience applauded again and again when the Victrola selections were played. Business in the Victor department of the Aeolian Co. has been good.

The Stewart Talking Machine Co. is enlarging its wholesale department. A record room which will exclude dust and dirt is being constructed. A first-class repair department is also being installed

and the company will be able to take care of its repair work in the city and State. The Stewart Co. reports an excellent business.

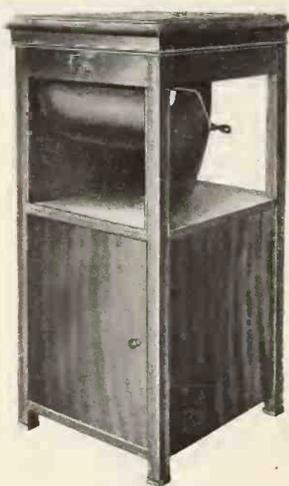
A. W. Roos, manager of the local branch of the Columbia Co., has a new automobile and a wrist which is out of commission. The two are closely connected, according to Mr. Roos's version of the affair. His friends are charging that the crank "back-fired," but Roos avers he did not receive his injury in that manner. He blames it on another automobile owner. Anyway, he says, he did not get it knocking the goods of a competitor. Roos was "petting" his machine one evening and as he was standing along the side next to the street the driver of another machine "side-swiped" him. Roos slipped and his hand fell on the hood of the machine. Examination developed that he had a wrenched wrist. "In view of the recent flood," said Mr. Roos, "business in April was much better than expected. Things are about normal again." The arrival of a sample Grafonola Grand, it is expected, will stimulate trade. The salesmen at the local store have been busy showing the new machine to interested parties.

Thomas G. Devine, manager of the Dictaphone department, succeeded in rounding out an April business in excess of any past April record made in his department. He has a number of real live prospects for May.

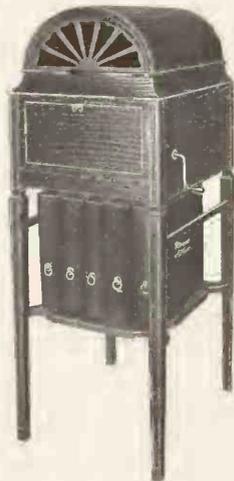
The Victor talking machine department of the Wulschner Music Co. is to be "raised up" in the world. Up to this time this department has occupied attractive quarters in the basement at the Wulschner store, but now it is to be placed on the first floor along with the company's finest pianos. The Wulschner Co. is remodeling its first floor.

Mr. Baldwin, of Cincinnati, connected with the Edison Business Phonograph department, has been in Indianapolis looking after old business and scouting around after new. He is making a special effort to increase the trade in this city and his agents are working accordingly.

## 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 t

# KE

IT is designed to fill a long felt wa  
be the most perfect talking mach  
combine to give The Keen-O-Phone  
and its many distinctive features are

## Exclusive F

THE Keen-O-Phone will play any make of dis  
Keen-O-Phone records are playable only  
The Keen-O-Point needle—is permanent; only  
use, thus eliminating the necessity of changing t  
other makes of disc records on the Keen-O-Phon  
steel needle. The elongated tone chamber incre  
the tones before entering the horn, thus eliminat  
performing this mission The Keen-O-Phone holde  
voice or orchestra with positive naturalness.

Keen-O-Phone sound box exerts such a light  
ble to reproduce the minutest sound wave—at t  
tear on the record. As a result, the Keen-O-Pho  
and give better results.

The Tone Modulator is manipulated from th  
ated during the rendition of a selection. By mea  
can be increased or diminished to suit the size  
makes it possible to give wonderful shading effe  
sible to produce from a talking machine. The To  
of various tone needles which are used to perform  
tone" needles are destructive in their use and offer  
with the Tone Modulator.

IF you will stop and seriously consider the  
Phone you will learn—

First. It is a strong sales getter—appealing  
are found in no other instrument. The mechar  
tone quality is emphatically noticeable. Your s  
it to customers. It will play any make of disc r  
ing the needle after each record is overcome t

Second. All dealers who are handling t  
for producing an instrument that marks its indiv  
that pleases their prospects. As a result, this is

Third. The Keen-O-Phone offers substantial  
instrument that you will be proud to include in

WHY not include yourself among our already  
We are prepared to make immediate shi  
tory awaiting you and profits in proportion. Th  
at once for details and literature.

Patented in U. S. A. and Foreign Countries.

Address all communications

# Keen-O-Phon

# 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 never 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 led reasons for its supremacy.

## Features

records on the market, although the Keen-O-Point jewel needle. needle is necessary for indefinite needle 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

pressure on the record that it is possible time eliminating the wear and will prolong the life of the record

inside of the case, and can be operated by the Tone Modulator the volume acoustics of any room. This also that have heretofore been impossible. Modulator eliminates the necessity similar function. These "multiple-graduation in tone, as is possible

features possessed by the Keen-O-

all classes of trade. Its features is durable, the superiority of men will enthuse in presenting while the annoyance of changing Keen-O-Point needle. Keen-O-Phone, congratulate us ability and gives them a product accomplishing a gratifying business. fits and ready sales, and is an in stock.

substantial dealers? Agents of Keen-O-Phones and records. There is a large territory dealer or jobber eager to enhance his profits should write us

Sales Department, General Offices,

**Keen-O-Phone Co., Philadelphia, Pa., U. S. A.**

## Keen-O-Phone Records

ARE 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

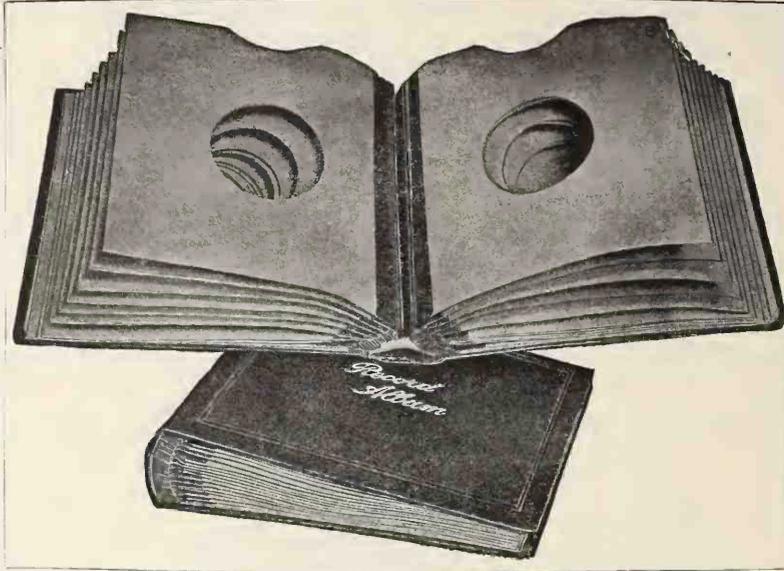


# FAMOUS RECORD ALBUMS

AT VERY LOW PRICES TO MEET COMPETITION

For Durability, Artistic Design and Finish, our Albums have no equal. They are made in the most substantial manner by skilled workmen.

Our Albums are first-class in every particular, and are sold at very low prices.



OUR SUPERB ALBUMS SHOWN OPEN AND CLOSED.

MADE IN TWO SIZES TO FIT ALL 10 AND 12-INCH DISC RECORDS.

These Albums contain 17 pockets made of strong fibre paper, each pocket having a hole in the center, as shown in the picture. These pockets are so made that they show very plainly both the single and double face titles on the Records. The Albums are bound in the finest quality of Brown Silk Finish Cloth, with gilt title on front cover. They are also bound in imitation leather. Write for sample and prices of our Albums, which are superior to all others.

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

## DISC RECORD ALBUMS

ARE WHAT EVERY

Talking Machine Owner

NEEDS AND MUST HAVE

With the index they make a complete system for filing away all disc Records, and can be added to Album by Album, as Records accumulate, like books in a library.

### 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, O. 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 Whelen, 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 grit 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 instruments 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 Carolina White, Olive Fremstad and Mary Garden records. The Chauncey Olcott (the great Irish tenor) records, which were put on sale recently, have proved to be wonderful sellers."

W. S. Givler, 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 Wurlitzer 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 investigation the flood losses in the Ohio Valley, exceeded the amount first expected because of the erroneous information given regarding the high water in the great flood of 1884. Much stock which could have been saved was lost because it was thought to be located above danger line.

The lot of these dealers which, in many cases, was absolutely hopeless was changed by the generous attitude assumed by the Victor Talking Machine Co., and throughout the flood zone Victor dealers find words inadequate to express their gratitude for the magnificent generosity of the Victor Talking Machine Co. From all the flood zones the most optimistic letters are being received, and the orders that are coming in from these points speak more eloquently than the let-

ters of the courage and spirit that prevails in the desolated district.

While the history of the Ohio flood is brightened by many deeds of heroism and self-sacrifice, the action of the Victor Talking Machine Co. in helping their dealers as they did will forever illuminate the dark memory of those terrible days.

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 Graonolas and some Victor 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 pedestrians.

The Aeolian Co., as usual, appears to be having trouble in getting stock. It has a Victor display of small instruments in the show window, the Victors forming the center of attraction, with pianos on both sides for weight.

The Otto Grau Piano Co. will soon blossom forth with a Victor department, carrying the complete line. Goods have already been ordered from the Talking Machine Co., Chicago, and should reach Cincinnati in time for the opening, to take place about May 15. Two soundproof booths have been installed in the rear of the warehouse.

John Arnold, the Elm street dealer, reports good business in the Edison disc instruments.

News comes from Cleveland that the United States Phonograph Co. has decreased its capitalization from \$1,000,000 to \$10,000.

J. C. Poorman, who has been without a regular line since the troubles of the Zonophone, is said to be negotiating for the rights as jobber of either the Keen-O-Phone or the Vitaphone.

**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.

So that its employes may be provided for in their old age, the Victor Talking Machine Co., of Camden, within a short time will establish a pension system. The company employs 5,400 men and women. The pension plan has not yet been perfected, it was announced recently by officials of the company, but will be similar to that of the Pennsylvania Railroad Co.

Every one of the 5,400 employes who remain with the Victor Co. a certain number of years will be

for 100 days. There will be a death benefit of \$150

The company announces that the cost of maintaining and carrying on the business of the association will not be placed upon the employes, but will be borne by the company itself.

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

The sum of \$500 will not be taken from the funds of the co-operative beneficial association, but will be a gift of the company.

Officials of the company said recently that it is part of the scheme of efficiency in force at the Victor factory to provide for its employes in all cases of sickness or want. Heretofore they have provided in all cases where their attention was called to such cases. Under the new system of co-operative benefices, the company hopes to keep in touch with its employes in every case of illness or death.

**TEACHERS FAVOR "TALKERS."**

Louisiana Music Teachers' Association Favorably Inclined Toward Talkers and Players.

(Special to The Talking Machine World.)

New Orleans, La., May 10, 1913.

"Canned Music" was one of the principal topics of discussion at the meeting of the Louisiana Music Teachers' Association at the Hotel Grunewald last week. Opinion was divided as to whether the advent of the talking machine and the mechanical piano player will result disastrously to the perpetuation of appreciation of musical artistry. Many of the members expressed the belief that interest in classical music will be stimulated by the contrivances for the reproduction of the singing and playing of the stellar lights of the musical firmament, while others contended that a fondness for the classics is being vitiated by such instruments.

The general opinions of the teachers were entirely favorable to the cause of mechanical music both by means of the talking machine and player-piano, and echoed the opinions of music teachers in other sections of the country on the subject.

**DAVEGA MOVING TO NEW QUARTERS.**

The S. B. Davega Co., Victor and Edison jobber, is now moving from its former home at 126 University place, New York, to larger and more adequate quarters at 831 Broadway, New York. The new home of the company will be furnished attractively, and the talking machine departments will be considerably larger than heretofore. A number of demonstration rooms are now being constructed, and the company will be in an excellent position to handle its trade to good advantage.

**REVISED ESTIMATES OF LOSSES**

Prepared by Dayton Business Men Place Figures on Pianos at \$800,000.

(Special to The Talking Machine World.)

Cincinnati, O., May 9, 1913.

A committee of Dayton real estate men and other citizens who have been making estimates on the losses in the Gem City, on Saturday issued a revised statement, which shows that the loss on pianos in homes was approximately \$800,000. Other figures follow: Buildings, \$15,200,000; furniture, \$9,440,000; merchandise, \$18,000,000; live stock and autos, \$1,000,000; churches and property, \$2,068,100; fire losses over insurance, \$975,236; wages, \$4,045,000; losses in production, \$747,000; leaf tobacco in warehouses, \$900,000, and the grand loss to real estate, in the event of the Government not aiding the city, is placed at \$55,000,000.

Some men come up to the mark they have set for themselves, but it was placed low.



**The man behind the gun**

You are the "man behind the gun" with your customers, and they look to you to hit the mark every time—to give them what they want when they want it.

But what good is the man behind the gun if some one holds back the ammunition on him! With customers wanting this, that, and the other thing, and firing questions at you to find out when they will get their goods, you're in anything but an enviable position.

That's where an A1 jobber "saves the day"—by giving you all the ammunition you need; by getting to you promptly whatever you want in Victors, Victrolas, Victor Records, record cabinets, horns, needles, fibre cases, repair parts, and accessories of every sort.

Promptness is one of our strong points and around it centers every other desirable business attribute; and promptness with us means all orders shipped the same day they are received.

If that's the kind of service you want, we can give it to you—always. Drop us a card for our catalog and our booklet, "The Cabinet That Matches".

**Victor foreign records**

The entire list is here, ready for immediate delivery:

"If it's in the Victor catalog, we have it".

- |                 |                   |                       |
|-----------------|-------------------|-----------------------|
| Arabian         | Greek             | Norwegian             |
| Bohemian        | Gregorian (Latin) | Polish                |
| Chinese         | Hawaiian          | Portuguese            |
| Croatian        | Hebrew            | Roumanian             |
| Cuban           | Hungarian         | Russian               |
| Danish          | Italian           | Sistine Choir (Latin) |
| Finnish         | Japanese          | Slovak                |
| French          | Jewish            | Spanish               |
| French Canadian | Mexican           | Turkish               |
| German          | Neapolitan        | Welsh                 |

**New York Talking Machine Co.**

Successors to Victor Distributing and Export Co.

81 Chambers Street New York

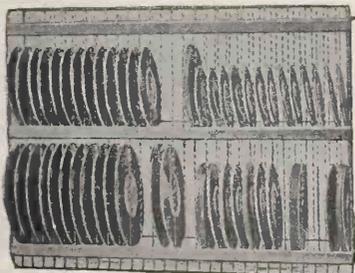


E. R. Johnson, President of the Victor Co.

retired with a pension, the amount to be a percentage of the monthly earnings of the employe 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 sickness, will be formed.

Every employe who has been in the company's service thirty days is eligible to the association. Members pay 25 cents a month dues. In case of illness the association will pay members \$1 a day



This shows a multiple of one of our Systems. For 10" or 12" records. Each tier holds about 250 records. Costs about \$2.00 a tier.

BUILT OF HEAVY STRONG WIRE, PLATED AND LACQUERED.

WRITE for 20-page catalog giving details and information on the best way of keeping your records.

The Syracuse Wire Works

SYRACUSE, NEW YORK



## RECORDING ARTISTS OF ALL CASTES IN INDIA

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.

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 obtainable. I was to record only native artists, and their was no fear of "shocking" their modesty.

Of the artists, I will mention but one; the one that I had come to Madras to record. Miss Godavari, the first artist in the Tamul language. We visited this woman's house for the purpose of discussing terms (this is always a tedious and worrying business.) The house was a great surprise, for the interior was constructed of marble and a faint glimmer of a blue-shaded light cast an interesting and warm sensation over the interior that was at once fascinating and seductive. It was presented to her by an admirer and had cost 180,000 rupees (\$60,000). 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 we 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 retinue 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 given 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. It was for the express purpose of guarding these jewels that she possessed a guard of four men. An Indian artist by-the-bye, invariably dons her finest jewelry in the presence of a white. Round her throat she wore a necklet of English sovereigns,



Making Records by Miss Godavari.

the clasps holding each to the other were studded with diamonds. There being in all fifty sovereigns and fifty clasps, the value can be appreciated. On the toes she wore platinum and gold rings. I secured a photograph but she insisted on removing from her person all jewels, for what reason I was never able to comprehend. In the photograph nevertheless, can be seen the rings on her toes and the large diamonds in the ears.

She sang exceptionally well, her high cadenzas being particularly loud and clear, which is always a great necessity and advantage for recording.

It may be interesting to state here that the broker present was so enraptured with the singing that he immediately ordered three thousand of

each title. She, herself, ordering from the broker, fifty of each title for distribution amongst her friends. Having made records before, she was little troubled and in fact, was a great assistance, for it was that instructed the accompanists exactly what to do and where to sit, explaining to me that the position in which she placed the men was the best position, for the so-and-so company had already experimented with the placing and had lost two days before ultimately succeeding. I therefore left it to her and the result proved eminently satisfactory.

After having recorded Godavari, I visited another woman at her home in the native quarter of Madras, but this time the house was not constructed of marble. In the worst part of the town we were compelled to climb a flight of stairs into a dirty, evil-smelling room, where one or two men were squatting, smoking and talking, which at our approach diminished into murmurs of surprise. We were conducted through the room



Mahomedan Priest, Bombay.

into another (certainly cleaner), where sitting on the floor was the artist. With her were two Indians with diabolical and satanic faces, who regarded us with invidious glances which seemed to infer "We own this female, don't touch her without first displaying your gold." We stated our business and they were a little more agreeable and regained less vindictive countenances.

We listened to the young girl sing a couple of songs, and found her voice sufficiently good for recording. We accordingly arranged terms; not 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 she regained her vivacity and sang 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 but half, and with the other buy 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 the poor girl's attractions would immediately disappear. I often think of and pity that poor little Indian girl in Madras.

I here returned to beautiful Bombay for the final recording. 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 was Miss Cohar, 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



Miss Cohar, Bombay.

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 prosperous 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.)

I 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. The priest, being short of 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 contumely—knowledge in all forms." I was amazed, but who cannot appreciate such wonderful tribute to knowledge?

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 obvious antiquity, tone and shape, that I am inclined to believe it to be the original ancestor of the trombone family which entertained the "Ark." Drums, tum-tums and bells galore. With these things they attempted to play native music. Fortunately, the indescribable slaughter and heartless massacre of music which I was compelled to record, 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 quell my sorely wounded imagination of music.

The next day I received a similar worrying grueling, which, nevertheless, has caused considerable 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 when to commence, explanations 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, "Is that 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 spoiled fifteen master blanks in the attainment.

His imbecility 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 momentary disgust 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 Cohar, there was no one of note, but she was compensation for all. Her beautiful voice was fascinating and I believe she would prove interesting to an American audience, as did Miss Jan, of Calcutta prove to a London audience in 1910.

I experienced the same trouble in India as in Turkestan, with mercenary artists who dally and shillyshamble around for days over their fees.

The usual customs is to fix a price, they (the artists) then leave and the following morning send word that their price is so much, generally twice the amount you have virtually agreed on. You naturally refuse and they will send another message in the afternoon reducing their price somewhat, again you refuse, and once again they reduce until they ultimately arrive at the recording room and without speaking, commence to make preparations for recording at your price. Half-way through the numbers they will again commence asking for more money. A more arbitrary and perverse man of business than an Indian would be hard to find, and if found, would certainly be in the Orient.

After having recorded approximately 850 records, I left India for Paris on the ill-fated steamship, the Oceana.\*

During my stay I often witnessed curious happenings, examples of caste distinctions, religious customs and funeral rites. Of these, I will write in my next and last article, together with one or two incidents, amusing and otherwise, which happened to me in recording in Europe, Caucasus and Turkestan. I shall also outline the expenses during the whole of my recording for the last three years, artists fees, waxes used and persons met.

(To be continued next month.)

\*The P. & O. Liner Oceana it may be remembered collided with another vessel and sunk in the English Channel in March, 1912. She sunk with \$3,750,000 in bullion. The latter was afterwards recovered.

### NEW QUARTERS IN LOUISVILLE.

Franklin Building, That City, Especially Remodeled for Accommodation of Wurlitzer Co. Branch—E. B. Waithall is the Manager.

(Special to The Talking Machine World.)

Louisville, Ky., May 8, 1913.

The local store of the Rudolph Wurlitzer Co., is now located in new quarters in the Franklin Building, at 652 Fourth avenue, the building having been remodeled and handsomely decorated to meet the requirements of the various departments of the company's business. It is stated that when everything is completed and in readiness for the formal opening of the new quarters they will be among the handsomest and most conveniently arranged of any music store in the city.

Special arrangements have been made for the display of the company's line of pianos, player-pianos, electrically operated instruments and Victrolas. The new store is in charge of E. B. Waithall, who has for eight years been manager of the store of the Columbia Graphophone Co., in this city, and who is therefore well known locally. The date for the formal opening of the new establishment has not yet been announced.

The man who spends two minutes meddling with other people's business loses two minutes from his own.



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

**MUSIC MASTER**  
Solid Wood Horn



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, Jr., 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 sinug 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.)

Washington, D. C., May 10, 1913.

Postmaster General Burleson is at work on a plan for improving the parcel post system by establishing July 1 a collect-on-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.

**"No talking machine dealer can make up his mind in this matter from any opinion he might have had even as recently as two years ago. Don't miss out on this business. The Columbia proposition is too good a thing to be 'slept over.'"**



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

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

### LECTURES ON RECORD MAKING.

Clinton E. Woods, General Manager of the Columbia Graphophone Co.'s Factories at Bridgeport, Conn., Speaks Before Lotos Club and Demonstrates Columbia Grand.

Clinton E. Woods, general manager of the Columbia Graphophone Co.'s factories at Bridgeport, Conn., demonstrated the "Columbia Grafanola Grand" before the members of the Lotos Club, 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'



Clinton E. Woods.

remarks the members of the club and their guests in attendance were enthusiastic in their applause at frequent intervals, as Mr. Woods illustrated certain features of his lecture by playing specially selected records on his invention, the Columbia "Grand."

It is very unusual for the Lotos Club to permit lecturers or entertainments in their club rooms after April 1, but the members have taken such a keen interest in the development of the talking machine that all precedents were waved aside and the lecture took place before a crowded house. Two dozen selections, specially selected for Mr. Woods' lecture, were played on the Columbia "Grand," and these records ranged all the way from humorous to operatic selections. At the close of the meeting the members and their guests carefully examined the mechanism of the "Grand."

The talking machine has received official recognition at the hands of the Cincinnati Board of Education. At a meeting of the School Board superintendents, held recently, Superintendent Condon, who arrived recently from the East, recommended the purchase of the "most improved style of phonograph" for the purpose of assisting in music education in the Sixth District school. If the innovation proves a success, the same will be tried in the other public schools.

### TALKING MACHINES IN JAPAN.

Recent Meeting of the Nipponophone Co., Ltd., Held in Yokohama, Throws Some Interesting Light on the Development of the Business in that Country—Control Stores—Fight the Copying of Records by Irresponsible Firms.

The Nipponophone Co., Ltd., which is extensively manufacturing talking machines in Yokohama, Japan, recently declared a semi-annual dividend of 20 per cent. Its directors and managers are entirely American. It has a plant capable of turning out 4,000 talking machines and 200,000 records per month. The Japanese employed under American expert direction and supervision give satisfactory service at an initial cost of slightly more than one-third of the wage rate paid in the United States for similar services.

The company in 1912 increased the number of its agencies throughout the Empire from 106 to 306. These agents sell its products exclusively goods being consigned to them against security on condition that they sell only machines made in Japan. During 1912 sales increased over 1911 by nearly \$200,000.

At a recent meeting of the American directors and shareholders the president, F. W. Horne, made the following statements regarding the copying of records without consent and the question of advertising with a view to meeting competition of talking machines imported from other countries:

"Your directors for some time past have felt that the copying of records without the consent of the artist or owner of the original matrix would be declared illegal in Japan, copyrighted or not copyrighted, as it has been so held in America, England, France and Germany. Had we been able to secure this protection we could have reduced the selling price of all records not protected by copyright to a point at which it would be unprofitable for the dishonest dealer in or manufacturer of this class of goods to compete, while at the same time we would be able to make a reasonable profit because of our large output. With the view of protecting our rights we have now employed a capable attorney who will devote his entire time to our interests, and it is our intention to bring criminal suit against all parties infringing our copyright records. At present there are about 20 concerns throughout the country engaged in this copying business, with capital varying from \$500 to \$5,000 each.

"In this connection I would especially call your attention to a very important judgment recently given in one of the Tokyo higher courts, holding that the copying (which is generally known as 'dubbing') of a record is illegal, making the directors and officers of corporations, as well as manufacturers and dealers in such, subject to imprisonment and fine and also liable to suit for damages.

"In introducing our product to the trade in com-

petition with the well-known foreign goods, it was not only necessary to advertise freely, but to establish our own branches throughout Japan, Formosa and Chosen. At present we own 40 stores which have been managed by capable, honest young Japanese. We believe the time has now arrived when we can afford to reward these employes in a substantial manner. Your directors have approved a plan of your general manager which permits the manager and his assistants at each branch office to purchase such branch on a time basis with a guaranty that our goods exclusively shall be sold. The conclusion of each sale will naturally relieve the company of all charges attaching to such branch and will finally leave the company as a manufacturing concern only. This plan will eventually allow us to give ordinary agents who deal exclusively in goods of our manufacture even more advantageous terms than at present. We shall continue to advertise freely in the future, as we have in the past. In 1911 we spent about \$18,150 and in 1912 \$38,600 for advertising, and hope to increase it to \$50,000 for this year."

### WHAT A WISE MAN DID

In the Recent Flood at Parkersburg, W. Va.—E. N. Smith Anticipated the Deluge.

There was a wise man in Parkersburg, W. Va., and his name is Smith, for when the flood began to rise this wise man, E. N. Smith, proprietor of Smith's Music Store, decided to move his stock, which was located on Market street.

Many of his neighboring merchants laughed and thought he was getting very nervous, but the wise



E. N. Smith's Store on Market Street.

man continued to move out his pianos just the same and the laugh of his fellow merchants cost them anywhere from \$2,000 to \$20,000.

Now Mr. Smith laughs and says that he did not lose a piano. His store is the one over which a cross is indicated, and it will be seen from the picture that the water was at least piano high.

CHEMISCHE  
FABRIK

**E. SAUERLANDT**

FLURSTEDT  
bei Apolda i. Th., Germany

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for

**Gramophone and Phonograph Recording**

Sole Manufacturer of **Wax "P,"** the best recording material for Berliner-cut.

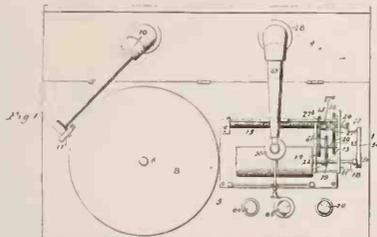
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

Washington, D. C., May 9, 1913.

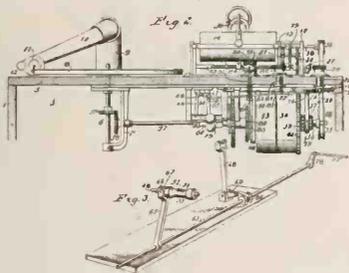
**PHONOGRAPH.**—Adolph Schwer, Buffalo, N. Y. Patent No. 1,058,911. One of the features of the invention has reference to a disc record mechanism and a cylinder record mechanism, each of which is complete in itself and independent of the other, a driving mechanism and means for connecting the driving 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 mov-



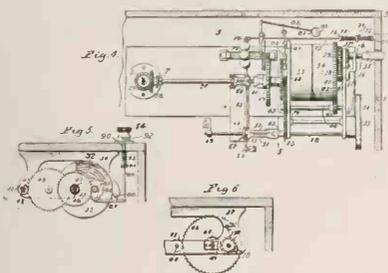
able base or support so that said mechanisms may be quickly and conveniently exposed for adjustment or repair.

Another feature has reference to the manner of starting and stopping the driving mechanism, regulating the speed and shifting from the disc record



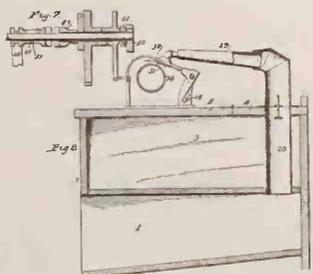
mechanism to the cylinder record mechanism or vice versa.

The principal objects of the invention are to provide for almost instantaneously changing from one record mechanism to another, to perfectly control and regulate the speed at will, to start and stop the



mechanism when desired, and to arrange the various mechanisms, so that they are quickly accessible for adjustment or repair.

Fig. 1 is a top plan view of the improved phonograph. Fig. 2 is a vertical transverse section through the upper portion of the box of the ma-



chine, with a front elevation of the various mechanisms attached to the same. Fig. 3 is a fragmentary perspective view to illustrate the toggle

clutch operating mechanism and one member of one of the clutches. Fig. 4 is a fragmentary horizontal section through the box with a bottom view of the driving mechanism. Fig. 5 is a fragmentary vertical section through the box on line 5 5 Fig. 4, to illustrate the starting and stopping friction brake mechanism. Fig. 6 is a fragmentary section through the box on line 6 6 Fig. 4, to illustrate the ratchet and dog locking device of the spring driving mechanism. Fig. 7 is an enlarged fragmentary section through one of the clutch mechanisms. Fig. 8 is a vertical longitudinal section through the box, 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 Mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,058,284. 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 crane 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 the phonograph or to twist and bend the parts thereof. Such a horn can only be partially supported from the horn crane, 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 so supported 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 now 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 none of its weight is borne thereby, as has been the case with horns supported in the old way, and it therefore does not interfere in any way with the movements of the carriage. The horn being entirely supported from above at a point vertically over its center of gravity, can readily be turned in any direction so that the sound may be directed to any point without the necessity of turning the phonograph about to a new position upon the table or other support, and the horn being suspended above the cabinet takes up but little space in a room, 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 crane 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 drawing, 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 horn 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.

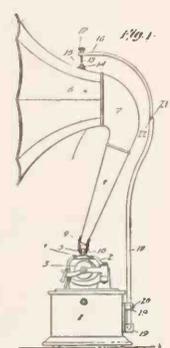
**SOUND RECORD FOR TALKING MACHINES.**—Clarence S. Wickes, Merchantville, N. J., assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 1,059,418. The main objects of this invention are to provide a durable and efficient disc sound record of minimum thickness and having a substantially flat recorded surface and sufficient rigidity for commercial purposes; to provide an improved sound record comprising a relatively thin body portion 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.

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 radial or 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, during its process of manufacture and during its subsequent use, and it has been found that when the marginal rib is omitted in a record of this kind and the radial ribs are retained, that this 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.

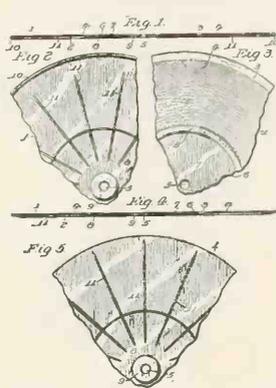
It has also been discovered after various experiments that a thin ribbed-back record having the desired qualities of rigidity and strength and having a flat recorded surface, may be provided by con-

(Continued on page 52.)



structing the record with a marginal rib and also with radial or 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 latter construction and also in the construction in which the marginal rib is omitted, or in other con-

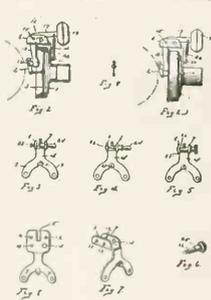


structions, transverse or radial ribs which have their outer ends connected to the marginal rib or extending from the margin of the record, and their inner ends spaced from the central portion of the record, may be used to advantage to strengthen the record and to prevent warping.

In the accompanying drawings Fig. 1 is a diametrical section of a sound record constructed in accordance with this invention; Fig. 2 a fragmentary bottom plan view or rear elevation of the same; Fig. 3 a fragmentary top plan view or front elevation of the same; Fig. 4 a diametrical section of a modified form of this invention; Fig. 5 a fragmentary bottom plan view of Fig. 4, the top plan view of Fig. 4 being the same as shown in Fig. 3; and Figs. 6, 7, 8 and 9 are fragmentary bottom plan views of various other modified forms of this invention.

**PHONOGRAPHIC SOUND BOX.**—Pliny Catucci, Newark, N. J., assignor to A. F. Meisselbach & Bro., same place. Patent No. 1,059,345. This invention relates to that class of sound boxes wherein the reproducing stylus is caused to follow a helical groove in a cylindrical phonograph record, and its particular purpose is to so construct the stylus holder and its connected parts as to permit of a universal movement of the stylus point, as it follows such groove; that is to say, if at any portion of the record groove it should deviate from a true helix, as is often the case, the stylus point will bear directly into the groove and not upon the sides thereof; resulting in a more perfect reproduction of the selection upon the record.

A further object is the material simplification of the structure of the parts and a consequent reduction in the cost of manufacture, at the same time preserving all of the requisites of a perfect sound



box. Another object accomplished by this improvement is the simplifying of the means for throwing the recording or reproducing stylus out of action during the replacing of a blank or record.

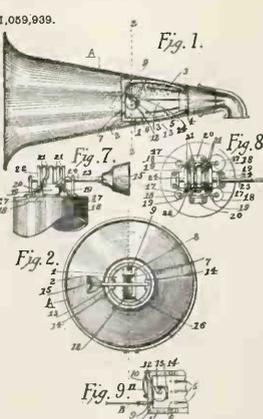
In the drawings Fig. 1 is a side elevation, partly in section, of the box with the stylus out of action. Fig. 2 is a side elevation with the stylus in action. Fig. 3 is a rear view of the supporting bracket, showing one form of shifting device in position to throw the stylus out of action. Fig. 4 is a similar view with the stylus in action. Fig. 5 is a similar view of a modified form of shifting device. Fig. 6 is a perspective view of a detached shifting device such as shown in Fig. 5. Fig. 7 is a perspective view of the supporting bracket. Fig. 8 is a plan

of the bracket head before bending the same to shape. Fig. 9 is an edge view of the stylus holder.

**GRAMOPHONE SOUND BOX.**—Pliny Catucci, Newark, N. J., assignor to A. F. Meisselbach & Bro., same place. Patent No. 1,059,346. The object of this invention is to provide an improved construction in and relating to the sound boxes for talking machines.

The essential parts of this invention are most elementary; a one-piece stylus lever retaining the removable stylus, which is under pressure between one flat surface and the keen edge of a blade. The keen edge of the blade with its plane transverse to that of the stylus lever offers a rockerlike resistance in the transverse direction; but permits the free oscillation of the stylus lever, which is sensitive to most minute oscillations. The portion of metal of the stylus lever which extends on each side of the pressure exerting edge, acts as a restraining member, and eliminates all costly, cumbersome, adjustable springs which can only be properly adjusted by persons well versed in the art of manufacturing sound boxes. This restraining action is of great importance. Without it (in the high soprano notes) the stylus, impinging on one abrupt wave of the sound grooves, would impart to the stylus bar a sharp movement that would carry the diaphragm end of the bar beyond its intended limit of amplitude; the next wave would have to overcome the momentum of the stylus and would repeat the excessive movement in the opposite direction. This behavior of the stylus lever produces discordant chattering; on the other hand, if the mounting of the lever is too rigid, the lever will not be sensitive to the micro-oscillations and the volume of the sound will be greatly reduced. It is, therefore, of great importance to mount the bar on an almost mathematical axis, to achieve great sensitiveness; but it is also essential to provide restraining controlling means that work in conjunction with its free movement. Fig. 1 is a front view of a sound box showing improvement. Fig. 2 is a side view showing the improvement in elevation. Fig. 3 is a view similar to Fig. 1, but with the fastening bar removed. Fig. 4 is a front elevation, and Fig. 5 is a plan view of the fastening bar. Fig. 6 is a front elevation, and Fig. 7 is an end elevation of the equalizing bar. Fig. 8 is a side elevation of the stylus lever. Fig. 9 is a cross section of the stylus lever through its supporting arms.

**SOUND CONTROLLER FOR TALKING MACHINES.**—Charlie Emery Kenyon, Newark, N. J. Patent No. 1,059,939. This invention relates to sound controllers for phonographs and talking machines; the objects of the invention being to reduce the unmusical scratching sound produced by the action of the needle as it moves over the record, and to provide means for controlling the volume of sound emitted from the horn.



When operated in small rooms, phonographs generally emit such a large volume of sound as to produce harshness, and thereby mar the enjoyment of the listeners. This is especially notable when band records or records of powerful voices are employed. By the use of this invention the volume of sound emitted can be so nicely

graduated and controlled as to make any record adaptable for successful use in any sized room. Moreover, it is susceptible of use in connection

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 controller connected thereto; Fig. 2 a cross sectional view of a phonograph horn having improved con- vertical sectional view of a cabinet; or hornless variety of phonograph, having improved controller inserted therein; Fig. 4 a sectional plan view taken on the line 4—4 of Fig. 3; Fig. 5 a similar view, drawn on an enlarged scale, and illustrating a modified means for operating the controller; Fig. 6 a perspective view of a plug for attaching the device; Fig. 7 a side view of one end of the device showing a modification of valve operating means; Fig. 8 an end view thereof; and Fig. 9 is a longitudinal sectional view illustrating a further modification.

**AUTOMATIC NEEDLE FEEDER FOR PHONOGRAPHS.**—Elmer C. Jordan, Sacramento, Cal. Patent No. 1,060,551.

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 renewals 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 magazine 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. 2, 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 backbone, 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 Satisfactorily—Lit Bros. Complete Improvements in Warerooms—Progress of Keen-O-Phone Co.—Big Columbia 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 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 probably not been a month in a year 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 fully meeting the demand.

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 machines during 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 orders came rushing in upon them without the goods on hand, but it is for them to remember that it is easier to sit down and write a letter requesting a shipment than it is for the manufacturer to make up the goods, pack and ship them. The business has grown to such proportions that 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 Buchn & Brother report that their April business showed an increase over last April by 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 Victor 14s.

The trade generally has received the announcement of the new Victrola No. 6 with much pleasure. It is to be equipped with an amplifying compartment and a good sized turn-table. In other words, the makers have again increased the value of the machine, yet leaving it to be sold at the old price.

Out-of-town visitors to the Louis Buchn & Bro. store recently were Harold Ely, of Huntingdon, Pa.; A. S. Wilson, of Woodbury, N. J., and Frank Waldron, of Salem, N. J. They have just closed two very large orders for the Edison dictating machine, one of which was the Wilmer-Atkinson Co., the publishers of the Farm Journal, and the other with the A. H. and F. H. Lippincott Co., of Twenty-fourth and Locust streets.

Lit Brothers have finally completed all the improvements in their talking machine department. The six hearing rooms are decorated in white and handsomely furnished, with especially attractive lighting effects. This has facilitated their work materially, and they not only have been allotted this addition, but they have been given more than double their former floor space which shows beyond question that the department has made good. In a department store when a manager of a department asks for more space the boss of the house says, "You must show me." Evidently the manager of the talking machine department at Lit's has been able to "show" them.

Walter Linton, manager of the talking machine department at the Estey store, who has been ill for the past four weeks, is said to be rapidly recovering. In the meantime the business has not suffered, for Manager Henderson of the Estey Piano Co. has been looking after the work and a good April business is reported.

Mr. Comerer, who looks after the talking machine as well as the piano end of the business at John Wanamaker's, says that business in "talkers" has been fine—a great deal better than last year.

The Keen-o-Phone Co. has now arrived at the position where it can advertise its business heavily and it has been doing so with good results. It has placed a road force at work who state that the

trade is alert to recognize the special features possessed by the Keen-o-Phone. The Keen-o-Phone Co. announces that it has placed its entire line with a number of representative houses. Emil Bauer, 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 227 South Broad street, is doing a very gratifying business. E. P. Huylar 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 Bacharach is 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 specially attractive at present. The Columbia avenue store of the firm is undergoing renovation—a number of new booths added to this store.

Manager Elwell 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 Halt, of Mt. Holly, N. J., and William C. Staiger, Jr., of Atlantic City, N. J. The latter notes that the seashore business is opening up satisfactorily. Mr. Elwell thinks very well of the new Victrola 6 and believes it is going to be a very good seller. He notes a great demand for the ragtime and tango music at present,

but there is also quite a sale for the high grade records—the Red Seal type.

Manager Eckhardt, of the Pennsylvania Talking Machine Co., has just moved into his new home at Overbrook and is delighted with it. He has quite a lot of ground about the place and being a lover of nature spends much of his spare time cultivating flowers and otherwise decorating the outside of the place.

Mr. Eckhardt says that the business of his company in April has been quite remarkable. "We made 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 busy marts of the trade." This concern has found it necessary to add a four-ton Autotruck to its delivery system in order to facilitate deliveries and to satisfy the promptness 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 two-page spread of the Columbia Graphophone Co. that will present a number of novel and distinctive points relating to talking machines, that have been very seldom 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 partly 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 suggestion for a very attractive window display, constructed with "Regal" machines, assisted by a copy of the two-page spread.

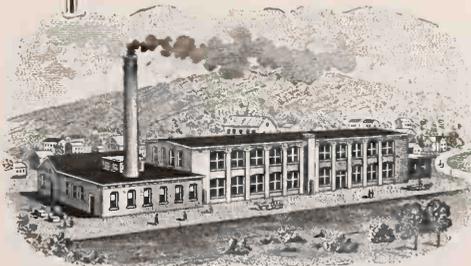
## The name describes the needle and the needle fulfills its tone— The PURITONE Needle.

FURNISHED in Puritone or your own envelopes packed in different sizes. Quality guaranteed. Price popular. Dealers can secure a sample package free. Send jobber's name with letter. Remember, a quality needle will help you; it means a profit and a following.

THE following is a new selling idea for needles, packed exclusively by us: Instead of selling 100 or 200 needles at once, sell a thousand. We pack 1,000 assorted needles in a box, each box containing 200 of Extra Loud, Loud Opera, Medium and Soft. This is the "Special" Dean Packing. You can sell 1,000 instead of 100 and thus get 10 times the business.

Want the Puritone Needle samples?

**JOHN M. DEAN**  
PUTNAM, CONN.



RECORD BULLETINS FOR JUNE, 1913

COLUMBIA GRAPHOPHONE CO.

10-INCH BLUE-LABEL DOUBLE-DISC RECORDS. First Records by Chauvency Olcott. A1308 My Wild Irish Rose (Olcott) Orch. accomp. I Used to Believe in Fairies (Spink) Orch. accomp. A1309 Molly O (Scanlon) Orch. accomp. Sweet Luniscarra (Olcott) Orch. accomp. A1310 I Love the Name of Mary (Ball and Olcott) Orch. accomp. When Irish Eyes are Smiling (Ball and Olcott) Orch. accomp. 12-INCH BLUE-LABEL DOUBLE-DISC RECORDS. Weingartner's First Records. A5464 Tristan und Isolde (Wagner). "Isolde's Liebestod" (Isolde's Love Song). Columbia Symphony Orchestra, Felix Weingartner, Conductor. Invitation to the Dance (Weber) Columbia Symphony Orchestra, Felix Weingartner, Conductor. SYMPHONY DISC RECORDS. Two More Double-Discs by Bonci. Double. A5465 La Favorita (Donizetti). "Spirito gentil" 36656 (Spirit So Fair). In Italian, with orch. L'Africana (Meyerbeer). "O Paradise" (O 36657 Paradise on Earth). In Italian, with orch. A1316 Tosca (Puccini). "Redouita armonia" (Strange Harmonies). (10-in.) In Italian, with orch. Tosca (Puccini). "E lucevan le stelle" (Then Shone Forti the Stars). (10-in.) In Italian, with orch. Two Pianoforte Solos by Schwanerka. A5467 Rondo Capriccioso (Mendelssohn). (12-in.) Liebestraum (Liszt). (12-in.)

12-INCH BLUE-LABEL DOUBLE-DISC RECORDS. A5466 Patience (Gilbert & Sullivan). Vocal Gems. Columbia Light Opera Company. Orch. accomp. Patience (Gilbert and Sullivan). Selections. Prince's Orchestra. A5465 William Tell (Rossini). "Troncar suoi di." (His Life by Tyrant Taken). Carlo Carica, Tenor, Cesare Alessandrini, Baritone, and Louis Bauer, Bass. In Italian. Orch. accomp. Cavalleria Rusticana (Mascagni). Prelude and Siciliana. Prince's Orchestra. 10-INCH BLUE-LABEL DOUBLE-DISC RECORDS. A1311 I Mind the Day (Willeby). Craig Campbell, Tenor. Orch. accomp. Anchored (Watson). Andrea Sarto, Baritone. Orch. accomp. A1312 I Miss My Mississippi Man (Wenrich). Dolly Connolly (Mrs. Percy Wenrich), Contralto. Orch. accomp. My Raggyadore (Schwartz). Dolly Connolly (Mrs. Percy Wenrich), Contralto. Orch. accomp. A1313 That Peculiar Rag (Fagan). Mike Bernard, Pianist. Medley of Ted Snyder Hits. Mike Bernard, Pianist.

10-INCH DOUBLE-DISC RECORDS. A1305 I Heard the Voice of Jesus Say (Bischoff). Frank Croxton, Bass. Orch. accomp. When the Roll Is Called Up Yonder (Black). Peerless Quartet. Orch. accomp. A1291 Whistling Pete. Comic sketch by Billy Golden and Joe Hughes. Orch. accomp. Turkey in de Straw. Negro Shout. Billy Golden. Orch. accomp. A1314 Roll On, Missouri (Carroll). Byron G. Harlan, Tenor, and Arthur Collins, Baritone. Orch. accomp. "Way Back Home (Morse). Peerless Quartet. Orch. accomp. A1307 Too Much Mustard (Macklin). Turkey-Trot Dance Music. Prince's Band. On the Mississippi (Carroll and Fields). Turkey-Trot Dance Music. Prince's Band. A1304 Spring Song—Songs Without Words, No. 30 (Mendelssohn). Prince's Orchestra. Lullaby (Brahms). George Stiel, Violin, Marshall P. Linsky, Flute, and Charles Schuetze, Harp. A1315 A Little Bunch of Shamrocks (H. Von Tilzer). Henry Burr, Tenor, and Edgar Stoddard, Baritone. Orch. accomp. Trail of the Lonesome Pine (Carroll). Albert Campbell, First Tenor, and Henry Burr, Second Tenor. Orch. accomp. A1317 Snookey Oaktums (Berlin). Arthur Collins, Baritone, and Byron G. Harlan, Tenor. Orch. accomp. Smooch Around (Morse). Arthur Collins, Baritone, and Byron G. Harlan, Tenor. Orch. accomp. A1318 My Turkish Opal from Constantinople (Williams). Peerless Quartet. Orch. accomp. I'll Get You (Edwards). Ada Jones, Soprano, and Walter Van Brunt, Tenor. Orch. accomp. A1319 To Have, To Hold, To Love (Ball). Henry Burr, Tenor. Orch. accomp. Who's Going to Love You when I'm Gone? (Morse). Albert Campbell, First Tenor, and Henry Burr, Second Tenor. Orch. accomp. 10-INCH BLUE-LABEL DOUBLE DISC RECORD. A1320 Daddy Has a Sweetheart (Stamper and Buck). Manuel Romaine, Counter-Tenor. Orch. accomp. Why Did You Make Me Care? (Solman). Manuel Romaine, Counter-Tenor. Orch. accomp.

VICTOR TALKING MACHINE CO.

BLACK LABEL RECORDS. No. Victor Light Opera Company. Size. 31883 Gcms from "The Man with Three Wives"..... 12 Ateridge-Potter-Lehar 17321 I Hear You Calling Me (Harford-Marshall).... 10 Charles W. Harrison A Dream (Cory-Bartlett) ..Charles W. Harrison 17322 I'm Going Back to Carolina (Downs-Erdman).... 10 Collins and Harlan Welcome Home (Irving Berlin)..... 10 Peerless Quartet 17323 Roll on, Missouri (Macdonald-Carroll)..... 10 Collins and Harlan In the Golden West (Bayha-Cowan)..... 10 Halley 17326 Down Deep Within the Cellar (Old Drinking Song) (Oxenford)..... Wilfred Glenn The Monarch of the Woods (Cherry)..... 10 Wilfred Glenn 17334 When I Carved Your Name on the Tree (Selden-Arthur)..... Opheus Quartet The Land of Golden Dreams (Denison-Busenberry)..... Elsie Baker and Fred K. Wheeler 17335 Bobbin' Up and Down (Esrom-Morse)..... Peerless Quartet There's No Place Like Home (When There's No Place Else to Go) (Ayer)..... Murray 17336 Good-bye Everybody Medley..... Victor Military Band I'll Get You (Cobb-Edwards)..... Walter Van Brunt 17337 Little Flatterer (Eilenberg) (Bell Solo)..... Helen Clark-Walter J. Van Brunt William H. Reitz 10

Spoontime Two-step (A. Von Tilzer) (Bell Solo) William H. Reitz 10 17338 The Trail of the Lonesome Pine (Macdonald-Carroll) ..Edna Brown and James F. Harrison To Have, To Hold, To Love (MacBoyle-Ball) Harry Macdonough 10 17339 Last Night was the End of the World (Sterling-H. Von Tilzer)..... Henry Burr Take Me to Roseland, My Beautiful Rose (Johnson-Osborne)..... Campbell and Burr 10 17341 Good-Bye, Boys. (H. Von Tilzer) ..Billy Murray That Raggedy Rag (Gillespie-Reilly-Henry).... Peerless Quartet 10 35294 Rubetown Minstrels..... Victor Military Co. Clamy Green (Darky Specialty) ..Golden-Hughes 12

RECORDS FOR DANCING. One-Step, Turkey Trot—Boston—Tango—Waltz 17324 At Uncle Tom's Cabin Door—Medley Turkey Trot—Play Every Instrument in the Band Tango Land (Novelly) Dance (Lodge-Arr. O'Hare)..... Victor Military Band 10 17325 In My Harem—Medley One-step (Irving Berlin-Arr. Schulz)..... Victor Military Band That's How I Need You—Medley Waltz (Plantadosi-Arr. Ames)..... Victor Military Band 10 17340 The Horse Trot—One-step (Uriel Davis-Arr. Lampe)..... Victor Military Band Down Home Rag—Turkey Trot (Sweetman-Arr. Alford)..... Victor Military Band 10 35295 Dreaming—Valse Boston (Boston Waltz) (Joyce) Victor Military Band 12 In the Golden West Medley—One-step..... Victor Military Band 12

PURPLE LABEL RECORDS. Lucy Isabelle Marsh, Soprano. In English. 60100 The Little Gray Dove, Op. 58, No. 2. Bowles-Saar Harry Lauder, Comedian. 70097 The Kilty Lads (Scotch Song) ..Milligan-Lauder Joseph Cawthorn, Comedian. 70098 You Can't Play Every Instrument in the Band from "The Sunshine Girl" (Cawthorn-Golden) Joseph Cawthorn 12

NEW RED SEAL RECORDS. Enrico Caruso, Tenor. In Italian. 88420 Rigoletto—Parmi veder le lagrime (Each Tear that Falls) (Act II)..... Verdi Enrico Caruso, Tenor. In Latin. Violin obbligato by Mischa Elman; piano accomp. by P. B. Kahn 89065 Ave Maria..... P. B. Kahn 12 12 Louisa Tetrazzini, Soprano. In Italian. 88420 Trovatore—Tacea la notte placida (My Heart is His Alone) (Act I, Scene II)..... Verdi Ernestine Schumann-Heink, Contralto. In German. Piano accomp. by Mrs. Katharina Hoffman. 87124 Spinnerliedchen (Spinning Song)..... Reimann Alma Gluck, Soprano. In English. 64322 Song of the Chimes (Cradle Song)..... Worrell John McCormack, Tenor. In English. Piano accomp. by Spencer Clay 64326 The Foggy Dew..... Milligan-Ciano John McCormack, Tenor. In English. 64328 Say Aye Revolt but not Good-bye to me Kennedy Edmund Clement, Tenor. In French. 74319 Les Rameaux (The Palms)..... Faure Fritz Kreisler, Violinist, piano accomp. by George Falkenstein. 74332 Praeludium..... Bach 12

NEW EDUCATIONAL RECORDS. Simple Folk-Dances for Little Children. 17327 1—Kinderpolka (German) (Paul); 2—Chimes of Dunkirk, from "Folk Dance Music" (Burchenal-Crampton)..... Victor Military Band Nigarepolska (Swedish) from "Folk Dance Book" (Crampton) (A. S. Barnes Co.)..... Sousa's Band 10 Folk Dances for Children in the Intermediate Grades. 17330 Gustafs Skal (Swedish) from "Folk Dance Music" (Burchenal-Crampton)..... Sousa's Band Kullandsen (Swedish) from "Folk Dance Book" (A. S. Barnes Co.)..... Sousa's Band 10 Folk Dances for Children of Grammar Grades. 17331 1—Irish Lilt, tune "Irish Washerwoman"; 2—Highland Schottische ("Weel May the Keel Row") from "Folk Dance Music" (Burchenal-Crampton)..... Victor Military Band Hopp, Mor Annika (Swedish) from "Folk Dance Music" (Burchenal-Crampton)..... Sousa's Band 10 17328 Gotlands—Quadrille (Swedish) from "Folk Dance Music" (Burchenal-Crampton)..... Victor Military Band Shepherd's Hey from "Merri Dance Tunes" (Sharp)..... Victor Military Band 10 17329 Ribbon Dance from "Country Dance Tunes" (Sharp)..... Victor Military Band The Four Dance (Danish) from "Folk Dance" (Burchenal-Crampton)..... Sousa's Band 10 Readings. 35291 Declaration of Independence of the U. S. of America (Part I)..... Harry E. Humphrey Declaration of Independence of the U. S. of America (Part II)..... Harry E. Humphrey 12 Stories, Fables and Folk Tales for Children of All Ages. 17332 Mother Goose Jingles from "Book of Nursery Rhymes" (Wells)..... Georgene Faulkner The Little Red Hen, retold from "English Fairy Tales" (Jacobs)..... Georgene Faulkner 10 35293 Pancake Story, from "Tales from the Fields" (Dasent)..... Georgene Faulkner The Fox as Herdsman, from "Popular Tales from the Norse" (Dasent) Georgene Faulkner 12

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No. 7. BLUE AMBEROL CONCERT. 28163 Souvenir of Moscow—Russian Airs (Wienjowski). Violin, piano accomp. by André Benoit..... Albert Spalding 28164 Kathleen Mavourneen (E. N. Crouch). Baritone, orch. accomp. .... Thomas Chalmers 28165 Oh, Promise Me (de Kovcn). Soprano, orch. accomp. .... Marie Espold 28166 Annie Laurie. Contralto, orch. accomp. .... C. Miller 28167 Good-Bye (Tosti). Tenor, orch. accomp. Reed Miller BLUE AMBEROL REGULAR. 1740 Favorite Airs from "The Geisha" (Sidney Jones). orch. accomp. .... Edison Light Opera Co. 1741 I'll Get You (Gus Edwards). Tenor, orch. accomp. .... Walter Van Brunt 1742 Beautiful Isle of Somewhere (J. S. Peairs). Tenor and Baritone, orch. accomp. .... Anthony & Harrison (Young and Wheeler) 1743 The Trail of the Lonesome Pine (Harry Carroll). Tenor, orch. accomp. .... Manuel Romaine

1744 Tango Land—Tango (Henry Lodge) for dancing..... National Promenade Band 1745 My Faith Looks Up To Thee—Hymn-Anthem. (Lachner-Bassford). Sacred, orch. accomp. .... The Frank Croxton Quartet 1746 You're Just as Sweet at Sixty as You were at Sweet Sixteen (J. Fred Helf). Counter-tenor, orch. accomp. .... Will Oakland 1747 The Baseball Girl (Talking)..... Miss Ray Cox 1748 Love and Devotion (L. A. Drumlieler). Violin, flute and harp..... Venetian Instrumental Trio 1749 Good-Bye, Boys (H. von Tilzer). Comic song, orch. accomp. .... Billy Murray 1750 Blue Danube Waltz (Johann Strauss). American Standard Orchestra 1751 La Paloma (The Dove) (Yradier). Soprano, orch. accomp. .... Mary Carson 1752 When the Midnight Choo-Choo Leaves for Alabama' Medley—Two-step (for dancing)..... National Promenade Band 1753 Roll on, Missouri (Harry Carroll). Baritone, and tenor, orch. accomp. .... Collins and Harlan 1754 My Tango Maid (Henry Lodge). Tenor, orch. accomp. .... Charles W. Harrison 1755 Lead Kindly Light (J. B. Dykes). Male voices, unaccom. .... Knickerbocker Quartet 1756 La Bella Argentina—Tango (Carlos Roberto). (for dancing)..... National Promenade Band 1757 Little Boy Blue (Ethelbert Nevin). Soprano, orch. accomp. .... Elizabeth Spencer 1758 Till the Sands of the Desert Grow Cold (Ernest R. Ball). Baritone, orch. accomp. .... Donald Chalmers 1759 Two Jolly Sailors (Israel and Porter). Vaudeville sketch. .... Porter and Harlan 1760 Annie Laurie and Home, Sweet Home (Dunn-Payne). Bells, orch. accomp. .... John F. Burkhardt 1761 Low Bridge!—Everybody Down (Thos. S. Allen). Coon song, orch. accomp. .... Edward Meeker 1762 Always Take a Girl Named Daisy (George W. Meyer). Tenor duet, orch. accomp. .... Campbell and Gillette 1763 Down at Finnegan's Jamboree. Violin, descriptive scene..... Charles D'Almaine & Co. 1764 Stradella Overture (Flotow)..... Edison Concert Band 1765 Where the Sunset Turns the Ocean's Blue to Gold (H. W. Petrie). Orch. accomp. .... Byron G. Harlan 1766 Old Comrades March (C. Teike). United States Marine Band 1767 (a) Three Little Owls and the Naughty Little Mice; (b) I'm Old, But I'm Awfully Tough (Stewart). Comic song, orch. accomp. .... Cal Stewart 1768 Monte Cristo (Kotlar). Jorda-Rocabrach Instrumental Quintet 1769 Turkey in the Straw Sketch. Vaudeville sketch. Golden and Hughes 1770 Fisher's Hornpipe Medley. Violin, orch. accomp. Charles D'Almaine 1771 Just Plain Folks (Maurice Stonehill). Descriptive song, orch. accomp. .... Ada Jones and Chorus 1772 Somewhere (Charles K. Harris). Tenor, orch. accomp. .... Irving Gillette and Chorus 1773 Invitation to the Waltz (Weber). National Military Band 1774 Italian Army March. Accordion..... Guido Deiro 1775 The Dream Melody Intermzzo—Naughty Marietta (Herbert)..... V. Herbert and His Orchestra 1776 God Be With You 'Till We Meet Again (W. G. Tomer). Organ accomp. .... Edison Mixed Quartet 1777 Any Girl Looks Good in Summer (Phil Schwartz). Tenor, orch. accomp. .... W. Van Brunt and Chorus 1778 Only a Pansy Blossom (Frank Howard). Counter-tenor, orch. accomp. .... W. Oakland and Chorus 1779 Happy Days (Strelezki). Soprano, piano accomp. with violin and cello obbligato. Elizabeth Spencer

FILMS FOR POSTERITY.

Thos. A. Edison Preserves Mayor Gaynor and Others in Records for Centuries.

Thomas A. Edison, who recently perfected his kinetophone, formally presented to the Modern Historic Records Association at the City Hall recently the talking-motion-picture records that were lately made of Mayor Gaynor and other department heads of the city government. The records, including both the motion picture films and the phonographic cylinders, were received by William George Jordan, managing director of the Modern Historic Records Association, in the presence of Mayor Gaynor and others of whom records were made.

Mr. Edison also presented a piece of parchment on which there was an inscription explaining that the records were intended to be preserved for centuries, and below the inscription appeared the signatures of those whose records were made, certifying their genuineness. Until the Modern Historic Records Association builds its own home the records will be deposited in the New York Public Library. At a demonstration a few days ago in the Union Square Theater the records were approved by the Mayor and his associates. In addition to Mayor Gaynor, there are records of his secretary, Robert Adamson, Police Commissioner Waldo, Fire Commissioner Johnson and Street Cleaning Commissioner Edwards.

Why should we ever go abroad, even across the way, to ask a neighbor's advice? There is a nearer neighbor within, who is incessantly telling us how we should behave. But we wait for the neighbor without to tell us of some false, easier way.—Thoreau.

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