

The **TALKING**
MACHINE
WORLD

AND
NOVELTY
NEWS

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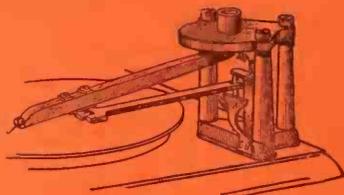
Victor-Victrola XVI, \$200
 Mahogany or quartered oak



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

VITAPHONE

CABINET INSTRUMENT



The Vitaphone reproducing device, with solid wood vibrating arm, is a novel and surprising construction, but the purity and fidelity of reproduction is more than surprising; it is a pleasure.



VITAPHONE TYPE No. 185
\$185.00

Mahogany or Quartered Oak. 250 Record Capacity.



VITAPHONE TYPE No. 50
\$50.00

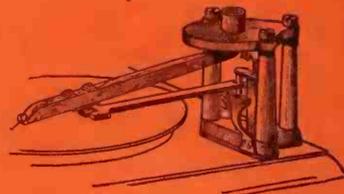
Made in Quartered Oak.

The Vitaphone

A demonstration of the Vitaphone is the entire selling argument. The wood arm has the indefinable quality of allowing only the musical tones to pass to the diaphragm. It reproduces every tone shading with true color and detail. The usual surface noises and nasal twang are missing.

The definition is sharp and clear; nothing being lost, over-ridden or muffled.

Select any disc record of any make and the Vitaphone will play it as never heard before. The change from one system of recording to another is accomplished by a simple movement of the hand.



THE Vitaphone Co.

Plainfield, N. J.

The Talking Machine World

Vol. 9. No. 6.

New York, June 15, 1913.

Price Ten Cents

REMARKABLE VICTOR ACTIVITY.

Factory Capacity Oversold and the Establishment of New Dealers Temporarily Suspended—Interesting Figures Regarding Output.

The following official announcement made this week by the Victor Talking Machine Co. furnishes food for thought on the remarkable growth of the talking machine industry and the phenomenal increase of the Victor business: "Factory capacity over-sold. The establishment of new dealers temporarily suspended. Victor business for the first five months of 1913 exceeds that done in the last six months of 1912, inclusive of an unusually large holiday trade. There are more Victors on order at this date from our distributors than we can manufacture during the balance of the year."

This announcement then goes on to state that the Victor travelers were instructed some three months ago not to sign up any new dealers, and that several weeks since, the Victor contract department was ordered to cease authorizing the establishment of any new dealers.

Attention is called to the fact that Victor dealers should not consider that this condition is permanent, but it is the desire of the company to give them evidence of the fact that it is inclined to do everything in its power to serve the interests of its present representatives. It is also stated that new representation will be placed as soon as factory facilities are sufficiently increased to take care of the demand without interfering with the success of the established Victor representatives.

For every sale that is lost through lack of information or specificity on the part of salesmen, two sales are lost through lack of tact—discourtesies, over anxiety to close or a wrong attitude.

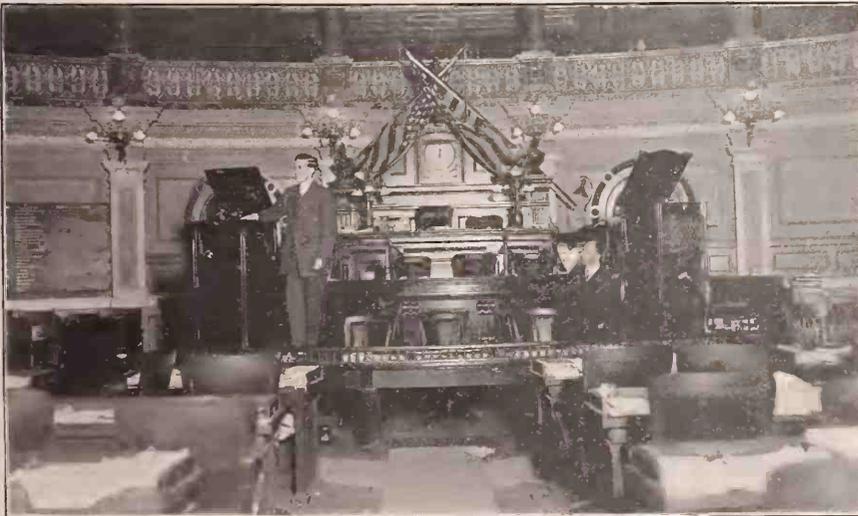
INTERESTING AND NOVEL USE OF THE PHONOGRAPH.

(Special to The Talking Machine World.)

Topeka, Kan., June 7, 1913.

At the recent sessions of the Kansas State Legislature, several evening meetings were called during the closing week. Many of these evening sessions extended into the early morning hours and in order to provide some entertainment for the members of the Legislature during the lulls in business two beautiful Edison disc machines were used at frequent intervals.

Placed on the platform, these two machines



Edison Disc Phonograph in Kansas State Legislature.

played patriotic selections and many other records of popular interest. Lincoln's Gettysburg address, Patrick Henry's famous speech, Washington's farewell address and other similar selections were given to enthusiastic audiences. At the close of the session the members were most enthusiastic in their praises of the machines and the music ren-

CARUSO'S VOICE CHARMS NEGRO.

So Impresses Colored Brother That He Steals Talking Machine and Lands in Jail.

(Special to The Talking Machine World.)

St. Louis, Mo., June 7, 1913.

Talking machines got on the front page of the papers another day when Alexander Cole, a St. Louis negro, pleaded with the East St. Louis police judge that his appreciation of Caruso's music caused in him an irresistible impulse to steal a \$25 machine and six records belonging to his cousin, William Hobson, of 2316 Scott avenue. "Why, boss, I went clear out of my haid when I heard Caruso sing 'Rudolph's Narrative' from 'La Bona,'" he declared. And the strange part of it was that Cole took only Caruso records when he took the machine without permission. He had heard a Caruso interpretation for the first time the night before when invited to his cousin's house. He furthered his defense by whistling several of the Caruso airs and declared that after he had taken the machine early in the morning he went home and played the records all day. This part of his story was supported by neighbors. Their gathering in the street in front of Cole's house alarmed him and then he took the machine to St. Louis. This side-walk interest in the music also gave to the police a clew that led them to follow Cole and arrest him on the Illinois side of the river.

USED VICTOR AUX-E-TO-PHONE.

At the Nixon & Zimmerman Theater, Baltimore, Md., a Victor Aux-e-to-phone furnished by the Victor distributors in Baltimore, Cohen & Hughes, is being used between the acts with marked success.

dered, and members of the House urged that a telegram of congratulation be forwarded to Thomas A. Edison congratulating him on his latest invention and assuring the famous inventor of the members' appreciation of his wonderful achievements.

The machines for the entertainment of the Legislature were furnished by the Santa Fe Watch Co., of this city, Edison representative in this territory. A. S. Thomas, manager of the store, assisted by Bert Woodard, handled the detailed arrangements

of the performance, and certainly did a good job. The Topeka papers devoted adequate space to this unique phase of law making affairs, and the publicity given the Santa Fe Watch Co. by this newspaper attention is being turned to excellent account by the aggressive members of the talking machine department.

PITTSBURGH DEALERS ACTIVE.

W. F. Frederick Piano Co. Installs Talking Machine Departments in Several Branches—Holding Special Series of Victrola Concerts—Good Business with Columbla Branch—J. C. Roush Preparing for Convention.

(Special to The Talking Machine World.)

Pittsburgh, Pa., June 8, 1913.

George S. Hards, manager of the talking machine department of the W. F. Frederick Piano Co., is gradually adding this line to all the branch stores. The following towns have been taken on: Beaver Falls, Butler, Ambridge, Greensburg, Groves City and Meadville.

The W. F. Frederick Piano Co. is conducting a series of Victrola concerts Tuesdays and Thursdays of each week. Large crowds attend. The admission is free and the music is the work of the highest priced opera records. The concerts are advertised in the daily newspapers and a success in the way of sales.

The Columbia Graphophone Co.'s Pittsburgh branch reports an increase in May business of nearly 100 per cent. over May, 1912. This does not include about two thousand dollars of unfilled orders owing to the inability of the factory to supply the demand of certain makes of machines.

J. C. Roush, of the Standard Talking Machine Co., Victor distributors, located at 802 Penn avenue, report that the dealers in the territory covered by that company are apparently enjoying an excellent business, especially in the more expensive models of machines and grand opera records. Mr. Roush is now preparing to attend the forthcoming convention of the National Association of Talking Machine Jobbers, of which he is a prominent member.

CANADIAN COLUMBIA DEMAND.

Show Splendid Increase, and Outlook for Future Expansions Good.

J. A. Sabine, of the Music Supply Co., Toronto, Canada, which has the jobbing representation for the Columbia graphophone for the Province of Ontario, was in town this week. While chatting with The World, Mr. Sabine emphasized the fact that his business had shown enormous increase during the past year and he thought that the conditions were most favorable for still further growth.

The object of his visit to New York was to get in closer touch with the factory organization and to discuss plans for a larger and more aggressive campaign which he proposes to inaugurate in his territory within the near future.

INCORPORATES IN DELAWARE.

Articles of incorporation were filed with the Secretary of State at Delaware yesterday by the Pattlescope Co., of New York City, to manufacture, sell and deal in apparatus for reproducing sounds. Capital stock, \$100,000. Incorporators: H. O. Coughlin and Joseph F. Curtin, both of New York.

ATTENDED PIANO MEN'S CONVENTION.

Among the talking machine men in attendance at the convention of the piano merchants held in Cleveland June 2-4 were H. A. Yerkes, manager of the wholesale department of the Columbia Graphophone Co., and Clifford R. Ely, special traveling representative of the company. The location of the Columbia store, within a few doors of the Hotel Statler, convention headquarters, was very convenient.

A Victrola XVI was played at the funeral of John W. Jones, vice-president and treasurer of the Marion National Mill, Marion, Ohio. In life, Mr. Jones had been a Victor enthusiast, and at his request two records that had been his favorites, were played at his funeral.

GERSONS ENTERTAIN AT BROOKDALE.

Talking Machine Manager Has Old Fashioned Outing at Country Place.

On Decoration Day Mr. and Mrs. Louis J. Gerson gave an "Ye Old Fashioned Country Outing" to the Victor section of the employes of John Wanamaker at their country residence, Brookdale, Palisades, N. Y. An elaborate program for the day was arranged. This included outdoor games of all kinds and special sports which lasted until

Klinger, Miss Anna Deady, Miss Agnes C. Matthews, Mrs. M. Livingston, Mrs. George Leitner, Miss Cecilia Leitner, Miss Mary Ford, H. B. Bertine, R. M. Fitz, Joseph Fonte, John P. Rice, John Lathrop, Martin Lynch, James Nolan, Edward J. Kiernan, Edward Sasse, John Curran, Howard Arnold, William Beers, James Livingston, Richard M. Huber, Sidney E. Lane.

It will be observed that the illustration here shows a highly pleased audience, save, perhaps, some of the gentlemen are looking with somewhat jealous eyes upon Mr. Gerson, who sits surrounded



Guests of Mr. and Mrs. L. J. Gerson at Their Residence, Brookdale, May 30.

after 12, when a sumptuous spread was given under the huge spreading trees.

After that the guests were taken to inspect the natural beauties of Mr. Gerson's farm. Upon their return light refreshments were served and dancing and games were in order. About forty-three guests were present, including the following:

Mr. and Mrs. James G. Martin, Mr. and Mrs. George M. Boyce, Mr. and Mrs. J. H. D. Rehberger, Miss Mary Rehberger, Mr. and Mrs. Samuel Terry, Master Terry, Mr. and Mrs. Charles J. Collins, little Miss Collins, Miss Alice M. Dillon, Miss Charlotte S. Conroy, Miss Sadie Davidson, Miss Bertha Johnson, Miss Theresa Hagan, Miss Anna Noseson, Miss Julia Oscar, Miss Theresa M. Kessler, Miss Yetta Klinger, Miss Tina

by a bevy of fair young ladies, but Louis is not in the least bit disturbed by the jealous glances that are cast his way.

CANAL COST \$290,110,000 TO DATE.

Colonel Goethals' report for the ninth year of American jurisdiction over the Canal, made public last week, shows that the total expenditure has been \$290,110,000, that 90 per cent. of the concrete work has been completed, and that only 20,000,000 cubic yards of earth remain to be excavated. It is likewise shown that the work of excavation is going on at the rate of about 2,500,000 cubic yards monthly to date, and that the expense of fortification will amount to \$2,600,000.

GOOD TRADE IN THE SOUTHWEST.

Big Orders Taken by the Schmelzer Arms Co. for Victor Goods.

(Special to The Talking Machine World.)

Kansas City, Mo., June 7, 1913.

The Field-Lippman Piano Stores, with four stores in Missouri and three in Texas, have just signed up for three complete stocks of Victor machines and records for San Antonio, Ft. Worth and Dallas. They now carry a complete line of Victor machines and records in all of their branch stores.

A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., through whom the order was placed, said: "We feel they will do a tremendous business. In fact, our business this year has been considerably greater than last. It is increasing every month, and from all indications this will be the biggest year in the history of the Victor line."

BIG MONEY IN SHOW WINDOWS.

Do you know, says the Talking Machine Merchant, that window trimming is one of the best paid professions in the world? Of course, you do—especially if you have had to pay for the services of a first-class window trimmer. Do you know what a well trimmed window means to the success of your own business? Think of the capital you have tied up in merchandise, from which you expect ready returns, and often do not get them.

Do you happen to be a merchant who is not getting the quick returns he is entitled to? What is the reason for your failure, while your competitor who carries about the same line you do succeeds? Most likely your competitor has given more attention than you have to the display of goods.

Probably you do not realize that your show window is your best medium for making quick profits. If you are a merchant who has not realized the value of his show window, just get this fact well digested—that most people buy what is thrust upon their notice and pleases their fancy.

This is an extravagant age; even the small boy who cries newspapers on the street corner cannot resist the call of the show window on whatever happens to please his fancy; and the fancy would not have been touched had not the articles been attractively displayed in the show windows.

Once upon a time people bought only such articles as they needed; and in that day most of the merchandise was carefully put away in green boxes on shelves, quite out of sight. To-day well displayed goods sell themselves. People buy because they are attracted by a thing which pleases, rather than because they need the article itself.

Don't forget this fact—your well trimmed show window is one of the best mediums of advertising.

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

THE EFFECT UPON PRICE MAINTENANCE

Of the Recent Decision of the Supreme Court of the United States Discussed by G. Waldon Fawcett, The World's Washington Correspondent—The Judges' Opinions Analyzed and Some Conclusions Therefrom—The Manufacturers Will Meet the Situation.

The decision recently handed down by the Supreme Court of the United States in the case brought by the manufacturers of the tonic known as Sanatogen, is of far-reaching significance. To an extent, it upsets all the calculations of manufacturers and merchants who sell any line of patented, price restricted goods.

Most of our readers are probably more or less familiar with the history of this case. There has been extended reference to the matter in these columns while the suit has been pending and business men generally have realized that it was a test case, although it is safe to say that not one business man in a hundred anticipated that the highest court in the land would decide the way it did.

On the face of the thing, the controversy represented in this case may seem rather far removed from the interests of the music trade. It originated as a suit for infringement of patent, commenced by the manufacturers of Sanatogen against a cut-rate retail druggist, who persisted in disregarding the patent license under which the product was sold to him, and disposed of the goods at retail at less than the fixed or placarded price stipulated by the manufacturer.

Similarity to Talking Machine Interests.

What brings this home to so many interests in the music trades is that packages of Sanatogen, being protected by patents, are in the eyes of the law in exactly the same position as patented talking machines and phonographs, patented player-pianos, patented records and rolls and patented musical novelties of all kinds. What can be done, under sanction of law, in the case of one can presumably be done with equal safety in the case of the other. Furthermore, as all our readers know, many musical instrument manufacturers, particularly the makers of talking machines and phonographs, have been among the most zealous of manufacturers in fixing and enforcing definite, uniform resale of retail prices. This policy of absolute equality for customers everywhere may indeed be said to be the foundation stone on which has been reared the exceptional prosperity of this branch of the industry.

No wonder then that manufacturers and retailers and jobbers have been seriously disturbed during the past fortnight by the sensational headlines in the newspapers which have been proclaimed this latest Supreme Court decision as a radical and revolutionary declaration calculated to fling the doors wide open for the price cutters. Some of the reports, unquestionably, exaggerate the import of the decision, at least in so far as it is applicable to the musical instrument field, but even taking the most optimistic view of the situation it may as well be admitted that it weakens the average manufacturer's defenses against price cutting. It may not upset business as some of the alarmists have predicted, but it is liable to ultimately render it advisable to make some changes in the method of marketing goods.

Summary of Decision.

In a nutshell, the present decision says that the manufacturer of patented goods may, by virtue of his patents control the price and the conditions under which his goods are sold in the first instance, but he cannot extend his dictation of terms and prices to subsequent transactions involving the same goods after he has received his pay for them and they have passed out of his immediate control. To illustrate, the manufacturer of a talking machine may, in selling his instruments to a jobber quote any price he chooses and he can lay down any conditions he chooses. He may stipulate that only needles of his own manufacture shall be used with the instrument, or he may, if he sees fit, insist that only the records which he manufacturers shall be played on the instrument. He could enforce the same conditions—that is, the manufacturer could, if he sold to a retailer or if he sold direct to a private consumer. In other words, the manufacturer can enforce any conditions he

chooses in connection with the original sale of his goods.

But, according to the latest court decision, the manufacturer cannot have his conditions follow the goods, so to speak. If the maker is paid his full price by the jobber and the transaction is definitely closed, then, says the new decision, that puts an end to the power given to the manufacturer by the patent laws and he has no further control over the goods. To continue the same line of illustration we will suppose that a jobber who has purchased talking machines from the manufacturer sells them in turn, observing, all the while the manufacturer's restrictions—to a retailer. Under the interpretation of the patent laws heretofore in force the retailer, or the third party, became a party to the original contract and had to abide by the manufacturer's conditions and was not allowed to resell his wares except at the price set by the manufacturer, lest he render himself liable to a suit for damages for infringement of patent. However, under the present decision, this last is no longer the case. If a storekeeper has purchased goods indirectly and not direct from the manufacturer the latter can have no say as to how they shall be sold. Presumably no far-sighted retailer, with an eye to his own best interests, will indulge in the ruinous pursuit of price slashing, but if a retailer is so foolish the manufacturer can no longer bring him to book under the patent laws. Thus in effect, says the United States Supreme Court in its latest interpretation of the law.

Halts Former License Plan.

One of the most radical features of the decision that has just come from the Supreme Court is the manner in which it knocks out the plan, heretofore in use by so many manufacturers, of licensing the use of patented products only in the event that they are sold at a stipulated price, marked on the article itself. Talking machine records, for example, all bear a notice of the price and warning that they are licensed for use only when sold at retail at the placarded price. The package of Sanatogen, which was made the subject of price cutting bore just such a notice and in passing on this phase of the subject the Supreme Court says:

"It is contended in argument that the notice in this case deals with the use of the invention, because the notice states that the package is licensed 'for sale at a price not less than one dollar,' that a purchase is an acceptance of the conditions and that all rights revert to the patentee in the event of the violation of the restriction. But in view of the facts certified in this case, as to what took place concerning the article in question, it is a perversion of terms to call the transaction in any sense a license to use the invention. The jobber from whom the appellee purchased had previously bought at a price which must be deemed to have been satisfactory, the packages of Sanatogen afterward sold to the appellee. The patentee had no interest in the proceeds of the subsequent sales, no right to any royalty thereon or to participation in the profits thereof. The packages were sold with as full and complete title as any article could have been sold in the open market, excepting only the attempt to limit the sale or use when sold for not less than one dollar. In other words, the title transferred was full and complete with an attempt to reserve the right to fix the price at which subsequent sales could be made. There is no showing of a qualified sale—no transfer of a limited right to use the invention and to call the sale a license to use is a mere play upon words."

Patent and Copyright Question.

One thing that this present decision does—to the infinite surprise of many manufacturers—is to place patented articles on the same plane as copyrighted works, when it comes to enforcing fixed price. All publishers of music have realized for some time past that they could not invoke the copyright law to help them compel retailers to observe a stipulated price. That was settled by the

Supreme Court several years ago when deciding a case brought by leading American book publishers against the proprietors of R. H. Macy & Co., the New York department store, who were charged with cutting prices on copyrighted novels. The Supreme Court held in that case that a publisher once having sold a book had no right to qualify the title of future purchasers, even if he did affix to the book a printed notice to the effect that the price was one dollar; that no dealer was licensed to sell it for less; and that a sale at a less price would be treated as an infringement of copyright.

Manufacturers of patented articles have not, in the intervening years, been disturbed by that decision limiting the usefulness of the copyright as a vehicle for price maintenance because they have all along believed that a patent gave much greater powers in this direction than does a copyright. Now comes the Supreme Court and says it does not. The court takes the position that although the wording of the patent law may be somewhat different from the copyright law, the protection conferred by both is the same. Says the decision: "In both instances it was the intention of Congress to secure an exclusive right to sell and there is no grant of a privilege to keep up prices and prevent competition by notices restricting the price at which the article may be resold. This being so the case is brought within that line of cases in which this court from the beginning has held that a patentee who has parted with a patented machine by passing title to a purchaser has placed the article beyond the limits of the monopoly secured by the patent act."

Situation Not Hopeless by Any Means.

But, whereas, on the face of it, this new decision seems to rob the manufacturer of what has been his most effective weapon in fighting price cutters and in compelling the universal observance of uniform established prices, there is no reason why the trade should regard as hopeless the situation with regard to price maintenance. There is every reason to believe that means will be found to sustain prices even if the patent laws cannot be employed for this purpose—and it is obvious from the above quotations from the decisions that the patent laws may yet be utilized to this end if only manufacturers can devise ways in which to make "qualified sales" of their products.

However, the patent license system is not the only influence that can be employed to standardize and sustain prices. The book publishers have been able to maintain their retail prices just as effectively since they were denied the right to use copyright protection for this purpose as they did before. And there are many manufacturers of unpatented products—including many well-known makers of musical instruments—who have found means to prevent ruinous price competition without having recourse to any laws except the common law of unfair competition, which may be invoked by any interest.

Talking Machine in Strong Position.

Perhaps the best means of price control of all that are open to the manufacturer—unaffected by this present decision—is the simple expedient of refusing to sell goods to a price cutter unless he give assurances that the manufacturer's resale price will be observed. By this means it has been proven possible in many instances to completely shut off the supply of a price slasher. Or, at least, such a disturber of trade conditions can be made to find it so difficult and costly to get goods and such a hardship to obtain them except in the most limited quantities that he will speedily conclude that the game is not worth the candle.

Of all the industries affected by this new Supreme Court decision, the talking machine trade is unquestionably in the best position. This is due to the fact that a talking machine, as sold to the ultimate consumer, is useless without certain supplies and accessories—the records to play on the instrument and the needles with which to bring forth the reproductions. Now all these are patented and inasmuch as all court decisions, even this latest one, recognize a manufacturer's right to prescribe how his patent product shall be used and to control conditions within reasonable bounds, it does not require a very vivid imagination to foresee the evolution by energetic, resourceful manu-

“The Present Day Music Machine” by Walter P. Phillips—a mighty interesting book for those dealers who desire more thorough information on the talking machine industry. Write us for a copy. It's free.



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

facturers of some scheme whereby prices may indirectly be sustained through the instrumentality of the restrictions that can be legally and consistently imposed upon the use of the patent-protected product.

TRADE IN LOS ANGELES.

Talking Machine Dealers Look for Excellent Summer Business—Heavy Demand for Victrolas in Fumed Finish—Southern California Music Co. Doing Well with the Edison—New Display Rooms for Columbia—Brown Co.'s New Manager—Other Items of News.

(Special to The Talking Machine World.)

Los Angeles, Cal., June 6, 1913.

Another month closes and the talking machine business is very active for this time of the year. Dealers have every reason to expect a good summer trade, the demand being great enough to assure all future business. The new Edison disc is proving very worthy of its place in the field.

The Baxter-Northup Co., 514 South Hill street, has made some noted changes in its store, especially in the talking machine department, which has been enlarged to a much greater capacity. A complete line of Victor machines and records have recently been added, thus making the department complete with both Victor and Columbia goods. Lorenz A. Dorsey, manager of the talking machine department, states business has been very good in this new added line and can now cope with any concern and get their share of the business.

Chas. S. Ruggles, local manager of Sherman Clay & Co., reports Victor business is still keeping pace with the times. The heavy demand for Victrolas in the fumed finish cannot be supplied, owing to the fact that the great number of homes are being furnished with this popular finish.

Earl S. Dibble, talking machine manager of the San Diego branch of the Southern California Music Co., was in Los Angeles for several days. Business is reported to be on the upward climb in the southern city. The company has recently presented Mr. Dibble with a new automobile for the purpose of covering the surrounding country, which could not be covered in any other way. Mr. Dibble states that his systematic method of visiting the rancher or farmer has proved a far greater success than was expected.

O. A. Lovejoy, manager of the talking machine department of the Southern California Music Co., is very much pleased with the Edison business being done. The Edison disc machine is winning many friends despite the present condition of fewness of records which does not seem to hinder the future placing of orders by the dealers throughout the country. F. J. Hart, president of the Southern California Music Co., has just returned from an extended trip through the South.

Among many talking machine dealers who have visited Los Angeles within the past few days are: O. P. Brady, Redlands; W. A. Manson, San Bernardino; G. P. Austin, Oxnard, and Mr. La Sabre, of Avalon, Catalina Island. All express their satisfaction with the Edison line.

E. E. Holland, a live Edison disc dealer, has been featuring concerts on the new disc machine

at his phonograph parlors, 1044 E. Vernon avenue, this city.

The Columbia Graphophone Co. has opened up a new display room showing samples of all styles of gramophones. This room is furnished in the most exquisite fashion, making a beautiful display room for this line. The gramophone grand is causing a great deal of enthusiasm as the dealers are very anxious to get their orders filled just as quickly as possible.

The Geo. J. Birkel Music Co. reports through its talking machine department manager, A. Graham Cook, that business is very prosperous, the month just closed leading far ahead of the month previous.

Barker Bros., 724-738 South Broadway, the leading furniture house of the West, is now handling a complete line of Columbia gramophones and records. Several sound-proof rooms are nicely equipped in all the up-to-dateness possible. Geo. S. Barnes, who has been with the Geo. H. Barnes Piano House, is now in charge of this new department.

Schireson Bros., 369 N. Main street, has been so successful with the phonograph line in connection with other musical instruments, that they have just obtained the agency for the Curtis piano which will no doubt be a quick seller.

Virgil B. Chatten, the new manager of the talking machine department of J. B. Brown Music Co., has been making things hum. The recent sales of this department have been very satisfactory in every way. The new Edison disc machine is demanding the attention of many and a number of sales worthy of note have been made through this able manager.

N. W. Schireson, one of the most prominent talking machine dealers of the city, was married to Miss Grace Siegel, of this city. The couple spent their honeymoon at Santa Barbara, Cal.

R. E. Daynes, formerly of the Daynes Music Co., of Salt Lake City, is now connected with the talking machine department of J. B. Brown Co., of this city.

CECIL A. PECK MARRIED.

Cecil Albert Peck, manager of the Victor department of Taylor's Music House, Springfield, Mass., was married to Marion Estelle White at Reading, Mass., on the 22d of May. Otto Piesendel, of the Oliver Ditson Co., Boston, was best man. After August 1 Mr. Peck and his bride will be at home at 96 Central street, Springfield, Mass.

Before Mr. Peck's connection with the House of Taylor he was for several years with the Oliver Ditson Co., specializing on the exploitation of the Victor. Although a young man, Mr. Peck ranks as one of the few in the front rank of Victor specialists.

THE REASON.

Jack—"Can your father sing?"
Mary—"No, but he could before he went to prison."

Jack—"And why can't he sing now?"
Mary—"Oh, he's behind a few bars and can't get the key."

AN INTERESTING SOUVENIR

Of the Cyclone Which Visited Terre Haute, Ind., Some Months Ago Is Being Preserved by Mr. Coleman, of That City.

(Special to The Talking Machine World.)

Terre Haute, Ind., June 5, 1913.

Although the cyclone that hit this city a few months ago did not cause a very serious loss of life and did not do the vast damage that some of the Eastern newspapers have popularly painted, it certainly performed some curious stunts while on its course of devastation. A cyclone or tornado invariably includes freak performances, and the one that visited this city was no exception, as a number of weird and uncanny feats have been pub-



lished in the local newspapers, some of them within reason; others without.

A concrete example of one of the within reason feats is shown here in the nature of a Columbia phonograph that passed through a number of thrilling and exciting experiences before finally coming to a halt. This machine is the property of George E. Coleman, 2000 South Third street, which is in the heart of the cyclone struck district. When the cyclone arrived in Mr. Coleman's vicinity it tore up the house and everything in it. The phonograph was included in the general moving, and was carried through the air for several blocks with a force calculated to tear it asunder. However, it withstood this onslaught successfully, but to add to its trouble the wind picked up a two-foot strip of timber and speared the machine through the horn. The result must have disappointed the elements, for when picked up, instead of being ready for the junk heap, the machine was in perfect working order and played a record with all its original powers.

GETTING NEWSPAPERS TO HELP.

In line with the printed stories of each month's records that the Victor Co. sends out to its dealers, the Trafford Co., of Mason City, Ia., states that these stories are gladly accepted by local newspapers for free insertion. Good results are achieved by this publicity, as in the news columns the record notices attract favorable attention.



The Edison Blue Amberol

When a record can be played thousands of times without affecting the clear sweetness of its tone—

when it is made so that it's practically unbreakable—

when it offers the widest possible range of selections—

when its playing time is long enough to play *all* of every selection—

then you've got facts so compelling that a demonstration means a sale not only of the records but also of an

Edison Phonograph

The Diamond Reproducer

When you back up the Blue Amberol argument with a Diamond Reproducer that brings out fully the beautiful tones of the record—

that doesn't wear the record out—

that is a permanent reproducer always ready—

that does away forever with the bother of changing needles—

then you've got mighty important reasons for convincing your customers of the value of these great features applied to the greatest of all machines—

The Edison Phonograph

Ask your jobber about the details to-day

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



The TALKING MACHINE WORLD

For the makers & sellers of talking machines

EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

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Cable Address: "Elbill," New York.

NEW YORK, JUNE 15, 1913.

EARLY next month Niagara Falls will be the scene of the annual meet of the Talking Machine Jobbers' National Association.

It is understood that an interesting program has been prepared by a competent committee whose object it will be to make the gathering an important one from various viewpoints. In the first place, Niagara Falls possesses many natural powers of attraction, and early in July it is most inviting, so while it may be warm elsewhere it is certain to be cool and enjoyable at that scenic resort.

While the social features will not be overlooked, it is proposed by the arrangement committee to make this gathering more than ordinarily interesting from a business viewpoint.

It is intended to have a number of topical subjects up for discussion which have a direct bearing upon the trade in its various departments.

The meeting, therefore, will have its serious features as well as those in lighter vein and the two will be happily and tactfully blended.

The Talking Machine Jobbers' Association occupies somewhat of a peculiar relation to the trade and it is possible that it may wield either a vastly increasing or a greatly diminishing influence. As it stands to-day, its membership roll is limited to the members who handle the products of two of the great producing houses. Now, will these conditions continue, or, will the association membership be augmented by the jobbers without reference to what particular lines they handle, or, will there be a separation? That is a question which has been frequently asked.

One thing is certain that the association will continue to exert a strong influence in the talking machine affairs of the country simply for the reason that the jobbers themselves can see that they can accomplish many more betterments by holding together than if they were separated.

There has been in the past and is to-day a distinct feeling favoring harmonious work in the talking machine trade. It is different in this respect from many other trades in that feuds and jealousies which have crept in have been infinitesimal. The talking machine jobbers formed an association for the promotion of the general good of the trade and that its members have accomplished considerable cannot be successfully denied. It is presumed with the trend towards legislation which is distinctly harmful in both our State and national affairs it should be necessary to have the association governed by men who are in touch with legislative work and who appreciate and realize what the passage of harmful laws have upon the selling branches of the industry.

To our mind the association can accomplish a good deal of good as a police force in watching the introduction of bills which are calculated to work an injury to the legitimate trade interests.

It is going to be more and more a growing necessity among our trade associations to throw what influence they possess to prevent the passage of harmful measures being enacted into laws, because it must be admitted that there is a force in the political life of this country which seems bent on destroying trade stability.

This fact must be apparent to every thinking man and each State is trying to go a little better than its neighboring State in the passage of some legislative measures which have the effect to throttle trade rather than aid it.

The governing powers of the association, therefore, should be in the hands of men who are in touch with the needs of the hour, both in an administrative and legislative sense.

It is difficult to find men who are at all times willing to make the great sacrifices of time and money which is necessary to successfully accomplish association work. Intelligent work must be performed in order that association strength be augmented in ways which will benefit the trade.

It is fair to say that during its existence the Jobbers' Association has exerted a helpful influence for the interests of the trade. It has worked harmoniously with the factories to accomplish betterments in various ways. During the past year the officers have actively opposed legislation which appeared to be detrimental to the talking machine interests, and full credit for constructive work should be given them. They have worked harmoniously with the factories, so that the two departments of the business—the manufacturing and distributing ends—have been developing along peaceful lines. It is well that such a feeling should be preserved. The jobbers are bending their energies to the sale of goods, through the dealers, to the great consuming public, and the ultimate end of all industry and commerce is the retail consumer.

THE decision which has recently been handed down in the Supreme Court in a case brought by the manufacturers of a patent medicine will have a far-reaching effect upon a variety of trades wherein patented price restricted articles cut an important figure.

In a five to four decision, the highest legal tribunal in the land draws a close distinction between the right of the maker of a patented article to prescribe conditions upon the sale and use of the article and the right to limit retailers as to their selling price.

This opinion was approved by a bare majority, and in taking this action the Supreme Court in some degree reversed the policy adopted by it in the famous "mimeograph case" decided a little over a year ago, when only seven justices were on the bench, but allowed that case to stand so far as it goes. In the "mimeograph case" four justices upheld the right of patent owners to place restrictions on the nature of the article to be used or the patented article sold. In the "mimeograph case" the court explained it was sold on a strict construction of the patentee's rights to the use of the patented article. The mimeograph machine was sold at less than cost, the entire profit of its manufacture coming from the sale of unpatented articles like ink and blotting paper which the acquirer of the machine was licensed to use with it.

That constitutes a distinction by which the last opinion is a reversal or modification of the Dick decision.

The decision was in the case of Bauer & Co. and the John Bauer Chemical Co. vs. James O'Donnell, on certificate from the Court of Appeals of the District of Columbia. Bauer & Co. are a corporation of Berlin, Germany, having a contract with F. W. Helmeyer, of New York City, operating as the Bauer Chemical Co. in manufacturing and selling a patented medicine. The company issued its product in packages, warning druggists that it must sell at not less than \$1 a package, and that sales at lower prices infringed its patent rights and would render the seller liable to injunction and damages. The court now decides to the contrary.

Justice Day announced the majority decision, which held that while the patent law gave the owner exclusive right to "vend" articles, that was not the same as a right to "keep up the price," over which the patentee had no jurisdiction after he had sold the article and received his own price.

Many manufacturers had joined the manufacturer of the nerve

tonic in his fight. All decisions in the lower courts with the exception of one have been in favor of the manufacturers.

Justice Day declared that the right to make, use and sell was not derived from the patent law. This right, he said, existed before and after the passage of the law.

"The real question," continued Justice Day, "is whether in the exclusive right secured by the statute to 'vend' the patented article there is included the right, by notice, to dictate the price at which subsequent sales of the article may be made. Upon such facts as are now presented we think the right to vend secured by this statute is not distinguishable from the right guaranteed in the copyright act. In both instances it was the intention of Congress to secure the exclusive right to sell, and there is no grant of privilege to keep up the price and prevent competition by notice restricting the price at which the article may be resold."

This court decision upholds cut rates on patented goods and declares the seller of the patented article cannot dictate the selling price after it passes into the purchaser's possession. The final owner may sell on such terms as he desires.

In the opinion of many this decision will work an injustice to some, prominent among whom are the talking machine manufacturers.

It is the view of some who have studied this matter carefully that the decision opens up the larger question of the necessity of fixing the prices of commodities generally.

An interesting phase of the question is presented in the suit now pending, which the Government brought against the Kellogg Toasted Corn Flakes Co. This company made contracts with its jobbers not to retail its product except at a certain price. Certain retailers cut the price and the supply was withheld by the company. Complaint of violation of the Sherman Anti-Trust law was made and the Government brought suit. In this case, however, the patent was not on the corn flakes, but upon the box in which they were sold, and the attempt was made to use the patent as a lever to hold the price for the article which the consumer bought.

It can be readily seen that this decision will have a far-reaching effect upon price maintenance in every trade, and in the talking machine industry particularly price stability has been possible through the maintenance of fixed prices.

In other words, legitimate trade has been encouraged by the fact that it is impossible for price cutters to injure the business by their unfair practices.

We have been in receipt of a number of communications from readers asking opinions concerning the new conditions created by this important legal decision.

We should say that our friends in the talking machine trade should not be seriously disturbed by the sensational reports which have appeared in a good many of the newspapers anent this decision. Some of them affirm that the doors are flung wide open for price cutters and the importance of the decision has in many cases been greatly exaggerated.

Of course, the new conditions will have to be met and it may be decided to make some changes in the marketing of goods, for, the manufacturer cannot lay down conditions which shall govern the future sale of his products.

In a trade as compact as the talking machine trade it would be folly and even suicidal for the retailer to indulge in a price slashing campaign; and, there is every reason to believe that effective means will be found to sustain prices even if the patent laws cannot be employed for this purpose.

It is fair to assume that manufacturers will not sell their products to price cutters without the assurance being given that prices will be carefully observed, and men who desire to secure stock for price slashing purposes will undoubtedly find it difficult to obtain goods to begin such a campaign.

Probably the talking machine trade is in the best position of all industries to eliminate price cutting. There are certain supplies and accessories which are necessary and all of these articles are patented and, inasmuch as former court decisions recognize the manufacturer's right to prescribe how his patented products shall be used and to control conditions within reasonable bounds, it does not require a very vivid imagination to foresee a plan in force so that restrictions can be legally and consistently imposed in the use of a patented product.

If it were possible to indulge in indiscriminate price cutting

among the ten thousand talking machine dealers in the United States, of course, conditions would be materially upset, but talking machine manufacturers have had in force consistent price agreements which have effectually prevented price annihilation.

They have held that goods of standard quality shall be sold to the public in all parts of the United States at fixed prices so that discrimination is impossible.

The small dealer has enjoyed the same opportunities as the large dealer under this form of protection, for, the man with large capital has not been able to successfully outbid the small merchant with limited funds at his disposal.

Talking machines have been sold at prices which have been consistent with the values offered and price maintenance has worked out to the business advantage of the entire jobbing and retail trade, and in our opinion it will simply be a question of fair adjustment to the new conditions and demoralization will not ensue.

Talking machine dealers should not lose their heads when calmness and reasonableness are prime essentials.

It is reasonable to assume that the men who have developed this trade along safe and sane lines will demonstrate their ability to meet any emergency which may arise, and that there will be no conditions introduced which will savor of demoralization to any extent.

ON the 15th of last month, the Victor Talking Machine Co. announced the introduction of a pension system in its business which shows a generosity in dealing with employees which is remarkable, and instead of following the usual custom of allowing pensions on the basis of average salary and years of service, the Victor Co. has decided on a flat sum calculated to enable its retired employes to live in comfort.

Men and women will be treated exactly alike so far as the pension allowance is concerned, with the exception that the women are allowed to retire after twenty years or more continuous service and after reaching the age of 55, whereas, men are not permitted to retire on pensions until after twenty years or more of continuous service and after reaching the age of 65 years. The Victor Co. has thus discarded the usual custom of figuring pensions on the basis of an average salary and years of service. It has determined on a flat sum and employes who have served continuously for twenty or more years will be retired on a pension of \$30 per month.

This will apply to all whose monthly compensation at the time of discontinuance of active service does not exceed \$200 per month.

The Victor Co. employs 5,500 workers and no one of these will be assessed to provide for the pension fund as all of the expenses in connection therewith will be borne by the company.

We have referred in a former issue to the establishment by the Victor Talking Machine Co. of a Co-operative Beneficial Association designed to aid the members whose income is cut off on account of sickness. Every employe who has been in the company's service thirty days is eligible to membership.

Members will pay 25c. a month dues and in case of illness the association will pay members \$1 a day for one hundred days. As a further incentive to faithful and continuous 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 case of death of the employe after five years' service.

This sum of \$500 will not be taken from the funds of the Co-operative Beneficial Association, but will be a gift of the Victor Co.

These plans show in a practical way the desire on the part of this great corporation to provide in a substantial manner for its employes and such action gives the lie to the statement that great corporations are not earnestly interested in the welfare of their workers.

THE business man is the king bee of the epoch, and his worst enemy could not call him a drone. He might, under constant temptation, be a drone in political matters, but he is now learning how much good money this is sure to cost him in the end. It is mere business prudence that the merchant should keep his eye on legislation.

The business man has the future of the country in his hands—the business-banker, the business-farmer, the business-manufacturer, the business-man-merchant—these are the men whose counsels and thoughtful influence must be the safeguard of confidence.

TRADE CONDITIONS EXCELLENT IN SAN FRANCISCO.

Past Month Has Shown Tremendous Activity in Business—First Five Months of Year Break Sales Records—This Applies to Both Wholesale and Retail Lines—Leading Talking Machine Houses Carrying on Active Campaigns to Interest People.

(Special to The Talking Machine World)

San Francisco, Cal., June 7, 1913.

According to the reports from the various talking machine dealers, both wholesale and retail, business has kept up in splendid shape the past month, and even now with the vacation period just at hand there are no indications of it dropping off very materially. Stocks are in better shape than they have been in this section for months; all the new models of machines having arrived in sufficient quantities to supply the demand in good shape, and some large shipments having been received of particular styles of machines on which there had been a shortage here for several months.

J. A. Black, manager of the talking machine department of the Wiley B. Allen Co., says that business has been steady since the first of the year with sales to date showing a substantial increase over the corresponding period of last year. He finds the new small Victor Victrolas meeting with a good deal of favor, and for a time experienced a little difficulty in supplying the demand for the No. IX machines. Record business has been good the past month. During the month Mr. Black made a trip to Portland, where he found things in satisfactory condition. F. B. Corcoran, city retail man of the department, is leaving right away for a trip in the northwest, expecting to stop in Seattle, Tacoma, Spokane, and probably going on up into British Columbia. He will be accompanied by Mrs. Corcoran and their little daughter.

A. G. McCarthy, of Sherman, Clay & Co., says all there is to be said is that business is good. He received some large shipments of Victor products during the month, which enabled him to catch up on his orders, and he anticipates no difficulty in supplying the demands of his trade from now on.

E. W. Muller, formerly a dealer of Klamath Falls, Ore., has taken up a little different phase of work in connection with the talking machine business. He has enlisted with the Pacific Phonograph Co. of this city to act as its special representative. His work, like that of the rest of the company's travelers, will be among dealers of Edison products, but he is not to solicit orders. Instead, he is to devote his attention to the promotion of business for them. Having been a dealer himself, he is conversant with the trials and tribulations of dealers, and ought to be in position to help out considerably.

The trade here and in the other Bay cities has been visited recently by A. V. Chandler, special representative in this section of the phonograph sales department of Thomas A. Edison, Inc. He came in from the southern part of the State after spending some time there and reports Edison products in better demand in that section than in this part of the State.

The travelers for the Pacific Phonograph Co. are both out on the road. J. E. McCracken touched at headquarters the first part of the month after a visit to the mining districts of western Nevada, but did not stay in town long. He is now calling on the trade in the San Joaquin Valley. E. L. Sues, who covers Oregon, Washington, Idaho and Montana, has been out for a couple of months, and continues to send in very good reports. Manager Pommer says they have both taken lots of orders for the Amberol V and VI machines.

W. S. Storms, manager of the Columbia Graphophone Co., in Spokane, Wash., paid a visit to San Francisco recently, while in California as a delegate to the convention of the Coast division of the Ad Men's Club, which was held in Sacramento.

W. S. Gray, manager of the general office here, will spend next month in the East on a combined business and pleasure trip, being accompanied by his wife and family. Mr. Gray has not been disappointed in the least in his expectations for the Grand Grafanola.

C. J. Moore exploited some new territory this month in the interests of the Columbia Graphophone Co. with very good results. He called on dealers in Mendocino and Humboldt counties, among whom he booked some fine orders.

Merrifield & Son, of San Luis Obispo, Cal., have purchased the stock of phonographs formerly owned by C. D. Blaine, who sold out a short time ago to Mrs. M. K. Lowe. They have removed the same to their store and will continue the business in conjunction with their piano establishment. A complete stock of Victor, Columbia and Edison will be carried, according to E. M. Merrifield.

Clark Wise & Co. have opened their new store at 51-53 Geary Street, where they have devoted practically the entire ground floor to talking machines. They have the place fitted up in first class shape, the store having been finished to suit the needs of the business as they are the first tenants. Special attention has been paid to provide the best possible display facilities. Mr. Wise says his aim is to have everything in talking machines and records, and therefore has stocked up with Victor, Columbia and Edison products. A Columbia Grand Grafanola graces the window and a fine showing of Victrolas and Edison disc machines has been arranged. Opening sales have been very encouraging.

J. J. Morgan, manager of the Emporium department, says he has no complaints to make, as business is keeping up in first class shape. He is now conducting an active campaign with the \$500 Columbia machine, devoting particular attention to hotels and clubs.

Manager Baley, of Babson Bros., reports business in Edison products for the past month ahead of the same period of 1912. He says the new small disc machines have stimulated trade.

A recent visitor to the trade, was Arthur Logan, a dealer of Salinas, Cal.

Mr. McDowell, of Petaluma, Cal., was also here placing orders for talking machines.

THE RIGHT TO ARGUE.

Should Be Accorded to Americans Before Senate Committee.

President Woodrow Wilson, in his condemnation of what he terms "the lobby" that is opposing some features of the tariff bill now before the Senate, said:

"The newspapers are filled with paid advertisements calculated to mislead the judgment of public men and also the public opinion of the country itself."

Does President Wilson deny to the opponents of the proposed reductions in the tariff, sugar and other commodities the right of free speech? Have they not the privilege of openly buying advertising space in the newspapers and presenting their arguments against what they consider objectionable measures? Is there anything underhanded about such a course? Isn't it the most natural way in the world for placing before the Senators and the Representatives their views in the hope that they will be influenced by them?

It is to be presumed that these men, to whom is intrusted the task of making the nation's laws, are open-minded and ready to listen to arguments in behalf of or in opposition to any bill that is proposed for enactment, and then to decide whether the bill should receive their support.

The advertising columns of the daily newspapers are open to all who have legitimate goods to sell or a just cause to promote. If the sugar men can prove to the satisfaction of the Senators that the adoption of the proposed schedule affecting their business would be detrimental to the country's best interests, why should they be censured for setting forth those arguments in an open and frank way in the newspaper? Those who favor the schedule have the same mediums at their command if they care to use them.



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.

Are You Going To Attend The Talking Machine Jobbers' Convention at Niagara Falls?

See Niagara and attend the 7th Annual Convention of the National Association of Talking Machine Jobbers, held at Buffalo July 6th, 7th and 8th.

It is intended to make this meeting more than ordinarily interesting.

A number of important matters of direct interest to every talking machine jobber in this country will be taken up for discussion. A get-together policy will be cultivated, and it is to be hoped that all talking machine jobbers will plan to be present.

An interesting program for the session, including business and social attractions, has been prepared.

Be sure and visit Niagara Falls Convention time!

It will do you good and your business will profit by your attendance.

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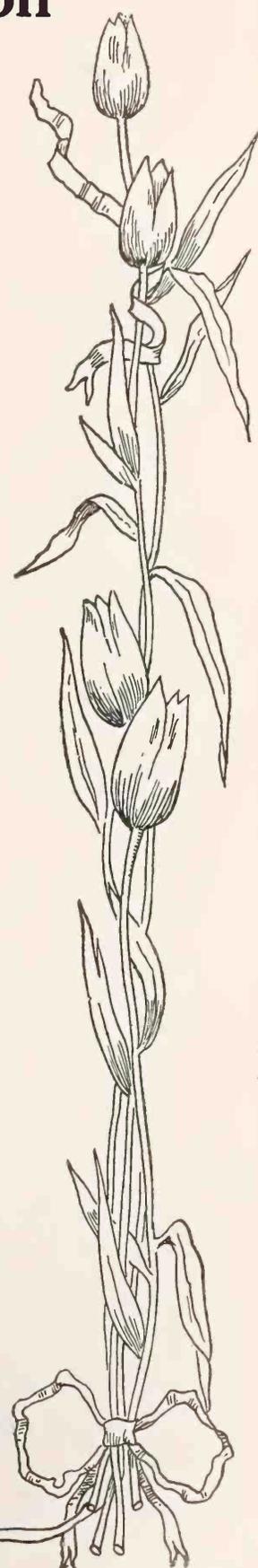
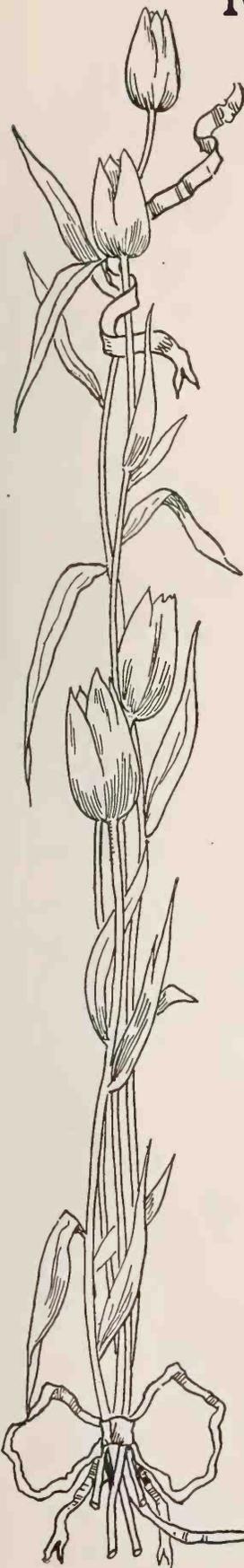
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All inquiries will receive prompt attention if addressed to

C. N. ANDREWS

632-634 Main Street

BUFFALO, N. Y.



**Columbia Double-Disc Records A5459—
A5460—A1307—A5472. A few Turkey Trots
and Tangos that a majority of Columbia
dealers are finding hard to keep in
stock.**



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

CONDITIONS IN EUROPEAN COUNTRIES PLEASE MR. LYLE.

General Manager of Columbia Graphophone Co. Returned End of May from Visit to Europe Where He Found Columbia Interests Rapidly Forging Onward—Expansion of London House—Long Drawn Out Balkan War Having Harmful Effect Upon Trade.

George W. Lyle, general manager of the Columbia Graphophone Co., accompanied by his son, Harold, returned to New York May 26 after a five weeks' trip abroad. During this comparatively short space of time Mr. Lyle covered a considerable area of ground, as among the places he visited were London, Paris, Vienna, Budapest, Milan, Venice, Rome and a number of points of particular scenic interest in Switzerland.

While this tour of Europe was taken primarily for business purposes, Mr. Lyle embraced the opportunity of introducing the old world to his son, Harold, who caught his first glimpse of Europe on this trip. Needless to say, Mr. Lyle, Jr., was considerably impressed by the many points of interest to be observed, and the entire journey for Mr. Lyle and his son, both from a business and a pleasure standpoint, was most satisfactory and enjoyable.

In a chat with *The World*, Mr. Lyle stated that he was considerably surprised at the prosperous condition of the talking machine industry abroad, for, notwithstanding the general trade depression apparent in other mercantile lines, the talking machine business is holding its own, and in certain sections showing steady gains.

Columbia interests abroad are rapidly forging onward, and the manner in which the various types of machines are being received by the European public pleases Mr. Lyle considerably. The higher priced machines are rapidly gaining in public favor, and each succeeding year shows a substantial increase in the sales of the better class of machines. This gratifying condition is due considerably to the educational and development work being done by the leading manufacturers, particularly the American houses.

One of Mr. Lyle's business transactions, and one, incidentally, which afforded him great pleasure, was the authorization of a very substantial sum for the extension and development of the London house of the company. The Columbia product in England has been achieving noteworthy success under able management and the gratifying reports given Mr. Lyle prompted him to express his hearty approval and pleasure at the manner in which the Columbia Co. is advancing in England. With the additional extension work that is made possible by Mr. Lyle's authorization and the noticeable gain in prestige that the Columbia Co. is experiencing in this part of the world, 1913 for the London office will undoubtedly be the banner year in the history of the company.

A keen observer of business conditions, Mr. Lyle commented on the general disturbance apparent abroad in business conditions. This Mr. Lyle attributes to the long drawn out Balkan war, which has been disturbing trade matters for a long time. In addition to the vast sums of money expended by the countries actually interested in the wars, there has always been the imminent danger of some one

or the other of the powerful countries being concerned in the war, which would have caused endless trouble and losses.

In the course of his conversation with *The World* Mr. Lyle remarked that he liked Europe very well indeed, but that he was glad to be home again. He states that taking advantage of his temporary absence, the sales organization doubled the sales for May as compared with the total for the corresponding period of last year, and if the same occurrence should again be recorded during another



George W. Lyle.

absence he might be asked to spend the balance of his days in traveling.

As is usual when Mr. Lyle returns from an extended trip either in this country or abroad, he found an accumulation of work awaiting his attention. This mountain of letters, important memoranda, etc., are already fast disappearing under Mr. Lyle's indefatigable efforts, and in the very near future he will probably announce some interesting plans for the Columbia Co. during the coming fall and winter.

CHRISTMAN SUCCEEDS PETERS.

Morris J. Peters, who for fourteen years has been in the service of the G. C. Aschbach Music House, in Allentown, Pa., has just resigned to enter another line of business. He was manager of the talking machine department and had built up an excellent trade. He was very systematic and is credited with devising the racking system of records at the Aschbach store, which is a model of its kind. E. A. Christman has succeeded Mr. Peters as manager of the talking machine department of the Aschbach establishment.

ON SUMMER ADVERTISING.

Canadian Press Association Shows Merchants a Thing or Two.

The Canadian Press Association campaign to advertise advertising is presenting to the business men of Canada some excellent arguments for continuing their publicity efforts during the summer months. Here are a few of them, taken at random from the advertisements that are to appear during the next few weeks:

Some business men in Canada pay an unfitting homage to a superstition—the superstition that hot weather justifies letting the fires of business energy go out. They stop advertising in the summer months. By paying homage to tradition, custom, superstition, they have allowed summer to become their "dull" season.

You know how dull it can be when you don't advertise. Do you know how brisk it can be made by advertising? Do you realize how much momentum you now lose in the summer that must be regained in the fall?

Don't let your advertising fires die out this summer.

The business world is flat to some men. Their profit-bearing shores of opportunity stretch only so far as their grandfathers trod. Custom, superstition and apathy have set them confines which they may not pass.

For instance, they believe the business year is a flat one—not an all-year round of trade, with East joining West, with spring merging into autumn—but just two distinct seasons, with sawed-off edges gaping into space.

They confine their activities to a spring trade and to a fall trade. To them there is no intervening continent with stores of waiting wealth. Their world is flat. They have not explored the mid-year months of summer trade.

Surely this conception of summer as a "dull" season is as fallacious as the delusion that the earth was flat. People have just as much money in the hot weather and spend quite as freely as in spring and fall.

MANUFACTURERS SHOULD BE COMPELLED TO MAINTAIN PRICE.

The only way to insure fair dealing between the manufacturer and his patrons lies in the control of the retail price by the manufacturer, according to Henry B. Joy, president of a motor company. On this subject he said recently:

"If a manufacturer establishes and publishes a consumers' price he should be compelled to maintain it, and if a sale at less than list prices can be proved to have been made by his dealers or agents, then all sales for a period of, say, thirty days prior to the cut price sale should be adjusted to that basis.

"Under such conditions it is plain that published prices would be maintained. The confiding purchaser would not be cheated, as he now is. Purchases could be made with one-tenth the expenditure of time, talent and energy in shopping and negotiating, and all consumers would be treated alike and get square deals."

RECENT DECISION OF UNITED STATES SUPREME COURT

The Subject of Some Timely Remarks by Louis F. Geissler, General Manager of the Victor Talking Machine Co.—No Reason in the World Why Dealers Should Feel Uneasy or Uncertain as to the Future—Few Are Desirous of "Cutting Their Throat."

Louis F. Geissler, general manager of the Victor Talking Machine Co., has sent out the following letter to Victor dealers:

"With reference to the recent Supreme Court decision in the Bauer Chemical Co. patent medicine 'Sanatogen' case, regarding which some of our dealers have written to us by reason of the momentary publicity which was given to the decision through the medium of the Associated Press dispatches to the newspapers, we have to say with reference thereto that we fear the subject will cause in the minds of a few timorous dealers a hundred times more unnecessary worry than it will damage their interests or ours.

"The decision was by the narrowest margin possible. One vote would have decided the case in favor of the patent medicine company—the vote stood four for them with five against—and we doubt not that had the case been tried upon a Victor talking machine or other patent (outside of a patent medicine), which would represent, logically and reasonably, all of the rights bestowed upon an inventor under the patent laws, the decision would have been, as it has been in practically every case up to the present date, in favor of the patentee.

"The complete decision of the court has only just reached us, and naturally as yet none of the manufacturers have had sufficient time to make a thorough study of the situation, or to arrive at what might be deemed a wise conclusion as to the next move that may be made in the courts under the circumstances. There are so many delicate and intricate points involved in view of the fact that decisions, especially Supreme Court decisions, very carefully avoid going any further into a case than to decide the exact questions at issue.

"The fact remains, however, that none of the fundamental rights of the manufacturer or patentee have been taken from him. The Supreme Court decides distinctly, for instance, that we have 'the exclusive right to make, use and vend the thing patented, and consequently to prevent others from exercising like privileges without the consent of the patentee.'

"Under these rights the Victor Co. will undoubtedly be privileged to conduct its business effectually and practically in the same manner in

the future that it has in the past. By exactly what means, or what minor changes in our licenses may be necessary—if any are found to be necessary, in view of the fact that this week there will be filed by the Bauer Chemical Co. before the Supreme Court of the United States a motion for a rehearing of the case (which is their privilege)—we cannot say at this time.

"While we do not feel that it will be wise for us to go on record any further in the premises just now, we wish to assure our trade that we will be just as conscientiously careful and considerate of their interests in the future as we have protected them in the past. We trust that no dealer will be foolish enough to 'cut his own throat,' but will co-operate with us in recognizing our rights, which we mean to maintain to the fullest extent and under the rights given us by the courts."

WILSON SPEECH "CANNED."

Quotes Jefferson to Phonograph for Benefit of Our Indian Friends.

(Special to The Talking Machine World.)
Washington, D. C., June 7, 1913.

President Wilson made a brand-new speech into a talking machine recorder on May 24. It was addressed to the Indian wards of the Government, whom the President called "my brothers" and "my children," and is to be reproduced for their benefit through the phonograph. The idea originated with Rodman Wanamaker, of Philadelphia, who will send out a party, headed by Dr. James K. Dixon, of that city, to carry the phonographic records to the Indian tribes and explain the patriotic purpose of the President's address. Major James McLaughlin will go along as interpreter.

Mr. Wanamaker conceived the plan when a party of Indian chiefs attended the ceremony of breaking ground for the Indian monument to be erected at Fort Wadsworth, New York. The monument movement, which was originated by Mr. Wanamaker, had as its basis the desire of impressing living Indians with a spirit of patriotism for the United States, and the Philadelphian thought it would be a good idea to emphasize that by sending appropriate messages to the Indians through phonographic records.

Secretary of the Interior Lane and Indian Commissioner Abbott also have uttered patriotic sentiments for similar reproduction.

Dr. Dixon and Major McLaughlin will travel 22,000 miles. At each place where the record has been produced the American flag will be raised and given to the Indians at the end of the ceremony.

"I rejoice to foresee the day," said the President in part, quoting Thomas Jefferson into the recorder, "when the red men become truly one people with us, enjoying all the rights and privileges we do and living in peace and plenty."

TALKERS FOR STREET CARS.

Bill Introduced in Municipal Assembly in St. Louis Causes Amusement—Probably a Joke.

(Special to The Talking Machine World.)
St. Louis, Mo., June 7, 1913.

Considerable amusement was caused a few days ago by a bill introduced into the House of Delegates of the Municipal Assembly to cause the United Railways Co., which runs all of the street cars in the city, to place phonographs on all cars. The bill was introduced by Delegate Hall at the request of Clyde L. Powell, who was not identified further than his name. Hall took up the bill because he thought Powell was representing the powerful Civic League, but the league promptly denied any connection with the bill and Hall dropped it. In the meantime President McCulloch of the railway line was asked what he thought of it and he answered with a hearty laugh. After his merriment had subsided he remarked that doubtless customers of the road would be highly entertained, but added that it was not his great object to seek means whereby passengers would be induced to ride further on his cars than at present.

SUPPLY WORDS WITH SONG RECORDS

Epstein & Berdy, 2977 Third avenue, New York, the popular Bronx Victor dealers are making a specialty of supplying the words of Victor records when making record sales. The results to date of this novelty in record merchandising have been most gratifying and the firm is doing a land-office business in records for this time of the year. The giving away of the words with the records was started as an experiment by placing a sign in the window stating that the words of "Row, Row, Row" would be given away free with each Victor record of this title, and as soon as the announcement was noticed, Victor owners flocked to the store for records with free words.

NEW FORBES CO. MANAGER.

(Special to The Talking Machine World.)
Memphis, Tenn., June 8, 1913.

Following the re-organization of the local staff of the E. E. Forbes Piano Co. and the appointment of C. M. Bishop as manager and W. J. Hon as city sales manager of the piano department of the company, Lawrence Herzog has been appointed manager of the talking machine department. Mr. Herzog has had a long experience in this line.

NEW USE FOR PHONOGRAPH.

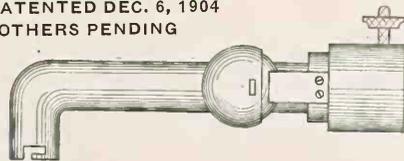
"A Brooklyn clubwoman who was going out of town for a few days was in a quandary over the problem of her husband's existence during her absence. The maid was Swedish and could neither read nor write English, yet she somehow must be told each day, as only the mistress could tell her, what should be done about the house. A moment's thought solved the problem. A list of each day's duties was made out. Next a phonograph dealer was called up and instructed to send up a half dozen blank records.

"The ingenious mistress then sat down in front of her machine and dictated her orders, using one record for each day's instructions. The records were then placed in their pasteboard cases, and the days on which they should be used were indicated on the outside by one, two, three and four straight lines, making a mistake impossible. As a result not only was everything in perfect order upon her return, but the novelty had so appealed to the maid that she had "played" her orders until she could repeat them word for word.

IT IS HERE!

**Union
No. 1
Attachment
For Edison Disc Machine**

PATENTED DEC. 6, 1904
OTHERS PENDING



To Play Victor or Columbia Records

State for Which Sound-Box Wanted—Union, Victor or Columbia

UNION No. 2 for Victor
UNION No. 3 Columbia

For playing Edison Records on Victor and Columbia Machine.

Gold Plated - - - - \$7.50
Nickel or Bronze - - - - 6.50

JOBBER WANTED
Liberal Trade Discounts.

See "UNION" Line at Niagara Convention

The Union Specialty & Plating Co.

409 PROSPECT AVENUE, N. W.

CLEVELAND, OHIO, U. S. A.

UNION No. 1, Retail
Gold Plated - - - - \$5.00
Nickel or Bronze - - - - 4.00
UNION SOUND BOX
Gold Plated - - - - \$5.00
Nickel or Bronze - - - - 4.00
Foreign Countries, Duty Extra

Beautiful Reproduction from
UNION SOUND BOX
Samples Retail Price,
To be discounted on order for half dozen.

THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

Boston, Mass., June 9, 1913.

The Associates connected with the Eastern Talking Machine Co. in Tremont street are all excitement as they eagerly anticipate the annual outing at Crescent Park, outside of Providence, R. I., on June 17. A good program of sports has been arranged for the day, the principal feature to be a baseball game between the Victor and Edison teams. It is expected that between twenty-five or thirty will be present, and as the men went to the same place last year they know pretty well what a good time is in store for them, provided the weather is good. There will be a big fish dinner—that goes without saying.

Enormous School Trade.

Business at the Eastern quarters is reported to be exceedingly good for this time of year, and William J. Fitzgerald reports that the house has cleaned up an enormous school business in Victors. This is one of the departments to which Mr. Fitzgerald has devoted a great portion of his time, and he has been eminently successful in interesting many teachers and instructors.

What Pardee-Ellenberger Co. Report.

Manager Silliman, of the Pardee-Ellenberger Co., was over at the Edison factory for a few days early in the month. Business with this company has been more than good of late, especially in the blue Amberola line. There is a new machine which the Pardee-Ellenberger Co. is finding a great call for, and that is the Amberola 6, which the local office is laying in a good stock of, though they go out about as fast as they come in.

Visit Edison Factory.

Joseph Kats, of the Conclave Phonograph Co.,

of 9 Portland street, has been in New York visiting the Edison laboratories, going there for the express purpose of studying the Edison proposition at first hand and learning how to repair the Edison machines.

On Hume Dinner Committee.

Manager Herbert L. Royer, of the Victor department of the M. Steinert & Sons Co. in Arch street, was one of the large company that tendered A. M. Hume the complimentary dinner at the Copley-Plaza a few weeks ago. Later Mr. Royer went to Portland for the outing that the employees of the Portland store of the Steinert Company enjoyed at Riverton Park, on the outskirts of the city. Mr. Royer states that business is good considering the time of year.

Atwood Moves His Quarters.

Charles Atwood moved his Victor quarters from Tremont street to the third floor of the Walker Building, where he has two large rooms, one of which is largely given over to Victor interests. Mr. Atwood's warerooms will be in first-class shape in the course of a week.

Some Notable Visitors.

Christie MacDonald, star of the "Sweethearts," playing at the Colonial Theater, has been a frequent visitor to the quarters of the Eastern Talking Machine Co. since the company has been in town. This popular singing comedienne is most enthusiastic over the Victor goods and she herself has made a number of records of her popular song hits. Another visitor has been Tom McNaughton, comedian of the same company, who has made records of the "Spring Maid" numbers for the Victor. Sallie Fisher and her husband, Arthur Houghton, who is manager for Montgomery and Stone, purchased an outfit at the East-

ern's establishment a few days ago to take to their summer camp on Lake Sebago, Me.

Booking Good Orders in New England.

Guy R. Coner, traveling man for the Pardee-Ellenberger Co., was met by your correspondent a few days ago here in town, and he said that he has been meeting with marked success in Massachusetts and southern New Hampshire, which is his territory. Mr. Peck, who has Vermont and northern New Hampshire, has found the Edison business good wherever he has been.

William H. Beck a Visitor.

William H. Beck, of Washington, president of the Eastern Talking Machine Co., is a visitor to Boston just now, stopping at the Hotel Touraine but making his business headquarters at the Eastern's Tremont street store.

Better Business in May Than Expected.

Manager White, of the Victor department of the Henry F. Miller Co., found a better business during May than he had expected, considering the situation that exists outside of the concern's building, where things are in a chaotic state owing to the building of the subway. One of his callers the other day was the mother of Helen Keller, the blind girl, who had come from the South to visit her famous daughter. Mrs. Keller was most enthusiastic over the Victor machines and made arrangements to purchase an outfit.

Rearrangement of Office Staff.

A rearrangement of the office staff has been in progress at the Columbia's Tremont street quarters the past few days. Fred Erisman, head of the floor salesmen, will hereafter have his desk in the private office with his brother, and other desks have been so rearranged as to better accommodate the rush of business.

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.

THE TRADE IN BOSTON AND NEW ENGLAND

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

Oliver Ditson Co.'s Vacations.

Vacations soon will be in order at the Oliver Ditson Co.'s Victor department. Otto A. Piesendel will take his vacation early in July and Manager Henry Winkelman will go away during August, going as he has for several seasons to the coast of Maine. Manager Winkelman reports business as unusually good, with a specially large demand for machines for summer cottages.

George P. Metzger a Visitor.

George P. Metzger, the advertising manager of the Columbia Co., was in Boston for a few days last week, and was pleasantly entertained by his friends while here.

Manager Arthur Erisman expects to go over to New York for the holiday, June 17, which day is solely a local observance. Mr. Erisman reports that there has been a heavy demand for the Eclipse machine for canoe uses, this doubtless being due in a large measure to Norman Mason's attractive window display of a few weeks ago. The Improved Regal is another machine for which there has been good demand, and the Columbia grands have taken surprisingly well, already a number of the high-priced machines being in some of the fashionable homes of the city.

A Great Columbia Month.

The Columbia Graphophone Co. had a large business to show for May in spite of the fact that it was a holiday month, and when it came to looking over the results it was found that Man-

ager Erisman and his able corps of assistants had produced the second largest amount of business in any single month since the quarters have been open. Naturally the home office was exceedingly proud of this achievement. Already the employes are considering vacations, and the first instalment of men to go away will be Messrs. Holihan, Sylvester, Luscomb and Fordham. Some of them already have decided upon the scene of their recuperation and others have not definitely made up their minds as yet.

Vacations Already Under Way.

Vacations already have begun at the Eastern Talking Machine Co.'s store. The first to go away are John Maguire, of the Victor department, who is on a fishing trip, and Miss Florence Marble, who has gone to visit friends in the South. Speaking of vacations, the Associates of this concern will make frequent trips to their cottage at Southport, Me., this season, and during the next ten weeks "Tizours," as the camp is called, will be the scene of many merry parties. One of the attractions of the place is a commodious motor boat.

Outing on June 13.

The Business Building Club of the Columbia Co. has planned to have an outing on June 17, and they are to go with their wives and sweethearts on a harbor excursion, landing at some island and cooking themselves a lobster dinner. There will be about forty men and women in the party. This club is planning some big times for next winter.

opinion to look upon dishonesty in advertising and in business as little better than the sneak thief or the pickpocket.

"Everyone concerned suffers from dishonest business methods and from dishonest advertising. The house which deceives may win for a short time, but it is soon found out, and then loses the confidence of the public and the patronage of the most desirable customers, and has to work harder



W. D. Wilmot.

TALK ON "BUSINESS PSYCHOLOGY."

W. D. Wilmot, the Well-known Talking Machine Dealer of Fall River, Mass., Made an Interesting Address Before the American Institute of Phrenology on June 3—Some Stimulating Pointers of Interest.

W. D. Wilmot, the well-known Edison dealer of Fall River, Mass., was a guest of the American Institute of Phrenology, New York, on the evening of June 3, when, by invitation of Miss Jessie A. Fowler, he delivered an interesting talk on "Business Psychology" (Sowing and Reaping).

Through the courtesy of Thomas A. Edison, Inc., music was supplied during the evening by means of the new Edison disc machine, and the various records, as well as the tone quality of the instrument, delighted those in attendance.

After describing how he became interested in phrenology and the general uplift movement, Mr. Wilmot branched into his talk on business psychology. Some of his thoughts in this connection are most admirable and stimulating and appear herewith, of course, only in part; but they impress the writer as of value in spreading broadcast the gospel of true Christianity, free of churches and creeds. Some extracts follow:

"It matters not whether it be in daily life, or in business, it is a psychological fact that we *must do something for others, which others want, in order to get them to do things for us which we want.*

"I am convinced that the only way we can get others to do so by us as we should be done by is to do by them as they should be done by.

"Please notice that I say as they should be done by, and as we should be done by; not what we might wrongly want, or what they might wrongly want, but what we *should* have, and what they *should* have.

"This is as true from a psychological standpoint as it is true from a natural standpoint, that we must sow what we reap.

"We cannot sow weeds and reap wheat.

"We cannot sow hate and reap love.

"We cannot sow deceit and reap confidence.

"The merchant cannot sow bad merchandise and reap good business.

"The merchant cannot advertise falsely and retain public confidence.

"It may be possible, for a time, to reap what others have sown, and to deceive the public for a time with poor merchandise and false advertisements, just as it is possible for a thief to steal for a time.

"But the fact remains, we must sow what we reap, or pay for what another has sown. Sow as you will, there's a time to reap, for the good and bad as well, and conscience, whether we wake or sleep, is either a heaven or hell.

"Business men, and newspapers, and all who have dealings with the public, are realizing more and more, and advocating more and more, the vital importance of strict truth and strict honesty in all transactions.

"Reliable houses and reliable newspapers are fast setting the example and fast moulding public

and go farther by the crooked road than it would have to go by the straight road.

"The newspaper or other medium which accepts and publishes misleading advertising suffers, for when the public loses confidence in advertising the advertising fails to bring results, and the honest advertisers stop advertising. For the honest advertiser cannot truthfully publish as great inducements as the dishonest one does.

"The public is hungry for information concerning the food, clothing, necessities and luxuries it needs and wants, but it has lost all appetite for misinformation.

"The best and surest way to get other people's money honestly is to have something they want more than they want the money, and to let them

(Continued on page 18.)

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.

BOSTON — THE — NEW HAVEN
66 Battery March St. **PARDEE-ELLENBERGER** 96-104 State Street
— CO., Inc. —

P-E MONEY-MAKING SERVICE

P-E MONEY-MAKING SERVICE

P-E MONEY-MAKING SERVICE



Between our recently announced Grafonola "Regal," the first upright instrument at \$50—and the well recognized and active \$100 market, there is a \$75 man every little while whose money you can now take and give full value by showing him the Columbia Grafonola "Leader," a complete and completely enclosed upright instrument. Ask us to send you the circular describing it.



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

TALK ON "BUSINESS PSYCHOLOGY." (Continued from page 17.)

know that you have it, where you are, and the price.

"These facts, told simply, plainly and honestly, and brought to their attention through an honest, trustworthy medium, will surely bring you money in exchange for your goods or for your service. This is about all there is to advertising and exchange, strictly speaking.

"Good advertising must be backed up by good service, as well as by good, honest merchandise, if it is to have cumulative effect, but honesty and reliability is the first and greatest requirement.

"If the time shall come, and it is fast coming, when each and every word in every advertisement shall be as near the truth as a conscientious man can speak the truth, then advertising will be far more resultful than now.

"Unwise as it may be to deceive a person by word of mouth, it is positively foolish to deceive in an advertisement, where the lie is in black on white, and your name signed to it.

"For in the one case, perhaps, only the person who heard your statement finds you out, while on the other hand a deceitful advertisement, printed in a newspaper, is read, detected and remembered by many, and your reputation badly injured.

"And a lost reputation is much harder to regain than lost property.

"To get customers to come again and again is the secret of a growing and successful business; and of all the rules ever thought of, or that can ever be thought of, there is but one infallible rule, and that is the Golden Rule.

"Let competition be great or small, let conditions, supply and demand be what they may, the Golden Rule of Square Dealing is the rule for holding trade. It embraces the best advice of all teachers and all writers.

"During recent years men have come to a realization of the fact that there is something worth while more than money, and there is more real and lasting satisfaction in giving a square deal than there is in giving a crooked deal.

"The unreliable merchant must depend upon transient customers, but the reliable merchant can depend upon permanent customers, and the permanent customers bring new customers, who will also become permanent.

"It is all a matter of sowing and reaping. We reap what we sow, and we may expect to reap more than we sow. It all depends upon the seed, the soil and the cultivation.

"Nowadays the people whose trade is best worth having go to the stores where the merchandise and the service is best worth having; people who have clean, pleasant homes go to clean, pleasant stores, and they require pleasant, agreeable, intelligent salesmen and good service as well as good merchandise.

"To-day the successful merchant is the one who is as careful of his customers' interest as he is of his own.

"Many customers like to consult with the salesman, and they like to be able to depend upon his word and advice.

"Beware of abusing such confidence, for a customer once deceived may never return or trust the one who deceived him again.

"If you find yourself following the example of some sharp, shrewd, slick, smooth salesman, you are on the wrong track.

"Select as your model some house or some person who has succeeded through fair and honest dealings.

"Select as your model salesman someone that you yourself like to buy goods of. Then learn why you like to trade with him, and why you always go to his store in preference to some other store; then try to serve your customers in same pleasing manner that you like to be served, and that wins your trade.

"If you are determined to get the best of any person, or of a competitor, I will tell you the best way to go about it. *Just do him a good turn.*

"And when he finds it out he will be so anxious to get the best of you that he will do you *two good turns* before he feels contented.

"Two good turns for one good turn is a good profit.

"And in this way you will not only get the best of him, but the best there is in him. Good deeds are contagious. A generous act inspires others."

FINK BUYS GORDON INTERESTS.

Is Conducting Business in Baltimore Under the Name of the Fink Talking Machine Co.—Columbia Co. Occupying New Store—Manager Roberts, of E. F. Droop & Sons Co., Reports Fifty Per Cent. Increase in Sales for This Month—Other News Worthy of Record.

(Special to The Talking Machine World.)

Baltimore, Md., June 9, 1913.

May was another month to bring forth good reports from the dealers in talking machines. With few exceptions progressive reports are made concerning the condition of trade for the month and all indications are that generally the increase over the business done in any previous May was a good-sized one. There have been several changes during the month in locations and in companies.

Joseph Fink, who for the past nine years has been engaged in the business, has become a proprietor. He has bought out the interests and good will in the Gordon Talking Machine Co. from Thomas Gordon, the former proprietor, and is now trading under the firm name of the Fink Talking Machine Co. Mr. Fink will continue at the present location in the Kranz-Smith Piano Co. Building, Charles and Fayette streets, and will run the Columbia and Victor lines. Mr. Fink will make a number of improvements. He started in business with a small firm nine years ago, and four years ago entered the talking machine department of the Kranz-Smith Piano Co. and two years ago when Mr. Gordon took over the business Mr. Fink remained with him. Consequently, Mr. Fink is thoroughly familiar with the business. He reports good results during May and has reasons to anticipate an excellent business for the future.

The Columbia Graphophone Co., F. E. Denison,

manager, is now in possession of its new store at 305 and 307 North Howard street, which it has stocked with a full line of Columbia goods. The first floor is fitted up with attractive displays of machines and records, while there are also located on this floor four sound-proof booths for demonstrating machines and records and the office. The basement and other floors except the third are used for storage purposes and shipping, while the third floor is used as a stockroom. The building is 95 by 27 feet, and all the floors extend the length of these dimensions.

Cohen & Hughes have opened up a store on East Baltimore street, near Calvert, where they are running a full line of Victor machines and records.

Manager W. C. Roberts, of E. F. Droop & Sons Co., reports the sales for May of this year to be 50 per cent. better than those made during any previous May. This record includes the sales of Victor and Edison machines and records. Mr. Roberts reports that the firm is in better position at present to supply the dealers than he has ever been and he has been advising them to anticipate their wants earlier than before, so that they will not suffer the usual disappointments by waiting until November to crowd in stock. Mr. Roberts will attend the convention to be held in Niagara Falls this summer and is looking forward to hearing some interesting talks pertaining to the trade and which will prove of vast interest to those engaged in the talking machine business.

Victors and Columbias had a good run during the month at the store of the Lyric Music Co., of which C. E. Strand is the manager.

Manager Albert Bowden, of the talking machine department of the Sanders & Stayman Co., Inc., announces that his firm had a good run on both the Columbia and Victor lines and that the demand for records was also very brisk.

Hammann & Levin also report good results for the month with the Victors and that prospects are also excellent for a continuance of the business.

GET READY FOR THE HOLIDAY.

A hint to Victor dealers that should prove of considerable assistance was issued this week by the Victor Talking Machine Co. in the nature of a special list of Victor records for the Fourth of July. This list contains over twenty records particularly adaptable for use on this patriotic holiday, and each and every record can be featured by Victor dealers with gratifying success. To properly introduce this list, the company issued these records on a red, white and blue folder with the American eagle and seal in the center. The patriotic significance of the list of records is enhanced by the attractive and appropriate appearance of the folder.

If you're not good at resisting temptation, don't go where temptation is.

Don't get in need of money so badly that you would be willing to take it dishonestly.

THE ANNUAL OUTING OF THE BLACKMAN CO. STAFF.

Employees of the Blackman Talking Machine Co., Entertained at Coney Island—Elaborate Banquet and Theater Party Follow a Round of the Island's Attractions with Company as the Host—Annual Distribution of Profits Takes Place.

Last Saturday, June 7, was a gala day for the forces of the Blackman Talking Machine Co., the prominent Victor and Edison distributor, for this date marked the occurrence of the fourth annual outing of the Blackman employes, and it certainly was some outing. From 2 o'clock in the afternoon until 11 at night there was one continual round of pleasure, and at its close a tired but happy crowd all wished that the clock would be turned back to the starting hour and the day start over again.

The splendid success of last year's outing, which was staged at Coney Island, induced the company to again designate this famous pleasure resort as its "happy hunting ground" this year, and in accordance with this decision all the employes of the company, together with the officials and the wives of married members of the Blackman staff assembled at the headquarters of the company, 97 Chambers street, in time to "catch" the 2 o'clock boat for Coney Island.

How the Fun Started.

The sail down the bay was thoroughly enjoyed by the party of thirty-two, and the cooling breezes were most welcome. With the temperature in the city soaring into the nineties, and the humidity gaining at a correspondingly fast rate, the ride by boat was appreciated by all the members of the party. Landing at Steeplechase Park, where the first scene of the day's fun was scheduled, the



Right to left—President and Mrs. Blackman; Vice-President Caldwell.

Blackman party was cool and refreshed, and all ready for the day's sport.

It is characteristic of these Blackman outings that every possible chance for fun is always included in the program, and Steeplechase was a good example of this policy. Nothing that could offer any degree of amusement was overlooked, and from the "horses" down to the "human roulette wheel," the many opportunities for enjoyment offered by this famous amusement park were "taken in" by the members of the party. Laughter and merriment were at high tide during the several hours spent at this park, and when a call was announced for Luna Park a number of the party remarked that they were all "laughed out." Just as the start was being made for Luna, however, a thunderstorm arose, which necessitated a postponement of this excursion, but while waiting for the rain to cease the party managed to locate a number of amusements "under cover" that had not yet been tried out. Led by President Blackman, who all afternoon had been foremost in the search for fun, the party conquered new fields of amusement until the rain ceased, when the call for the annual banquet was heard.

Banquet and Many Favors.

The banquet was scheduled this year for the celebrated Brighton Beach Casino, and when the Blackman forces entered their private dining room they found a table that was decorated most attractively and tastefully. Souvenir menus were placed at each plate, and each member of the party was favored with a series of comic postcards depicting the joys and bliss of vacation time. Flowers were prominently displayed on the table and the scene was one of supreme refinement and attraction. The menu was typical of the far-

famed culinary department of the Brighton Beach Casino, and every course was thoroughly enjoyed by the diners. Good humor and fun found its way to the banquet board, and the entire banquet was a round of laughter and good cheer.

After the last course had been served and the



A Group of Blackman Boosters.

diners were momentarily quiet, the distribution of special favors was announced, which this year took the shape of appropriate and timely personal mementos, ranging in character from a little "devil" for Mr. Blackman, who had certainly been having his share of fun all afternoon, to a miniature cash register for Miss May, the Blackman cashier. These favors evoked continuous laughter and applause, as they were accompanied by amusing presentation speeches in each instance.

Distribution of Profits.

At the close of this distribution Mr. Blackman announced the annual distribution to the forces of their share of the year's profits. This policy of the employes sharing in the profits of the business was inaugurated by the Blackman Talking Machine Co. some four years ago, and up to the present time has been found to be a signal success from every standpoint. All employes who have been connected with the company for a year or more participate in this profit-sharing, and this year thirteen members of the staff were honored in this manner. Each employe was presented with his check by President Blackman, who made a short speech of introduction. Those members participating this year include the following: Frank Roberts, the veteran of the Blackman forces; J. L. Spillane, who is a "very-near veteran"; the Misses Peters, Ward, May and Ott, and the Messrs. Ashby, Thaw, Lansell, Reinhart, Bishop, Harkins and Camerano.

The speech of welcome made by President Blackman was a forceful and interesting one, in which



At the Start, Blackman Jr., in the Front Row.

he spoke of his belief in the old axiom that "all work and no play makes Jack a dull boy." He also spoke of his appreciation of his staff's efforts during the past year, and his hope that at next year's outing all employes at this year's outing would still be with the company and thereby be entitled to share in the profits of the business. After hearty applause Vice-President Caldwell re-

sponded with an address in behalf of the employes, thanking Mr. Blackman for his many acts of good will to his staff during the past year and assuring him of his staff's appreciation of his unfailing generosity and kindness.

The next move after the banquet was to the New Brighton Theater, where the party occupied a box at a most enjoyable performance. At the close of this performance the party started for home after voting June 7, 1913, red letter day for fun and giving three cheers for President Blackman and three more for Vice-President Caldwell, who had worked like a Trojan for the success of the outing.

As a means of promoting good cheer and comradeship among employes outings like this have no superior. The continuance of these treats by the Blackman Talking Machine Co., which stands every penny of the expense attached to them, is making the staff of the Blackman Talking Machine Co. an exceptionally capable force that is producing top-notch efficiency. Incidentally the Black-

man Talking Machine Co. occupies an unique position in the talking machine field as the pioneer in this method of employe co-operation by means of outings combined with a profit-sharing policy.

NEW COLUMBIA AGENTS.

During the past month the following names were among those added to the lists of the Columbia Graphophone Co.'s representatives: E. S. Sanguinetti, Yuma, Ariz.; Hub Piano Co., Baltimore, Md.; Bates Music Co., Greeley, Colo.; Davis-Brown Electric Co., Ithaca, N. Y.; A. L. Bailey, Littleton, N. H.; Lair Furniture Co., Charleston, Mo.; Raigor Art & Music Co., St. Louis, Mo.; Besche Bros., Baltimore, Md.; Shepard & Bennett, Malden, Mass.; H. F. Rogers Co., Huntington, L. I., N. Y.; M. Danzky, Harrison, N. J.; A. DeNisco, 251 East 151st street, New York; Meyer Neverloff, Far Rockaway, L. I., N. Y.; J. A. Gray, Fort Plain, N. Y.; William Gauthier, Gouverneur, N. Y.; Saul Birns, 117 Second avenue, New York, and D. H. Mead, Endicott, N. Y.

A PHONOGRAPH SCORE.

Tibet's dalai lama was greatly disturbed by the first phonograph he saw. Edmund Candler, when in Lhasa with the Younghusband expedition, heard from the Pepalese resident how he had recently brought the uncanny toy as a present from the maharaja of Nepal to the priest-king. The dalai lama walked round it uneasily as it blared forth an English band piece and an indelicate

Bhutanese song. Then he thought for a long while, and finally said he could not live with this voice without a soul. So it was passed on to somebody else.

It is probable that the lama has become used to talk-machines before this.

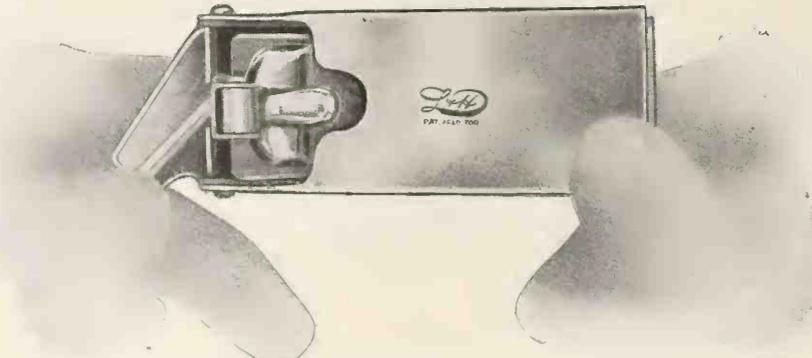
HOW REFUGEES WERE ENTERTAINED.

When the recent disastrous Dayton floods were at their height, the refugees who were given temporary shelter through the generosity of President Patterson, of the National Cash Register Co., were entertained by a number of Victrolas placed in the shelter spots.

Dealers everywhere should feature

THE LYON & HEALY FIBRE NEEDLE-CUTTER

SIMPLE
AND
EASY
TO
OPERATE

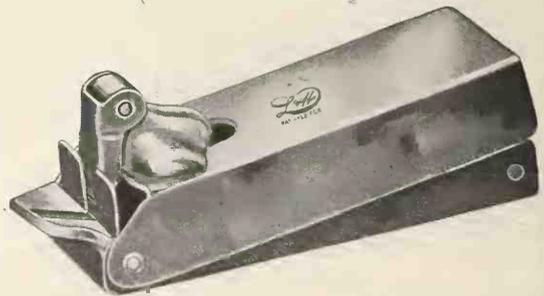


CORRECT
LEVERAGE
FOR A
PERFECT
CUT

FINEST TOOL STEEL



GUIDE
WHICH
SAVES
ALL
WASTE



OVER 50,000 SOLD ALREADY!

The L. & H. Needle-Cutter or Fibre Repointer we now offer to the user of Fibre Needles is the result of four years' exhaustive experiments, and we feel safe to assert NONE BETTER CAN BE MADE.

The lover of GOOD music will find this cutter invaluable. The upper blade being pivoted above and back of cutting edge insures perfect contact with lower blade. Both of these blades are made from finest tool steel and properly tempered, and with ordinary usage will last for years without sharpening or renewal.

The cutter has a self-acting stop which prevents cutting away more than enough, thus a pin can be played twelve or fifteen times before becoming too short.

We give our absolute guarantee with every cutter sold.

RETAIL PRICE \$1.50

Messrs. Lyon & Healy,
Chicago, Ill.

Please send sample Lyon & Healy Fibre Needle Cutter, with bill for same and full particulars.

Name

Address

Lyon & Healy

CHICAGO

Dealers' Discount,
same as your Victor
Discounts.

FROM OUR CHICAGO HEADQUARTERS

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

(Special to The Talking Machine World.)

Chicago, Ill., June 9, 1913.

A movement of really great importance to the talking machine trade, as well as the other musical instrument lines of Chicago, is the formation of an organization the temporary name of which is "The Piano Club of Chicago." Its nucleus is the so-called Roasters' Club, by which satirical cognomen has been known the piano table at the Stratford, where a number of members of the trade have been wont to foregather and discuss anything but trade topics while lunching. A move now contemplated is the formation of a regular organization consisting of members of the piano, small goods, talking machine and allied trades. It is proposed to lease an entire floor in a building contiguous to the piano and talking machine district, and a location on Michigan avenue is now under consideration. It is proposed to fit these quarters up in modern style, with reception room, billiard room and dining room. It will be kept open from early in the morning until midnight, and therefore, besides providing a place for dining at noon, it will also be a rendezvous for members of the club where they can take their customers for dinner or a quiet talk. Refreshments will be served at all hours.

The spirit of bon camaraderie engendered by the informal gatherings at the Roasters' Club and at the annual banquets and occasional smokers of the Chicago Piano and Organ Association give great promise of the good to be accomplished by an organization on a more permanent and elaborate basis.

The preliminary meetings have shown a great unanimity on the part of the trade regarding the project. There will be a meeting, probably the latter part of this week, at which final details will be decided on. The temporary officers are: James F. Broderick, eighth floor, Republic Building, president; Lee S. Roberts, Melville Clark Piano Co., secretary; Adam Schneider, of Julius Bauer & Co., treasurer. J. P. Seeburg, president of the J. P. Seeburg Piano Co., ninth floor, Republic Building, is chairman of the membership committee. While the initiation and membership fees have not been definitely settled, it is probable that they will be fixed at \$15 for initiation fee and \$25 for annual dues. These figures, however, only apply to the first hundred, who constitute the charter members of the club. Therefore, it is quite advisable that those seeing the utility of the

club and wishing to join it should do so at once. Either one of the gentlemen mentioned or the Chicago representative of The World would be glad to give all information. Mr. Broderick, who will unquestionably be the first president under the permanent organization, extends a hearty invitation to members of the talking machine trade to join the organization. A committee on name is already at work, and one of a more comprehensive nature than that of the Piano Club will undoubtedly be adopted. The Chicago representative of The World recommends this matter to the consideration of the trade. Be it understood that not only heads of houses, but salesmen, department managers, and in fact anyone in the trade is eligible. By the next issue the by-laws will have been adopted and more definite information can be presented, but in the meantime it is very essential that those who are to get in at a minimum cost take action immediately, as sixty-five names of the 100 entitled to receive the low rates have already been secured.

A Remarkable List.

A great deal of comment has been excited in the trade by the Victor bulletin for June. It is a particularly excellent one all through—one of the best, many say, that the company has ever put out. Although there are only ten Red Seal records in the list, they are of a particularly high character. The World correspondent has heard all of the records and can endorse a favorable opinion of the trade. Red Seal record No. 69065, an Ave Maria by Percy B. Kahn, sung by Caruso with violin obligato by Mischa Elman and piano accompaniment by the composer, is indeed a marvelous piece of record making. It will undoubtedly prove one of the greatest sellers among the highest priced Red Seal records that the company has ever produced.

The Business Situation.

There does not seem to be any great amount of apprehension in the trade as to the effect of the recent decision of the United States Supreme Court in re the matter of price maintenance. Several people in the trade say that they have received assurances from the legal departments of the big talking machine manufacturers that a way will be found to get around the matter so that there will be no slump in prices, a consummation devoutly to be wished.

The various jobbers and distributing depots here all say that business during May was exception-

ally good, showing a decided increase over the same month of last season. The business outlook for the year is generally stated to be most excellent, and the reports regarding collections are better than in some other lines of trade.

Jobbers to Have Special Cars to Convention.

L. C. Wiswell, head of the talking machine department of Lyon & Healy, has returned from Niagara Falls, where arrangements were made for the entertainment of the Talking Machine Jobbers' Association, which will hold its convention there July 7 and 8. Headquarters will be at the International Hotel.

Mr. Wiswell is making arrangements for special cars to transport those delegates attending from Chicago and Western points in a body. There will be numerous advantages in the arrangement and those desirous of making such arrangements should notify Mr. Wiswell at once.

Good Year for Lyon & Healy.

The fiscal year at Lyon & Healy's which closed the other day, shows that the talking machine department enjoyed one of the most profitable years in its history. Right now the department is being kept busy in addition to the regular business by the host of patrons who desire their machines crated and packed and shipped to summer homes.

Talking Machine Co. Moves.

The Talking Machine Co., local distributors of Victor goods, moved this week into their new quarters in the Ward building at 12 North Michigan avenue. The establishment is one of the finest in the country, and covers a space of 20,000 square feet. Stock rooms, booths and display rooms are perfectly equipped and are a model of perfect arrangement.

A Romance of the Record Room.

"Mr. and Mrs. I. L. Cundiff, 6029 Madison avenue, announce the engagement of their daughter, Gladys Marion, to Charles Elwood Bell, son of Mrs. Etta Bell, of 5049 Grand boulevard."

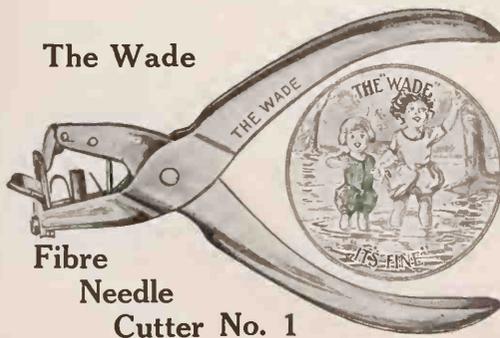
The foregoing is self-explanatory and all those who are acquainted with the charming head of the record department of The Phonograph Co. will extend their heartiest congratulations to Miss Cundiff and wish her all happiness.

But here are the details:

When the handsome new quarters of The Phonograph Co. were opened one of the first visitors was Mr. Bell, who is with the Diebold Safe & Lock Co. Of course, after hearing the Edison
(Continued on page 22.)

THE WADE FIBRE NEEDLE CUTTERS

ARE THE MOST SERVICEABLE FOR SEVERAL REASONS



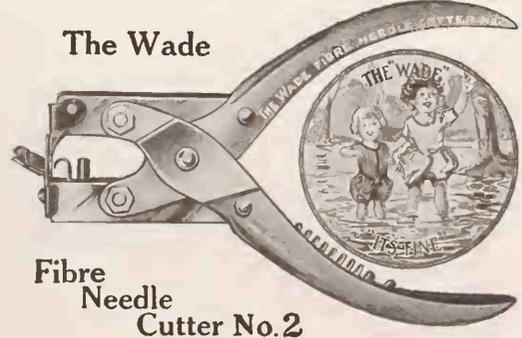
The Wade
Fibre
Needle
Cutter No. 1

They produce clean, perfect playing points.

They trim the needle at an angle that results in the best tone.

They repoint needles most economically, rendering each one serviceable for from twelve to fifteen records.

They are made from the best steel and are scientifically hardened by electricity, giving the most lasting and cutting edge possible.



The Wade
Fibre
Needle
Cutter No. 2

They are provided with a self-acting stop. The Wade No. 2 affords the most powerful cut of any tool made. The blades work parallel to each other, requiring no exertion to trim the needle.

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.

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

machine play a record or two in the concert hall he bought one of the latest models and had it duly installed in his home.

Then a supply of records must be bought, and so one day he stepped into the elevator and was taken up to the second floor of the new building.

He was admiring the handsome design and decoration of the room when a soft voice asked if he would care to hear some records. He turned and saw the most delightful bit of interior decorating he had ever beheld. It was Miss Cundiff.

Yes, he would like to hear something—he had just bought one of the machines and, of course, he had to have some records to go with it. There was nothing especial that he cared to hear—he would leave all that to the demonstrator.

What Miss Cundiff played we do not know, and she won't tell, but the program must have been a most interesting one, for Mr. Bell became an ardent Edison fan and came in every day and sometimes twice to hear the latest records played.

He bought records galore and cabinets to hold them, and cut out cigars and other things dear to the bachelor heart, deciding that a good library of records was worth while collecting, and besides, he was smoking too much anyway.

One evening he came in to buy a certain record and stayed till closing time. Then it started to rain. It poured and Opportunity presented herself. He had his automobile outside. He would be awfully glad to take Miss Cundiff home. He lived out that way and wouldn't have to go out of his way, and anyhow, it wouldn't be any trouble.

She accepted and was whirled home, consenting to go riding again some time when the weather was more pleasant. And they did. And went to luncheon. And the theater. There were flowers and books and long talks. And then a question and an answer and a dandy solitaire. The wedding will take place in the early fall.

Opens New Store.

Williams & Cunningham have opened a new exclusive talking machine store at 624 Davis street, Evanston, Ill. Mr. Williams is now proprietor of the Talking Machine Shop on Wilson avenue, this city. The members of the firm are the sons of the members of the large advertising agency of Williams & Cunningham, Chicago.

Good Columbia Business.

Both W. C. Fuhri, district manager, and C. F. Baer, manager of the Chicago office of the Columbia Phonograph Co., are a unit in stating that the business of the Chicago office showed an increase of a hundred per cent. as compared with May of last year. Mr. Fuhri says that the Kansas City branch made a similar showing. He is going to take a trip to headquarters in New York next week.

Among the particularly choice numbers in the Columbia bulletin for June are two records (four selections) by Chauncey Olcott, four grand operas by Bonci, vocal and instrumental selections from "Patience," a couple of new piano selections of the decidedly popular type by Mike Bernard, "A Little Bunch of Shamrocks," as sung by Burr and Stoddard, and "Trail of the Lonesome Pine," sung by Burr and Campbell; Mendelssohn's "Spring Song," by Prince's Orchestra, with the Brahms "Lullaby" as a violin, flute and harp trio, on the other side, and a couple of new ballads by Manuel Romain. All are proving excellent sellers from the viewpoint of the Chicago office.

Won't Cut Prices.

Roy J. Keith, sales manager for the Talking Machine Co., says he has interviewed a number of his friends among the dealers anent the Supreme Court decision on the maintenance of fixed prices, and that they all say that they value the price control system as the most valuable feature of the talking machine business and that they will certainly maintain prices on their own hook if it should come to that, making not the slightest concession to anyone, no matter how large the purchase. That is certainly the right spirit.

Miss Tishler Married?

Although the report cannot be confirmed, there is a persistent rumor to the effect that Miss Pauline Tishler, the far-famed maker of sales at

the Talking Machine Shops, has been or is about to be married. Some time back Miss Tishler became very nervous and left for Cleveland to spend her vacation, and incidentally to take care of some interests in the coal business located there. It is said, however, that the main object of her journey is to make arrangements for the happy event that no doubt will be announced soon.

New Kimball Manager.

T. J. Cullen, who is well known to the local retail trade, is the new manager of the talking machine department of the W. W. Kimball Co. Mr. Cullen was formerly in charge of the talking machine department of the George P. Bent Co. and later of the P. A. Starck Piano Co., and learned the business originally with Lyon & Healy. Mr. Cullen took charge of the Kimball Co.'s new department June 2, and has already instituted innovations that are bringing a good business.

Credit for the increasing number of customers is also given Miss Ruth Steele, who is Mr. Cullen's assistant, and who was not only formerly at Lyon & Healy's, but also with Mr. Cullen at the Starck warerooms. Miss Steele's cordial way has done much to make the record department a success, and she has been given full charge of it.

Personals.

Charles E. Byers arrived in Chicago recently and assumed the position of retail floor manager of the Chicago office of the Columbia Phonograph Company. For the past five years he has occupied a similar position at the company's St. Louis office. He is a young man of attractive person-

ality, and with his fair knowledge of the Columbia line will no doubt make good in a thorough way.

Many men in the Chicago trade will remember James W. Larsen, who for a couple of years was the assistant to the Chicago representative of The Talking Machine World. For several years past he has been with the J. P. Seeburg Piano Co. of this city, and now occupies the position of wholesale manager with them. Mr. Larsen will take unto himself a life partner this month in Miss Hilma Weston, a charming young Chicago woman. The World extends its heartiest congratulations.

It is rather humiliating, perhaps, for the representative of a large and important jobbing house like the Talking Machine Co. to suffer from an infantile malady like the mumps, but that is exactly what H. C. Flenteye, city salesman for the Talking Machine Co., went through recently. He came out victorious after a two weeks' tussle.

George P. Cheatle, traveler for the Talking Machine Co., has been promoted to the position of assistant sales manager of the company. He is now out on a special trip in his old territory, Illinois and Iowa, but Mr. Ditmer, of the traveling force, will cover these States regularly for a while at least.

Lyman D. Guest, of the Guest Piano Co., Burlington, Ia., was a Chicago visitor last week on his return home from the piano conventions at Cleveland. The company is just moving into a handsome new store. It handles talking machines at both its Burlington, Ia., and Quincy, Ill., stores.

SOME CONFESSIONS OF TALKING MACHINE SALESMEN.

Results Produced by a Long Distance Conference of the Members of the Sales Force of the Talking Machine Co., Chicago—Stories of Situations Well Met That Should Help the Man Who Has the Selling Problem to Face—An Interesting Symposium.

(Special to The Talking Machine World.)

Chicago, Ill., June 11, 1913.

Did you ever hear of a long distance conference of talking machine salesmen? Not a conference where the boys get around the big table in the chief's office and relate their experiences at first hand but a conference where hundreds of miles separate the individuals and yet each is able to impart information of distinct value to his fellow in another territory where he can apply it to the best effect. The secret of this annihilation of distance in the conference is held by Roy J. Keith, sales manager for the Talking Machine Co., Chicago, and the Chicago representative of the Talking Machine World, but the results are found herewith.

Sales Manager Keith Talks of Service.

Mr. Keith, being the sales manager, leads off the conference as follows: "The fundamental prin-



Roy J. Keith.

ciple underlying the activities of the Talking Machine Co. is the rendering of first aid to dealers in the matter of sales campaigns and systematizing the conduct of the business. With this end in view we have prepared special pamphlets on Sales, Ideas and Victor Systems, embodying the best schemes used successfully by the trade. Then we

send out men around to endeavor to get the dealers to put these ideas into operation.

"We have organized a regular school for the purpose not only of educating our own salesmen, but for breaking in managers for the Victor departments of our dealers. This course comprises a thorough education of the mechanical construction of the machines, and the stocking and handling of the goods for shipping, the various systems necessary for conducting the business, including accounting and collecting, as well as the sales schemes which we have worked out for the dealers.

"Every man who is put to work is duly impressed with the fact that his duty is not merely to sell goods but to help the dealer sell goods. Of course, this is founded on the fact that the interests of this company and its dealers are mutual. It is not necessary for me to go into details as to how this is done because that will be made clear by the remarks of the gentlemen present."

Cheatle Tells How to Sell to Schools.

Mr. Keith is followed by George P. Cheatle, assistant sales manager, who says:

"One of the most interesting experiences that I ever had helping a dealer in selling to the schools was in Grand Rapids, Mich. I first went to see the general superintendent of schools in the city, presented our ideas and plans and he thought very well of it and said it was a fine idea. But, as usual, he told me the board could not possibly think of it—that they had just put up a new high school and furnished a new gymnasium to another and so on, with the result that they were in debt and could not think of anything like a Victrola. But he gave me a very good tip.

"He said: 'You go out to the North Division street school and see Miss Sauer, the principal. I know they have some money saved up and are thinking of buying a stereopticon with it. Now,

(Continued on page 24.)



George P. Cheatle.



What a Growing Business Will Do

Three times in seven years we have been forced to move into larger quarters. This move gives us the largest—finest and most complete Talking Machine Depot in the country—140 ft. frontage on Michigan Boulevard—20,000 sq. ft. floor space—Beautiful Display Room—Booths to take care of your customers—Record Stock Room with capacity of quarter of a million.



We are in our new location and want to see you there—We want you to see us.

THE TALKING MACHINE COMPANY

Ward Building 12 N. Michigan Ave.
CHICAGO, ILL.

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

maybe you can switch them over to one of your machines.'

"I lost no time in getting out to see Miss Sauers and found her just putting on her hat and coat preparing to go home. I told her I had come to see her about a Victrola, and to my surprise she had never heard or remembered 'Victrola' and thought it was some sort of a magic lantern and, of course, was very much interested.

"I fully explained to her what it was and she seemed to take to it right away and thought the children would derive more good and pleasure out of it than a magic lantern.

"We got hold of the few remaining teachers in the school and told them about it and they all were interested, so I suggested going right downtown and letting me show them one. I took them down to a dealer's store and demonstrated for them and they thought it was fine. Then they thought they would like to have the children hear it and ask them which they preferred, so I told them we would have one out at the school in the morning for the children to hear.

"So we took the machine out, a Victrola X, and let the children hear it and the machine never came back. This started the ball rolling in Grand Rapids, as the superintendent had told me if we sold one the rest of the schools would never rest until they, too, had one. It turned out that from then on more than half the schools put them in and they are all very enthusiastic over Victrolas."

Moses and The World—Some Combination.

F. D. Moses, who travels Wisconsin and North Michigan, then said:

"Talk about The World being a great advertising proposition and business getter—here's a pat illustration. I struggled aboard a Northwestern train the other day—dragging my hundred odd pounds of personal effects—picked out the soft spot in a seat on the shady side of the car and settled down on the back of my neck for a glance



Frank D. Moses.

at The Talking Machine World. The train was just nicely started and I had reached the point in the Chicago news mentioning a business trip that Roy Keith, of the Talking Machine Co., had made, when a party rambled down the aisle and seemed to show signs of interest in what I was doing. He expressed a consuming desire to know whether I sold talking machines or not.

"Well, after taking the matter under advisement I felt safe in saying I did sell some now and then. He said he supposed I was at least interested in the line judging from the literature I had in my hand. Being assured that I was interested and incidentally always attempted to help a live wire see how much real good money the Victor line would literally coin for him, the inquiring party decided to help me hold down my seat, and after due preliminaries he proceeded to inform me that he was somewhat interested himself.

"I came to, in a hurry, and soon found out that he intended to put in a good stock of Victor goods. However, he was in some doubt, due to peculiar circumstances, as to just where this order should be placed. Of course, this point was perfectly clear to me—there was no question, whatever, in my mind—and before we left the train I had this point settled in his mind, too.

"The rest of the story as to how I converted myself into a carpenter-electrician and first-class city drayman, all in one, was merely a matter of putting the finishing touches to the deal. I helped him get his Victor department in shape and to transfer the stock of a competitor whom my new customer had bought out.

"The point is—he dropped like a bolt out of the blue onto my order book. I sold him and it was because I had my face inside The Talking Machine World when he came along. I'm thinking some now of having posters of the journal made and

wearing them after the fashion of our friend, the sandwich man—hung over my neck—one in front and one in back. The World is a great institution."

How Dittmar Landed a Balky Dealer.

E. H. Dittmar, who travels Michigan and Indiana:



Elmer H. Dittmar.

which was far from gratifying to him and incidentally to the Victor Co., he had not only lost all interest in the line and dropped it but had positively grown to have strong feeling of aversion for the mere sound of the word 'Victor.' Couldn't stand to have you mention the subject no matter how softly you whispered. Bringing up the subject seemed to affect him just the way a sharp nail scratched over a pane of glass does me or probably the mention of castor oil does you. Anyway, it made him peeved to have you come in and merely look as though you had once seen a Victrola somewhere.

"Now, that's the way he felt. But what saved his life was that I couldn't agree with him at all. To say 'Victor' was sweet music to me, also much good money, and I clearly saw that it was my positive duty to show this man the error of his ways.

"Here's the way I did it. It was more than evident that for me to try to sell this man would end in disaster. I would probably finish in the hospital, from which, by the way, I had just come.

"But, if I wasn't going to sell him, who was? I've got it figured out that there are three corners to most business transactions, roughly speaking. The manufacturer, represented by the jobber, is the first; the dealer is the second and the consumer is the third. So there was only one way out of the difficulty. I'd have to bring this third corner into play; fix it up so that the consumer would sell the dealer.

"Anyone who could have seen me beating it around town that day trying to create a market for this hostile would have conceded that a missionary in China was an amateur in comparison. I found some people who didn't know a Victrola from a box of tacks and others were not only acquainted with the instrument but were readily anxious to buy only they could not do so at home and lacked the ambition to go shopping out of town.

"I talked with them all and brought back a bunch of data that scared my peevish dealer stiff—couldn't even bite off a satisfactory chew from his plug of battle-axe. I spiked his guns and had him running for shelter behind the display of Devoe paints on his front counter.

"I showed him where the people of his beautiful city were on their knees begging for Victrolas—that he was doing them and his county a positive injustice in not having a representative stock of Victor goods on hand to satisfy their wants. Besides, look at the good money he was permitting to rust in their pockets while it might just as well be kept in shining circulation in his cash register. Well! he woke up, placed an order—not a very large one to be sure—but still an order, and he hasn't been sorry for it since.

"The last time I was through there we gave a little concert. Seems to me there was about ten women, three men and a boy present. Not a very sizable crowd you say. Perhaps not, but it was some better than the sight of one Number O Victor and eight records resting under a box of nails which presented itself to my vision the first day I called on Mr. Dealer."

Colson "Victorizes" School Ma'am.

H. F. Colson, floor salesman, then remarked:

"A man experiences a great many funny things

when he sells goods either on the road, in the city or in a store. One will learn more about human nature when a salesman than under any other conditions.

"Since I became connected with the talking machine business I believe that I could write a book on the amusing incidents that I have experienced with different customers. I have clinched sales, here and there, that have hung on a mere thread, so to speak, merely by some little thing that balanced the scales in the right direction.



Harold F. Colson.

"I remember one time, about two years ago, when I was selling Victor machines to the public schools in Chicago I had obtained permission to give a concert in the assembly hall of a large school.

"I had the principal announce that on a certain afternoon I would entertain 350 of her pupils with a Victor talking machine playing for them such records as they desired. It was understood that they were to keep the machine for use in the school providing the pupils liked it. They were to decide by popular vote.

"So, one afternoon, I arrived at the school, set the instrument up, got my records ready, and everybody had arrived and the principal had given me an introduction to my audience, I started.

"Everything went like clockwork. The records were fine and some I had to play twice. Upon every face there beamed a glad smile and I was beginning to believe that there would be nothing to stand in the way of a sale. The principal came over, congratulated me and likewise the teachers, all but one. And the worst of it was—she was the assistant principal.

"She was strictly against talking machines, said they were good for nothing and expressed her dislike of 'canned music.' Of course, she made her objections loud enough to be heard by all of the pupils. Even two or three of the teachers, like weather-vanes, were beginning to find objections, so I saw it was then up to me to say something.

"I walked forward to the edge of the platform and began to question the children. Among them there was one boy that I had noticed when the children had filed into the hall. He was a small red-haired boy, unkempt and soiled, and the minute he came in I sized him up as the bad boy of the school. I asked a teacher near me if my surmise was not right and she laughed and said that he furnished more exciting diversions than any other boy in the school.

"At last here was an opportunity. This was the thread upon which my sale was suspended. I was going to take a chance at it, anyway; so as soon as I had the attention of the assembly I asked him: 'Would it help you to be good if you heard some music like that every day?'

"'Oh, Gee! Yes—I'd try like everything. I'd be good.'"

"That reply capped the climax and everybody laughed. Even over the grim face of my erstwhile opponent there flickered a smile. 'Music hath charms,' I remarked to the principal. She laughed, and when the votes were cast and the results read the Victor had found a new berth. I

find that Opportunity knocks at your door somewhere in every sale and it's up to you to hear the tapping and let her in."

Flentye vs "Knocker."

H. L. Flentye, city salesman, then joined in:

"One of the most practical demonstrations of our system of co-operation with the dealers happened to me in my



Harry L. Flentye.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 24).

own suburb where I had been fortunate enough to establish a new dealer.

"One evening I dropped in his store to check things over and see how everything was going along. A woman came in while I was there and asked to hear some of the late records. A few minutes later a gentleman came in to look at some other goods and saw the woman listening to the records. He said, in a tone loud enough so she could hear, that he didn't see how anybody could get any enjoyment out of this talking machine proposition.

"It seems he had heard one at a neighbor's house a little while ago, an old style machine in which the motor was noisy and the records all worn out, and of course it made a very unfavorable impression on him. With such remarks being passed, the woman began to wonder herself if this was real music she was hearing and finally got up and left without buying any records.

"This looked like a chance to me where I could accomplish a little missionary work, so I tackled the Victrola knocker. After talking with him a few

minutes, I found that he liked the best music, that he went up to Ravinia every night in the season, where he heard the best symphony orchestras, and this rag time popular melody stuff didn't appeal to him at all.

"I got out the list of records this dealer had on hand and selected a few of the kind that would appeal to him, wheeled out a Victrola XI, put on a fiber needle, adjusted the doors so the tone was well modulated for the size of the room, and started the Victrola without saying anything further to him.

"After listening to a few records, his ears pricking up more and more all the time, he jumped up enthusiastically, asking for a catalog and inquiring if he could hear such and such records. The dealer didn't happen to have these records in stock at the time, so I arranged to see that they were sent the next day, and also that a machine was delivered to his home for trial in his own music room. The result was not only a sale to this man, but to three of his neighbors, also, within a week."

ENJOYABLE DANCE OF COLUMBIA CO.'S CHICAGO FORCE.

(Special to The Talking Machine World)

Chicago, Ill., June 11, 1913.

The accompanying photograph is one taken at a dancing party which was given recently by the em-

evening. In addition to a regular string orchestra there was music from a gramophone grand, and so pronounced was the liking for the Columbia music that the musicians took many long rests and "let



ployees of the Columbia Graphophone Co. at Douglas Park, Chicago.

The dance was a big success, and the Columbia people and their friends had a most enjoyable

the gramophone do the work"

C. F. Baer was the master of ceremonies, and was assisted by W. W. Parsons, of the dictaphone department, and F. A. Tatner, in charge of stock.

NEW RULES OF PROCEDURE IN PATENT LITIGATION.

Supreme Court Lays Down Rules of Practice for Courts of Equity, with a View to Simplifying and Hastening Proceedings in Such Matters—New Time Allowances Provided and Other Details Considered That Will Interest Patentees.

New rules of practice for the courts of equity of the United States have just been promulgated by the Supreme Court, which are considered revolutionary in their effects upon patent litigation. Briefly stated, a suit for infringement goes on the calendar for trial by the end of 110 days following the filing of the bill of complaint; demurrers and pleas are abolished; and cases must be tried in open court, testimony by deposition of witnesses being abolished, unless by order of the court, except that of expert witnesses, and, under a Federal statute which the rules of the court cannot override, of witnesses living more than 100 miles from the place of trial. Thus proceedings in equity are robbed of the almost endless possible complications which have sometimes kept litigation alive for years until a final decision was reached.

The new rules are supposed to have had their inception in certain such cases tried in recent years, where the proceedings were so protracted and the volume of depositions so great that the printed transactions covered thousands of pages, calling forth the rebukes of judges.

Those who have had experience with the trial of patent cases will be interested in the extreme simplicity of the bill of complaint and the answer, as laid down by the new rules, as follows:

Hereafter it shall be sufficient that a bill in equity shall contain, in addition to the usual caption:

1. The full name, when known, of each plaintiff and if any party be under any disability the fact shall be stated, defendant, and the citizenship and residence of each party.
2. A short and plain statement of the grounds upon which the court's jurisdiction depends.
3. A short and simple statement of the ultimate facts upon which the plaintiff asks relief, omitting any mere statement of evidence.
4. If there are persons other than those named as defendants who appear to be proper parties, the bill should state why they are not made parties—as that they are not within the jurisdiction of the court or cannot be made parties without ousting the jurisdiction.
5. A statement of and prayer for any special relief pending the suit or on final hearing, which may be stated and sought in alternative forms. If special relief pending the suit be desired the bill should be verified by the oath of the plaintiff, or someone having knowledge of the facts upon which such relief is asked.

If the defendant move to dismiss the bill or any part thereof, the motion may be set down for hearing by either party upon five days' notice, and, if it be denied, answer shall be filed within five days thereafter or a decree *pro confesso* entered.

The defendant in his answer shall in short and simple terms set out his defence to each claim asserted by the bill, omitting any mere statement of evidence and avoiding any general denial of the averments of the bill, but specifically admitting or denying or explaining the facts upon which the plaintiff relies, unless the defendant is without knowledge, in which case he shall so state, such statement operating as a denial. Averments other than of value or

amount of damage, if not denied, shall be deemed confessed except as against an infant, lunatic or other person *non compos* and not under guardianship, but the answer may be amended, by leave of the court or judge, upon reasonable notice, so as to put any averment in issue, which justice requires it. The answer may state as many defenses, in the alternative, regardless of consistency, as the defendant deems essential to his defense.

The answer must state in short and simple form any counter-claim arising out of the transaction which is the subject matter of the suit, and may, without cross-bill, set out any set-off or counter-claim against the plaintiff which might be the subject of an independent suit in equity against him, and such set-off or counter-claim, so set up, shall have the same effect as a cross suit, so as to enable the court to pronounce a final judgment in the same suit both on the original and cross-claims.

The new rules of practice will doubtless be received with favor in the manufacturing industries. Infringements should be less frequent, it is said. In the past many actions have been brought which have never come to trial. The records of the offices of clerks of court have been filled with cases long since abandoned by the plaintiffs, but still hanging over the heads of the defendants. These cases are now disappearing automatically. Others are being withdrawn voluntarily. The cause of the man with a slender purse will lose some of its handicap, in that ruinous delays, resulting from bringing into play one technicality after another, at great cost to both parties, will no longer be tolerated by the courts. The advantage of the services of skilled patent attorneys and experts will remain as before, of course.

The rule governing the taking of testimony, which is considered essentially important in several ways, is as follows:

In all trials in equity the testimony of witnesses shall be taken orally in open court, except as otherwise provided by statute or these rules. The court shall pass upon the admissibility of all evidence offered as in actions at law. When evidence is offered and excluded, and the party against whom the ruling is made excepts thereto at the time, the court shall take and report so much thereof, or make such a statement respecting it, as will clearly show the character of the evidence, the form in which it was offered, the objection made, the ruling, and the exception. If the appellate court shall be of opinion that the evidence should have been admitted, it shall not reverse the decree unless it be clearly of the opinion that material prejudice will result from an affirmance, in which event it shall direct such further steps as justice may require.

Where testimony by deposition is permitted, the affidavits must be filed without delay, "those of the plaintiff within 60 days from the time the cause is at issue; those of the defendant within 30 days from the expiration of the time for the filing of plaintiff's depositions; and rebutting depositions by either party within 20 days after the time for taking original depositions expires." The court may direct that the testimony of expert witnesses, "whose testimony is directed to matters of opinion, be set forth in affidavits, but those of the plaintiff must be filed within 40 days after the cause is at issue; those of the defendant within 20 days after plaintiff's time has expired, and rebutting affidavits within 15 days after the time for filing original affidavits. Should the opposite party desire the production of the affiant (the expert) for cross-examination, the court shall, on motion, direct that such cross-examination and any re-examination take place before the court upon the trial, and unless the affiant is produced and submits to cross-examination and re-examination in compliance with such direction, his affidavit shall not be used as evidence in the cause."

These instances are cited to demonstrate the effort of the Supreme Court to expedite and simplify the trial of cases. The rules apply to all other actions in equity, but the bearing is probably most important in litigation as to patents.

SALTER FACTORY KEPT BUSY.

(Special to The Talking Machine World.)

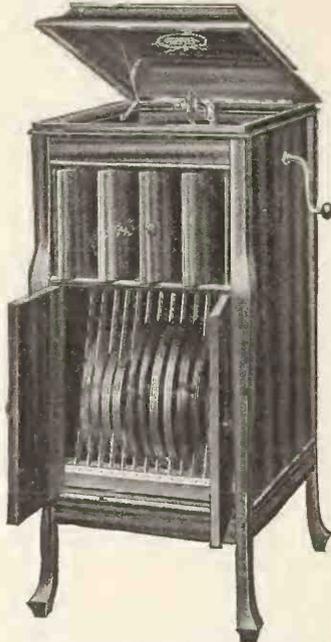
Chicago, Ill., June 10, 1913.

The factory of the Salter Manufacturing Co. is more than usually busy these days despite the fact that with the summer months there approaches a period of comparative quiet in the cabinet line. Although a complete force is working continually the stock does not accumulate, which speaks well of the popularity of the Salter line.

INTRODUCE NEW STYLE AND MANY SPECIAL FEATURES.

The Columbia Graphophone Co. Places Brand New Machine to Be Known as "The Leader" on the Market—Several New and Distinctive Features Embodied in All Its New Product Which Should Interest the Trade and Public—New "Favorite" Now Ready.

An important announcement is made by the Columbia Graphophone Co. in reference to several new and distinctive features to be embodied in its new product, in addition to the presentation of a new machine to be known as the "Leader," and the formal introduction of the new "Favorite"



The New Columbia "Leader."

which embodies all the latest improvements. The company has also announced an official name for the recently presented "Regal" with a lid, which will hereafter be known as the "Alhambra."

The "Leader" at \$75 is a completely enclosed



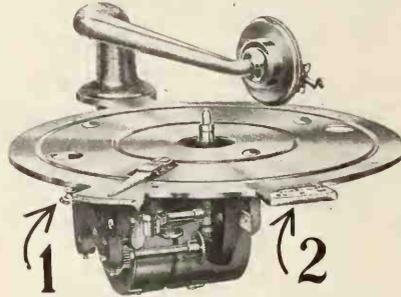
The New Columbia "Favorite."

upright Columbia "Grafonola," and as will be seen by the accompanying illustration, presents an exceptionally attractive and really artistic appearance. It contains all the new constructive features to be found in the Columbia new product, and is the first instrument under \$100 which embodies an enclosed record compartment. This compartment holds 72 records and is removable, enabling the owner to substitute record albums if desired.

The "Favorite" at \$50, which is one of the most popular machines ever introduced to the trade, is

destined to create a furore with its many new constructive features. In the accompanying illustration, the "Favorite" is shown mounted on a new special record cabinet which is already achieving considerable popularity. This method of introducing the "Favorite" in conjunction with this cabinet at \$75 is certain to be a favorite with Columbia dealers.

The new constructive features announced by the company briefly described are as follows: Metal motor-board which has many points of



Motor Mechanism and Metal Motor Board.

No. 1 indicates speed-regulator and start and stop lever. No. 2 shows speedometer.

favor, a new tone-arm which is constructed on the principle of the acoustical properties of band instruments, the new No. 6 reproducer, which has already been presented to the trade, and other features including a speedometer and a push-button hinge, lock and release. These features are all valuable and important ones, which every Columbia dealer should be familiar with, in order to properly present the new Columbia product to the public.

DR. GRAHAM BELL'S EXPERIENCES.

In a magazine article published a few years ago, Thomas A. Edison is reported to have expressed the belief that "inventiveness" can be taught if the pupil has ambition, energy and imagination. Recently Dr. Alexander Graham Bell, in a public address on the evolution of the telephone, told how his father encouraged his sons to invent and particularly how he, Dr. Bell, before reaching the age of sixteen, had made some important discoveries in sound which, however, he found were not original but had been described by Helmholtz; also how he and his brother had completed a talking machine which would pronounce the word "mamma" so plainly that when operated in the hall of the apartment house caused some of the tenants to open their doors to find out whose child was crying. Dr. Graham Bell told of many interesting experiences leading up to the telephone production and repeated his frequent assertion as to the important part played by his familiarity with the science of sound, telling how the sound and electrical features of the telephone inspired someone, Maxwell, probably, to describe the great invention as the result of a cross-fertilization of the sciences.

HOW FARRAR ENTERTAINS.

The city of Melrose, near Boston, has called for an "old favorite week," and at the Globe Theater in that city a Victor machine has been installed, so that the citizens might enjoy the wonderful singing of Geraldine Farrar, who is a Melrose girl and who always has maintained her popularity there. The happy idea of giving the public an opportunity to hear the friend of their youthful days was thoroughly appreciated by audiences that taxed the capacity of the picture house. The management used for records all the arias for which Miss Farrar is famous, and the outbursts of applause after each number told the story of her popularity and the perfection of the recording.

CARUSO AS A SINGING MACHINE.

Dr. William Lloyd, the Famous Throat Specialist of London, Tells Some Interesting Things About the Great Operatic Tenor That Emphasizes His Uniqueness Among the World's Great Singers.

Dr. William Lloyd, a famous throat specialist, who has been examining Caruso since the latter's arrival in London, has given the Daily Mail the scientific reasons for pronouncing Caruso "unique among tenors as a singing machine."

"In the first place," he says, "Caruso combines to a greater extent than any other singer I have ever examined the physical characteristics necessary for perfect production of vocal sounds in almost unlimited volume.

"Perhaps the most striking single feature is the abnormal length of the vocal tube. For example, the distance from his front teeth to the vocal chords is at least half an inch longer than that in any other great tenor I know. This is a scientific fact, accounting to a great extent for his extraordinary compass, pitch and volume of voice.

"The second point is the extreme length of his vocal chords, which are at least an eighth of an inch longer than those of any other tenor that I have ever examined.

"The quality of the material composing the back of the throat, the nose and the cavities above the larynx has an important effect on the quality of the sounds produced by the voice just as the quality of the wood in a Stradivarius violin accounts for its superiority of tone.

"Caruso's very bones are more resonant than other persons, for instance, if you tap one of his knuckles smartly with your forefinger it gives out a higher pitched, more resonant tone than does the average person's knuckles.

"His phenomenal chest capacity is another physical attribute which goes toward the production of a unique singing machine.

"Then again his vocal cords seem to be gifted with extraordinary vibratile qualities. This characteristic is all important for tenors, for the higher the note the more rapid must be the vibration of the chords. Caruso when singing his wonderful C sharp reaches the phenomenal rate, for a man, of 550 vibrations per second.

"The secret of Caruso's possession of the volume and the roundness of sound of the basso combined with all the tenor tones lies, in my opinion, largely in his epiglottis, which has the great thickness and width at the base which one finds in basses or baritones, and yet the upper third is exquisitely fine and delicate, the whole organ acting, therefore, as a unique sounding board."

URGES INCREASE TO 100 POUNDS

In Parcel Post Weight Limit—Would Hurt Express Companies.

(Special to The Talking Machine World.)

Washington, D. C., June 10, 1913.

Revolutionary changes in the American parcel post system, which, if put into operation by the Post Office Department might drive the express companies out of business within less than six months, will be recommended to Postmaster-General Burleson and the National Parcel Post Commission created by the last Congress, by Representative David J. Lewis, of Maryland.

Mr. Lewis recommends an increase in the 11-pound limit to 100 pounds in all packages to be collected and delivered. He has made thorough investigation of the cost of postal transportation, and finds that a half-cent will pay the cost of carrying a pound package 250 miles.

Just the Truth.

A needle vibrating from 44 to 2,000 times a second needs lubrication. Good reproduction from unlubricated frictional contacts is impossible. The CLEANNOTE PAD lubricates and polishes. The tone is clearer, scrape much lessened and wear on record reduced one-half. Price 25c. Trade discount. Vox Humana Talking Machine Co., Nantucket, Mass.

TO MAKE THE CLARIPHONE.

Articles of incorporation were filed Wednesday with the Secretary of State at Albany, N. Y., by the Clariphone Corporation of Manhattan. The incorporators named in the papers were Matthew B. Claussen, Walter J. Burchette and A. Parker Smith. Capital, \$20,000. Just before *The World* went to press, Matthew B. Claussen, who is the inventor of the device which will be marketed by the new corporation, stated that the company would be already to announce its plans by the time the July issue of *The World* is ready to be published.

Matthew B. Claussen states that his device, which will be known as the "Clariphone," will "augment the volume of tone, eliminate the usage of any loud or heavy needles, bring out the details of the record and do away with rasping or blasting."

AT PIANO MEN'S CONVENTION.

Clement Beecroft, sales manager for the Geo. A. Long Cabinet Co., Hanover, Pa., who manufacture music roll and sheet music cabinets, as well as talking machine record cabinets, was in attendance at the conventions of the piano men held in Cleveland early this month, and picked up some tidy orders around convention headquarters.

It is bad enough when business is lost because the salesmen do not have some necessary information; it is worse when they have the information but do not give it to the customer in terms that he can understand. This is where so many sales letters fall short.

Rosefsky Instalment House, Punxsutawney, Pennsylvania, would like to hear from all manufacturers, dealers and importers of disc records, especially foreign discs. Close-out lots handled. When writing send catalogue and price per thousand.

FOR SALE.

5,000 double-face Zon-O-Phones. Brand new, up-to-date stock, 25c. each. Address B. Olshansky, 1252 S. Jefferson St., Chicago, Ill.

WANTED—Capable salesman of Victor talking machines to assume charge of new department with good concern in one of the best cities of the Middle West. Good future for right man. Address "Middle West Manager," care *The Talking Machine World*, 373 Fourth avenue, New York City.

WANTED—About six Columbia 20th Century B. C. Machines. Address H. L., care *The Talking Machine World*, 373 Fourth Ave., New York City.

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.—One of the best talking machine accessories on the market. Full equipment for manufacturing, patent rights and a quantity of raw material. Will sell cheap for cash. Address "C. 20," *The Talking Machine World*, 373 South Wabash avenue, Chicago, Ill.

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.

HOW DUNLAP HAS WON SUCCESS.

Success of Far Rockaway Dealer an Instance of What May Be Achieved by Wide Awake Men Who Handle Business in an Up-to-Date Way—Opportunities That Prevail.

Modern progressiveness and up-to-date methods of merchandising are well represented in the splendid success that R. P. Dunlap, of Far Rockaway, L. I., N. Y., has achieved in the talking machine business. The accompanying photograph presents an excellent example of how substantial Mr. Dun-



Store of a "Live" Talking Machine Dealer.

lap's success has been, and we can assure the readers of *The World* that the interior of Mr. Dunlap's establishment presents equally as attractive an appearance as the exterior.

The story of Mr. Dunlap's rise in the talking machine industry embodies a number of incidents that are off the beaten track, and if they were not substantiated by concrete facts would be considered

PLEASED WITH "ARTESTE" DEVICE.

Inventor of New Tone Magnifier Visits Gotham — Expresses Pleasure at the Interest Manifested by the Trade in This City.

The talking machine men of New York had the opportunity of listening to the Arteste tone magnifier during the past week, which was exhibited by the inventor, Mrs. C. Stetson Butler. A complete description of this invention appeared in the last issue of *The World*, and it is hardly necessary at this date to repeat it. Mrs. Butler remarked in conversation with *The World*: "I have been very much gratified at the appreciative audiences which I have had in New York during my tarry here. Some of the leading talking machine men of the city have listened to the Arteste tone magnifier and have expressed themselves in terms of admiration concerning its powers.

"I have taken some large orders while here. In fact, I have orders on hand now in sufficient quantities to run our manufacturing plant for a long time. A single order received amounted to \$1,500. Of course, in placing a new product upon the market one must rely upon the strength of the invention, and I feel confident that the marvelous results obtained through the Arteste tone magnifier will convince even doubting ones of its truly wonderful powers.

"It reproduces the natural tones with perfect clearness. It brings out distinctly the separate voices and instruments in concerted productions and orchestra renditions.

"It preserves the true natural tone, and I feel will give delight and pleasure to every owner of a talking machine who purchases one.

"Certainly the interest shown in my invention in New York causes me to feel enthusiastic regarding

items from a modern fairy tale or pleasant dream.

The Goddess of Fortune may have smiled on Mr. Dunlap, but we are inclined to believe that his success can be attributed to conscientious and tireless labor.

It was a little less than a year ago that Mr. Dunlap was traveling for a prominent hardware house with no other idea than to sell cutlery and similar articles of merchandise. Chancing to be in Far Rockaway one day on business, Mr. Dunlap noticed this store, and the thought impressed him that it was the ideal location for a talking machine business.

He accordingly dropped in at the offices of the Blackman Talking Machine Co., 97 Chambers street, New York, and after a lengthy discussion decided to embark in the talking machine business as a Blackman dealer. As he stated then, his main aim was in the near future to become a "real" Blackman dealer in every sense of the word, and this aim he realized some time ago. As soon as Mr. Dunlap took possession of his new home he constructed several demonstration booths, installed complete stocks of Victor and Edison machines and records and started to solicit business. With an attractive show window always in evidence, and

by the aid of steady, active hustling, Mr. Dunlap soon developed a profitable clientele. The runabout shown in the accompanying illustration is constantly in use, and in the short space of about eleven months business was in a flourishing condition.

Just now, Mr. Dunlap is making energetic efforts to close a profitable summer business with the many visitors to Far Rockaway.

its success, and the reports which we are receiving from different parts of the country show that this new claimant for trade patronage is attracting widespread interest."

CONDITIONS GOOD IN CUBA.

Edward N. Burns, a vice president and general manager of the export department of the Columbia Graphophone Co., returned to New York recently after a three weeks' business trip to Cuba. Mr. Burns, on his return, was enthusiastic in his reports of the prosperity of the Columbia Co. in that country. A banner year is predicted and the Columbia representative in Havana, Frank G. Robins & Co., closed the best four months in the history of its talking machine business. This company, which is an active and aggressive one, has just completed arrangements to establish a new home for itself in a handsome building on one of the best business streets of the city. This building will be devoted exclusively to talking machines and promises to be one of the show places of the city.

BOOKED MANY ORDERS.

Daniel G. Williams, representing the Udell Works, Indianapolis, and the dean of cabinet salesmen, was among those present at the conventions of the piano men in Cleveland this month, and was not averse to telling the dealers of the attractive qualities of the Udell cabinets for sheet music, music rolls or talking machine records, as the case might be.

Muscular strength is gained by exercise. Mental and moral strength is gained by the same process—a point worth considering.

Two things that your findin

ONCE more we are reminding the millions of this week's Saturday Evening Post readers of facts *you* are undoubtedly well aware of:—

That the best records ever made by a majority of the world's greatest artists are Columbia Records:

—That the highest-priced instrument and the best low-priced instrument on the market are *both* Columbias.

People who know anything at all about music want records by artists whose voices have been recorded in the Columbia laboratories and nowhere else.

THE SATURDAY EVENING POST June 16, 1912



The best records ever made, by a majority of the world's greatest artists, are Columbia Records

Ask your dealer to play at least one record by each of them

For instance:

DAVID BISHOP—The "Red Song" from "Foghorn" is the most popular of the week's new records. It is a perfect example of the "Red Song" style, and is a perfect example of the "Red Song" style.

SONIC—The "Red Song" from "Foghorn" is the most popular of the week's new records. It is a perfect example of the "Red Song" style, and is a perfect example of the "Red Song" style.

LINA CAVALIERI—The "Red Song" from "Foghorn" is the most popular of the week's new records. It is a perfect example of the "Red Song" style, and is a perfect example of the "Red Song" style.

ERIK ARONSON—The "Red Song" from "Foghorn" is the most popular of the week's new records. It is a perfect example of the "Red Song" style, and is a perfect example of the "Red Song" style.

FRANK STANLEY—The "Red Song" from "Foghorn" is the most popular of the week's new records. It is a perfect example of the "Red Song" style, and is a perfect example of the "Red Song" style.

FRIEDMAN—The "Red Song" from "Foghorn" is the most popular of the week's new records. It is a perfect example of the "Red Song" style, and is a perfect example of the "Red Song" style.

MARY GARDEN—The "Red Song" from "Foghorn" is the most popular of the week's new records. It is a perfect example of the "Red Song" style, and is a perfect example of the "Red Song" style.

MARIA GAY—The "Red Song" from "Foghorn" is the most popular of the week's new records. It is a perfect example of the "Red Song" style, and is a perfect example of the "Red Song" style.

ORVILLE HARROLD—The "Red Song" from "Foghorn" is the most popular of the week's new records. It is a perfect example of the "Red Song" style, and is a perfect example of the "Red Song" style.

JOSEF HOFMANN—The "Red Song" from "Foghorn" is the most popular of the week's new records. It is a perfect example of the "Red Song" style, and is a perfect example of the "Red Song" style.

HELEN—The "Red Song" from "Foghorn" is the most popular of the week's new records. It is a perfect example of the "Red Song" style, and is a perfect example of the "Red Song" style.

NORDICA—The "Red Song" from "Foghorn" is the most popular of the week's new records. It is a perfect example of the "Red Song" style, and is a perfect example of the "Red Song" style.

KATHLEEN PARLOW—The "Red Song" from "Foghorn" is the most popular of the week's new records. It is a perfect example of the "Red Song" style, and is a perfect example of the "Red Song" style.

SCHARWENKA—The "Red Song" from "Foghorn" is the most popular of the week's new records. It is a perfect example of the "Red Song" style, and is a perfect example of the "Red Song" style.

SEGURA—The "Red Song" from "Foghorn" is the most popular of the week's new records. It is a perfect example of the "Red Song" style, and is a perfect example of the "Red Song" style.

SEZAK—The "Red Song" from "Foghorn" is the most popular of the week's new records. It is a perfect example of the "Red Song" style, and is a perfect example of the "Red Song" style.

CAROLINA WHITE—The "Red Song" from "Foghorn" is the most popular of the week's new records. It is a perfect example of the "Red Song" style, and is a perfect example of the "Red Song" style.

YEAKES—The "Red Song" from "Foghorn" is the most popular of the week's new records. It is a perfect example of the "Red Song" style, and is a perfect example of the "Red Song" style.

ZENATLETT—The "Red Song" from "Foghorn" is the most popular of the week's new records. It is a perfect example of the "Red Song" style, and is a perfect example of the "Red Song" style.



Destiny Zenatello Nordica Carolina White
Orville Harrold Bigham Cavalieri
Parlow Ysaye

IMPORTANT: These and all other Columbia records will play on any "talking machine," of any manufacture.

Dealers ready to serve you anywhere in North America. Columbia Graphophone Company

Write for "Music Money"—a

Columbia Graphophone Woolworth Building

Creators of the talking machine industry. Pioneers and leaders in the talking machine art.

customers are rapidly g out

THE SATURDAY EVENING POST

COLUMBIA

The highest-priced instrument—and the best low-priced instrument—are both Columbias:



The Columbia "Eclipse" \$25



The Columbia "Grand" Grafonola \$500

And there are other Columbias all the way between—at \$35, \$50, \$60, \$100, \$150 and \$200.

Dealers ready to serve you anywhere in North America.

Woolworth Bldg., New York

Hofmann, Friedheim, Scharwenka, Nielsen, Mrs. Gordon, Slzak, Fremstad, Pasquali, Guy

WHICH being the case, when people ask you for a record of the Brahms "Hungarian Dance" by Ysaye, for instance, or a record of "La Donna e Mobile" by Bonci, or a record from "Tosca" by Cavalleri, or a record of the Rachmaninoff Prelude by Hofmann, or records of the old ballads by Nielsen—you ought to be in a position to take the money.

If you have not yet equipped yourself to supply records by these *twenty* of the greatest artists in the whole world of music, you are missing a considerable portion of your rightful income.

free book every dealer should have.

ophone Company,

ding, New York

Owners of the fundamental patents. Largest manufacturers of talking machines in the world.

TAPE RECORD AGAIN DISCUSSED.

A London Inventor Tells of a Record in Tape Form on Which an Entire Evening's Opera Can Be Recorded—Details of the Invention Described by E. J. D. Larson.

Since the Poulsen Telegraphone was announced some years ago, there has been considerable talk in the inventive world regarding the substitution of a tape, like that of the stock exchange news "ticker," for the disc and cylinder records now used in talking machines.

The latest development along the production of a record in tape form, is described by E. J. D. Larson, of London, as "highly satisfactory." He says that the tape is to have a width of one-fourth of an inch, and celluloid will probably be used as one of the principal ingredients in the manufacture of this tape record. Speaking of the device, the inventor says:

"With the removal of restrictions on prolonging phonographic records, the possibilities that open up become at once apparent. The promise is made that an entire evening's opera of two or three hours will be as easily reproduced as a two-minute brass band march. An entire speech or a diversified concert or other program can be given.

No Restrictions on Time.

"The ordinary record lasts only about two minutes; one of the great objections to phonographs has been the necessity of frequent interruptions for rewinding and inserting fresh discs or cylinders. By the new method this obstacle to enjoyment of the selections rendered will no longer exist.

"The only partially successful attempts to meet this objection by the big manufacturers have been to increase the diameter of discs and length of cylinders. Even by this lengthening, four minutes of duration has been the maximum, and that only in the most expensive records. The most famous and most elaborate instrumental and vocal compositions have, for this reason, been beyond phonographic reproduction.

"Using more than one record has been another expedient resorted to. The cumbrousness of this method, however, is easily seen. Even then the grand opera stars, singing for the great phonograph houses, hurry the songs in almost all instances in order to get them on one record, frequently curtailing the most enjoyable portions and disappointing the practised ear.

Six Records on One Tape.

"Besides possessing the quality of interminable elasticity as to length, the tape form presents another strong feature. A reel of the width stated can accommodate a half dozen records or grooves as easily as one. These may be separate reproductions of voices or they may be records of voices with or without accompaniment, singing in unison; or they all may be instruments, each with its separate groove.

"Thus each member of a quartet, for instance, can sing into a separate horn, making a separate line for himself on the tape, the lines or grooves appearing side by side. In reproducing the selection, each part would have a separate needle leading either to a separate horn or a single horn with the rest."

The experimenters declare that much more of the detail in the voices and instruments is preserved than when one needle is depended on to reproduce all the sounds.

Up to this point there has been no attempt at secrecy in the experiments, but beyond this the inventors are mum.

A new needle—one that will not require replacing as the present needles do—and a new producer are two discoveries not yet patented, and therefore are kept closely guarded. That some improvement on the old needle, which wears down in a short time, must be evolved, is clear or a long record would be useless.

Charles Duncan Allen, well known as a traveler and a demonstrator for player concerns, has opened a piano and talking machine store at Schoolcraft, Mich., his old home. He handles the Columbia line.

PRICES WILL BE MAINTAINED.

All the Big Dealers in Chicago, Including Department Stores, Express a Desire to Maintain Present Conditions.

Arthur D. Geissler, general manager of the Talking Machine Co., Chicago, Ill., was a visitor to New York this week. Before leaving for Chicago, Mr. Geissler commented on the beauty and completeness of the new home of the Talking Machine Co., which the company will occupy within the next week or two. This building will have four demonstration rooms for the exclusive use of the company's dealers' customers, and will be decorated in white enameled mahogany, Colonial period. The new building gives the company a total floor space of 20,000 square feet in the best business section of Chicago.

Mr. Geissler also remarked that he had just received a long letter from R. J. Keith, sales manager of the Talking Machine Co., in which he stated that all the big dealers in Chicago, including the department stores, had expressed a desire to maintain prices on Victor products, and that

there was no indication of any break towards price-cutting by any member of the trade.

PROGRESSIVE BUENOS AIRES FIRM.

Casa Tagini, of Buenos Aires, Argentine Republic, South America, is known the world over as one of the most successful and wealthiest talking machine firms in the world. Its success with the Columbia line has been remarkable, but judging from a recent publicity feat of this house, this success is certainly well-deserved. For six successive issues, at a cost of many thousands of dollars, Casa Tagini carried sixteen page advertisements in Fray Mucho, a weekly periodical.

DEATH OF EDMUND C. BUEHN.

(Special by wire to The Talking Machine World.)
Philadelphia, Pa., June 13, 1913.

Edmund C. Buehn, brother of Louis Buehn, secretary of the National Association of Talking Machine Jobbers, and a member of the prominent talking machine firm of Louis Buehn & Bro., died suddenly Wednesday at Bellevue, Pa. The funeral will be held Saturday at Mifflintown, Pa.

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.

Arteste Tone Magnifier

reproduces the voice as perfectly as if each reproduction was an individual rendition.

"Arteste Tone Magnifier"

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

Additional information furnished upon application

The STETSON MFG. COMPANY
NEW YORK ∴ ∴ ∴ CLEVELAND



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

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

Columbia Graphophone Company
Woolworth Building, New York



PLANS TO OFFSET SANATOGEN DECISION.

Manufacturers Discussing Ways and Means to Preserve the Fixed Price—Decision Not Thought to Be as Sweeping as the Oldfield Bill—Branch Offices, Sales Direct to Retailer, and Book Publishers' Systems Among Those Discussed.

The decision of the U. S. Supreme Court in the Sanatogen case was of so unexpected a character—unexpected to those who had been reassured by a long line of decisions in the lower courts—that most manufacturers of patented goods were to some extent taken unawares. Manufacturers, deeply concerned over the menace of the Oldfield bill, and interesting themselves to combat its passage, had not, in most instances, discounted the effect of such a decision as has just been handed down by the Supreme Court.

Manufacturers, thus taken aback, have naturally been in no position to immediately formulate definite and detailed plans for squaring their sales policies with the limitations imposed by the new mandate, but in such manner as to preserve and sustain the valued principle of price maintenance. However, the possible solutions of this problem are already the subject of consideration and discussion on the part of the lawyers, and especially the patent attorneys, who act as counsel for the leading manufacturers of nationally advertised, price-restricted goods, manufactured under patents. In addition, a number of the U. S. Government officials who have to do with the efforts in the business world to establish fixed uniform prices are speculating as to the next move of the manufacturers.

It goes without saying that all discussion of this subject will be more or less desultory until there is opportunity for the expert legal opinion of the country to arrive at deliberate conclusions as to the exact meaning of the decision as applied to everyday merchandising. At present there appears to be wide difference of opinion as to the significance of the decision. Indeed, lawyers are prepared to find that it will have no universal significance, but rather that its import must be interpreted with reference to each individual case and with regard to the circumstances obtaining in each.

Not Equivalent to the Oldfield Bill.

But whereas it is impossible to generalize, it may be said that not the least conservative of the lawyers and patent specialists anticipate that the decision can be so sweeping and revolutionary in effect as was promised by the sensational headlines in some of the newspapers. And they admit that far from being synonymous with the provisions of the Oldfield bill the Supreme Court decision not only does not impair, but actually upholds the right of a manufacturer to fix the price and all conditions of sale on a patented product as it leaves his own hands. In short, this latest decision takes no account of the goods until they have passed beyond the immediate control of the maker.

This is the view of the situation expressed in a statement made to *Printers' Ink* by Ernest W. Bradford, the president of the Patent Law Association, a national organization of three hundred members of the patent bar. Mr. Bradford, who

has been and is thoroughly opposed to the passage of the Oldfield bill, said: "I do not understand that the Supreme Court has in this decision in any manner modified the rights of the owners of patents to sell their inventions or articles at any price that might be satisfactory to themselves and with any stipulation as to their use or resale that they may see fit to make. As I interpret it any contract as to the original price is good and enforceable.

"My idea is that the decision merely limits the rights of the owner of the patent to control the price so far as his own vendee is concerned. Having once sold the patented article and passed complete title and his vendee having complied with the stipulations and conditions of his contract, the rights under the patent franchise have terminated and the articles become the absolute property of any purchaser or dealer and may be resold as he sees fit. In other words, when the patented article passes from the owner of the patent, or his immediate vendee, into the hands of a third party, who is not a party to the original contract of sale, then it is free from any limitations under the patent franchise."

No One Remedy to Fit All.

In the discussion now going on among the legal advisers of big business as to ways and means for getting the manufacturers out of the dilemma in which they may have been placed by the current decision there is no disposition to be dogmatic. It is realized that many solutions that appear very well in theory may, in practice, be open to serious objections on the part of manufacturers. Then, too, it is recognized that no one remedy will fit all cases. Consequently the attorneys and other students of the situation who are advancing suggestions are putting them forth in a tentative way—somewhat in a "Would this answer your purpose?" spirit. But because some academic suggestion, impracticable in its entirety, may yet contain the germ of suggestion for a perplexed manufacturer it may be worth while to catalog the leading remedies that are being proposed and the line of reasoning advanced in support of each.

The very fact that this Supreme Court decision affects price maintenance in the resale but does not disturb price maintenance in the original sale has very naturally emphasized the advantages that will, under this new status, accrue to the manufacturer who can, in effect, sell direct to the consumer through the medium of the mails, the branch store or the authorized agency, or through a combination of these channels. But even the most ardent advocates of this solution realize that there are many manufacturers who are, for good and sufficient reasons, opposed to all three of these methods of distribution and that there are other manufacturers whose goods are of a character that does not lend itself to such a sales policy.

Most of the attorneys, however, who have been

interviewed seem to think that it behooves every manufacturer to look closely into the subject of direct merchandising—even though it can be employed at the outset to move only a portion of his product but always at fixed prices. And the situation may not, after all, be as bad as the opponents of direct selling have conceived it. For one thing, mail-order or rather mail-delivery distribution has presumably been improved somewhat by the parcel post and ought to be improved yet further when the parcel post is thoroughly "shaken down" and the weight limit is increased.

Secondly, the branch store may not be so formidable a proposition when each branch store becomes in effect a jobbing or distributing base under the direct control of the manufacturer and conserving to the manufacturer the jobber's profit. Business men who are looking into this phase of the question may find much food for thought in a study of the present situation in the talking machine field. The Victor Talking Machine Co. is securing magnificent distribution for its products through the regulation system of jobbers, but he would be a rash individual who would assert that the Columbia Graphophone Co. has not, lately, been securing just as effective distribution through a chain of branch stores in the leading cities which, in each instance, serve the dual purpose of an exclusive retail store (with all the prestige that entails) and a jobbing depot for the district. And, as a side-light on this situation just consider the recent success of the Columbia Company in placing its line, through the jobbing branches, with department stores all over the country that are, in many instances, notorious price-cutters, but that uphold Columbia prices, thanks, perhaps, to the close, direct supervision of the only source of supply.

Exclusive Agency Plan Gains Efficiency.

Thirdly, the authorized agency may be found not to merit the prejudice that has existed against it in certain quarters. Or, at least, its former critics may regard it more leniently in the light of the Supreme Court's latest edict. Attorneys who think favorably of the authorized agency scheme admit that the widest distribution may not be attained where exclusive agencies are established, but they contend that the manufacturer who wants a retail outlet on every corner need not give exclusive agencies. And their theory is that the manufacturer of specialties who does not demand the widespread distribution of the maker of staples can gain, by the energy of the exclusive agency sales campaign, more than he loses. In this connection they point to the position taken by the general manager of the Oneida Community who, discussing, some time ago, just such a contingency as may now come to pass, said: "So far as I can see, the manufacturer will be forced to find a way to make the consumer more anxious for his goods. Manufacturers will raise prices and use the money to increase advertising with the hope of persuading consumers to insist on getting their goods, even if they have to go to several stores to find them and to listen to all sorts of knocking by dealers anxious to sell something else."

(Continued on page 32.)

PLANS TO OFFSET RECENT RULING.

(Continued from page 31.)

An amendment to this scheme is suggested by some of the advisers who think that the solution lies in the elimination of the jobber in so far as possible. It is their theory that with the jobber eliminated it might not be necessary to raise prices to the ultimate consumer. They figure that, even allowing for the increased cost of selling to the retailer direct, there ought to be enough margin to allow for some increase in advertising. Or again they suggest that advertising might be kept at its present volume, and any saving from the profits formerly allowed the jobbers could be applied to the maintenance by the manufacturer of a private information or detective service designed to keep tab and report on retailers who cut prices.

Guarantees Contingent on Prices.

Can the manufacturer's guarantee be used as a lever to keep up prices? This is a question which has been asked since the Supreme Court decision. The men who believe they see light ahead in this direction argue somewhat in this wise: The guarantee in the case of advertised goods is becoming so universal that the ultimate consumer is now disposed to demand it. He could be further educated along that line if manufacturers will play up the guarantee as has been done in the case of Holeproof Hosiery, Burrojaps Shoes, etc. But obviously it is the manufacturer who stands behind any guarantee. The retailer cannot make good such promises and will not unless the manufacturer backs him up and stands the major part of any loss entailed. Then why not work out some scheme whereby the manufacturer's guarantee will hold good only when the goods have been purchased at the price stipulated on the package? It ought not to require any more extra work on the part of the retailer than the filling in of the date, etc., on the coupons supplied with guaranteed hosiery. Since the Supreme Court decision puts price maintenance under patents on exactly the same footing as price maintenance under the copyright law, there is naturally keen interest on the part of manufacturers in the manner in which publishers have been solving the resale price problem after they were shorn of a power they possessed until the Supreme Court handed down that memorable decision in the case of Bobbs-Merrill vs. Straus which is so extensively referred to in the decision just given in the Sanatogen case. In other words, the book publishers sustained several years ago just such an unpleasant disillusionment as has now come to the manufacturers of patented articles, and obviously the efforts of the publishers to find a way out of their predicament may prove illuminating, in greater or less degree, to manufacturers who may now have to follow in the same pathway.

"Cut-off" Lists Considered in Macy Case.

And this focusing of attention on the sales methods of the book publishers comes at a very opportune time, because the U. S. Supreme Court is expected to decide within a week or two a case that will determine whether the publishers are within their rights in the methods they have adopted to thwart price-cutters. An association was formed and in the effort to cut off the supply of books from price-cutters a central office has been maintained to which instances of price cutting have been reported with the result that the

names of offenders have gone out to the trade in a "cut-off" list. A retailers' association was formed to co-operate with the publishers' association. The plan has undergone revision and modification from time to time in order to make it legally as invulnerable as possible. So effective has the plan proven that the proprietors of R. H. Macy & Co., the New York department store, whose name has appeared on the "cut-off" list, have carried up to the Supreme Court an application for an injunction to prevent the publishers from using such methods. It is this case which is expected to be soon decided, and in the outcome of which manufacturers will feel an interest second only to that in the Sanatogen case.

Probably many manufacturers will also be moved to study the means by which the Dr. Miles Medical Co. revised its sales system after the U. S. Supreme Court had handed down that decision of some years since which is cited conspicuously in the Sanatogen decision. The Miles company, seeking to maintain prices on an unpatented product, adopted a system of agency contracts which stands to-day as evidence of what can be accomplished in this line. The Miles company made each retailer an agent and consigns the goods to him to be paid for after they are sold to the con-

sumer and it has been asserted in hearings before committees of Congress that this system is working satisfactorily.

Some optimists are asking whether a rebate system could not be invoked to maintain retail prices—just how they admit they do not know. The answer usually given is that Uncle Sam is frowning so hard on everything in the nature of rebates that it would be difficult to devise a system that would pass unchallenged. It is recalled that some years ago the Eastman Kodak Co. used a rebate system to keep its dealers in line on prices, but it was abandoned, and the Eastman people have since gotten along very well by the expedient of refusing to sell to price-cutters and by employment of moral suasion. And, when all is said and done, this last is likely to prove the best remedy in the future. Some form of compulsion may help, but as many national advertisers have pointed out, the most promising prospects are in a double campaign of education—educating the consumer to pay a standard price for standard quality and educating the retailer to realize that his present welfare, as well as his permanent prosperity, will be best served by upholding the universal, advertised prices which the average consumer fully expects to pay.

VALUE OF RECITALS AGAIN ILLUSTRATED.

Excellent Work Being Done in Texas by the J. W. Carter Music Co., of Houston, Which Is Utilizing the Victrola in Concerts Given in Prominent Establishments—Proving Most Successful Kind of Missionary Work in Developing Interest of the Public.

(Special to The Talking Machine World.)

Houston, Tex., June 11, 1913.

The Victrola, in conjunction with the celebrated Knabe piano, is being featured with emphatic success by the J. W. Carter Music Co., of this city,

tals the Victor business of the J. W. Carter Music Co. is showing substantial gains over all previous years.

The accompanying photograph was taken at the company's recent recital given in the establishment



Victrola Used in Recital Given by J. W. Carter Music Co.

at special recitals held in the leading department stores and mercantile establishments of Houston. As an incentive to the development of Victor business this high-grade method of publicity has proven its worth beyond all expectations of the company, and as a result of these frequent reci-

of the Stowers Furniture Co., one of the most prominent furniture houses in Texas, and one which caters to a high-class clientele. The concert was well advertised by the J. W. Carter Music Co. in the daily newspapers, and an enthusiastic and appreciative audience was on hand when the first number was announced.

In addition to this excellent development work in the leading mercantile establishments of the city, the company is also featuring musicales in the prominent cafes of the city where the Victor Auxetophone and the Victrola are used with gratifying success. One of these concerts recently given at the New Eagle Cafe was a marked success, and the pleasing results obtained by the use of the Victor products resulted in the sale of a number of high-priced machines within a week or two.

This commendable method of introducing the Victor products to the music-loving public of Houston is certainly proving a profitable venture for the J. W. Carter Music Co. for the many merits and qualities of the machines and records used at these concerts make a distinctly favorable impression on the minds of the audiences who attend the recitals.

"DUSTOFF" RECORD CLEANERS

ARE A POSITIVE NECESSITY

to all owners of phonograph records.

"DUSTOFFS" get into the minute sound grooves of the record as nothing else can, because of the special processed high nap fabric employed.

"DUSTOFFS" cannot scratch and to use it is only necessary to simply brush across face of record a few times.

"DUSTOFFS" CLEAN ALL MAKES OF RECORDS.

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 dust and dirt from the reproducing point track, lengthens the life of the record.



"DUSTOFF" (Regular Model)

Made on finely finished wood holder. Each in two color box.

Retails, 15c. each. (In Canada 25c. ea.) Liberal trade discount.



"DUSTOFF" De Luxe

Made on beautiful oxidized metal holder. Each in a box, and 12 in a display box.

Retails, 50c. each. (In Canada, 75c. ea.) Liberal trade discount.

JOBBERS EVERYWHERE in the United States can supply you.

Canadian trade can be supplied through BERLINER GRAM-O-PHONE CO., Montreal.

MINUTE SHINE COMPANY, Sole Mfrs., 281 S. E. CANAL STREET PROVIDENCE, R. I., U. S. A.

UNCLE SAM AS A RECORD SALESMAN.

P. H. Beck, Manager of the Talking Machine Department of the Byron Mauzy Co., San Francisco, Tells How to Make a Campaign by Mail Bring Results by Keeping the Mailing List Alive and Up to Date—How His System Works Interestingly Told.

P. H. Beck, the manager of the talking machine department of the Byron Mauzy Co., San Francisco, Cal., writes the following article in a recent issue of the Columbia Record:

"To some business men a list of two thousand names merely calls for an investment of twenty dollars in stamps each month, and naturally grows every year, the result of machine sales, new customers gained through advertising, etc. At the end of a year or so they begin to think of reducing it by sending a polite reply postal. On one-half they ask the customer if he is still interested in receiving the monthly supplements; if so please tear off and return the other half, as they want to keep the list up to date. Have you ever tried it? I know of some dealers who make a practice of sending out the reply postal about every two years. I have personally met people who have received the reply postal two months after they bought a talking machine. Can you imagine the effect on a regular record customer? In most cases the reply card is not returned, so the name is dropped from the list and a valuable customer lost.

"If you are in the business to make money out of your record sales you yourself must know whether or not your list is active. Do not depend upon your customer to furnish the information.

"In my department we maintain two sets of cards, one file marked active, the other inactive.

"Our active list contains the names of customers who have purchased their machines from us, and also names of people who drop in and purchase ten records, or perhaps only a package of needles. Our cashiers are instructed not to accept a cash sales ticket unless it has the purchaser's name and address. Our salesmen understand this to be as important as the amount of the sale. These names are then entered on cards 4 x 8 inches, showing the date, amount purchased and the individual numbers of each record selected. The next time this customer calls his purchase is copied from the sales ticket, and added to his card; in this way we know how often he calls, the kind of music he prefers and by referring to his card we don't try to sell him numbers he purchased last week.

"In connection with the idea of keeping track of your customers' records it is a very pleasant surprise to those who have not purchased for perhaps thirty days to receive a personal letter similar to this:

WALTER S. GRAY, Esq., 334 Sutter St., San Francisco.
Dear Mr. Gray:—Do you enjoy listening to record No. A512, by Walter Lawrence. It was our pleasure to sell you on Jan. 15? Here is another one just as good; the descriptive matter attached will tell you all about it.
 Very truly yours,
 BYRON MAUZY.

"With that letter I enclosed the page cut from the supplement featuring the record.

"As a rule it brings them in. Remember this—know whether your cash customers are active, and from time to time let them know you know.

"Now as to the inactive list. Hundreds of names of talking machine owners can be secured from our regular record customers for the asking. Names secured in this way are entered on a regular stock

card, dated and filed to receive the regular lists. Whenever possible we secure permission to use the name of the party giving their friends' address. Then a few letters similar to this one will, as a rule, place them on your active list:

Mrs. A. Passer, 334 Sutter St., San Francisco.
Dear Mrs. Prospect: Mrs. Owens A. Grafonola, of 664 Clayton St., one of our valued customers, informs us that you possess an excellent talking machine outfit. It would be a real pleasure to us if you will call and hear the selections checked on the enclosed supplement. Our store is centrally located and our Talking Machine Department the most attractive in San Francisco. Anticipating the pleasure of your visit, we beg to remain,
 Very truly yours,
 BYRON MAUZY.

"Did you ever purchase a hat? The poor salesman will sometimes show several dozen, and all the time he must be thinking that the sale will not go over five dollars, and then he will take time to fit the corners of your head. Well, let's get back to records. I have helped a man select a number of the \$3 symphony series. Then I have brought on No. A5397 (this is a dandy number), which means three dollars more, and he walks out of the store having invested ten or fifteen dollars, and I haven't worked half as hard as the poor hat man. Of course, this man's name is now on our active list.

"Doesn't that kind of work pay? Why, of course, it does."

MR. AND MRS. LANDAY TO EUROPE.

Max Landay, of Landay Bros., the prominent Victor distributors, accompanied by Mrs. Landay, sailed for Europe Saturday, June 7, on the steamer Cleveland for a three months trip abroad. Mr. and Mrs. Landay will visit all the prominent countries of Europe, together with a short trip to Scotland, where Mr. Landay will visit Glasgow, his home city.

FOR
EDISON
 PHONOGRAPHS

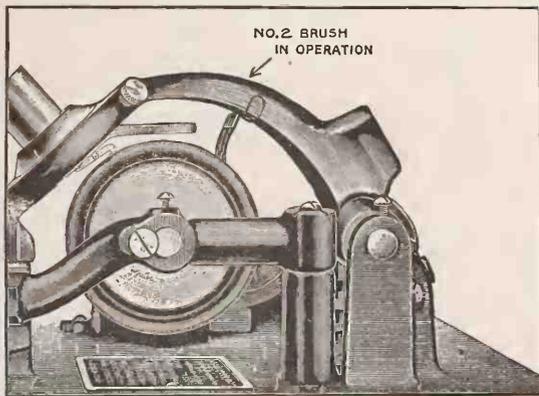
List Price
15c
 each

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



Formerly called the "PLACE" Record Brush

FOR
VICTOR and COLUMBIA
 Talking Machines
 List Price
25c
 each



No. 1. Fits Triumph
 No. 2. Standard and Home
 No. 3. Gem and Fireside



IT SAVES THE TONE
 You can't afford to lose this protection.

No. 20—Brush for Columbia Concert Grand Sound Box
 Clamps on Sound Box and operates the same as Victor style

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

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

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

MANUFACTURED BY

BLACKMAN TALKING MACHINE CO.
 97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN
 President
 "The White Blackman"

Two new selections by Carolina White in the Columbia July list; also two selections by Morgan Kingston, the gifted English tenor; also other recordings of various type for every occasion to meet the demands for music. **No chance at all of missing a sale!**



Columbia Graphophone Company
Woolworth Building, New York

NEW MEANS TO RECORD SPEECHES.

German Obtains Patent on System for Recording Long Speeches, Compositions, Etc., on Two or More Machines—Starts One Machine After the Other at the Proper Time.

(Special to The Talking Machine World.)
Washington, D. C., June 9, 1913

Means for recording and reproducing lengthy speeches, compositions and the like on disc records is the subject of Patent No. 1,063,085, which has just been granted by the United States authorities to Franz Ewald Thormeyer, of Hamburg, Germany. The invention relates to means for recording and reproducing lengthy speeches, music and the like by the aid of two or more sound reproducing machines.

The object of the invention is to provide means for starting the several instruments one after the other, the measure of motion of the apparatus working being transferred to a regulating device, which is set in motion together with the working apparatus and serves to determine the starting of the second apparatus, when the record on the first or working apparatus has come to its end.

SINGER AT VICTOR RECITAL.

Appearance of Frederick Toedtman at Eclipse Musical Co. Concerts Results in Substantial Increase in Record Sales, Especially of Those Numbers He Sings.

(Special to The Talking Machine World.)
Cleveland, O., June 7, 1913.

Frederick Toedtman, who has for years been considered one of Ohio's greatest singers, was engaged by the Eclipse Musical Co. at its last concert, June 4, 1913, to render some of the famous songs found on the Victor records. The store, which is a large one, was crowded to its fullest capacity, and many had to be turned away. There were at least five hundred Victrola owners assembled together. The Eclipse Musical Co. at this concert played the new records for June, which delighted the audience immensely.



F. Toedtman as Hostius.

Mr. Toedtman, who was in excellent voice, held his audience spellbound by his rendition of old folk songs sung in German, Spanish, French and English. He rendered "O Solo Mio" and "Linda Ma" so beautifully that twenty-nine records were ordered immediately after the concert, many expressing regret that it was not Mr. Toedtman's own voice they were taking home.

Mr. Toedtman, who is a Victrola owner himself, and though having studied both at home and abroad, claims to have received in building up his own repertoire and interpretations the greatest assistance from the Victor records. He is most warm in his praises of the Victor and recommends it to vocal students.

A STRONG EDISON WINDOW CARD.

Window Display Card No. 31 announced by Thomas A. Edison, Inc., Orange, N. J., embodies a number of distinctive features that should be found of considerable value in attracting the attention of passers-by. The display is both a mechanical and pictorial one, and is attractive and magnetic in its appeal to those who see it.

The display is divided into three parts, and is based on the title, "The Sense of Sight." The mechanical centerpiece calls attention to the main sign in the middle, and by a clock-work motion, the attractive lithographed head nods to the right and left alternately. At the left is a colored cut-out of a blind-folded man whose pose will tempt the curious to read the placard. On the right stands a similar figure representing a salesman, who is also posed as pointing to the late model Edison, which forms part of the display. The display as a whole is certain to cause favorable comments and attract the attention of passers-by.

AN INTERESTING SOUVENIR.

At the recent entertainment given at the Lotus Club, New York, during the course of which the Columbia "Grand" was introduced to the members and their guests, each person in the audience was presented with a copy of an excellent publication entitled, "The Present-Day Music Machine," and written by Walter P. Phillips, of the Columbia Graphophone Co.

This book represents a careful compilation of a number of interesting events in the history of the graphophone, which Mr. Phillips presents in a truly literary style. The volume is bound very attractively, and typographically it is representative of the highest notch of modern printing art. The members of the Lotus Club and their guests all expressed keen interest in the contents of the volume.

CUSTOMS COURT RULES ON DISCS.

(Special to The Talking Machine World.)
Washington, D. C., June 9, 1913.

Among the decisions handed down in the Custom Court to-day was that bearing upon the duty on talking machine discs. It was ruled that these discs are parts of musical instruments and must pay a duty of 45 per cent. ad valorem.

This decision, however, was not unexpected inasmuch as discs are useless unless used in conjunction with talking machines which are dutiable under the present tariff at 45 per cent. In the new tariff bill, however, talking machines and discs are reduced from 45 to 35 per cent.

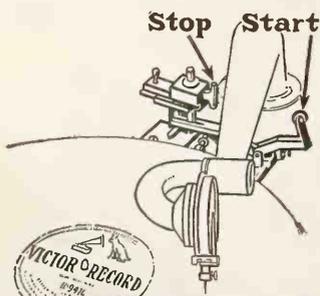
C. A. Fenn, of Bloomington, Ill., has just taken over the entire Victor and Edison stock of C. H. Freeman, who has retired from the talking machine business. Mr. Fenn at the present time is the only Victor and Edison dealer in that city.

Simplex Automatic Start and Stop Device

LISTED BY 95% OF VICTOR JOBBERS

WHY?

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



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.

S. E. PEARSALL CO.'S NEW HOME.

The Prominent Talking Machine Jobbers and Retailers Will Soon Remove to New and Larger Premises at 16 and 18 West 42d Street—Charles Bobzin Makes Excellent Report.

Very soon the Silas E. Pearsall Co. will remove to its new quarters at 16-18 West 46th street, and the accompanying photograph shows the front of their building. This house has been located for

NEW VICTOR RECORD CATALOG.

Latest Volume, as is the Rule, Carefully Compiled and Full of Valuable Information for the Victor Owner—Record Lists Arranged in Convenient Manner.

The new catalog just issued by the Victor Talking Machine Co., listing all their records up to and including May, 1913, is a perfect example of an informative publication that will permit the



New Home of the Silas E. Pearsall Co.

many years at 541 Fifth avenue, but the enlargement of their business has necessitated increased room which could not be secured at their present place.

Since Charles Bobzin, widely known in the musical instrument field, undertook the management of this house, he has created a wholesale department and it is the aim of the Pearsall Co. to give to dealers the same high grade character of service that has won for it such a large clientele of retail patrons.

Mr. Bobzin is well pleased with the general outlook for both the retail and wholesale ends of the Pearsall business, and in the new quarters on West 42nd street they will have the facilities needed to expand in a very material degree.

searcher for a record to accomplish his quest with a minimum of inconvenience and time. Arranged in the usual Victor catalog style and listing the records both under the name of the artist and selection, the new catalog also embodies nine new distinctive features never before introduced to the trade in the Victor record catalogs.

Briefly summarized, these nine new features, which are of considerable importance, are as follows: First, the list of selected records for new Victor owners has now been placed in a conspicuous place at the beginning of the catalog. This list has proven of such value to Victor dealers that it was deemed advisable to place the list in the most conspicuous position available. Second, four blank pages for "Memoranda of Records Wanted" have

been inserted at the end of the catalog. Third, brief sketches of from eleven to thirty lines each of eighteen of the most popular operas are featured. This is in line with the Victor Co.'s efforts to educate the public in operatic matters, and increase still further the opera record business, which is growing so rapidly. Fourth, descriptions of the scenes have been added to the act headings under the various operas. Fifth, the Victor list of medleys has been assembled under "medleys" and given a finding number, and all the various selections contained in these medleys are indexed at the close of the medley list. Sixth, this same plan has been adopted with the Minstrel records, of which there are eighty-two, to aid in finding titles beginning with the German, French and Italian articles—das, de, der, la, le, lee, il, etc.—these titles are now indexed under the second word of the selection. Eighth, additional space has been given to the educational department, and an illustrated description of "What We hear in Music" has been added. Ninth, under "foreign records" a complete list of the various languages in which are Victor records are now offered has been inserted, also a list showing the various booklets issued and the combinations of languages therein.

MAY A BIG COLUMBIA MONTH.

Marion Dorian, Treasurer of the Columbia Graphophone Co., Makes Some Interesting Comparisons Regarding the Company's Business—Expects 1913 to Prove Record Year.

"May was one of the greatest months in the history of our business," remarked Marion Dorian, treasurer of the Columbia Graphophone Co., in a chat with The World. "Compared with previous years May, 1913, showed a truly remarkable gain, the total figures being 41 per cent. greater than the May, 1912, business, while the latter year was 40 per cent. greater than May, 1911. In other words, last month showed a business 81 per cent. greater than the corresponding month of only two years since. This we naturally believe an epoch marking figure, and for a month that is popularly supposed to show the first effects of summer stagnation, a really wonderful record." This statement of Mr. Dorian's regarding the phenomenal gains in the Columbia business may surprise those who are not entirely familiar with the rapid growth of the Columbia Co., but the trade in general has noticed since the first of the year a remarkable increase in the demand for Columbia products, which undoubtedly means that 1913 will totally eclipse all previous years in the history of the Columbia Graphophone Co.

"TALKER" SERMONS FOR ALL.

Jersey Pastor Will Serve Guaranteed Article at Residence.

Roselle, N. J., June 9, 1913.

For the benefit of those who cannot or will not go to church the Rev. Clarence S. Wood, pastor of St. Luke's Episcopal Church of Roselle, N. J., has had a phonographic record made of a church service, including choir music and sermon.

Duplicates will be made from this record and the pastor will address himself to the task of getting non-attendants to accept them as gifts.

RECORD DISTRIBUTION BY HAND.

The Bremner Talking Machine Co., 187 Broadway, New York, scored a marked success with the Victor Red Seal catalogs by sending them out to their clients by messenger instead of by the usual methods of distribution. A short note accompanied each catalog, stating that this Catalog "De Luxe" had arrived in a very limited quantity, and that its contents should be carefully observed.

WADE & WADE INCREASE OUTPUT.

Wade & Wade, manufacturers of the Wade fiber needle cutters, Chicago, have been enabled to increase their output to an extent that will render the filling of orders much easier. This is because of the increased space which their new quarters gives them.

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**

THE "TALKER" AS AN AID TOWARD A SANE FOURTH.

Fill the Ears of Master Juvenile America with Inspiring Phonographic Music Instead of the Din from Dangerous Fireworks This Independence Day, Mr. Dealer, and Preserve His Body Unmarred Through Mistaken Patriotism for Future Citizenship.

Scan the headlines of your newspaper over your morning coffee on the fifth of any July, and you will find gazing out at you, gruesomely, lurid accounts of the shattering of young lives by firecrackers exploded prematurely and toy pistols that were not (supposedly) loaded. Perhaps it comes even closer to you than that. You may have a little victim in your very home whose love for firearms, and the pungent odor of powder smoke



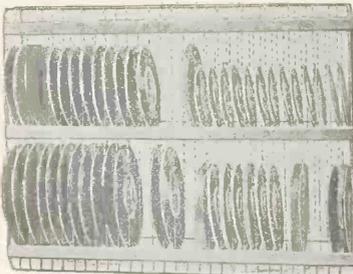
Inspiring Patriotism.

in his nostrils, has led him to indulge in experiments disastrous to eyes and fingers.

I pray that this sad condition of affairs may not exist under your roof, but, in any case, please be warned.

Physicians will tell you, if you ask them, that tetanus, one of the most terrifying of all maladies flesh is heir to, follows fast upon the trail of gun-powder burns. Therefore, beware!

Why not substitute the harmless and entertaining talking machine with its wealth of inspiring patriotic records, made as especially for this loyal occasion as are the fireworks themselves?



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



As the Fourth of July approaches, Mr. Dealer, present to the gaze of passersby two pictures.

Let one show a darkened room with a child, his eyes bandaged, lying, painracked, upon a couch. The mother, her face tear-stained, bends over him in an agony of self-reproach. The family doctor tries to console her as best he can. He speaks cheering words soothingly, but the mother knows he lies. The nurse turns away from the pathetic scene and busies herself with the preparation of a cooling lotion. She also recognizes the falsehood—the child is blind.

It all happened so quickly:—A joyous party of young people on the lawn—noise and laughter—a miniature cannon that failed to respond to the command of "Fire!"—a reckless sortie to the cannon's mouth—a savage Bang!—blindness.

The other picture is widely different; an educational playlet this. A happy group of young folks again holds the stage, but they are not placing their eyesight in jeopardy by indulging in hazardous pastimes. They are grouped round a talking machine, and drinking in to their heart's content the utterings of golden tongued Harry E. Humphrey. He is reciting for them a series of speeches by great men, long dead, men whose names and deeds they have taught to hold in deepest reverence. Orators, Statesmen and soldiers are declaring to them through the ages. Then, as a fitting finale, comes the Declaration of Independence rendered in such a simple and straightforward manner, and in diction so exceedingly clear that their young ears hear every syllable and their young minds comprehend every word. They realize that they are true Americans; prospective citizens of the greatest country in the world. Their little breasts swell with pride, and they clamor for a noise, a big bursting blare of sound that will assist them in giving vent to their wild enthusiasm. Nothing going in the firecracker line, though. Mother places a record of the Spirit of Independence March on the mandrel, and they get all that is coming to them in the way of deafening harmony.

Now, Mr. Dealer, think this matter over, and if my idea appeals to you, have a photographer get busy on two pictures similar to the ones illustrating my story, and display them in your window. They will tell their own story, and, I am sure, sell records for you.

It will work out something like this: Mr. Patriotic American on his way to purchase fireworks for the kiddies, stops and gazes in at your window. His eyes roaming casually over your artistic display, The cabinetolas with their satin sheen and graceful lines, the horns with their bewildering glimmer of silver, mahogany, and gold, the sensuous tango posters with their lavish display of silken hose and bare shoulders, meet his wandering glance. Then behold! two photographs placed side by side in a neat but costly frame monopolizes his attention. He reads the question they ask, "WHICH SHALL IT BE?"

He looks at the maimed child on the couch, and shudders; sees the happy group surrounding the talking machine, and smiles.

"My answer to that question is, 'Damn the fireworks!'" he exclaims wrathfully to himself as he bounds into your store. "I want a noisy, patriotic, melodious, childish talking machine," he cries out to the nearest salesman, "with a lot of records to match." "Have you got 'em?"

As you are jotting down his substantial order in your little red, white and blue note book reserved for Fourth of July sales, the gentleman remarks feelingly, "That's a great story those pictures in your window tell. They've cured me of the firecracker habit, all right. A sane Fourth for yours truly hereafter, believe me!"

Can't you hear him saying it, Mr. Dealer? and is there not something in my theory?

Do you know, my friend, that the tendency toward a safe and sane Fourth is steadily growing? The newspapers, that are not too plentifully

besprinkled with fireworks advertisements, are loud in their demand for Independence Day reform, and magazine writers have tabooed the noisy and dangerous Fourth also.

While indulging in a short recess during the writing of this story, I happened to find upon my desk a recent Cosmopolitan, and enjoying myself for a few moments among its pages, chanced upon "The Wolfville—Red Dog Fourth of July, by Alfred Henry Louis." It is, I find, a romance of the little town life in the early days of the frontier; a story of real people—real "bark on" men and women, and it deals with a Fourth of July celebration.

In it the old cattleman voices his opinion of a noisy Fourth in this fashion: "By nacher, I'm a patriot, cradle born and cradle bred; my Americanism, second to none except that of wolves an' rattlesnakes an' Injuns an' similar cattle, that a-way, comes in the front door an' down the middle aisle; an', yet, son, I'm free to remark that thar's one day in the year when I shore regrets our independence, an' wishes thar had been no Yorktown an' never no Bunker Hill."

The old cattleman raised his glass, with an air weary to the border of dejection; after which he took a patriotic puff at his pipe. I knew what had gone wrong. This was the fifth of July. We had just survived a Fourth of unusual explosiveness, and the row and racket thereof had worn threadbare the old gentleman's nerves.

"Yes, sir," he continued, showing a 'possum-colored look from his brow, "as I suffers through one of them cel'brations, same as yesterdays, enduring the slang-whangin' of the orators, an' bracin' myself against the slam-bangin' of the guns—to say nothin' of the firecrackers an' kindred Chinese contraptions—I a'ppreciates the feelin's of that Horace Walpole person that Colonel Sterett



Soothing the Wounded "Patriot."

quotes in his Daily Coyote as sayin', 'I could love my country, if it ain't for my countrymen.'

"After all, I takes it that these yere Fo'th of July upheaveals is only one among the thousand fashions wharin' hoomanity eternally onbuckles in expressin' its imbecility."

I thoroughly agree with the old cattleman. Do you not also, Mr. Dealer? And is it not unfortunate that he should have lived entirely too soon to enjoy the inspiring strains of a talking machine, and thus been able to escape the "slam-whangin'" of a Wolfville Fourth?

In closing, let me urge upon you to strive diligently for a safe and sane Fourth of July through the medium of the talking machine. Stimulate the patriotism of our future great men by introducing to their ears the saying of past great men, and lead them away from the disease spreading, peace destroying, and death dealing fireworks.

One word more: Any dealer desiring bromide enlargements of the pictures illustrating this story can procure them from the writer at cost price. If the dealer wishes to have the enlarging done himself, the negatives are his for the asking.

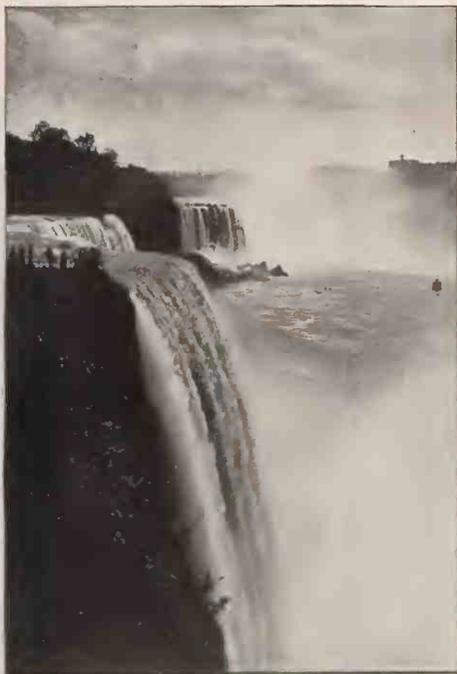
HOWARD TAYLOR MIDDLETON.

FINAL ARRANGEMENTS FOR JOBBERS' CONVENTION.

Expected That the Three Day Session at Niagara Falls Next Month Will Be of Lively Character—Program Attractively Presented in Folder Form—President Blackman's Call Emphasizes Importance of Meeting—Some of the Interesting Details.

The latter part of last month the arrangements committee of the National Association of Talking Machine Jobbers held a meeting at the place selected for the coming convention, Niagara Falls, N. Y., and arranged for the entire program for the three days of the convention. Every detail was carefully considered by the committee in conference with President Blackman, and at the close of an extended meeting a program was announced that certainly is comprehensive and most promising for an enjoyable visit by the members and their families who will be in attendance.

In a six-page folder just issued by the arrange-



Niagara Falls at Close Range.

ments committee the program is presented to the members of the association in a very attractive and interesting manner. Views of the Falls, together with scenic attractions and an illustration of the International Hotel, the official meeting place of the convention, are included in this attractive folder.

In an introductory to the program proper, the members are urged to be present, and special emphasis is placed on the attractions offered the ladies at the Falls. With separate committees chosen for



Along the Edge of the Rapids.

each event, the convention will undoubtedly be a most enjoyable and pleasant one.

The complete program for the convention is as follows:

Sunday evening, July 6.

8.00 p. m.—Reception and musical. Reception committee in charge: Burton J. Pierce, chairman; Miss Gertrude Gannon, E. F. Taft, Mrs. L. Buehn, H. H. Blish.

Monday, July 7.

9.30 a. m.—Association meeting.

10.00 a. m.—Automobile sight-seeing trip for ladies about the city and the falls, including a visit to the Shredded Wheat and Niagara Chocolate plants. Personally conducted by Col. Cutler, president Niagara Falls Bureau of Conventions, and former Mayor of the city.

12.30 p. m.—Luncheon.

3.00 p. m.—Niagara Gorge trip, making a circuit of this beautiful canyon, and viewing the lower and whirlpool rapids from the American and Canadian sides of the gorge. Committee in charge: O. K. Houck, chairman; J. N. Swanson and Geo. W. Kochler.

6.30 p. m.—Dinner.

8.30 p. m.—Vaudeville and cabaret in hotel gardens. Master of ceremonies, Col. Cutler.

Tuesday, July 8.

9.30 a. m.—Association meeting.

10.00 a. m.—Trip for ladies on Canadian side, across steel arch bridge, viewing Horseshoe Falls and Canadian Rapids, to Chippewa Falls, etc. Committee in charge: Mrs. L. J. Gerson, chairman; Mrs. Fred Siemon, Mrs. E. P. Hamilton.

12.30 p. m.—Luncheon.

2.00 p. m.—Trip below falls on steamer "Maid of the Mist" and visit to Cave of the Winds. Committee in charge: E. C. Routh, chairman; E. Blout and Geo. A. Mairs.

7.00 p. m.—Reception to banquet guests.

7.30 p. m.—Banquet.

11.30 p. m.—Dancing. The banquet committee in charge consists of L. C. Wiswell, chairman; A. A. Trossler and C. A. Droop.

The Arrangement Committee says: "The object of the convention will be to bring the jobbers together as a harmonious unit to promote any subject that appears for the improvement of the industry. It will be an opportunity for jobbers to exchange views, make suggestions, get new ideas, study the ways of the most successful.

"We want this convention to be the 'greatest ever' and all must 'pull together.' Everybody should come. Everybody in the industry is invited and will be benefited.

"Don't forget to bring the ladies; we want them to come and see Niagara Falls; we want them at the banquet.

Make this your vacation, if necessary. You will have plenty of time for pleasure, as the afternoons and evenings are reserved. Will you be with us? All inquiries will have proper attention if addressed to C. N. Andrews, 632-634 Main street, Buffalo, N. Y."

The officers of the association are as follows: J. Newcomb Blackman, president; Geo. C. Mickel, vice-president; John B. Miller, treasurer; Louis Buehn, secretary. Executive Committee.—J. F. Bowers, O. K. Houck, W. D. Andrews, C. A. Grinnell, H. H. Blish.

Chairman of Standing Committees.—J. F. Bowers, Resolutions; L. H. Clement, Legislative; H. H. Blish, Grievance; Louis Buehn, Press; W. F. Barnhill, Membership; L. C. Wiswell, Traffic.

Convention Committees.—Arrangements. C. N. Andrews, chairman; W. O. Crew, L. C. Wiswell. Reception. B. J. Pierce, chairman; E. F. Taft, H. H. Blish, Mrs. Louis Buehn, Miss Gertrude Gannon. Banquet. L. C. Wiswell, chairman; A. A. Trossler, C. A. Droop.

President Blackman's Call.

"The importance of the convention of the National Association of Talking Machine Jobbers at Niagara Falls, July 6, 7 and 8, should be apparent to every member of the trade, and the position of the association and the policy of the present administration be understood," said President

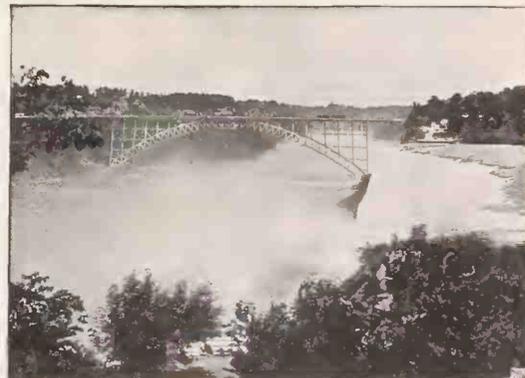
Blackman to The World.

"During the past year there have been events of great importance, particularly legislation affecting not only our business, but that of all merchants selling at a fixed price. The talking machine business, together with some other progressive and aggressive concerns, have spared no efforts in an endeavor to justify their contention that restricted prices are necessary and for the public good.

"The Jobbers' Association through its officers and Executive Committee during the past year have endeavored to work in entire harmony with the factories and protests against the Oldfield bill have been drafted in accordance. This position was taken so that the legal status of the factories would not in any way be embarrassed.

"The Supreme Court decision affecting restricted prices on patented goods is too recent to discuss it intelligently without knowing the interpretation of the legal departments of the talking machine companies. It seems to me, however, that the trade may rest assured that the manufacturers will meet the situation in a manner that will be satisfactory to the trade.

"At this writing there has not come to my notice any case of price-cutting, or other than an optimistic feeling regarding the ability of the factories to properly meet the situation. Between now and convention time the factories will have undoubtedly analyzed the situation and be prepared to talk quite definitely on the subject with the jobbers. Much valuable information can be obtained in person, and the convention will be the ideal time and place to treat the general situation. With this idea in view it is my intention to have conferences prior to the convention with the factory officials in order that I may be able to judge the wisdom or otherwise of any action that may be



Looking Down the Gorge.

contemplated during the association's sessions.

"The program printed elsewhere will insure a pleasant visit and the attendance already indicated is large. Without further attempting to explain the importance of every member attending the forthcoming convention, I think I am justified in saying that there is more real need for the members to confer with each other and interchange ideas now than there has been for some time. If before convention time there is any information desired, I know that C. N. Andrews, chairman of the Committee of Arrangements, will be glad to supply same."

There are a number of important matters which will be brought up for discussion, and it is the earnest wish of President Blackman that the attendance be large from all sections of the country.

GIMBEL'S VICTROLA PUBLICITY.

An example of Victrola advertising that is causing considerable comment in New York just now is large bill-board advertising being used by the Victrola department of Gimbel's for subway and elevated railway advertising. This bill-board portrays a humorous summer scene in many colors, and makes a distinct appeal to those Victor prospects who are planning to go away for the summer. The drawing is "human" in its idea, and its large size makes a definite impression on the minds of all who see it.

WITH GODOWSKY IN THE RECORDING LABORATORY.

Forced to Do His Recording for Columbia Co., in Limited Time, Great Pianist Finds Surprise in Store for Him—Plays Difficult Selections from Memory but Is Stumped by Chopin Nocturne—H. E. Parker's Forethought Saves the Day—Autographed Score.

The Columbia Graphophone Co. will put out the first of the Godowsky records in its September list. Among them is at least one record apropos of which an interesting story can be told.

At the time Godowsky signed the exclusive recording contract with the Columbia people he had just three days and four concerts to give in this country before sailing for Europe. That didn't leave very much time for recording. However, on the Thursday morning—he had signed the contract on Wednesday and was due to sail on Saturday—he went to the New York recording laboratory and announced that he was ready to play. Up to that moment the great pianist had not received the slightest inkling as to what he would be expected to play. Naturally he brought no music.

With an agreeable "What do you wish me to play for you, gentlemen," he sat down at the piano, which had been drawn up to the recording horn in readiness for him.

A Chopin Polonaise was asked for and he played it. Then a couple of Chopin Preludes and one or



To Mr. H. E. Parker, returned with thanks
April 10, 1911
Sincerely,
Frédéric Godowsky

The Music That Saved the Day.

two of the Etudes. He played them with a brilliant spontaneity, a magnificent and frey abandon to their spirit that was indeed a rare treat for the two or three who were privileged to hear him. The master was in wonderful form that morning. At the conclusion of the Etudes he strolled back into the operating room: "Well, gentlemen, what else would you like?" and when the Liszt Campanella was suggested—a composition of wonderful beauty and brilliancy—Godowsky took the request without question, went back, sat down and played it. After that he played the Schubert-Liszt "Hark! Hark! The Lark" and three or four other pieces of equally strenuous caliber. For none of these had he had the slightest preparation and for not one of the pieces had he used a note of music; in fact, he had no music with him. Finally one

more record was required, and there was a debate as to what that last record should be. It was decided that there was one piece in particular of which the company needed a record, and needed it badly. It was a piece which has certainly earned for itself the epithet of "popular": it is a piece that is played by every child in its second year of pianoforte lessons; a piece that has been worked to death in every conceivable form and yet, by virtue of its sheer exquisite beauty, refuses to die or to lose its charm. It is a piece that contains no difficulties, a piece which is easy, even simple to play, a piece which is frequently used by teachers as a study in left hand chords for juvenile pupils, and it has been transcribed for orchestra, for bands, for violin or cello; in fact, for just about everything for which a piece of music can be transcribed. The only doubt that occurred to the Columbia people was whether or not Godowsky would deign to play it or whether he would imagine that it would demean him to play so simple and popular a piece for recording purposes. Anyway he was asked: "Mr. Godowsky will you please make a record of the Chopin Nocturne in E flat, No. 2?"

And Mr. Godowsky said certainly. But then he hesitated, he halted and looked embarrassed and then he became apologetic. Most certainly he would be delighted to play the Nocturne, but, unfortunately, he could not do so without the music—whereat his listeners laughed. But he insisted that this was indeed the case. It was so long since he had played it that he was not absolutely sure of it.

But good fortune saved the day. Less than a week previous, in anticipation of the Godowsky contract, the record committee had considered the program which he should be asked to play, and Henry E. Parker, of the advertising department, had taken along with him a whole stack of music to assist the committee in their deliberations. Among that music was the collection of Nocturnes and a messenger was sent to find it.

The book was produced and, with the music in front of him, Godowsky, following every note on the printed page, played the Nocturne and at the close of it returned the music to its owner after having autographed his thanks for the loan of it, as our illustration shows.

CALIFORNIA TALKER MEN MEET.

Southern California Talking Machine Men's Association Holds Bi-Monthly Session in Los Angeles—J. F. Edson Gives Interesting Talk.

(Special to The Talking Machine World.)

Los Angeles, Cal., June 7, 1913.

The Southern California Talking Machine Men's Association held its bi-monthly meeting and dinner at the Hollenbeck Hotel the evening of May 21. J. F. Edson, who is a distinguished musician and musical promoter of Southern California, gave a most interesting talk to the members of the association upon "The Talking Machine in the Schools." This subject, which is vital to all talking machine men and the dealer as well, was followed with a general discussion by the members, after which the regular annual elec-



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.

tion of officers was held, as follows: Sibily Pease, president; B. H. Burke, vice-president; H. H. Fish, secretary and treasurer, and L. A. Dornseil, assistant secretary.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York for the Past Five Weeks.

(Special to The Talking Machine World.)

Washington, D. C., June 7, 1913.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past five weeks from the port of New York:

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., \$151; 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 Mardyn, 4 pkgs., \$251; Savanilla, 21 pkgs., \$885; Valparaiso, 3 pkgs., \$118; 3 pkgs., \$157; Yokohama, 4 pkgs., \$169.

May 13.

Antofagasta, 11 pkgs., \$182; Barbado, 2 pkgs., \$117; Bremen, 3 pkgs., \$350; Buenos Aires, 31 pkgs., \$2,478; 55 pkgs., \$4,217; 244 pkgs., \$8,635; Colon, 7 pkgs., \$126; 4 pkgs., \$114; London, 4 pkgs., \$274; 304 pkgs., \$12,427; Macoris, 5 pkgs., \$126; Manila, 75 pkgs., \$2,581; Montevideo, 48 pkgs., \$4,200; Puerto Cabello, 14 pkgs., \$435; Rio de Janeiro, 26 pkgs., \$2,221; Valparaiso, 22 pkgs., \$548.

May 20.

Callao, 10 pkgs., \$750; Cape Town, 11 pkgs., \$410; Cartagena, 10 pkgs., \$305; Curacao, 6 pkgs., \$307; Havana, 7 pkgs., \$375; La Guaira, 2 pkgs., \$432; Limon, 2 pkgs., \$102; Liverpool, 2 pkgs., \$180; London, 58 pkgs., \$2,339; Maracaibo, 6 pkgs., \$530; Puerto Barrios, 16 pkgs., \$870; Tumaco, 15 pkgs., \$1,009.

May 27.

Berlin, 30 pkgs., \$822; Buenos Aires, 21 pkgs., \$1,934; Callao, 5 pkgs., \$302; 5 pkgs., \$326; Colon, 9 pkgs., \$200; Kingston, 7 pkgs., \$308; Liverpool, 3 pkgs., \$130; 15 pkgs., \$560; London, 138 pkgs., \$6,036; Manchester, 5 pkgs., \$149; Montevideo, 20 pkgs., \$1,243; Para, 3 pkgs., \$270; Rio de Janeiro, 21 pkgs., \$1,720; Savanilla, 23 pkgs., \$1,379; Singapore, 3 pkgs., \$280; Trinidad, 11 pkgs., \$497; Yokohama, 17 pkgs., \$1,147.

June 4.

Berlize, 12 pkgs., \$357; Havana, 7 pkgs., \$682; La Paz, 4 pkgs., \$153; London, 173 pkgs., \$5,881; 10 pkgs., \$498; Mollendo, 7 pkgs., \$401; Para, 22 pkgs., \$1,316; Sydney, 8 pkgs., \$339.

SCHWARZWÄLDER LAUF- und ZÄHLWERKE-FABRIK

FRANZ SCHIELF, HORNBERG, BADEN (GERMANY)

Production of MOTORS of every description.

Specialty: Motors for Talking Machines, nearly 15 types in general demand.

The advantages of our motors are solid construction—very greatest power, smooth running. Lowest prices imaginable.

Please ask for prices and catalog.

QUAKER CITY TRADE FOR MAY BREAKS ALL RECORDS.

Talking Machine Men State It Exceeded Last December, Due In Large Measure to Increased Demand for Machines and Records for Summer Homes—Important Orders for Edison Dictating Machine—Other News of Interest.

(Special to The Talking Machine World.)

Philadelphia, Pa., June 8, 1913.

The talking machine business in Philadelphia during May has beaten any previous record. It was the greatest May the trade has ever had. It was the best business of any month during the present year. It was only beaten last year by December. Naturally the dealers are very much elated, and they look for a continuation of this business in June. They have already been supplying a great many machines and records to be carried by Philadelphians to their summer homes, and as the great majority of them are yet to go, naturally they look to a very heavy business in this line all through the current month. Dealers are pleased with the way the machines are coming through. On almost everything the factories seem to be up on their orders.

There have been no new Victor stores in Philadelphia since my last letter, and are not likely to be any, for the Victor Co. has the city so completely covered that it is making no inducements for anyone else to enter the field, but instead discourage such a move. The Columbia has made no further inroads here in the month, but its efforts seem to be telling, in view no doubt of the great success that the Strawbridge & Clothier and the Snellenberg firms have had with these machines. Before another month it expects to have them placed at a few other big distributing points.

S. L. Goodman, at Third street and Girard avenue, is an enthusiastic Edison disc man and is meeting with very good results. In fact, Goodman is one of the "live wires" in the talking machine trade here, and he has built up a tremendous business considering his inaccessibility. He expects very shortly to move into the center of the city, where his energy and progressive methods ought to count for considerable.

Louis Buehn & Bro. report that the advance sale on the new type No. 10 Victrola is most gratifying, and believe that the machine in its new form will no doubt be very successful.

E. L. Bostwick, representing the Edison dictating machine, spent a few days in Philadelphia last week doing some special work on the solicitation of railroad business. It has just closed the biggest dictating machine month it ever had, making large sales to the Philadelphia Electric Co., the Bradstreet Co., the J. B. Lippincott Co. and a number of smaller firms here. The growth of its dictating machine business has been such that it has warranted them the purchasing of an automobile truck for the use of Frank Smith, the sales manager of that department of the Buehn business. He will use it in soliciting business in conjunction with the other three men connected with the department.

Among the visitors to the Buehn house last week were Frank Baldwin, of Salem, N. Y., and A. S. Wilson, of Woodbury, N. J., both men reporting a most satisfactory business outlook in their section.

Lit Bros. have added considerably to their talking machine department during the past month. This was made possible through their receiving such a large quantity of stock. They have more than doubled their space this year, but they were never able to make a satisfactory display on account of their scarcity of stock.

Gimbel Bros. have thought out a very happy innovation, the erecting of the front of a summer home in their department, to which is attached a complete porch, with steps, entwined with vines, etc. On this porch they have a number of rockers, and a talking machine conveniently placed, showing purchasers what a great attraction to a summer home is the talking machine which can be

carried to any part of the interior or exterior. It is a capital idea, and it adds very much to the appearance of the department. They report that their business in May was great, and that they made a big increase over last year. L. C. Parker, from Gimbel's Milwaukee store, was a recent visitor.

The Gimbel idea of the talking machine on the porch is well exemplified about the suburbs of Philadelphia. In a recent trip to Willow Grove I was amazed to find that all along the route of the ten miles of summer homes of Philadelphia there were few that did not have talking machines on the porch, and as the trip was made about twilight most of the machines were being operated, and not alone from the porches, but in arbors and under trees. It was one continuous musical entertainment until Willow Grove was reached, and then Pryor's Band furnished a delightful evening program.

Fred Ferris is back again in the talking machine department at Heppes, and they have added another new man, R. S. Cope. Their business has been increasing so rapidly that they are continually putting on new men in this department.

The Snellenberg department had a most satisfactory May, dividing business almost equally between the Victor and the Columbia. R. B. Cope is the manager and James A. B. Franciscus is assistant, with three salesmen and a stock boy. Mr. Cope was formerly connected with the Columbia. Its warerooms look especially attractive, and it has the same system of filling records that was recently established by the Pennsylvania Talking Machine Co.

Julius Wellner, who has just moved into his new Wellner building on Walnut street near Tenth, has given special space for the display of his talking machines. He will have a large department and has it fixed up in a most attractive way, the decorations being white and gold, to conform with the other rooms of the building. There is a big concert hall in the new Wellner building and Mr. Wellner has placed several large machines in this hall, which will be utilized for concerts.

"Udell Guaranteed Cabinets" for Disc Records



No. 416.

Height, 32 inches. Width, 21 inches. Depth, 17 inches. Quartered Oak top. Any Victor finish. Mahogany front. Holds 268—10 or 12-inch disc records. Average weight, crated 75 pounds.

For Victrolas IV, VI, VIII and IX.



No. 412.

Height, 31 inches. Width, 21½ inches. Depth, 18 inches. Quartered Oak top, front and sides. Any Victor finish. Mahogany front and sides. Holds 272—10 or 12-inch disc records. Average weight, crated 80 pounds.

For Victrolas IV, VI, VIII and IX.

should have "preferred position" on your floor. The reasons are manifold, i. e.—

Splendid Designs, Range of Price, Guaranteed Workmanship and Finish, Generous Stocks, resulting in prompt shipments.

"Uncle Dan Williams," the dean of the Talking Machine Accessories salesmen, will see you in Niagara Falls at the convention, July 7 and 8. Better get our catalogs now and be in shape to hand him an order.

What is your address? Give it to us at once—Sure.

The Udell Works

Sales Dept.

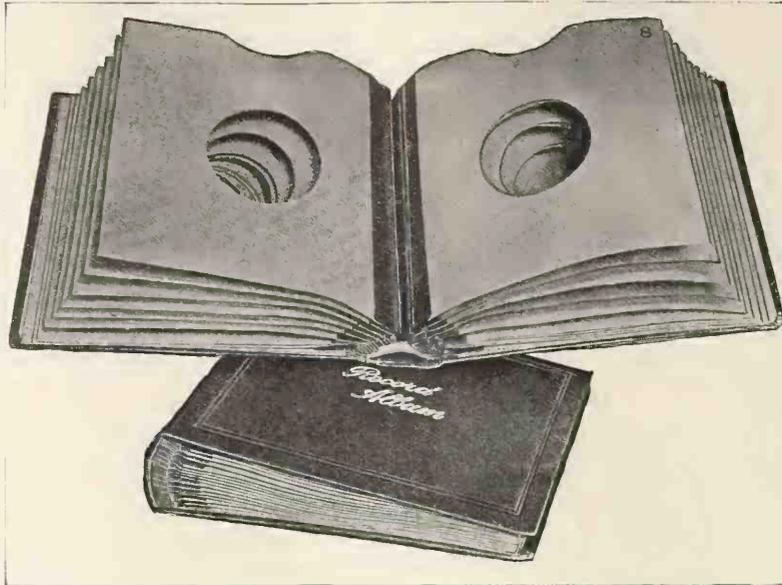
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IND.

UNIQUE RECORD ALBUMS

CONTAINING SIX PAGES OF INDEX

For Durability, Artistic Design and Finish, our Albums have no equal. They are made in the most substantial manner by skilled workman, and are first-class in every particular. We sell them at very low prices to meet competition.



DISC RECORD ALBUMS
ARE WHAT EVERY
Talking Machine Owner
MUST NOW 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.

OUR SUPERB ALBUMS ARE BEST FOR VICTOR, COLUMBIA AND ALL OTHER TALKING MACHINES

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

NOT AFRAID OF PRICE CUTTING IN DETROIT.

Talking Machine Dealers Have No Fear for the Future—Closing Week of May Busy as Christmas Time—Big Demand for Small Machines and Records—Customary Summer Lull Has Not Yet Materialized—Some Noted Talking Machine Jobbers Visit City.

(Special to The Talking Machine World.)

Detroit, Mich., June 9, 1913.

Though Detroit talking machine dealers and jobbers are much interested in the decision of the United States Supreme Court, knocking out the one-price system of doing business, none of them seems to have any fears for the future. The retail situation in Detroit seems to be too well under control and the business too stable to permit any invasion from the "was-now" brand of demoralizers who have infested the piano trade.

Even a price-cutter would like to get all he can for an article. In a city where the demand nearly always exceeds the supply it would not be difficult to maintain the prices. Even if some one should attempt to cut prices, he would be confronted with the problem of getting the goods. Even the legitimate dealers are not always able to keep their stock up to the mark they require. Thus the business maintains its own prices. No artificial aid is needed, and any artificial depression of prices would fail simply because of its own uselessness.

Looking into the future, if a time should come when supplies were easy it is thought among the dealers here that some means could be found to prevent would-be price slaughterers obtaining enough goods to do business with. The only possibility of trouble might come through the handling of records. There is never a scarcity of records, and the nature of that end of the business is somewhat analogous to that of handling player-piano rolls, and might attain something of the flexibility of the latter.

Detroit has not enough talking machine stores to supply the demands of the city for the goods, and

the stores that are here cannot get enough goods to supply the trade that comes to them. So the dealers are sawing wood and calculate to cross the one-price bridge when they come to it.

Saturday, the last day of May, seems to have been the best day for business since last Christmas. The summer rush for small instruments that can be carted around to vacation cottages, yachts and canoes has set in. It will not reach its height until the schools close for the summer, but the present activity is considered an exceptionally good omen for the season when all business except the steamboat excursion business is supposed to be dull. The machines of all companies, Columbia, Victor and Edison, ranging in price from \$50 down to \$15, are the ones which are displaying the unusual activity.

The customary summer lull in high priced styles has not yet manifested itself. In connection with this remark is an interesting little incident in which figures E. H. Dittmar, of the Talking Machine Co., of Chicago, Western distributors for the Victor. He happened in Detroit last Saturday and called upon Max Strasburg. Max was so busy selling goods that he did not have time to entertain visitors or even talk to them. So Mr. Dittmar turned to and entertained himself by playing clerk for the Strasburg Co. for several hours, selling machines off the floor just as though he had been a fixture in the store for years. Michigan has just been added to Mr. Dittmar's traveling territory. It is a new field for him and he is on a trip of inspection and observation.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, also was in Detroit. He was en route to Niagara Falls to help the other members of the executive committee of the Talking

Machine Jobbers' Association make arrangements for the convention which is to be held there July 7-8. When he returned West he was accompanied by J. Newcomb Blackman, of New York, president of the association. Both Mr. Blackman and Mr. Wiswell were guests of Mr. Strasburg for a day. The latter entertained both gentlemen with a motor ride about the city.

A STRIKING ADVERTISEMENT.

This month's Saturday Evening Post advertisement of the Columbia Graphophone Co., published to-day, June 14, embodies a number of distinctive features presented for the first time in the company's national publicity. In the center of this unusually attractive advertisement is shown for the first time in Columbia general advertising a reproduction of a painting that the advertising department of the company has been working on for quite a long time. This drawing illustrates twenty of the world's greatest artists that the Columbia company numbers among its lengthy list of recording artists. These artists are shown in costume, and the list contains names that are famous the world over.

On one side of this picture is given a list of records made by these artists, listing one favorite record of each artist. This list was compiled very carefully, and should prove valuable to Columbia dealers. On the other side of the picture is shown the artistic Columbia "Grand" which is very appropriate in this high-class advertisement. The advertisement as a whole is high-class and dignified from every standpoint.

EDISON LINE EXHIBITED.

An exhibit of the new Edison disc phonograph and records was held in the Hotel Hollenden, Cleveland, the first week of the month, during the annual convention of the piano merchants held at the Hotel Statler, that city. The exhibit was in charge of H. D. Berner, the local distributor for the line.

The Columbia supplement for July announces two recordings of Boy Scout calls by Ernest Thompson Seton, Chief Scout of the Boy Scouts of America. Practically every boy in America is interested in the Boy Scout movement, so it won't need much figuring on your part to find a market for such recordings as these.



Columbia Graphophone Company
Woolworth Building, New York

ST. LOUIS TRADE WELL PLEASED WITH MAY BUSINESS.

Enormous Demand for Machines and Records for Resorts and Summer Homes—Duffy Succeeds Byars as Sales Manager for Columbia Co.—Silverstone Having Large Demand for Amberol Records—Hobart & Cable, of Lincoln, Ill., Take on Edison Line.

(Special to The Talking Machine World.)

St. Louis, Mo., June 10, 1913.

St. Louis talking machine dealers do not care to comment on the Supreme Court decision which upsets the scheme of price control. That is, local men are unwilling to talk for publication except that the jobbers declare in a chorus, or it would be a chorus if they were all together: "Our dealers are all gentlemen and we can trust them. There will be no breaks from our list. Unless the other fellows start it, things will go on as they have been."

Local jobbers take the view that it is not their game that has been broken up but that the price feature always has been conducted by the factories and just now the move is up to the factories, except that it is safe to say that all of the local men will move cautiously until they see which way the wind is blowing.

May was a very good month, all dealers unite in declaring, especially the jobbers. Resort and summer home sales have been the feature with the retail men but this business has been coming a trifle late as Decoration Day was the first really hot day in this section this year. As a consequence, there has been only a small sale of records for the resorts, canoists and porch concerts. "The machine sale comes earlier," said one retail man, "but the records are a trifling expense with most of these persons and can be carried out in a grip at any time so they wait until they are ready to use them. But this business will be along heavier than ever before, before the season is settled. People are just beginning to appreciate the real attractiveness of a water concert.

Manager Reid, of the Columbia store, says May was an excellent month and that June is going to be the biggest month that store ever has had. The store itself is evidence that things are moving lively, for a wareroom has been rented across the alley to give storage room for surplus stock. Both the warerooms and the business office have outgrown their quarters and the former warerooms were requisitioned to give space for the office force and the surplus stock sent to the newly-rented room. A large sign in the show window of the wareroom lets passersby know that the machines stored there can be bought around on Olive street.

J. W. Duffy, of the sales force, has been promoted to retail sales manager in the place of Charles W. Byars, who was transferred to Chicago, a promotion for him. Mr. Duffy has been with the Columbia force here for several years and knows well his field and good work is expected of him as he was in constant touch with methods in use and knows where to pick up the threads. He had been in charge of the demonstrations of the firm at household and other shows and earned his promotion.

"We have closed an excellent month," said Harry Levy, of Aeolian Hall talking machine de-

partment. "The Victor shipments recently have enabled us to handle our wholesale accounts in much better shape and the checking of the complaints there has materially lessened the time necessary for ineffective work. The retail department has been in excellent progress. Aeolian service, combined with Victor merchandise, is making rapid progress because of the appreciation from customers.

"The new Victor VI is making an excellent impression and that probably is the general feature of the Victor trade in this section. We are looking for a lively summer both in a retail and jobbing way."

Mark Silverstone, president of the Silverstone Music Co., says the feature of the Edison trade at present is the renewed interest the Blue Amberol records are making in the cylinder machines, two models of which he is displaying in his window, the \$80 and \$60 models.

Mr. Savage, of the Dictating Machine Department of the Silverstone Co., recently placed 15 dictating machines on the office of the General Electric Co. and several on the office of Circuit Attorney Harvey. Another order of which Mr.

GAUMONT'S LATEST INVENTION.

The Prominent Frenchman Now in New York Discusses the Latest in the Talking Machine Field, the Combination of Talking Pictures and Natural Color Pictures.

Leon Gaumont, one of the leading figures in the motion picture industry throughout the world and a Chevalier of the Legion of Honor, is now in New York City. M. Gaumont made the trip here in order to see the first New York exhibition of the Capt. Scott motion pictures at the Lyric Theater. The greatest advanced step in this industry achieved by M. Gaumont is the combination of talking pictures and natural color pictures. At an exhibition given in the Thirty-ninth Street Theater on Friday of last week such pictures were shown in New York for the first time.

"These experiments, of which I am now showing the result," said M. Gaumont, speaking through his English interpreter, "cover a period of more than twelve years. The Gaumont chronophone and chrono-megaphone were placed on the market respectively in 1902 and 1906. We believe that these inventions were the initial step toward the production of what is now an accomplished fact—the automatic or mechanical theater. Our last efforts have been directed toward the simultaneous production of sound and gesture by means of a single operation, both voice records and picture films being taken at the same time.

"Similar efforts, not taking so long in obtaining results, were directed toward the reproduction of natural colors. We are now able to show an ordinary stage play up to twenty-five minutes'

Savage is especially proud is a sale to the Dalton Adding Machine Co., which company he thinks ought to be a judge of this type of machines.

O. A. Field, the new president of the Piano Dealers' Association, is president of the Field Lippman Piano Stores, one of the aggressive handlers of Victor machines in this section.

The Aeolian Hall baseball team is cutting a wide swath among amateur teams of the city and more than half of the team is drawn from the talking machine department.

Harry B. Levy, of Aeolian Hall, made a two weeks' trip late last month through Arkansas, Kansas and Missouri and reports enthusiasm over the prospects for talking machine business this summer.

H. T. Boxley, of the Columbia force, was one of the first to draw a vacation date and spent his time fishing on nearby streams.

Hobart & Cable, of Lincoln, Ill., are announced as notable additions to the list of Edison dealers through the Silverstone Music Co. Otto Reynolds, the Silverstone wholesale traveler, who has been meeting with great success in Illinois, has moved over into Missouri.

Isaac T. Cook, a prominent real estate man, was the music committee for the Ohio society banquet at the exclusive Century Boat Club. He arranged "something different" by borrowing an Edison disc machine and serving the great artists to the delighted diners all during the meal and between toasts.

duration complete in every respect—that is to say, the pictures are in colors and talk. In the immediate future we believe that we shall be able to present complete theatrical productions of an hour or more.

"The time is undoubtedly approaching when theatrical companies will be sent on tour not as a crowd of human beings but all snugly packed within a few small tin boxes. There will be no trouble about salaries—no quarrels among the players—only the necessary electrical apparatus, films and records.

"The most difficult achievement in the making of talking pictures was the record of the voice of an actor or the voices of a company of actors at the same time as the picture was being taken. In the making of an ordinary record it has always been the custom to place the artist close to the instrument. Our problem, however, demanded a recording instrument so sensitive as to take down the faintest sound wave produced by the artists' voices or within the area of the sound to be reproduced. This meant having the instrument from six to twenty-five feet away from the speaker, and the consequent escape of sound in all directions rendered the first experiments futile.

"The special difficulty presented in reproducing original colors was to obtain an emulsion sufficiently sensitive to red, and almost infinite experiments had to be made before the right solution was discovered. Our process is a three-color one. That is to say, three pictures are simultaneously projected through specially ground and chemically prepared screens. These three pictures are projected by one machine."

VACATION SEASON GIVING STIMULUS TO TRADE.

Dealers Report Large Sales of Talking Machines and Records for Pleasure Resorts, Camping and Boat Parties—Interesting Lecture on Sound Reproduction—Visitors to Convention of Piano Men Make Things Lively Around Trade—Many Attractive Displays.

(Special to The Talking Machine World.)

Cleveland, O., June 7, 1913.

Business with all the talking machine dealers in Cleveland is remarkably good. The vacation season is giving a stimulus to the trade. The pleasure resorts, camping and boat parties are making a talking machine, with a good supply of records, a part of their outfit, while the ordinary, normal demand seems to be quite as good as usual. Dealers here are not apprehensive of any disastrous results because of the decision of the Supreme Court regarding price maintenance.

Forest Cheeney gave a lecture recital the evening of May 21 in the spacious auditorium of the Y. M. C. A. Building, under the auspices of the Columbia Graphophone Co. His subject was "The Science of Sound Reproduction," which he demonstrated on talking machines of his own invention, using Columbia records, and assisted by C. A. Routh, assistant manager of the Columbia store. Mr. Cheeney justly claims that he has invented a device by which he perfectly reincarnates the human voice or musical notes from the records. There was a large attendance, with a goodly number of interested talking machine dealers sprinkled among the audience, and all conceded the invention was a success.

Glad Henderson, of The Talking Machine World, was hither and thither in the city during the piano convention week, with a drove of camels, very evidently trying to keep things humping. If he doesn't get back to the office you may know he has been captured by the host of friends he has made here.

H. A. Yerkes, manager of the wholesale department of the Columbia Graphophone Co., New York, was a visitor in Cleveland during convention week. Clifford Ely, traveling wholesale representative of the company, also was here.

George S. Hards, manager of the talking machine department of the Pittsburgh store of the W. F. Frederick Piano Co., was a welcome visitor at the local store this week. He said business was good.

W. H. Hug, of the phonograph sales department of Thomas A. Edison, Inc., was hobnobbing with the piano men during convention week. He said he found very satisfactory conditions throughout Ohio.

There is evidence of prosperity in all departments of the Columbia store. G. R. Madsen, manager, said: "Business is far in excess of May of last year, both in the wholesale and retail departments. Several new dealers have just been lined up, and I am well pleased with the situation." C. A. Routh, assistant manager of the store and of the educational department, reports unprecedented interest in the public schools for Columbia goods. He shows photos of school children giving a Maypole dance to the inspiring music of the Columbia BY Grafonola. Mr. Routh says this style machine can be heard in the open air at a great distance.

T. H. Towell, president of the Eclipse Music Co., expressed himself well pleased with business conditions. He said May had proved to be the best month the company had ever had. P. J. Towell, who has charge of the wholesale department and overlooks the business generally, is convalescent from his recent illness, and again is right on the job. A large number of visitors to the piano convention have been visiting T. H., and it is plain to be seen that he is well thought of by the guild. The Eclipse musical concerts have become one of Cleveland's musical events, and it has been demonstrated that they bring excellent returns.

Business is moving prosperously at the Edison distributing store of H. D. Berner in the Ellastone Building. E. O. Peterson, manager, said business was not only good but was constantly increasing, there being an increase of 40 per cent. over a year ago at this time. He stated that there was an

increasing demand for both Amberol and the new disc machines and records, and that customers all expressed themselves highly pleased with them. The Berner Arcade store is doing finely in both machines and records. Mr. Berner had a display of the Edison disc machines at the Hollenden Hotel during the piano convention, and hundreds visited the parlor and witnessed the demonstrations. Universal praise was given the machine.

W. H. Beuschler & Sons Co. report business as good as at any time this year. Mr. Beuschler stated the May sales of Victor Victrolas and records exceeded the sales of a year ago by a large per cent. and that the demand was not only keeping up but increasing.

Business was reported rather quiet in the talking machine line with the Collister & Sayle Co. However, Mr. Dorn said that this being the sporting season, the company was giving more attention to that class of goods. The company has a good record trade and is having fair sales of Victrolas, both wholesale and retail.

Traffic is active at the Bailey Co.'s store, especially in the music line, and particularly in the talking machine department. Mr. Friedlander, manager, said the volume of trade was increasing steadily, each month showing an increase over the previous one. "You can say business is good," he said. "We are now getting some Edison disc records, which are well liked, and I look for a good demand for them as well as for the Blue Amberols. Our small instrument trade is fine, especially for the King band and orchestra instru-

AN EXAMPLE FOR OTHERS.

An Illustration of How the Talking Machine Business Will Respond Profitably to Any Person Who Gives It Consideration Illustrated in the Success Achieved by Miss Adler.

(Special to The Talking Machine World.)

Detroit, Mich., June 9, 1913.

This story and the accompanying illustration are designed to demonstrate how the talking machine business will respond profitably to any man who is a live wire. Incidentally, an eighteen-year-old girl in charge of a talking machine store is something of a surprise and novelty.

Miss Helen L. Adler is the girl. The store is at



The Adler Store; Miss H. L. Adler in Center.

726 Michigan avenue, Detroit. Three years ago Maurice Adler, the owner, didn't have a dollar to his name. To-day he is touring Europe, taking a well-earned vacation, while his daughter is making the business even more profitable than he did.

Adler was ridiculed for starting the business where he did. Three other music concerns had oc-

cupied the store and had failed. They had carried pianos and phonographs. Mr. Adler started in as a piano dealer and took on a very small line of Columbias as a side line. To-day practically the entire store is devoted to the Columbia line and records, and what is left of the piano business is to be closed out. This is not saying anything against the piano business—simply showing how much money can be made in the talking machine business.

The photo shown herewith does not do justice to the store, showing only one side. On the other side are racks with thousands of records and more talking machines.

Mr. Adler did not fear to locate where others had failed, because he knew what live wire methods would accomplish. He did not sit in his store and wait for trade to come to him. He went out through the neighborhood after it. Thus his daughter was left in charge of the store a good deal while her father was here. She always was assisted by her younger brother, Milton. Miss Helen is an unusually attractive maid, very pleasant to meet, but attends strictly to business, which is what makes the store go as well or better under her direction than un-

der her father's. She believes in carrying a complete stock of records, and always has on hand the full line of German, Polish, Hungarian, Bohemian, Italian and other foreign numbers. For this reason the foreign trade flocks to her store and makes that department of the business particularly prosperous.

Business continues good in the talking machine department of the Hart Piano Co. The management reports good daily sales of Victor and Edison machines, and a large demand for records. Things have been pretty lively during the past week with the Caldwell Piano Co. With the immense stock of pianos, and convention delegates constantly calling, the talking machine department was overshadowed, but not completely. Fred A. Krauss, formerly with the Hart Co., manager of the department, said business was very good; that there was a steady call of good volume for records, and that he was making daily sales of machines.

Norman H. Cook, director of the talking machine department of the W. F. Frederick Piano Co., said business was very good and prospects encouraging. The piano department had, however, he stated, been the great attraction during the week of the convention. The store was visited by a large number of delegates and every courtesy extended them.

One of the attractions during the convention was the music emporium of the H. E. McMillin & Son Co. The company had on exhibition an elaborate display of all kinds of instruments, not the least attractive being a full line of Victor and Edison machines. O. E. Kellogg said business was fine in every department.

F. N. Hertzler, manager of the talking machine department of the B. Dreher's Sons Co., stated business was fairly good, in fact as good as expected at this season of the year. The company is selling a good many of the best grades of Victrolas, and has a large and growing record clientage.

The May Co., Charles I. Davis, the Brainard Piano Co. and the Wm. Taylor, Son & Co. all report favorable business conditions.

AUTO RACES STIR UP THINGS IN INDIANAPOLIS.

Attract Thousands of Out-of-Town People to That City—General Business Conditions for June Satisfactory—Some Managers Who Are Making Records—Rapp-Lennox Co. Moves to New Quarters—Columbia Regal for Graduating Class—Items of Interest.

(Special to The Talking Machine World.)

Indianapolis, Ind., June 9, 1913.

After the thorough stirring-up given the city by the Memorial Day speedway races, with thousands in the downtown streets, Indianapolis seems to be a quiet place. And the quietness has penetrated the talking machine business. Managers are finding time to re-arrange their stocks and to do little things here and there which have been overlooked in the hurry of more busy hours.

Though June has started out unostentatiously, May "came home with the bacon." All the houses report good business in May.

Up on the fourth floor of the Aeolian Co.'s building in North Pennsylvania street is a beautiful little garden kept by Miss Lazurus, manager of the Victor talking machine department. The "little garden" is in a wide box, which rests in one of the window ledges. This department was an attractive spot before the "garden" arrived, and now patrons remark that the new addition to the "equipment" adds much to the attractiveness of the place. The flowers were planted by Miss Lazurus.

W. S. Barringer, manager of the Stewart Talking Machine Co., says the wholesale business has been good, but that the retail trade is a little slow. This seems to be the condition all over the city. The Kipp-Link Co., distributors of the Edison machines, is doing a flourishing out-of-the-city business, but the city trade has fallen off a little lately. The manager of one of the local hotels recently bought one of the new Edison disc machines for his dining room. Since that time the Kipp-Link Co. has had numerous inquiries originating in the hotel dining room. The machine is proving to be a good advertisement for the company. The Kipp-Link Co. is short on disc records for the new machines and is "crying" for more from the factory.

Thomas Devine, manager of the Dictaphone department of the local branch of the Columbia Co., went to Richmond, Ind., recently to install a number of Dictaphones in the offices of the Pennsylvania Railroad Co. at that place. Mr. Devine is making a record in his department, not a "cylinder" or "disc" record, but the kind that makes his competitors "sit up" and "take notice."

Mr. Rowell, of Cincinnati, O., with the Edison staff, has been in Indianapolis recently assisting in a competitive demonstration between the Dictaphone and the Edison business phonograph. Mr. Rowell was assisted by Mr. Brown and Mr. Bostwick, of Chicago, and Mr. Baldwin, of Cincinnati.

Among the recent purchasers of the Dictaphone are the Fairbanks-Morse Electric Manufacturing Co., the Pennsylvania Railroad Co. and the American Express Co.

Frederick Goodwin, manager of the educational department of the Columbia Co., spent a day here recently in the interests of the department he represents. W. C. Fuhri, of Chicago, district manager of the Columbia Co., has been in Indianapolis working on wholesale department prospects.

A. W. Roos, manager of the local branch of the Columbia Co., reports that more business was done by the branch in May than was ever done before in that month. Mr. Roos says the effects of the March floods have entirely disappeared. As was announced in this column some time ago, Mr. Roos has an automobile. That he believes in using it is shown by an act of his last Saturday night. It was about 8.30 o'clock when two customers entered the store. Mr. Roos was not long in convincing them that each needed a Regal model. They agreed with the manager and bought. Then they said they would like to have the machines delivered at once. Mr. Roos was equal to the occasion, and placing purchasers and machines in his automobile he delivered all to the desired locations.

The graduating class of School No. 3 bought a Regal, with a complete supply of records, for the school. It is the custom here for graduating classes in the public schools to give an entertainment and

then purchase a present for the school with the receipts. A good many classes have purchased talking machines.

The Rapp-Lennox Co., which handles a line of Victor machines in connection with their piano business, have moved from 126 East New York street to 118-120 East New York street. A special

EDISON LINE REPORTED VERY STRONG IN TWIN CITIES.

Minnesota Phonograph Co. Reports Heavy Demand for Blue Amberol Records and New Disc Goods—New Columbia Store Opened Last Month a Model Establishment—Personal Items of Interest—W. A. Lucker to Handle Columbia Line in St. Paul.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, June 9, 1913.

Every sail of the Minnesota Phonograph Co.'s stores in Minneapolis and St. Paul has been let out to the breeze and the Edison machines are being driven to the utmost. "We are getting the business with the new Edison concealed horn machines and the blue records," said President L. W. Lucker Thursday. "The Edison disc machines are selling rapidly. To-day we received 40,000 blue records, but I don't imagine that we will have them long, not at the rate they are going. Our exclusive Edison store on Nicollet avenue is a fine little magnet to draw trade and already had justified the expense of establishing it."

This new store opened about a month ago at 17 East Sixth street, St. Paul, is the last word in

talking machine department is to be fitted up in the new quarters. The company has twice as much floor space as it had before.

Orville Harrold, the famous tenor, sang here Sunday afternoon, June 1. His Columbia records are in demand.

A novel plan to attract the attention of the record buyer is being used by the talking machine department of the Aeolian Co. here. The monthly booklet issued by the Victor Co., announcing the new records, is covered with an attractive "cover-let" which contains an "Aeolian Digest" of the supplement. The best records of the month are set out in this cover and is a real aid to the buyer.

new store at 17 East Sixth street, which has been open a month, Manager Herdman has done more business than for the corresponding month of 1912 and there is every indication of continued growth. One of the strong features of the business is the foreign department under Frank Bauer. This versatile young man speaks nine languages and has gone right into the big foreign population of St. Paul for business. The store claims to have a foreign record stock without comparison in the Twin Cities and gives Mr. Bauer credit for the result.

James Mead, head salesman in the Columbia store, left this week for Toronto, his home, where he will visit a month during the hot season.

Jay H. Wheeler, manager in the Northwest for the Columbia Graphophone Co., has gone to Chicago and the East, to be gone a fortnight. It is a business trip for Mr. Wheeler, and he is expected to come back with a cartload of news.

Victor sales in the Twin Cities, handled largely through the big piano houses, must be enormous in the aggregate. Edward R. Dye, of the Metropolitan Music Co., the first of the big piano houses to open a Victor department, reports that trade has increased materially. Highly encouraging reports are made by the Cable stores, Foster & Waldo and the Raudenbush stores, all of which handle

complete lines of the Victor talking machines with satisfaction to the managements and doubtless to the home department.

TRADE IN MEMPHIS.

(Special to The Talking Machine World.)

Memphis, Tenn., June 9, 1913.

Prospects for business in this territory look very promising, and a talk with business men creates the belief that the season will be very satisfactory.

The E. E. Forbes Piano Co. has made some changes in its Memphis branch. Lawrence Herzog has been appointed manager of the talking machine department, C. M. Bishop succeeds R. E. Ching, who resigned to go as manager of the piano department of the Stewart Drygoods Co., Louisville, Ky., and W. J. Hon, who has been player salesman for a long time with this company, has been appointed city sales manager.

If you are filling your field and growing with it—then, all is well—but hike ye and keep on hiking, lest another more fit crowd you out.



New Columbia Store, 17 East Sixth Street, St. Paul, Minn.

graphophone display rooms. It is one of the two Columbia stores in the Twin Cities and the design throughout is the work of C. P. Herdman, late of Indianapolis. The room is finished in soft, harmonizing tints, and the general effect is extremely pleasing. The arrangement is most orderly, and Mr. Herdman has received many compliments for his bright little, tight little shop.

F. K. Dolbeer, general sales manager for the Thomas A. Edison Co., was in the Twin Cities this week and expressed himself as highly pleased with the manner in which the Edison goods are being pushed. The Minnesota Phonograph Co. had a fine booth at the recent Women's Exposition, which attracted more than 100,000 visitors in the week it ran at the National Guard Armory.

C. P. Herdman, manager of the St. Paul store of the Columbia Graphophone Co., has closed a deal with William A. Lucker, of the Minnesota Phonograph Co. in St. Paul to carry a line of Columbia goods. Mr. Lucker has the only talking machine store on Seventh street, which probably is the main retail street of the city. In the beautiful

FROM OUR EUROPEAN HEADQUARTERS

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

Review of Trade Conditions Indicate a Marked Slowing Up in Conformity with the Usual Summer Custom—Business Is Healthy but Competition Is Most Keen—Clever Publicity Being Put Out by Leading Manufacturing Concerns to Stimulate Dealers and Users of Records and Machines—Interesting Lists of Records This Month—New Stylus Bar Introduced—The Frimaphone a Recent Development—Impressive Demonstration of Edison Blue Records and Opera Machine at the Belle Hotel—Tooting News of the Month.

(Special to The Talking Machine World.)

London, E. C., June 5, 1913.

From reports which have come to hand from various important centers of trade activity it is evident that talking machine business is slowly but surely undergoing a change. The very hot spell of weather experienced recently is doubtless a strong contributory cause of the drop in sales to normal summer proportions. From the retailers' viewpoint the months of June, July and August represent perhaps the worst trading period of the whole year, and only in a few instances, owing to special circumstances, does anything like a solid business obtain. Yet the talking machine industry as a whole is in a very healthy condition. There is keen competition, it is true, but a direct result is an ever widening field for the manufacturer and the dealer whose individual turnover in most cases must progress accordingly. In taking care of their summer trade interests, the leading record houses pin a good deal of faith in press advertising supported by a generous policy of free literature and helpful advice to dealers, who are regarded by manufacturers much in the way a doctor regards his patient—a fitting object for plentiful doses of sales-stimulants, and constant reminders of what is possible by the exercise of energy and enterprise. All of which, it must be admitted, is very necessary to move those dealers who are prone to become lethargic in their outlook.

Advertising Produces Results.

Of the "H. M. V.," Edison and Pathé press advertising it is sufficient to remark upon its beneficial effect generally. To the public it must represent a pilot light upon the offerings and activity of this trade—a constant reminder of the hours of enjoyment derivable from the possession of a musical medium of boundless possibility in our social life. These advertisements are good salesmen—out to interest the buying public for the benefit of retailers, who would do well to make special window displays each week of the particular records advertised.

Another Cheap Record Issue in Sight.

Among the eightpenny record people speculation has been rife for some time past as to the rumor of an impending issue of a competitive priced record by one of the big companies. From inquiries made I learn there is a good deal of truth in this matter, but beyond this it is not expedient at the moment to say more. The fact remains, however, that it is exciting more than ordinary interest in trade circles, having regard to the fact that the company in question has command of unusual resources, artistic and otherwise, of which doubtless good use will be made. The new record is expected on the market in good time for the season's trade.

Book of Hints for Gramophone Owners.

"Hints About the Gramophone," published by Rowell & Sons, 62-68 Roseberry avenue, London, E. C., is a useful little work that may interest my readers. In no sense a technical treatise, it may well be regarded as a "philosopher and guide" to all, and prospective owners of disc instruments, in that many really valuable hints of a practical nature are embodied therein. R. F. Rowell, the author, treats his subjects in a broad and fearless spirit, and is at pains in reasoning very strongly against

the prevalent practice of selling records as new when they have been played over often quite a number of times in retail shops. A stamp (why not the copyright one?) over the spindle hole would remedy this very natural grievance. "How to Operate the Gramophone," "Storing and Cataloging Records," "Buying the Instrument," are chapters replete with sound advice, and there is in addition much other interesting reading in "Hints About the Gramophone," the price of which is 1s. 6d.

Postal Reforms Announced.

The postmaster general has announced one or two reforms which are of interest. Names of places composed of compound words will be charged as one word in telegraphic addresses. This does not apply to streets. If within the same district parcels may be redirected free of charge. For example, London will count as one district. Parcels to the Far East will in future be forwarded by the Trans-Siberian route. Traders please note.

Diploma and Honor for Rayflex Elbow.

The Rayflex Co., manufacturers of an ingenious sound reflecting elbow, which exercises a wonderful effect upon tone delivery, has been advised by the judges of the exhibits at the Kinematograph Exhibition, held recently at Olympia, of a diploma of honor award for its Rayflex elbow. A tribute to merit!

Wilcox Record Supply Co.

Wilcox Record Supply Co., Ltd.; capital, £2,000; registered office, 33 Oxford street, London, W.

Kalliope Co. Creditors to Meet.

A meeting of the creditors of the Kalliope Co., Ltd., has been called.

Some Splendid Beka Records.

The Beka Meister list for June is notable for some splendid instrumental and vocal selections. Two pleasing ballads, "The Children's Home" and "Dear Heart," are beautifully interpreted by an old favorite in the person of Miss Jessie Broughton, while the "Tannhäuser" overture, Parts I and II, by the Meister Orchestra, is a superb example of perfect recording. A new Beka artiste, John Perry, contributes two old favorite songs in fine swing, and Jamieson Dodd is also listed, his selections being "Galloping Dick" and "Sergeant of the Line."

The 10-inch list is exceptionally comprehensive and up-to-date in its contents, and the recording throughout is marked by a standard of quality which deserves the highest praise.

New "His Master's Voice" Records.

Another fascinating list of titles is announced by "His Master's Voice" Co. for June. It is throughout characteristic of the magnificent vocal and instrumental standard of quality maintained by the Gramophone Co., and special mention should be made of the New Symphony Orchestra's contributions thereto. The two 12-inch discs, containing Wagner's "Tannhäuser" overture, Part I and II, are a veritable triumph of recording, and but serve to enhance the reputation of this brilliant orchestral combination. Comparatively new to the talking machine world, Hubert Eisdell has quickly won to the front rank on merit alone. His latest record, "Awake," offers peculiar scope for an effective display of one of the most beautiful tenor voices ever heard on records. Other attractive items in this list are as follows: "Kitty! (What a Pity)" (Percy Fletcher), Charles Tree; "A Soldier's Song" (Mascheroni), Robert Howe; "The Valley by the Sea" (Adams), Mme. Edna Thornton; "Dear Love, Remember Me" (Marshall), Miss Ruby Helder (Lady Tenor); "Gems from Pagliacci" (Leoncavallo), Grand Opera Company.

"Pagliacci" records by Caruso—12-inch, 12s. 6d., "Vesti la Giubba"; "No, Pagliacci, non son." 10-inch, 8s., "Vesti la Giubba." "Le Cygne" (Saint-Saëns) (Cello), W. H. Squire; "All I Want is Mary" (Wilson and Tate), Miss Clarice Mayne; "Short Stories, No. 1," Miss Helen Mar; "Snookey

Ookums" (Irving Berlin), Harry Carlton; "My Sumurun Girl" (Hirsch), Stanley Kirgby; "My Honolulu Honey Lou" (Melville Gideon), Mme. E. Jones Hudson and chorus; "Burllesque Lucia Sextette," from "Come Over Here" revuc.

H. M. V. double-sided records—"Reminiscences of Verdi," Part I and Part II (arranged by F. Godfrey); "Mignon," overture (Thomas, arranged by Mackenzie Rowgan), and "Swan Lake Ballet," "Dance of the Swans," "Hungarian Dance—Czardas" (Tschaikowsky), band of H. M. Coldstream Guards; "Fairy Tiptoe—Morceau Elegant" (J. Fredericks, arranged by A. Lotter), and "Valse Nails" (Leo Delibes), Mayfair Orchestra; "Come Over Here," London Opera House Revue, Selection I and Selection II, the Ragtime Orchestra; "Row, Row, Row Medley," one-step, and "On the Mississippi Medley," turkey trot, Metropolitan Band; "When the Midnight Choo-Choo Leaves for Alabama" Medley," turkey trot, and "Waiting for the Robert E. Lee," medley, turkey trot, Metropolitan Band.

A Cargo of Song Birds.

Such is the Daily Telegraph's artistic expression in reference to the number of operatic stars who made the journey across from your side aboard the Kaiser Wilhelm II recently. Of eleven artistes, the Gramophone Co. point out that no less than seven contribute to its lists. And all of these are stars of the first magnitude. This was prominently brought before the notice of dealers in a special brochure recently issued. Other publicity matter put out this month by the "H. M. V." concern deserves mention. Posters by the famous Hassell and other interesting matter is now in the hands of dealers, the avowed object being to stimulate summer trade. Letters to customers, advertisement copy and various other matter, on a generous scale, form part of the sales scheme, and apparently "H. M. V." agents are in for a good time. It won't be the company's fault if they don't have it.

"His Master's Voice" Savoy Concert.

In connection with the return of Caruso and Melba to Covent Garden opera after their brilliant season abroad, the Gramophone Co., Ltd., conceived a happy inspiration. Quite a number of its artistes are appearing at Covent Garden this season, and some new celebrity records have just been prepared for issue. To demonstrate these a concert was given at the Savoy Hotel on May 27 before a very representative gathering of musical critics and press men. For the occasion a cabinet grand was used, and its splendid tone was shown off to excellent advantage in the spacious white room of the hotel. Records by Caruso, Melba, Scotti, Franz, McCormack, Sammarco and Kirkby Dunn were played over to an appreciative audience. Eulogistic references as to the scientific strides made in the art of mechanical reproduction within recent times were many, and as one present said, "One might well imagine Caruso himself to be present," his records of "Manon" and "Ballo in Maschera" being particularly fine. Melba, too, in numbers with violin obligato by Kubelik, aroused much enthusiasm, and a word of praise must be accorded the faithful reproduction of the voices of McCormack, Sammarco, Kirkby Lunn, etc. If the favorable notices in certain of the leading London and Provincial press organs the following morning is any criterion, the whole affair was highly successful and much enjoyed by those privileged to be present. The records, by the way, are now on sale.

Ysaye for Columbia.

The Columbia Graphophone Co. advise me it has succeeded in obtaining a perpetual and exclusive recording contract with Ysaye.

The record public has heard many great artists in recent years and they have included great violin virtuosi of technique and temperament. But it is

FROM OUR LONDON HEADQUARTERS—(Continued from page 44).

not belittling them to declare that the Belgian giant has shown that there are heights yet remaining for the younger generation of violinists to scale. That Columbia records will be the first and only records to reproduce Ysaye's playing is needless to say, a source of great pride to this house.

New Stylus Bar a Success.

Messrs. Murdoch's new stylus bar is a novelty which finds much favor here. It is of unique construction, having a double carrying bar from the needle holder to the diaphragm, which, the makers claim, is of distinct advantage in that sound vibrations are carried by two channels, resulting in a more even distribution of sound, a clear and sweet reproduction, to say nothing of increased volume strength. This ingenious stylus bar is made in various sizes to fit any of the well-known makes of sound boxes, and retails at quite a moderate figure. Particulars may be obtained from John G. Murdoch & Co., Ltd., Farringdon Road, London, E. C.

Sound Box Given Free with Records.

In order to afford the public at large an opportunity to become acquainted with "the record that's twice as long," the Marathon Co. announces an unique offer. For a period of three months it will give to every purchaser of Marathon records to the value of £1 a Marathon sound box of any type, a free adaptor to purchasers of 10s. worth of records and a Marathon "D" adaptor to those purchasing records to the value of 15s. With either one of these the ordinary disc machine owner can play Marathon records on his instrument. To assist dealers in bringing this offer strongly before the public supplies of a specially written circular and other literature are supplied.

Features of the Primaphone.

Of unusual form of construction, a new instrument, styled the Primaphone, recently made its debut on this market. Its particular features comprise easy portability, stationary tone arm and a projecting sound amplifier, this latter extending out five or six inches from the case, and can be folded

up when not in use. To the sound box is attached a rubber tube which telescopes into the tone arm, the path of the sound box being governed by a pivoted rod. The whole machine outfit is made to fit a traveling case, measuring only 11 inches broad and long, 9 inches high. Yet the sound conduit is altogether over 36 inches in length! The Primaphone "Traveler" model is of substantial construction, and its tone quality is remarkably good.

Music by Wire from London to Paris.

The transmission of music over the telephone between London and Paris was the subject of an interesting test recently. Free from the expense, time and fatigue of a journey to Paris, a number of guests assembled at the offices of the Electrophone Co. in Gerrard street and, comfortably seated in arm chairs, were enabled to listen to a performance of "Faust" being given at the Paris Opera House. It was all very wonderful; voices, orchestra and applause being distinctly audible. A similar transmission was simultaneously made from Covent Garden Opera House and other London theaters to Paris.

Nothing on so extensive a scale over long distances had previously been attempted here, and this successful experiment is regarded as a triumph for the Electrophone and the new "loaded" submarine cable across the English channel.

New Method for Teaching Language.

From Paris comes a report that a combination of the gramophone with a moving strip showing the words that are spoken has been devised for teaching foreign languages. As the record pronounces a sentence in the language which is being studied, the written words pass before the student. For the study of foreign languages, and in other educational directions, the talking machine now occupies an unique place in the educational systems of almost all important countries the world over.

Edison Records for July.

The Edison list of titles for July is somewhat smaller than usual, but what it lacks in numbers is more than counterbalanced by the splendid fare pro-

vided. I would mention incidentally that the curtailment of lists during the summer months is much appreciated by the dealer fraternity for reasons too obvious to mention. In the blue Amberol grand opera record of Ballatella, "Che volo d'augelli!" (Ye birds without number), from Leoncavallo's opera, "I Pagliacci," Madame Marguerita Sylva, the great American prima donna, offers a rendition in all respect faultless. The success and popularity of this record is assured. This month the concert list contains only one record, i. e., "Afton Water," by Christine Miller, whose sweet contralto voice is heard therein to the best advantage. Some especially pleasing selections figure on the ordinary Blue Amberol list: "Prelude," by the National Military Band; "On Her Pic-Pic-Piccolo," Billy Williams; "Excelsior," duet by Ernest Pike and Peter Dawson; (a) "Mennett" (Beethoven), (b) "Gavotte" (Gossec), by the Tollefsen Trio—violin, flute and harp, being typical examples. In addition to the foregoing the list under review contains: "Parted" (Weatherby and Tosti), Hughes Mack-Fin; "A Dinder Courtship" (Weatherly and Coates), T. F. Kinniburgh; "In the Island of Go as You Please" (Godfrey and Gifford), Jack Charman; "Dear Love, Remember Me" (Harford and Marshall), Charles Compton; "Tis a Story That Shall Live Forever" (Pelham and Wright), Stanley Kirkby; "The Gay Cavalier" (Merson), Billy Merson; "Nights of Gladness Waltz" (C. Ancliffe), National Military Band; "Under the Big September Moon" (J. C. Atkinson), Campbell and Gilletti; "Was There Ever a Night Like This?"—The Passing Show of 1912—(Hirsch), Chas. W. Harrison; "Silver Threads Among the Gold" (H. P. Danks), Will Oakland; "My Sumurun Girl Medley" (banjo solo), Fred Van Eps; "One Heart Divine" (A. H. Rosewig), Elizabeth Spencer and Irving Gillette; "The Shepherd Boy" (G. D. Wilson-Saenger) (violin, flute and harp), Venetian Instrumental Trio; "Everybody Two-Step" (Wallie Herzer), Billy Murray and chorus; "How Could I

(Continued on page 46.)



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 Grammofo, 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, Appelbergsgatan, Stockholm.
- EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
- EAST AFRICA: Bayley & Co., Lourenzo Marques, 8 Beira.
- SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros. & McMahon, 443 West Street, Durban; Ivan H. Haarburger, Matland street, Bloemfontein.
- INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
- AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.
- GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, E. C.

GREAT BRITAIN

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





The highest-priced "talking machine" on the market is a Columbia. The best low-priced "talking machine" is a Columbia. The best discounts all the way through are Columbia.



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

FROM OUR LONDON HEADQUARTERS—(Continued from page 45).

Forget Thee," gavotte (Schuster), Neapolitan Instrumental Quartet; "On the Mississippi—Hanky Panky" (Carroll and Fields), Billy Murray and chorus.

Columbia Record News.

No less than nine ragtime records appear in the new month's Columbia-Rena supplement, of which two are 12-inch. Over 100 ragtime selections now figure on the Columbia list.

When the Sheffield choir, under Dr. Coward, was last November brought up specially from Sheffield by Mr. Stoll for a short season at the London Coliseum, there were two part songs which the music critics hailed as introducing amazing vocal effects. They were "Bells of St. Michael's Tower" and a comedy part song, "Franklyn's Dogge," both of which are listed on a 12-inch Columbia record this month.

Some little time ago the Columbia Graphophone Co. requested its patrons, through the columns of its little monthly magazine, the "World of Records," to say what selection not at present represented in the Columbia-Rena catalog they would like to have included. The song which headed the list as favorite was "My Sweetheart When a Boy," and this appears on a Columbia-Rena 10-inch record this month by Walter Wheatley, who on the reverse side is also responsible for "Drink to Me Only with Thine Eyes" (words, Ben Jonson). Other titles which appear on this month's Columbia-Rena supplementary list are: Ten-inch—"The Ould Side Car" (J. Airlie Dix), and "The Little Irish Girl" (Hermann Lohr), Charles Tree; "Laughing Mad" and "They All Laugh Like Me" (laughing songs), Fred Arthurs; "I'm William The Conqueror" (Collins, Burley and Lawrence), Harry Champion, and "Ragtime Ragshop" (Collins and Burley) Harry Champion; "Hullo, Ragtime," Selection Part I and Part II (Louis A. Hirsch), Casino Orchestra; "Casey Jones Went Down on the Robert E. Lee" (Jones), and "When the Midnight Choo-Choo Leaves for Alabam'" (Berlin), Collins and Harlan. Columbia-Rena 12-inch records: "Turkey Trot Medley," Part I and Part II (in dance time), Prince's Grand Concert Band; "Way Down South" (Geo. Fairman), and "The Wedding Glide" (Louis Hirsch), the two Bobs; "Where My Caravan Has Rested" (Hermann Lohr), and "Make New Friends, but Keep the Old" (Joseph Parry), Morgan Kingston.

Edison Opera Machine Demonstrated.

A practical demonstration of the Edison Blue Amberol records and opera machine was given on May 24 at the Bell Hotel, Tooting, before the members, committees and visiting friends of the South London Phonograph Society, the whole of the arrangements being carried out by C. W. Bond, representing the society, and H. Pride, representing the Edison Co., in such a way that a most enjoyable evening was spent, and which proved quite a revelation to the majority of the visitors.

W. Denville Simons, of the Edison Co., who was in the chair and is the president of that society, opened the meeting with a few remarks on the rapid advances that have recently been made with

the Edison products, and Mr. Edison's general desire to improve the musical quality of them and give just the right volume for the home, so that the products shall appeal to all keen music lovers.

Mr. Lockart spoke at length on the good work done by the grand old man of the trade, and said that all talking machine enthusiasts must appreciate the life's work that Mr. Edison is giving towards perfecting the most marvelous invention of this or last century. He also spoke in eulogistic terms of the fair treatment always dealt out by the Edison Co. all round in its efforts to uphold the tone and dignity of the trade in general. They were all assembled there that night to listen to the latest phase in sound reproduction, which he felt after the demonstration all would agree with him was a wonderful advance. It was also a pleasure for him and the members to meet and welcome their president (Mr. Simons) for the first time, who had assured him that all must put their shoulder to the wheel towards making the society move on towards success.

An excellent program was gone through, and while the grand opera and instrumental selections

H. J. CULLUM'S CONVENTION TALK

At Buxton on the Necessity of Price Maintenance and Agreements—Handled Subject in Broad Manner—Arguments Which He Set Forth Enthusiastically Supported in General Discussion Following Reading of Papers.

(Special to The Talking Machine World.)

London, England, June 4, 1913.

At the annual meeting of the British Music Trades Association, held at Buxton, May 22, a number of unusually interesting papers and discussions were presented to the members by representatives of the musical instrument music publishers, supply dealers and talking machine industries. Many interesting topics of vital concern to the trades present were ably discussed and, as usual at these conventions, talks after the various papers were participated in by the enthusiastic representatives in attendance. Incidentally the 1913 convention was the first one at which the talking machine industry was represented.

One of the most important and timely talks presented at the meeting was that by H. J. Cullum, a prominent member of the talking machine industry under the title, "The Necessity of Price Maintenance and Agreements." Under this heading Mr. Cullum discussed a number of vital points in this subject that caused the members to listen with attention throughout the entire talk.

Mr. Cullum presented the subject in a broad manner, bringing out various sides of the question. Discussing the economic factor of the price maintenance subject, Mr. Cullum described a number of definite cases where the dealer in order to undercut his competitor had eventually ruined his own business, with nothing to show for his losses. He also mentioned that price maintenance agreements are great factors in binding the trade together as a

unit and promoting general good fellowship. were greatly applauded, there is no doubt that the ragtime craze, which is now pervading over all Great Britain, captivated the fancy of the majority of those in attendance.

However, the palm for general excellence was easily awarded to Peter Dawson's fine rendering of "Thora," and Elizabeth Spencer's record with mixed chorus, "The Rosary," which latter was acclaimed by all present as being the finest record they had ever heard.

The meeting and demonstration all round was voted a huge success, and closed with a vote of thanks to the committee for its efforts in organizing such a concert, and to the Edison Co. for its valuable help, while the chairman passed a vote of thanks to the visitors for their attendance in such numbers, there being over 200 in the room. C. A. Bond gave particulars of the object and aims of the society and solicited for new members.

At the close of the concert a demonstration of home recording was given, which added much to the humor of the whole proceedings, and which was, as explained by the chairman, but one of the fascinating features of the Edison machine.

unit and promoting general good fellowship.

Viewing the subject from every standpoint, Mr. Cullum impressed upon the members in attendance the great value and benefits to be derived from price maintenance by all factors in the industrial world. Not only does it help the dealers to gain their just profits from their merchandise, but it serves to educate the public to the fact that the articles sold under the price maintenance agreement are worth the amount asked, and with every dealer asking exactly the same price for the same article, the buying public is soon convinced that real value and quality is represented in the product the dealers carry.

Subsequent to Mr. Cullum's address, the members at the meeting joined in a general discussion of the subject so ably presented by the speaker. It was significant that practically all the comments on the address agreed with the arguments advanced by Mr. Cullum in favor of price maintenance and agreements.

After discussing the subject from all angles, the chairman of the meeting said that they had often wished for fixed prices. In the name of the association he thanked Mr. Cullum very cordially for his talk, which he stated was of considerable benefit to the members.

SALESMAN HAD HIS NUMBER.

A Philadelphia lawyer and connoisseur was describing some of his experiences in search of curios. "I once entered a shop," he said, smiling, "and the salesman pointed out to me a dilapidated chair. 'That there chair, sir,' he said, impressively, 'belonged to Louis Crosseye, King of France.' 'Louis Crosseye?' said I. 'Why, there's no such person.' 'Oh, yes, there is, sir,' said the salesman, and he showed me a ticket marked 'Louis XI.'"

IMPORTANCE OF CARING FOR RECORD STOCK.

Idea of the Extent and Completeness of the Equipment of Landay Bros., the Prominent Victor Distributors of New York, Seen in Illustration Below—Landay People Great Believers in Carrying Fullest Stock Obtainable to Supply All Demands.

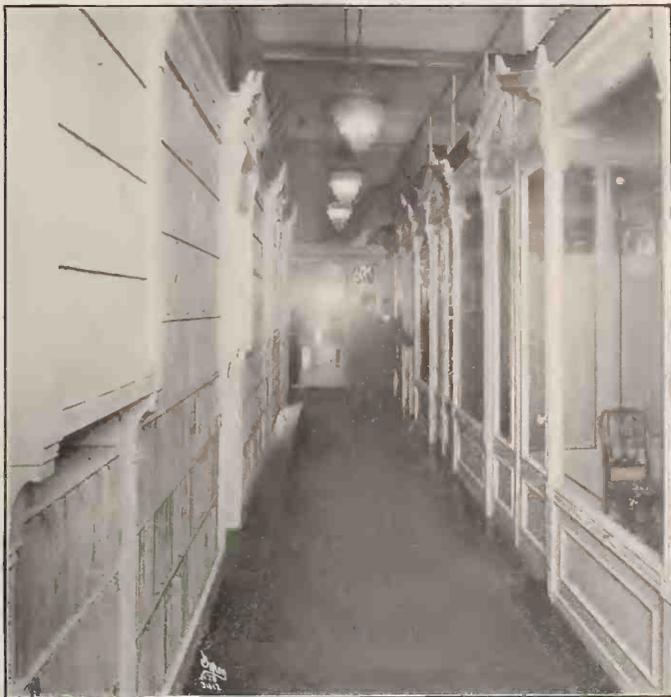
"Our business for the first five months of the year is considerably in advance of the corresponding period last year," remarked Max Landay, of Landay Bros., the prominent Victor distributors, before sailing for Europe last Saturday, June 7. "Our record business is showing phenomenal gains, and it is really surprising to observe the rapid ad-

care of the call for this class of music has broken all records.

"One of the most important parts of our business is the complete record stock that we always carry. I believe that an adequate stock of records is indispensable to the success of any talking machine dealer, and with this idea in view our shelves

are kept complete and up to date in every particular. These record shelves are gone over at frequent intervals, and a clean, fresh stock is always offered our patrons.

"I have always maintained that a dealer should pay careful attention to his record stock, as a sale lost now and then of some records that the dealer should have in stock but has not, will often result in the patron's going to the store that can supply records at all times when a machine is wanted or a large list of records desired. This record question is an important one that every dealer should appreciate, and it will certainly pay the dealer to see that his stock is as near complete and up to date as his clientele demands."



View of the Landay Record Stock Department.

vances in popularity of the grand opera and similar records, while the demand for the special dance records issued recently by the Victor Co. to take

EXPANSION IN OTTAWA.

C. W. Lindsay, Ltd., to Add an Entire Fifth Floor for Victrola Display—Growth of Business Under Graham's Management.

(Special to The Talking Machine World.)
Ottawa, Can., June 7, 1913.

Owing to the great increase in the Victrola business C. W. Lindsay, Ltd., the well-known Sparks

deal in Victrolas, and the Sparks street store is the distributing center for Ottawa and the Ottawa valley.

Much of the credit for this striking advance is due to the energy and business acumen of G. J. Graham, the head of both the retail and wholesale departments, who has been with the firm ever since the Victrola business was started seven years ago. Not a little of the steady success of the firm during that period has resulted directly from the policy pursued by the head of these departments, and it is expected that the trade this fall will be of very large proportions, and the firm is making every preparation to meet it, having provided a luxurious parlor for visitors and customers.

PHILLIPS OF THE COLUMBIA.

Walter P. Phillips, one of the veterans of the newspaper world, and for years at the head of the old United Press, spent several days in Washington last week. He visited the Press Gallery of the House to renew his acquaintance with the scenes of his former conquests in the news gathering world, inspected the photograph of himself which hangs there, and expressed deep regret at learning of the recent death of Charles Mann, former superintendent of the gallery. While in Washington he was guest at various times of Peter V. DeGraw, Thomas Nelson Page and Earl Godwin. Mr. Phillips was the first man to take a telegraph message on a looped wire direct into the Washington Star office of this city. That was in 1872—Editor and Publisher.

The Denver Dry Goods Co. is giving daily demonstrations of the Edison phonograph in the concert room of its handsome quarters in that city.



Going some!!

You've doubtless heard about the darky who was fired upon while visiting a chicken coop, and who ran so fast that after the bullet had whizzed past him he in turn whizzed past the bullet.

We don't aspire to compete with that story for speed, but in our own line we're some speed artists when it comes to delivering the goods.

We ship all goods the same day the orders are received. That might be "going some" for some jobbers, but we really don't think it's any more than you should expect from your jobber.

Our immense stock of Victors, Victrolas, Victor Records, record cabinets, horns, needles, fibre cases, repair parts, and accessories of every sort, enables us to give this kind of service all the time.

Such service is worth a lot to you, and yet it doesn't cost you anything extra. Wouldn't it be well to write to-day for our latest catalog? We'll also send you our booklet, "The Cabinet That Matches."

Victor foreign records

are here too—the entire list, ready for immediate delivery:

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

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

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

81 Chambers Street New York



G. J. Graham, Manager.

street firm in this city, has been compelled to enlarge its Victrola department, and it is purposed to add a whole fifth floor to be ready by August 1 next. Although the head office of the firm is in Montreal for the handling of pianos and musical merchandise of every description, all the five stores



FOREIGN MARKET FOR AMERICAN TALKING MACHINES

Some Reflections in Connection with the Reports of the Government on That Subject—The Field Carefully Studied by Trained Agents—The Peculiarities of the Various Markets Summarized in an Interesting Manner by Walden Fawcett for The World.

The foreign market for talking machines and records of American manufacture has recently been thoroughly investigated by the United States Government, and the results which have been made public, are instructive and significant. Moreover, many of the disclosures of this world-wide canvass of the situation are bound to prove interesting not only to the firms and individuals engaged in the international talking machine trade, but also to those whose activities are confined



Preparing Over Sea Shipments of American Talking Machines and Records.

strictly to the domestic field. Just as it is well for the merchant and manufacturer in any line to know something of what his competitors are doing, so likewise there is certain to prove a helpful knowledge of methods and conditions in other markets and an insight into the tastes and tendencies of "ultimate consumers" who make parallel purchases in other parts of the world.

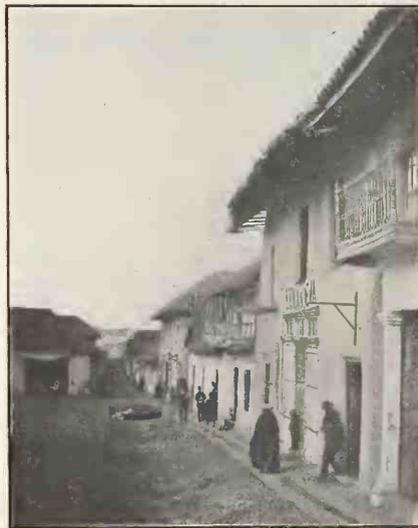
Uncle Sam's quest for information regarding the foreign trade in sound-reproducing instruments took the form of a series of questions on the subject, propounded to every American consular officer throughout the earth. Supplementing these "local reports," if they may be so denominated, have been general investigations made by special experts or field agents of the Bureau of Foreign and Domestic Commerce of the Department of Commerce and Labor, who have taken bird's-eye views of the situation. However, interesting as are the individual reports that have come from these various quarters, they are not separately so significant as the deductions which may be drawn from the garnered information considered as a whole.

For example, it is by summarizing the sentiments in all the hundreds of reports that one realizes the full measure of prestige and pronounced preference which American talking machine products enjoy in almost every country in the world. This should not only be a matter of satisfaction to every manufacturer, jobber and retailer in the United States, but in the case of the latter and his salesmen, it supplies a forceful "selling point." The average citizen realizes that it was American genius that gave to the world sound-reproducing instruments, and that American enterprise has developed the art to its present high state, but by no means every "man on the street" appreciates that not only were the Yankces the pioneers in the field, but that we have most distinctly kept our lead in every phase of the musical and mechanical development of the product, and latterly, have "blazed the path" to improved cabinet work and the more artistic embellishment of the instruments just as in years gone by we did to the mechanical perfection of the working parts.

For the benefit of talking machine men, who at any time have occasion to consult Government statistics, it may be explained just here that Uncle Sam uses the word "phonograph" to designate all instruments in the sound-reproducing class. The

officials realize, of course, that in its strictly literal sense the word refers only to the instrument invented by Edison, but they say that to such an extent has the word phonograph become the popular term for referring to all ordinary instruments for recording and reproducing sounds that they have found it simpler to employ this term exclusively in this connection. Incidentally, it may be noted that the United States Government is coming to bestow more and more attention upon the talking machine industry as a leading activity. For instance, it has only been during the past three years that statistics have been compiled chronicling the exports of phonographs, graphophones, gramophones and records separate from other musical instruments. That such annual exports now amount to nearly \$3,000,000, and are growing every year, attests that it is high time that this trade had recognition such as is now given in the specialized statistics, ably supplemented by the special report that has just been completed.

The current survey of the foreign situation emphasizes the fact that American firms have virtually a monopoly of the phonograph business in Canada. Last year Canadian firms imported nearly half a million dollars worth of goods, and all this business save a paltry \$8,000 worth came from the United States. Moreover the trade is rapidly increasing and has been further stimulated by the fact that some American manufacturers have taken to featuring Canadian songs and singers in their records. From Ottawa, Canada, comes the



A Street in Peru Where American Talkers Are Popular.

report that the disk records which until two years ago were little known there, are rapidly gaining popularity. The horn machine yet has the call in this district, but the hornless machine is making inroads in the trade. On the other hand, in Quebec, where there is, naturally, a fine market for operatic selections in records, we find that the hornless machine is already the favorite. Winnipeg, too, reports the hornless machine in the lead. Reports from all the small towns and rural districts of Canada show a strong preference for records of popular selections, and the double-disk type of record. An unexpected advantage of the harder surface records now being produced by American manufacturers is seen in the advices from Canada that these records withstand the cold of the severe Northern climates much better than the softer records formerly supplied. An interesting sidelight on the Canadian situation is found in the suggestion that many more instruments would be sold in Canada if the instalment plan of payment were more extensively introduced.

Our Southern neighbor, Mexico, alike to all the Latin-American countries, is a liberal and appar-

ently a well-satisfied patron of American talking machines, records and supplies. Phonographs are purchased by all classes of the people and for use not only in the cities, but also in the remote mountain villages, on haciendas and at isolated mining camps. The music best suited to the Mexican trade is classical and operatic, or marches, two-steps and other dance music. There is almost no market for rag-time and plantation melodies. However, the thriving city of Chihuahua reports



A Cuban Restaurant Where Talking Machines Are Used to Entertain Visitors.

heavy sales of records of popular songs for use in the mining camps where numerous Americans are employed. The disk record seems to have the preference throughout Mexico, but there is a division of opinion as between horn and hornless machines, some localities preferring one type and others manifesting an opposite sentiment. One argument sometimes advanced against the cylinder records is that they do not stand the extreme heat as well as the discs, but probably this objection is obviated by the new indestructible cylinder records.

In Central America as in Mexico, the American phonograph has so completely outdistanced its Swiss, French and German rivals that there is literally no comparison. In Berlice, British Honduras, it is almost literally true that "everybody has a phonograph." All through Central America the preference seems to be for disc records and operatic selections, and from all sections come creditable reports as to the manner in which American machines and records have "stood up" under the effect of the hot, humid climate. The situation in Central America evidences the fact that quality will win in the talking machine field. In various localities German houses have endeavored to introduce machines offered at much lower prices than the American products, but not in a single instance have they been able to make any inroads on the American monopoly of the trade. Even the agents of the German house now admit the hopelessness of the case, from their standpoint.

The West Indies presents the same version of the story. In Cuba, few if any European phonographs are to be found and even in Jamaica, a



Nassau, West Indies, Where American Talking Machines and Records Have a Monopoly.

British colony, American firms have fully four-fifths of the phonograph and record trade. All through the West Indies the market seems to be for the more moderate-priced machines, say those ranging in price from \$25 to \$75. On the other

land, South America, where there is much wealth, is taking most kindly to the high-grade, hornless machine. Argentina has greatly increased her purchases of instruments and has doubled her purchases of records within a year and it is largely due to the fact that American manufacturers have been so energetic that phonographs are much better advertised than any other class of musical instruments. Brazil, however, reports a strong demand for small machines with large decorated horns and showy cases and fittings. In this country, by the way, the preference for disc records is attributed almost solely to the fact that the discs on the market offer the advantage of a different selection on each side. The chief consular officer of the United States in Chile recently wrote to Washington to the effect that there is a tendency to better machines and records in that country, and that it would pay American firms to cultivate this feature of the trade. Similarly, there comes a report from Peru, that whereas the high-grade American machines and records already have a firm hold, there is opportunity for an American salesman speaking Spanish, to do a good business.

In Europe, naturally, American phonographs and records do not enjoy the comparative monopoly of the market that obtains in Latin-America, but, nevertheless, the superior quality of many of the American products in this line has given them a foothold in the face of local competition. It is interesting to note that even in Paris, the Victor, Columbia and Edison Companies are all now "bucking" the firm of Pathe Freres, which has so long had a monopoly, and which later firm is, in turn, planning to invade the American market. In France, however, for all its love of the artistic, the high-price machines have a comparatively slow sale, and the hornless instruments are likewise winning favor slowly. In Germany, despite the cheap competition already referred to in this article, high-grade American machines are sold exclusively, and in Breslau, Germany, an American firm has practically all the trade in cylinder machines, having built up a business in the face of the competition of several German firms that were in the field when the American agency was established. But for all that, there is an excellent trade in cylinder machines and records, the general preference in Germany is for disc models, and one of Uncle Sam's agents reports frankly that one make of French disc machine has profited considerably by the circumstance that it uses a sapphire point, thereby obviating the necessity for needle changing.

American retail dealers may well contrast their happy lot with the unfortunate fate that has befallen many of the German retailers as the result of ruinous competition in that country. The reports that have just come to the United States Government show that the returns to dealers in Germany have become so unsatisfactory through price-cutting and other evils that many dealers have thrown up the sale of phonographs in disgust. Things have come to such a pass that some German manufacturers now make a gift of an instrument to any person who will purchase 30 or more records. Even the retail dealers who do continue in the trade are not able in many instances (owing to the narrow margin of profit) to devote their entire time to the talking machine line, but must make it a "side line." Quite a contrast, indeed, to conditions in the United States, where uniform prices and a living margin of profit has been made the very foundation stone of talking machine and record distribution.

In the United Kingdom, according to the advices reaching Washington, the better class of trade is supplied by the English companies, affiliated with the three largest American companies. The reports show that the use of the phonograph has spread to all the countries of Asia, and that the trade presents much the same features that it does in the United States. Disc machines are practically universal in the Near and Far East. American phonographs are preferred in Egypt and enjoy a large sale. In South Africa disc machines and records had a monopoly until two years ago, when the Edison cylinder machine was introduced, but since that time the Edison line has made rapid headway.

In Australia American phonographs and accessories find one of their chief markets, and their sales far exceed the products of any other country.

The general prosperity, the low tariff duties, and the fact that the English language is spoken, make Australian one of the best market in the world for American instruments and records. The Australian people are lavish buyers and, as in the United States, there is a big demand for high-grade instruments. Thus far the cylinder records have had by far the strongest hold, but there has

all along been a certain demand for disc machines and records, and this is growing. It is predicted too, that Australians will, for many a day to come, prefer the horn machine. Needless to say, there is a big sale in Australia for the records of Melba, the favorite and most famous daughter of the island continent. The conditions in New Zealand are much the same as in Australia. In both Australia and New Zealand the sales of records of popular selections is considerably in excess of the operatic numbers, although the latter is growing.

TALKING MACHINE EXPORTS.

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

(Special to The Review.)

Washington, D. C., June 7, 1913.

In the summary of exports and imports of the commerce of the United States for the month of April (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 April, 1913, amounted to \$253,442, as compared with \$193,093 for the same month of the previous year. The ten months' exportation of talking machines, records and supplies amounted to \$2,394,640.

BLACKMAN'S NEW SHOW WINDOW

Completed and Now Attractively Arranged—Invites Consideration of Many.

At last do we record the completion of the new show window of the Blackman Talking Machine Co., 97 Chambers street, New York. For the past few weeks the company's window has been in the throes of construction and destruction, but this is now a thing of the past, and the new window is certainly worth all the time and trouble expended.

The first display in the new window presents a very attractive appearance, featuring several artistic models of high-priced Victrolas and Edison machines. The pillars that formerly obstructed the passers-by view of the window display have been removed, and the window is now considerably deeper and wider than heretofore.

The company is also established in its extension quarters, reaching back to Reade street, and this extra space is being utilized to good advantage. Additional room in the basement is also available,

and the company will no longer be handicapped by a lack of sufficient room to keep its stock and properly display it.

DEVELOPING SUMMER BUSINESS.

Victor Talking Machine Co. Issues Stimulative Literature Based Upon the Opportunities That Exist for Building a Profitable Business During the Summer Months.

Attractive and forceful is the latest example of publicity designed by the Victor Talking Machine Co. to impress upon dealers the fact that vast opportunities for profitable business are open during the summer months. It has become customary to commend the publicity of the Victor Talking Machine Co. as attractive and interesting, because of the distinctive features invariably presented, but this latest effort is a real "cracker-jack." Beautifully lithographed in many colors, this four-page supplement is a work of art and refinement.

This summer folder is entitled "Will you open your door to all the music of all the world?" This phrase is appropriately placed over a very attractive scene which shows a door with miniature opera artists in costumes knocking thereon. In the inner pages is shown in many artistic colors a reproduction of the famous Victor advertisement used in national advertising and portraying in miniature the many types of instrumentalists, singers and other talent that the Victor Co. is presenting to the public. On the fourth page is left room for the dealer's name and address, to be accompanied by any suitable advertisement that he may desire to use.

In addition to this folder, the Victor Co. sent to the trade a very forceful letter, calling their attention to the possibilities for developing an excellent summer trade, and announcing that similar artistic folders will be sent out during the next few months.

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

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

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

ALL Victor styles, records and parts, with a complete line of albums, cabinets and needles.

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

Oliver Ditson Company, Boston, Mass.

"The price range on Columbia Records is absolutely complete. The standard price of 65c. for the regular 10 inch Columbia Double-Disc Records (2 selections, one from each side) is a trade attractor that is adding thousands of record buyers as often as we issue a new record—and as the record catalogue shows, the price intervals are frequent, from 65c. up to \$7.50."



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

Columbia Graphophone Company
Woolworth Building, New York

BIG WISCONSIN TRADE OWING TO CROP CONDITIONS.

Business in Both Jobbing and Retail Lines Decidedly Better Than at This Time of Year a Month Ago—Talking Machine Men Figure That Business Cannot But Be Satisfactory When the Crop Outlook Is So Favorable—Many Sales of Talkers to Schools.

(Special to The Talking Machine World.)

Milwaukee, Wis., June 9, 1913.

Wisconsin talking machine dealers and jobbers are not losing any sleep worrying over the outcome of the tariff legislation. The highly favorable crop report, just issued by Secretary James C. MacKenzie, of the Wisconsin State Board of Agriculture, seems to have instilled plenty of confidence in business men in all lines of activity and is more than offsetting any other disquieting features. Prospects for a crop more bountiful than the bumper crop of 1912 are described in the report, while conditions at the present time are reported as much more favorable than for the corresponding period in 1912. Condition of the various crops ranges as high as 93 per cent, while the acreage comparison is equally encouraging. Talking machine men figure that business cannot but be satisfactory when the crop outlook is so favorable.

Business in both the jobbing and retail lines is decidedly better than at this time a month ago. There is no denying the fact that trade was a little quiet during a portion of May, but new life seems to have been put into things of late. People are getting ready to depart for their outings at summer homes and hotels and are purchasing smaller machines to take with them, besides replenishing their stocks of records. The real exodus will begin about the latter part of June, after the schools have closed. It is expected that trade will show steady improvement from now until the end of the month. Conditions industrially in Milwaukee are very satisfactory, and this naturally reacts favorably upon the talking machine business. There is work for everybody—in fact, the job is seeking the man—and while money is a little tight in some lines, there seems to be little cause of anxiety.

Local jobbers in the Victor, Edison and Columbia lines say that dealers about the State are ordering much better than at this time a year ago. Stocks are not especially large with the average dealer, in either machines or records.

Lawrence McGreal represented Milwaukee talking machine interests, on the annual trade junket of the Merchants' and Manufacturers' Association of Milwaukee, which took place June 2 to 8. Mr. McGreal took the trip in the interests of the Wisconsin Talking Machine Co., jobber for the Victor line, and took along several Victrolas and an extensive stock of records, so he was the leading entertainer en route. These annual trade outings of Milwaukee business men would not be complete without Mr. McGreal and a stock of machines and records. This year's trip included a visit to the leading cities and towns in southern, central and eastern Wisconsin, and Mr. McGreal called upon many dealers at various points.

The talking machine interests of the State are well pleased with the action of the Wisconsin

Railroad Commission in ordering the express companies operating in the State to reduce their rates on Wisconsin business about 20 per cent. This will effect a big saving, as most shipments of records and many rush shipments of machines are made by express. The 100-pound basing rates between points are altered and the graduation scales on which the charges for the various rates are computed are completely changed. The result is a reduction of approximately 20 per cent. The order from the Railroad Commission as a result of a case brought by the Merchants' and Manufacturers' Association of Milwaukee, an organization with which several talking machine men are affiliated.

William A. Schmidt, general manager of the Milwaukee Phonograph Co., 349 Broadway, jobber in Wisconsin for the Edison line, is planning on making a trip about the State within the near future, when he will call on the many new Edison dealers who have been established. Mr. Schmidt reports that business is good, especially in the new disc machines and in the Edison Amberola VI. J. T. Wendling, Chilton, Wis.; Mr. Amidon, of Amidon Bros., Hartford, Wis., and William F. Notbohm, Oconomowoc, Wis., all Edison dealers, recently visited the offices of the Milwaukee Phonograph Co.

William P. Hope, traveling representative of the Thomas A. Edison, Inc., has returned from a special trip to the Dakotas and other portions of the Northwest.

A. G. Kunde, 516 Grand avenue, Columbia jobber and retailer, has established another retail house, M. Lempel & Co., 1316 Fond du Lac avenue, which is carrying an exclusive Columbia line. The new concern is located at the address formerly occupied by Mr. Kunde. Mr. Kunde reports that the Columbia business during the month of May established a new high record for any similar period. Mr. Kunde expects to make a trip East within the near future. On June 21 he will attend the skat tournament in Cleveland, O., and will later visit the New York offices of the Columbia Graphophone Co.

F. A. Scheuber, of Livingston, Mont., a well-known jobber for the Columbia line, was in Milwaukee recently as the guest of his sister, Mrs. A. G. Kunde.

Miss Gertrude F. Gannon, head of the Wisconsin Talking Machine Co., jobber for the Victor line, is finding business so good in her retail store at 312 Grand avenue that she is planning on in-

stalling a new Victrola parlor and a larger record department. Harry T. Fitzpatrick, general manager of the Wisconsin Talking Machine Co., says that business in the wholesale field is showing much improvement.

The Victrola furnished most of the musical entertainment at the big annual banquet held in the grill room of the Espenhain Dry Goods Co. on May 15, under the auspices of the Espenhain Mutual Benefit Association, an organization of employees. All the officials of the store were in attendance. The Victrola portion of the program was under the direction of J. H. Becker, Jr., manager of the Victor department at the store. Mr. Becker is keeping up his regular afternoon Victrola concerts at the Espenhain store, and says that they are proving an important factor in increasing sales. Mr. Becker reports a phenomenal sale in the "Trail of the Lonesome Pine" record.

Paul A. Seeger, manager of the Victor department at the Edmund Gram Music House, reports some especially fine Victrola sales made during the past month.

The Gensch-Smith Co., 730 Grand avenue, one of the exclusive Victor concerns in the downtown district, has been meeting with such a rapidly increasing business that it has expanded in several ways of late. Considerable new equipment has been installed and larger record cabinets have been put in. Although the company opened up for business only a few months ago, it is now more than holding its own.

L. C. Parker, manager of the Victor department at Gimbel Bros., closed an interesting deal recently, when he sold a Victrola IX to each of the three city schools in West Allis, an outlying city near Milwaukee. Mr. Parker and his sales force conducted a series of interesting concerts at the schools, with the result that the teachers and members of the Board of Education saw the need in the schools for the Victrolas.

Miss Elizabeth Meissner, assistant manager of the Victor department at the Twelfth and Vliet streets branch of the Edward Schuster Co., has resigned. The department will now be under the joint supervision of Manager Campbell and Miss Elizabeth Hughes, who is in direct charge of the Victor business at the Third and Garfield store.

FOURTEEN FOREIGN CATALOGS.

The Victor catalog list includes a collection of fourteen foreign record publications listing records in twenty-six languages. These catalogs are also brought down to date.

Include as much outdoor air as possible in your daily routine. Fresh air will make brains as well as brawn. It will increase a man's earning power and give him staying properties.

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.

NEW TALKING MACHINE RECRUITS IN CINCINNATI.

Entire Victrola Line Being Handled by Otto Grau Piano Co.—John W. Roberts Takes on the Columbia Line—Excellent Business Report Made by Manager Dittrich of Wurlitzers—Columbia School Proposition Broadening Out—General News of the Month.

(Special to The Talking Machine World.)

Cincinnati, O., June 9, 1913.

The talking machine trade in the Cincinnati district gained two recruits during the past month which is an exceptional showing, for there have been few increases in the local end of the business in a long time.

The entire Victrola line is to be handled by the Otto Grau Piano Co., which opened up its department within the past ten days. The force is enthusiastic over the possibilities of this innovation in the piano house. Before the goods were unpacked a Victrola sale was recorded. The company is taking its time in getting the department properly equipped for business. All the rough kinks will be smoothed out before the end of another week.

A Columbia agency was established during the past month at 910 East McMillan street, with John W. Roberts. His store is but a few doors removed from Peeble's Corner, which is the most important business center northeast of the city proper. Roberts has a neat display of Columbia goods, and above the entrance is a sign which cannot fail but attract the attention of the suburbanites.

The Dayton trade is again on the job, and reports from the Gem City indicate that all the talking machine dealers have secured the necessary supplies. It is intimated that there are more talking machine and piano people in business there now than previous to the flood in March.

Manager Dittrich, of the talking machine department of the Rudolph Wurlitzer Co., summed up the past month's situation with the following statement: "The retail trade in Cincinnati was very seriously affected by the street car strike, which lasted almost two weeks; during that period the business was at a standstill, and we believe the latter part of the month was very seriously affected by the resulting stagnation even after the car service was resumed.

"Considering the difficulties we had to contend with, the business of the month is very satisfactory, and there is every reason to believe that had it not been for the drawback the month of May would have been a record month in the talking machine business.

"Our new record booths have been finished on the main floor of the Wurlitzer building, making an equipment of nine record booths, four combinations, machines and record salesrooms, a total equipment of thirteen booths, which will enable us to handle the big volume of business we expect to do during the next few months and especially during the fall and winter.

"The wholesale trade is very active, and the orders constantly coming in will consistently show that the demand is exceptionally heavy throughout the central State, and that the dealers are taking advantage of their opportunity."

Manager Whelen, of the local Columbia store, does not seem to be discouraged, and when asked relative to the outcome of the May business said: "I cannot complain, as the final results showed an increase over last May. June has started in fairly well, and the prospects for a brisk summer business is first class. There is an old time belief that business in this line must touch rock bottom each summer, and a good many talking machine men hold that there is no use trying to do business in summer, but the Cincinnati store will redouble its efforts for the summer and we will not admit a dull season except August, and last year even August held its own. So no telling what this year will bring forth. The demand for talking machines and records for vacation trips, summer camps, etc., helps materially in stimulating the summer business."

The new improved "Regal" was recently received at the local headquarters and, as usual, has attracted considerable attention. It has all the distinctive constructive features of the Columbia product, also has a top, stands on its own legs independ-

ent of any other base, and the biggest feature of all, retails for \$50.

W. S. Givler, traveling representative for the Columbia local store, has just returned from a fairly successful Kentucky trip and reports that all over the territory dealers are enthusiastic about the summer outlook for business. The farmers predict a good crop, and say that the prospects for fall are great.

The addition of E. M. Schwein to the local sales force of the Dictaphone Co. has added new life to the already popular dictaphone, and many notable installations have been made this past month.

Marion Dorian, treasurer of the Columbia Graphophone Co., paid a visit to the local store this past month.

Miss Nola Minton, the former popular chief clerk at the local store of the Columbia Graphophone Co., has been spending a few weeks in Cincinnati and has been receiving the "glad hand" from the trade in general.

Frederick Goodwin, manager of the educational department of the Columbia Graphophone Co., spent a few days in Cincinnati to attend the Y. M. C. A. convention at Music Hall, where the local store had a beautiful exhibit featuring grafonolas and records, also the dictaphone. The Columbia Co. has been very successful in placing its product, both for musical and commercial purposes, in the various Y. M. C. A.'s throughout the country.

Ben L. Brown, assistant manager of the local Columbia store, has been putting all his efforts into the school proposition, and is now reaping his harvest by closing with a large number of the schools with which he has been negotiating. As the school year draws to a close activities in this direction are practically at a standstill, but in speaking of the fall prospects Mr. Brown said: "I have worked hard, I have persevered where failure seemed inevitable, but the merits of the Columbia won out and I have no doubts but that when the new school term opens up a Columbia Grafonola will be part of the equipment of the majority of the Cincinnati schools."

The close of May found a slight slump in the business of the Aeolian Co.'s Victor department. Earlier in the month the returns were very good. The decline is attributed to the after effects of the street car strike.

J. E. Poorman is in correspondence with several Eastern phonograph companies for jobbing rights in Cincinnati.

The Milner Musical Co. is still busy changing the interior of the store, and Manager Stodler is now taking an inventory of the stock. All things considered, he is satisfied with existing conditions.

John Arnold is on the job at Fifth and Elm streets, as usual, and is looking forward to a rattling good June business.

President Stever, of the Lyric Piano Co., in a chat with The World said: "We find that our business for the year ending June 1, 1913, in our talking machine department has been quite satisfactory. It is true it requires considerable attention, but we believe by giving it the proper attention there can be considerable benefit derived from the efforts expended, and we are going to make an extra effort for the period of the next six months to try and double our business. We have some ideas which we expect to put into effect which we think will bring us some very good results."

ATTRACTIVE RECORD ALBUMS.

Some Changes Announced by Philadelphia Manufacturers.

The National Publishing Co., 235 South American Street, Philadelphia, Pa., announce that their record albums will hereafter contain six pages of index, three in front and three in back of the album for the convenience of customers who may desire at any time to re-arrange their discs.

These record albums are growing steadily in popularity and the manufacturers will be pleased to send a sample album by parcel post for examination so that their product may be seen and tested. The manufacturers also issue some very attractive supplementary literature which dealers can use to advantage. This will be supplied free of charge to those who send orders for two dozen or more albums at a time. These albums are neatly bound with brown silk finish cloth, the words, "record album" being stamped on the cover. An embossed border line enhances the beauty of both the front and back cover.

Each album, whether in the 10 or 12-inch size contains 17 pockets, each pocket having a hole in the center, so that they show very plainly both the single and double face titles of the various records.

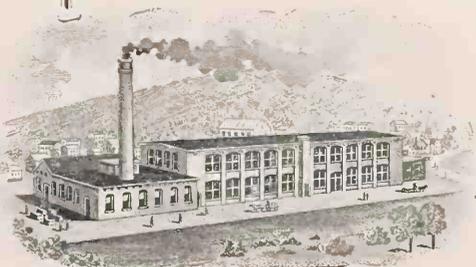
Read all the store literature that you can get hold of. Methods of doing business are changing every day, and the live man changes with them.

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.



LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

Washington, D. C., June 9, 1913.

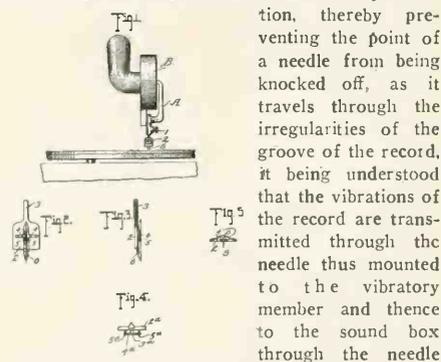
ATTACHMENT FOR SOUND REPRODUCING MACHINES.—Henry W. Quade, Hancock, Mo. Patent No. 1,060,209.

This invention relates essentially to improvements in sound reproducing instruments, its primary object being to provide an attachment which may be easily applied to the ordinary constructions of phonographs, or the like, for the purpose of intensifying the sound vibrations and thereby permitting the use of a non-metallic needle so as to prevent wear, or injury to the records to be reproduced.

It has heretofore been proposed to use a wooden or non-metallic needle in this connection and such has been done at the sacrifice of the necessary volume or amplitude of sound which has been produced by steel needles now in common use. It has been found from actual practise that this invention will not only play the records with as good or even better definition than the steel needle which in time practically destroys or injures the quality of the reproduction, but there is no tendency to blur the sound as results in the use of a non-metallic needle in the usual manner.

It has been the inventor's object to employ the combination of a sound intensifying member interposed between the usual sound box and a non-metallic needle to accomplish the result which is now obtained by using metallic or "hard" styli, whereby wear and tear on the records are eliminated advantageously.

Still a further object of this invention lies in the peculiar resilient mounting of the needle on the attachment, whereby it may be easily and quickly removed for repointing or reversing, as well as permitting flexibility of said needle in any direction, thereby preventing the point of a needle from being knocked off, as it travels through the irregularities of the groove of the record, it being understood that the vibrations of the record are transmitted through the needle thus mounted to the vibratory member and thence to the sound box through the needle arm in the customary manner.



For a full understanding of the present invention reference is to be had to the following detail description and to the accompanying drawings, in which—

Fig. 1 is a view in elevation of the lower portion of the reproducing mechanism of a phonograph, showing attachment in position for use in reproducing particularly disc records. Fig. 2 is a front elevation of the attachment alone, showing more clearly the resilient mounting of the needle thereon. Fig. 3 is an end elevation of said attachment. Fig. 4 is a bottom plan of the attachment plate showing a modified form of mounting the needle therein. Fig. 5 is a top plan view of the attachment as shown in Fig. 2.

TALKING MACHINE.—Eldridge R. Johnson, Philadelphia, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,060,550.

The main objects of this invention are to provide, in a talking machine, an improved sound box support constrained to swing in a fixed plane; to provide means for the adjustment of the support to change the plane of movement thereof; to provide improved means for mounting an amplifier upon said support to move in unison therewith; to provide improved means for connecting a sound box to the support to be carried thereby; and to be movable transversely of the plane of movement of the support; to provide means of communication between the sound box and the amplifier,

In the accompanying drawing Fig. 1 is a side elevation of a talking machine constructed in accordance with this invention; Fig. 2 a fragmentary side elevation of the same partly in section and with parts removed; Fig. 3 a top plan view partly in horizontal section of a portion of the same; Fig. 4 a rear elevation partly in vertical section of a portion of the same;

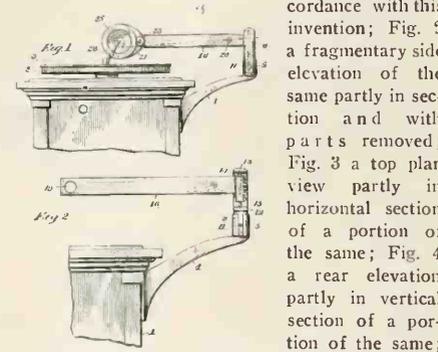
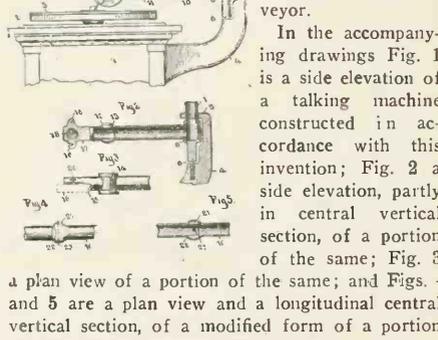


Fig. 5 a somewhat enlarged front elevation of the sound box, and its supporting plate shown in Fig. 1; Fig. 6 a fragmentary vertical longitudinal sectional view of a portion of the machine; Fig. 7 a fragmentary horizontal sectional view of a portion of the same; and Fig. 8 a section similar to Fig. 7, but of a modified form of the invention.

TALKING MACHINE.—John H. Elfering, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,060,541.

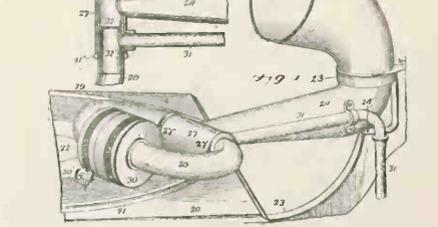
The main objects of this invention are to provide in a talking machine an improved support for a sound box; to provide improved means for connecting a sound box to its support; to provide an improved joint in a sound conveyor.



In the accompanying drawings Fig. 1 is a side elevation of a talking machine constructed in accordance with this invention; Fig. 2 a side elevation, partly in central vertical section, of a portion of the same; Fig. 3 a plan view of a portion of the same; and Figs. 4 and 5 are a plan view and a longitudinal central vertical section, of a modified form of a portion of the same.

TALKING MACHINE.—Wilburn N. Dennison, Merchantville, N. J., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,060,235.

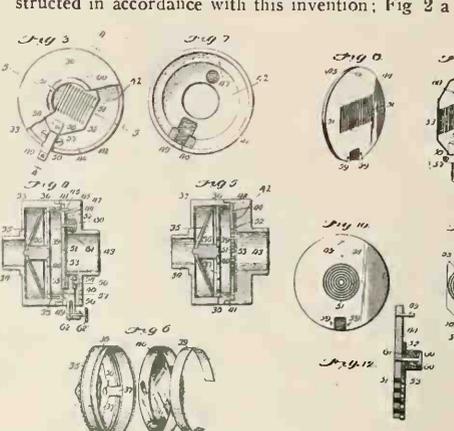
This invention relates to talking machines of the type commonly known as pneumatic, and in which



sound waves are impressed upon a fluid current by means co-operating with a sound record. The main objects of this invention are to provide an improved pneumatic talking machine, simple and

durable in construction and highly efficient in operation; to provide in a pneumatic talking machine an improved sound box or sound reproducer, and an improved mounting therefor; to provide in a pneumatic sound box an improved valve and means for balancing the same; to provide in a pneumatic sound box means for delicately and accurately controlling the flow of a fluid current therethrough; and to provide other improvements as will appear hereinafter.

In the accompanying drawings Fig. 1 is a fragmentary perspective view of a talking machine constructed in accordance with this invention; Fig. 2 a



fragmentary central sectional view of a portion of the same; Fig. 3 a fragmentary end view of an improved sound box forming part of this invention; Fig. 4 a sectional view taken on the line 4—4 of Fig. 3; Fig. 5 a sectional view taken on line 5—5 of Fig. 3; Fig. 6 a perspective view showing parts of the same separated from each other; Fig. 7 an end view of a detail of the sound box; Figs. 8 and 9 are perspective views of details of the same; Figs. 10 and 11 are elevations of details of a modified form of this invention; and Fig. 12 is an enlarged sectional view of the parts illustrated in Figs. 10 and 11, assembled in operative relation.

SOUND-REPRODUCING INSTRUMENT.—Ben. R. Smith, Chicago, Ill., assignor to Smith Repeating Co., same place. Patent No. 1,062,369.

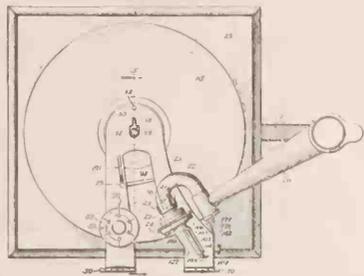
This invention relates more especially to the type of instrument employing a flat circular disc, referred to as a record disc, for recording the impressions of the various selections which are to be reproduced; such type of instrument being more commonly referred to as a graphophone.

The present invention contemplates the employment of an attachment for such an instrument not previously designed for such purpose, and such attachment is adapted for engagement with the moving parts of the instrument in such manner as to automatically accomplish the necessary movements to either cause a repetition of the performance of a selection, or to arrest the operation of the instrument.

This device comprises more particularly an attachment which is designed to engage with the sound-producing means, referred to as the sound box, in order to raise such sound box from the record disc at the end of its travel over such disc and place it in the proper position for repeating such travel, in the same manner as is ordinarily done by the operator when a repetition of the selection is desired; and, in addition, means are provided for engaging with the rotating table or turn table which carries the record disc for braking or arresting the rotation of such table at either the end of the first, second or a pre-determined subsequent performance of the selection, according to a pre-arranged setting of the device.

This device comprises, in general terms, a shelf-like member which extends horizontally over the surface of the record disc immediately below the path of travel of the sound box and means operating at the end of a performance of one of such record discs for inclining the shelf by raising its inner end; whereby the sound box is raised from the record disc and is caused to slide (or roll, being provided with a wheel for such purpose) over the surface of the shelf and assume the correct position for a repetition of its travel over the record disc. In such position, according to a pre-arranged setting of the device, the parts may be

arrested and maintained; or the shelf may again assume its original horizontal position and allow the sound box to repeat its travel over the record disc and the instrument thereby to continuously repeat its performance of the selection engraved upon such disc as long as it may be actuated by its driving spring or other impelling means with which the instrument may be provided; or the device may be arranged to permit a limited number of repetitions only, after which the braking device is



brought into operation to arrest the further performance of the instrument.

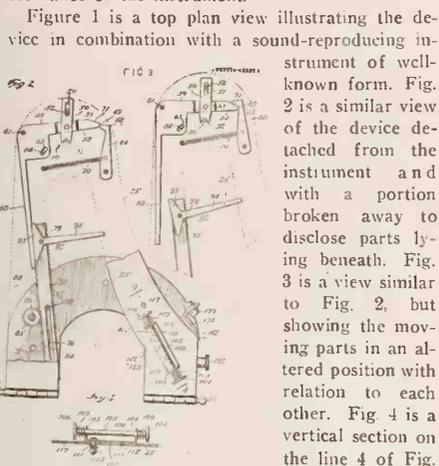
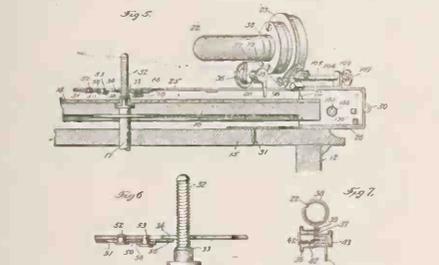
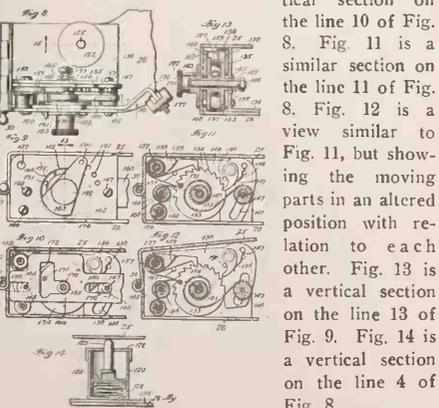


Figure 1 is a top plan view illustrating the device in combination with a sound-reproducing instrument of well-known form. Fig. 2 is a similar view of the device detached from the instrument and with a portion broken away to disclose parts lying beneath. Fig. 3 is a view similar to Fig. 2, but showing the moving parts in an altered position with relation to each other. Fig. 4 is a vertical section on the line 4 of Fig. 5. Fig. 5 is a vertical section on the line 5 of Fig. 1. Fig. 6 is a reproduction of a portion of Fig. 5 on a larger scale. Fig. 7 is a vertical section through the axis of the wheel 36 shown in Fig. 5. Fig. 8 is a view showing the selecting



and braking mechanism arranged beneath the inclining shelf, being shown as a horizontal section taken on the line 8 of Fig. 9. Fig. 9 is a view of the same parts in side elevation. Fig. 10 is a vertical section on the line 10 of Fig. 8. Fig. 11 is a similar section on the line 11 of Fig. 8. Fig. 12 is a view similar to Fig. 11, but showing the moving parts in an altered position with relation to each other. Fig. 13 is a vertical section on the line 13 of Fig. 9. Fig. 14 is a vertical section on the line 4 of Fig. 8.



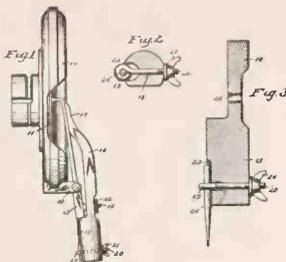
TONE-MODIFYING DEVICE.—William H. Cook, Webster City, Ia. Patent No. 1,062,224.

The object of this invention is to provide a

stylus supporting lever to be connected with a diaphragm and so arranged as to prevent or modify the harsh, grating metallic sounds ordinarily produced in phonographs on account of the use of wholly metallic material between the stylus and the diaphragm.

More specifically it is the object to provide a stylus supporting device for transmitting vibrations to the diaphragm in which the stylus may be readily and easily removed or replaced and in which the tension or the amount of frictional engagement between the wooden and metallic members of the stylus arm may be adjusted to suit the requirements and to produce the best results in modifying the tone of the instrument.

Figure 1 shows a side elevation of a part of a phonographic reproducer and a stylus arm embody-



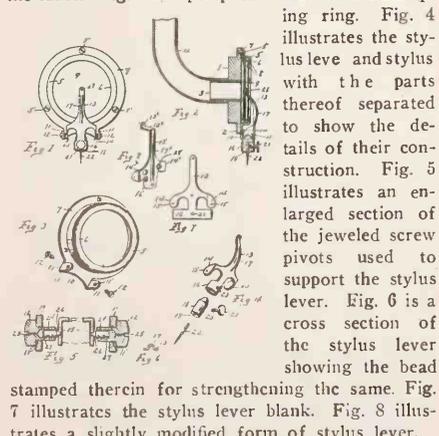
ing this invention applied thereto. A part of the casing is broken away to show the connection between the stylus arm and the diaphragm. Fig. 2 shows a transverse, sectional view of the lower part of the stylus arm, and Fig. 3 shows an enlarged, detail, longitudinal, sectional view of the lower part of the stylus arm.

SOUND-BOX.—Pliny Catucci, Newark, N. J., assignor to A. F. Messelbach & Bro., same place. Patent No. 1,061,729.

The particular embodiment of the present invention is designed more particularly for use in connection with the phonograph described and illustrated in the co-pending application, Ser. No. 693,352 filed on the 26th day of April, 1912, and has for its purpose the simplification of structures of this kind, and at the same time a material reduction in the cost of manufacture.

This invention also lends itself admirably to a more delicate adjustment of the parts than has hitherto been accomplished in sound boxes of the character and kind for use on the so-called disc record, such as use the sharp-pointed, steel stylus needle.

In the drawings accompanying this application, Fig. 1 illustrates a front or face elevation of the sound box with the stylus lever and stylus shown in plan. Fig. 2 illustrates a longitudinal section of the same. Fig. 3 is a perspective view of the clamping ring. Fig. 4 illustrates the stylus lever and stylus with the parts thereof separated to show the details of their construction. Fig. 5 illustrates an enlarged section of the jeweled screw pivots used to support the stylus lever. Fig. 6 is a cross section of the stylus lever showing the bead stamped therein for strengthening the same. Fig. 7 illustrates the stylus lever blank. Fig. 8 illustrates a slightly modified form of stylus lever.



NEEDLE FOR TALKING MACHINES. Percy B. Rugles, Wyoming, O. Patent No. 1,061,408.

The object of the invention is to provide a needle or stylus for sound-reproducing machines, which shall have no injurious effect on, and thus shall prolong the life of, the records, and which shall be adapted to increase the harmony and eliminate the blasts of stringed instruments, while softening and mellowing the tones and entirely avoiding the unpleasant scratching so frequently noticeable in phonographic reproductions.

It has been discovered that the shafts of the feathers of birds, when denuded of barbs and properly sharpened, possess in a remarkable degree the characteristics requisite for a perfect needle for transferring the recorded vibrations from the record to the reproducing diaphragms. Therefore the quills of bird feathers have been suggested for this purpose, but quill points are not sufficiently rigid to withstand the strain of a long record, and the horny structure alone does not seem to be adapted to effectively transmit the necessary vibrations.

Here the shaft of the feather from which the barbs are removed, however, especially when properly pointed and preferably artificially hardened, as will be hereinafter described and claimed, fills the groove of the record and most delicately responds to its undulatory path so that perfect tonal effects are obtained with the complete elimination of all extraneous sounds, reproducing the sound waves as perfectly as they were originally delivered.

In the drawings, Fig. 1 is a side elevation showing the reproducer head equipped with improved needle. Fig. 2 is an enlarged perspective view illustrating the needle seated in one of the grooves of the record disk. Fig. 3 is a side elevation of the same. Figs. 4 and 5 are perspective views of the needle in different positions.

NEEDLE OF STYLUS.—Albert Hayes, Salt Lake City, Utah. Patent No. 1,061,070.

This invention relates to improvements in needles or styli for use in connection with sound boxes of graphophones or gramophones and has for its object to provide a needle or stylus which can be used with the least possible wear either upon the needle itself or upon the record and which can be so shifted as to modify the character of the tone produced as the groove of the record is brought into contact with the end of the needle.

Referring to the drawings, Figure 1 is a side elevation of a needle or stylus embodying the invention, the needle or stylus being turned into position to give a loud or full tone. Fig. 2 is a similar view, but showing the needle turned into position to give a soft or subdued tone. Fig. 3 is a detail view of the needle or stylus as shown in Fig. 1, but on an enlarged scale. Fig. 4 is a detail view of the needle or stylus as shown in Fig. 2, but on an enlarged scale, and Fig. 5 is a cross sectional view on line a-a of Fig. 4.

CANARY TAUGHT BY PHONOGRAPH.

If you take a canary bird when he is young and bring him up in an artistic environment surrounded by the phonograph and other good music-producing instruments, he will develop into a sort of college-bred bird, capable of warbling some fine notes and whistling tunes as good as a boy. The experiment has been tried out, so this is not merely theory.

Robert N. Russell, of Cleveland, Ohio, vouches for the success of the experiment. His canary now takes the lead as a songster of unrivaled power and scope.

The uses to which a phonograph can be put are certainly limitless.

RECORD BULLETINS FOR JULY, 1913

VICTOR TALKING MACHINE CO.

BLACK LABEL RECORDS.

- No. Size.
- 31884 Gems from "King Dodo" (Pixley-Luders) "On this Festal Day," "The Eminent Dr. Fizz," "Will You Meet Me To-Night?" "True as the Stars Above," "Tale of a Bumblebee," "Drink, Love's the Spark Divine," "Ching Boom," Finale, "Here's to the King"..... Victor Light Opera Company 12
- 17342 Silver Threads Among the Gold (Rexford-Danks) (Cello).....Rosario Bourdon 10
The Broken Melody (Auguste van Biene) (Cello).....Rosario Bourdon 10
- 17343 Long, Long Ago (Dayly).....Elsie Baker 10
Oh, Happy Day (Vivian Goetze).....Elsie Baker 10
- 17345 Lullaby from Erminie (Jakobowski). Elsie Baker 10
The Message of the Violet from "Prince of Pilsen" (Pixley-Luders).....Olive Kline 10
- 17346 Madame Butterfly—What a Sky, What a Sea (Entrance of Butterfly, Act. I) (Puccini) In English, with orch. Edith Helena 10
Madame Butterfly—Beloved Idol (Butterfly's Death Scene, Act II) (Puccini) In English, Edith Helena 10
- 17348 Wearing of the Green (Old Irish).....W. F. Hooley 10
Off to Philadelphia (Old Irish Melody).....W. F. Hooley 10
- 17350 Sounds from Tyrol (Old Tyrolean Melody) (Zither Solo).....D. Wormser 10
Forsaken (Verlassen) (Koschat) (Zither Solo, D. Wormser 10
- 35296 Buck Fanshaw's Funeral (Mark Twain) (Humorous Recitation).....Harris Homer, Contralto 12
Thursday (Weather by Molloy).....Wilfred Glenn 12
- 35298 Carnival of Venice—Variations (Cornet Solo) (with Kryl's Bohemian Band) Bohumer Kryl 12
Marche Fantastique (Fueck) Kryl's Bohemian Band 12

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- 45051 Magic Flute—O Isis and Isis (Chorus of Priests, "Grand Isis") (Act II) (Mozart) In German.....Metropolitan Opera Chorus 10
Iguenots—Coro di Soldati (Soldiers' Chorus, "Rataplan") (Act II) (Meyerbeer) In Italian Metropolitan Opera Chorus 10

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87505 How Can I Leave Thee (Thuringian Folk Song).....Titto Ruffo, Baritone.
87121 Non penso a lei.....Ferradini 10
John McCormack, Tenor.
- 64307 Maritana—There is a Flower.....Wallace 10
The Low-Back'd Car.....Samuel Lover 10
Alma Gluck, Soprano; violin obbligato by Ernest Zimbalist.
88434 Angels' Serenade (piano accomp. by Eugene Luksky).....Braga 12
Frances Alda, Soprano.
- 74335 Madame Butterfly—Un bel di vedremo (Some Day He'll Come) (Act II, Scene 2) Puccini
Johanna Gadszi, Soprano; Pasquale Amato, Baritone.
89067 Aida—Girel (Heaven! My Father!) (Act III, Part D).....Verdi
Pasquale Amato, Baritone.
- 88437 Germania—Ferito, prigionier (A Wounded Prisoner).....Franchetti 12
Ernestine Schumann-Heink, Contralto. (Piano accomp. by Mrs. Katharina Hoffmann).
88416 Agnus Dei (Lamb of God).....Bizet 12
Fritz Kreisler, Violinist; piano accomp. by George Falkenstein.
- 64292 Chanson Louis XIII and Pavane.....Couperin-Kreisler 10
Mischa Elman, Violinist; piano accomp. by Percy B. Kain.
- 74336 Cavatina (Op. 87, No. 3).....Raff 12
Alma Gluck, Soprano.
- 64324 The Brook.....Tennyson-Dolores 10
Maud Powell, Violinist; piano accomp. by George Falkenstein.
- 64300 Marionettes-Scherzo.....Gilbert 10
Geraldine Farrar, Soprano.
- 87160 I've Been Roaming.....Horn 10

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74321 Love's Old Sweet Song (Molloy) In English.....Clarence Whitehill 12
74197 Caprice Viennois (Kreisler) (Violin).....Kreisler 12
35276 Stradella Overture (Flotow).....Vessella's Italian Band 12
Morning, Noon and Night in Vienna—Overture (Von Suppe).....Vessella's Italian Band 12
16523 American Patrol (Meacham).....Sousa's Band 10
La Sorella March (La Matchiche) (Gallini).....Sousa's Band 10
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Forge in the Forest, descriptive with anvil effect (Michaels).....Pryor's Band 12
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(b) Wailana (Waltz Song) (The Drowsy Waters) (Quintet).....Hawaiian Quintet 10

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(b) Tomi Tomi (Hawaiian Hula Hula) (Press Me to Thee) (Quintet).....Hawaiian Quintet 10
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(b) Hawaiian Melodies (Guitar Solo, with Hawaiian Quintet).....W. K. Kolomoku 10
65342 (a) Lei poni moi (Wreath of Carnations) (Cochlo) (Tenor, with Hawaiian Quintet).....E. K. Rose 10
(b) Ua like no a like (Constancy) (Quintet).....Hawaiian Quintet 10
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(b) Waialae (Waltz Song) (The Sparkling Waters) (Quintet).....Hawaiian Quintet 10
65346 (a) Akahi hoi (I Love But Thee) (King Kalakaua) (Quintet).....Hawaiian Quintet 10
(b) Pua i mohala (My Love is Like a Blooming Flower) (Hawaiian Love Song) (Quintet).....Hawaiian Quintet 10
65347 (a) Kokohi (We Strive to Win) (Hawaiian Native Song) (Baritone, with Hawaiian Quintet).....Ben. Waialele 10
(b) Hawaii pono (Hawaiian National Anthem) (Quintet).....Hawaiian Quintet 10
65348 (a) Aloha oe (Farewell to Thee) (Liliuokalani) (Quintet).....Hawaiian Quintet 10
(b) Kuu Home (Native Plantation Song) (Montana) (Tenor, with Hawaiian Quintet).....S. M. Kaiawa 10
65349 (a) Kumukahi (Song of the Lonesome Forest) (Quintet).....Hawaiian Quintet 10
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At the Ten-Cent Show (Christie). Walter Van Brunt, Tenor, orch. accomp.
A1327 I'm Going Back to Carolina (Erdman). Byron G. Harlan, Tenor, and Arthur Collins, Baritone, orch. accomp.
Harmony Joe (Schiller). Peerless Quartet, orch. accomp.
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NO. 8.

BLUE AMBEROL CONCERT.

- 28168 Andant-cantabile—Quartet, Op. 11 (Tschaiakowski). The Hoffmann Quartet, String quartet.
28169 The Sweetest Story Ever Told (R. M. Stults). Orville Harrold, Tenor, orch. accomp.
28170 Simplicius Waltz, Op. 427 (Johann Strauss). Armand Vecsey and His Hungarian Orchestra.
28171 Agnus Dei (Bizet). Marie Rappold, Soprano, orch. accomp.

BLUE AMBEROL REGULAR.

- 1780 Favorite Airs from Erminie (Jakobowski). Edison Light Opera Co., orch. accomp.
1781 My Hero—The Chocolate Soldier (Oscar Straus). Elizabeth Spencer and Chorus, Soprano, orch. accomp.

- 1782 Garland of Old Fashioned Roses (E. Clinton Keithley). Manuel Romain, Tenor, orch. accomp.
1783 Ship of My Dreams (Alfred Solman). Helen Clark and Harry Anthony (John Young), Mezzo-soprano and Tenor, orch. accomp.

- 1784 Welcome Home (Irving Berlin). Anna Chandler, Comic Song, orch. accomp.
1785 Chanson Triste (Tschaiakowsky). Victor Herbert and His Orchestra.

- 1786 Last Night Was the End of the World (H. Von Tilzer). Charles W. Harrison, Tenor, orch. accomp.
1787 As I Sat Upon My Dear Old Mother's Knee (J. P. Skelly). Will Oakland and Chorus, Counter-tenor, orch. accomp.

- 1788 Mary and John (The Lovers' Quarrel) (W. Forest). Walter Van Brunt, Waltz Song, orch. accomp.
1789 She Sleeps 'Neath the Old Ohio River (Alfred Solman). Harry Anthony and James F. Harrison (John Young and Frederick J. Wheeler), Tenor and Baritone, orch. accomp.

- 1790 Jim Lawson's Medley of Reels. Charles D'Almaine, Violin, orch. accomp.
1791 You Can't Play Every Instrument in the Orchestra—The Sunshine Girl (John L. Golden). Maurice Burkhardt. Comic Song, orch. accomp.

- 1792 You're a Great Big Blue-Eyed Baby (A. Seymour Brown). Premier Quartet, Male Voices, orch. accomp.
1793 Whistling Jim (Theodore Morse). Ada Jones, Coon Song, orch. accomp.

- 1794 Beautiful Beckoning Hands (John R. Bryant). Edison Mixed Quartet. Sacred, organ accomp.
1795 Dream of the Tyrolienne (Herd Girl's Dream) (Aug. Labitzky). Venetian Instrumental Quartet, Violin, violoncello, flute and harp.

- 1796 Snooky Ookums (Irving Berlin). Arthur Collins and Byron G. Harlan. Comic duet, orch. accomp.
1797 Famous Songs in Irish Plays. Walter Van Brunt, Tenor, orch. accomp.

- 1798 Where the River Shannon Flows (James I. Russell). Will Oakland and Chorus, Sentimental Song, orch. accomp.
1799 Sweet Dreams of Home (H. Engelmann). Charles Daab. Bells, orch. accomp.

- 1800 Oh, You Silvery Bells (George Botsford). Ada Jones and Billy Murray, orch. accomp.
1801 Then You'll Remember Me—The Bohemian Girl (Raife). Charles Hackett, Tenor, orch. accomp.

- 1802 My Little Persian Rose Medley Two-Step (for dancing). National Promenade Band.
1803 Down on Uncle Jasper's Farm (Jimmy V. Monaco). Steve Porter and Byron G. Harlan. Rubie duet, orch. accomp.

- 1804 On Parade Medley. National Guard Pipe and Drum Corps.
1805 Father O'Flynn (Old Irish Melody). Frank Croxton, Baritone, orch. accomp.

- 1806 Ragtime Violin (Irving Berlin). Premier Quartet. Male Voices, orch. accomp.
1807 Glowworm (Paul Lincke). Edison Concert Band.
1808 And the Green Grass Grew All Around (H. Von Tilzer). Premier Quartet. Comic Song, orch. accomp.

- 1809 Jesus, Lover of My Soul (J. P. Holbrook). Edison Mixed Quartet. Mixed Voices, organ accomp.
1810 Invercargill March (Alex. F. Lithgow). New York Military Band.

- 1811 When the Roll is Called Up Yonder (J. M. Black). Edison Mixed Quartet. Sacred, orch. accomp.
1812 Aloha Oe (Farewell to Thee) (H. M. Queen Liliuokalani). Toots Paka's Hawaiians. Hawaiian Song. Frankin. Character Song, piano accomp.

- 1813 I've Got the Mumps (Franklin and Green). Irene Franklin. Character Song, piano accomp.
1814 The Talkative Waitress (Franklin and Green). Irene Franklin. Character Song, piano accomp.
1815 I Want to be a Janitor's Child (Franklin and Green). Irene Franklin. Character Song, orch. accomp.

- 1816 I'm A Bringing Up the Family (Franklin and Green). Irene Franklin. Character Song, piano accomp.
1817 She's My Daisy (Lauder). Harry Lauder. Scotch Comic Song.
1818 Good-Bye Till We Meet Again (Lauder). Harry Lauder. Scotch Comic Song.

- 1819 Just a Wee Deoch and Doris (Morrison and Culliffe). Harry Lauder. Scotch Comic Song.
1820 It's Nice When You Love a Wee Lassie (Lauder). Harry Lauder. Scotch Comic Song.
1821 I Love a Lassie (Lauder). Harry Lauder. Scotch Comic Song.
1822 A Wee Hoose 'mang the Heather (Wells and Lauder). Harry Lauder. Scotch Comic Song.

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