

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

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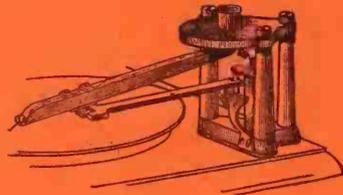
A Corner of the Music Room
in the White House

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VITAPHONE

CABINET INSTRUMENT



The Vitaphone reproducing device, with solid wood vibrating arm, has the indefinable quality of allowing only the musical tones to pass to the diaphragm. The Vitaphone plays every make of disc record, sharp and clear, without surface noise or nasal twang.



VITAPHONE
TYPE No. 50
\$50.00

Made in Quartered Oak

OTHER TYPES
FROM \$15.00 to
\$250.00

Catalog, Discounts and Terms on Request

THE Vitaphone Co.

Plainfield, N. J.

The Talking Machine World

Vol. 9. No. 8.

New York, August 15, 1913.

Price Ten Cents

THE SERVICE IDEA IN BUSINESS BUILDING.

The Manner in Which a Western House Renders Real Talking Machine Service to Its Customers Beyond the Simple Testing and Sale of Machines and Records—How the Social Bureau Works to Make Customers for the House with Marked Success.

To build up a successful talking machine business and to draw to a store a regular following of men and women who would not think of buying their records or supplies at any other store or recommending to their friends to do otherwise, it is necessary for the dealer and his associates to be something more than mere automatons. In the first place he must secure the confidence of his trade—become friends with each of his customers and be willing to at least show a desire to be obliging upon all occasions. It is the little attentions that do not bring in any real money at the time which do more to build up a permanent business than the actual sales themselves.

This all brings to mind the policy of a Western house in keeping its stock in first-class condition by refusing to send goods out on trial and yet proving most accommodating to its customers and prospects on every possible occasion. For instance, the house in question will not send records on trial to any customer, no matter how large his purchases. They will, however, send a cultured young man, versed in social etiquette and an entertainer of ability, to the house of the customer with a dozen or two of the latest records for selection. The young man looks after the machine personally and has all to do with the handling of the records while they are out of the store. Between selections he carries on a pleasant conversation and makes himself generally agreeable, but he holds on to those records! If a further hearing is desired before purchasing, the young man calls again and still gives his personal attention to the demonstration.

Under the foregoing plan there are no opportunities open for the long-drawn-out discussions growing out of the return of damaged records. The prospect cannot come back with a badly scratched record and say that it is the way he received it and get away without paying. Every record sent out is paid for in advance, and tested and examined to insure its perfection, and there is no loophole left. The cost of the demonstration is offset by the absence of quarrels with customers and consequent loss of trade.

This same house also conducts what may be termed a social bureau as an adjunct to its sales organization. There are many customers who have

a limited library who desire to give a talking machine recital in addition to other entertainments at their homes on a certain evening. They are not in a position to lay out a hundred or more dollars for records for that particular occasion, but the company has already impressed them with the fact that such a sudden outlay is not really necessary, although a good library, built up by degrees, is most desirable.

Upon application one of the young salesmen is sent up to the customer's house on the specified evening with probably \$200 worth of first-class records in his case and with a machine, if necessary. The young man is selected for his attractive presence and his ability as a "mixer" in society. He shows up faultlessly attired in evening clothes and with the essence of grace, looks after the playing of the records, entertains the guests in other ways and makes himself as pleasant as possible to the young folks, without mentioning business at any time. As he prepares to go he may, perhaps, hand his engraved personal card to a few of the young ladies, with an invitation to call and hear some records at the store, the invitation being extended as though it was strictly a personal matter. The effectiveness of the system is best indicated when it is stated that on very few occasions has such a free concert in a home failed to result in a sale of one or more outfits. The young lady, for instance, calls at the store to see the pleasant young man she met on that particular evening. He drops everything and is most attentive, showing the new machines, trying some new records and entertaining in other ways. The young lady grows enthusiastic and promises to bring her mother and father down and enjoy a treat when the opportunity offers. It is not long after that before the father is booked for an outfit.

Much the same system is worked with the parents themselves if they are approached first and with the young men, the result being that after the sale is made the salesman is in the position to be considered a real friend of the family and finds numerous opportunities to work the same game in new fields on the endless chain system. The fact that the salesmen work on a commission basis and are safeguarded in holding their own particular customers adds zest to the pursuit of the prospect.

time is recorded by a voice every quarter of an hour, and the effect on the hearer is extraordinary. One hears suddenly in clear accents: "Three o'clock," "A quarter past three o'clock," and so on.

It will talk all night, if wanted; it will talk in the daytime. If nerves or conscience trouble the owner he can switch off the machinery, and the clock will continue to perform its duties in silence.

TALKING MACHINE EXPORTS.

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

(Special to The Talking Machine World.)

WASHINGTON, D. C., August 7.—In the summary of exports and imports of the commerce of the United States for the month of June (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 June, 1913, amounted to \$216,478, as compared with \$144,170 for the same month of the previous year. The twelve months' exportation of talking machines, records and supplies amounted to \$2,805,978.

BUYS KOHLER & CHASE DEPARTMENT

P. H. Beck Now Owner of Big San Francisco Department—Has Had Long Experience In Trade—Mr. Beck's Successor as Head of Byron Mauzy Department is Mr. Nichols.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., August 4.—The talking machine business located on the mezzanine floor of the Kohler & Chase store, which is one of the leading departments of San Francisco, changed hands the past month, P. H. Beck succeeding Mr. Scott as owner. Mr. Beck is well known here, having been identified with the trade for a good many years. He began his career with Sherman, Clay & Co. about sixteen years ago and remained with them until a year and a half ago, when he assumed the management of the Byron Mauzy department. He has just resigned that position to engage in business for himself. He announces that he will carry a complete stock of Victor and Columbia products. He finds business starting off encouragingly.

To fill the vacancy at Byron Mauzy's caused by the resignation of Mr. Beck, Mr. Nichols, formerly with Kohler & Chase, has been engaged to take charge of the talking machine department. Mr. Mauzy says that business kept up as well as could be expected the past month, and that the talking machine department did better than most of the other sections of the store.

NEW DEPARTMENT IN OAKLAND.

Is a Prominent Feature in Elaborate New Store of Kahn Bros.—In Charge of W. B. Norris.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., August 4.—With the opening of Kahn Bros.' new store in Oakland on last Saturday, August 2, that city has another first-class talking machine department. It is an exclusive Columbia department, with W. B. Norris in charge. Mr. Norris comes from Sacramento, Cal., where for the past three years he had been with Kirk, Geary & Co. The department is located on the third floor of the building and has been fitted up in an attractive and convenient manner. Several demonstration rooms have been installed and the most modern display facilities have been provided. On opening day thousands of friends and customers of the house visited the store and extended congratulations to the management on the completion of its new establishment.

VICTROLAS ON THE SEA.

Handsome Machines with Well Selected Supply of Records Furnish Entertainment for Passengers on Old Dominion Liners.

The manner in which the talking machine can be made to add to the comfort of steamship passengers is well illustrated in the case of the ships of the Old Dominion Line, plying between New York and Norfolk, Va. Each of the ships is equipped with a high-grade piano; the "Hamilton," for instance, has a Kranich & Bach, and a Victrola XVI finds a prominent place in the main social hall. When there are amateur pianists on board who are willing to play for their own amusement and the entertainment of their fellow passengers the presence of the piano is much appreciated, but in many cases when there is no one to be found who will play, the hour of Victrola music in the evening going South, and in the afternoon coming North, proves a strong attraction. The selections of records have been carefully made and range from ragtime to the more popular of the operatic numbers. The machines are looked after by the stewardesses.

The Wilson Avenue Talking Machine Parlors have been incorporated at Chicago; capital, \$2,500. Incorporators: V. L. Cunnyngnam, Andrew J. Ryan, C. H. Cunnyngnam.

EDISON LINE IN EILERS' STORE.

New Department in Remodeled San Francisco Store Said to Be Designed for That Line Exclusively—Complete Stock to Be Installed.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., August 4.—Eilers' Music House has provided for a talking machine department in its remodeled store in this city. A few machines are already on display and a complete stock will be installed in the near future. So far Edison products are shown exclusively, and it is understood that it will be an exclusive Edison department. Talking machine and player-piano concerts, which were inaugurated while alterations on the building were in progress, have been continued even after the work was all completed, and are still attracting considerable attention.

REAL SPEAKING CLOCK

Invented by a Berlin Genius Which Talks All Night if Wanted, but Is Easily Reduced to Silence—Side Line for Talker Men.

A German genius has evolved a speaking clock and a \$625,000 syndicate has been organized to exploit it. The clock is so arranged that

AN EXCELLENT SUGGESTION FOR SUMMER PUBLICITY.

How the Talking Machine Man Can Capitalize the Interest Displayed in Baseball in All Parts of the Country to Connect His Advertising with the National Game—One Dealer's Ability to Turn Mishap on Diamond to Good Account Worth Considering.

The grandstand and bleachers were filled to overflowing with wildly enthusiastic rooters. A great game was in prospect, for the home team was to cross bats with its deadly rivals, the Giants.

You know that supreme moment, Mr. Dealer, before a great game, when your nerves begin to tingle, and you indulge in exclamations far removed from those which grace your every-day conversation. Well, this moment had arrived.

The visiting team, having finished practise, was marching in toward the waiting throng, faces tense with the expectation of a hard-fought battle, when it happened.

Jones, the pitcher de luxe of the Giants' aggregation of stars, threw his arm out.

You have heard of the chap who, after a drop of a sheer hundred feet, suffers nothing more than a sprained ankle or a severe shaking up; then again, of the fellow who topples from the insignificant height of a peach basket and breaks his neck. This catastrophe which smote the valuable Jones was something like the latter.

In a playful underhand toss of the leather sphere to his catcher, by way of finale, before entering the serious business of the first inning, something snapped in the vicinity of his right elbow, and he was out of the game for that day at least.

Talk about hard luck! After a half season's flawless pitching against the heaviest hitting teams of the league with not even a sore arm as a handicap, and then to have an underhand toss put him out; it was no wonder he maligned Fate behind her back.

There was an enterprising talking machine dealer occupying a seat in the grandstand, and he was treated to an inspiration by the same fickle Fate who turned Jones down.

She whispered in his ear and he raced to the phone in the ticket office.

"Seven thirty one Main—Elite Talker Shop, quick please! That you, Brown? Send a talking machine with all records and literature relating to baseball out to the Athletic Ground P. D. Q. Good-bye."

* * * * *

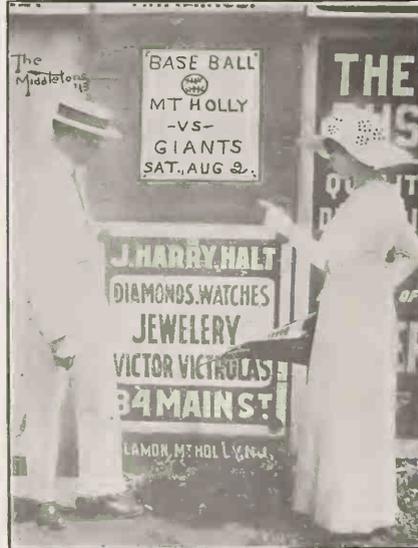
The distant sharp penetrating note of a Claxon horn heralded the approach of a delivery automobile, and in less time than it takes to write it down, Miss Ray Cox, dainty vaudeville actress, was entertaining the crowd with her side-splitting monologue, "The Baseball Girl."

Mrs. B. B. Fan, probably the most ardent

feminine rooter present, forgot her chagrin at the delayed game, and actually smiled.

When Ray had retired amid great applause, Messrs. DeWolf Hopper, veteran comic opera star and comedian, and Digby Bell, noted actor and elocutionist, made their respective bows (phonographically speaking) and rendered "Casey at the Bat," "The Man Who Fanned Casey" and "The Boy on the Right Field Fence."

By this time the audience didn't care a hang whether Jones was going to pitch or not. Those



How Publicity Pays.

baseball records were great and they wanted more of them.

However, when a huge megaphone bellowed from the diamond that Jones had been replaced by Green and the game would proceed at once, the crowd was content. There was no cheering, though, until the voice behind the horn extended a vote of thanks to the Elite Talker Shop for its highly appropriate and exceedingly entertaining concert. Then the storm broke loose.

While the enthusiasm was at fever heat, a small boy traversed the stand with attractive literature which was eagerly absorbed by all who were fortunate enough to reach the juvenile distributor.

Even Mrs. B. B. Fan helped herself to a handful.

Why go into details about the game? It was closely contested and well played throughout. While not as satisfying, perhaps, from the Giants' standpoint, as might have been the case if their idol, Jones, had twirled, it was *some* game at that.

But here's the point, Mr. Dealer: Had you been making the rounds of the cigar stores, pool rooms and saloons, in a certain New Jersey county seat, during the evening of that eventful day, in quest of writing material, as was The World representative, you would have found the rooters talking, not about the score, but of the talking machine entertainment.

Strolling into the sumptuously appointed Elite Talker Shop, J. Harry Stop, proprietor, you would have seen Mrs. B. B. Fan buying a talker outfit.

"Everything with a baseball flavor, Mr. Stop, please. Your concert at the game this afternoon was delightful."

"Allow me to offer my most sincere congratulations."

"Isn't that just great?" she appealed to Mr. Fan as "The Baseball Girl" once more delivered her irresistible recitation.

"Oh, yes, indeed! I'll take that record, of course."

"That's a mighty clever idea of yours having your advertisement upon the signboard outside the grounds, too, Mr. Stop," she went on. "I saw ever so many people gazing at it as they were leaving after the game."

"As for me, I marched Mr. Fan right up to it, poked at it dramatically with my parasol and demanded a talking machine."

Now, honestly, Mr. Dealer, during the hot weather when selling talking machines is rather slow plodding, would not the baseball parks in the smaller towns offer you a superb advertising opportunity?

Even if Jones does not throw his arm out, there is always ample time between the arrival of the rooters and the umpire's "Play ball!" for a short concert and distribution of literature.

Have your publicity embodied in the score card and painted in flaring headlines upon the backstop and on the fence also.

Here's another advertising idea for you: Why not erect a huge talking machine sign out in the field "a la Bull Durham" and present a talker outfit to every batter who swats it. There's isn't any doubt about that creating enthusiasm, is there?

The movie airdome screen will also give your summer trade a boost. The Columbia people have some brand new glass slides for just this purpose. Why not take a chance?

HOWARD TAYLOR MIDDLETON.

Enthusiasm, like gold, should bear the stamp of the mint in order to be legal tender.

PLEASE

don't wait until the rush is on before stocking up on Victor and Edison Machines and Records.

NOW IS THE TIME

to prepare for the busy season. Now is the time to see that your record stock is brought up to high-water mark. Now is the time to accumulate a stock of machines of all types, so that later, when the rush is on, you will be in a position to supply your customers promptly. Think it over. Remember past experiences,

THEN TAKE ADVANTAGE OF EASTERN SERVICE

The service that means profits for you. The service that has back of it years of experience and the largest and cleanest stock of goods in New England. Concentration brings results. We concentrate on Talking Machines exclusively.

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

EDISON

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY

VICTOR



Victor-Victrola VI, \$25
Oak



Victor-Victrola IX, \$50
Mahogany or oak

Victor-Victrola

In awakening the public to a proper appreciation of the best music, the Victor-Victrola did what was inevitable—transformed the stores of Victor dealers into the thoroughly modern, handsomely furnished salesrooms you see to-day. And at the same time it put the entire music trade on a higher and better basis.

Steadily and surely the influence of the Victor-Victrola kept on growing, until now it is universally acknowledged as the greatest instrument the world has ever known—musically and commercially.

Great as its influence is at the present time, wonderful as are its achievements of the past, the Victor-Victrola is destined to accomplish still greater things—things that mean much to the prosperity of every dealer; things that no progressive dealer will want to overlook.



Victor-Victrola XI, \$100
Mahogany or oak



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

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

Berliner Gramophone Co., Montreal, Canadian Distributors

Always use Victor Machines with Victor Records and Victor Needles—the combination. There is no other way to get the unequalled Victor tone.

Victor Distributors

- | | | |
|---------------------------------------------------------|--------------------------------------------------------|------------------------------------------------------|
| Albany, N. Y. Finch & Hahn. | Elmira, N. Y. Elmira Arms Co. | Oklahoma City, Okla. Schmelzer Arms Co. |
| Altoona, Pa. W. F. Frederick Piano Co. | El Paso, Tex. W. G. Walz Co. | Omaha, Neb. A. Hospe Co. |
| Atlanta, Ga. Elyea-Austell Co. | Galveston, Tex. Thos. Goggan & Bros. | Nebraska Cycle Co. |
| Phillips & Crew Co. | Grand Rapids, Mich. J. A. J. Friedrich. | Peoria, Ill. Putnam-Page Co., Inc. |
| Austin, Tex. The Talking Machine Co., of Texas. | Honolulu, T. H. Bergstrom Music Co., Ltd. | Philadelphia, Pa. Louis Buehn. |
| Baltimore, Md. Cohen & Hughes, Inc. | Indianapolis, Ind. Stewart Talking Machine Co. | C. J. Heppie & Son. |
| E. F. Droop & Sons Co. | Jacksonville, Fla. Florida Talking Machine Co. | Penn Phonograph Co., Inc. |
| H. K. Eisenbrandt Sons. | Kansas City, Mo. J. W. Jenkins Sons Music Co. | The Talking Machine Co. |
| Bangor, Me. Andrews Music House Co. | Schmelzer Arms Co. | H. A. Weymann & Son, Inc. |
| Birmingham, Ala. Talking Machine Co. | Lincoln, Neb. Ross P. Curtice Co. | Pittsburgh, Pa. C. C. Mellor Co., Ltd. |
| Boston, Mass. Oliver Ditson Co. | Little Rock, Ark. O. K. Houck Piano Co. | Standard Talking Machine Co. |
| The Eastern Talking Machine Co. | Los Angeles, Cal. Sherman, Clay & Co. | Portland, Me. Cressey & Allen. |
| M. Steinert & Sons Co. | Louisville, Ky. Montenegro-Riehm Music Co. | Portland, Ore. Sherman, Clay & Co. |
| Brooklyn, N. Y. American Talking Machine Co. | Memphis, Tenn. O. K. Houck Piano Co. | Richmond, Va. The Corley Co., Inc. |
| Buffalo, N. Y. W. D. Andrews. | Milwaukee, Wis. Wisconsin Talking Machine Co. | W. D. Moses & Co. |
| Neal, Clark & Neal Co. | Mobile, Ala. Wm. H. Reynolds. | Rochester, N. Y. E. J. Chapman. |
| Burlington, Vt. American Phonograph Co. | Montreal, Can. Berliner Gramophone Co., Ltd. | The Talking Machine Co. |
| Butte, Mont. Orton Brothers. | Nashville, Tenn. O. K. Houck Piano Co. | Salt Lake City, Utah Consolidated Music Co. |
| Chicago, Ill. Lyon & Healy. | Newark, N. J. Price Talking Machine Co. | San Antonio, Tex. Thos. Goggan & Bros. |
| The Talking Machine Co. | New Haven, Conn. Henry Horton. | San Francisco, Cal. Sherman, Clay & Co. |
| The Rudolph Wurlitzer Co. | New Orleans, La. Philip Werlein, Ltd. | Savannah, Ga. Phillips & Crew Co. |
| The Rudolph Wurlitzer Co. | New York, N. Y. Blackman Talking Machine Co. | Seattle, Wash. Sherman, Clay & Co. |
| Cincinnati, O. The W. H. Buescher & Sons Co. | Sol. Bloom, Inc. | Sioux Falls, S. D. Talking Machine Exchange. |
| Cleveland, O. The Collister & Sayle Co. | Emanuel Blout. | Spokane, Wash. Sherman, Clay & Co. |
| The Eclipse Musical Co. | C. Bruno & Son, Inc. | St. Louis, Mo. The Aeolian Company of Mo. |
| Columbus, O. Perry B. Whitsit Co. | I. Davega, Jr., Inc. | Koerber-Brenner Music Co. |
| Dallas, Tex. Sanger Bros. | S. B. Davega Co. | St. Paul, Minn. W. J. Dyer & Bro. |
| Denver, Colo. The Hext Music Co. | Chas. H. Ditson & Co. | Koehler & Hinrichs. |
| The Knight-Campbell Music Co. | Landay Brothers, Inc. | Syracuse, N. Y. W. D. Andrews Co. |
| Des Moines, Ia. Chase & West. | New York Talking Machine Co. | Toledo, O. The Whitney & Currier Co. |
| Mickel Bros. Co. | Silas E. Pearsall Co. | Washington, D. C. Robert C. Rogers Co. |
| Detroit, Mich. Grinnell Bros. | Benj. Switky. | E. F. Droop & Sons. |

LABOR DISTURBANCES HURT TRADE IN CINCINNATI.

Despite Successive Industrial Upheavals, the Talking Machine Trade Is Holding Its Own Valiantly—This Is Demonstrated by the Reports from the Leading Jobbers of Cincinnati—Optimism Reigns Supreme as Far as Fall Trade Is Concerned.

(Special to The Talking Machine World.)

CINCINNATI, O., August 8.—Continued disturbances in the local industrial world and unusual heat periods have had their effect upon the talking machine business of this territory. Considering the time of the year and the unusual happenings in Cincinnati since last March, the trade appears to be pretty well satisfied.

Victor business for the past month at Aeolian Hall is reported as showing a gratifying increase over the corresponding period of a year ago. This is doubly pleasing in the face of local conditions, which have been badly upset through a series of strikes and a spell of the hottest weather in many years.

This company is gaining the reputation around town of being resourceful and untiring pluggers of the Victrola and Victor records. For instance, their Victor advertising has been increased instead of decreased during the heated term. The vacation idea has been worked and is still being worked for all there is in it. Results have shown right on the floor. The thought in the advertising has been that there are inexpensive vacation types of Victrolas that are very easy to carry along, and incidentally that they are easy to pay for on the easy payment plan.

Considerable mail order business has been secured through the firm's newspaper advertising. Aeolian record service has been strongly featured, with the result that many machine owners who secured their instruments elsewhere are coming to Aeolian Hall for records. To all appearances they are getting real service, too. Manager Ahaus, of the Victor department, is tireless in his efforts to live up to the letter of his advertising man's representations and has imparted a degree of real Victor enthusiasm to his sales force that it is a real pleasure to witness.

Notwithstanding that summer trade has been excellent, a tremendous increase of business is looked for at Aeolian Hall with the advent of cooler weather.

Manager Whelen, of the Columbia Co., when interviewed, stated that if there was any chance of getting the accumulation of freight out of the depots to fill orders which are piling up from all over the territory, he might say business was good. He further stated that as far as wholesale business is concerned the orders are coming in, but owing to the series of strikes in the city local business is pretty much at a standstill. Strikes have been so prevalent in Cincinnati in the last few months that it has simply paralyzed business, and it is a slap on the back to say "How is business?"

"However," stated Mr. Whelen, "inasmuch as all business houses seem to be in the same fix and we are getting our share of the business that is being done in the talking machine line, we will exist on the brilliant hopes for fall. Indications point to a large fall business, and we are daily receiving large orders for fall shipment."

L. C. Penn, traveling representative for the Columbia Co., on a visit to the Cincinnati headquarters, stated that conditions are the same all over the territory, but all the dealers seem to be very optimistic about the prospects for fall.

Mr. Whelen was very enthusiastic about the new Columbia models which are just being put on the market. He said: "One look at the same will prove to a prospective purchaser the aggressiveness back of the Columbia product. The new 'Leader' Grafonola at \$75 is a winner, and if the orders received are an indication of its popularity it will be a hummer. The new 'Favorite' at \$50 is taking the trade by storm."

The series of strikes has also affected the Dictaphone sales, but the Cincinnati sales force is sticking to the job and lining up good prospects for August. The Moose convention, which was held in Cincinnati the latter part of July, was reported through the medium of the Dictaphone, and all parties who were interested in the reporting of the convention are very enthusiastic over this system of reporting.

Manager Dittrich, of the Victor talking machine department of the Rudolph Wurlitzer Co., is enthusiastic over the completion of the new record rooms, which are equipped so that a change of air is possible every two and one-half minutes. In speaking of conditions, he said:

"In reviewing the business during the last month we have every reason to be satisfied with the results secured, as the business exceeded our expectations. The new style No. 10, stock of which we received from the Victor Co. in July, is sure to prove a big winner, and will do its share in building up the machine business to big proportions during the coming season.

"Dealers are clamoring for this style Victrola, and up to date we have been fortunate in securing sufficient stock to take care of a large proportion of our trade. The new Victrola made good in the retail way from the very beginning.

"On the 28th of July we opened up a new record department on the main floor of our establishment. New ideas in arrangements and lighting, entirely original and different from the old established lines, have been carried out, and resulting service, which is the quickest and most efficient possible, has been the subject of favorable comments on the part of our many Victrola customers. We look forward to a most successful August in both retail and wholesale, and feel satisfied that even the present conditions of the industrial war which has been waged for some time cannot possibly prevent the most successful and profitable month's business."

The Otto Grau Piano Co.'s Victor department is doing pretty well for a starter. Some machines have been sold during the past month, and a following has already been established on record business.

A BUSY PORTLAND HOUSE.

(Special to The Talking Machine World.)

PORTLAND, ORE., August 6.—The Portland Phonograph Agency, of which E. B. Hyatt is proprietor, this city, is enjoying a very excellent business in the various lines of talking machines and records it handles.

By reason of its attractive quarters, its up-to-date plan of doing business and its always capable sales force, business is steadily expanding, in spite of the hot weather and other ills which flesh is heir to.

Mr. Hyatt is quite optimistic regarding the outlook for fall and winter trade and expects to transact the largest volume of business in his career.

BILL NYE'S PROPHETIC VISION.

Many years ago, before the days of the phonograph, Bill Nye wrote a humorous suggestion that an automatic machine be used for the delivery of political speeches from car platforms. Bill Nye little suspected how soon talking machines would be reeling off political speeches all over this land of ours. They were used in the last presidential election as well as in the one four years before. When skillfully employed they avoided "repetition or the wrongful application of local gags," which Bill Nye claimed as a great advantage of his proposed political machine.

VISITED VICTOR FACTORY.

Herbert D. Berkley, of the sales staff of Landay Bros.' Forty-second street and Broadway branch, New York, was a visitor at the Victor factory in Camden, N. J., recently; and under the able guidance of F. F. Gold made a thorough inspection of the entire plant. He was particularly impressed with all he saw, particularly the new record and cabinet buildings, and came away with intensified faith and enthusiasm.



Won't You Have a Lesson in Spanish?

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

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

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

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

International Correspondence Schools

Box 918, Scranton, Pa.



The quality of the Columbia tone today really is beyond serious competition. When it comes to tone-control, however, a Columbia dealer is not merely beyond competition, he is almost beyond argument.



Columbia Graphophone Company
Woolworth Building, New York

THE TALKING MACHINE IN RELIGIOUS SERVICES.

The Rev. Clarence S. Wood, Rector of the Church of St. Luke in Roselle, N. J., Devises Plan of Bringing the Church and Its Music Into the Home—Has Big Possibilities in This Special Field of Activity—May Convert Non-Church-Goers.

Doing penance once a week, in the form of a Sunday morning church service, need no longer terrorize the Man-Who-Loves-to-Stay-at-Home. He may now go out and buy his sermon on Saturday night when he runs around to his barber's for a shave. In fact, he can buy the entire service in advance for less than he would feel constrained to put on the collection plate of a Sunday morning. He can attend church by proxy as he smokes his meerschaum and lounges.

All of which brings Roselle, N. J., again into the limelight. There are some folks who will recall the time when Roselle made her debut, twenty years or more ago. It was when Thomas A. Edison erected his first experimental station there. For months electricians were busy stringing the place with wires. One evening in the early nineties the Wizard himself turned the "juice" on, and thousands of little electric lights gleamed all over Roselle—the first town in the United States to be lighted in this fashion.

Now Roselle is responsible for the new phonographic church service—the first complete religious service that has ever been placed on a talking machine. It consists of the Litany service as used in the Church of England, the Roman Catholic Church and the Episcopal Church in America, with the Processional hymn, the Litany hymn and the Episcopal Litany service, and also the Recessional hymn. And so good are the records that one need only close one's eyes and picture the vested choir singing the service and the rector intoning in a clear, ringing voice.

The Rev. Clarence S. Wood, rector of the Church of St. Luke, is responsible for the idea. It occurred to him while he was spending a vacation on a little lake in the Green Mountains. Before the summer was over he was sure that there was a phonograph in every cottage about the lake. "And they were worked overtime," he said. "although I must confess that I, too, enjoy the music when it is not overdone.

"But it did grate on me Sundays to hear a battalion of phonographs doing ragtime from early morning until far into the night. I recall one Sabbath afternoon in particular, when it seemed to me that every phonograph on the lake was screeching 'It's a bear! It's a bear! It's a bear!'

"The tune stayed in my mind all that night. When I was preparing for the next day's fishing excursion, and all through the day, while I was waiting for the fish to bite, something was simmering in my brain about a church service by phonograph. I could not get away from the idea.

"I began to arrange mentally a church service which would appeal to the ill and those who were prevented from attending church on account of physical infirmities, as well as to the summer vacationist who never enters a church during his vacation period. Upon my return to New York I immediately offered the idea to a big phonograph

house. The suggestion was vetoed at once. I then went to another house. The people there were exceedingly courteous, but they, too, were conservative and rather reluctant about taking the matter up. To convince them that it would make good required twenty interviews, covering a period of three months.

"At last I was successful. My boy choir was transported to town to sing for the manager of the company. The choir is well trained, and as soon as the manager heard the boys he knew that their voices were up to the standard. The boys were a little frightened at first, but by the time they were engaged to sing in earnest for the actual records they were in fine trim, even the younger ones, of ten and twelve years, entering into the spirit of the occasion with a real vim. Singing into a horn was a new experience to these youngsters.

"This is, I believe, the first attempt to use the phonograph for evangelization. It affords me much

satisfaction to know of the comfort the service will bring to invalids and all who are deprived of their beloved church service. I am really quite overjoyed. Many New York hospitals are already arranging for phonographs and records to be installed for Sunday morning church service."

PROGRESSIVE VICTOR DEALERS.

William K. Kaplan & Co., the prominent Victor dealers of Jamaica, N. Y., have built up an excellent business in their territory by means of special concerts in which the Victor Victrola and the noted artists who have made records for the Victor Co. have been heard to splendid advantage.

The Kaplan warerooms at 316 Fulton street, are most attractively arranged, and the window display is always so neat as to arrest the attention of passers-by. We can vouch for this, because the company has favored us with some photographs which testify to its labors in this connection.

Keeping up one's courage is to a great extent a matter of habit. Lots of men are chronically down in the mouth just because they have formed the habit. Right beside such men you will find others 50 per cent. worse off and a 100 per cent. more cheerful.

THE HALL-STEPHENSON CO.'S COLUMBIA DEPARTMENT.

(Special to The Talking Machine World.)

KNOXVILLE, TENN., August 6.—The accompanying photograph will give some idea of the attractiveness of the new Columbia department of the Hall-Stephenson Co., one of the prominent furniture houses of this city. This store started to handle

a marked success from the time it was first opened to the public.

A number of sound-proof demonstration booths, tastefully furnished, are in constant use, and within the short period of six months, the Hall-Stephenson Co. has succeeded in acquiring a well de-



Columbia products last December, and under the capable management of M. C. Hendel, formerly connected with the Atlanta headquarters of the Columbia Graphophone Co., the department scored

served prestige for its Columbia department throughout Eastern Tennessee. Sales of the higher-priced machines are closed with pleasing regularity in this department.



Every whim and fancy of the entertainment buying public is met and satisfied by the

Edison Blue Amberol Record

You've got to have variety to make

sales. We know it. That is why the Blue Amberol, month after month, is producing selections of such amazing scope, from opera to ragtime, surpassing any record on the market.

The whole country is becoming familiar with the wonders of this four-minute, clear-toned, practically unbreakable record that never wears out. Play it and play it up to your customers.

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

Edison leads the procession always. His first instrument was a forerunner of the Amberola, the perfect hornless machine of today.



Edison has thought faster than his public and when the demand for hornless machines came he was prepared.

Amberola VI

is a model of beauty and convenience and sells for \$60. You can talk it to your customers, advertise it and, what's most important, sell it. Tie up with Edison. Build your business as he builds his, by getting there first every time.

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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St. Louis: CLYDE JENNINGS. Cincinnati: JACOB W. WALTER.
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NEW YORK, AUGUST 15, 1913.

THERE is a decided tendency on the part of many business men to relax efforts during the summer months, and as a consequence thereof there is a sale shrinkage which is not pleasing, particularly when there is no shrinkage in overhead expenses.

Selling organizations can be arranged so that vacations can be enjoyed by the individuals and yet have the working efficiency of the staff well maintained.

Expenses go on just the same whether business is dull or not, and every talking machine dealer is naturally interested in keeping the earning capacity of his business well maintained. In order to do this effectively, systematic summer plans should be made.

The talking machine, unlike many other products, has a summer demand as well as in winter, for the talking machine is used through the vacation season in a way that eclipses any other home accessory.

Sales of other musical instruments, such as pianos, drop off in summer, because people naturally seek outdoor entertainment, and here is where the talking machine comes in as a trade-creating factor.

It can be used on yachts, in camps, at lawn parties and outings in such a manner that it gives pleasure and entertainment to parties everywhere.

There is also a good farmer trade to be gotten during the summer months, and it is a period that should be productive of good business returns for the progressive talking machine men.

It is not necessary to wait until the busy fall months arrive—efforts should be put forth during the heated period to show the entertaining qualities of the talking machine to interested parties.

There is no product of human brain which can be fitted in in so many ways as the talking machine, and if these facts are well borne in mind by the dealers in different parts of the country, summer business can be materially increased.

The "good old summertime" should be made "good" in a business sense, and it can be if systematic plans are carried. Good, prompt, effective work along progressive lines will increase the net profits in a material sense.

AT no time in the history of this trade has the talking machine and its development been receiving closer consideration from great inventive minds than to-day. A number of important improvements, now hatching, so to speak, will be introduced to the trade at an early date.

In view of the wonderful perfection of the modern talking machine it would seem as if improvements were hardly possible, but this is an age of progress, and in the inventive world, as in the

commercial field, standing still means going backward. The talking machine is a fascinating study and opens up a world of possibilities that enthuse and interest, and it is therefore not surprising that it is receiving such consideration from those of a creative and inventive turn of mind.

NO matter whether times are good or bad, calamity howlers are always stalking abroad throughout the land.

They are in evidence in every trade and in every profession, but once in a while it pays to sit down and study reports so that we may be better able to determine whether the pessimists are simply talking facts or fallacies. The figures just given out by the Internal Revenue Bureau, charged with the collection of the corporation income tax, show that during the calendar year 1912 the net earnings of the corporations of the country were \$3,304,000,000, exceeding all previous records by \$400,000,000. Such startling sums do not suggest that the corporations have practically suffered, however much their managers have suffered in their feelings.

For several years it has been continuously asserted by those opposed to the country's tariff policy that this policy throttled and killed our foreign trade, that it particularly interfered with and prevented the sale abroad of goods manufactured in America. Yet official figures given out recently show that last year the exports of manufactured goods, excluding foodstuffs wholly or partly manufactured, aggregated \$432,528,006. In 1904 the total was \$225,717,951. In eight years, during the period of largest complaint of a restricting policy, the exports of manufactured goods have doubled. This does not suggest that the tariff laws have stood in the way of developing a demand for American goods abroad.

For several years the railroad managers on all possible occasions and in every conceivable tone of voice have declared that they were on the verge of bankruptcy, that drastic and discriminating laws and wage increases with no corresponding increase in rates were slowly pushing them toward the precipice of insolvency, that their credit had been shattered almost beyond restoration, and that it was impossible for them to borrow money for necessary improvements.

Yet the computations of income for the year ended June 30 show that the railroads of the United States during the preceding twelve months had the largest gross and the largest net earnings of their history. It also appears that during the last ten years the railroads of the United States have raised more money for investment in improvement and extension than was similarly invested in any previous decade.

It is not true that the corporations have suffered in their incomes because of the Sherman law agitation and the attacks on what is called predatory wealth. It is not true that our foreign trade has been stifled by tariff laws. It is not true that the railroads have been squeezed close to death by regulatory legislation or that they have been unable to attract new capital.

All over the world, affecting every class of security, there has been a rise in interest rates. The indulging cause for this has been the rise in commodity prices, in turn caused by an overabundant production of gold. In consequence there has been a constant tendency to exhaust supplies of liquid capital, for those did better who bought things instead of making loans which could be discharged when due in dollars, or pounds, or francs, or marks of diminished purchasing power. Although affected much alike, each business in every country has deemed itself specially a victim and has sought for immediate explanations. In England the blame is laid on Lloyd George and his social legislation; in Germany on the Kaiser and his over-preparation for war; in France on the extravagance of the government and on the economic troubles of Russia.

In this country it is sadly agreed by business men when they come together that the fault is with politicians and demagogues who are continually stirring up the people. Yet, looked at in the large, there has been no decade in which employment has been so universal, the world as well fed and clothed, and no decade in which men of enterprise and managing genius with something really valuable to sell to the world have amassed fortunes more rapidly.

These are facts worth remembering when one is inclined to view things through indigo-hued glasses.

THE suggestion made by Louis F. Geissler at the recent jobbers' convention, that the talking machine men in various cities form local associations, is one that should be acted upon promptly, for it is through co-operative work that much good may be accomplished in the retail field.

We should suggest the forming of State associations. Of course, it would be impossible to build up organizations in some of the States where the population is thinly scattered, but in the larger and more populous States it should be easy for the talking machine dealers to form State organizations, the object of which should be to hold the trade on an ethical plane so that right influences and methods should prevail.

Time and time again we have seen measures introduced in various State Legislatures which have been detrimental to substantial business interests.

Some of these have been nothing more or less than hold-up measures—blackmailing schemes, if you will—but at the same time they have required effort on the part of the interests attacked to eliminate them, and it is to be regretted that there is a tendency, not merely in our various State Legislatures but in the National Congress as well, to enact measures into law which are not calculated to have a beneficial effect upon legitimate business interests.

On the contrary, they are in the main originated by men who have no knowledge of the fundamental laws of business, only they figure to pose in the limelight as advocates for measures which will aid the people.

They seem to think that anything which antagonizes or depresses legitimate business interests must popularize them with the working class of their constituency.

This indeed is poor logic, because if the manufacturers are not prosperous the workmen cannot be. Nevertheless, these measures are introduced from time to time, and the probability is that these conditions will grow worse rather than better.

Hence, if the talking machine dealers had good State organizations they could do police duty—they could watch out for these measures in the various Legislatures which might be detrimental to their own interests.

Undoubtedly the jobbers in the various cities will be glad to aid such a move on the part of the dealers, because they are also vitally interested in seeing trade stability maintained.

It is a move quite worth while.

Of course the organizations could meet in the larger cities where the greater number of dealers carry on business, but at the same time it would be very pleasing to the small dealer located in the inconspicuous town to feel that he was a part of the State organization, and unquestionably he would take pleasure in being present at least once a year.

It would not be necessary to have frequent meetings, but, if the dealers had a State organization and had a meeting two or three times a year, they could hold themselves together so that they would be ready for any emergency which might arise, and in the meanwhile it would be possible for the organization to exert a helpful influence in the trade.

Let the talking machine dealers get together in the various States, and anything that *The World* can do along lines of promoting interest or aiding in the formation of associations will be done.

THROUGHOUT life there are a great many traits and characteristics that go to mark the business man, some have faithfulness, others determination, others energy, and so on. But to actually determine the relative value of these characteristics is a most unusual proceeding, and one that reflects great merit upon the man who did this.

In his remarkable book, "How to Get and Keep a Job," Nathaniel C. Fowler, Jr., has made quite plain the actual value of persistency. He did this by talking with or writing to two hundred and ninety-eight American men who had made a great success in life, a success that put them really in the leadership of their class of work, whether it were trade, business or profession.

Mr. Fowler's question was alike to each one of these men. It was, "To what one thing, or to what two or three things, do you attribute your success?"

When all these replies were rounded up and tabulated, Mr.

Fowler found that persistence led the list. That the ability to persistently stick to their task, whether it was selling cabbages or finding new microbes, was what made them successful was the claim of sixty-six of these men. This is the manner in which the author tabulated his list:

Persistency, stick-to-it-iveness and constancy, 66; application, 59; hard work, etc., 54; industry, 28; faithfulness, 22; concentration, 20; earnest desire to succeed, 19; diligence, 14; determination, 8; energy, 8; making a total of 298.

This shows not only that persistency is the most valuable thing for a man to have who would succeed, but that those characteristics which are closely allied with it, such as constant hard work and application, are a close second in value.

To the young man who would honestly succeed, then, the first thing to tell him is, "Be persistent." The writer explains that he came in contact with thousands of successful business men, men who were, in the common phrase, "self-made," men who achieved something worth while through their own efforts, not through capital inherited or otherwise given them, and that he found every one of these men to be persistent.

Nearly all these men selected their walk in life before they reached maturity, before they were out of their "teens," and that by sticking persistently to their plans they built up successes for themselves.

THE keynote of the speeches at the recent dinner of the Association of National Advertising Managers to publishers given in New York City was that the prices of wares, the quality of which is guaranteed by the reputation of a single concern producing them and which are put out and advertised to be sold at definite figures, should not be cut by large dealers, who by selling a well established commodity might seek to give the impression that other goods in their shops were selling at an equal ratio of economy.

Louis D. Brandeis, the efficiency expert of Boston, dwelt upon the right of a manufacturer who has created a particular kind of goods to fix the price at which these goods should be sold, and added: "To do that it is only necessary to make clear why you have that right. I can conceive of nothing more prejudicial to that right than to rail generally against the power of the Sherman law, as if both involved the same principle.

"It is because we have failed to distinguish between a manufacturer's right to fix a price on his own particular goods and the fixing of prices by a monopoly that the danger exists. What you manufacturers need to protect your rights is to draw that distinction. Your position is a clear one and extremely beneficial to business at large. You say, 'That which I create, that which is mine, I have made valuable to the consumer, because I have endowed it with reliable qualities.' That has no monopoly. You fix the price at your peril. If it is too high the community won't buy it, or some one else will come in and share your prosperity. It gives to the man who creates a reward.

"That is the aim of trade—to reward success. But the moment you endeavor by a combination of power to restrain individual effort and take away incentive to create and the incentive to buy you close the avenues of competition. The danger arises and it is against that that the Sherman law is directed. The law of human nature and of trade is such that when you withdraw incentive then you have in a true sense restrained trade. Then success is purchased at the expense of the community."

THE motto to "never do nothing for nobody for nothing," while it might apply to the sort of people implied by the wording of the motto, itself does not fit into modern business conditions, at least in a literal sense. On another page of *The World* this month there is published a story of how a western house has incorporated the service idea into its business with remarkable success in the matter of real business results. The service itself is not productive, directly, of monetary return, but it is productive of other results that could not be purchased with any amount of money—friendship. The indirect results are those that count on the credit side of the ledger, for the friendship of customers, friendship growing out of some appreciated act of service freely offered, is the best sort of foundation for business building. Cold-blooded buying and selling are not the sole factors in modern successful trade, for the personal element still obtains strongly.

McMENIMEN AN EDITORIAL WRITER.

Popular General Manager of Vitaphone Co. Presents Some Strong Truths Regarding Value of Advertising as a City and Business Builder in Editorial Column of Plainfield, N. J., Paper.

Harry N. McMenimen, general manager of the Vitaphone Co., Plainfield, N. J., who is personally acquainted with every distributor and jobber and with the great majority of the dealers in talking machines throughout the country, has taken a little flyer into the newspaper game through the medium of the editorial columns of the Plainfield Daily Press, which on Saturdays are conducted by representative citizens of the city.

Mr. McMenimen chose for his subject that of advertising and made a strong plea for an advertising campaign conducted by the citizens of Plainfield for the purpose of attracting new industries and desirable residents from other and larger cities. Of the advantages of self-advertising as applies to the individual or the community, Mr. McMenimen said:

The duck waddles to her nest, lays an egg and then waddles away. The hen goes to the nest, lays an egg, gets up and cackles and cackles and cackles. You can hardly give duck eggs away, but hen's eggs bring 50 cents a dozen.

It was once said that P. T. Barnum knew how to advertise, that Hammerstein knows how to advertise and that Gillette knows how to advertise. These three and Theodore Roosevelt are the six best advertisers that the United States has ever known.

The above are striking examples of self-advertising.

What Plainfield needs is a similar kind of advertising through people who know the beauties and advantages of Plainfield, "The City-by-the-Hills," backed up by a persistent campaign apporportioned where it will do the most good.

On the subject of advertising in general Mr. McMenimen has some very sound and interesting views to express, as follows:

Back of every advertisement must be merit, not only in what is offered, but a clean-cut, original and truthful statement of facts.

There are just three processes the human brain must go through before making a purchase of anything:

Confidence.

Interest.

Desire.

Confidence is the corner-stone. One could not sell a five-dollar gold piece on the busiest corner in New York City for 50 cents, for people would not believe they were genuine, not knowing the honesty of the seller, and in this respect advertising does its best work in establishing confidence.

After this comes the interest for what is offered, and after the interest has been centered, then a desire to acquire is the final step in consummating a sale.

The producer is the successful business man and the one who gets the business and completes the transaction. Other help is necessary and worthy of sincere respect, but they never get the big plums on the salary tree, because they are on the side of expense and not income. The bigger the sales the larger the reward, and how much greater the efficiency the salesman or clerk would get out of their ability if they would but keep in mind these three great principles of salesmanship.

Never in the history of the world was real ability, honesty and hard work given a greater reward than to-day, and if the clerk would but stop to consider the tremendous advantage and aid that advertising supplies him with and would but grasp the real principles of advertising we would see in the next decade in every locality successful merchandisers that would make it practically impossible for the large stores of the metropolitan cities to in any way detract or secure the business from the smaller centers.

With advertising, parcel post, greater selling efficiency and broader methods accepted and practised by the merchants of the smaller towns, presents an opportunity of making money to-day which has been undreamed of in the past.

In A Fair Sized City You Can Add \$3,000 A Year By Selling Music Rolls

Music rolls come out every month like records; there is an endless opportunity to sell some rolls to every player owner in your field.

Music rolls blend admirably with your record department; you do not have to increase your selling force. The margin of profit is large. The exchange library system will secure hundreds of customers, not only for the rolls but for the talking machine records. Music rolls will help you total the net profits. And your investment is hardly anything.

The Herbert Co.

NEWARK, N. J.

is one of the largest roll manufacturers in the country. It has a well equipped and efficient music roll factory, and Herbert Rolls are made "correct" in every particular. Attention is given to the paper, one being used that is strong, yet light enough for the best work. The perforations are square; the arrangements perfect. Herbert Rolls are ideal and will please the best music lover.

You will find out the many good points about Herbert Rolls after you determine to make roll money. The main question now is: "Will you sell them?" Let us mail you catalog and our story, because we know you are somewhat interested in a proposition which, at an investment of several hundred, will permit several thousand dollars yearly profit.

The Herbert Co.

Newark, N. J.

DETROIT STORES CLOSING SATURDAY NIGHTS.

Hope to Continue the Practice Throughout the Year—Trial Shows That No Business Is Really Lost—Grinnell Bros. Enlarge Talking Machine Department—The Columbia Co. Active Throughout the State—Manager Andrew Is Going After Record Business.

(Special to The Talking Machine World.)

DETROIT, Mich., August 10.—Detroit talking machine dealers, for the first time in the history of the business in Detroit, are closing their shops Saturday nights. Indications seem to point to a general satisfaction with the move. It affects principally the sales of records, and the Saturday night closing seems to have simply hurried a large part of the shoppers into doing their buying in the afternoon and induced others to wait till Monday. This latter effect is a good thing, for Monday usually was a bit dull under the old conditions.

The dealers and all their employes are hoping that the plan works out the same after the vacation season is over, for when they have done a fair and square day's business for six days in a week, they find the unaccustomed Saturday night's rest a large satisfaction and benefit, and return to business Monday morning in much better condition to do good work than when they were compelled to add half a day's work to the ordinary quota at the weariest part of the week, when all the factories and offices in the city and a large part of the stores were closing at noon.

Besides the fact that no trade appears to be lost, the move looks to be permanent because of the attitude of the State Labor Department and the big department stores and other retail establishments. There is nothing in the situation in the talking machine stores which comes under the ban of the labor commissioner. But the big stores in general lines of business have been violating the law which limits the number of hours which a woman or child shall work in a week to fifty-four. In trying to obey this law, these stores have brought about a general disorganization of forces in the retail sales departments, by irregular hours of their employes. So they decided to start a campaign for Saturday night closing.

The talking machine dealers are pleased with the developments. The prospective buyer of a machine will buy anyway. He will make a special trip to a store for the purpose. But records are purchased incidentally. They are a small item in a shopping trip. In the past they have been bought Saturday nights because that was the heaviest shopping time of the week. With that cut off, the general shopping will be done some other time, and the talking machine stores will sell their records at whatever time that happens to be.

Grinnell Brothers, Victor distributors, have leased half of the basement of the Fisher Building, a new structure adjoining their own building on the north, and will enlarge their talking machine department about fifty per cent. In fact, the extension means to the trade here practically the opening of a large new talking machine store, for there will be a new street entrance and two more elevators, conveying patrons from the stores above.

Something of an idea of the extent of the addition to the Victor space can be told in the statement that no less than nine new demonstrating rooms will be added, each of the nine being almost twice the size of an ordinary demonstrating room. Grinnell Brothers believe in ample space for showing a talking machine, as the records and the instruments can be much better judged in a large room than if the purchaser is close to them.

"Our reason for the enlargement," said Manager Harry Rupp, "is right out there." He pointed to the present quarters, where every one of the fifteen demonstrating rooms was in use and patrons were awaiting their turn. "More business than we can take care of with our present accommodations," he added.

The contractor who is building the demonstrating rooms and doing the decorating is slow with his work, and a job promised for August 15 probably will not be finished before September 1. But the new rooms will be ready for the fall business, and that is the principal desire.

"We intend to use these rooms exclusively for

the sale of Victors," said Manager Rupp. "All the record business will be kept on the other side. Even parties buying machines in the new rooms will be requested to make their selections in the other department, which will become a good deal of a record department, though, of course, some machines will be sold there."

Besides having a street entrance, the new department will be connected with the old by two doors which have been chiseled through the basement walls, one large one connecting the sales-rooms and a small one connecting the office with the new store. The wholesale business will not be affected by the new departure. This wholesale business, by the way, is being largely extended, both in Detroit and up-State. Only the larger cities are entered in "the provinces."

The Columbia Co. also is active throughout the State, lining up prospective new accounts for the autumn activities. Throughout the States the talking machine seems to be growing in popularity to an astonishing degree. The only worry of the jobbers is whether they will be able to take care of it all, and because of that, they are making preparations right now. In a short time orders for holiday supplies will begin to go forward, several months in advance of the time they will be needed. This year has been a very gratifying one for the Columbia people. Up to July 31 the business had been equal to that of 1912 up to October 31, placing the Detroit branch three months ahead of last year. Though most of the increase came prior to July, the summer trade has been very good, especially in records.

A unique experience fell to the lot of a Columbia salesman recently. He was sent to the home of a regular patron with thirty new records. The madame took twenty of them. On the return trip the conductor of the street car which the salesman boarded asked him what was in his package and on being informed asked to see the titles of the records. He purchased six of the ten. The salesman inquired casually if the motorman had a talking machine also. The conductor said he thought the motorman had one. So the salesman stalked through the car and sold the other four records to the motorman. Selling without demonstration speaks well for the reputation of the goods.

E. K. Andrew, manager of the talking machine department of the J. L. Hudson Co., has come to the conclusion that a record project is more valuable than a prospect for a machine, and is going after such business systematically. Every owner of a machine is perforce a continuous record prospect. Mr. Andrew has commenced to make an index of them, and of the records sold to them, for follow-up purposes. He plans to write to them, or to telephone them, about once a month, calling attention to the fact that on such and such a day they bought such and such a record, and that certain new ones received, of the same nature, ought to please equally well.

"People like to be remembered, and to be the recipient of such little attentions," said Mr. Andrew. "When we call them up, or write to them in such a way, they feel that they are personally acquainted here, and therefore they are much more likely to buy here than elsewhere. It is a certainty that no matter how many records they may have, they will buy more sometime, and if we keep acquainted with them we will get the business. It's well worth the time and money expended."

Some time this month Mr. Andrew will tour to the East in a motor, and probably will visit the talking machine factories and some of the big Eastern stores. It will be his vacation trip. Max Strasburg, of the Victrola Shop, also will take an automobile vacation in Eastern parts in August. Frank B. Johnson, of Grinnell Brothers, is spending his vacation in Toronto, as the guest of W. R. Fosdick, president of the Canadian Talking Machine Dealers' Association. They are old pals. Manager Harry Rupp, of Grinnell Brothers talking machine department, will take his two weeks in the latter part of August, after the new store gets in something like shipshape order. S. E. Lind, city sales manager for the Columbia, went to Cleveland as the first instalment of his rest period.

A \$200 Victrola almost caused international war last week. Max Strasburg sold the machine to a Detroit baking company, which offered it as a prize for something or other at the annual grocers' picnic. It was won by a Hebrew. But it developed that he had sold his business two weeks before, and therefore under the rules was not eligible. So the prize was awarded over again. This time a Polish individual copped it. But the Hebrew didn't quite see the justice of disqualifying him, so when the steamer which conveyed the picnickers docked, he and half a dozen friends sauntered up to the Victrola, attached their tentacles in various places on the heavy machine, and proceeded to kidnap it. They got away before the Pole could recruit an army.

United States Government Agent's Report

This is a report that is not biased, but facts given as found in their true condition.

Please see pages 48 and 49 of the June 15th issue of the "Talking Machine World," subject, "Foreign Market for American Talking Machines." On page 49 see what a French company is doing with a permanent needle, viz., "One of Uncle Sam's agents reports frankly that one maker of French Disc Machines has profited considerably by the circumstances that it uses a sapphire point, obviating the necessity for needle changing."

You have the same opportunity here with our Permanent Jewel Needle to combat this advantage, and increase your business both at home and abroad.

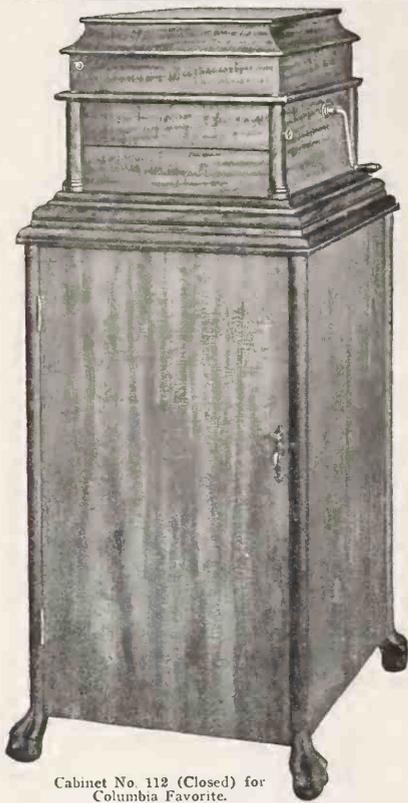
Those of our Jobbers and Retailers who handle our needle are increasing their orders right along.

If you do not care to stock them before a rigid trial, we will be pleased to send samples on approval of the three tones—soft, medium and loud.

Permanent Phonograph Disc Needle Company, Inc.

1128 N. WINCHESTER AVENUE

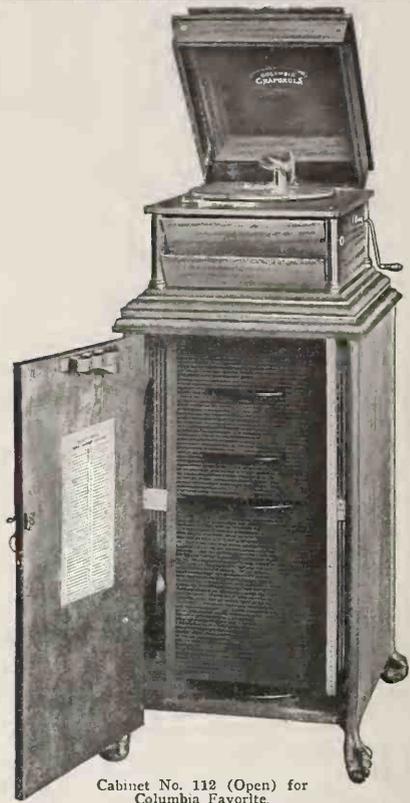
CHICAGO, ILL.



Cabinet No. 112 (Closed) for Columbia Favorite.

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Cabinet No. 112 (Open) for Columbia Favorite.

DEALERS! HERE IS THE BEST PROPOSITION OF THE YEAR.

You have many customers who are owners of either the Columbia Favorite or the Victor Number IX who have no means of caring for their records.

Two of the latest felt-lined Salter Cabinets have been designed especially for these machines and match perfectly in every way. The top edge of the cabinets have been built so as to fit the machines and hold them securely in place.

The felt-lined shelves prevent warping and scratching of records, and an index that is simple and accurate enables one to secure the desired selection instantly.

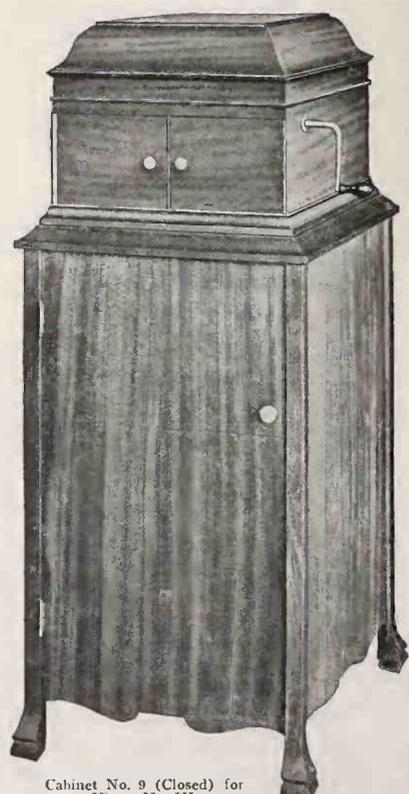
Write for detailed information on this proposition and a catalogue on the complete line.

SALTER MFG. CO., 337-43 N. Oakley Blvd., CHICAGO



Cabinet No. 9 (Open) for Victor No. IX.

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Cabinet No. 9 (Closed) for Victor No. IX.

VICTOR IN MOTOR TRUCK PARADE.

H. A. Weymann & Son Attract Much Attention in Philadelphia Parade with Display of Ten Victrolas, Models XVI, Not Forgetting the Featuring of the Victor Dog—Some Excellent Publicity for the House and the Products.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., August 11.—One of the annual events in this city is the Motor Truck Parade and Industrial Exhibit, promoted by the Philadelphia Inquirer, one of the prominent newspapers of the city. The third occurrence of this event was staged



H. A. Weymann & Sons Victrola Display in Motor Truck Parade.

last Thursday and attracted the largest number of exhibitors of any motor truck parade ever held. Representative houses from practically every line of mercantile life were entered in the parade, and the attractive appearance of the trucks, together with the originality and unique design of the displays, made the parade a pronounced success.

One of the most prominent and artistic displays in the entire parade was that presented by the well-known music house of H. A. Weymann & Son, who are also Victor-Victrola distributors. So well was the Weymann display arranged and balanced that it attracted immediate attention from the spectators who thronged the streets. The Weymann entry was really one of the most popular in the 627 entries on parade.

A Wilcox truck was the key-note of the Weymann exhibit, and the decorations were devoted to the exploitation of the Victrola XVI, accompanied by the world-famous trade-mark of the Victor dog.

Ten Victrola XVI were displayed, and, as will be seen by the accompanying photograph, the exhibit was well worth the attention and commendation it received.

It might be added that H. A. Weymann & Son did not enter this parade from a publicity standpoint, but were influenced rather by civic pride and their desire to be represented in any event that the "City of Brotherly Love" takes pride in. At the same time, however, the advertising value of such a display as the house of Weymann presented is undoubtedly considerable, and the Philadelphia public will remember for some time to come

the beauty and attractiveness of the Weymann display in the motor truck parade.

Publicity of this kind is most profitable and far exceeds that which is expected from other sources of exploitation. It emphasizes the progressiveness of the house, as well as sets forth its modern delivery equipment.

TRADE IN THE HOOSIER STATE.

Talking Machine Dealers Generally Satisfied with Existing Conditions and Are Preparing for an Unusually Active Fall Trade—New Addition to Columbia Co. Staff in Indianapolis—Conference Regarding Use of Victors in the Schools—Some Personal Items of Interest.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., August 9.—A certain amount of drowsiness is hanging over the talking machine business in the Hoosier capital. Meanwhile a booming fall trade is expected by all. Preparations are being made right along for rushing business when the thermometer gets the habit of being normal again. One day recently it was 111 in the street and 102 on the top of a twelve-story building, where it is supposed to be a trifle cooler.

A. W. Roos, of the Columbia Co., says the collections for July were 30 per cent. better than the collections of July last year. H. M. Wright, formerly of Kansas City, Mo., has taken a position in the sales department of the Columbia store here. He comes here with a good record and is living up to it. He has been in the talking machine business for a number of years.

Mr. Corneal, of the educational department of the Victor Co., visited Indianapolis last week. He was here Thursday afternoon when a terrific wind and rain storm vented its wrath and tore things up in general. It was planned to have a meeting at the Claypool Hotel for the purpose of discussing the use of the talking machine in the public schools. On account of the rain there were only three who attended the meeting. W. S. Barringer, of the Stewart Talking Machine Co.; Alexander M. Stewart, owner of the Stewart Talking Machine Co., and Miss Lazurus, of the talking machine department of the Aeolian Co., attended the conference.

Miss Lazurus leaves next week for New York. From there she will go to the Victor factory. Miss Lazurus has received a fall shipment of machines and is looking forward to an extensive fall trade.

W. S. Barringer, manager of the Stewart Talking Machine Co., is making shipments to dealers throughout the State, and expects a large State trade in the next few months.

Walter E. Kipp, of the Kipp-Link Phonograph Co., State distributors for the Edison Co., left this week for the factory. The Kipp-Link Co. is making good with the new Edison disc phonograph, but it is handicapped on account of the lack of disc records.

COLLECTING OVERDUE BILLS.

Credit Man Shows That Prompt Collections Are Necessary for Permanent Success.

"Each day that an unpaid bill runs over the date when due it becomes harder to collect," said recently a credit man connected with a local wholesale concern to the New York Times. "Shortly after I became connected with this house a solicitor for a large collection agency interviewed me, and I decided to give him some of our business. There were a number of back accounts on file that needed clearing up, so I handed them to him. He looked at them and handed them back, saying that he judged them rather old and did not care to test his firm's ability on such prospects. They had resisted various attempts at collection. This I foolishly explained to him, and it seemed to strengthen his opinion that they were hardly worth troubling with.

"Had those accounts been properly handled at the beginning they would either have been collected or the customers would have had no more goods. As matters stood, a bill of goods was shipped them the month previous. It is difficult to keep the customers of a large house prompt in the matter of payments, but it can be done. It is worth while doing, too, because it is the only way to success. I have had no accounts outlawed since I have been connected with my firm. Losses are bound to occur in business failures, but I speak only of houses carelessly allowing accounts to run for indefinite periods uncollected.

"The house that does not collect promptly does business at its own expense, while the house that collects efficiently does business at its customers' expense.

"There need be no concern about the 'worthy dealer in trouble' whose luck is temporarily against him. Their numbers are small and the house's judgment can govern those cases. Sympathy is all right in deserving cases, and we are not hard

on deserving retailers. Only, we have our running expenses to meet every week. Is there any reason why the people we serve should not meet theirs? We are careful to investigate the facts in cases where allowances are made. That is the only way to permanent success."

Hot weather would be much easier to stand if there were no thermometers.

JOBBERS —

SELL

Union No. 1 for Edison Disc Machines, to play Victor, Columbia and similar records.

Retail price. Gold plated...\$3.00 Nickel or bronze... 4.00

Pat. Pend.

UNION SPECIALTIES FOR SURE PROFITS

The illustrations show only a part of the high-grade Union line. A free illustrated catalog will be sent to you by return mail on request.

Pat. Pend.

Union Sound-Box. Retail price. Gold plated...\$5.00 Nickel or bronze. 4.00

The Union Specialty & Plating Co.

409 Prospect Avenue, S. W. CLEVELAND, OHIO

Ask for your copy of "Two Phonographs for One"

Pat. Pend.



**For quality, variety, interest and activity
the Columbia Record List for September
is a symphony!**



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

NEW MACHINES FIND FAVOR ON PACIFIC COAST.

Various Talking Machine Houses Look for Lively Fall Trade in New \$75 Models—Wiley B. Allen Co. After Mail Order Business—Victrolas Featured with Player-Pianos—New Lines Make Appearance—Hauschildt Co. to Remodel Quarters—News of the Month.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., August 6.—Business for July, while quiet in comparison with some preceding months, ran ahead in many instances of the corresponding month of last year in spite of the fact that vacations were still in order at the various music houses and no very active campaigns were in progress either in the wholesale or retail talking machine quarters. A good many dealers in this section are beginning to place advance orders for future delivery in anticipation of the holiday season, notwithstanding the fact that it is generally conceded that the factories are in much better shape to supply their demands than they were last year.

Much Interest in New \$75 Machines.

A notable feature in the local trade, as it is a recent development, is the interest being shown in \$75 machines. Heretofore that price of machine has not been particularly popular. The cheaper \$50 machines were in big demand and the \$100 models sold well, but there seemed to be almost an even break between the two prices. With the introduction of the improved \$75 machines—the Columbia Leader and the new model No. X Victrola—the distributors of both Columbia and Victor products report large orders for these new styles, and the \$75 machine promises to become a big factor in the fall business.

Developed Good Mail Order Business.

The Wiley B. Allen Co. has devoted particular attention lately to the development of mail order business in its talking machine department and has succeeded in working out a system for handling this part of the business which is bringing very good results. Manager Black says business has been very good the past month considering that the vacation period was just at its height.

An Effective Combination Display.

Sherman, Clay & Co. recently arranged an attractive window display in which Victrolas and player-pianos were featured together, showing harmonious effects for the living room. They are finding that these two branches of their business work in very nicely together, as they often sell the same customer both a Victrola and a player-piano. Two additional stories are being added to the Sherman-Clay Building, but the work is being handled in such a manner as not to inconvenience any departments of the business.

New Line Attracts Attention.

Peter Bacigalupi & Sons report very good progress with the Boston Talking Machine Co.'s Little Wonder machine, for which they are distributors in California. They were visited recently by special representative E. C. Howard, of the Boston company, who looks after the Western trade. He had covered his territory quite thoroughly and was pleased with the results. Peter Bacigalupi, manager of the Bacigalupi department, is out on a hunting expedition this month.

Hauschildt Co. to Make Improvements.

The Hauschildt Music Co. plans to make extensive improvements this fall, which will include the installation of a new front to its building and the remodeling and redecorating of the interior. The talking machine department on the second floor will be renovated, as well as the other sections of the store. A new front was installed at

THE GOOD SALESMAN

Must Be Retailing Expert—Needs Magnetism and Self-Control.

Whether salesmen any longer have the opportunity of making big money as salesmen is frequently discussed. There are many who say that personality is a larger factor than ever, and that this, together with the science of salesmanship, will always maintain the value of selling power.

A prominent manufacturer said the other day that a salesman had to be better posted along scientific lines to-day than ever before. He must study his customers' competition and be expert in retail merchandising, as well as a keen reader of character. He must have the knack and judgment of knowing what his trade wants, and must aid his customers in making selections. He must be a close student of his own lines, and be able to point out superiorities and inferiorities. He must also have personal magnetism and the power of making friends. Besides these, absolute control over his temper and actions is necessary. Disagreeable scenes often come up, and the salesman of to-day must either be clever enough to smooth them over or else school himself in making as graceful an exit as possible. A clever salesman will never quarrel with a customer or a prospective one. It makes a bad name for his house, and besides it does not pay, because he knows that the day may come when he will sell that man a bill of goods.

"With such qualifications," remarked the manufacturer, "the modern expert salesman will command more money than ever, because personality and unusual efficiency are necessary in all lines of business.

"More salesmen in the near future will probably become partners, because the type of man successful in the selling field embodies qualifications and executive characteristics that have not been thought necessary in the past.

"Old-time salesmen rarely open a new account, but go on, season after season, evidently without knowing that new merchants are constantly starting in business. There are plenty of such men pattering along just where they were fifteen years ago, simply taking orders from the customers they have without trying for new ones. In the same houses men have been made partners who entered long after the order takers started. Order takers would never be anything else anywhere. They never get ahead. It is the salesman with plenty of

the Oakland store not long ago and open-air concerts are now being featured daily.

Planning for Strong Fall Campaign.

W. S. Gray, local manager for the Columbia Graphophone Co., is getting ready for a very active fall campaign, in which he will devote particular attention to the record end of the business. Fred Anglemier, wholesale manager, reports a normal business for July, with signs of improvement toward the end of the month.

Talker Men on Vacations.

J. S. Bale, manager of Babson Bros.' San Francisco branch, is enjoying a vacation at present.

A. R. Pommer, manager of the Pacific Phonograph Co., is also among the vacationists.

energy and a desire to get ahead that can rise to a partnership. To men of this calibre selling goods offers greater opportunities than ever in all lines of business."

RECORD FOREIGN TRADE.

Imports and Exports Both Greater Than Ever Before, Records Show.

(Special to The Talking Machine World.)

WASHINGTON, D. C., August 5.—Figures of the total foreign trade of the United States during the fiscal year 1913, just completed by the Bureau of Foreign and Domestic Commerce, show total imports of \$1,812,621,160, against \$1,653,264,934 in 1912, and total exports of \$2,465,761,910, against \$2,204,322,409 in 1912. Of the total imports \$825,331,166 were dutiable, against \$771,594,104 in 1912, and \$987,289,994 entered free of duty, against \$881,670,830 in 1912.

Of the total exports \$2,428,421,508 were of domestic production and \$37,340,402 foreign merchandise exported. The excess of exports over imports was \$653,140,750. Imports of both free and dutiable goods show larger figures than in any preceding year, and the figures of exports, domestic and foreign, are in each case considerably larger than ever before.

The total foreign commerce for the year was valued at \$4,278,383,070, as compared with \$3,857,587,343 in the prior year, an increase of \$420,795,727, of which increase \$159,356,226 was in imports and \$261,439,501 was in exports.

EXCELLENT VICTROLA PUBLICITY

Received by the E. W. Owen Co., of Mankato, Minn., Through Supplying an Instrument to Bethany College for Demonstration.

The E. W. Owen Co., of Mankato, Minn., an aggressive Victor dealer, received some excellent publicity recently by furnishing a large Victrola and a supply of records for use at Bethany College in a demonstration by the college's instructor in music. The Mankato papers devoted suitable space to the use of the Victrola at the concert, and one of the newspaper reports read in part as follows: "By means of the Victrola, the interpretation of some of these classic pieces as the masters have interpreted them are brought directly to the students, and they have almost the same advantage as they would in hearing the great musicians themselves."

LIVERPOOL DEALER ON BUSINESS METHODS ABROAD.

Jake Graham, Who Ranks Among the "Progressives" in England, Visits New York—Carries Record Stock of Leading Companies—Discusses Conditions—Appreciates Value of Window Publicity and Printers' Ink—Better Class of Trade Pays—Interesting Chat.

One of the best known talking machine dealers in the world, Jake Graham, of Liverpool, England, arrived in New York last week for an extended visit. Aside from his business prominence, Mr. Graham is one of the most popular dealers, personally, in Europe, and so well liked is he that very few of his friends or even acquaintances call him by any other name than "Jake." A former member of the theatrical profession, Mr. Graham has a host of friends in musical and theatrical circles, and it is this wide acquaintance of Mr. Graham's that has assisted him considerably in scoring his remarkable success.

The most interesting feature of the business conducted by Mr. Graham in his immense place at Liverpool is the fact that he carries in stock at all times every single title on the record lists of the following companies that he represents: Gramophone, Edison Blue Amberol and Edison Standard, Rena-Columbia, Zonophone, Pathé, Jumbo, Odeon and Meister-Beka. It can be readily seen from this formidable list of records handled by Mr. Graham that he is undertaking a stupendous task and incurring an enormous expense in making good his advertised slogan of having in stock every title of all the companies noted above. Mr. Graham also carries in stock at all times every model of the various machines manufactured by these companies, besides a number of other makes of machines and records which the British public constantly demand.

"During my entire fifteen years' experience as a talking machine dealer," stated Mr. Graham in a chat with *The World*, "there is one principle that I have always endeavored to live up to, and that is to concentrate my business as much as possible on the better class of trade. Although I have, of course, found it necessary to do a certain percentage of my business with the cheaper grade of products, it has been my constant aim and endeavor to build up an essentially high-class business. I believe I have succeeded in this desire.

"Since I arrived in this country a few days since, I have been trying to get in intimate touch with the opinions and problems of the trade on this side of the Atlantic. At the present moment, the main topic of discussion in talking machine circles seems to be the one-price system, which has so successfully been upheld in this country. I am a staunch believer in this method of merchandising, and have no use whatever for price cutting in any line of trade.

"It is a well-known fact, of course, that the market abroad in the talking machine trade is an absolutely open one, with no legal bars by the government on the price maintenance question. The leading manufacturers in England, as in this country, are maintaining fixed prices to the best of their ability, and at the same time are strictly living up to the letter and spirit of the law. This high-class method of price maintenance by the prominent manufacturers has helped the talking machine business in England wonderfully.

"Contrary to the generally expressed opinion in this country, there is very little, if any, price cutting by the better class of talking machine dealers in England. The dealer who is in business to make money and build up a profitable business realizes that price maintenance is his only safe way of doing business, and this phase of the problem abroad is growing better each season.

"A far more serious problem in England to the legitimate talking machine dealer than that of price maintenance is the incalculable harm that is being done our business by the 'side liners,' who merely handle talking machines and records during seasons, and at the close of the busy period of the year relegate their stocks to the basement till next year or sell it to some second-hand dealer. This class of trade is not apparent in this country, but in England, one can find in the busy seasons of the year talking machine shops

in the dingiest and dreariest looking spots in the various cities. Any kind of a price is offered by the storekeeper to a prospective customer, and it is indeed discouraging to note the damaging influence that this side-line merchant has on the legitimate talking machine trade.

"It is this class of trade that has helped make popular the commonly termed 18d. record, which is a two-sided disc record retailing for about 35c. It is hardly necessary to comment on the material harm that such a cheap record does to the trade, but a number of companies are manufacturing this record in England at the present time and several more are thinking of joining their ranks in the very near future. Apart from hurting the legitimate record trade of the high-class dealer, this record business injures the entire industry, as



Jake Graham as Seen by a Liverpool Cartoonist

it is impossible to produce a meritorious double-faced disc record to retail at 35c.

"This is my first visit to America, and I am simply amazed at the wonderful and well-nigh unbelievable heights that the talking machine industry has attained in this country. My visits to the Victor, Edison and Columbia factories have been revelations to me, and I can readily understand after going through the immense plants of these manufacturers how their productions show such splendid gains in construction year after year.

"From a store standpoint, those retail establishments that I have seen in this city have many superior points in comparison with our stores on the other side. Plate-glass, sound-proof demonstration rooms are rarities indeed in England talking machine stores, and I know of but two or three stores in London which are equipped in this manner. Although my establishment is popularly termed the largest talking machine store in Great Britain, as far as stock is concerned, I still have a number of radical improvements to make in the furnishing of my store, including the construction of several sound-proof demonstration rooms.

"At the same time, however, I am gratified indeed to note the steady gains that the talking machine business is making in England. I started fifteen years ago with a dining room as my place of business and with a few machines in stock to attract diners. Removed over two miles from a car terminus, there was certainly an uphill job ahead

of me, and the first year or so was exceedingly difficult. At the present time my show window is one of the largest in England for a single store window, outside of the best-known department stores, and my stock of machines and records is complete in every detail.

"From the first year that I entered the talking machine business I was convinced that the only way to achieve success in this field was to carry in stock every title of every manufacturer I represented, and this is what I am doing at the present time. With the large quantity of manufacturers now in the talking machine record field in England, the talking machine dealer who does not carry every title of every manufacturer is placed at a serious disadvantage, and I attribute a considerable portion of my success to my complete stock. It requires a very substantial investment and an enormous amount of room, but it is well worth all this trouble.

"I am and always have been a firm believer in 'printers' ink.' I advertise constantly in the magazines and newspapers, and do not believe that it is possible to score a success in any line of business without advertising. I also utilize to excellent advantage my large show window. As a matter of fact, window dressing in England is still in its infancy, and when a few years since I engaged the services of a window dresser for my window, the public looked upon it as a rather nonsensical idea. Since that time, however, I have introduced some of the most novel displays ever presented by the talking machine trade. These displays are changed at frequent intervals, and when special occasions warrant appropriate and timely displays are always produced. I consider this a handsome investment, and intend to still further develop it along the proper lines.

"I would like to say a word here for *The Talking Machine World*. We dealers in the talking machine industry abroad, regard this paper as a chum and companion rather than a trade magazine. Personally, I could not do without it, and look forward to its coming every month with keen pleasure and anticipation. As soon as it arrives I go through it carefully and mark many articles of particularly helpful interest that I think my staff could peruse with interest. I mark these items: 'Read these and inwardly digest them for our mutual benefit.' My clerks and salespeople pay careful attention to these articles, and the value of *The Talking Machine World* is at once apparent."

Mr. Graham is frequently mentioned by the trade and local press of England, and one of the recent cartoons used in the newspapers is shown herewith. According to his present plans, Mr. Graham will stay in this country for a month, then proceed to Honolulu by way of Valparaiso. He intimated that he was so much impressed with America that he might stay here indefinitely, leaving his business at home in the capable hands of his daughter, who is an expert and experienced hand in the talking machine trade.

Mr. Graham has been making his headquarters in New York at the Columbia executive offices, in the Woolworth Building.

HEARD VOICES OF HIS KINFOLK.

An interesting incident is noted in the *Edison Phonograph Monthly* that is indicative of the value of the human interest feature in merchandising talking machines. The incident is sent by Ben Childers, of Pulaski, Tenn., an aggressive and wide-awake Edison dealer.

On June 19 B. M. Falk, of Schneidemuehl, Province of Posen, Germany, celebrated his seventieth birthday. Like many other elderly Germans, he has a number of relatives in this country. The American kin of Herr Falk, consisting of his brother and several nephews, decided to send to the old gentleman their congratulations by phonograph.

Accordingly, Sol Chon, one of the nephews, went to the store of Mr. Childers and filled a record with his congratulations in German. All the other relatives made records of a similar character, and on his birthday the old gentleman received these many messages of congratulations and well-wishing on Edison records.

Our Tone Control Message re-inforced by the "Leader"—the instrument that is doubling the \$75 trade.

August 23, 1913 THE SATURDAY EVENING POST

Tone plus tone control

The perfect natural purity of tone which has made the Columbia Grafonola famous is a carefully analyzed effect, intended and inevitable. Its causes are carefully calculated. A convincing example of the triumph of Columbia tone is

The New "Leader"—a complete and completely enclosed Columbia Grafonola ready for delivery on approval by \$75 Columbia dealers—easy terms if desired.

Columbia tone control by means of changeable needles

Tone quality is only one of the important features of the Columbia Grafonola. You get more than the singularly perfect quality of tone you also get the means of controlling it—of varying it to suit your personal taste or the exigencies of the immediate surroundings.

Columbia tone control by means of the tone-control "leaves"

Every genuine Columbia Grafonola is equipped with the exclusively Columbia tone-control "leaves," (not mere doors.) These, in conjunction with the wide variety of Columbia needles, provide a means of tone-control which, for efficiency and simplicity of operation, is not equaled in any make of "talking machine."

With any Columbia Grafonola you can get tone sufficient to flood a large hall—or you can subdue it to the acoustic requirements of your 6 x 10 "den."

COLUMBIA

Important Notice
The Columbia New "Leaves" Grafonola, like all other Columbia Grafonolas, will play other makes of disc records. The voice of every artist who has ever made disc records, whether complete, will be at your command. (Like other all Columbia records may be played on any other make of machine.)

Graphophone Company, Box 408, Woolworth Bldg., New York
Toronto, 263 Spadina Avenue
Paris, 11, Avenue des Capucines

This message goes out with the Saturday Evening Post circulation of August 23d.

Selling a "Talking Machine" without proper tone control now-a-days is like selling a piano with the soft pedal sawed off and the loud pedal nailed down.

A Columbia dealer doesn't have to put across anything of that sort. He has the goods—and he has them right.

We rather fancy that you "Talking Machine" men who are still on the other side of the fence will be mainly interested in that advertisement because of the "Leader"—because you can't match it. You have not got the goods.

A lot of people are going to want the "Leader." They'll want it bad. Maybe you can sell a customer a something similar kind of an instrument at the even \$100—but that's as close as you can get to it, and that margin of \$25.00 is going to loom large.

And the customer won't find it outside of a Columbia dealer's. What do you think you had better do about it?



Columbia Graphophone Company Woolworth Building, New York

Creators of the talking machine industry. Pioneers and leaders in the talking machine art. Owners of the fundamental patents. Largest manufacturers of talking machines in the world.

Prospective dealers write for a confidential letter and a free copy of our book "Music Money." There are still one or two strips of exclusive territory open to live men who can grow.

Trade Conditions in The Dominion of Canada

Crop Conditions Interest Talking Machine Men—Important Permanent Phonograph Disc Needle Agencies—Pushing Edison Line in London—The Unprogressive Salesman—Talking Machines at Western Fair, London—Picnic of Berliner Forces—Talking Machines in Canadian Schools—Columbia Grand Display in Toronto—Other News.

(Special to The Talking Machine World.)

TORONTO, CANADA, August 8.—The one subject nearest the hearts of the talking machine men in the Western provinces is the crop situation. For on that depends in great measure the volume of the sales to be made this coming fall and winter. Also it will to a great extent determine the relative proportion of cash and time sales. Your correspondent is informed by one of good judgment, who has covered the province of Saskatchewan and seen the crops at first hand, that the talking machine men have every right to feel highly pleased. He says: "Cool nights to fill the heads, occasional showers and plenty of warm sunshine in the daytime will bring safely through the time of danger the greatest crop Saskatchewan ever harvested. The grain is starting to turn. On light land the stock is already golden and the head turning. On heavy land the gold is creeping up from the roots. Ten days more should see a good many binders busy and three weeks will see pretty nearly every machine in Saskatchewan busy."

The Provincial Department of Agriculture has estimated the total grain crop of the province at 270,000,000 bushels. The department says the following estimate is conservative: Wheat, 125,557,000 bushels, at 22 bushels to the acre; oats, 121,435,000, at 46 bushels to the acre; barley, 10,137,000 bushels, at 33 bushels to the acre; flax, 13,539,000, at 14 bushels to the acre. That is a 17 per cent. increase for wheat, 13 per cent. for oats, 25 per cent. increase for barley and a slight decrease for flax. These figures are for only one province, but seem typical of every part of Western Canada.

Phonograph Disc Needles in Canada.

Important arrangements have been made by the Permanent Phonograph Disc Needle Co. of Chicago to extend the sale of its needles in Canada. The following well-known firms will act as distributors in the different provinces: Music Supply Co., Toronto, for Ontario; Layton Bros., Montreal for Quebec; Doherty Piano Co., Ltd., Winnipeg, for Manitoba and Saskatchewan; the same firm's Calgary branch for Alberta, and Fletcher Bros., Ltd., Vancouver, for British Columbia.

A "Grand" Display in Toronto.

Few window displays have been attracting as much attention in Toronto as those in the Hydro-Electric System's two large windows at their Yonge street store. A very recent one was a Columbia "Grand" Grafonola, which certainly ranks high in the musical instrument field. "Hydro Harnessed to Harmony" was the title of the display. It contained a large, carefully prepared window card giving a view of Niagara Falls, where the electric power which was operating the "Grand" was generated.

Added Talking Machines.

The John Roper Piano Co., Ottawa, one of the most important piano houses in Eastern Canada, has taken on "His Master's Voice" lines. It is pretty safe to wager that with this firm's taking that step Victrola and Victor record sales will be largely increased in Canada's capital and the surrounding community.

Gone to Seattle.

C. L. Gray, manager of the Mason & Risch branch at London, Ont., which has an excellent Victrola department, is on an extended trip through the West to his home in Seattle. Prior to his leaving his staff tendered him a banquet at the Tecumseh House. In referring to this banquet one of the local dealers said:

"F. H. Fetherston, who has charge of the talk-

ing machine department, also spoke on the Victrola business in London, which is steadily increasing, and which Mason & Risch hold as a main factor to their Canadian business. Under Mr. Fetherston's supervision this end of the business has been well looked after in London, and he only hopes for as good business in the future as he has had in the past."

In the absence of Mr. Gray the manager's chair will be occupied by W. E. Arthur.

Featuring the Edison Line in London.

The advance list of Edison records was a prominent feature in William McPhillips' large show window on Dundas street, London, who is president of the London Piano Merchants' Association and has been selling musical instruments for thirty years. Mr. McPhillips' early antagonism to talking machines in general amuses even himself. The account of how he placed his first minimum order against his own judgment, and the promptness with which the goods sold, resulting in his complete conversion in this respect, is an interesting and amusing story. The basement of his store is divided into sound-proof rooms for Edison phonographs, and on Saturday evenings particularly they can scarcely handle their record trade. Mr. McPhillips has been called the "Dean of the London Trade" and is very well known all through Western Canada.

Doing the Impossible.

Occasionally one runs across a talking machine salesman who treats with indifference all suggestions regarding the "use of the mailing list," "studying each customer's tastes" and any other subject that involves application to details. Such a salesman would profit by coming in contact with a party your correspondent met the other day. He had just returned from a holiday trip. He had piled up energy that could not be contained. He was sitting at his desk mapping out a fall campaign. Before him was a file containing clippings of suggestions along a variety of lines taken from trade papers. With this to work on, he had on his desk this homely stated matter-of-fact yet all-important principle of which I obtained a copy for the hundreds of salesmen who are readers of The Talking Machine World.

THE THING THAT COULDN'T BE DONE.

Somebody said that it couldn't be done,
But he with a chuckle replied,
That "maybe it couldn't, but he would be one
Who wouldn't say so till he tried."

So he buckled right in with the trace of a grin
On his face. If he worried he hid it.
He started to sing as he tackled the thing
That couldn't be done—and he did it!

There are thousands to tell you it cannot be done,
There are thousands to prophesy failure;
There are thousands to point out to you one by one,
The dangers that wait to assail you.

But just buckle in with a bit of a grin,
Then take off your coat and go to it;
Just start in to sing as you tackle the thing
That "cannot be done"—and you'll do it.

At London Fair.

A 60x75 foot addition is being made to the main exhibition building at the Western Fair, London, to accommodate more exhibitors than last year. All the music dealers in London are arranging to have an exhibit, and in a number of cases Edison, Columbia and Victor lines will occupy a prominent place in the display. This fair will be held from September 5 to 13, and it always has a good attendance of farmers. London being in the center of an excellent agricultural district, such an event should greatly assist in increasing the popularity among farmers of the lines of talking machines featured in the exhibit. A member of the trade informed your correspondent that, apart from accidents, that district would this year harvest the best crops they have had in fifteen years.

Berliner Gramophone Co. Picnic.

The factory of the Berliner Gramophone Co., Ltd., of Montreal, was closed for a day recently upon the occasion of the first annual picnic and excursion of its employees. The steamer "White Star" was chartered to take the party to Lavaltrie,

where a very keenly contested list of sports furnished much amusement for all present. Perhaps no one of the party enjoyed the day more than Mr. H. S. Berliner himself.

Music for the School Room.

The discussion of talking machines in schools is practically in its infancy in Canada. The question is, however, figuring in the thinking and planning of many dealers and their salesmen. The distribution of a carefully prepared forty-page illustrated booklet on this subject, therefore, would appear very opportune on the part of the Toronto headquarters of the Columbia Graphophone Co. By way of introducing this booklet the Columbia Co. says:

"In all well organized schools, large and small, it is an established practice to devote some time daily to musical instruction. The larger cities and towns employ music supervisors. Smaller places are obliged to entrust the singing lesson to the regular teacher, who must get along without expert supervision. Ninety-five per cent. of schoolrooms are without a musical instrument. Even with supervision and a musical instrument the regular teacher finds it difficult, if not wholly impossible, to impart to each day its quota of interest and variety of program. We have been repeatedly requested by teachers and others interested in educational matters, users of the Columbia Grafonola in schools or classrooms, to make an excerpt from our large double-disc record catalogue of standard selections that might be used with profit in the graded and secondary schools along cultural lines."

The music recommended by the Columbia Co. for the use of schools is divided into the following classes: (1) Patriotic records; (2) folk dance records; (3) marching; (4) grades 1, 2 and 3, instrumental; (5) grades 4 and 5, vocal and instrumental; (6) upper grammar grades, vocal and instrumental; (7) high school, vocal and instrumental; (8) Columbia universal graded course for public schools.

The school "Grafonola-Mobile" is a new design of the Columbia Co. It is a portable record retainer cabinet designed to wheel anywhere in the school or home.

Trade News Briefs.

A. G. Farquharson, Canadian manager of the Columbia Graphophone Co., recently visited Montreal and Ottawa in the interests of his firm.

Mr. Laurie, the Columbia Graphophone Co.'s auditor, paid the Canadian headquarters at Toronto an official visit.

James J. Gourlay, of Edmonton, Alberta, an enthusiastic talking machine man, has returned from a trip for the benefit of his health to the coast cities of the United States.

A 24-foot square space was occupied in the new building at the Brandon Manitoba Fair by J. J. H. McLean & Co., Ltd., of Winnipeg. Their exhibit contained an attractive display of Victrolas. This firm added "His Master's Voice" department a few months ago and are having good success in both Victrolas and records by Victor artists.

J. E. Keenleyside, London, Ont., secretary of the London Piano Merchants' Association, is featuring Columbia graphophones, Grafonolas and records with good success. Mr. Keenleyside has lived all his life in London and therefore is well known in the city and surrounding country. His son, Gordon Keenleyside, is with his father and takes an active interest in their Columbia department.

A feature of the Doherty Piano Co.'s exhibit at the Winnipeg (Manitoba) Fair was the display of Edison phonographs, which caused much favorable comment from visitors. D. S. Cluff, general manager of the Doherty firm at Clinton, Ont., visited Winnipeg during fair time and spent a great deal of his time at the exhibit.

Sapphires comprised nearly two-thirds of the value of gem minerals produced in the United States last year.

SUMMER SUGGESTIONS.

An Important Suggestion for Making Oneself Comfortable in City or Country Home.

Summer, with its attendant deluge of flies and mosquitoes, has brought forth many suggestions as to the best way of ridding ourselves of the pests, but it remained for Health Commissioner Lederle, of New York, to receive a distinctly original plan. A Brooklyn man wrote him suggesting that every owner of a vacuum cleaner attach a phonograph horn to it, the idea being that the inquisitive insects will be drawn into the horn and then into the dust bag of the vacuum cleaner. The inventor does not say anything about bait, but doubtless takes it for granted that a tempting morsel will be dangled before the aperture of the horn.

The plan is a good one with the slight exception that a very small percentage of the people own vacuum cleaners. To the vast number of Edison owners we offer a simpler and more effective plan.

At the approach of dusk, carefully remove all plants and flowers in the room. Cover the phonograph horn with fly paper and play "The Palms" (1503). The insects, finding no other foliage upon which to light for the night, will immediately be attracted by this, and will be caught by the fly paper. One of the great advantages of this system, says the Phonogram, is the fact that the record after luring its victims to their mucilaginous death, will drown out the last final despairing buzz which is so repulsive to one of delicate sensibilities.

AIDS THE SINGING TEACHER.

How the Edison Home Recording Device Aids in Instilling the Rudiments of Singing.

A prominent singing teacher in New York City is thoroughly alive to the possibilities of the Edison home recording device as an aid in her work. Every one of her pupils is required to make records during the course of training.

Her method with each new pupil is to work with the aspirant for several months until she has thoroughly drilled him in the rudiments of singing. She finds that at the end of this time the pupil very frequently begins to feel quite well advanced in this most difficult art and, though politely tolerant of the teacher's criticisms, does not always seem to believe that his shortcomings are quite so numerous or quite so bad as the criticisms indicate.

When the teacher feels that the rudiments have been sufficiently mastered to warrant the correction of a few of the worst faults, she calls upon the Edison. The pupil must be thoroughly convinced that these various faults exist. Then, and only then, will he make a consistent effort to overcome them. This teacher has found that the making of a record is the only means of removing the doubt from the pupil's mind regarding these shortcomings.

After the overconfident one has sung his favorite selection in his own inimitable way, he frequently stands triumphantly before the machine,

waiting the moment of his vindication, when the newly made record is to be played and he will have proof positive that his teacher's criticisms have been unjust. The record is started and then what a fall his pride takes! There is his own voice, slurring words, dropping consonants; the breathing is all wrong—everything is just as the teacher had told him. Does he believe her now? There is nothing else to do. And so he begins to work with renewed energy to correct these faults which he never would have fully acknowledged, says the Phonogram, if the Edison had not so forcibly impressed them upon him.

BUSINESS THROUGHOUT COUNTRY ON A SOUND BASIS.

Leading Men of the Nation Review Conditions—Look for Busy Fall and Winter—Demand Settlement of Vexatious Tariff Question—Report Should Stimulate Piano Men.

Bank presidents, railway presidents, manufacturers and merchants in widely separated sections of the country presented through the columns of the New York Sun on Sunday last a comprehensive review of existing business conditions, and a forecast of fall and winter seasons now approaching.

Those who recorded their deliberate judgment regarding the economic and industrial situation of the United States included not only financial authorities of unquestioned reputation, and those operating nation-wide industries, but men at the head of factories supplying articles of individual household use, as well as department stores and other retail establishments which come in direct contact with consumers day after day, week in and week out.

Examination of this presentment of conditions as they actually exist indicated that some sections of the country are more buoyant than others; that certain lines of business are more active than others, and consequently more confident.

Two things stand out with luminous distinctness in this national broadside of business judgment:

First—Business men all over the land demand that their Representatives and their Senators at Washington settle the vexing questions of tariff and currency so as to permit an early return of general prosperity. Also is heard the demand that Government officials cease persecuting the railways, and allow them to conduct the transportation of freight and passengers on sound business principles.

Second—The business men of the United States, both great and smaller, who voiced their opinions are absolutely convinced that basic conditions of the country are sound; that unsettled conditions here and there are temporary.

Between the lines of the matter of fact state-

ments may be read the unquestioned belief that a long continued slowing up of general business is impossible in a country with a population of more than 90,000,000, who are accustomed to abundant food, adequate shelter, excellent clothing, the best of fuel, and who must have steady employment wherewith to purchase such necessities as well as to provide innumerable comforts, luxuries, amusements and educational facilities which the American people possess to an extent never approached by any other nation in history.

In the symposium referred to the Middle States led off with a roster of optimistic opinions given by bankers and business men in all lines. This was followed by views of the men in New England, the West and Northwest, the South and the Pacific Coast States, and the tenor of each and all of these opinions was distinctly favorable, showing not only an increased trade at the present time as compared with last year, but a hopeful feeling regarding prospects for the fall and winter.

While the tariff comes in for a severe scorching as a menace or disturbing element to some industries, yet it occasions no fear that there will be any slacking up in the present industrial advance.

There is a universal complaint of tightness of money, particularly in the Middle West and Pacific Coast States, but it is expected that as soon as the crops are garnered there will be a marked easement in monetary conditions.

This review of the business situation throughout the United States is most authoritative and imposing and interesting to members of the music trade industry because it represents the opinions of the very leaders in their respective communities—men whose opinions can be received with authority and assurance.

A STRIKING ADVERTISEMENT.

"Tone Plus Tone-Control" is the illuminative title of the regular monthly advertisement of the Columbia Graphophone Co. in the Saturday Evening Post. This advertisement will appear on page one of the August 23 issue of this publication, and will feature the new Columbia "Leader."

With tone as the subject, the advertisement gives some forceful selling arguments, in addition to presenting the many distinctive features of the "Leader." The advertisement is well balanced and artistically illustrated and displayed.

THE IMPROVED TELEPHONE.

A new form of Poulsen's telegraphone has been patented, says the Scientific American, in which a thin wire of tungsten steel is made to run rapidly between the poles of a small electro magnet in the receiving circuit of the telephone. In order to magnify the sounds a Brown telephone relay may be employed.

GRAMOPHONE AND ORGAN.

The novelty of a gramophone, says the Leeds Mercury, in church was seen at Finningley recently on the occasion of a cyclists' service held by Dr. Lewis, the rector. While the gramophone gave four selections in the chancel, Dr. Lewis accompanied on the organ, to the intense interest of the congregation. After all, the "talker" is not such a power for evil as some smug-faced Chadbands would have us think.



**Decorate Your
Victor Parlors
and Booths!**

**VICTOR
Pennants
15c. Each
Postpaid**

Write for Special Prices in Quantities

I. DAVEGA, Jr., Inc.
125 WEST 125th ST., NEW YORK CITY

Victor Distributors and Edison Jobbers

Made of Blue Felt Embossed in Four Colors.

A very Pretty Pennant.



The "Leader" at \$75 has the quality—quality of appearance, quality of workmanship, quality of tone. That is enough to ensure a market for this new instrument.



Columbia Graphophone Company
Woolworth Building, New York

PITTSBURGH A VERITABLE HIVE OF TRADE ACTIVITY.

Mills and Factories Very Busy and Working Men Have Big Surplus to Buy Talking Machines and Records—What a Run Around the Trade Reveals—Rousch's Big July Business—Vacations Being Rapidly Closed Up—Preparing for Fall Campaign.

(Special to The Talking Machine World.)

PITTSBURGH, PA., August 8.—On account of the great activity in the mills and factories of the district Pittsburgh dealers are very much alive to the possibilities for the coming fall and winter. Pittsburgh leads the world in the manufacture of iron, steel, glass, electrical machines, and other products, and when the mills and factories are working extra forces at the present time the talking machine dealers are seeing right in preparing to share in the prosperity.

There seems to be no let-up in business at the Columbia store; in fact, they have not experienced the usual drop in business expected in the summer, July showing the largest volume of business for this midsummer month than has been experienced in the history of this store.

The Grafonola "Leader" caused a great stir in the trade, and many were quick to appreciate its merits and value as a business producer.

The fall outlook is exceedingly bright and it is impossible to find a pessimistic dealer. Clifford R. Ely, wholesale representative of the executive office, paid Cleveland and Pittsburgh stores a visit in July, and, as usual, did not return to the executive office empty handed.

George S. Hards, manager of the Victrola department of the W. F. Frederick Co., is preparing for an immense fall business, and in the last ten days over 300 machines selling for \$100 and up have been received and placed in storage. Thomas E. Russell, of the Butler, Pa., branch of the W. F. Frederick Co., spent some time at the Pittsburgh headquarters, talking over business and getting instructions for the coming fall campaign.

The W. F. Frederick Co. store is spending considerable money just now in the street cars, featuring Victrolas and the player-pianos.

J. E. Hornberger, manager of the Victrola department of McCreery & Co., Pittsburgh store, denies the rumor circulated last month that the Victrola department was to be discontinued.

After the remodeling of its building on Wood street, the S. Hamilton Co. will have one of the largest, most convenient and handsomest talking machine departments in western Pennsylvania. The entire first floor and balcony, with a frontage of 45 feet and depth of 100 feet, will be given over to the department, the space being divided into a number of soundproof booths for demonstrating purposes. Owing to the discontinuance of the sheet music and small goods departments of the store there will be more room for the handling of talking machines, and the stocks of both machines and records will be increased materially. The company handles the Victor, Columbia and Edison lines.

J. C. Rousch, president of the Standard Talking Machine Co., reports that the dealers in his territory are realizing the importance of placing

orders for November and December delivery at this time. "The July business for this company was two and one-third times better than July of 1912," states Mr. Rousch, who attributes a portion of this to the early ordering, as well as to the improved conditions. Many dealers in this district have discussed the new Victor contract with Mr. Rousch, all coming to the conclusion that it is fair and equitable, and to show their faith they are signing them more promptly than any previous contracts sent out, realizing that the new contracts are for their protection and the foundation of their business depends on the maintenance of the one-price system.

Alexander Kramer, president, and John Miller, treasurer of the Talking Machine Shop Co., spent two weeks of their vacation together at Lake Chautauqua. They have just returned, and are completing arrangements for an enlarged fall and winter business.

H. Kleber & Bro. report summer business picking up the last two weeks. Orders for their fall and winter stock have been placed. Last year this concern was among the few who were far-sighted enough to place orders early, and at the height of the season they had plenty of machines when they were scarce elsewhere.

L. O. Kleber, of Kleber & Bro., has just returned from a visit to the farming territory adjacent to Pittsburgh and reports crops in elegant shape, with the farmers receiving the highest prices ever known, which demonstrates to Mr. Kleber that this is a fertile field for the talking machine trade after harvesting time.

LATEST POOLEY CABINETS LIKED.

The Self-opening Envelope System Has Taken with Dealers Who Report Increasing Public Appreciation of These Specialties.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., August 11.—The Pooley Furniture Co., of this city, is having enormous success with the latest Pooley cabinet innovation—the self-opening envelope system. Dealers speak in most favorable terms of the constructive feature of this cabinet.

In a chat with Earl Pooler, of the Pooley Co., he said: "The dealers seem to be very much interested in our new cabinets and small files, and from the large number of advance orders already booked we feel certain of a heavy fall trade. In spite of the expected large fall business, I am glad to say that we will be in a position to fill all orders promptly. Thus the dealers can feel confident of being able to make sales quickly and with profit."

The time has come when, in even inconspicuous places, the inefficient storekeeper must make way for the efficient merchant.

NEW OFFICERS FOR BUEHN CO.

Special Election Held to Fill Vacancy Caused by Death of Edward E. Buehn—Business Reported Excellent in All Departments.

(Special to The Talking Machine World.)

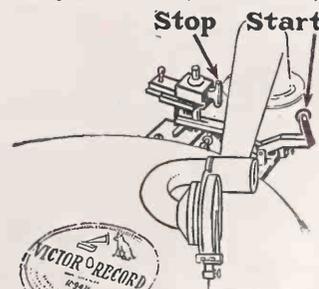
PITTSBURGH, PA., August 9.—At a recent special meeting of the Buehn Phonograph Co., Inc., a change of officers was made on account of the death of Edward E. Buehn. Mrs. Isabelle Buehn, widow of the former president, was elected president, Albert A. Buehn was elected treasurer and general manager, and Joseph Gallup was elected secretary. Albert A. Buehn will pay a visit to the Edison factory shortly. Mr. Buehn says business is brisk, calls for the Amberola VI being very good; the disc record end is also good, and the outlook for a big fall trade is keeping Mr. Buehn busy placing orders.

Henry J. Buehn, of California, is now employed as a road man for the Buehn Phonograph Co., of Pittsburgh.

If you offer the public accommodations, don't tie a string to them. Don't hand out the directory with a sour face and don't change a five as if it hurt you.

**Simplex
Automatic
Start and Stop
Device**
LISTED BY 95%
OF VICTOR JOBBERS
WHY?

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



THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

BOSTON MASS., August 11.—W. O. Pardee, of the Pardee-Ellenberger Co., was in town to-day, having just returned from his trip to Europe, which he took in company with his family. Your correspondent found him at the hospitable office of the company in Batterymarch street earnestly engaged in conversation with Manager Silliman over business prospects. Speaking of his European trip, Mr. Pardee said that he and his family went first to Scotland, and after passing along the East coast reached London, where a week of sightseeing was indulged in. Crossing the English Channel, they went to Holland, taking in some of the smaller places somewhat off the beaten path usually pursued by travelers. Belgium was the next place visited, and then they set their faces toward Paris. All through the trip delightfully cool weather was experienced, which made traveling a real comfort. The President of France was considerate enough to time his visit to the world's metropolis so as to be there the same time as Mr. Pardee, who had the good fortune to meet him several times—on the street.

Mr. Pardee expressed himself as extremely hopeful for the fall business. While away he did not come in contact with commercial life—just forgot business entirely, as he expresses it. In the field of Edison products, he says the call already is very large, and the only serious question lies in the supply of goods—whether the company is to be able to fill all orders on time. Mr. Pardee says he has talked with a number of dealers, and they are especially sanguine over the prospects. The Pardee-Ellenberger Co., he reports, is extending out into new fields throughout New England and a number of new dealers have been taken on. The company's traveling force also has been enlarged, the principal addition being Robert C. Peck, who has long been with the phonograph business and knows it thoroughly. He will devote his attention to Northern New England.

Incidentally, the local quarters, under the management of Mr. Silliman, have so outgrown the demands made upon them that additional space has had to be taken on the floor above.

The Grafonola on the Stage.

A handsome Columbia \$500 Grand Grafonola plays an important part in Philip Bartholomae's

roaring three-act farce, "Kiss Me Quick," which opened the season at the Shubert Theatre on Monday evening, August 4. The instrument is introduced in Act II, and in the early part of the action reference is made to the instrument by several of the characters. Toward the end, however, special interest is directly focused on this handsome Columbia product. One of the characters, Joe Randall, capably played by Arthur Aylesworth, is expected to sing an aria from grand opera. He stands in front of the machine, which is hidden behind curtains, and while the Grafonola sings forth, the principal character, Gladiola Huntley, played by Miss Helen Lowell, the star, gradually advances, enthralled with his (?) singing. Suddenly, as he continues to go through the pantomime of singing a female voice on the Grafonola takes up the cue and the curtain falls on a scene of merry confusion. The farce, which is one of the brightest seen in a long time, is filling the Shubert Theatre at every performance. Incident to the production of "Kiss Me Quick," one of the windows of the Columbia Co.'s Tremont street store is filled with pictures of the scenes of the farce, several of the pictures indicating the location of the Grand Grafonola in the scene. It is of special interest to know that the record is a special one, running one minute and ten seconds, made for Mr. Bartholomae's piece.

Promoting Foreign Language Study.

Harry Rosen, of 3 School street, whose summer business has been unusually large, is developing a deep interest in the possibilities of the talking machine as a means of studying languages, and he believes that this machine's wonderful possibilities for such a purpose have not begun to be appreciated as yet. The Cortinaphone method, called the original phonographic language system, is carried by Mr. Rosen's office, and he constantly is finding calls for the equipment whereby some foreign language can be properly learned. Mr. Rosen also sees a great future for the talking moving pictures and believes they, too, can be developed in more important ways. Miss Tilly Cohen, Mr. Rosen's chief clerk, is taking her vacation at Bar Harbor, Me. Mr. Rosen is planning for a business and pleasure trip in September.

Rearrange Eastern Co.'s Establishment.

Manager Taft, of the Eastern Talking Machine

Co.'s Tremont street establishment, has found it necessary to rearrange the second floor of the building in order to better facilitate business, which promises to start with a rush early this fall. Carpenters and painters already have been put to work, and when finished, toward the end of the month, this floor will present a handsome appearance and be equipped with several new business devices.

Some Successful Demonstrations.

The Columbia Co. has been giving some most successful demonstrations of the \$500 Grand Grafonola at a number of the resorts along the fashionable North Shore. These have been successfully carried out under the immediate management of W. E. Getchell, ably supplemented by Miss M. B. Jones, who has proved herself a valuable adjunct to the Columbia's Boston forces.

Victrolas for Playground.

The Eastern Talking Machine Co. has provided the South Framingham playground with two Victrolas, and it is quite the thing for the children to perform folk dances to the strains of these instruments.

Why the "Eastern" Boys Have Been Glum.

The boys of the Eastern Talking Machine Co. are crestfallen over their defeat on the diamond a few days ago. The game was played between a nine of the Eastern's best players and the All-Interscholastics, of Brookline, who defeated their strenuous adversaries by 3 to 2. The game was umpired by Manager Taft, and the Eastern nine was made up of Spillane, McDonald, Read, Fitzgerald, Maguire, Reese, Doherty, Price and Desmond. Some game, that.

Mid-Summer Business Excellent.

The Eastern Talking Machine Co. reports business as very good this midsummer season, and there are a number of orders coming in from summer homes at seashore and country. One order from a distance was received at the office yesterday. It was from Mrs. Henry McCall, daughter of Thomas W. Lawson, the Boston financier. Her home since her marriage has been at Princeville, Ore. The order was for a large number of Victor records.

Vacations Now Under Way.

Vacations are on at the Eastern Co.'s quarters. A. W. Chamberlain, the manager of the wholesale department, starts to-morrow for Newfoundland Lake, N. H., and let the fish beware. Mr. Chamberlain is taking the addresses of his friends, so that he may send them some of the results of his vacation. He and Mrs. Chamberlain will go up to Newfoundland Lake in their handsome car.

Southport, Me., promises to be a lively place toward the end of the month, for quite a bunch of Eastern employees will be there. At the middle of the month George Reese, Mr. Desmond, Mark Read and Jeremiah Spillane will start for the camp, which is known as "Tisours," and a week later friend Fitzgerald will steal away. All of the boys will carry a liberal supply of provisions, and for a fortnight there'll be something doing every minute. E. A. Welch, of the Eastern staff, already is at the camp enjoying his fortnight. Myer Price, of the Victor department, is in New York. S. J. Freeman starts off on August 11.

Business with Edison Line Active.

Frederick H. Silliman, manager of the Boston office of Pardee-Ellenberger Co., is about starting for Friendship, Me., with his family after a busy season, business in the Edison line having kept right on at a rapid pace with scarcely any let up for months.

Anton Heindl a Visitor.

Anton Heindl, manager of the foreign record department of the Columbia Graphophone Co., was a visitor to Manager Erisman's office a few days ago. The Boston store of the Columbia Co. has lately fitted up a fine department, to be devoted exclusively to these foreign records, and at the present time there are in stock as many as twenty-eight different languages. Each language has a

Edison Blue Amberols

are of wonderful beauty, tonal smoothness and clarity. They will make new customers, win back old friends and put dollars in your pocket.

Won't Break or Scratch

nor will they show surface wear. They are made properly. Will you permit our Special Representative to explain the New Selling Plans, which allow you to sample the Blue Amberol Record to your customers free?

And we'll back it up with exclusive P-E Money Making Service without cost. Write us to-day.

The Pardee-Ellenberger Co., Inc.
BOSTON NEW HAVEN

THE TRADE IN BOSTON AND NEW ENGLAND

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

catalogue of its own, the front page of each booklet being emblazoned with the flag of the particular country. For the head of this department Manager Erisman has selected Austin Fordham, a nephew of George W. Lyle, general manager of the Columbia Co.

Making Some Remarkable Strides.

The dictaphone department of the Columbia Graphophone Co.'s Boston establishment has been making some remarkable strides lately and some important equipments have been installed in large concerns. One of the latest places to see the value of the dictaphone as a business proposition is the large shoe factory of George E. Keith at Montello, a part of Brockton, wherein forty-one machines have been installed, for which the shoe concern sent the Columbia a check for \$3,941, this for only the initial order. The facts concerning this large equipment are used as a window display, and pictures of the large factory and items of interest pertaining to the footwear products are shown in the window, around which there has been quite a crowd ever since the display was put in.

Where H. R. Skelton Is Summering.

H. R. Skelton, the hustling field man for the Thomas A. Edison Co., Inc., has taken a cottage at Brant Rock, on the South Shore, and has installed his family there. Mr. Skelton is enjoying several weeks' vacation following his long trip to the Pacific Coast.

Business Good in Brockton.

Charles Feldman, head of the United Talking Machine Co., of Main street, Brockton, was in town to-day, and spoke most enthusiastically of the summer's business. His company has been placing a number of high-priced Columbias and Victors lately in the homes of some of the leading Brockton citizens. Mr. Feldman's establishment is one of the live, active stores of Brockton.

Movements of Columbia Employees.

Fifteen of the employees of the Columbia Co. have already been on their vacations. Those just returned include "Jack" Shaughnessy, head of the bookkeeping department, and James Holohan. Two still away at this writing are James McDonald and Roy Sylvester, both of whom went to Savannah by the boat.

Damaged by Fire.

The quarters of the Conclave Phonograph Co., in Portland street, were damaged by fire to the extent of \$500 lately. The fire started in the basement, and an elderly woman, the mother of one of the proprietors of the store, was asleep on the top floor and had to be taken out by firemen.

Returns from Vacation.

William Jackson, manager of the Victor department of A. J. Jackson & Co., Boylston street, has returned from Provincetown, down at the tip of Cape Cod, where he spent a splendid vacation.

Busy Times at Steinerts.

At this writing Herbert L. Royer, manager of the Arch street quarters of the M. Steinert & Sons Co.'s Victor business, is wondering if he is going to be able to get a vacation. The demands of the office have been such that he has not been able to start at the time he intended. However, he has been enjoying some delightful trips in his speedy car while Mrs. Royer has been up in Canada.

Henry A. Winkelman's Outing.

On August 15 Henry A. Winkelman, manager of the Victor department for the Oliver Ditson Co., will start for his vacation, which will be spent at Swan's Island, Me. He will be away until after Labor Day. Just now Paul Carlson, of Mr. Winkelman's staff, is in the Pine Tree State. Mr. Winkelman reports a brisk summer business.

Resumes Activities.

George Lincoln Parker, of the Colonial Building, a Boston dealer for the Victor and the Edison disc machines, has returned from a month's vacation spent at Little Compton, R. I. He resumes his

active business duties in the best of health and spirits.

BURTON H. CORBETT NOW PRESIDENT

Of the Boston Talking Machine Co.—Widely Known for His Business and Administrative Ability—Important Future Plans.

(Special to The Talking Machine World.)

BOSTON, MASS., August 12.—It will be of interest to the talking machine trade to know that Burton H. Corbett, formerly with the Robert-Johns Co., of Chicago, has allied himself with the Boston Talking Machine Co., of this city. He has been elected president and has already assumed the duties of his new position.

Mr. Corbett's wide knowledge of business affairs and his well-known executive ability cannot fail to be of great advantage to this concern.

The Boston Talking Machine Co. is not merely a manufacturer of talking machines, but pays special attention to the production of up-and-down cut records which are played with the sapphire point reproducer. The company is operating under the license of the Macdonald patent. The sapphire point is permanent and can be made to repeat a record without a change of needle or stopping the machine.

A TIN HORN TRAGEDY.

A Tale of a Voice in the Night and a Bullet—An Innocent Talking Machine Suffers Fatal Injury—Harrowing Details of Catastrophe.

Ed Polk, of Kentucky, was a peaceably inclined man. When he and Jim Callahan, who lived over the mountain, got into trouble over the land corners on the timber tract, and Jim refused to settle except by "fillin' the hide of that measly Ed Polk full of buckshot the next time ever he set eyes on the hound," Ed was considerably perturbed. He managed to avoid Jim for a month. Things were in this status quo when Ed went to Middlesboro and there heard his first phonograph.

Ed was mightily taken with it. After he had absorbed quantities of "red eye" he acquired a phonograph and a flour-sack full of records and rode back over the mountains.

It was nigh to ten o'clock at night when he came

to the house of Jim Callahan. It occurred to Ed's peaceable mind to placate Jim by serenading him, and accordingly he tied his horse down the road and crept up by the rail fence alongside the melon patch. Putting on a cylinder record he hoisted the machine on the fence and lay down. The strains of "Turkey in the Straw" reached the sleeping Jim Callahan's ears at sixty yards.

After a minute there was a light in the attic room, and a shadow moved back and forth across the window pane. Ed shrewdly guessed that this was a decoy waved by another of the Callahan family to draw fire, while below somewhere the muzzle of Jim's squirrel rifle searched hungrily for a "bead" on the author of the song. Cautiously he reached up when the record was ended, and, putting on another cylinder raised the machine again. The machine ground out a lover's tearful ballad to an air charged with suspense. Then Jim Callahan, aiming by his ears, took a pot-shot and put two bullets through the box, which fell about Ed's head, and Ed made the best of a hurried getaway.

Five minutes later Jim, reconnoitering by way of the smokehouse, ventured down to the fence. He found the strange-looking machine and turned it over with his rifle barrel. The cylinder revolved and a cracked and ghostly voice came forth:

"Good-by, Goo-oo-ood-by-y-y-y."

Jim jumped clear over the fence.

"I was danged sure I got him," he exclaimed, astonished. "But whoever thought that blab-mouthed mudsplutter Ed Polk 'd transmigrate his soul into a tin horn!"

PHONOGRAPH PARTY AT NEWPORT.

The German Embassy attaché introduced an innovation following a dinner given recently in Newport when he gave a "phonograph dance" for a of the talking machine delighted everyone present.

Advertising is the editor-in-chief of the commercial world—the interpreter which sets to print the needs of mankind—the sap of the business tree distributing to the millions of consuming leeks.—Douglas N. Groves.

If your needles are made by Bagshaw —they are made right

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

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.

W. H. BAGSHAW
Established 1870
LOWELL MASS.

RETAIL STORES AND METHODS IN PARIS AND BERLIN

The Subject of Some Interesting Remarks by Max Landay, Who Has Just Returned from Abroad—Wherein Merchandising Methods Differ from Those Prevailing in New York—Price Cutting in Talking Machine Trade Not So Frevalent in Europe as Supposed.

Max Landay, the popular head of the firm of Landay Bros., Victor distributors, returned to New York August 6 on the steamer "Imperator" after a ten weeks' trip abroad. Mr. Landay was accompanied on this trip by Mrs. Landay, and it was in the nature of a honeymoon trip that this journey was planned. The countries visited included England, Scotland, Germany, France, Belgium, Austria, Holland and Switzerland. Contrary to his usual custom, Mr. Landay devoted very little time to business while touring the Continent, but in Berlin and Paris he visited a number of the leading retail establishments in order



Max Landay.

to get an accurate understanding of retail merchandising conditions in the talking machine business in Europe.

"From a hurried observation in Berlin and Paris of retail stores and their methods," states Mr. Landay, "I find that the sale of talking machines is not conducted in the same energetic and modern spirit of merchandising in these cities as is apparent in this country. As a matter of fact, I was distinctly disappointed with the state of conditions in the retail talking machine business in these two large and prosperous cities, and I could not see any noticeable change or improvement in business

methods or conditions since my last visit to the Continent in 1906.

"In the matter of furnishings and equipment of retail stores, the establishments in Berlin and Paris cannot be compared for an instant with the attractive warerooms conducted by talking machine dealers in this country. Whereas, in the United States, ten or twelve sound-proof demonstration booths in one establishment are a common occurrence, on the other side two rooms are the limit, and these are very seldom sound-proof. In the great majority of places such a thing as a demonstration booth is unknown, and in such a prominent place in the 'Odeon,' in Berlin, there is not a single demonstration room.

"It goes without saying that merchandising under such antiquated conditions must necessarily be done under serious disadvantages, and instead of the customer receiving every convenience and attention, as in this country, one is obliged to wait around until another customer has been served or be contented to listen to a desired record with the hum of many others ringing in one's ears from other machines. There is one big room for the sale of machines and records, and it is the custom to keep the records standing on shelves, while the machines are promiscuously displayed on tables.

"No specializing is at all apparent, and the methods of the average talking machine store in these cities are far behind the times. Window dressing is an unknown art, and it is really a puzzle to me how the dealers manage to close the business that they do. Certain stores are showing a tendency to advance in the right direction, and perhaps the rest will follow suit and go after business with high-class, energetic and modern merchandising methods, always bearing in mind that any innovation or improvement that conduces to the convenience of the customer is always worth tenfold the time and expense involved in its installation. Tenfold is conservative, as the benefits to be derived are really incalculable.

"Talking machines must not be considered as a novelty, as is a general rule on the Continent, but as a staple. There is a wonderful market for development abroad, if the dealer will go after it in the proper manner by concentrating on his talking machine business and not devoting his time to a



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.

large number or even several other articles of merchandise.

"Price cutting abroad is not as general or apparent as is commonly supposed in this country. The leading manufacturers are maintaining prices as rigidly as in this country, and as a result are experiencing very little, if any, difficulty with their trade. The Gramophone Co., in Berlin, reports a splendid business, and particularly with the many new dealers' accounts that they have been opening during the first part of the year. The officials of this company assured me that they had no trouble with the competition of cheap and price-cutting products, as their machines and records embodied merits that defied competition successfully.

"Business conditions abroad are satisfactory, and the war scare in the Balkans has finally subsided once and for all. Prosperity seems certain for the ensuing year and financial matters are encouraging.

"As far as our own business here is concerned, I would like to go on record as predicting for Landay Bros. the biggest year in our history. It is unusual to predict this in August, but our business is showing such a remarkable increase in both Victrolas and Victor records that I feel safe in stating that the fall of 1913 promises to be the most prosperous season ever enjoyed by our house, and we have already registered some record breakers. The enthusiasm and satisfaction of our customers is most gratifying, and every sign points to a banner year in every one of our stores."

"IF"

If you can keep your head when all about you
Are losing theirs, and blaming it on you;
If you can trust yourself, when all men doubt you,
But make allowance for their doubting, too;
If you can wait, and not be tired by waiting,
Or, being lied about, don't deal in lies;
Or, being hated, don't give way to hating,
And yet, don't look too good or act too wise.

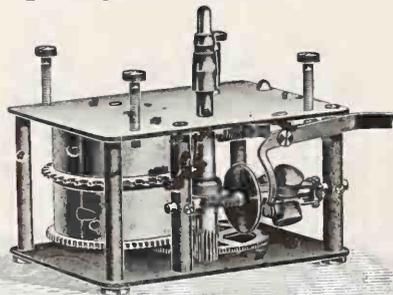
If you can dream—and not make dreams your master;
If you can think—and not make thoughts your aim;
If you can meet with Triumph and Disaster
And treat those two imposters just the same;
If you can bear to hear the truth you've spoken
Twisted by knaves to make a trap for fools,
Or watch the things you gave your life to, broken,
And stoop to build them up with worn-out tools.

If you can make one head of all your winnings
And risk it on one turn of pitch and toss—
And lose, and start again at your beginnings
And never breathe a word about your loss—
If you can force your heart and nerve and sinew
To serve your turn long after they are gone,
And so hold on when there is nothing in you
Except the Will which says to them, "Hold on."

If you can talk with crowds and keep your virtue;
Or walk with kings—nor lose the common touch;
If neither foes nor loving friends can hurt you;
If all men count with you, but none too much;
If you can fill the unforgiving minute
With sixty seconds' worth of distance run—
Yours is the earth and everything that's in it,
And—what is more—you'll be a man, my son.

—Rudyard Kipling.

We Build All Mechanical Parts For
Talking Machines
Spring Motors, Etc.



LET US QUOTE YOU PRICES

Mermod & Company

505 Fifth Avenue

New York

ACTIVITY IN SOUTHERN CALIFORNIA.

Both Jobbers and Dealers Well Satisfied with General Conditions—Moneta Music Store the Latest—Travelers Make Excellent Reports—Vacationists Getting Back to Business—All Lines in Demand—Outlook Is Excellent.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., August 5.—Summer trade in the talking machine field in this territory has kept up most remarkably; in fact, much better than anticipated, except the latter part of July, which has fallen off somewhat; nevertheless jobbers and dealers are very well pleased with the present conditions of trade.

Wm. Hobbs Richardson, department manager of the talking machine department of the Southern California Music Co., has returned from a three weeks' trip to Sacramento by automobile, taking with him Mrs. Richardson who enjoyed the trip equally as well.

Ray Baldwin has opened up the Moneta Music Shop, 4522 Moneta avenue, of this city, carrying a full line of pianos, sheet music, small goods and Columbia Graphophones. Mr. Baldwin has already proven himself to be a live talking machine dealer by his recent rates.

The Birkel Music Co. reports through A. Graham Cook that trade in the Victor line has been very brisk of late, for summer trade has been unusually good this season.

The Geo. L. Smith Drug Co., of Norwalk, Cal., is very successful selling the Edison Blue Amberol. Mr. Smith is very much pleased with the results the Edison machines and records are bringing.

J. F. Stidham, local manager of the Columbia Graphophone Co., states that business in the Columbia line has not fallen off but a very little, cash receipts showing an increase over the corresponding month of last year.

The Andrews Talking Machine Co. is doing its share of business judging from the way they have been turning out the goods.

Harold Jackson, traveling representative of the Southern California Music Co., returned from a hustling trip to San Francisco and Stockton then down the valley. He states Edison dealers are well pleased and are taking hold of the new Edison disc line very rapidly.

The Wiley B. Allen Music Co. states that the talking machine business has been excellent for this season, although a little lull in trade the last few days of July, otherwise a little above the average.

Through the illness of M. S. Rundell, of New York, C. H. Rundell, his brother, was detained several weeks in that city, and is now at his desk at the Southern California Music Co. W. G. Bailey, of the same concern, has returned from a month of vacation visiting his old home, Jackson, Mich.

NEW SYNCHRONIZING DEVICE

Invented by German to Make Practical the Operation of a Talking Machine and Player-Piano in Conjunction.

One of the latest devices for synchronizing the playing of the talking machine and player-piano in order that they may be used in conjunction with one another has recently been invented by W. Vollman, of Berlin. The method of the German inventor is described as follows:

For insuring synchronic running of the piano player provided with music rolls and time lever, and of a talking machine, an indicator device is provided which has two separately driven hands, one of which is controlled by the piano player, and the other electrically by the talking machine, so that the person playing can see, by watching the indicator device, whether the piano player and the talking machine are working in unison, and in the event of the piano player running in advance or lagging behind, can regulate the working of the player by means of the time lever, so as to cause it to synchronize with the working of the talking machine.

A SECRET TOO GOOD TO KEEP

THE "SECRET" IS A "HABIT" GOOD TO KEEP.

There is little, if any, excuse for a modern merchant, at least in the talking machine business, not being always busy. It's an old story with us that "Blackman is always busy—either with business, or getting business."

SOW IN THE SUMMER AND REAP IN THE WINTER.

This applies to our business, for the aftermath of a strenuous busy season with a shortage of goods, causing a loss of profits, should disclose ways for improvement and preparation to avoid a repetition.

WHERE IS THE MAN WHO CAN'T IMPROVE?

He was never born or probably has passed away. The dull summer months are often as dull as you make them. It is the time to improve your system, get in touch with your customers, find your weak points, secure a new field of operation, and generally improve your efficiency and service.

HAS YOUR JOBBER STOOD THE TEST OF HOLIDAY DEMANDS?

If not, now is the time for you to investigate the records of service among different jobbers.

HERE IS THE "BLACKMAN RECORD"—THINK IT OVER.

We gave service for the third holiday season on the "Reciprocity plan," that is, those who always gave us "first call" or might be termed "Regular Dealers" received first attention, and we spared no effort to protect them on sales.

UNDERSTAND US RIGHT—READ CAREFULLY!

We did not have all the goods needed or wanted, but the Dealer who was a Blackman Dealer during the summer months and gave us first call when goods were not scarce, was not permitted to lose a single actual sale.

WE DID NOT "ROB PETER TO PAY PAUL."

"Peter" was the regular Blackman Dealer. "Paul" was the one who said he would be some day, if we would "Rob Peter," but as we had to draw the line, and could not serve both, Peter was favored, and some of the Pauls were sore.

"ON THE LEVEL, ISN'T THAT THE RIGHT POLICY?"

If every Jobber treated his regular Dealers in that manner and adopted a system which we have of seeing that every machine during a strenuous time of shortage, was sent only where needed, and to protect actual sales first, the same number of machines would go further, and it would help Dealers, Jobbers, and the factory.

HERE IS THE "MILK IN THE COCOANUT."

If you are not now a regular Blackman Dealer, put us to the test by patronizing us during the summer months, and you will have earned a membership card in the "Peter class," and we agree that "Paul" should be on the outside looking in, when there aren't enough goods to go around.

WE ARE GETTING IN SHAPE FOR INCREASED BUSINESS.

We positively will not take on new business at the expense of the old trade, but with increased space, stock, and better facilities for service in general, we can now handle additional business under the Blackman Policy.

IT'S THE STYLE NOW, AND THE PROPER THING, APPARENTLY, FOR CORPORATIONS TO BE INVESTIGATED.

Investigate us, Mr. Dealer—our policy, our methods, and if you find a "Trust," it will be one of the good kind—the kind that will make you stick—stick to us, us to you. You see, there is a difference in "trusts."

WE BELIEVE IN "OPEN CO-OPERATION."

Take out a good policy and then "sit tight" until you can find a better one. We believe in the "Blackman policy." It "protects" you during the holidays, and the "premiums" are no higher than those charged for "policies" that do not carry out their mission. We're here to serve you on Victor or Edison, and now is as good a time as any.

Yours for service,

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres.

97 CHAMBERS ST., NEW YORK





Columbia profits, whether on records or instruments, never give you a moment's uncertainty. You never need have any anxiety as to percentages. They are positively fixed and you know before you sign your contract what rate of profit will come to you.



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

EDISON DISC PHONOGRAPH JOBBERS MEET IN NEW YORK

Hold Session at Hotel Knickerbocker for Purpose of Planning Strong Campaign for Business and Discussing Various Trade Matters—Question of Permanent Association Tabled—Visit Edison Factory and Are Entertained by Officials—Those Who Attended.

What may be considered the first concerted country-wide wholesale campaign in the interests of the new Edison disc phonographs and records, had its foundation at the Hotel Knickerbocker, New York, Tuesday of this week in the gathering of a score of jobbers of Edison disc products exclusively following the call recently sent out by H. H. Blish, of Harger & Blish, Des Moines, Ia.

In calling this the first campaign one will still bear in mind that Edison disc products have been exploited successfully in various parts of the country for a considerable time past. At first, however, though machines were plentiful, it was impossible for the plant to keep up with the record demand. Facilities for making both machines and records, however, have been increased to a point where both jobbers and dealers are able to have their orders filled without delay, and as this fall will be the first season that such a desirable condition has existed, the jobbers thought it well worth while to get together and map out a live campaign along the most improved lines.

When the meeting of the jobbers was first contemplated it was planned to send out a call to only such jobbers as were located in the Mississippi Valley. As the importance of the meeting made it self-evident to the Edison representatives, however, it was strongly suggested that a meeting be held in the vicinity of the factory and all the jobbers invited. When the meeting was called to order it was found that with one or two exceptions every jobber east of the Rocky Mountains was either in attendance or represented.

The sessions began early on Monday morning and continued until the evening hours, and were of strictly an informal nature. Various phases of the Edison disc proposition were discussed at length and from all angles. Selling systems were suggested and analyzed, and every effort made to reach some sort of standardization in the matter of the wholesale campaign. The fact that all those present were engaged exclusively in the jobbing of the Edison disc products left everyone free to express decided opinions regarding various phases of the situation, including competitive and credit matters. At the time the call was sent out for the meeting it was strongly suggested that an association of the jobbers in the Edison disc line should be formed, with the view of perfecting a permanent organization. The matter was taken up at the sessions and was discussed at length, it being the consensus of opinion that the present time was not opportune for the forming of such an association, but that it would do well for the jobbers to organize some time in the future, when business conditions generally were a little steadier. The question of price maintenance and the recent important decisions in that matter were discussed informally. No decided opinions were recorded or definite action taken.

The jobbers without exception declared themselves as being thoroughly optimistic regarding the

business outlook in their respective territories.

Following the close of the session on Monday evening, the jobbers were entertained at a theater party and taken on a tour of the various prominent cabarets along Broadway by a number of representatives of Thos. A. Edison, Inc., including General Manager Chas. H. Wilson, Frank K. Dolbeer, manager phonograph sales department, and A. C. Ireton, his assistant; G. K. Phillips, sales manager, and C. P. Chew.

On Tuesday morning the jobbers were escorted to Orange, where they made a thorough inspection of the various departments of the Edison phonograph plant and watched the manufacture of machines and records under the guidance of the officials of the company, the tour being broken in the middle of the day with a luncheon at the Essex County Country Club.

Those present at the meeting were: H. G. Stan-

ton, representing R. S. Williams & Sons Co., Toronto; C. Robitaille, Quebec; F. H. Silliman, Pardee-Ellenberger Co., Boston, Mass.; C. E. Goodwin, Phonograph Co., Chicago; W. E. Kipp, Kipp-Link Phonograph Co., Indianapolis, Ind.; L. H. Lucker, Minneapolis, Minn.; M. Silverstone, St. Louis, Mo.; A. W. Toennies, Eclipse Phonograph Co., Hoboken, N. J.; N. D. Griffin, American Phonograph Co., Gloversville, N. Y.; Frank E. Bolway and Frank E. Bolway, Jr., Oswego, N. Y.; W. S. Schmitt, H. D. Berner Co., Cleveland, O.; C. A. Keen, Hayes Musical Co., Toledo, O.; Albert A. Buehn, H. J. Buehn, Buehn Phonograph Co., Pittsburgh, Pa.; H. H. Blish, Harger & Blish, Des Moines, Ia.; W. O. Pardee, Pardee-Ellenberger Co., New Haven, Conn., and E. C. Dakin, S. L. Crosby Co., Bangor, Me.

George Schultz, of Schultz Bros., Omaha, Neb., had planned to attend the meeting, but broke his leg recently, which has confined him to his home for some time.

E. Percy Ashton, of the American Phonograph Co., Detroit, was in Denver, Colo., at the time of the meeting attending the conclave of the Knights Templars as a member of the crack drill team of Detroit.

DULL MONTHS OUT OF STYLE.

No Seasons in the Talking Machine Business for the Man Looking for Business, Says Arthur D. Geissler in Discussing Business.

Under the heading of "Dull Months Are Out of Style," Arthur D. Geissler, vice-president and managing director of the New York Talking Machine Co., New York, and general manager of the Talking Machine Co., Chicago, the prominent Victor distributors, prepared the following cryptic and forceful remarks on a timely subject that is of interest to the trade:

"A dull month? Not on your life!

"Dull months are for dull people, not for live ones.

"If you were a carpenter and your saw was dull, would you say, 'I can't work this month, my saw is dull?'"

"Not for one blessed minute!"

"You'd get up in the morning and file that saw before breakfast. You'd put an edge on that saw that would make it cut its way through an oak board like a ten-year-old boy through a piece of pumpkin pie.

"The live merchant or manufacturer does exactly the same thing. The minute he sees the first faint sign of approaching dullness, he sharpens up his business tools and goes after more business. And he gets it, too.

"He uses more advertising and better advertising. He uses better illustrations and stronger copy. He plans new campaigns while his competitors sleep.

"The man who expects trade to be dull, and is willing it should be dull, will have it dull.

"The man who leans back in his chair and says, 'I'll take it easy now, for August will be dull anyway,' will get just what he's looking for. It's all in your mind."

EFFECTIVE VICTOR PUBLICITY

Put Out by Wanamaker, New York, Bearing on a Happening in Newport When a Talking Machine Furnished Music for a Society Dance at That Exclusive Resort.

Timely and appropriate newspaper advertising featuring the Victor-Victrola was presented this week to the public by the Victrola department of John Wanamaker, New York. This advertisement, which was headed "All the World Loves a Victor," used for its subject a recent newspaper clipping which appeared in the New York Sun, which read: "Newport, August 5.—One of the first phonograph dances in Newport will take place after a dinner Daniel von Heimhausen, of the German Embassy, will give this week for a party of young people at the Poplars."

With this news item from America's most famous watering place as a nucleus, a most impressive piece of copy was outlined. Victrola records were linked to the facts in the clipping and, combined with two small illustrations, the advertisement made a forceful and impressive appeal.

IN THE JUNGLE.

In the Fifth Avenue window of a certain dealer in phonographs there is a sign advertising the merits of music in general and of the dealer's machines in particular. It begins:

"Music hath charms to soothe the savage beast" (sic).

That statement challenges attention. You immediately think of the yowling cat in the back yard, and an investment in a talking machine seems to be a household necessity—as much so as fly screens. That and no more seems a nice little advertisement for music. But read the next line: "Come in. We have just what is best for your taste."—Evening Post.

RECENT IMPORTANT CHANGES INTEREST ST. LOUIS TRADE

Failure of Bollman Bros. Piano Co., and Opening of New Department in Famous & Barr Store Serve to Change Situation—A Story of Repossessions—No Business Lull During Hot Months—Activities in the Various Lines—Some Interesting Personals.

(Special to The Talking Machine World.)

St. Louis, Mo., August 11.—The prospect of changed conditions in the downtown retail trade this fall is causing some comment. The collapse of the Bollman Bros. Piano Co. after President E. J. Piper had killed himself because of his duplication of notes as securities for loans was to become known, has revealed that the talking machine stock there belonged to the Koerber-Brenner Music Co., Victor jobber. While the talking machine department of this store has been open uninterrupted, the collapse of the firm it was housed with and the closing of the piano store changes conditions as far as this store is concerned. It was accounted one of the leading talking machine stores.

Another new feature for the tall trade is an aggressive talking machine department in the Famous & Barr department store. This firm moves into a new building September 1 and will then have the largest retail store in the West. They will handle Victors and perhaps the Columbia line.

The new Victor contracts were received here August 4. There was considerable talk for a day or two, but this soon passed and signed contracts began to reach the local jobbers. The Victor dealers are a unit in hoping that the one-price system will prevail, and they regard the "license for use" contract as insuring continued price stability.

Famous & Barr Store to Sell "Talkers."

"The Famous & Barr Co. will handle Victor talking machines and probably the Columbia line in the new store," was the announcement made to The Talking Machine World correspondent by L. M. Monheimer, superintendent of merchandise for the department store. "As to the Columbia line we cannot say for sure, but we expect to handle it. The Victor line is certain. We expect that our store will be the best in the city, as we have been liberal with space, and the furnishings will be up to date." The Koerber-Brenner Music Co., Victor jobber, is handling the stock order.

The line to be handled by this department store when it enters its new building, seven stories of a full block building in the very retail center of the city, has been the cause of much speculation. It has been known from time to time that various propositions have been made and rejected from talking machine folk and the store owners. These are said to have involved chiefly proposals to lease the space. The store will be ready for business September 1.

Repossessions Tell the Tale.

It is reported that a department store handling the Victor line has been considerably embarrassed recently by a large number of repossessions. The selling campaign conducted by this store attracted some attention and the low amounts of the chattel mortgages run through and reported in the official court paper caused some comment at the time. It is gossip that the low terms offered attracted trade that the store chiefs did not consider desirable, to add to the troubles.

High Average of Sales During Hot Months.

St. Louis always has been considered a very dull summer town on high priced lines of merchandise, but talking machine men are not finding it so this year. With the beginning of the season most dealers bid for the low priced machine sales for boating or summer home use, and after that flurry was over they went back to seeking to sell only the best. With one accord the downtown dealers report a surprisingly high average of sales during the hot months. While the monthly totals will not rival those of the winter months, the average sales will, they say. If there has been a new feature of the trade it is the leap from a low priced machine to the top in average sales. "This is due to the greater appreciation of the talking machine as a real musical instrument," said one sales manager. "It is now a toy or a real instrument, not by any means a makeshift," he added.

Koerber-Brenner Location.

Secretary Rauth, of the Koerber-Brenner Music

Co., says his company is in doubt as to the future of their retail talking machine store being left homeless, or, practically so, through the collapse of the Bollman Bros. Piano Co., from which firm Koerber-Brenner leased space and made collections. "We did not originally own the store," said Mr. Rauth, "but last November we became impatient at collections and Piper turned the stock over to us. Fortunately we have contracts showing just where we stand, for it seems that Piper did not make entries on his books showing our transaction with him. Under the circumstances we are obliged to let the stock remain there until a receiver takes charge and we get permission for removal from him. We are considering another downtown location. Since the exposure of the Piper frauds, we have found that he has used copies of the notes given for sale of talking machines to loan companies as collateral and that some of them have been duplicated, but that does not affect us as the court certainly will allot the money paid on them to us. We, of course, did not know of Piper's dealings with loan companies or we would have taken the original notes from him and left duplicates there for collection notations. As far as our dealings with the firm were concerned, he came clean but that appears to have been only on the face of the returns. The store has been doing some business despite the disorganization of the Piper business and we hope for the best in the future."

The Bollman store had an excellent reputation and was regarded as the keenest competition in the city by other Victor dealers. Miss Vandeventer was in charge of the department and she is regarded as a splendid saleswoman by the trade.

The Bollman department was one of those that offended the Victor Co. in displaying and advertising discontinued Victor styles. The reduced price was announced in a newspaper advertisement. "It was while I was absent from the city," said Mr. Rauth, "I regretted it and would not have let it go through had I been here as I knew the Victor Co. was very strict about that sort of thing, but there was no attempt to do business unfairly."

Recent Visitors.

R. D. Wall, an Edison dealer at Mexico, Mo., was a recent visitor at the Silverstone Music Co. Mr. Wall was accompanied by his talking machine manager, M. S. Carter. The latter remained at the Silverstone warehouses several days to gather pointers in effective selling methods and to study the disc machine which Mr. Wall proposes to introduce to Mexico very soon.

O. K. Houck, of Memphis, who at one time was a talking machine jobber in St. Louis, was in the city the first of the month and called upon the local dealers.

Harry Levy's Vacation.

Harry Levy, of the Aeolian Talking Machine Department, returned August 5 from St. Paul and the North, where he spent his vacation fishing and looking after some business. Roy Thompson, Mr. Levy's secretary and aid, was in charge.

Very Satisfactory Event.

The opening of the Gas Exchange Building the first of the month was a very satisfactory event to the downtown talking machine dealers, most of whom are located near Eleventh and Olive streets. The fact that the Laclede Gas Co. had a daily traffic of six thousand persons in their exclusive office shows that the company has drawing power. In the new building a dozen gas appliance concerns have added their stocks to the display and have moved their downtown offices into the gas building, which should make it the largest time payment and home furnishing buyers' headquarters in the city.

Great Columbia Activity.

Salesmanager Duffy, of the Columbia Co., got away August 1 for a vacation that he proposed to spend in Michigan, but he was warned to play with one eye toward the telegraph office, as he might be

needed, for business was sorely taxing the sales force at the Columbia warehouses.

"Fully 95 per cent of our disc machine sales have been for \$250 machines," remarked Mark Silverstone, of the Silverstone Music Co., in discussing the summer trade. "I tell the inquirers that 'this is a music instrument, not a toy, and you must get the best or you will be disappointed.' Usually they have come to spend less. They listen, go away, think it over, come back and listen again, and then bring the rest of the family and finally they take the best." Mr. Silverstone has not been pushing trade on any sort of cheap machines for summer business, but holding to the ideal of selling the best. "The demand for the new Edison has been all that we could ask for it," he said. "We have been selling more than we expected to during the summer and we have excellent prospects. The cylinder machine trade has taken a boom with the new blue records, and things are going nicely along that line. O. A. Reynolds, formerly a dealer at Springfield, Ill., is traveling in Missouri this month reviving the cylinder trade, and he is doing a good job of it. He is making many new friends for the cylinder."

"Our new store, I am sorry to say, is still in the future," remarked Manager Irby W. Reid, of the Columbia Co. The store is still taking much of Mr. Reid's attention, but he has been unable to tell just where it will be. He has his eye on a site that appeared to him to be ideal, but it was already engaged. "We have been enjoying excellent trade," he remarked, "and the fall prospects are encouraging. Vacations are in order now for everybody except the manager; he will stay on the job."

Mark Silverstone Going East.

Mark Silverstone, of the Silverstone Music Co., was preparing the first of the month for his departure for New York on a trip that would include the meeting of Edison jobbers in New York City, their visit to the factory and a conference with Mr. Edison.

High Priced Goods in Demand at Thiebes.

Manager Robinson, of the Thiebes Piano Co.'s talking machine department, is elated over recent business, especially the class of machines that are being sold. "We are finding a steady output for outfits from \$250 up," he said, "and there has been a good trade on records." The Thiebes Co. has been placed in rather an enviable position through the failure of the Bollman Bros. Piano Co., which had a flourishing Victor department. The Bollman accounts all had been hypothecated with loan companies, and these were placed with President Thiebes for collection, and notices were sent to all time payment customers to pay at Thiebes. This has brought machine owners into the Thiebes store. Of course this opens a way for record business.

HAD ENJOYABLE OUTING.

Members of the Southern California Talking Machine Men's Association Visit Redondo Beach with Their Wives and Friends.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., August 6.—The Southern California Talking Machine Men's Association had a very enjoyable outing at Redondo Beach on Wednesday, July 16. It was ladies' night for the first time since the association was organized and everybody thoroughly enjoyed themselves. After a fine banquet at the Casino cafe, the different members with their wives and friends went the rounds, from the "Despairing Dip Through the Clouds" to the "Hair-raising Journey Through Chinatown," not to mention the "Merry-go-Round" and the dance pavilion. The following members and guests were present: Mr. and Mrs. Sibley Pease, Mr. and Mrs. H. Herbert Fish, Mr. and Mrs. J. H. Andrews, Mr. and Mrs. Ralph Weeks Pittcock, Mr. and Mrs. L. E. Newton, Mr. and Mrs. Frank Moreno, Mr. and Mrs. C. H. Craigie, Miss Honroe Back, Wm. Hobbs Richardson, Joseph Carter, V. B. Chattan, R. E. Daynes, C. H. Muers, L. A. Dornseiff, Wilber Spray, E. Holland and W. G. Bailey.

POSSESS THE POTENTIALS.

Animals are born with an intellect sufficiently alive for their needs. But the human animal is born without intellect—only with the potentials.

REPORTS ENCOURAGING PROSPECTS.

Arthur D. Geissler, Vice-President of the New York Talking Machine Co. and Well Versed in Conditions Throughout the Country, Most Optimistic Regarding the Business Outlook in This Trade—Supreme Court Decision Has Little Effect on Talking Machine Trade.

A most encouraging report of existing business conditions in the talking machine industry is given by Arthur D. Geissler, vice-president and managing director of the New York Talking Machine Co., 81 Chambers street, New York, the prominent Victor distributor. Mr. Geissler is intimately versed with every detail of the business, and in expressing the following opinion and prediction for the fall discounts any rumors or forebodings that may exist regarding a pessimistic outlook for the coming season. In addition to being in close touch with the situation in the East, Mr. Geissler is also possessed of an intimate knowledge of conditions in the West, through his position of general manager of the Talking Machine Co., of Chicago, Ill., one of the most successful Victor distributors in the country.

In a chat with The World, Mr. Geissler remarked as follows: "The outlook for the talking machine business as a whole is very encouraging—our advance orders for both Chicago and New York are larger than last year. The first six months of this year have been greatly in excess of the last six months of last year, which months, as you know, have always been our largest heretofore. July has been remarkable, and if we could get all the stock from the factory that we need for immediate orders of the dealers who are taking advantage of the opportunity to stock up, realizing that the investment on carrying an ample machine stock for their fall business is much less than the loss of profit on one sale lost through lack of stock, our August would be the largest in our history and probably equal to a great many of our winter months."

"The talking machine business has been affected

by the recent Supreme Court decision less than any industry covered by that decision. In fact, I know of only one case—and that a very small case in the Middle West—where any attempt to cut prices had been made. There seems to exist a most remarkable underlying feeling of co-operation among the Victor talking machine trade."

HEADS LIVE PITTSBURGH CONCERN.

Alexander Kramer Making Excellent Record as President of the Talking Machine Shop—Heavy Business Increase Reported.

(Special to The Talking Machine World.)

PITTSBURGH, PA., August 7.—We print herewith a counterfeit presentment of Alexander Kramer, president of the \$15,000 Talking Machine Shop



Alexander Kramer.

Co., Jenkins Arcade, in this city. This company is setting a fast pace in the talking machine business since incorporated July 1, 1913. The first

fifteen days it transacted four times as much business as the old concern did in July of 1912. Mr. Kramer expects to do at least ten times last July's business before the end of the month.

DISCUSS ASSOCIATION MATTERS.

President-Elect Roush, of National Association of Talking Machine Jobbers, and Prominent Members of That Body Hold Conference in Columbus, Ohio.

(Special to The Talking Machine World.)

PITTSBURGH, PA., August 11.—President-Elect J. C. Roush, of the National Association of Talking Machine Jobbers' Association, has just returned to Pittsburgh from Columbus, Ohio, where he attended an informal gathering of members when matters of interest were discussed. Among those present were C. M. Roush, J. F. Bowers, Perry B. Whitsit, Frank Davidson, T. H. Towell and L. C. Wiswell. Mr. Roush would not talk for publication until after he takes hold of the office on September 15. The next issue of The Talking Machine World will contain the names of the committee appointments.

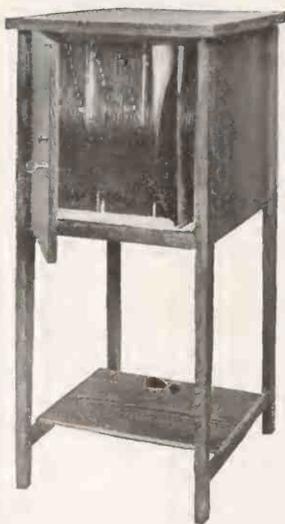
INTRODUCE THE PARLOGRAPH.

The American Parlograph Corporation, of New York, the incorporation of which was noted in last month's World, is bringing out on the American market a new business phonograph designated as the "Parlograph." This machine is manufactured by the Carl Lindstrom Co., of Berlin, prominent manufacturers of talking machines and records.

It is claimed by the company that the Parlograph embodies certain improvements in recording never heretofore presented to the trade. The machine has made a marked success in Europe and will be pushed in this country by an organized selling force.

Put-off is the banana peel on which many a man has slipped and fractured his ambition.

ANOTHER **POOLEY** INNOVATION
THE
SELF OPENING ENVELOPE SYSTEM



STYLE 15

Finished in oak. Capacity, 60 active records, 10 in. and 12 in. Dimensions: 19 1/2 in. deep, 15 1/2 in. wide, 34 in. high.
Retail Price \$15.00

The only effective filing system ever offered in a low-priced record cabinet or in small files.

**An Instantaneous Hit
A Big Seller
A Money Maker**

NOW is the time for you, Mr. Dealer, to investigate and place your order—not to-morrow or next day, but NOW. Remember, "the early bird catches the worm."

Write us for illustrated catalog, showing our several styles of record cabinets.

"Why Not Buy the Goods That Sell?"

POOLEY FURNITURE CO.

16th Street and Indiana Avenue



Style A Carrying Case

Capacity, 25 records, 10 in. and 12 in. Dimensions: 18 1/2 in. high, 13 1/4 in. long, 4 1/2 in. wide.

Retail Price \$4.00



Style A Unit File

Capacity, 20 records, 10 in. and 12 in. Dimensions: 12 3/4 in. high, 13 1/4 in. long, 3 3/4 in. wide.

Retail Price \$2.50

PHILADELPHIA, PA.

TO DISCUSS RECORD EXCHANGE.

F. K. Dolbeer to Address Members of Eastern Talking Machine Dealers' Association and Edison Dealers on Record Exchange Proposition at Meeting on September 3—New Victor Contract to Be Explained—Big Attendance at This Gathering Looked For.

On Wednesday, September 3, there will be held one of the most important meetings of the Eastern Talking Machine Dealers' Association, at which Frank K. Dolbeer, manager of the phonograph sales department of Thomas A. Edison, Inc., will address the members of the association and all other dealers in Edison phonographs who may attend and explain the company's position in the matter of record exchange, together with the manner in which the present exchange proposition works out for the benefit of the dealer. All Edison dealers, whether members of the association or not, are invited to attend the meeting, which will be held at Keen's Chop House, at 70 West Thirty-sixth street, at 10:30 a. m., and President J. G. Brenner, of the association, requests that dealers who will attend will advise him by postal at his address at 187 Broadway of their intention in order that adequate arrangements may be made for the accommodation of the party.

The meeting is the outgrowth of the visit of a committee representing the dealers' association to the Edison factory last week for a conference on the exchange proposition. After discussing the matter with Mr. Dolbeer, the committee reported to the executive committee of the association, and it was decided to afford Mr. Dolbeer the opportunity for explaining to the association and other dealers, as a body, the company's exact position in the matter and, so far as possible, its reasons.

A meeting of the association will also be held at Keen's Chop House on the afternoon of September 3, at which representatives of the Victor Co. have been invited to be present for the purpose of explaining to the dealers the exact meaning of the various provisions and clauses in the new Victor contract, which has just been presented to the dealers for their signatures. It is believed by the officers of the association that personal explanation of the terms of the contract will serve to remove any chance of misunderstanding arising from an improper conception of the meaning of the text itself.

NEW QUARTERS IN CLEVELAND.

H. D. Berner Co. Leases Entire Floor in Carlin Building—Company Incorporated Under New Name—Retail Store to Be Continued.

(Special to The Talking Machine World.)

CLEVELAND, O., August 12.—H. D. Berner and his associates in the H. D. Berner Co., this city, have taken a five-year lease of the Carlin Building, adjoining the Hotel Euclid. Mr. Berner and B. W. Smith are associated and have incorporated the Phonograph Co. The company handles the new Edison disc phonograph, and is taking the new quarters to obtain more space for its wholesale business, which is now in the Elastone Building. For the present the retail phonograph store in the Taylor Arcade will continue as heretofore.

GOES AFTER HIS BUSINESS.

A. H. Mayers Wins Success by Drawing Trade from Wide Territory to His Store.

The fact that the successful talking machine dealer must go after the business and not wait for it to come to his doors is indicated in the case of A. H. Mayers, who has for some years conducted a talking machine store at 790 Ninth avenue, New York, where he handles the Victor and Edison lines. Mr. Mayers does not depend upon the substantial trade that he draws from his own neighborhood, but carefully canvasses other sections of the city, as far away as the Bronx, and makes a large percentage of his machine and better class record sales through that method.

BREMNER CO. REMODELING STORE.

Offices Being Moved to Balcony to Make Room for New and Much Needed Record Booths—J. G. Brenner Optimistic Regarding Business Outlook—Expects Prosperous Fall.

The quarters of the Brenner Co., dealers in Victor talking machines, at 187 Broadway, are now being remodeled for the purpose of providing for several new record demonstrating rooms, which are badly needed in order to provide for handling the business of the company properly. The offices of J. G. Brenner, president of the company, at present located in the rear of the floor, will be moved to a gallery built over the present demonstrating booths in the front of the store and the old office space will be converted into demonstrating rooms.

Mr. Brenner reports a substantial increase in his business, the bulk of which is done with the busy men in the lower section of the city, which takes in the Wall street district, and he is thoroughly optimistic regarding the business outlook for the coming fall and winter.

INTRODUCES NEW FEATURES.

Rearrangement of Quarters and Installation of Information Desk by New York Talking Machine Co. for Convenience of Customers—Motorcycle for Long Island Salesman—Interior of Store Handsomely Refinished.

The New York Talking Machine Co., 81 Chambers street, New York, the prominent Victor distributor, made several changes and improvements in its headquarters this week that should tend to considerably convenience the company's retail trade, in addition to improving the appearance of the store. Service to its customers in every possible way was the force behind these changes, and the company is now well prepared to take care of its heavy fall and winter trade to the best possible advantage.

One of the new features in the establishment is the installation of an information desk or bureau in the front of the store for the convenience of the company's customers, who will now be enabled to visit any desired department with a minimum of time and effort. This bureau is in charge of a capable sales clerk, who has been instructed to provide for the convenience of the company's patrons in every possible way.

For the promotion and betterment of service for the Brooklyn and Long Island trade, the salesman covering this territory has been provided with a powerful and speedy motorcycle, which will enable him to take care of the wants of his trade with a maximum of promptness and convenience. This innovation is producing splendid results.

Improvements in the store proper include the re-finishing of the company's demonstration booths in white ivory enamel, the renovating of the company's show window and the installation of a new set of demonstration record racks in white enamel. All of these changes were evolved for the better handling of the company's dealers' retail trade. The new set of record racks will be prominently displayed where the dealers may examine them carefully and thoroughly. The newly decorated rooms are artistic to a marked degree and will be furnished attractively and comfortably. The show window of the New York Talking Machine Co. has always been one of the most commendable in the local trade, and with the new renovations and decorations it will present truly original and attention-compelling displays.

Shepard & Bennett, of Malden, Mass., a comparatively new Columbia representative, is one of the most consistent newspaper advertisers in New England territory. This enterprising house carries substantial space in the leading newspapers during all seasons of the year, and as a result is closing a remarkably prosperous summer business.

Frank Szwarczanski, of Brooklyn, N. Y., is the name of one of the latest additions to Columbia representatives in near-by territory.

KEEN-O-PHONE CO.'S NEW PRESIDENT

A. R. Querns Elected to This Office with Frank Wallace, Vice-president—New Directors.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., August 12.—At a recent meeting of the Keen-o-phone Co., held in this city, Alexander R. Querns, of Querns Bros., the prominent merchants of this city, was elected president and Frank Wallace, vice-president of the company.

Five new directors were elected, including John H. Wallace, Thomas D. Querns, J. V. Cunningham and Alexander R. Querns. Other members of the directorate are Harry G. Querns, Charles Moeller, P. H. Hanes, Jr., Joseph Feldenheimer, Alexander A. Uhle, M. D.; J. W. Cooper, H. W. Stoll, Morris Keen, Gustave Lyon and J. G. Gray.

J. V. Cunningham is general manager of the company and plans an active business campaign the coming fall and winter.

Mr. Cunningham, who left for New York this week to consult with E. Bauer, special representative of the Keen-o-phone Co. reports business prospects as excellent.

ORDERS FOR SOUTH AND SOUTHWEST

A feature of the many new accounts opened recently by the Columbia Co. was the unusually large number from the South and Southwest. An echo of this splendid business was heard last week when quite a number of visitors from Texas called at the offices the company to pay their respects to the wholesale department of the company.

If you can sell a million dollars' worth of merchandise by the Ananias route, you can sell a billion by the cherry tree route.—F. Irving Fletcher.

POSITION WANTED

Young man at present managing one of the largest Victor stores in the East will consider making a change about October 1. Must be Victor exclusively. Able administrator and successful business developer. Best of references. Address Box 150, The Talking Machine World, 373 Fourth Ave., New York City.

TALKING MACHINE SALESMAN WANTS POSITION.—10 years' experience; is open for a proposition—executive ability, road and store experience; Victor and Edison. Address "EXECUTIVE," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Salesman for side line. One of the most attractive articles for talking machine service on the market. Only salesmen who call on the talking machine trade need apply. Address M. J. 8, care The Talking Machine World, 373 Fourth avenue, New York City.

CASH PAID

For any quantity, new, broken or old of disc phonographs, records, cabinets, horns and parts of any make. Call or write to H. Walcer, 137 Orchard street, Room 3, New York City.

WANTED—Capable, experienced talking machine salesman and repairman, to work on outside on salary and commission in store handling Victor and Eastman goods exclusively. Address "Capable," care The Talking Machine World, 373 Fourth avenue, New York City.

Well Established Piano House

In best location of large Eastern City, wishes to sell Victor business, or take in active partner to take charge of same; business has shown big results and is growing rapidly. Great opportunity for party with \$3,000 to \$5,000. Address "G. A., 23," care The Talking Machine World, 373 Fourth Ave., New York City.

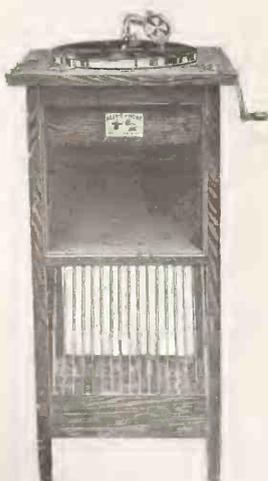
KEEN-O-PHONE



You can adjust the tone of the Keen-O-Phone to "fit" any room

THIS sounds strange, but it is a fact that with the Tone Modulator, an attachment only found on Keen-O-Phones, you can diminish the tone to almost a whisper while the next instant it can be swelled to concert hall volume. A simple twist of the finger and the tone can fit the sewing room or the living room at will.

THIS is only one of the exclusive features which add to the attractiveness of the Keen-O-Phone. Another eliminates the annoyance of changing needles, while a third secures a natural rendition of music. Your trade will enthuse over the Keen-O-Phone because it is a triumph in every way.



Style 1, \$35.

EVERY part which enters in the construction of the Keen-O-Phone is protected by United States and foreign patents, owned exclusively by us.

Prices range from \$35 to \$225 retail, with liberal discounts to wholesale representatives. We are prepared to make immediate deliveries of Records and Machines.

Ask us for the Keen-O-Phone proposition.

Keen-O-Phone Company

227 SOUTH BROAD STREET

Philadelphia

Penna.



Style 30, \$225.

A FINE IDEA OF RECREATION.

Cover of Publication Issued by Y. M. C. A. Campers in Arkansas Features a Columbia "Eclipse" as a Necessary Adjunct to Camp Comfort and Enjoyment.

An interesting publication was received this week at the executive offices of the Columbia Graphophone Co., 233 Broadway, New York, in the nature of the Pucketsford Echo. This estimable periodical is issued regularly by Camp Dallas.



How Life in Camp Is Made Enjoyable.

of the Y. M. C. A., now quartered at Pucketsford, Rogers, Ark.

The interesting part of the latest publication from the camp is the fact that the front cover is devoted to the accompanying illustration, under the title "Recreation." The picture certainly fulfils the idea of recreation, and the amused and interested faces of the camp members justify the assertion that they are surely having a good time. The machine in use is a Columbia "Eclipse," and according to the comments of some of the members in the Echo they consider their machine one of the real factors of enjoyment in their camping life.

THE PROBLEM OF SUCCESS.

Gentle Manner and Winning Voice Always Win Friends, Especially in Commercial World—Shows Self-Control That Commands.

Successful business men value their time often more than the best line of goods you can give them. If you beat about the bush to a tactful man he will show his impatience by scowling, and if you do the same thing to a candid man he will exclaim, "Well, what can I do for you?"

Coming to the point does not mean aggressiveness. Modesty wins even in business. It is especially valuable in combating an aggressive nature. A positive and negative force prevails in business as well as in electricity. A gentle manner and a pleasant voice always win friends, especially in the business world.

They give greater weight to your logical and concise facts. A convincing manner shows perfect self-control and a knowledge of men. Show that you have something worth while to say and offer by your voice, your carriage and walk. This is poise, and poise means that you are even more confident of your goods than of yourself. This says to your customer, "I have come to force this on you."

Mr. Kleiser says the time has come when business men, along with all others, must educate their faculties. They must learn how to overcome obstacles and to break down barriers by stating the value of goods. It is your business to see your argument from the beginning and to express it with clearness and precision.

If you wish to win in business it is your duty not alone to analyze the science of business but the thinking of your mind. You may imagine that it is as natural for you to think clearly and logically as it is to breathe. It is not. The fewest are given this gift, but it can be acquired by years of hard work and a desire to win.

CLERKS MUST READ STORE ADS.

Chicago Department Store Insists That Clerks Must Keep Posted on What Store Is Offering in Its Various Departments.

Realizing that annoyance to customers and loss of business often results in department stores through failure on the part of the clerks to keep posted on what the store is offering, a Chicago firm has perfected a scheme by which salespeople are forced to read advertisements relating to the departments in which they work. The scheme, which is described in a recent issue of the firm's Store News, follows: Every floor manager receives copies of morning and evening newspapers and clips from them the Mandel advertisements. These are then read and signed by every salesman in the section containing the merchandise that is advertised. In addition to this, the floor manager keeps copies of the day's papers for consultation by buyers, assistant buyers, customers and salespeople whenever occasion arises. The value of reading all of the store advertisements and those of other stores as well is also pointed out.

NEW FREIGHT RATES ORDERED.

Interstate Commerce Commission Hands Down Decisions Affecting Rates from Points East to Points West of the Mississippi—Some of the Interesting Features of the Commission's Rulings as They Affect Shippers.

(Special to The Talking Machine World.)

WASHINGTON, D.C., August 11.—Several decisions ordering the railroad to readjust freight rates from points in the East to point west of the Mississippi River were issued recently by the Interstate Commerce Commission. In what is known as the Mississippi River case, the Commission held to be excessive the present rates between the upper Mississippi River crossings in the State of Iowa and points east of the Indiana-Illinois State line. These rates were held not only to be excessive in themselves, but also discriminatory when compared with rates to the lower crossings. The present first-class rate of 97 cents from New York City to the Upper Crossings was ordered to be reduced to 90 cents by November 1 and the other classes and rates from other Eastern points reduced accordingly.

In what is known as the interior Iowa cities case the Commission condemned the rate adjustment of the New York Central and other railroads upon which through charges are based on class traffic between points in the interior of Iowa and points in the territory east of the Indiana-Illinois State line. The through rates in this case were held to be unreasonable because of the excessive and discriminatory proportional rates applied between the Mississippi River and the interior Iowa points. The roads were asked to submit revised freight tariffs drafted in accordance with the decision.

Iowa Rates Unreasonable.

Rates to interior Iowa cities from Chicago also were held to be unreasonable in the case brought upon the complaint of the Cedar Rapids Commercial Club and others. In this instance the class rates between Chicago and points on the Missouri River are adjusted on an 80-cent scale and between Chicago and points on the Mississippi River in Iowa on scales from 37.5 to 41.7 cents. The Commission held that the rates between the interior cities and Chicago are unreasonable and discriminatory in comparison with the rates to the river towns. The Rock Island and other roads were requested to submit to the Commission a revised basis of these rates grading the 80-cent Missouri River scale back across the State.

Colorado Rates Must Be Adjusted.

In the case of the Colorado Manufacturers' Association and others against the Atchison and other railroads the Commission held that the rates from Chicago and the Mississippi River to Colorado are not unreasonable, but that the rates eastbound between the same points are unreasonable and must not exceed the westbound rates. Furthermore, the Commission held that the class rates between Colorado common points and the Missouri River are excessive. Lower rates were prescribed to take effect September 15.

The Commission issued a supplemental decision in the case of the Manufacturers' Railway Co. of St. Louis, holding the present payments to the Manufacturers' Railway by the trunk lines serving St. Louis under their absorption tariffs are unlawful and should be canceled. The Commission reversed its previous finding that the trunk lines serving St. Louis are subjecting its shippers to undue prejudice because they absorb the charges of the Terminal Railroad Association in order to make delivery on the rails of that association at the St. Louis rate, while refusing contemporaneously also to absorb the rate of the Manufacturers' Railway, an independent terminal carrier.

Stock Control Irrelevant

The Commission noted "there is a well defined distinction between absorptions, allowances and divisions of joint rates, which, once recognized in the establishment of the joint rate, will render immaterial the question whether, in this case, the stock of the Manufacturers' Railway and of the Anheuser-Busch Brewing Association, its principal industry, is in common or independent ownership, as the latter will then necessarily be treated in all respects upon the same basis as will the shippers located on or served by the Manufacturers' Railway, who have no interest in that railway or in the brewing association."

The Commission now asserts that through routes and joint rates should be prescribed between the trunk lines and the Manufacturers' Railway, under which the trunk lines will retain their full rate to St. Louis, the division of the joint rate accruing to the Manufacturers' Railway to be paid to it by its shippers, including the Anheuser-Busch Brewing Association, instead of by the trunk lines.

EDISON KINETOPHONE CO. FORMED.

The Edison Kinetophone Co., West Orange, \$5,000, was incorporated this week for the purpose of manufacturing motion picture and talking machines. Incorporators: William Maxwell, Harry Lanahan and Leonard McChesney.

COLUMBIA VACATIONISTS.

George P. Metzger, the popular advertising manager of the Columbia Co., is at present away on a well-deserved vacation, which he is spending on his boat.

M. D. Easton, of the Columbia advertising department, accompanied by C. W. Woddrop, secretary and assistant treasurer of the company, left Friday for a fortnight's vacation at Eagles Mere, Pa.

Marion Dorian, treasurer of the Columbia Co., spent a few days in Washington, D. C., last week on a combined business and pleasure trip.

Edward D. Easton, president of the Columbia Graphophone Co., accompanied by his family, returned to New York Tuesday on the Atlantic Transport steamer "Minneapolis" after a six weeks' trip abroad.

It is easy to laugh at others, but the strong man is he who can laugh at himself.

Next to the Panama Canal

the Greatest achievements of the age are the "Recordsave" and "Cleannote" Pad. Records lubricated by these are good after 700 playings. It is foolish to scratch fine records to pieces in fifty usings. Improve reproductions fifty per cent. Diminish scratch—no oil, grease or grit.

"Recordsave" and "Cleannote" Pad Combined, \$1.00. Send for circular.

VOX HUMANA TALKING MACHINE CO.
NANTUCKET, MASS.



There is a big demand for Columbia product in your territory—that's a certainty. We have given you an unequalled line of product. It's up to you to turn that demand into healthy sales.



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

VOCATONE MFG. CO. PLANS.

Company Recently Incorporated with Capital of \$500,000 to Manufacture Talking Machines Is Displaying Models Embodying New Ideas.

The Vocatone Manufacturing Co., Inc., was incorporated recently under the laws of the State of New York with a capital of \$500,000, for the purpose of manufacturing and selling talking machines under five new patents granted recently to Albert Hayes. The officers of the company are as follows: President, Richard Arthur; vice-president, F. L. Montague; secretary and treasurer, H. L. Robinson. The directors of the company consist of these three gentlemen, together with Samuel Newhouse, a prominent Western capitalist. The headquarters are in New York.

The directors are now formulating plans to market their product in a broad commercial way. A complete line of model machines is already finished and is attracting considerable attention from all who have seen and heard them. The new machine has a reproducer constructed on an entirely new principle. Any type of disc record can be played on the new machine, including the "up and down" cut.

It is claimed by the officers of the company that the new principle eliminates blasting entirely, does not muffle the voice of the singer, nor the sounds of the instruments.

IS COURTESY DOOMED?

Some Varied Views Regarding the Necessity of Courtesy in Business Transactions in View of Present Day Efficiency Ideas.

One of New York's largest stores has abolished "Dear Sir" and "Yours Truly" from its letters which go out from the house. Hereafter at the bottom of each sheet of correspondence will appear a printed statement like this: "We have never heard a good reason for the use of 'Dear Madam,' 'Dear Sir,' 'Yours Truly' and other similar phrases in business correspondence. For the sake of accuracy, brevity and economy we have discontinued their use."

Does this house contemplate the abolition of "Good Morning," "Excuse Me," "Thank You" and such phrases as are generally considered marks of the courteous employe? The chances are it does not. Yet it would seem consistent and might be expected to increase the accuracy, speed and efficiency of the individual if the recent action on the part of the house is going to do so many wonders for these employes taken as a whole.

The United Cigar Stores Co. rates an employe first on his interest in the business and second on his courtesy. It will be a long time before the U. C. S. clerks are allowed to abandon their familiar "Thank You."

Perhaps the abolition of salutations and the like is of advantage in inter-department correspondence. It does seem to gain directness in a business as large as that of the Bell Telephone system, for example. That corporation for some time now has omitted "Dear Sir," and "Yours Truly," from the great mass of letters which go between depart-

ments of the business each day. When it comes to a letter the address of which is outside the corporation, "Dear Sir" or "Dear Madame" and "Yours Truly" are used invariably. They play a very important part in the corporation's bid for public favor on a courtesy basis.

It is questionable if anyone dealing with the public, be that anyone the ice man or a public utility corporation, can gain efficiency at the expense of courtesy. Certain it is that the brushing aside of marks of courtesy in letters is not going to gain sufficient efficiency to offset the courtesy lost thereby.

PROGRESS OF CINEMATOGRAPH.

Remarkable figures of the world's cinematograph trade have just been published by a well-known statistician in Paris, causing some astonishment. The writer estimates that the output of films throughout the world amounts to 300,000 meters a day, or more than 100,000,000 a year. Parisians are surprised to learn that New York, with 470 moving picture shows, and London, with 400, far outdo their own city, which does not contain more than 200. The writer estimates the total annual receipts of American moving picture houses at \$55,000,000.

NEW VICTOR STYLE.

The Victor Talking Machine Co. announces the introduction of a new machine designated as Victor XXV, designed and manufactured for the exclusive use of schools, conservatories, etc. This machine, which is a combination of the Victor and Victrola types, will sell for \$60.

MAKES GLOWING REPORTS.

One of the most glowing reports of business being done by any Columbia representative is that given by Hecht & Co., Washington, D. C., which acquired the Columbia agency a short while since. This prominent house, which is one of the largest department stores in its section of the country, is enthusiastic over the splendid business it has closed to date and the promising outlook for the future. The company from the very start has taken advantage of the opportunities that exist in the "Capitol" for developing high-class clientele for its various departments. Its success in connection with the Columbia line has been pronounced and emphatic and, aided by consistent high-class publicity, a fast growing clientele for Columbia products has been developed.

THE BEST PART.

"Then you didn't enjoy the performance of 'Hamlet'?"

"No. My husband forgot to git any peanuts. I can't enjoy no show without peanuts."

To take up an important business matter without completely removing from the mind all thought of everything save the one subject at hand, is as absurd as it would be for an admiral to take his fleet into action without first giving the order to "clear decks."—Alexander H. Revell.

COLUMBIA GLEANINGS.

William F. Standke, of New Orleans, a Visitor
—Grand Grows in Favor in All Sections.

William F. Standke, Jr., manager of the New Orleans, La., store of the Columbia Graphophone Co., was a visitor recently at the executive headquarters of the company in the Woolworth Building. He spent a few days in New York and then visited the factories of the company at Bridgeport, Conn., where he was surprised at the magnitude and growth of the Columbia Co.'s factory facilities since he had last seen them. Mr. Standke spoke enthusiastically of business conditions in the South, and predicted an immense fall trade.

"The reception accorded our 'Grand' by the trade in all parts of the country is indeed most pleasing," remarked H. A. Yerkes, manager of the wholesale department of the Columbia, in a chat with The World. "This instrument has scored a marked success wherever it has been introduced, and its elevating influence on the whole industry is becoming more and more pronounced every day. At the present time, we are turning out the 'Grands' as fast as we possibly can, and every indication points to a splendid fall trade with this artistic instrument."

NEW MODEL VICTROLA X.

Under date of July 12, the Victor Talking Machine Co. announced the new model Victrola X, at \$75, as now ready for distribution to the trade. The preliminary announcement of this machine had been made early in the spring, and the trade therefore had had ample time to dispose of their stocks of the old model of Victrola X. A circular enclosed with the announcement gives in detail the merits and selling arguments of the new model, and judging from the cut and accompanying description the new X at \$75 will prove to be one of the best sellers in the extensive Victrola line.

The new machine, which is of the popular enclosed cabinet type, comes in mahogany or oak, with record racks. It has a nickel-plated exhibition sound-box, Victor tapering tone arm and "goose-neck" sound-box tube, brake, speed regulator and indicator, extra heavy double spring spiral drive motor that can be wound while playing, and all parts are nickel plated. Victor dealers are also authorized to fix a price of \$60 on the former X model.

GOLDEN COLUMBIA NOTES.

A novel method of publicity that is producing excellent results has just been introduced by Sweet & Reed, of Williamsport, Pa., Columbia dealers, for securing extensive distribution among its prospects. This publicity consists of the distribution of a gold colored pocket piece, which in size and shape resembles a \$20 gold piece. On one side of this "coin" is shown the Columbia notes, the official Columbia trade-mark, while the imprint on the reverse side calls attention to the importance of Sweet & Reed as Columbia dealers and the advantages to be derived by trading there. The "coin" arouses comment and curiosity that is proving excellent publicity.

THE COLUMBIA LINE IN ANNAPOLIS.

Attractive New Department Recently Opened by the Globe Furniture Co., of that City, Where the Columbia Is Featured Extensively—Grand Wins Favorable Notice.

(Special to The Talking Machine World.)

ANNAPOLIS, Md., August 9.—The accompanying photograph, taken recently in the new Columbia department of the Globe Furniture Co., of this city, will give some idea of the way in which this energetic house is going after Columbia busi-



Attractive Show Room of Globe Furniture Co.

ness. Although the new department has been open but a very short while, it has already made great headway in the cultivation of a high-class Columbia clientele, and a number of sales of expensive machines were closed during the past few weeks.

Particular attention is called to the prominent display of the new Columbia "Grand" in this photograph. This instrument has taken Annapolis by storm, and the Globe Furniture Co. has received quite a number of inquiries regarding this instrument which will doubtless materialize into sales in the very near future. Informal demonstrations of the "Grand" are given at the Globe store at all hours of the day, and the artistic beauty of the "Grand," together with its many constructional merits, have made a distinct impression on the music lovers of Annapolis.

When you reach that part of the trip where you really know yourself and are proud of the acquaintance, you will have arrived.

**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.

JOBBER BUSY IN THE NORTHWEST

As Dealers Are Stocking Up for Lively Fall Trade—General Summer Business Normal—New Machines Arouse Much Interest and Occasions Considerable Praise in the Trade.

(Special to The Talking Machine World.)

MINNEAPOLIS AND ST. PAUL, August 9.—Jobbers of talking machines and phonographs are doing a vast amount of business in the Northwest, and the exclusively retail dealers are having moderate success. This sums the situation of the twin city dealers in tabloid form. Expanding on this theme it is found that the whole trade is at a most encouraging standpoint.

The Talking Machine Co., of which Archie Matheis is the head and front, declares that the July trade in volume was 200 per cent. ahead of the 1912 figures for that month.

"We are receiving calls from all directions of the country and the rural dealers are impatient to get goods," explained Mr. Matheis. "It is a fact that we can't supply them as rapidly as we desire, but we are pushing out the goods as rapidly as possible. The new \$75 Victrola is immensely successful, and we expect it to attain wide popularity. It is a wonder for the money. Our retail business has held up very nicely throughout the summer, and hence we do not worry about the weather."

At the Columbia stores in Minneapolis and St. Paul it was learned that the general retail and jobbing trade has been somewhat ahead of expectations. Country dealers are showing much interest not only in the new \$50 Grafonolas, but even in the \$500 Grand machines. Naturally they are not ordering very many of the latter, but each dealer wants at least one for advertising purposes, and Manager Wheeler, of the Minneapolis store, expects to send out a large number of the big ones during the next few weeks. The new \$75 machine is realizing every expectation and the local traders are glad to get them, for they sell almost on sight.

Having obtained a plentiful supply of Edison disc phonographs and records, the Minnesota Phonograph Co., one in Minneapolis and one in St. Paul, is flooding the Northwest with announcements and literature relating to Edison instruments. A big gain over the July record of 1912 is reported by Laurence Lucker, president of the Minneapolis house. "We are now better situated in the talking machine business than we have ever been before, and as we now are in position to fill orders rapidly, we intend to do a little expansion, which was impossible some time ago. We are now strictly an Edison house, as we find it more advantageous in every way to concentrate our efforts on one line," stated Mr. Lucker.

AN APPROPRIATE TITLE.

When the residents of St. Paul and Minneapolis who are fortunate enough to own cottages at Lake Minnetonka began to open up their houses for the summer, they found that a small colony of tramps had been spending a comfortable winter in them. At one cottage the owner found that his visitors had helped themselves to his provisions and had entertained themselves with his phonograph. On the machine, all ready to play, was the very appropriate selection, "Then You'll Remember Me."

Never miss a good chance to follow a raise in the market with a raise in the price of stock in hand. There is no casier profit than the one made in that way.

FIRE INSURANCE POLICIES.

Specialist In Insurance Law Sounds Warning Regarding Details That Will Nullify an Insurance Policy—Dangers Overlooked by the Insured Through Ignorance or Carelessness.

William B. Ellison, a specialist on insurance law, in a recent address on the subject, made some very strong recommendations to fire insurance policyholders that unless expressly stipulated otherwise, the acts of omissions render your policy void:

If you have concealed, misrepresented or merely forgotten to mention any material fact or circumstances regarding the property insured.

If you do not state your interest in the property truthfully and fully.

If you are guilty of any fraud or false swearing (not necessarily deliberate) in any matter relating to the insurance.

If you insure a manufacturing establishment and operate any part of it at night later than 10 o'clock or cease to operate it for more than ten consecutive days.

If you procure any other insurance. If the hazard is increased by any means within your knowledge or control (a broad provision).

If you employ mechanics in altering or repairing the premises for more than fifteen days at a time.

If your interest in the property is anything less than unconditional and sole ownership.

If you encumber personal property with a chattel mortgage (which includes bill of sale providing for deferred payments).

If you insure a building or property not owned by you.

If foreclosure proceedings are started against your property, or a mortgage or a trust deed results in a sale.

If any change other than death takes place in the interest, title or possession of the property insured (except change of occupants without increase of hazard).

If you assign the property before a loss.

If you generate illuminating gas or vapor in the building (or adjacent thereto).

If you have gasoline, gunpowder or any explosives except kerosene.

If the building remain unoccupied ten days.

It is the likeliest of things that your insurance policy does not take note of any violation of these sixteen provisions. To make your policy holeproof the insurance company must either agree to an exception in your case in writing or with full knowledge waive it.

A PROMINENT VISITOR FROM CUBA.

Frank G. Robins, President of Frank G. Robins & Co., Havana, Calls Upon Columbia Graphophone Co. Officials—Recently Opened New Building Devoted Exclusively to Columbia Products—Other Recent Visitors of Record.

Frank G. Robins, president of Frank G. Robins & Co., Havana, Cuba, Columbia representatives, and one of the most prominent commercial institutions in that city, was a visitor recently to the executive offices of the Columbia Graphophone Co. Mr. Robins sailed for Cuba last Saturday, but in the few days he was here spent considerable time with Vice-President Burns, of the Columbia Co., discussing plans for the coming fall season and giving a general resume of industrial conditions in Cuba.

Frank G. Robins & Co. only recently opened a new building devoted exclusively to the products of the Columbia Graphophone Co., and its success to date has been pronounced and emphatic. Mr. Robins is enthusiastic over the rapidly growing popularity of the Columbia products in Cuba, and stated that his company's first six months' business this year was far in advance of the corresponding period of last year.

Other trade visitors to the Columbia Co.'s offices the past week included Westervelt Terhune, manager of the Atlanta, Ga., store of the company, and R. R. Souders, manager of the Dallas, Tex., store. Both of these gentlemen remained in the East but a few days, and reported splendid prospects in their respective territories.

SERVICE

Dealers buying Victor supplies here save time and money.

Any hour, any day, you may want miscellaneous musical goods. If you are sending your Victor business here, naturally other goods can be inclosed with the Victor goods and thus your freight and express charges would be cut in two.

Lyon & Healy

CHICAGO

FROM OUR CHICAGO HEADQUARTERS

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

(Special to The Talking Machine World)

CHICAGO, ILL., August 9.—The traditional summer dullness seems to have been effectively broken the past two weeks. Not only are orders coming forth from the retailers in surrounding territory both for immediate and deferred shipments, but the local retail trade is opening up in a rather unexpectedly brisk manner. The local jobbers have all prepared for a big fall trade and are urging the dealers, with evidently good reason, to place their orders early for the fall and winter business if they desire to avoid at least something of the congestion experienced in recent years.

Talking Machine Men Are Eligible.

The recently organized Piano Club of Chicago has closed a lease for its clubrooms at 116 Michigan avenue and the opening will take place about September 1. The members of the talking machine trade are eligible for membership in the club and the management is anxious to see the talker contingent a strong one. The present low initiation fee of \$15 will be increased to \$50 as soon as the quarters are occupied, and it therefore behooves those who wish to save money to make application immediately. The dues are \$25 per year, payable quarterly. Application blanks can be secured from Treasurer Adam Schneider, 305 Wabash avenue, or Secretary Lee Roberts, 615 Wabash avenue.

Sees Good Outlook.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, returned from the jobbers' convention at Cleveland well pleased with the spirit shown during the convention and with the strong official roster with which the organization faces another year of usefulness.

"The outlook on the whole for trade is good," said Mr. Wiswell. "July was a very fair month and only showed to disadvantage with July of last year, which was one of the biggest Julys in the history of the department. Business has picked up notably this month and orders are coming forward in a manner that is decidedly satisfactory. August with us always marks the cessation of the summer dullness, relatively speaking, so far as the wholesale trade is concerned, and business may now be expected to grow steadily in volume up to the holidays. We have prepared for a big fall and winter trade and there is every reason to expect that we are going to get it."

C. E. Goodwin Visits Edison Factory.

C. E. Goodwin, general manager of the Phono-

graph Co., returned this week from his vacation, spent in the East. With his uncle and aunt, Dr. and Mrs. Ozman, of Buffalo, he autoed through the Berkshires and White Mountains, and declares the trip an ideal one. Just before returning he stopped at the Edison factory at Orange.

"We are now assured of an ample commercial stock of records," said he. "Mr. Edison has now perfected a workable commercial process that assures the trade and the public of a continuous supply of superior records. They are already turning out several thousand records a day and facilities have been provided for the doubling of the capacity every thirty days for several months to come."

Pointers for Dealers.

The Talking Machine Co. is mailing the second edition of its "Sales Ideas" to its dealers. Like the first budget sent out a few weeks ago, it contains many very practical and original ideas for promoting the sale of Victor goods, and the series which will be continued from time to time constitute a veritable correspondence course on sales and advertising campaigns which the dealers highly appreciate, judging from the many enthusiastic letters received by the company.

Roy J. Keith, sales manager for the Talking Machine Co., is on a fishing and hunting trip at L'Anse, in the northern peninsula of Michigan. During his absence George P. Cheattle, assistant sales manager, is holding down the job. "We are really surprised to find business keeping up so well," said Mr. Cheattle. "Dealers are ordering briskly for midsummer and are not only placing advance orders, showing that they do not intend being caught napping this fall, but the immediate delivery business is also excellent, showing that stocks are not heavy and that the present business is of encouraging proportions." E. H. Ditmar and Frank Moses, of the sales force, popularly known as Damon and Pythias, have been spending their vacations together on the Ditmar farm in Colorado. George A. Clark, Mr. Geissler's secretary, is off for a fortnight's trip on the Great Lakes.

Death of Grand Rapids Dealer.

Guy Chaffee, president of Young & Chaffee, of Grand Rapids, Mich., died on Friday of last week at the Plaza Hotel, this city, of Bright's disease. He had come to Chicago to consult a specialist. The funeral took place at Grand Rapids on Thursday of this week, the services being held at Trinity Church. Young & Chaffee, who conduct one of the largest retail furniture stores in Michigan, have

been extensive dealers in talking machines for years, and Mr. Chaffee has many friends in the trade who will be shocked to hear of his death.

Harold Colson, floor salesman for the Talking Machine Co., spent his vacation in Chicago and won honors in several tennis tournaments.

Permanent Needle Progress.

The Permanent Phonograph Disc Needle Co., of 1128 North Winchester avenue, Chicago, reports that the sales of its specialty are increasing rapidly and that it has added a number of leading jobbers to its list of distributors the past month. The company reports also having an excellent demand from Canada, and it has completed arrangements for a distributor in each of the Canadian provinces. Representation in Mexico has also been secured through one of the largest houses in the republic.

Columbia Items.

At the Chicago headquarters of the Columbia Graphophone Co. it was stated that business during July showed a material increase over the corresponding month of last year, a state of affairs which has existed every month during 1913. Manager C. F. Baer was particularly elated over the manner in which the new \$75 Leader Grafanola has been received by the dealers. "We are getting reorders every day," he said, "and it looks to me as though this new type is going to be more popular even than the Favorite \$50 machine, which has been the biggest seller we have ever had. It is not a matter of getting orders, but filling them. The new Favorite is a wonder, from a selling viewpoint, and the demand for the entire line, including the higher-priced machines as well, seems to be straining the factory to the utmost. We are looking for a mighty big fall trade and the dealer who places his orders early will certainly be wise."

District Manager W. C. Fuhri left this week for a vacation to be spent at Pine Lake, Mich.

W. F. Standke, manager of the New Orleans office, was here last week for a conference with District Manager Fuhri and left here for New York.

Among the recent visitors at the Columbia office were Robert R. Souders, manager of the Columbia branch at Dallas, Tex. He was on his return from a visit to headquarters in New York and was on the windup of a peculiarly enjoyable journey. He went to New York by steamer from Galveston and on the return trip visited St. Louis, Cincinnati, Chicago, St. Louis and Kansas City.

(Continued on page 36.)

Let us supply you with your Fibre Needle Cutter—THE WADE—

We are the oldest manufacturers of instruments for repointing fibre needles in the world. With our new location and increased capacity we have the facilities which enable us to make prompt delivery. Our big discount enables you to make a big profit. Dealers order now from your regular distributors and if they can't supply you let us know and we will see that you get the Wade.

THE WADE FIBRE NEEDLE CUTTERS

ARE THE MOST SERVICEABLE FOR SEVERAL REASONS

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 needle serviceable for from ten to twelve records.

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

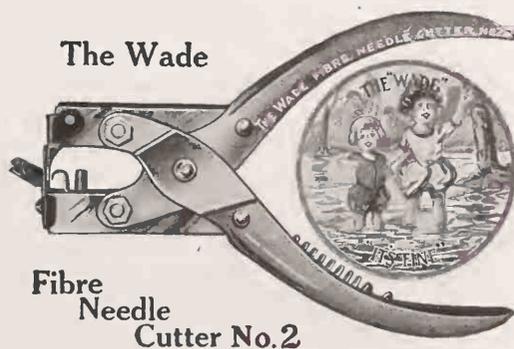
They are provided with a self-acting stop. The Wade No. 2 affords the most powerful cut of any tool made. The blades work parallel to each other, requiring no exertion to trim the needle. The Wade No. 1 is a serviceable cutter that sells at a reduced figure.

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 35).

J. N. Freeman, the well-known Columbia dealer at Cedar Rapids, Iowa, and Robert Smallfield, of the Smallfield Music House, Davenport, Iowa, made their usual midsummer trips to Chicago this week and left good Columbia orders behind them.

Vacationizing.

L. C. Wiswell, of Lyon & Healy, is week-ending this year at Belvidere Beach, near South Haven, Mich. H. B. Ridgeway, the L. & H. traveler on the Coast, left last Sunday for his territory, after a month's vacation spent in Chicago. J. Meagher, the Wisconsin exponent of Department H, is back on the job again after his vacation, and J. V. Elwride, the Illinois man, is enjoying the lake breezes at Muskegon, Mich.

Gives Outdoor Concerts.

W. E. Erickson, the talking machine dealer, of Davis street, Evanston, inaugurated a series of Thursday evening concerts in the Davis Street Park, on the lake shore, July 31. The Victor auxetophone was used, and the program, consisting largely of selections by Pryor and Sousa bands, was listened to with rapt attention by an audience of about 500 people.

A. H. Dannemark, of Wilmette, will inaugurate a series of auxetophone concerts in Wilmette Park on September 1.

Joins Noble Army of Benedicts.

Chicago friends of Charles H. North, the Victor Co.'s assistant contract manager, but who up to a year ago traveled Michigan for them, have received announcements of his marriage to Miss Amanda Katie Mathers at the home of the bride's parents, at Carlisle, Ky. Mr. and Mrs. North are now on their wedding trip and will be home to their friends after September 15 at 600 South Sixth street, Camden, N. J.

Personals and Visitors.

Judge C. N. Goodwin, brother of C. E. Goodwin, and well known to many in the trade, has gone abroad for the summer.

Walter Kipp, of the Kipp-Link Co., Edison jobbers of Indianapolis, was a recent Chicago visitor.

J. N. Swanson, of the Houston Phonograph Co., Houston, Tex., spent several days in Chicago on his return from the jobbers' convention.

F. S. Allen, of the Musical Record Co., Los Angeles, Cal., spent some time in Chicago after the convention demonstrating the cacti needle which his company markets.

V. B. Taylor, the Victor traveler, visited Chicago during his vacation. He will shortly leave for Camden to attend the conference of Victor representatives.

Carl Schmidt, of H. Schmidt & Sons, Muscatine, Iowa, was a visitor this week. The company's Davenport branch has recently moved into a fine store.

Charles W. Patchen, manager of the Janesville branch of the Wisconsin Music Co., of Madison, and Mr. Fowler, manager of the Beloit store, were recent Chicago visitors.

F. A. Hagener, a well-known talking machine dealer of Blue Island, Ill., has the sympathy of the trade in the death of his mother, who passed away on Monday of last week.

Resumes Old Position.

B. F. Dvorak is again in charge of the talking machine department at Rothschild's, after a three months' experience in the Canadian trade.

How He Came to Imitate Lauder.

One of the best-known men in the piano trade of Chicago is D. R. McWilliams, of the Coté Piano Co. Incidentally, Mr. McWilliams is widely known as a professional entertainer of much ability, his negro dialect stories being especially well liked.

W. A. Pushee, retail manager of the Coté Piano Co., also handles the Victor line. Therefore Mr. McWilliams had access to the Victor library and became very fond of Harry Lauder and his Scotch dialect songs. He decided to add a few imitations of Harry Lauder to his repertoire, and so took home a Victor No. IX and "She's My Daisy," "Roamin' in the Gloamin'," "Fu' the Noo'," "Breakfast in Bed on Sunday Mornin'" and "Trixie from Dixie."

"I just listened carefully," said Mr. McWilliams, "had my accompanist listen and play it over with me, and in about six weeks from the time I started I used it in my act and it got over. My friends tell me that the Victor has taught Lauder to me perfectly, and not to go and see him—that I couldn't do it any better and I might not be so good. You know, I have never seen the 'highest salaried entertainer in the world.' I have also used some Victor recitations among them—'Ghunga Dhin,' 'A Fool There Was' and 'Christmas

Day in the Workhouse.' I learned them in the same way.

Prize Sale Customer is Profitable.

Miss Pauline Tischler, who was the winner of the first prize of \$20 in the recent difficult sale competition of the Victor Co., has a little sequel to tell to the story that won her first place. "The customer referred to in my story is a man who has a very wide acquaintance, and the whole affair pleased him so much that he has sent me only re-

(Continued on page 38.)

EDWIN C. BARNES PICKED OUT AS A MAN WHO GETS THERE

A Writer in the Workers Section of the Chicago Sunday Tribune Tells About the Man Who Made the Edison Dictating Machine Popular in Chicago.

(Special to The Talking Machine World.)

CHICAGO, ILL., August 9.—Edwin C. Barnes, head of Edwin C. Barnes & Bros., the Chicago agents for the Edison dictation machines, was the subject of an extended story in the Workers' Magazine of the Chicago Sunday Tribune recently. "Barnsey," as he is affectionately known among his friends, has won wide reputation in Chicago, not only for the fact that he has accomplished large things in a business way, but because of the decidedly original and aggressive methods he uses in going after sales. He is known as an inveterate hustler and an all-round expert in the selling game, and was

right expression with which to wither the "young upstart."

"You don't, eh?" was as far as he got.

"No, I don't—I can starve. But I'm not going to."

"Young man," decided the general manager, "you're hired."

He Sold, and Sold—and Sold.

When Barnes received his expense money from the cashier he walked straight to the first restaurant, and for an hour and a quarter he sat at a table filling his stomach, that had almost gone on a strike. Then he went back to "his house."

The general manager wanted him to stay and take instructions for a week, but Barnes was impetuous.

"Where are the goods?" he pleaded. "Show me a price list. I want to get out and get busy."

"All right; pack your grip and start to-night," agreed the general manager.

"My grip?" echoed Barnes. "I never owned one."

But the youth was finally fixed out and he started out as a salesman. And he sold and sold—and sold. In fact, he sold so much that the baking powder firm sent out another man on his trail to be sure that he really did sell. When the general manager found what Barnes was actually doing he raised his salary to a figure the size of which Barnes had never planned on, even in his most roseate dreams.

The time came, however, when Barnes grew of the opinion that the baking powder business was like baking powder. It helped a man to rise, but the limit was set in advance. From salesman he advanced to crew manager and district manager, and then he saw he had gone as far as he could, so he quit. He had nothing in sight when he quit, but he knew that the business world was hungry for men who had made good.

Attracts Inventor's Attention.

What Barnes eventually did was to secure the city salesmanship for the Edison dictating machine. It looked to him like a business without limitations. Barnes worked so hard that it was not long before the great inventor's attention was attracted to him, and through successive steps he was made Western manager of this particular branch of his business under the direct supervision of Mr. Edison himself.

When the company discontinued their Western offices Barnes went after the line on his own hook. Chicago was a most important and strategic point for the Edison dictating machine, but Barnes had the right to first consideration and no one was disposed to contest it. He has built up a wonderful business for the Edison dictating machine here and his business now occupies an entire floor in the Phonograph Co.'s building on Wabash avenue, beautifully fitted up and with every facility for the transaction of the big business of the firm to the best possible advantage.

The keynote of Mr. Barnes' success is found in the theme of a brief sermon written in lead pencil in the hand of the author, Thomas A. Edison, and which hangs neatly framed over Edwin C.'s desk. It reads:

"When you get a job, pitch in; pay no attention to the clock; take more interest in the business than the old man himself. Think shop! Talk shop!"



Edwin C. Barnes.

therefore selected as one of the men to be held up to the ambitious readers of the Workers' Magazine as an example of what tireless push coupled with brains can do.

The article harks back to the day when Barnes landed in Chicago via the freight route, with an ambition to be a salesman, a very empty stomach and a plentitude of nerve. He had made up his mind to go to work for a baking powder concern, and this is the way he went about it, as told by the Tribune:

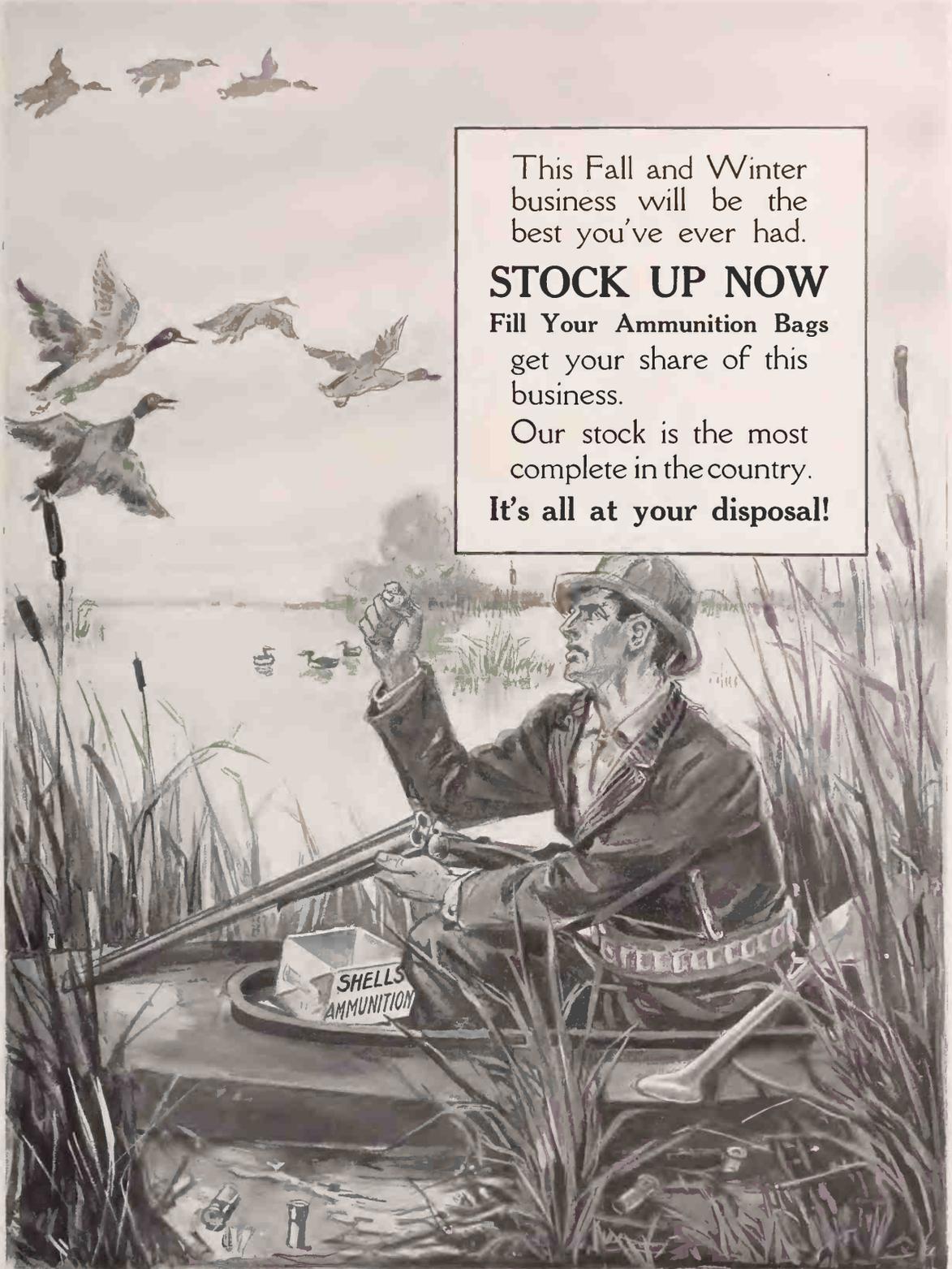
To a youth, even though he has found his city of necessity, meals are a necessity. Young Barnes had missed a number of them in succession. Making his appearance as presentable as possible, he walked over on the North Side to the office of the baking powder concern he had made up his mind he would work for. Fearlessly he opened the door and demanded to see the general manager, and after some parleying he was admitted to the gentleman's presence.

Barnes told his story convincingly and in a few words. He had come to Chicago to make his fortune, and he had decided to do it by selling baking powder. The general manager was still looking him over when Barnes remarked:

"Of course, you understand I don't have to go to work."

The general manager looked at him with steely eye, nonplussed for a second and reaching for the

Not a Shell Left and the Evening Flight on VICTROLAS—Your Ammunition



This Fall and Winter
business will be the
best you've ever had.

STOCK UP NOW

Fill Your Ammunition Bags
get your share of this
business.

Our stock is the most
complete in the country.

It's all at your disposal!

THE TALKING MACHINE COMPANY
12 North Michigan Avenue, :: :: :: CHICAGO

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

cently three people who have bought machines and he has bought over \$200 worth of records from me for himself," said Miss Tischler.

Wurlitzer Doing Satisfactory Business.

Fred H. Siemon, assistant manager of the Wurlitzer Co., is away on a vacation that is to be distributed among several points of interest, leaving the entire management of the talking machine and small goods department in the hands of F. A. Harnden. Mr. Harnden reports that August has brought a very noticeable improvement in the Victor line. The retail department continues to sell large quantities of dance records and the usual large number of 75-cent records.

The Victrola Aids Dancing Teacher.

M. Eileen Long, who has a studio on the top floor of the Powers building, is one of the local dancing teachers who is reaping a rich harvest from the immensely popular wave of the tango, the one-step, the Boston and similar glides, twists and sways that have set the young folks of Chicago society and the old folks, too, dance crazy. And Miss Long uses a Victrola. "There are several advantages in using the Victrola," said she. "In the first place an orchestra to be worth much at all must have more than one or two pieces. That means considerable expense to me, so I find that a small orchestra, with the added help of a No. XVI Victrola, saves considerable money and is entirely satisfactory. Then, too, there is a regularity about the Victrola music that helps the pupils very much, and I can regulate its speed to whatever is best in giving the lessons. When the orchestra has been worked pretty hard and wants a rest it can have it, while the Victrola does the work and never tires. Oh, I like the idea very much, and my pupils like it, too."

G. W. Davidson and C. L. Davidson, of the Talking Machine Shops, had planned to spend much of the summer in Lake Bluff, where their families are located, but some combination letters and record lists that they had sent out have forced them to stay in the city and chase up the prospects.

O. C. Searles, in charge of the talking machine department of the Bissell-Weisert Co., has just returned from a two weeks' vacation that was spent mostly in motoring and fishing. Miss Ella McClelland had charge of the business while he was gone, but departed immediately for a three weeks' stay in Michigan upon his return.

Where Columbia Men Are Summering.

Edward Blimke, of the city sales force of the Columbia Graphophone Co., left Friday for Denver to attend the triennial conclave of the Knights Templar. He will afterwards go to Minnesota on a fishing and hunting expedition. F. G. Cook, who travels Indiana and Michigan, is spending his vacation at Spring Lake, Mich. A. W. Graham, the Man from Texas, who preaches the Columbia gospel in Iowa, is again in the field, after a fortnight's vacation among the Wisconsin lakes. Manager C. F. Baer is taking his vacation on the instalment plan, putting in the week-ends at his summer cottage at Lake Catherine and making the round trip in his auto. E. A. Parsons, of the dictaphone department, left last Sunday for a week at the factory at Bridgeport and the general offices in New York.

George Ingalls, superintendent of the repair department of the Columbia's Chicago office, recently returned from a trip to Bridgeport and New York. It was the first time he had visited the factory in the sixteen years he has been with the company and the experience was a memorable one.

Victor Dogs Break the Rules.

During the meeting of the National Educational Association in Chicago recently two stuffed dogs used for display purposes outside the rooms of the Victor Co.'s quarters in the Congress Hotel came near shattering the rigidly enforced edict against dogs that has been a part of the hostelry's rules for years. A woman guest demanded the right to have her Scotch collie in her room "because there were two dogs upstairs."

"There are two dogs on the seventh floor," she told Assistant Manager Edward Burke when he

explained the rule of the house forbidding canines, "for I saw them sitting outside a room on that floor a few minutes ago."

"If there are dogs upstairs," replied Burke, "out they come. We will investigate."

The dogs proved to be Victor advertising models, so the woman's Scotch collie was sent to the baggage room.

A New Automatic Stop.

The Rajah Co., of Chicago, has perfected and will probably put upon the market in the near future an automatic stop that is really good and appears to contain all the points sought for in a device of this sort. The stop is located beneath the turntable and is connected with the reproducer arm by means of a sliding lever beneath the turntable that moves in unison with the reproducer arm. When the record is finished and the arm has stopped the continuous movement of the lever releases a brake and the machine is stopped. The stop can be used with any disc machine. B. B. Blood is the inventor of the machine, and associated with him in the company are H. D. Jones and Eugene H. Ziegler.

New Starck Manager.

Harry C. Meek, formerly with the Eberhardt-Hays Music Co., of Wichita, Kans., and previous to that connected with the Wurlitzer Co., of Cincinnati, took up the duties of manager of the Columbia and Victor departments of the P. A. Starck Piano Co. about the middle of last month. Under Mr. Meek's direction the talking machine department of the Starck Co. has been greatly enlarged, the entire basement being refitted and redecorated and a greatly increased stock of machines and records installed. The new salesrooms have been painted white and trimmed with mahogany, as well as four unusually large demonstration booths. Miss Myers, formerly connected with the talking machine department of Rothschild & Co., has been given charge of the greatly increased stock of records.

RECEIVES 100 EDISON MACHINES.

Denver Dry Goods Co. Receives Big Shipment of Edison Products—Business Is Excellent.

(Special to The Talking Machine World.)

DENVER, COL., August 8.—The Denver Dry Goods Co., of this city, is closing a splendid business with the Edison products. A shipment of over 100 Edison machines arrived at the store a few days ago, and Manager Wyatt, of the talking machine department, stated that these machines are practically disposed of already. Edison record business is also keeping up most gratifyingly.

Columbia wholesale business for the past month has been very satisfactory, and the new accounts opened up in Colorado, Wyoming and the adjoining territory bespeak a banner fall season for Columbia goods.

RECORDS FOR SECRET SOCIETIES.

Of special interest to the members of the famous Odd Fellows and Masonic orders is the announcement by Thomas A. Edison, Inc., that it is listing this month three special records for the former society and four Masonic records. These records should be in demand all over the country by the members of these orders.

The Odd Fellows records are made by a male quartette, and the use of an organ in all the accompaniments gives a fitting air of dignity to these selections. The Masonic records are equally impressive and are designed to make an instant appeal to Masons.

WADYERMEAN? IT HURTS?

Mr. Albert.—What's the name of that talking machine record with the yells and screaming in it?
Salesman.—It's called "A Few Minutes at a Painless Dentist's."

Be big enough to go alone. Individuality is not developed in groups.

ARTHUR D. GEISSLER IN CHICAGO.

General Manager of Talking Machine Co. on Short Visit from East, Where He Is Now Located, Regrets Being Compelled to Give Up Annual Trip to the Pacific Coast—Some Orders of Unusual Size Received by the Talking Machine Co.—Business Excellent.

(Special to The Talking Machine World.)

CHICAGO, ILL., August 12.—Arthur D. Geissler, general manager of the Talking Machine Co., the popular Victor distributor of this city, arrived here to-day from the East for a stay of a week or ten days. Mr. Geissler expressed keen enthusiasm with the excellent reports given to him by his staff here, and in a chat with The World stated that it was all right to be so busy that even a vacation time could not be spared, but that it was a great disappointment to him that he would be obliged to forego his annual Coast trip this year because of this unprecedented press of business affairs.

Mr. Geissler has always looked forward to this coast trip with pleasure and anticipation, for he enjoyed it thoroughly. These summer coast trips have been noteworthy in former years because of the truly remarkable orders that Mr. Geissler always brought back with him from San Francisco, Los Angeles, Portland, Seattle and the surrounding territory. The dealers out on the coast have always seemed to appreciate the exclusive wholesale service rendered by the Talking Machine Co., of Chicago, and felt that the certainty of getting goods in times of shortage more than compensated for the extra freight they were forced to pay to the coast.

On his arrival here Mr. Geissler was advised of the receipt of a \$25,000 order from the P. A. Starck Piano Co., of this city. This splendid order called for August 1 delivery on a big portion of it, and for September 1 delivery on the remainder. This is some summer order that gives an excellent idea of the prosperity of the Talking Machine Co.

In addition to this \$25,000 order, the following single order from one firm was reported to Mr. Geissler by one of the Talking Machine Co.'s salesmen: For August 1 delivery, 2 Victrola No. 4s, 2 No. 6s, 2 No. 8s, 12 No. 9s, 7 No. 10s, 6 No. 11s, 4 No. 14s, 6 No. 16s; September 1 delivery, 5 No. 4s, 5 No. 6s, 2 No. 8s, 13 No. 9s, 12 No. 10s, 14 No. 11s, 8 No. 14s, 14 No. 16s; October 1 delivery, 10 No. 4s, 10 No. 6s, 5 No. 8s, 25 No. 9s, 18 No. 10s, 23 No. 11s, 12 No. 14s, 23 No. 16s; November 1 delivery, 25 No. 4s, 25 No. 6s, 15 No. 8s, 61 No. 9s, 29 No. 10s, 54 No. 11s, 28 No. 14s, 61 No. 16s.

In view of the extent of this single order from one firm, it can be readily understood why Mr. Geissler is so optimistic and well satisfied with the reports to date of business being closed by the Talking Machine Co.

LATIN AMERICA BUYS MORE.

Exports to Five Southern Republics Show \$10,000,000 Gain.

(Special to The Talking Machine World.)

WASHINGTON, D. C., August 11.—While trade between the United States and five of the principal South American countries—Argentina, Brazil, Chile, Peru and Uruguay—is still in favor of the Southern republics, this country made a considerable gain the last fiscal year, and reduced by \$10,000,000 the wide margin of difference between its imports from and exports to those countries.

Imports remained stationary, being valued at \$187,000,000, the same as in 1912. In exports the United States gained, shipping to the five nations \$126,000,000 of merchandise this year, as against \$116,000,000 in 1912. Thus a net gain of \$10,000,000 was created. There were increases in shipments to all the countries named, except Argentina, where there was a slight decrease.

In the last year Argentina bought \$53,000,000 worth of goods here, sold \$27,000,000; Brazil bought \$43,000,000, sold \$120,000,000; Chile bought \$16,000,000, sold \$28,000,000; Peru bought, \$7,000,000, sold \$10,000,000, and Uruguay bought \$2,000,000 and sold \$7,000,000.



“Tone plus tone-control” comes as near as ever you will get to a nutshell definition of what the Columbia is offering and what Columbia customers are wanting.



Columbia Graphophone Company
Woolworth Building, New York

LARGEST SHIPMENT OF VICTROLAS XVI. TO TEXAS

Recently Received by the J. W. Carter Music Co., of Houston—Head of Company, Visits New York and Chats with The Talking Machine World—Finds Recitals Pay as Business Promoters—Explains General Successful Policy of the Carter House.

Texas was “put on the map” in local talking machine circles last week when J. W. Carter, president of the J. W. Carter Music Co., Houston, Tex., arrived in New York for a short visit. Mr. Carter, who has been identified with the music business for the past thirty-five years, is a real Houston enthusiast, and in chatting with The World pointed out many vital statistics regarding the prosperity of Houston. The J. W. Carter Music Co. is one of the leading houses of the Southwest, and in addition to representing the Vic-

“Our Victor business is showing splendid gains over last year,” stated Mr. Carter. “We are more than gratified with the class of business that our Victrola department is attracting to our establishment, and as a matter of fact our books show the names of many of Houston’s prominent people as purchasers of Victrolas in our store. We are endeavoring to introduce our Victrola department to the public of Houston by high-class methods, and up to date our success has been pronounced and noteworthy.

“I am an enthusiast regarding the value of informal recitals and concerts in promoting high-class clientele, and this idea is being worked out to excellent advantage in the development of our Victrola business. Last season we held a number of concerts, at several of which we featured the Victor Auxetophone, and at other times the Victrola XVI. These concerts are always attended by at least five hundred people, and we have been able to close a number of sales as a direct result of these recitals.

“The possibilities of developing a profitable Victrola clientele are unlimited, and we find that the higher priced types of machines are gaining ground every day. In addition to concerts in the leading furniture and mercantile establishments of Houston, we contemplate giving Saturday night recitals in our store all next season. The Victrola will be featured extensively at these concerts, and, coupled with a liberal use of publicity in the daily papers, we expect to close a banner season in our Victrola department. The assistance given us by the Victor Co., both from a product standpoint and as regards advertising, is invaluable, and it is hardly necessary to state that the popularity of the Victor products in Houston is advancing year after year.”

identification, in whatever city he happened to be on election day. But here would arise another difficulty, Mr. Meyer said, because it could not be determined for what State or locality the vote should be counted.

Mr. Meyer and his associates among traveling men are endeavoring to get in touch with some statesman versed in the proper procedure in such matters. He said whichever party takes the initiative in the matter will receive enthusiastic support.

“Under the existing conditions,” said Mr. Meyer, “the proper authorities cannot be reached by individuals who are deprived of their votes and are therefore of little importance to the politicians. At the present time the railroads, who derive a large portion of their revenue from the salesman, can make life a burden to them through restrictions regarding tickets, excess fares and handling of baggage, because the salesman has absolutely no redress through any of the political leaders. A man without his vote is like the man without a country,” Mr. Meyer concluded.

EDISON BONCI RECORDS.

Five New Selections by the Famous Tenor Issued by Thos. A. Edison, Inc.

Five new selections by the celebrated tenor, Alessandro Bonci, are announced by Thomas A. Edison, Inc., Orange, N. J. In a preliminary announcement to its trade, the company calls attention to Bonci’s international fame and the fact that he gives a most masterly interpretation of nearly all the great tenor roles. Prominent on the operatic and concert stages, Bonci has established for himself an enviable reputation the world over.

The five new records by Bonci, which are typical of his great art, are as follows: Two from Verdi’s “Rigoletto,” in which Bonci scored a tremendous success on the operatic stage; one from Verdi’s “Luisa Miller,” one from Donizetti’s “Elisir d’Amore,” one from Gounod’s “Faust” and another from Donizetti’s “Lucia di Lammermoor.” All of these records bring out Bonci’s wonderful voice to the best possible advantage.

To accompany these Bonci records, Thomas A. Edison, Inc., has prepared an unusually attractive hanger, measuring 22x28 inches. A characteristic portrait of Bonci is featured on this hanger, which should be of considerable assistance to the trade in featuring these records.

THE GOOD MANAGER.

A real manager does not try to shoulder all the work in the house and take care of himself. He knows that almost every hour of the day there is something going to turn up which will require his very best judgment and time to consider it thoroughly. He cannot do that and at the same time take care of a mass of detail work. If he attempts it he is not a real manager. He may be filling a manager’s chair and drawing his salary, but he is really nothing but a substitute for a manager, or a manager in the kindergarten stage.

Thousands of good men are to-day fooling themselves into the belief that they are properly managing a business when, in fact, they are slaves to the detailed work of the business.

A BABY “TALKER” OUTFIT.

The Triumphon Co., of Berlin, has recently placed on the market a new model talking machine called the “Picnic.” The machine is enclosed in a small carrying case and is comprised of motor, tone-arm, sound-box and turntable. Provision is also made for needles and discs. The whole weight without discs is only 4.5 kilos, and resembles a small traveling case.

Some dealers have tried short items in the local news columns and with good results. People come in the store and mention the advertising and usually favorable comment is made.

“What is that tune your daughter is playing?” “Which daughter?” asked Mrs. Cumrox. “If it is the older girl it’s Liszt’s Hungarian Rhapsody, and if it’s the youngest one it’s exercise 27.”—Washington Star.



Part of Largest Victrola XVI. Order. tor-Victrola line, handles a number of prominent makes of pianos. While in the East, Mr. Carter visited the immense factories of the Victor Talking Machine Co., Camden, N. J.

VOTES FOR TRAVELING MEN.

New Campaign for Those Who Are Now Deprived of Ballot Suggested by a New York Traveling Man—Points to Injustice Now Suffered by 70,000 Men Who Travel.

Leon Meyer, Pacific Coast representative for a New York manufacturing house, is setting on foot a new movement to obtain voting privileges for traveling men when away on trips. Mr. Meyer said that there were more than 70,000 traveling men in New York and that over 40,000 of them were deprived of voting privileges, as they were obliged to be away during registration or election.

Theodore Roosevelt suggested the idea to Mr. Meyer of depositing a sealed vote with the election bureau before the salesman leaves on his trip, provided the candidates were named before he left. This, however, would open the way for frauds, according to Mr. Meyer, and would be unconstitutional, not being a secret ballot. Another suggestion was to have the salesman vote, upon proper

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Talking Machine Men Looking for a Strenuous Season—Few New Models of Machines Offered—Market Flooded with Cheap Records Which Cause Considerable Worry—Shilling Disc in Sight—Conditions in German Market Also Unsettled—Talking Machines at British Music Trade Exhibition—Gramophone for Heart of Africa—Some Recent Developments of Copyright Law—Interesting Titles in New Record Lists—Gramophone Co. Brings Suit.

(Special to The Talking Machine World.)

LONDON, ENGLAND, August 5.—Vacation time is in full swing here, and a fair percentage of talking machine men have seized the opportunity presented by the slack period to recoup their health and brace themselves for the exigencies of what is generally believed will prove a more than ordinary strenuous time ahead. At the moment attention is directed to the production of new season's catalogs embodying the latest machine models—in which, by the way, no very striking changes in comparison with last year's styles, excepting the Columbia, is to be noted. The season promises to be exceptionally competitive in the record field and certain manufacturers have special plans in preparation, the operation of which will produce the keenest conditions ever experienced in this industry. In price disc records have reached a very low level, and coincident with the introduction of several new eightpenny records, it is generally believed one or two firms will endeavor to operate on a shilling basis. The restrictive conditions surrounding the American output is almost to be envied in comparison with those prevailing this side. By next October, I compute we shall have thirty-five to forty discs on this market, 50 per cent. of which retail at eightpence or less. Perhaps my American readers find it difficult to imagine the possibility of a good record production at this price, but on these discs some of the best material is obtainable. The quality of recording, and standing or reputation of a good proportion of the artistes is for the most part equal to the half-crown standard, and we are even promised a speeding-up in this regard. So many concerns operate here, and the bankruptcies during the last few years, have combined to contribute a glut of old master matrices which has considerably weakened trade stability, in that pressing form then made possible the cheap production. Not altogether perhaps, but certain it is that were it not for this condition, I believe we should have seen little of the very cheap records. Having no artistes' fees and the hundred and one expenses to pay incidental to recording, the holders of these old matrices are in the happy or unhappy position of being able to show a small profit on a 10-inch double disc retailing at one shilling. Although not the official price in every instance several makes are sold at this figure and doubtless there will be increased numbers this season. One of the latest is the Bob Record Co., "bob" being a colloquialism for one shilling. Surely, it's the limit!

Conditions are apparently much the same in Germany, where the Zonophone Co. has aroused a storm by the proposal to issue a record at 1s. 3d. as from September 1 next. This price is said to cover royalty charges under copyright into the bargain. The German press is loud in its condemnation of this policy, and practically the whole trade is combining in an endeavor to offset such a radical departure, which, it is claimed, cannot but act disastrously upon the future stability and welfare of the industry. For my part I despair of that elusive stability which is always "to come," but never does. So long as these competitive price-wars last there can be no such thing as stability—future or otherwise. Competitive efforts of this nature are financially exhaustive alike to all who engage therein, and must eventually

—; but there, I see that consolidation of interests—that Record Manufacturers' Mutual Protection Association, which I have for so long advocated, looming a little more brightly upon the horizon of discord and jealousy. It will come!

Talking Machines Will Be Exhibited.

At the British Music Trade Exhibition, which is to open up at Olympia next September, several talking machine houses have secured space for comprehensive exhibits. Ample provision in the way of sound-proof rooms for demonstration of records is promised, and the very attractive musical competitions in which the successful entrants will receive as prizes high-class pianos, etc., will insure a big public attendance. This exhibition—the largest ever held by the musical instrument industry in this country—is generally expected to result very profitably for all exhibitors.

New Bait for Hunters.

Captain Kelsey and his intrepid companions, who are venturing upon a motor car journey by way of the Cape through the very heart of Africa to Cairo, will carry "crystallized" entertainment in the form of a gramophone and ample supply of carefully selected records, chosen for the variety of enjoyment they offer. An interesting experiment is to be made on the journey. With the object of attracting big game for photographing or shooting, a lamb is sometimes tethered to a tree, its cries often drawing the game. This method is inhuman and is now superseded by an efficient substitute. A record has been taken of the bleating of a lamb, and it will be interesting to see how far the African animals are taken in by the deception. Imagine, for instance, lions or other wild beasts seeking a supper off the gramophone; what a disappointment for them!

Some Sidelights Upon the Copyright Act.

In the courts recently Messrs. Chappell & Co., Ltd., music publishers, made application for an injunction to restrain Thomas A. Edison, Ltd., and G. W. Bulkeley Byng from infringing the plaintiffs' copyright in the music of the "Girl on the Film" by making manuscript parts of the music for records. On behalf of both defendants, counsel gave an undertaking not to issue any records pending trial of the action. Having regard to this decision, the Gramophone Co., Ltd., has given a similar promise. Other firms are, of course, involved, and the action will result in making plain at least one of the several obscure provisions of the Copyright Act. According to the latest views of the copyright owner, usually a publisher, it is regarded as infringement to use band parts other than those sent out. Any alteration or adaptation a record manufacturer may make places upon him the onus of proving, should it be required, that it was reasonably necessary for the purposes of recording. The above action should throw light upon this difficult question, and the judicial finding is awaited anxiously by the whole trade. By the way, a writer in the London Music Trades Review computes that during its first year the Copyright Act has cost record manufacturers about £14,000, over £8,000 of this being apportioned to the cost of royalty stamps. The act imposes additional charges in its second year of operation, for, as from July 1, 1913, copyrighted compositions made prior to July 1, 1910, free in the interim, are now subject to royalty tax. The article to which reference is made throws an interesting light upon the attitude now taken up by publishers and that which obtained prior to the act coming into force. When the copyright committee was taking evidence it was maintained by publishers that record issues seriously affected the sales of sheet music. This, with little or no qualification, he it noted. To-day a number of publishers, recognizing the ephemeral character of the majority of so-called "popular" songs, etc., have given record houses carte blanche permission to record any and every-

thing of this particular kind of composition which they issue!

New Columbia Designs.

Two new machines just introduced here by the Columbia Graphophone Co. have created great interest on account of their very unique style of construction, by which the whole motive power is embraced in a unit independent of and quite isolated from the cabinet. The distinctive features are a metal motor board (with speedometer), breech-locking tone arm and "Regal" reproducer—a convenient combination, beautiful in appearance and excellent in results. A full description, with illustrations, of these new Grafonolas was given in our June and July issues. It may be as well to state that the first consignments of these improved instruments are now being delivered to the trade, and they will be known as Columbia Nos. 22 and 23, for the oak and mahogany models respectively. Either model will sell at ten guineas.

An Attractive List of "H. M. V." Records.

By way of preliminary to our usual comments upon the "H. M. V." monthly issues, we would draw attention to an excellent idea brought forward for the first time in connection with their latest list. In conformity with the company's regular practice each artiste's photo is published side by side with his or her contribution, and this month a further "illustrated" step is noticeable. An attempt has been made to illustrate the message conveyed by each title, as, for instance, "At Dawning" provides scope for a pictorial landscape setting showing the sun just rising beyond the hill in the distance. But, like everything else, this ingenious scheme has its limits, for we were distinctly disappointed to find that "The Parting Kiss" is not pictorially presented. It is not a difficult subject to depict, surely! However, any deficiency in this respect is more than counterbalanced by the delightful contents of the supplement itself, which provides an exceptionally attractive range of titles, as follows: Double-sided (twelve-inch).—"The Dwellers in the Western World"—The White Man, part I. and II. (Souza), Band of H. M. Coldstream Guards; Selections from the Alhambra Revue—"8d. a Mile"—covering the most popular hits therein, by the Ragtime Orchestra; "Lancashire Clogs" and "A Black Coquette" (Grimshaw), banjo solos by Oly Oakley. Ten-inch double.—"Tarantelle Belphegor" and "Tarantelle des Salons," Band of H.M. Coldstream Guards, who also present "Leceruse" (Lacombe) and "La Cinquantaine" (Gabriel-Marie); "Molongo from the Congo," two-step, from "The Chauffeur in the Métropole" (Nelson), with which is coupled "La Baya," two-step (Christine), by the Palais de Danse Orchestra; waltz and march from "Mädchenmarkt"—The Marriage Market (Jacobi), by the Metropolitan Band. Single (twelve-inch).—"Funeral March of a Marionette" (Gounod), New Symphony Orchestra; "Batalella" (Bird Song), from "Pagliacci" (Leoncavallo), sung in Italian by Miss Alma Gluck; "Chorus, Gentlemen" (Löhr), Stewart Gardner; "The Gleaner's Slumber Song" (Walthew), Miss Marion Beely; "The Parting Kiss" (Pinsuti), quartet—Miss Perceval Allen, Mme. Edna Thornton, John Harrison and Robert Radford; "Hungarian Dance, G minor" (Brahms-Joachim), Herr Fritz Kreisler; "The J. P." (Blascheck), Joseph Blascheck. H. M. V. (ten-inch).—"At Dawning" (Cadman), John McCormack; "Where My Caravan Has Rested" (Löhr), Hubert Eisdell; "A Spray of Roses" (Sanderson), John Harrison; "Summer Roses" (Dunkels), Mme. Alice Wilna; "Scherzo from Sonata, opus 31, E flat" (Beethoven), Mark Hambourg; "The Trail of the Lonesome Pine," Edna Brown and James Harrison; "I'm the Guy"—from the Alhambra Revue, "Kill That Fly"—(B. Grant), Harry Carleton.

Suit for Infringement.

There was no defense in the action brought by

FROM OUR LONDON HEADQUARTERS—(Continued from page 60).

the Gramophone Co., Ltd., against M. Smith & Co. for infringement of the plaintiff's trade-mark and "passing off." Counsel for the H. M. V. Co. asked for an order that defendant deliver up or destroy the infringing articles, to which his lordship acquiesced. Costs of the inquiry were reserved.

Lord Roberts Makes "Records."

To the long list of eminent men who have recognized the usefulness of mechanical oratory it is to be added that famous soldier, Lord Roberts, V.C., field marshal of the British army. He recently visited the offices of the H. M. V. Co. and made several records, containing extracts of his Glasgow speech on "National Service," in whose advocacy he is very active. Lord Roberts is said to have spoken with great distinctness and expression, the rate being about eighty words a minute. Sets of the records will be distributed by the National Service League among its various provincial branches.

New Companies.

Invieta Record Co., Ltd.; capital, £4,000. First directors, A. J. Barton and W. A. Barrand, chairman. Registered offices, Bank Chambers, 76 Kingsland road, High street, London, N. E.

Wholesale Musical Supply Co., Ltd.; capital, £10,000. Offices, 6A Devonshire square, London, E. C.

Operaphone Record Co., Ltd.; capital, £1,000. Offices, 23 City road, London, E. C.

The Bob Record Co., Ltd. (private company); capital, £500. Offices, 45 Renfield street, Glasgow.

Legal News.

The bankruptcy of Charles W. Howell, 75 City road, E. C., has been annulled by the court following approval of his offer to pay a composition of 7s. 6d. in the pound forthwith on the liabilities, said to be £221 odd, under the receiving order made against his estate last January.

W. A. Barrand, Ltd., New Inn Yard, London, are in voluntary liquidation.

The first meeting of the creditors of the Whole-

sale Cycle Trade Supply Co., Ltd. (in bankruptcy), 52 Blackfriars road, S. E., was recently advertised to be held at 33 Carey street, E. C.

Edison Blue Amberol Records.

The eighth (September) list of Edison Blue Amberol records offers a number of choice selections covering practically every phase of music, and is throughout pleasingly representative of the best class of title from the latest repertoire of the leading artistes. In addition, records of several old favorite airs are to be noted, these being always reliable and steady sellers in most localities. The complete list is as follows: Concert Records.—"Souvenir of Moscow," Russian airs (Wieniawski) A. Spalding; "Oh, Promise Me" (De Koven), Marie Rappold; "Annie Laurie," Christine Miller. Ordinary List.—"Duncan Gray," paraphrase (Shipley Douglas), National Military Band; "Farewell in the Desert" (Adams and Weatherly), Hughes Macklin; "All the Girls Are Lovely by the Seaside" (Fragson, David and Lee), Jack Charman; "I'm Coming Back to Bonnie Scotland" (Trevor and Wright), Daisy Taylor; "The Call of the Homeland" (Teschemaecher), T. F. Kinniburgh; "The Merry Widow," waltz (Lehar), Alex. Prince; "Don't Play That Old Love Melody" (E. May and H. Nicholls), H. Williamson; "She Does Like a Little Bit of Scotch" (Godfrey and Williams), Billy Williams; "Little Miss Demure" (Harrington and Hemley), Stanley Kirkby; "Marche Lorraine" (L. Ganne), National Military Band; "The Two Beggars," (H. Lane Wilson), Anthony and Harrison; "Favorite Airs from 'the Geisha'" (Sidney Jones), Edison Light Opera Company; "You're Just as Sweet at Sixty as You Were as Sweet Sixteen" (F. Helf), Will Oakland; "Love and Devotion" (L. A. Drumhellen), Venetian Instrumental Trio; "Blue Danube Waltz" (Strauss), American Standard Orchestra; "My Tango Maid" (H. Lodge), C. W. Harrison; "Lead, Kindly Light" (J. B. Dykes), Knickerbocker Quartet; "La Bella Argen-

tina," tango (Carlos Roberts) (for dancing), National Military Band; "Little Boy Blue" (Nevin), E. Spencer; "Annie Laurie and Home, Sweet Home" (Dunn-Payne), J. F. Burckhardt; "Down at Finnegan's Jamboree" (violin), C. D'Almaine & Co.; "Stradella Overture" (Flotow), Edison Concert Band; "Where the Sunset Turns the Ocean's Blue to Gold" (Petric), Byron G. Harlan; "Old Comrades' March" (Teike), U. S. Marine Band; "Monte Cristo" (Kollar), Jordarocabrana Instrumental Quintet; "Just Plain Folks" (M. Stonehill), Ada Jones and chorus; "Somewhere" (C. K. Harris), Irving Gillette and chorus; "Invitation to the Waltz" (Weber), National Military Band; "Italian Army March" (accordion), Guido Deiro; "The Dream Melody Intermezzo"—Naughty Marietta (Herbert), Victor Herbert and His Orchestra.

Supplement to the Fall Catalog.

The British Zonophone Co., Ltd., has issued a supplement to the fall catalog, which includes all titles up to August. For the latter month an attractive list of good titles by tip-top artistes is ready, and the following examples call for special mention: "When the Midnight Choo-choo Leaves for Alabam" and "I Don't Want a Ragtime Coon," by G. H. Elliott; "Woodland Pictures," Part I. and II., Black Diamonds Band; "Giving a Darkey a Strawberry" and "Jean Loves all the Jockeys," Billy Williams; "Hold Your Hand Out, Naughty Boy" and "Anywhere in Manxland," by Florrie Forde; "Lasca" and "Gunga Din," two recitations by Lyn Harding; "Love Dance," intermezzo, and "Très Doggie," intermezzo, by the Peerless Orchestra. All vocal records have orchestral accompaniment.

Edison Recording Contest on the Stage.

The first of a series of public recording competitions behind the footlights took place last month; when for a whole week the Tottenham public were favored with nightly performances at (Continued on page 42.)



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

'His Master's Voice'

Trade Mark is recognized the world over as the

Hall Mark of Quality



To H. M. the SHAH OF PERSIA



BY APPOINTMENT To H. M. QUEEN ALEXANDRA

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, Frihavnen, Copenhagen.
 FRANCE: Cie. Française du Gramophone, 15, Rue Bleue, Paris.
 GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
 HOLLAND: American Import Co., 22a, Amsterd, Veerkade, The Hague.
 HUNGARY: The Gramophone Co., Ltd., IV. Kossuth Lajos-utca 8, Budapest.
 ITALY: Compagnia Italiana del Gramofono, 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, 11115; 30, Novia Svit, Warsaw.
 SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Apelpbergsgatan, 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., Rissik St., Johannesburg; Mackay Bros. & McMahon, 442 West Street, Durban; Ivan H. Haarburger, Maitland street, Bloemfontein.
 INDIA: The Gramophone Co., Ltd., 139, Ballhaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
 AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.
 GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, E. C.

GREAT BRITAIN

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



HIS MASTER'S VOICE

FROM OUR LONDON HEADQUARTERS—(Continued from page 41).

their local music hall. This, the first attempt of its kind, proved sufficiently attractive to warrant repetition elsewhere. To say, too, that it was the most popular item on the bill is but to give scant idea of the genuine delight of the audience, whose reception of so novel a turn was distinctly enthusiastic. In a nutshell, the scheme was this—any member of the audience could compete and they were invited to record either vocally or instrumentally. The management offered three prizes—£5, £3 and £2—in order of merit for the best attempts. In the semi-final on the last night the adjudicators found themselves in a little difficulty, having regard to the number of really good records made. Finally ten were selected and there was so little to choose between their different efforts that after awarding the three prizes, it was decided to give consolation prizes of 10s. each to the remainder, and this arrangement gave general satisfaction. The list of prize winners and their chosen piece is as follows:

First prize, £5—L. Dyke (descriptive vocalist), "Ten Dirty Little Fingers." Second prize, £3—H. Rule (ragtime comedian), "The Gaby Glide." Third prize, £2—Miss Parkinson (ragtime comedienne), "Snookey Ookums." Seven consolation prizes of 10s. each—Mr. Clark (cornet solo), "Levy-Athen Polka"; Mr. Jones (mouth organ solo), a medley of airs; T. Keyes (baritone solo), "Thora"; Mr. Spencer (cornet solo), "Take a Pair of Sparkling Eyes"; G. Cairnes (mouth organ solo), a medley of airs; T. Bennett (comedian), "Any Old Iron"; St. Mary's Bugle Band, selection of army calls.

Your correspondent took advantage of the Edison Co.'s invitation to visit the performance and thoroughly enjoyed it. Many of the contestants were obviously, and perhaps naturally, nervous under the circumstances, despite the presence of that favorite comedian, Jack Charman, who opened the proceedings by demonstrating how apparently easy it is to make a record. But in this latter regard many were surprised to find that recording is somewhat deceptive, as witness the reproduced wails of certain fortissimo passages of those competitors who dodged back either too suddenly or too quickly from the mouth of the recording horn. But, generally speaking, a remarkable degree of excellence, all things considered, was obtained, and it was evident that the faithful reproduction of the various selections made a great impression on those present. Considerable amusement was occasioned by the appearance of some competitors in "make-up," one especially creating great laughter when he came on to sing a coster song accompanied by a dummy baby.

The Edison Co.'s arrangements were perfect and they merit congratulation upon the success of so unique a scheme for popularizing home-recording and the phonograph generally. Let us hope the local dealers will rise to the occasion.

Edison at Public Sports.

A great attraction at the Shepherd's Bush Football Club sports and fete day proceedings was the presence of an Edison phonograph and recording outfit. In full view of the audience the opportunity was afforded of having one's voice "photographed" for the small sum of threepence. Arranged in two compartments an Edison kiosk, effectively decorated, was fitted up, and this provision obviated interference with the recording proceedings while a selection of Blue Amberols was being demonstrated, each in separate rooms. H. D. Pride, of the Edison Co., made a record declaring the competition open, and this proved the signal for many entrants. Altogether fifty-eight competitors tried their luck and several enthusiasts had to be turned away. The songs, recitations, duets, speeches, etc., were voted excellent and some difficulty arose in adjudicating, but this was finally overcome by popular vote in favor of four winners. The Blue Amberol program was highly appreciated, encores were many and one record, "The Rosary," by Elizabeth Spencer, had to be played five times in succession. Undoubtedly the Edison kiosk was the most popular item on the program of the day's proceedings and with-

out question the recording competition took on greatly, for it provided comedy, drama and interest in such a way that the recording room was continually besieged, an appreciation which surely speaks for itself. It suggests an excellent scheme for dealers who would take advantage of local affairs of this nature to stimulate and widen their sales field.

Praises Columbia Rena Recording.

Miss Nella Webb, the famous American comedienne, who will be remembered for her charming performances in London (at the Tivoli) and the chief provincial centers, has been "starring" with our Australian cousins, and during her stay in Adelaide dropped in, without disclosing her identity, at the establishment of Messrs. Cornell & Son to hear her records. The first intimation as to who she was came to Messrs. Cornell in the following letter:

"Dear Sir—While having a few spare moments the other afternoon I went in to hear some of my own records, the first I've heard since leaving London, and I must tell you the Columbia Rena Co. has surpassed in the art of reproduction. Trusting others will enjoy them as much,

"Yours faithfully,
NELLA WEBB."

Noted Artists Heard.

At the first concert recital of the incomparable Emmy Destinn, who has probably appeared at Covent Garden this season more often than any other prima donna (a sure sign of public appreciation), the tenor soloist was Morgan Kingston. The two artists (with Dinah Gilly) also sang together in the trio from "Faust." Both Mme. Destinn and Mr. Kingston are exclusive Columbia artists.

Columbia Doings.

Stanley Kirkby is represented on this month's Columbia Rena records by six selections. Among them we observe "Dance Your Troubles Away" and "Everybody's Doing It at the Seaside."

Worthy of mention, too, are the following: Twelve-inch—"With Verdure Clad," from "The Creation" (Haydn), and "The Holy City" (Stephen Adams), Walter Lawrence, boy soprano; "Three Fishers Went Sailing" (John Hullah) and "Husheen" (Alicia Adelaide Needham), Miss Carrie Herwin. Ten-inch—"The Dancing Mistress," Parts I. and II. (L. Monckton), Band of H. M. Scots Guards; "The Ballroom" (humorous story) and "Rosie" (talking), Mike S. Whallen; "Who Are You with To-night?" (Van Alstyne) and "Everybody's Doing It at the Seaside" (Kenneth Lyle and Bert Lee), Stanley Kirkby.

The ragtime features on each succeeding Columbia Rena list show no signs of falling off, for the new supplement contains no less than seven new ragtime selections, including "On the Mississippi" as a band selection and also as a duet, by Collins and Harlan, and "Snookey Ookums," by the latter also. Special mention should also be made of Hedges Bros. & Jacobson's great number, "The Trail of the Lonesome Pine."

Two numbers from the gorgeous London Opera House Revue, "Come Over Here," figure on Columbia Rena this month, to wit, "My Sumurun Girl" and "Take Me in Your Arms and Say You Love Me."

The ninth record in the Columbia Rena "Vocal Gems" series, issued this month, takes the form of vocal excerpts from the Savoy opera "Patience," all the best known numbers having been drawn upon and included.

Another novelty of the month provided by Columbia-Rena is the first record by Mike S. Whallen, the popular raconteur.

The famous Court Symphony Orchestra of the Columbia Co. contributes a particularly striking twelve-inch double-record this month of two dainty examples of the classics—the Nocturne from Mendelssohn's incidental music to "A Midsummer Night's Dream" and Massenet's "Scenes Pittoresques."

VALDEMAR POULSON SEEKS EXTENSION OF PATENT

Inventor of Method for Recording Speech or Signals by Means of a Magnet and a Magnetized Wire Appeals to British Courts for Lengthened Period of Protection.

(Special to The Talking Machine World.)

LONDON, ENGLAND, August 6.—An important application under the Patents and Designs Act, 1907, was heard by Mr. Justice Warrington last month. The applicants were the Telegraphone Corporation, Ltd., U. S. A., and on their behalf H. A. Colefax, K.C., stated the main arguments for the prolongation of letters patent No. 8,961, granted in 1899 to Valdemar Poulsen, of wireless telegraphy fame. The patent in question, said counsel, consisted of an apparatus for the storage of speech or signals by means of a magnet and magnetically influencing wire. He did not think there would be any difficulty in convincing the court that the invention was of a striking nature. Mr. Swinburne, the well-known expert, would be called by the petitioners, and he would prove that the invention was a very valuable one. It consisted in taking a wire or band of metal, and by means of electrical currents set up in speaking on to the wire, actuating the magnet both locally and crosswise and so magnetizing the steel band or wire in accordance with the current set up. It was possible to record and retain a record of the human voice in that way on a steel band and at a later period it could be reproduced with extraordinary clearness. Primarily the invention as described in the specification was intended to indicate that as the scope of the invention. As instances of uses the patentee had indicated a telephone conversation. Suppose someone spoke over the telephone while the person who should receive the message was out—that message could be recorded. Again, if a person spoke into the telephone that he would be back at 11.30, any person ringing up would get that message. From the commercial standpoint the greatest future for the invention was for such machines as dictating machines. The original invention had been perfected by two machines, one of which was the product of the Danes and the other of the Americans, and in each of them, instead of having a

cylinder, or even a band of metal, you had a piano wire of considerable length. When a record was made the spools of wire could be taken away and put in a similar machine. That was simply the working out in detail of the original invention, in order to make it a practical commercial proposition. There had been subsequent patents, but most of them were concerned with a type of machine upon which a good deal of time and money had been spent, but which as yet had not been very successful, viz., the disc machine. The idea of that was the magnetization of a cylinder and a disc locally and crosswise, as in the invention under consideration. Beyond the disc machine there were one or two developments. Taking the piano wire, which would run for thirty minutes, it was advantageous to be able to indicate where on the wire a particular record started, and also to be speaking in one room and have the record in another room. There was one patent concerned with that, but it did not touch fundamentally the principle of Mr. Poulsen's invention.

His Lordship.—I notice that the patent expired on April 28 last?

Mr. Colefax.—Yes, but our petition was presented before its expiration. We have done all we could to get the petition on, but unfortunate circumstances have prevented that being done.

Sir John Simon, K.C. (Solicitor General), who, with Austen Cartmell, appeared for the Board of Trade, said he did not think the fact that the petition was being heard after the patent expired really mattered. At any rate, he made no point of it, and did not suggest that it was any objection in itself. It might involve inconveniences to the patentee.

Mr. Colefax then proceeded to read and deal with Section 18 of the Act of 1907, under which the petition was presented, and the specification of the patent. Briefly stated, the object of the invention was obtained by subjecting a magnetizable bar of steel wire to the action of an electrical magnet,

which moved along it; the coil of the magnet being first in connection with the transmitter, so that the wire or strip was influenced in a manner corresponding to the signal transmitted, and the coil being in connection with a telephone receiver by which the signal which influenced the wire was reproduced.

James Swinburne, the well-known electrical expert, said he had studied the specification of Poulsen's patent, and also those of Federsen's patents. At the date of the first patent Edison had invented the phonograph, and then came the gramophone. Both these instruments were now in common use, but they were not quite satisfactory, because the tone of the instrument was merged in the subject being rendered. Another restriction was that you could not get a very long record—you could only use your disc or cylinder, as the case might be—when you were dictating. Poulsen struck out in a

new direction by magnetizing bars of steel and by getting away from any mechanical method. That was by no means an obvious idea. Indeed, it was so much the reverse that he (Mr. Swinburne) did not think any electrician now would expect it to work.

The Poulsen apparatus was an instrument which did not impart the tone of the instrument and therefore did not distort the voice, and, secondly, it had the advantage that it could be worked by a very long wire. The invention was fully described in the specification, and it was remarkable in so far as nine-tenths of patents taken out came out of developments in the ordinary course, but Poulsen's invention went in quite a new direction and did not depend on anything that had been done before. It was a difficult idea to work out and was put in a far more practical form than Edison's first patent for the phonograph. The essen-

tial part of the invention was in the length of the wire which passed through the magnet.

In cross-examination, Mr. Swinburne admitted that he had not known that any of the machines were being bought and sold commercially, and he could not see any reason why if it were not used commercially last year it should be so used this year.

Mr. Byrne, in answer to the judge, said it was anticipated that profits would be made in the future.

After further witnesses had been called, and counsel had addressed the court, his lordship held that the application had failed to make out a case for the prolongation of the patent, and he therefore refused the application on the grounds that it had not been proved that the patent was of sufficient utility to justify the extension, and that no sufficient reason had been given for the non-attempt to work the patent in England.

THE SALESMAN SHOULD KNOW

Every Detail of Manufacturing and Shipping of His Goods as Well as Have a Keen Insight Into Human Nature to Become Good Closer.

It is said that the best salesman is one who knows the business from the ground up, but that does not always follow. He should know enough about the line that he carries to make its merits plain to the buyers whom he meets. He should know talker tone and construction and considerable more, but he may be well versed in all of these things and yet not know how to talk about them, nor how to meet objections or to discuss the merits of other similar lines made by competitors. He may fully understand how to wax enthusiastic over the talkers made by the house which he represents, and yet not be able to kindle a like enthusiasm in the mind of the big buyer who signs the orders. A knowledge of terms, discounts, time payments, freight rates and the like may be stowed away in his mind, yet he may not understand them well enough to make the buyer see that competition may be met. Here is where science and psychology help out.

TAKES ON THE VICTOR LINE.

(Special to The Talking Machine World.)

GENESE, N. Y., August 11.—Another Victor enthusiast is recorded in this territory by the addition of Walter Balding to the ranks of Victor representatives. Mr. Balding has been representing the Columbia Graphophone Co. for some time and has scored a pronounced success. In addition to his many duties as Victor and Columbia agent, Mr. Balding is also a moving-picture enthusiast, giving concerts in the town hall several times a week.

MISUNDERSTOOD ANNOUNCEMENT.

Victor Co. Sets Dealers Clear Regarding Advertising of the Old Style Victrola X.

The following communication bearing upon advertising of the old style Victrola X has been sent out by the Victor Talking Machine Co.:

"A few Victor dealers have misunderstood our announcement of July 12 on the reduction in price on the old style Victrola X and have run advertisements in the newspapers and displayed placards in their show windows featuring these instruments at \$60 instead of \$75, which is especially objectionable at this time, as it makes a 'cut price' impression.

"Our action in reducing the price of these instruments has classed them as 'dropped styles or second-hand machines,' and they should be handled by our dealers as such only, viz.: Dealers may display them on their sales floor and, as usual in the case of dropped styles or second-hand machines, call the attention of their prospective customers to the fact that they may be had at a reduced price.

"In pursuing this policy the present high plane of Victor advertising will be maintained, which, undoubtedly, is the desire of everyone connected with this industry."

BUSINESS ACTIVE IN BALTIMORE

Despite Unusually Hot Weather—Hochschild, Kohn & Co. Install Victor Line—Olewurtel & Co. Open New Columbia Quarters—What the Leading Houses Report.

(Special to The Talking Machine World.)

BALTIMORE, Md., August 5.—Business during the past month has been about as good as could be expected for this time of the year. While it surpassed that during the previous July, it was not by any means as lively as previous months, and this could hardly be expected when it is taken into consideration that many of the dealers and clerks were away on vacations, and that some of the warmest days that Baltimore has experienced for several years have prevailed.

During the month the department store of Hochschild, Kohn & Co., one of the largest in the city, added a talking machine department. It is located on the sixth floor and, while it has only been in existence for two weeks, the reports are that business has been fine and that the indications are that this new department will prove to be a great success. The company handles the Victor line and the department is in charge of J. W. Lohrfinck, who was formerly connected with Cohen & Hughes.

Another new agency is that of Olewurtel & Co., 566 North Gay street, which is handling the Columbia line. This firm also handles the same line on South Broadway, and Mr. Olewurtel is of the opinion that the new location will prove to be just as successful as the old, which will be kept up.

Manager F. A. Demison, of the Columbia Graphophone Co., reports the month of July to have surpassed the same month of last year, and that prospects for the fall are very encouraging.

Similar reports are made with regard to the Victor line by Manager Robert, of the E. F. Droop & Sons Co.

Joseph Fink, of the Fink Talking Machine Co., makes very encouraging reports concerning business done by his firm with the Victor and Columbia machines.

Manager Albert Bowden, of the talking machine department of Sanders & Stayman, reports a good month with the Columbia and Victor records and machines.

The Lyric Music Co., through E. S. Stran, proprietor, makes encouraging statements with regard to business done by his firm during July. The firm handles both the Columbia and Victor lines.

COLUMBIA FOR MARKS CO. STORE.

Attractive Talking Machine Establishment to Be Opened by C. M. Robinson in Cleveland's Well-known Department Store.

(Special to The Talking Machine World.)

CLEVELAND, O., August 8.—One of the most important recent acquisitions to the lists of representatives of the Columbia Graphophone Co. is C. M. Robinson, of this city. Mr. Robinson will open in the very near future a large and handsomely decorated talking machine department in the new department store recently opened by the Marks Co., of this city.



3 New Udell Cabinets for Victrolas VI, VIII and IX

It is a fine idea to suggest to your customer a certain cabinet for his Victrola. You then get him to concentrate on that particular cabinet and it is much easier to make the sale. That is one reason why you should have these new Udell designs on your floor. The prices are in line with what you can reasonably expect to get for a cabinet with a certain Victrola.

The construction and finish being guaranteed you are taking no chances and will be able to make the maximum number of sales.

The Udell Catalog illustrates in a most attractive way UDELL CABINETS that you can sell quickly and at a fine margin. You write to

THE UDELL WORKS

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Indianapolis

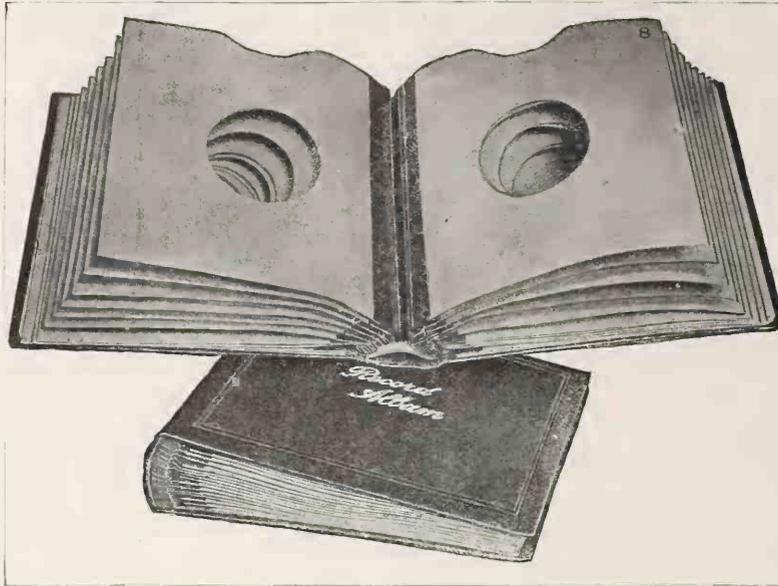
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No. 425—For Victrola IX. Mahogany or Oak. Holds 232-10 or 12 inch Disc Records.

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

H. L. WILLSON HELD UP BY BURGLARS

Assistant General Manager of the Columbia Graphophone Co. Has Frightful Experience at His Home in Hackensack Last Week with a Pair of Thieves—How He Won Out.

The associates of H. L. Willson, assistant general manager of the Columbia Graphophone Co., were surprised to read in all the daily newspapers that Mr. Willson had figured in an unusually hazardous occurrence the night before, when he surprised two armed burglars while ransacking the Willson residence at Hackensack, N. J., which is practically closed up for the summer, as his family is out of town.

The burglarly and attempted hold-up of Mr. Willson took place about 7 o'clock Sunday night, after Mr. Willson, accompanied by H. A. Yerkes, manager of the wholesale department of the Columbia Co., had returned from a short automobile trip.

Mr. Willson left Mr. Yerkes at his house, a few doors away from his own residence, and drove his car to the garage. He had accepted an invitation to dinner from Mr. Yerkes, and entered his house to dress for dinner.

As Mr. Willson entered by the back door he heard a strange noise on the upper floor which was not entirely to his liking. Not to be caught napping, he returned to the street and requested a lady who was waiting for a car to have it stop in front of his home and have some able-bodied men come to his assistance. Meanwhile he went back to his home and awaited developments. Just as he reached there two men jumped off the trolley car, which had stopped in front of Mr. Willson's door, and, upon being informed of the facts of the case, asked Mr. Willson if he had a gun in his possession. Upon being informed to the contrary, both of these would-be heroes departed in haste for the car.

Determined to make a thorough investigation of the noises in the house, which still continued, Mr.

Willson started to walk upstairs, from whence the sounds emanated. He had not proceeded very far, however, before two rough-looking specimens of humanity descended the stairs and, in addition to requesting Mr. Willson to throw up his hands, reinforced their "requests" with two wicked revolvers that they handled with apparent unconcern. Needless to say, Mr. Willson threw up his hands with alacrity and again awaited developments. They came quick and fast.

With a revolver placed against his back, Mr. Willson was "requested" to march to the woods behind the house, where one burglar would stand guard over him while the other ransacked the house at his convenience. It was also impressed upon Mr. Willson that any attempts he might make to secure help would most assuredly result seriously, if not fatally, for him.

Not relishing the careless handling of the revolvers in his immediate presence, and not caring to obey the burglars' commands, Mr. Willson, who incidentally had remained as cool as the proverbial cucumber throughout all these exciting events, decided to take a chance with the burglars, and started to argue them out of their professed designs. Standing there with the revolvers pressed against him, he offered them the loose cash he had in his pocket. While doing so, Mr. Willson noticed that one of the thieves had his baby's bank in his pocket, which contained a number of mementos which were valued because of their associations.

Mr. Willson asked the burglars to leave the bank behind them, but this they refused to do unless they could secure the money that was in it. With the revolvers still leveled at him, Mr. Willson, followed by the burglars, went upstairs, where he secured the key of the bank and proceeded to empty the bank of the money it contained, and retained the mementoes. Accepting the money Mr. Willson had tendered them and the money in the bank, the burglars, who during the conversation Mr. Willson had carried on with them had stated that they came from Virginia, backed out of the house with re-

volvers still raised and disappeared in the woods behind the house.

Incidentally, after the members of the Columbia staff had learned of all the details, Mr. Willson was congratulated for his coolness and courage.

PIANOS AND "TALKERS" AS PRIZES.

Offered by the New York Morning Telegraph in a Contest for the Most Popular Stage and Motion Picture Actors and Actresses.

In a popularity contest that the New York Morning Telegraph has just started a number of pianos and talking machines are offered as prizes for the most popular actors and actresses on the American stage and to motion picture players. In the contest for actors and actresses the second prize is a handsome Sohmer concert grand piano, the third prize a Jacob Doll & Sons' player-piano and the fourth and fifth prizes Regent and Baby Regent models, respectively, of Columbia Grafonolos.

In the motion picture players' contest the first prize is a Doll & Sons' Boudoir upright piano and the third prize a Nonpareil model of Columbia Grafonola. This contest is being advertised extensively, and the instruments featured are thereby receiving considerable publicity.

THIS IS FROM LONDON.

Harry Lauder says his greatest bores are strangers who claim old friendship with him. One day he was pressed to have a cigar by one of those professing friendship, and while smoking, he tore the thin red band off and threw it away. "Those cigar bands are very valuable," protested the giver, trying to enhance his gift as much as possible; "for 200 of them you can get a gramophone free." "My dear, sir," answered the great comedian, "if Ah used 200 of these smokes Ah wudna' want a gramophone, "but," he added, looking toward the skies, "Ah wud want a harp."

EARLY TRADE REVIVAL IN MILWAUKEE PREDICTED.

Business Unusually Good All Summer and Leading Houses Have Followed Up Vacationists —Becker Resigns from Espenhain's—Gram's Big Sales in July—Grafonola Grand Attracts Wherever Exhibited—Flanner-Hafsoos Co. Handling the Victor—News of Month.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., Aug. 11.—There are signs of a fall revival in the talking machine business even at this early date, and dealers and jobbers are confident that trade will establish a new high mark a little later in the season. Business has been unusually good this season, due probably to the fact that the weather has not been so hot this summer. The temperature reached a rather high mark during the early part of July, but with the exception of occasional days there has been little cause for complaint.

Special attention has been given to the summer resort trade by practically every Milwaukee dealer this season, and the results have been more than satisfactory. Wisconsin and Michigan are dotted with lakes of all sizes and description and the entire territory is an ideal summer resort district, so the field is almost unlimited for the live and enterprising talking machine man who is awake to his opportunities. Just as soon as the schools were out local dealers met with an increase in the sale of machines and records to people who were hurrying to get out of town to their summer homes. The call for small Victrolas has been brisk from people who own large machines and yet want to make use of their records at camp and summer homes. The small machines can be carried or shipped conveniently, where it would be impossible to take the big Victrolas.

Crop prospects are even brighter than a month ago, and unless something unforeseen happens another bumper crop will be harvested in all lines. Grain harvesting and threshing is under way in most sections of the State, and the reports which are arriving show that the yield is fully up to the average.

New Automatic Stop.

Something entirely new in the way of an automatic stop for talking machines, which is expected to attract instant attention, has been invented and perfected by a Milwaukee inventor. Full announcement will probably be made of the invention next month. Meanwhile, the first model of the device is being tried out on a Victrola by L. C. Parker, manager of the Victor department at Gimbel Brothers' store, to whom is due a part of the credit for the invention, for he got the inventor interested in the matter. The new stop is self-setting, self-starting and self-stopping, and it matters not about the size or the center of the record. The contrivance is small, hardly noticeable in fact, while it is noiseless.

Stephen Schroeder, an experienced talking machine man, has joined the sales forces at the Gimbel Brothers' Victor department. Manager L. C. Parker reports that business is good and that sales showed a healthy increase during July over those of the corresponding month a year ago.

J. H. Becker Makes Change.

A change of more than ordinary interest in Milwaukee talking machine circles has just taken place with the resignation of J. H. Becker, Jr., as manager of the Victor department at Espenhain's department store. Mr. Becker is temporarily in charge of the retail store of Miss Gertrude F. Gannon, 312 Grand avenue. His successor at the Espenhain store has not been selected as yet and one of the young lady employees of the department is now in charge.

Enjoying Vacation in "Philly."

Harry T. Fitzpatrick, manager of the Wisconsin Talking Machine Co., jobbers in this State for the Victor line, accompanied by his wife, is enjoying his vacation at his former home in Philadelphia. Miss Gertrude F. Gannon, head of the Wisconsin concern, reports that business is holding up well and that dealers are placing some good orders for Victor goods.

Sold \$5,000 Worth of Goods in July.

Paul A. Seeger, manager of the Victor department at the Edmund Gram Music House, accomplished the feat of selling nearly \$5,000 worth of

goods during the month of July, a rather unusual record for a hot summer month. The Gram house carries the Steinway and several other high-class pianos, and its trade is of the sort that buys the best to be had in the talking machine line.

Flanner Affairs.

Joseph Flanner, who carried the Victor line and who went into involuntary bankruptcy some time ago, is now out of business entirely. The Flanner assets, including sheet music, plates, copyrights, musical instruments in all lines, furniture and office fixtures, were sold by the trustee at public auction on July 31 for \$4,100 to the Heller Piano Co., Seventh and Grand avenues. The new Flanner-Hafsoos Music House, recently organized by Florian Flanner, son of Joseph Flanner, and Eric S. Hafsoos, a well-known and experienced piano man of Milwaukee, is now remodeling the first two floors of the old Flanner stand at 417 Broadway, where a piano and general music business will be conducted. Special and attractive parlors for the Victor line will be arranged.

Grafonola Grand Attracts Attention.

Business is so good at the Columbia store of A. G. Kunde, 516 Grand avenue, jobber and retailer, that Mr. Kunde has been obliged to increase his sales force. Trade with the various other Columbia stores in and about Milwaukee seems to be unusually good. Mr. Kunde featured one of the Columbia "Grand" Grafonolas in his windows during the big Perry centennial celebration held in Milwaukee, July 4 to 8, and it kept crowds in front of the windows most of the time.

J. E. Gerlich Now in Charge.

Announcement has been made that J. E. Gerlich, for twelve years connected with the Rudolph Wurlitzer Co., of Cincinnati, Ohio, has been secured by Adolph Hoeffler, head of the Hoeffler Manufacturing Co., as general manager of the Hoeffler business at 306 West Water street. Besides having charge of the automatic musical instrument phase of the business, Mr. Gerlich is looking after the extensive talking machine trade carried on by the Hoeffler house. He has already arranged some attractive window displays.

Gensch-Smith Enlarge Record Department.

The exclusive Victor store of the Gensch-Smith Co., 730 Grand avenue, had a narrow escape during a heavy thunderstorm recently, when lightning struck the shop, burning out all the fuses in the place and damaging the store somewhat. No one was injured, although several people in the store were badly stunned. A Victor machine which had been used in demonstrating was playing at the time and continued in the midst of the blinding shower of sparks from the exploded fuse box and mingled its tones with the jangling of the telephone, which rang madly for several minutes. Business is especially good at the Gensch-Smith store, another new sales record having been made during the month of July. The company has been forced to enlarge its record department and has increased its stock several times. The Gensch-Smith window during the week of the Perry centennial celebration caused many compliments.

PIANO MERCHANTS ARE HELPED

In Developing Their Trade Through Selling Talking Machines—This Is Demonstrated In the Splendid Report Made by F. G. Smith to the Columbia Graphophone Co.

A communication of unusual interest was received this week at the executive offices of the Columbia Graphophone Co. from the Flatbush avenue, Brooklyn, N. Y., warerooms of F. G. Smith, the well-known piano manufacturer. This establishment has been handling the Columbia line for the past few months, and their letter is decidedly enlightening as showing the influence that the talking machine department can have on scoring increased sales for the piano end of the business.

In this letter, F. G. Smith gave a detailed list of five actual sales of pianos and player-pianos that had been closed in the Flatbush avenue establishment as a direct result of prospects obtained through talking machine customers. Mr. Smith stated that all of these sales had already materialized and were not merely in embryo. Names and addresses of the customers were noted in the letter, and in addition to representing an actual cash value of \$3,100, there also is an excellent prospect of one of the purchasers of a manual piano exchanging his instrument for a high-priced player in the early fall.

Aside from the actual business of \$3,100, it should be considered that every purchaser of a piano or player that is traceable to a talking machine customer is also in a position to secure additional prospects for the F. G. Smith piano department by recommendation, praise, etc. This letter is naturally very gratifying to the Columbia Co., as it evidences co-operation that is certain to prove profitable to both the piano department and the talking machine division of a piano store.

"NEW MIGNONETTE"

To Be Introduced at an Early Day by the Columbia Co.—Will Embody Many New Features.

Under date of August 1, the Columbia Graphophone Co. announced to its trade the introduction of a machine to be known as the "New Mignonette," which will retail at \$100 and be ready for the market in a very few days. The new machine will contain the many features that the Columbia new product embodies, and will be a most welcome addition to the present extensive Columbia line.

In this same letter announcing the "New Mignonette," the company advised its dealers that the former model of the "Mignonette," which retailed at \$100, may be offered for sale at \$75 in the future. Columbia dealers are advised that this reduction is permitted because of the unexpectedly heavy demand for the new "Leader" at \$75, which has exceeded all expectations and has taxed the factory beyond its immense capacity. In order that Columbia dealers may not lose any possible sales for a \$75 machine because of inability to supply the "Leader," the "Mignonette" at \$75 will undoubtedly save the sale.

J. V. Schmill has sold his business in Mexico City to Cia. Distributors Fonografica Victor, S. A., who are general agents for the Victor talking machines and records in Mexico City.

"DUSTOFF" RECORD CLEANERS

ARE A POSITIVE NECESSITY

to all owners of talking machine records.



"DUSTOFF" De Luxe

Made on beautiful oxidized metal holder. Each in a box, and 12 in a display box. Retail, 50c. each. (In Canada, 75c. ea.) Liberal trade discount.



"DUSTOFF" (Regular) Model

Made on finely finished wood holder. Each in two color box. Retail, 15c. each. (In Canada 25c. ea.) Liberal trade discount.

JOBBERS AND COLUMBIA DISTRIBUTORS 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., 282 N. E. CANAL STREET, PROVIDENCE, R. I., U. S. A.



With the "one complete line" and Columbia exclusive selling rights you can tune the talking machine business in your district up to any key-note you like the sound of.



Columbia Graphophone Company
Woolworth Building, New York

QUAKER CITY BUSINESS IN EXCELLENT SHAPE.

Plentiful Supplies of Most of the Popular Types of Machines Encourage Dealers Regarding Fall Trade—Heppe & Son Improve Department—Rapid Advancement Made by the New Firm of Conner & O'Neill—Recent Visitors to the City—News of the Month.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., August 7.—The talking machine business in Philadelphia during the past month has been quite satisfactory and has been considerably better than it was last July, and the outlook for the late summer and fall has been most gratifying. The dealers have placed large orders for the fall, larger than have ever before been placed. The factories seem to be able to supply all the demands at present, with the exception of the 6s, 8s and 9s; on these there is a shortage.

Business at the Pennsylvania Talking Machine Co. has been quite satisfactory in July. There has been a slowness in the sale of records, but machine sales were fine. The "Leader" and the new style "Favorite" and the new style "Eclipse" helped business considerably, especially among dealers. The foreign record trade of the Pennsylvania Co. has been exceptionally large in July—that is, with the dealers handling these records. A number of new agencies have been established during July in various parts of the State, and it expects to place the Columbia in one or two more large establishments in this city in the fall. A considerable improvement in the store is contemplated in the way of redecorating the walls and the hearing booths.

C. J. Heppe & Son have entirely refloored their wholesale talking machine department and have otherwise improved it. Their business for the past month has been most satisfactory, and away beyond the average July business. They have not been able to get a sufficient quantity of the Victor 6s, 8s and 9s, and have a large number of orders for these styles on their desk. Among the visitors to the Heppe department recently were Harry F. Cake, of Pottsville; J. Harry Holt, of Mt. Holly, and Charles McLoughlin, of the Stoll Blank Book & Stationery Co., of Trenton, N. J.

No firm started in recent years has shown a more rapid advancement than Conner & O'Neill, who recently moved from 141 South Fifteenth street to their new warerooms at 103 South Fifteenth street. Their new building gives them more than three times as much space as their former place, and it is fixed up in a most attractive way. They have three hearing rooms finished as well as a well-equipped demonstrating room. The location, being nearer to Chestnut street, is very much more convenient, and they enjoy a very large trade among the members of the Union League. They handle everything connected with the Victor line.

Walter Linton, manager of the talking machine department of the Estey Co., is at present away on a vacation, which he is spending at Ocean City. The report from the Estey department is that the business has been very fine in July. This department of the business will be pushed very vigorously this fall. A number of concerts are being planned in which the Columbia talking machine with its host of artists will be used as a feature.

Mr. Cope, manager of the talking machine department at the Snellenburg store, says that the nature of the business in his department during July has been such that he looks for a very large business this fall. Mr. Cope has just returned from a vacation spent in the Blue Mountains. They expect very shortly to put on a couple of new salesmen, and before the fall trade begins they will erect several more booths, taking the space now occupied by a ladies' waiting room. Among the recent visitors to the Snellenburg department were L. C. Wiswell, of Lyon & Healy, Chicago, and Harry Baisch, formerly with the Victor Co., but now with Forbes & Wallace, of Springfield, Mass.

Louis Buehn reports that business has been extremely good in July, and that his firm had a very substantial increase over last year. It has simply maintained the good sale of talking machine goods they had all spring, and in contrast to last year, when there was a considerable falling off in July. It has been partially helped by the advent of the new No. 10 Victrola, which instrument has well fitted into the line, and upon which they enjoyed a good sale.

The Edison dictating machine sales of the Buehn firm have been very good. Among some of the leading places with which they closed during July were the Adams Express Co., the Ritter Preserving Co., more machines to the Pennsylvania Railroad Co., a number to Tracey, Morris & Co., and the International Mercantile Marine Co.

Louis Buehn has just purchased for his own individual use a very nice Ford touring car, and he has started in to make excellent use of it.

"THE MEN ON THE ROAD."

The Importance of the Traveling Man in the Trade Set Forth by Our Bright Contemporary, The Arrow—Not Always Appreciated by the Merchant on Whom He Calls.

Not always is the traveling salesman appreciated as he should be by the merchant on whom he calls. Too often he may be regarded as an unavoidable evil, while as a matter of fact he ought to be looked upon as a source of information, of importance equal or second to only the trade journal.

The traveler is your friend if you will allow him to be, and you won't lose by being his. That he is looking for orders is nothing against him. If you are as aggressive as you need to be to be successful, you too are looking for business.

Should you close your doors on all travelers how much would you really learn of the outside world? How many new ideas would you obtain?

The time was when traveling men as a class had a bad name. Some deserved it, as perhaps some may now, but the whole was classified with the minority who were a product of the past age. To-day the class is very high—it has to be to get

results. You are pretty safe in taking the average traveler to your home with the secure feeling that you are entertaining a gentleman.

In particular the dealer has no way to comprehend the many sources of physical and mental fatigue of the man on the road, the early and late trains in all kinds of weather, the frequent indifferent hotel accommodations, the possible anxiety about the "folks at home" and the main fact, that of being away from home on one side and the positive necessity of doing business on the other.

Therefore, if the man who calls on you has the appearance of being a gentleman, give him attention. He will not abuse it. He may have an opportunity that will make you more money than anything you ever had. Anyway, you cannot afford to be discourteous, for this disposition on the part of the dealer travels far and wide. A traveler is human. He appreciates courtesy, and nothing is lost by applying the Golden Rule to a man. If his proposition does not appeal, you are not compelled to accept it—you are the judge—but refuse it courteously, and you will feel better yourself.

Those dealers who have made the best success, give big credit to the advice they have received from the men on the road.

EDISON DISCUSSES MOVING PICTURES

During Visit to International Moving Picture Exhibition Held in New York Last Week.

Thos. A. Edison attended the International Moving Picture exhibition which was held at Grand Central Palace one night last month, accompanied by Mrs. Edison. When interviewed, he said:

"The educational value of the moving picture is, and will be, enormous. Both the speaking and moving picture will be improved and developed, but it takes time. Through these mediums the great masses of the people can have the advantages of the rich man. There has already been some improvement, and this will increase."

"What will be the future of the moving picture?" Mr. Edison was asked.

"Perfect opera," answered Mr. Edison. "All delusions will be perfect, and probably the actual color will be produced."

"Will this be your work?"

"Unless some one gets ahead of me."

"Will the talking pictures displace the silent drama?" was then asked.

"No; both the speaking and silent moving pictures will continue to exist. Both will be improved. Both as they stand are just samples. Now we will go on to perfection. Both have been shown just to exhibit the possibilities."

Sunday burglary at the warerooms of I. Davega, Jr., 125 West 125th street, New York, is becoming a habit. July 20 marked the fourth one within a year. This time the thieves took some low-priced cameras, fountain pens and sporting articles. They overlooked the best cameras, so it is evident that the work was done by correspondence school pupils. Money wasn't thought of, perhaps because it is a talking machine store; but a press of a key on the cash register would disclose a drawer with fifty iron men serenely exhibited. These burglars fortunately spurned "de cush."

ACTIVELY PUSHING BUSINESS IN CLEVELAND.

The Aggregate of Business in the Talking Machine Field for the Past Month Relatively Larger Than in 1912—Dealers Are Most Optimistic and Encouraging Regarding the Outlook and Possibilities for the Fall and Winter Seasons—News of the Month.

(Special to The Talking Machine World.)

CLEVELAND, O., August 9.—The past month closed a very successful period in the talking machine trade, the aggregate of business being relatively larger than in 1912. The sales of high grade machines and records of the various makes was a distinguishing feature of the trade, at the same time there was a normal demand for the cheaper grades. The dealers are optimistic and actively pushing business, although claiming this is usually the dull season of the year. Distributors are laying in large supplies in preparation for the fall trade.

G. J. Probeck, who, for thirty years was connected with the talking machine business in Cleveland, has purchased stock in the Cleveland Ball Bearing Co. and been elected secretary of the company. The company deal in and repair ball bearings of all kinds.

"Isn't it a long step forward when your phonograph no longer need be restricted to the use of just one class of records?" inquired H. B. McNulty, inventor and patentee of the union attachments, sound box and modifiers, manufactured by the Union Specialty & Plating Co., of this city, of which Mr. McNulty is vice-president and general sales manager. That the inventions are meeting a want is manifest in the large and rapid sales the company is making in every section of the country. Mr. McNulty says his exhibit at the Niagara Falls convention met with instant recognition and received unstinted praise, and resulted in his booking many orders.

The vacation season is on in earnest at the Eclipse Musical Co. T. H. Towell, president of the company, is spending a week in the country. Before leaving he expressed himself favorably as to the business outlook. Gertrude I. Bishop, Mr. Towell's valuable assistant, is vacationizing at Euclid Beach. Ida E. Houtz, the popular sales lady of the company, has just returned from a two weeks' vacation. P. J. Towell, the president's brother, who looks after all the departments in a general way, is very busy these days receiving large invoices of goods from the factory and shipping them out to dealers. The company is doing a splendid business.

Activity prevails in all departments at McMillin's, not alone in the talking machine line, but

in the piano and musical instrument trade. Sales of talking machines, it was stated, were considerably above normal, with a large and very satisfactory sale of records.

Mr. Madson, manager of the Columbia store, is highly pleased with the volume of trade and prevailing conditions. He says the business thus far this year exceeds that of the corresponding period last year over fourfold, and that it is constantly increasing. The company is taking on new dealers with great frequency, and being able to promptly furnish supplies is meeting with favor from its successful clientele.

The Stetson Mfg. Co. has moved into its new quarters in the Hippodrome Building, the offices are larger and new equipment has been added to meet the demands of their rapidly growing business.

"Interest in 'Arteste Tone Magnifier' does not seem to be affected by summer migration, as every mail brings inquiries from the summer vacationists," Mrs. C. Stetson Butler stated. She was indeed the picture of activity, getting things whipped into shape for a month's absence from business. Mrs. Butler is spending the month at Timagami Lake in the wilds of Canada, and will not return until September 10.

E. A. Friedlander, manager of the Bailey Co., stated sales of Victor, Columbia and Edison goods were of good volume and very satisfactory. Sales for the first half of the year were said to show an increase in every month over that of last year.

Business was said to be fairly good at the Victor distributing store of the Collister & Sayle Co.

Manager Thomas A. Davies, Jr., of the Wm. Taylor Son & Co., reports excellent sales of Victor and Columbia machines and records. He says taking on Columbia lines has materially increased trade. The company is specializing in the talking machine business.

At the Edison distributing store of H. D. Berner, in the Ellastone Building, and the retail store, 36 Taylor Arcade, business is reported good, especially the wholesale trade. Consolidation of the two stores, in a new location, will soon be made.

R. Sochla is busy at his two stores, 1831 West Twenty-fifth and 5101 Fleet street. Together with pianos and musical instruments generally, he handles exclusively the Columbia line.

A. C. Praikschatz, 3491 West Twenty-fifth street, has taken on a full line of the Columbia Graphophone Co.'s goods. It is the only South Side Columbia store, and he is doing a rattling good business, especially in the foreign line of records.

The Maresch Piano Co., 3303 East Fifty-fifth street, dealer in pianos and musical instruments generally, carries a complete line of Victor goods.

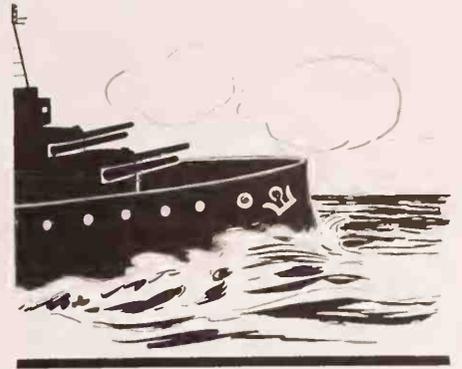
John C. Flynn, traveling salesman for the Eclipse Musical Co., of this city, and proprietor of the Ohio Music Co. at New Castle, Pa., was a visitor here August 5.

Warren L. Kellogg, of Meadville, Pa., a brother of O. E. Kellogg, of the McMillin & Son Co., representative of the Victor Talking Machine Co., is spending his vacation, accompanied by his family, visiting his brother and boating on the lake.

F. L. Fritchey, of Columbus, O., an old time talking machine man, was a visitor at the Eclipse store recently.

MISSION OF THE SHOW WINDOW.

The real mission of a show window should be to tempt people into the store, and not merely cause them to pause, look and walk on. Do you catch the idea? No window can sell goods when the curtain is down; leave the curtain up days, nights, holidays and Sundays. The show window has no religious nor labor union scruples against working overtime and all the time.



Cleared for action

There's never any orders left from the day before to handicap us with our day's work. No short stock either to hold us back.

Our invariable rule of shipping all goods the same day the orders are received means a clean-up every day and enables us to tackle the next day's orders and dispatch them with the promptness for which we have become noted.

And we watch our stock as carefully as we watch the orders, for that is the starting point of our quick service. You can depend upon it that whatever you want in Victors, Victrolas, Victor Records, record cabinets, horns, fiber cases, needles, repair parts and other accessories, is right here waiting for you, and on the way to you the day your order reaches us.

Send us a trial order and see how quickly we get on the job. At any rate, write today for our catalog and our booklet, "The Cabinet That Matches."

Victor foreign records

Our stock includes the entire Victor foreign list—ready for immediate delivery.

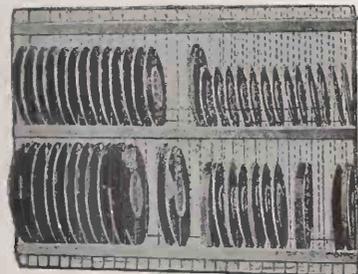
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|-----------------|-------------------|-----------------------|
| Arabian | Greek | Norwegian |
| Bohemian | Gregorian (Latin) | Polish |
| Chinese | Hawaiian | Portuguese |
| Croatian | Hebrew | Roumanian |
| Cuban | Hungarian | Russian |
| Danish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

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

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

81 Chambers Street New York



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

BUILT OF HEAVY STRONG WIRE, PLATED AND LACQUERED.

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

The Syracuse Wire Works

SYRACUSE, NEW YORK



THREE YEARS' RECORDING TRIP IN EUROPE AND ASIA

Many Interesting Incidents and Impressions Set Forth in Greatest Recording Expedition Ever Made—Oriental Artists Hitherto Unknown Introduced to People of the World.

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

(Continued from last month.)

My next adventure was at Merv on the Russian Turkestan-Afghan frontier. It was during the period of the return of Halley's Comet. I was in the position where was obtained the nearest and finest view, namely, the center of Central Asia. I had gone out at two in the morning when it was first expected but was a little disappointed in



Dervishes and Mr. Noble at Samarkand.

not—as I thought—seeing it, when I was suddenly accosted by a sentry who demanded my reason for walking in his direction. When I replied "I am endeavoring to find the comet," he smiled—as I did myself at such a ridiculous answer—but he said, pointing to the way I had come, "There is the tail of the comet as plain as I am before you; surrender your passport." I replied that my passport was at the hotel, which he was pleased to accept and bade me appear at the police chief's house in the morning. There is no fear of running away or leaving the town, for permission has to be granted by the police, and furthermore I was the only foreigner in the town with the exception of a French astronomer who had arrived to take photographs of the comet. In the morning I satisfactorily explained my wandering and was forgiven. The tail of the comet was so enormous at Merv that its enormity was the reason I had failed to realize it was actually the comet. On returning to the stable they called the "Hotel Europe" in Merv, I met the astronomer who pointed out the huge flare of light to me. The light I had seen previously, but in curious foolishness had imagined it to be the reflection from Merv station rising into the night, and now remembered that such a light could not emanate from a station where there were only oil lamps. Later the comet appeared in the sky and it was beautifully clear with a resplendent tail. I saw it every night for three weeks.

Two days after the comet incident I was arrested whilst taking or endeavoring to take a snapshot of the Himalayas Mountains, which could just be seen in the distance. This arrest was far more serious, for I was put in a cell and learnt I was accused of espionage and was arrested in the act of taking photographs of the fortifications and lines of the Russian troops on the frontier. I also learned that I had been shadowed ever since the affair de comet. My camera was confiscated and the films developed, two were of artists and three local views—one the hotel, the main street, and the last. The films had taken two days to print and in spite of numerous threats and repeated asseverations of my innocence I was detained in the filthy cell for two days. On the night of the second day I was released with profuse apologies. It appeared they had ransacked my belongings at the hotel, and discovering nothing incriminating were compelled to release me. The chief of police was also fearing I should acquaint the nearest Consul and was profuse with

his apologies. I, however, never regained my camera until I left the town, and then they had sent word to Bokhara of my arrival there, for on alighting from the train, my camera was again confiscated until my departure. I was, however, able to take a few views of the old town with the camera of our agent.

By the administering of a moderate bribe I was able to persuade the official at Bokhara not to communicate with Samarkand to have my camera confiscated, and I was thus able to secure a number of interesting photographs. Of the artists there is little to write, their singing was really not singing, but cat calls, crying, yelling, chokings, what you will, but certainly not singing. The artists in Turkestan were always over fifty, whilst in Bokhara the youngest artist was seventy-four and, on account of his being so young, he was not a seller from the talker's point of view. The most popular artists were between eighty and ninety. Imagine the poor recorder trying to make a record of the choking of an old man of ninety, sufficiently loud to be commercial.

In the tour I had recorded 951 titles. The cost of the tour, including traveling expenses, personal expenses, artists' fees, freight—in fact, all money spent appertaining to the recording—was just under \$15,000. Artists' fees in that part of the world are not yet ballooned to the extent they are in Europe and America. Cossack choirs would ride two days into Vladikavkaz, stay a night in the town, and two days return journey, for the sum of \$50—for twenty-four titles, eight men, or



Roomiki Trio, Vladikavkaz.

six men and a woman, the latter playing the harmonium as the only accompaniment.

Whilst in Merv and Samarkand we secured artists for six dollars for four songs. Such money to those Cossacks of the mountains and the Tekints of Merv is enormous, for they are known to live on the equivalent to six dollars a year.

At the same time it is well to mention that two Persian artists cost the equivalent to seventy-five dollars per song. A Czart in Bokhara cost us six hundred dollars for ten titles. These, and two others, were the only exceptions, the rest being very cheap.

I will now speak of my Indian tour from all points. Just before leaving Calcutta for Madras I received the following letter, which was evidently written with the assistance of a letter-writer, from my boy:

Dear Sir:—I beg respectfully requested to inform your Honor to have your kind notice before your favorable consideration. Sir, I beg respectfully to know from to your honour that you have no time to speak for with me therefore I let you know your honour by the application that you have very quickly notice to leave Calcutta; therefore I wanted to know from to your honour about my salary and for my warm clothes, if your honour wanted to engage me for up country you will have to pay me ten rupees for the farm clothes and eight annas for to food and return to MY Calcutta.

It is our generally rule in the Thos. Cook and son if your honour not believe me you can required in the Thos. Cook yourself.

I have the honour to be Sir, your honour's most obedient servant.

(Sgd)

MUCKBEEB HASSAIM.

He was asking for money to buy warm clothes if it was my intention to travel in the North of India, (which is extremely cold for a southern boy) eight-annas per day for food and sustenance above his stipend, which was thirty rupees per month (a lot of money for him, considering it costs but two or four annas a day for all he desires even allowing for extravagance). He wears very little clothing and he is also able to receive certain commission from the tradesmen when he is buying goods for you. This boy was my third. The first I had to send off through belonging to a caste which did not allow him to clean up anything I might inadvertently spill. My second boy I afterwards discovered to be a Jain. In this caste it is against their religion to kill an insect or any live thing, be it insect, microbe or animal. One day I observed a small green insect crawling up the wall of my room and ordered the boy to kill it (I was dressing for dinner at the time). To my surprise, he knelt in supplication and told me that he was a Jain and could kill not any living thing. I told him to fetch the hotel boy, which he did, and then I dismissed him. I had vague ideas of being somewhere in the wilds of India with a boy who wouldn't kill an animal, or pick up birds whilst out shooting, or being attacked by some animal or other, and the boy looking on and praying, instead of killing.

This third boy, however, although he had many castes (what I term, blemishes), he was tactful with it and should I ask him to perform any task which was irrelevant to his religion he would say, "Yes sir, I will do it at once," and going outside, would get one of the hotel attendants of a different caste to do the necessary act. A strange example of caste idiosyncrasies was the following: The company in India one day sent out several men with circulars which were to be delivered amongst the native population of Calcutta (nearly a million). It was discovered, however, that one man had in one or two streets merely dropped a packet of circulars at the top of the street and in such a prominent part and with evident care that an inquiry was held, and the twelve men asked which of the number had so discarded the circulars. A man immediately stepped forward and explained that he being a Brahman (the highest caste in India) it was not for him to deliver circulars at the doors of such inferior castes as the — (here he mentioned one or two of the lowest castes) but he assured us that the circulars would be collected nevertheless. What is more, they were. The inferior castes appreciate the superior class of the Brahman and whether he be a circular man or a millionaire he is respected the same.

Caste has so many varieties and customs that I shall not attempt to dwell on them but give one or two more incidents of caste and religion which



Persian Trio of Recorders.

came my way in the country of nearly three hundred million natives. In Madras I witnessed the funeral of a Mahratta. My notice was attracted to the jocular clash of metal instruments, bells and tum-tums, loud laughter and singing. I observed coming towards me a small procession of men who appeared more or less intoxicated. In the center of the throng was what appeared to be a large box of flowers but on its nearer approach was in reality the dead figure of a man, unconv-

ered, sitting upright in a coffin or box of flowers. It was the caste custom to bury their dead in this fashion—old men sitting upright, young men lying covered with flowers, the women as unceremoniously as possible.

It is, however, almost a universal custom throughout India to attend the funeral of an Indian with great hilarity, songs, music, and, in fact, to have a good time.

Walking one night through the native quarter nearest my hotel, I was attracted by loud drum beating and the voices of men. I observed on the first floor of one of the houses a party of eight or nine men, seated in a circle, all holding and beating drums. They were also singing and throwing their heads to and fro to the regular rhythm of the chant. I learned they were singing the entrance of a friend, who had just died, into Heaven.

(To be continued.)

A CLEVER BRITISH POSTER.

An interesting application of the "His Master's Voice" idea for poster work was recently presented by "His Master's Voice" record people of London. The poster, which was in suitable colors,



"His Master's Voice."

was captioned, "His Master's Voice, or Why the Dinner Was Late," and incidentally introduced the new Victrola model machine.

DON'T STAND IN THE WAY.

Your idea of progress may not be the same as your neighbor's, but, for the love of Mike, don't stand in his way if he is really trying to get somewhere!

The real secret of leadership is to find out what the people need. And then lead them to it.

You cannot put a time clock on brain work. If you're a tail-ender, get a wiggle on yourself.

HAWK ACTS AS CADDY

In Famous Game of Golf Played by George W. Lyle and H. A. Yerkes at the Hackensack Links the Other Day—Newspaper Man Gives Graphic Record of Happening.

Local golfing circles were considerably disturbed last week by the official reports of a strenuous golf game indulged in by George W. Lyle, general manager, and H. A. Yerkes, manager of the wholesale department of the Columbia Graphophone Co. It seems that in the midst of an exciting game a good-sized hawk swooped down on the green and bore aloft with him the golf ball being used, and this after a splendid drive by Mr. Yerkes.

A humorous story of this important event was chronicled in the Evening Mail as follows:

"The season of the dry-land fish story is full upon us. From hither and yon come tales of strange happenings upon the putting-green, the tennis court, the gentle croquet ground, even. With hawks that swoop down upon innocent golf balls, nip them up off the green and maliciously drop them into the sand bunker, one really cannot play in any sort of form, you know.

"And that really happened only the other afternoon to H. A. Yerkes, manager of the wholesale department of the Columbia Graphophone Co., whose opponent, George W. Lyle, general manager of the same company, has not yet got over laughing.

"Messrs. Lyle and Yerkes were playing a little game at the Hackensack golf links. This is what happened: Long shots from the tee by Mr. Yerkes, who is a good player. Admiring glances from Mr. Lyle, who says he is no player at all, but only a cheerful fozzler at the great game. Ball lands at edge of putting green and hobbles along in the grass, all unconscious of swooping hawk.

"Hawk, seeing lunch, pursues luscious little golf ball, nips it up neatly, bites down hard, cracks his beak and simultaneously loses faith in human nature. In disgust, drops little golf ball into a hole amid sounds of praise (no doubt) from Mr. Yerkes and unmistakable chortles from his opponent, Mr. Lyle.

"A friendly argument ensued between the golfists as to what should be done. Mr. Yerkes was for having the ball replaced at the point where the hawk nabbed it. Mr. Lyle, between chuckles, said the ball ought to remain in the hole, his opponent counting one extra shot.

"Meantime the hawk was struggling with a dislocated jaw and needed assistance, but neither gentleman found it in his heart to aid him. Mr. Yerkes consumed several shots making the hole. Mr. Lyle figured out how a referee would have counted the game had it been in a tournament. He is still figuring,

"Mr. Lyle says (and his reputation for veracity is of the highest) Mr. Yerkes' hawk experience wasn't anything unique at all. An office associate corroborated his tale of a tennis ball volleyed with deadly power. It struck a sparrow in flight across the court, killed it instantly and carried it along so that the player on the other side of the net 'returned' both ball and sparrow with one swat.

"Ahem! Next?"

NEW IDEAS IN DEVELOPING TRADE

Gotten Out by E. W. Coburn & Son, of Waterloo, Which Are Worth Consideration.

E. W. Coburn & Son, enterprising Edison dealers of the hustling city of Waterloo, Ia., are always endeavoring to try out some new ideas in order to properly cultivate their clientele. These ideas usually are possessed with originality and embody something different in their methods, and it is indeed gratifying to note that the firm's efforts to date have been fraught with success.

One of the latest plans evolved by this aggressive house was along the lines of an R. S. V. P. affair and was worked in the following way: The company selected twenty names from their mailing list of people who had been good record buyers but had dropped off lately. To each of these twenty addresses was mailed a Blue Amberol record that the company thought would particularly appeal to each individual. Each was written a short letter about one of the latest Edison lists, which was enclosed, and the company asked them to drop in and pay for the record when they were downtown or else return it.

Here is the result: Twelve kept the record which was mailed them, and when they paid for it bought twenty-six additional records—an average of over two apiece. Five exchanged the record mailed them and bought thirteen additional records—an average of nearly three apiece. Two returned the record and did not then buy any, but the company expects they will do so later on. One has as yet to be heard from. It cost just \$2 to sell fifty-six records and to interest nineteen Edison owners in Blue Amberols!

AGAIN IN HARNESS.

Daniel G. Williams, the veteran traveling representative of the Udell Works, who was unable to attend the Talking Machine Jobbers' convention at Niagara Falls, N. Y., owing to an operation on his eyes, is, we are pleased to say, enjoying good health again and is now on one of his regular trade quests in a number of Western cities. After his usual vacation he expects to resume his regular trips this fall and winter.

Mr. Williams has a host of friends in the talking machine trade who are glad to find that he is again actively in harness.

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 music lover wants music in summer as well as in winter. The Columbia season is always an open one. Go to it and land the big ones.



Columbia Graphophone Company
Woolworth Building, New York

EXTEND PARCEL POST AND REDUCE RATES.

Postmaster-General Announces Important Changes—Maximum Weight Twenty Pounds in First and Second Zones with Charges Materially Lower—Affect 150 Mile Radius—To Include Wider Zone Later—Talking Machines and Small Instruments Benefited.

(Special to The Talking Machine World.)

WASHINGTON, D. C., August 6.—Plans for extension, improvement and reduction in rates of the parcel post were announced Saturday by Postmaster General Burlleson. The changes, which are to become effective Aug. 15, include an increase from 11 pounds to 20 pounds in the maximum weight of parcels; a material reduction in the postage rates in the first and second zones, and the abandonment of the parcel post map as a means of computing rates and the substitution for it of a rate chart individualized to every post-office in the United States. The plans contemplate the purchase of a large number of automobiles to be used exclusively for the delivery of parcel post matter.

While, for the present, the maximum weight limit of 20 pounds and the reduction in rates will apply only to the first and second zones, from any given post-office—a distance of about 150 miles—the changes directed to-day constitute the first long step toward a universal extension of the system and a general reduction in the rates.

"It is my expectation and belief," said Mr. Burlleson, "that eventually—and it may be fifteen or twenty years—the postal service will handle practically all of the small package transportation business in the United States. The maximum weight limit, extended now from eleven to twenty pounds, I expect to see increased to 100 pounds, and experience may demonstrate the practicability of handling the parcel business at even lower rates than we now propose.

"In the making of extensions and reductions of rates it is necessary for us to proceed with caution, so as to afford ample opportunity to prepare the increased business. For that reason we have made the changes proposed apply only to the first and second zones. I appreciate fully the sentiment for an increase in the weight limit and a reduction in rates to all zones, but it is necessary for us in a sense to feel our way."

Changes Officially Outlined.

Mr. Burlleson announced the changes as follows:

The first zone shall include the territory within the local delivery of any office and the first zone of postage will apply to all parcel post mail deposited at any office for local delivery or for delivery by city carrier or on rural routes emanating from the post-office.

The second zone shall include the remainder of what is now the first zone, together with the present second zone, and shall include all the units of area located in whole or in part within a radius of approximately 150 miles from any given post-office.

The rate of postage on parcels weighing in excess of four ounces in the proposed first zone will be reduced from 5 cents for the first pound and 1 cent for each additional pound or fraction thereof, to 5 cents for the first pound and 1 cent for each additional two pounds or fraction thereof, and the rate for the second zone will be reduced from 5 cents for the first pound and 3 cents for each additional pound or 6 cents for the first pound and 4 cents for each additional pound or fraction thereof, to 5 cents for the first pound and 1 cent for each additional pound or fraction thereof.

The maximum weight of parcel post packages will be increased from 11 pounds to 20 pounds, the increase of weight to apply only to the first and second zones. No change has been made in the size or form of the package.

Statistics collected by the department show that quite one-third of the total number of parcels

mailed are handled within the proposed first and second zones, and the Postmaster General believes the increase in the weight limit and the reduction of the rates of postage in the first and second zones, as proposed, will benefit greatly more than one-third of the public; and that the producer, the consumer, and the local merchant will profit materially by the changes. He points out, too, that the farmers, who were led to anticipate much benefit from the parcel post service, will be afforded a cheap means of transporting their products directly to the consumer, and that the local merchant whose trade does not justify the employment of extensive delivery service, also will be benefited, as the system will put him in close touch with his customers.

600,000,000 Parcels a Year.

At the outset it was estimated that 300,000,000 parcels would be handled during the first year of the operation of the parcel post system, but it now appears from the statistics that, influenced by the changes proposed to-day, the number of parcels carried during the ensuing twelve months will be more than double the original estimate.

The rate sheet, which is to be used as a substitute for the parcel post map, will be prepared as soon as practicable, and attached to the parcel post guide. The rate chart, to be made for each separate post-office, will be worked out from the focal point of the unit in which the post-office is located. The simplicity of the plan, it is thought, will make easily determinable the rate of postage from that to any other on any mailable parcel, and will greatly facilitate the handling of parcel post matter at post-office windows.

Under regulations recently adopted, the use of distinctive stamps no longer is mandatory, and the public now is permitted to mail parcels with ordinary stamps affixed.

The insurance fee, which originally was 10 cents, was found to be excessive, and an order, effective July 1, reduced to 5 cents the fee on parcels insured to actual value up to \$25; and a 10-cent fee is exacted only on parcels insured to actual value of more than \$25, and not exceeding \$50. Under this arrangement the business of insuring packages has more than doubled.

During the present month an immense business has been built up in the handling of parcels forwarded under the C. O. D. regulation inaugurated July 1, 1913, which is said to be proving popular not only among merchants, but among the people generally.

Postal experts estimate that, with the proposed changes in the parcel post system in operation, the revenues of the Post-office Department will be so increased as to show a substantial surplus at the end of the current fiscal year.

PRIZE WINNERS IN CONTEST

For Best Stories of Victor Sales Recently Announced—Excellent Material Submitted.

The awarding of prizes to the winners in the contest recently announced by the Victor Talking Machine Co. for stories by Victor sales people relative to their most difficult sales was made a fortnight since. The prizes were awarded to the following enterprising sales folk: First prize, to Pauline Tishler, Talking Machine Shop, Chicago, Ill.; second prize, G. E. Meek, H. & S. Pogue Co., Cincinnati, O.; third prize, James F. Neece, Jr., Rhodes-Mahoney Co., Chattanooga, Tenn.

In announcing the prize winners the Victor Co. stated that the judges were surprised at the wealth of material submitted to them for their consideration and the real value of the stories told. Originality in handling the sales was the principal of the points considered in awarding the prizes, together with diplomacy and perseverance. Many of the difficult sales stories submitted reached the top notch in one or the other of these considerations, but the prize winners were obliged to use all of the above faculties before the sale was closed.

Miss Tishler's story certainly merited a prize, as her sale embodied the overcoming of numerous and well-nigh insurmountable obstacles, which required her using originality, perseverance, tact and diplomacy before the order was received.

E. P. H. ALLEN RESIGNS.

E. P. H. Allen has resigned as general sales manager of the Keen-O-Phone Co., Philadelphia, Pa. He generated many capital ideas for the company which he is now leaving, and is credited with distinct creative ability in the advertising field, as well as in launching new propositions. Mr. Allen's plans for the future are unsettled as he has a number of propositions under consideration from large houses in the trade who are anxious to secure his services, but he has not as yet accepted any of them.

THE POWER OF PUBLICITY.

A story is being told of a man who boasted of his acquaintances. He had been Vincent Astor's guest at a box party at the Metropolitan; he had dined with the King of Greece, and been on the Emperor's yacht. Someone asked him if he had met Edison. He thought a moment and then said: "No, I never met Mr. Edison, but once when I was yachting in the Mediterranean I think I met Mr. Victor."

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 LINE OF SALTER CABINETS.

New Felt Lined Cabinets Possess Numerous Original Features That Should Appeal Strongly to the Trade and Public—One of the Popular Styles Is Pictured Below.

(Special to The Talking Machine World.)

CHICAGO, ILL., August 8.—The Salter Manufacturing Co., of this city, has just brought out a new line of their well-known felt-lined shelf cabinets, which will enable dealers handling them to offer their trade some wonderfully attractive outfits. It includes two new styles of cabinets for the Victrola IX., two styles for the Columbia Favorite Graphophone, one of the Victrola VIII., and also a cabinet which will accommodate any of the cabinetless machines of any make. The new Salter style 19 here



Salter Cabinet for No. IX Victor Machine.

illustrated is made especially for the Victrola IX. The top of the cabinet is built up to exactly match the base of the machine case, this being done so perfectly as to give the impression that the two are a unit. The top edge of the molding is broadened so as to support the machine properly, and the rubber feet of the latter rest on the top of the cabinet and impinge against the inner side of the molding, thus holding the machine firmly in place. The style 19 is a masterpiece of cabinetmaking and is furnished in various finishes to match the machines. This cabinet, as well as all the other styles in the new line, have the Salter felt-lined interior, which provides a compartment for each record, prevents scratching and enables the owner to find instantly the record he desires.

The company has greatly increased its output and will be able to fill orders promptly, providing they are placed early and not delayed until the heavy November and December rush is on.

BLACKMAN SIGN ATTRACTS.

The Blackman Talking Machine Co., 97 Chambers street, New York, Victor and Edison distributor, which recently moved into its enlarged quarters, now exhibits an unusually artistic sign over the front door of the establishment. This sign, which is designed in gold and red, displays the Victor and Edison trade-marks in addition to the name of the company. It makes a very fitting and appropriate top-piece for the handsome new display window of the company. The sign has already attracted considerable attention.

CREDIT MAN'S INITIATIVE AND RESPONSIBILITIES.

Something of the Credit Man Who by Painstaking Investigation Gave His House Without Competition a Golden Stream of Business—Work of the Credit Department Not Always Estimated at True Worth by Some Business Houses.

We often hear how the credit man, by pushing the investigation of an account to the point where he has in hand *the last word of information available*, saves his house from heavy losses, but more interesting perhaps is the story of the credit man who by delving deeper than his fellows uncovers an account that veritably lets in a golden stream to his concern.

For instance, here was a newly formed corporation that offered one of the members of the association an order for something over \$3,000. The corporation was investigated through the agency channels—about the only sources of information in view of the fact that no trade experience for the new corporation had been established. The agency reports warranted the acceptance of the order, but the difficulty was that this order was speedily followed by another equally large, and before that could be filled, by still another of the same size; as each shipment had a dating of several months, the new corporation, upon completion of all orders, would be indebted for over \$9,000. But the credit man had not been asleep. He had ever since the first shipment been delving deeper and deeper for information, and after patient searching had discovered of just what sort of stuff the corporation was made, and this not directly from the concern itself, but from positive sources upon which he could rely. The credit man now knew that he was on solid ground and without consulting his superiors accepted the orders and shipped the goods.

Incidentally, the president of his company learned of this \$9,000 account and called upon his credit man for an explanation. The president was told that the account was not to remain at \$9,000, but before the first payment was made it was going to reach the sum of at least \$21,000 and probably \$24,000 in open account for this new corporation. The credit man pointed out to his superior that he was securing good business with absolutely no opposition, that there was not a single competitor who dared ship the goods in the quantities demanded because none had in hand the facts which would warrant such an extension of credit, that there was not a credit man of any of the other competitors who had delved as deeply as he and found the truth. He showed the president that he was receiving information regularly each week which made it as certain as anything could be that every bill would be met upon the day it was due.

The explanation was satisfactory and, as the credit man had prophesied, a credit of over \$21,000 and nearer \$24,000 was extended the corporation.

And now comes the day of reckoning. Was the credit man right? He approached it with absolute equanimity, for he knew what he had been doing and it became his pleasure upon every due date to lay upon the president's desk the evidence that he was right in the form of a check from the new corporation for the full amount of each successive shipment, and, in fact, within one week's time receipts to the amount of over \$11,000 came from this concern.

An incident like this suggests what a credit man can do to build up the business of his concern. There is no doubt that many a credit man turns down orders which at the end of the year would aggregate a large sum, orders which he would have approved if he had been painstaking to get the last word of information which could be given.

A credit man should never be through learning about his customers. He simply cannot know too much about them. He must know all in order, first, to protect his house against losses, and second, to know just how hard to push sales with that customer.

INCORPORATIONS.

The Phonograph Co., Cleveland, O., has been incorporated with capital stock of \$75,000 for the purpose of dealing in musical instruments. The incorporators are: L. D. Greenfield, J. A. Fround, Lela Pugh, Charles Kovanda and J. G. Ryant.

The Evanston Talking Machine Co., Evansville, Ill., has been incorporated with capital stock of \$2,500 for the purpose of dealing in talking machines. The incorporators are: Richard K. Williams, E. J. Sandeen and Irving I. Livingston.

HEAD OF KINETOSCOPE INTERESTS.

L. W. McChesney, who was with Thos. A. Edison, Inc., Orange, N. J., as assistant manager of the advertising department and recently publicity manager of the General Film Co., New York, is again at Orange, where he is head of the Kinetoscope interests. Mr. McChesney commenced his new duties last month. As the trade knows, he is the son of L. C. McChesney, advertising manager of the Edison companies.

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

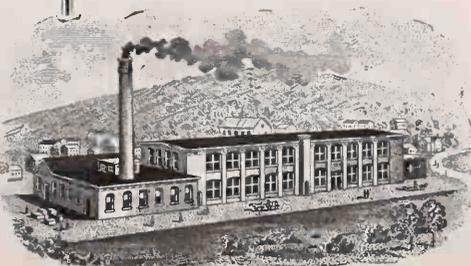
FURNISHED in Puritone or your own envelopes packed in different sizes. Quality guaranteed. Price popular. Dealers can secure a sample package free. Send jobber's name with letter. Remember, a quality needle will help you; it means a profit and a following.

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., Aug. 7.—TALKING-MACHINE. James Aloysius Rabbitt, Yokohama, Japan. Patent No. 1,034,931. This invention relates to talking machines and is directed to the provision of a machine of an improved construction with which recorded sounds may be reproduced clearly and with ample volume, and which is convenient to use and of attractive appearance.

One feature of the invention resides in the construction of the sound-conveying passage leading from the sound box, this being such as to offer little obstruction to the sound waves passing through and to permit of the free movement of the sound box under all conditions during the reproduction of the record. The sound-conveying devices, moreover, are readily removable and again inserted in operative position for convenience in transporting the machine.

Other features of the invention relate to the construction of a talking machine whereby it is made more convenient to use, these including the provision of receptacles for used and unused styli and means for supporting the tone-arm while replacing a used stylus with a new one.

COMBINED PHONOGRAPH AND GRAPHOPHONE, AND OPERATIVE MECHANISM THEREFOR. John Hosler, Llewellyn, Pa., assignor to William C. Hosler, same place. Patent No. 1,063,262. The present invention relates to a combined phonograph and graphophone and has for its purpose to provide a machine of that character embodying various and novel features, to wit: a machine capable of playing from either a disc or cylinder record, and wherein the mechanism for selecting one or the

other is of simple construction and easy to operate.

Fig. 1 is a perspective view disclosing the invention; Fig. 2 is a top plan view thereof; Fig. 3 is a top plan view of the horn shifting mechanism; Fig. 4 is a central sectional view of the horn and tone arm connection; Fig. 5 is a similar view taken at right angles to Fig. 4; Fig. 6 is a detailed view in elevation of the tone arm support; Fig. 7 is a side elevational view of the cylinder feed shifting device; Fig. 8 is a central sectional view thereof; Fig. 9 is a perspective view of the same, with parts removed for clearness; Fig. 10 is a detail perspective view of the horn shifting device; Fig. 11 is a front elevation view showing the driving means, and associated parts, of the disc record.

TALKING-MACHINE. Jonas W. Aylsworth, East Orange, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,062,579. This invention relates to talking machines or phonographs, and the object is to produce a talking machine of the type which operates upon disc or flat sound records, which will permit the use of exceedingly thin record and record blanks, which because of their thinness, are flexible, light and inexpensive in comparison with the common type of comparatively thick disc records known to the art. Exceedingly thin records of the character specified are more particularly described and claimed in application Serial No. 541,764, filed on even date herewith. Reproduction can be made from such records on disc talking machines as known to the art with but most imperfect results, if at all, because such records have not sufficient backing in themselves for the stylus to react against, and because, also, when supported upon the usual turntable or record support, they will not lie sufficiently flat and even upon the support to permit the stylus to properly track the same and be fed thereby.

In the present invention, these difficulties are overcome in a simple and effective manner, whereby it is made possible to form records on exceedingly thin discs or other flat surfaces and reproduce the records formed thereon. Accordingly, this invention comprises a table or support for an exceedingly thin flat record, together with means for maintaining the record firmly in uniform contact with the supporting surface. The record is so held in contact with the supporting surface by means creating a uniform difference in pressure between the upper and lower sides of the record, the pressure upon the lower or under side of the record being the less.

More specifically, a record support of porous material is provided and the air is exhausted from the pores of this material and beneath the under surface of the record to hold the same upon the table by suction.

In the drawings Fig. 1 represents a vertical cross section through a table and disc sound record supported thereby, together with means for creating suction to hold the record upon the surface of the table and embodying one form of this invention. Fig. 2 represents a partial plan view of the same. Fig. 3 represents a view similar to Fig. 1 of a modified form of the invention. Figs. 4, 5 and 6 represent similar views of other modifications.

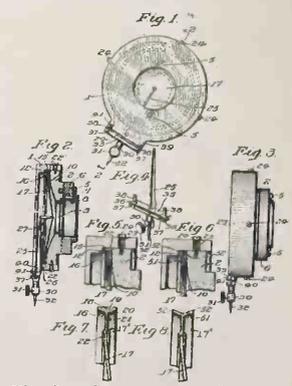
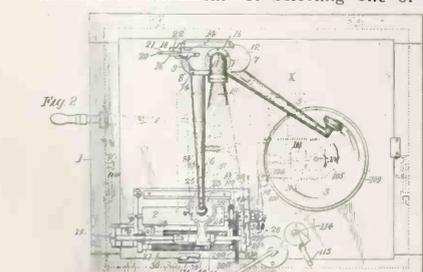
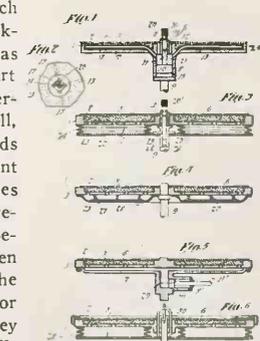
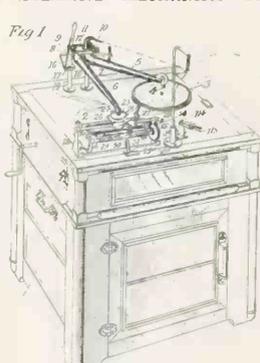
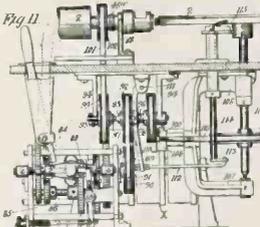
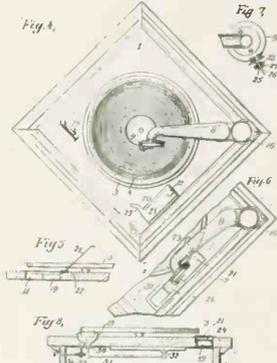
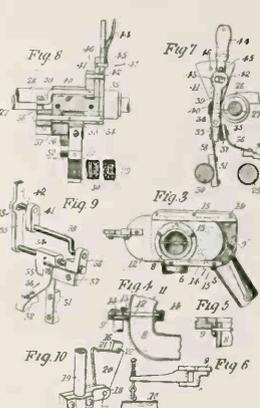
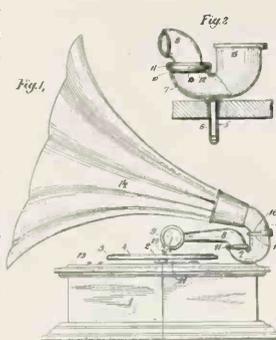
CABINET FOR TALKING MACHINES. Oscar E. Mertz, Philadelphia, Pa., assignor by direct and mesne assignments of one-half to the American Graphophone Co., Bridgeport, Conn., and one-half to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,063,821. The object of this invention is to improve the construction of cabinets for talking machines, so that when it is desired to change the records the part of the mechanism carrying the record can be drawn out without disturbing the top of the cabinet.

In the accompanying drawings Fig. 1 is a perspective view of the improved cabinet with the doors open to expose the horn; Fig. 2 is a perspective view of the upper portion of the cabinet with the pivoted drawer open so that the record can be changed, Fig. 3 is a sectional plan view of the cabinet, and Fig. 4 is a sectional view in elevation.

SOUND-BOX FOR TALKING MACHINES. John C. English, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 1,064,062. The main objects of this invention are to provide an improved sound box of simple, compact and durable construction that will record or reproduce sounds with great accuracy and efficiency; to provide in a sound box an improved casing, an improved diaphragm, and an improved stylus bar and mounting therefor.

It has been contended that in sound boxes in which a thin flexible diaphragm is used and in which the sound vibrations are produced or recorded by flexing the diaphragm, the diaphragm acts like a reed and responds sympathetically to certain tones in a manner that produces undesirable results. It has also been contended that such a diaphragm is comparatively difficult to vibrate and does not act with sufficient sensitiveness to produce or to record delicate over-tones. In this invention these defects which it has been contended are incident to the recording or reproduction of sound by the flexing of a diaphragm, are obviated by utilizing, instead of a flexible diaphragm, a light substantially inflexible diaphragm and an improved mounting therefor whereby the diaphragm is permitted to vibrate as a whole without being flexed.

In the accompanying drawings Fig. 1 is a front elevation of a sound box constructed in accordance with this invention; Fig. 2 a transverse section on the line 2-2 of Fig. 1; Fig. 3 a side elevation of the same; Fig. 4 a perspective of a detail of the same; Fig. 5 a fragmentary enlargement of a portion of Fig. 2; Fig. 6 a view similar to Fig. 5, but showing a modified form of this in-



vention; Fig. 7 an enlarged fragmentary diametrical section of the diaphragm and mounting or supporting ring shown in Figs. 1, 2 and 5 as they appear before being placed in position in the sound box; and Fig. 8 is a view similar to Fig. 7, showing in a similar way the diaphragm and modified form of mounting therefor which are shown in operative position in Fig. 6.

Sound-Box. Water H. Miller, Orange, N. J., assignor to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,068,441.

This invention relates to sound-boxes, particularly of the type adapted for use in connection with disc records having vertically undulating grooves, although its use is not limited to that type.

The principal object of the invention is to provide a sound-box having means for regulating the tone or loudness of the reproduction; and in conformity with this object an arm or lever is made connecting the stylus to the diaphragm of a plurality of sections provided with means for yieldingly limiting the relative movement between the same, this means being adjustable or movable, to regulate the extent of movement permitted between the sections of the arm. In the preferred construction a stop is mounted adjustably in one of the sections, and secure to this stop a plurality of pieces of yielding elastic material, each of the pieces being of a different elasticity from the others; so that by adjusting the stop a member of desired elasticity may be interposed between the stop and the section of the arm adapted to abut against the same. During the reproduction,

the arm moves more or less as a unit, but the yielding material above referred to according to its elasticity permits a slight relative movement of the sections of the arm to retard or dampen to a desired degree the excessively loud vibrations and thereby modify the tone of the reproduction.

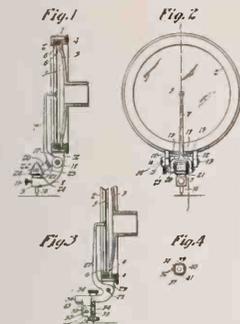


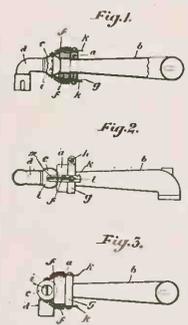
Figure 1 represents a vertical section taken on the line 1-1 of Fig. 2 of a sound-box embodying the invention; Fig. 2 represents a front elevation of the same; Fig. 3 represents a central vertical section of a sound-box embodying a modification of the invention, the stylus arm being shown in side elevation and partly broken away; Fig. 4 represents a bottom plan view of the stylus and stop employed in the modification shown in Fig. 3.

Talking Machine and the Like. August Filss, Erfurt, Germany. Patent No. 1,068,877.

This invention has reference to talking machines, and it comprehends, briefly, certain improvements in or relating to the mounting of the sound-box and its carrier, whereby the defects ordinarily present in the parts just specified, as now constructed and arranged are, to all intents and purposes, completely obviated.

The known sound-arms, which have recently been used for talking machines, are adjustable, and have the drawback that the parts movable relatively to each other wear out very quickly, which results in rattling, whizzing and other unpleasant noises; moreover they are further objectionable in that they occasion an unintentional weakening of the sound-waves, and also interfere with the same. The chief cause of these drawbacks is that the goose-neck or other bend, which carries the sound-box, is rotatably mounted in a cylindrical sleeve, so that it is necessary, in changing the discs and needles and generally when stopping the machine, to turn the bend completely over until either the sound-box or the free end of the bend itself rests upon the sound-arm. This movement of the sound-box causes its bearing to become affected in the manner above referred to, in consequence whereof a loosening is produced, owing to wear, which causes the aforesaid noises and, further, weakens the intensity of the sound-waves.

The aforementioned objectionable features are entirely or substantially avoided by the present invention, which proposes an effective mounting for the sound-box for the purpose of firmly connecting it to the sound-arm. This mounting is in the nature of a ball-and-socket joint, consisting, chiefly, of a ring of rubber or other suitable material of a like character, and a hollow ball. The first-named element is mounted on the end of the sound-arm and receives the companion element fixed to the bend and being yieldingly pressed or forced into the aforesaid opening through the agency of a spring connection between the two elements, so as to effect the requisite tight joint. The ring or socket may be encircled by a metal clamp on which latter are pivotally arranged two straps having longitudinal slots for the reception of the ends of the pin or pins on the ball element. The bend will then be movable in two directions (upward and downward), and will be held in any desired position, owing both to the use of the springs and to the friction of the metal ball against the wall of its rubber socket. The bend, however, may be easily detached. The subject matter of this invention has, therefore, the important advantage that the necessity of turning the sound-box completely back upon the sound-arm for the purpose of stopping the machine and changing the discs and needles is obviated, as it is sufficient merely to turn the bend a slight distance upward, whereupon it will be held automatically in position in the manner above set forth. Moreover, there is produced automatically a tight joint between the bend and sound-arm, which is improved by its two component parts or elements being drawn together by springs, whereby additional noises and weakening of the sound-waves are obviated and rendered impossible.



Figures 1 and 2 are, respectively, a part sectional bottom plan view and a side elevation of the improved sound-arm and bend, the latter being shown in the position which it assumes when the sound-box is in operation, and Fig. 3 is a bottom plan view, showing the bend in inoperative position.

Stylus Adjusting Device. George E. Emerson, Newark, N. J., assignor to Henry Watson, Trustee, Richmond Hill, N. Y. Patent No. 1,068,231.

The invention comprises means for easily locating a stylus, so that it will protrude at different lengths from its socket member.

In the accompanying drawings, Figure 1 represents a front elevation of a sound-reproducer and a fragmentary view of a sound record and supporting disc, with an exemplification of the invention; Fig. 2 shows a partial section of Fig. 1 on the line 2, 2; Fig. 3 is an enlarged fragmentary portion of Fig. 2; Fig. 4 shows a top view of the elements shown in Fig. 3, with a partial section thereof as in the line 4, 4; Fig. 5 is a rear view of Fig. 1, and Fig. 6 shows a left-hand side view of Fig. 5.

Talking Machine. Eldridge R. Johnson, Marion, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,068,591.

This invention relates to certain new and useful improvements in talking machines. In the accompanying drawings, Figure 1 is a side elevation, partly in vertical central section of a talking machine

constructed in accordance with this invention; Fig. 2 a front elevation of the same, but with the doors open, and Fig. 3 a top plan view partly in horizontal section of the same with the top portion and reproducing and actuating mechanism omitted, and the doors closed.

Graphophone Attachment. Thomas H. Macdonald, Bridgeport, Conn., assignor to American Graphophone Co., same place. Patent No. 1,067,933.

This invention relates to graphophone or other talking machines of the type intended for dictation as well as for reproducing, particularly machines of the type where there is a single diaphragm which carries both the recording stylus and the reproducing stylus, with means for throwing either stylus into engagement to the exclusion of the other. In using such machines it is usual to have one machine for the person who does the dictating upon the blank cylinder and another machine for the operator who transcribes the dictation on the recorded cylinder. In the use of the latter machine there is liability to throw the recording stylus into engagement by mistake when one desires to listen to reproduction, with the result that the recording stylus will shave off and obliterate the record upon the cylinder.

The object of the present invention is to provide means for preventing such unintentional use of the recording stylus. The invention, then, may be described as a recording eliminator for dictation graphophones.

This invention consists, broadly, of means for eliminating at will the possibility of using the recording device.

This invention further consists of the particular construction and arrangement of the various features hereinafter set forth and claimed.

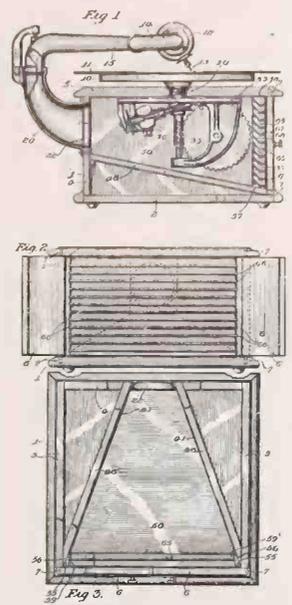
This invention will be best understood by reference to the annexed drawings, which illustrate a preferred embodiment thereof, as applied to the particular talking machine known as the "Dictaphone," though it will be understood that this invention is applicable to other types of talking machines equipped with the two styluses.

In the drawings, Figure 1 is a side view, partly broken away, illustrating a talking machine equipped with the invention; Fig. 2 is a detail, on a larger scale, viewed from the rear (right hand), of Fig. 1, and Fig. 3 is a horizontal section through the line III-III of Fig. 2.

Figure 1 is a side view, partly broken away, illustrating a talking machine equipped with the invention; Fig. 2 is a detail, on a larger scale, viewed from the rear (right hand), of Fig. 1, and Fig. 3 is a horizontal section through the line III-III of Fig. 2.

A HANDSOME CATALOG.

A handsome catalog devoted exclusively to a presentation of Victor products has just been issued by the prominent house of Sanger Bros., Dallas, Tex. A feature of this artistic publication is the introduction of a preface that calls attention by means of pleasing similes to the prestige attached to the name of "Victor."



RECORD BULLETINS FOR SEPTEMBER, 1913

VICTOR TALKING MACHINE CO.

POPULAR SONGS.

No.	Title	Size.
17361	It Takes a Little Rain with the Sunshine to Make the World Go Round (Macdonald-Carroll).....Walter J. Van Brunt	10
	Next Sunday at Nine (Lloyd).....Helen Clark-Walter J. Van Brunt	10
17376	Lonesome Moon (Yellen-Cobb).....Helen Clark-Walter J. Van Brunt	10
	When I Want a Little Loving (Honey, How I Long for You) (Mierisch-Larkins-Smith).....Albert Campbell-Henry Burr	10
17377	Rolling (Reed).....Peerless Quartet	10
17378	That Baseball Rag (Wolff-Jones).....Arthur Collins	10
17375	In the Heart of the Kentucky Hills (Gilbert-Muir).....Heidelber Quintet	10
	Back to the Old Folks at Home (Brown).....Albert Campbell-Henry Burr	10
17381	Somebody's Coming to My House, from "All Aboard" (Irving Berlin) Walter J. Van Brunt	10
	You Made Me Love Lou (I Didn't Want to Do It) (McCarthy-Monaca).....Wm. J. Halley	10
17388	I'll Change the Shadows to Sunshine (Gaff-Ball) Helen Clark	10
	You're the Same Old Girl (Young-Williams-Grant).....Hayden Quartet	10
17390	In the Heart of a Rose (Walsh).....Walter J. Van Brunt	10
	In Apple Blossom Time (Down on the Farm) (Jones-Daniels).....Heidelber Quintet	10
POPULAR INSTRUMENTAL MEDLEYS		
35309	Honeymoon Express—Medley Turkey Trot ("My Yellow Jacket Girl," "My Ragadore," "There's One in a Million Like You").....Victor Military Band	12
	Tango Medley (Favorite South American Tangos).....Victor Military Band	12
17394	Morse's Medley (Morse).....Conway's Band	10
	Tip-Top Medley Overture (O'Hare).....Conway's Band	10

MUSICAL COMEDY HITS.

17393	Ask the Flowers to Tell You, "The Tick-Tock Man of Oz" (Baum-Gottschalk).....Marguerite Dunlap-Harry Macdonough	10
	When Dreams Come True, from "Opera! When Dreams Come True" (Bartholomoe-Hein-Webb).....Henry Burr	10
17391	In My Garden of Eden for Two, from "All Aboard" (Goetz).....Marguerite Dunlap-Harry Macdonough	10
	The Mysterious Kiss, from "The Peach Road" (Stampfer-Dunlap-Grasac).....Olive Kline	10

MEDLEY FROM THE NEW HERBERT OPERA.

31885	Gems from "Sweethearts" (Smith-Herbert Soldiers' Chorus, "While on Parade," solo "Sweethearts," solo, "Every Lover Must Meet His Fate," solo and chorus, "Jeannette and Her Little Wooden Shoes," duet, "Cricket on the Hearth," "Finale to Act I").....Victor Opera Co	12
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TWO QUARTET RECORDS.

17370	The Old Refrain—Waltz Song (Molloy).....Lyric Quartet	10
	Where Would I Be (Zoellner).....Orpheus Quartet	10
INSTRUMENTAL COMBINATION.		
17379	Longing for Home (Heimweh) (Jungmann, Op. 117) violin, flute, harp.....Neapolitan Trio	10
	Serenade (Kotzschmar) violin, 'cello, piano.....Tollefsen Trio	10

TWO WHISTLING SPECIALTIES.

17380	Whistler and His Dog, with descriptive effects (Pryor).....Arthur Pryor's Band	10
	The Warbler's Serenade, with whistling chorus (Perry).....Arthur Pryor's Band	10

A NEW PRYOR COMPOSITION.

17382	Canoeing—Idyl (Pryor).....Arthur Pryor's Band	10
	To Have, To Hold, To Love (Ball) Cornet solo (With Pryor's Band).....Bert Brown	10

TWO SONGS OF THE UNIVERSITY OF PENN.

17384	Hail, Pennsylvania! (Dillely-Lvoff).....Peerless Quartet	10
	The Red and Blue (Westervelt-Goeckel).....Peerless Quartet	10

FIRST RECORDS BY A JUVENILE VIOLINIST.

17385	Traumerei (Schumann, Op. 15, No. 7) violin. Piano accomp. by Chas. A. Baker.....Sascha Jacobson	10
	Barceuse (Lullaby) (Renard, Op. 20.) Violin: piano accomp. by Chas. A. Baker.....Sascha Jacobson	10

TWO SCOTCH BALLADS.

17386	Flow, Gently, Sweet Afton (Burns-Spillman).....Henry Burr	10
	The Auld Plaid Shawl (Fahy-Haynes).....Henry Burr	10

NEW BAKER-WHEELER RECORDS.

17387	A Perfect Day (Carrie Jacobs-Bond).....Elsie Baker	10
	Over the Stars There is Rest (Frank Abt).....Elsie Baker-Fredrick Wheeler	10

TWO NEW SACRED NUMBERS.

17389	Asleep in Jesus (Bradbury).....Lyric Quartet	10
	Only Waiting (Maeo-Williams).....Fred'k Wheeler	10

TWO FAMOUS OLD BASS SONGS.

35310	Anchored (Cowan-Watson).....Alan Turner	12
	The Diver (Rosewig).....Wilfred Glenn	12

TWO MOVEMENTS OF A HAYDN SYMPHONY.

35311	Military Symphony—Allegro (Haydn).....Victor Concert Orchestra	12
	Military Symphony—Allegretto (Haydn).....Victor Concert Orchestra	12

BLUE LABEL RECORDS.

	Victor Herbert's Orchestra, personally conducted by Victor Herbert	10
45052	Narcissus (Nevin).....Victor Herbert's Orchestra	10
	Melody in F (Rubinstein).....Victor Herbert's Orchestra	10
45053	Casse Noisette (Nutsacker Ballet) Suite (1. Danse Chinoise; 2. Danse des Miriltons) (Tschakowsky).....Victor Herbert's Orchestra	10
	Casse Noisette (Nutsacker Ballet) Suite (Danse Arabe) (Tschakowsky).....Victor Herbert's Orchestra	10

PURPLE LABEL RECORDS.

60104	Twickenham Ferry.....Marzials	10
	Harry Lauder, Comedian	10
60105	Roamin' in the Gloamin' (Scotch Song) Lauder	10

NEW FOREIGN RECORDS.

	The Finnish-American Elite Choir of Duluth, Minn.	10
65418	(a) Terve Suomeni Maa (Genetz).....Finnish-American Elite Choir	10
	(b) Iloa ja Surua (Joy and Sorrow) (Finnish Folk Song) (Runeberg).....Finnish-American Elite Choir	10
65419	(a) Myrsky—Yo Merella (Folk Song).....Finnish-American Elite Choir	10
	(b) Maamme (Our Country) (Runeberg).....Finnish-American Elite Choir	10

65420	(a) Suomen Laulu (Suomis Song) (Pacius).....Finnish-American Elite Choir	10
	(b) Porilaisten Marssi (Bjorneborgarnes March) (Runeberg-Pacius).....Finnish-American Elite Choir	10
RED SEAL RECORDS.		
	Johanna Gadski, Soprano; Pasquale Amato, Baritone.	
80609	Trovatore—Mira d'acere lagrime (Let My Tears Implore Thee) Act IV., Scene I., Part I., Verdi	12
	John McCormack, Tenor.	
64341	Eileen Allanna.....Marble-Thomas	10
	Enrico Caruso, Tenor.	
87162	Guardann' a Luna (Lovely Moon).....Crescenzo	10
	John McCormack, Tenor.	
64343	A Little Love, a Little Kiss (Un peu d'mour) Ross-Sileus	10
	Johanna Gadski, Soprano; Otto Goritz, Baritone.	
88440	Still wie die Nacht (Calm as the Night).....Goetze	12
	Efrem Zimbalist, Violinist.	
74337	Legende (Op. 17) piano accomp. Wieniawski	12
	Geraldine Farrar, Soprano; Edmond Clement, Tenor.	
87509	Au Clair de la Lune (To the Moonlight) Piano by Rosario Bourdon	10
	Louisa Tetrazzini, Soprano.	
88428	Bonnie Sweet Bessie.....Root-Gilbert	10
	Vladimir de Pachmann, Pianist.	
74315	1. Venetian Gondola Song (Op. 30, No. 6—F sharp Minor).....Mendelssohn	12
	2. Spinning Song (Op. 67, No. 4—C major).....Mendelssohn	12
	Titto Ruffo, Baritone.	
87123	Suonno 'e fantasia (Dream and Fantasy) (La Canzonetta).....Genise-Capolongo	10
	Clarence Whitehill, Baritone	
64359	Old Black Joe.....Foster	10
	Maud Powell, Violinist.	
64301	Caprice (Op. 51, No. 2) Piano accomp. by George Falkenstein.....Ogarew	10

EDISON BLUE AMBEROL RECORDS.

BLUE AMBEROL CONCERT.

28172	Good-bye, Sweet Day (Kate Vannell) Contralto, orch. accomp. Christine Miller	10
28173	Rondo (Op. 94) (Dvorak) Violoncello, piano accomp. Paulo Gruppe	10
28174	Prologue from Paggiacci (Leoncavallo) Baritone, orch. accomp. Thomas Chalmers	10
28175	Sing, Smile, Slumber (Charles Gounod) Soprano, orch. accomp. Marie Rappold	10

BLUE AMBEROL REGULAR.

1823	Favorit' Airs from "Etienne" (Gilbert and Sullivan) Orch. accomp. Edison Light Opera Co.	10
1824	It Takes a Little Rain with the Sunshine (Harry Carroll) Tenor, orch. accomp. Walter Van Brunt	10
1825	Ciribiribin—Waltz Song (A. Pestalozza) Soprano, orch. accomp. Elizabeth Spencer	10
1826	Light Cavalry Overture (Franz von Suppe).....Edon Concert Band	10
1827	Sail on Silv'ry Moon (Ernie Erdman) Tenor, orch. accomp. Albert H. Campbell-Irving Gillette	10
1828	Kathleen Mavourneen (F. W. Nicholls Crouch) Contralto, orch. accomp. Mrs. Clarence Eddy	10
1829	Down by the Old Mill Stream (Tell Taylor) Baritone, orch. accomp. Vernon Archibald	10
1830	A Woman's Smile (The Firefly) (Robert F. Wheeler) Tenor, orch. accomp. Charles W. Harrison	10
1831	I Would That My Love (Felix Mendelssohn) Soprano and contralto, orch. accomp. Elizabeth Spencer and E. Eleanor Patterson	10
1832	I'll Change the Shadows to Sunshine (Ernest R. Ball) Tenor, orch. accomp. Irving Gillette	10
1833	When Michael Dooley Heard the Booley Booley (Harry Von Tilzer) Comic song, orch. accomp. Billy Murray	10
1834	The Little Flatterer (R. Eilenberg) Bells, orch. accomp. Charles Daab	10
1835	Gathering Home (W. A. Ogden) Sacred, orch. accomp. Harry Anthony and James F. Harrison	10
	(John Young and Frederick J. Wheeler)	
1836	Ragtime Regiment Band (Melville Morris) Coon song, orch. accomp. Edward Meeker	10
1837	Clamy Green. Vaudeville sketch.....Billy Golden and Joe Hughes	10
1838	I Love You, California (A. E. Frankenstein) March song, orch. accomp. Knickerbocker Quartet and Elizabeth Spencer	10
1839	I'd Do as Much for You (Harry Von Tilzer) Conversational duet, orch. accomp. Ada Jones and Billy Murray	10
1840	Just Plain Dog. Vaudeville sketch.....Van Avery	10
1841	In My Harem (Irving Berlin) Comic song, orch. accomp. Billy Murray	10
1842	La Rumba—Tango (J. Tim Brymn) For dancing.....National Promenade Band	10
1843	Good-bye, Boys, Medley-Two-step. For dancing. National Promenade Band	10
1844	Melinda's Wedding Day (Al Piantadosi) Coon duet, orch. accomp. A. Collins and B. G. Harlan	10
1845	Daddy Has a Sweetheart and Mother is Her Name (Dave Stampfer). Tenor, orch. accomp. Manuel Romain	10
1846	There's One in a Million Like You (J. Schwartz) Tenor, orch. accomp. Walter Van Brunt	10
1847	The Whip March (Abe Holzmann).....New York Military Band	10

COLUMBIA GRAPHOPHONE COMPANY.

SYMPHONY DISC RECORDS.

	By Leopold Godowsky, the Famous Pianist.	
A5484	Campanella (Liszt).....12-inch Double Disc.	
A5485	Hark, Hark, the Lark! (Schubert-Liszt).	
A5486	Nocturne in E flat (Chopin).	
	(a) Prelude in B flat (Chopin); 2. Prelude in F Major (Chopin).	
	Ysaye Records One of His Own Compositions.	
36516	L'Inconnue de Pise. Mazurka (Ysaye).	
	Two Popular English Songs by Carolina White.	
A5488	Irish Love Song (Lang). In English, with orchestra. The Last Rose of Summer. In English, with orch.	
	12-IN. DOUBLE DISC RECORD.	
	New Recordings by Ellery Band.	
A5497	I Lombardi (Verdi). Pilgrim's Chorus. Ellery Band, Faddio di Girolamo, Conductor.	
	Coppelia (Delibes). Entr'acte et Valse. Ellery Band, Taddeo di Girolamo, Conductor.	
	10-IN. BLUE-LABEL DOUBLE-DISC RECORDS.	
A1357	Go, Pretty Rose (Marzials). Grace Kerns, Soprano, and Craig Campbell, Tenor, orch. accomp. Ashore (Tortore). Craig Campbell, Tenor, orch. accomp.	
A1350	Flower Song (Lange). Cristeta Goni, Violinist. Robin Adair, Scotch melody, violoncello solo by Jean Schwiller.	

A1352	The Drink Cure. Nat Wills. Comic monologue. Comic Medley Song. Nat Wills. Orch. accomp.	
A1354	Borrow From Me (Williams). Bert Williams, Baritone, orch. accomp. On the Right Road (Williams). Bert Williams, Baritone, orch. accomp.	
	Al Jolson, the Famous Black-Face Comedian—in Two Winter Garden Successes.	

A1356	Everybody Snap Your Fingers with Me (Puck). Al Jolson, Baritone, orch. accomp. That Little German Band (Fischer). Al Jolson, Baritone orch. accomp.	
A1359	Sweethearts (Herbert). "Sweethearts." Grace Kerns, Soprano, orch. accomp. Sweethearts (Herbert). "Every Lover Must Meet His Fate." Reed Miller, Tenor, orch. accomp.	
	10-IN. DOUBLE DISC RECORDS.	

A1358	We've Got a Parrot in Our House (Muir). Byron G. Harlan, Tenor, and Arthur Collins, Baritone, orch. accomp. They've Got Me Doing It Now (Berlin). Eddie Weston, Tenor, orch. accomp.	
A1361	Mammy's Fireside (Carroll). Byron G. Harlan and Arthur Collins, Baritone, orch. accomp. Let Her Go, Let Her Go, Let Her Go (Jentes). W. Van Brunt, Tenor, orch. accomp.	

A1353	It Takes a Little Rain with the Sunshine to Make the World Go 'Round (Carroll). Henry Burr, Tenor, and Edgar Stoddard, Baritone, orch. accomp. A Little Love, A Little Kiss (Sileus). James Reed, Tenor, orch. accomp.	
A1360	There's a Girl in the Heart of Maryland (Carroll). Henry Burr, Tenor, and Edgar Stoddard, Baritone, orch. accomp. When I Dream of Old Erin (Friedman). Walter Van Brunt, Tenor, orch. accomp.	

A1351	Stars and Stripes Forever (Souza). Guido Deiro, Accordion solo. Deirita Polka (Deiro). Guido Deiro, Accordion solo.	
A1349	The Old Plaid Shawl (Haynes). Henry Burr, Tenor, orch. accomp. The Singer Was Irish (Murphy and Castling). Henry Burr, Tenor, orch. accomp.	

A1355	Aisha (Lindsay). Prince's Orchestra. Girlish Chorus (Holst). Howard Kopp, Bell Solo, orch. accomp.	
	12-IN. DOUBLE DISC RECORDS.	

A5483	The Charmed Cup (Roedel). Bertram Schwahn, Baritone, orch. accomp. The Chase (Mattei). Bertram Schwahn, Baritone, orch. accomp.	
A5486	Gold and Silver Waltzes (Lehar). Dance Music, Prince's Orchestra. Love of Art Waltz (Lincke). Dance Music, Prince's Orchestra.	

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LOW RATES FOR FALL BUYERS.

Merchants' Association Gets Reduced Fares for Visitors to New York.

The Merchants' Association has arranged low rates for out of town buyers who plan to come to New York during the fall buying period. The rate covers the trunk line territory and is fare and a half for round trip tickets, with a 15-day return limit. It should interest piano men.

The rate will be operative July 19 to 22, August 2 to 5, August 16 to 19 and September 6 to 9, all dates being inclusive.

The States of New York, Pennsylvania, New Jersey, Delaware, Maryland, District of Columbia, Virginia and West Virginia on and north of the line of the Chesapeake & Ohio Railroad from Washington, D. C., to Kenova, W. Va., are in the trunk line territory of the reduced trunk line rates. The rate will also apply to all points in Vermont reached by the Delaware & Hudson Railroad. It is not effective from points less than 100 miles from New York city.

MUSIC HELPED DIGESTION.

At the annual dinner of the credit men of Kansas City, Mo., held a short while since, three numbers in their musical program consisted of selections on the Victrola accompanied by a player-piano. The dinner was a pronounced success, and the J. W. Jenkins' Sons Music Co., which furnished the musical end of the program, was congratulated on the excellent results achieved.

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