The best-known trade mark in the world

"The Victor talking machine’s design, ‘His Master’s Voice,’ has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world’s great masterpieces" — Collier’s Weekly.
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
CABINET INSTRUMENT

VITAPHONE
TYPE No. 50
$50.00
Made in Quartered Oak

OTHER TYPES
FROM $15.00 to
$256.00

Catalog, Discounts and Terms on Request

THE Vitaphone CO.
Plainfield, N. J.
THE STUDY OF THE OPERAS AS AN AID TO SALESMEN.

In The Talking Machine World last month attention was called to the practise of a New York Jobber, who also conducts a retail store in providing each season with season tickets to the opera and insisting that each member of the staff attend regularly, as part of the work for which they are employed. The New Columbia model of the 'Grand,' which we formally presented to the trade in this new artistic book, has also been the subject of universal praise and commendation. The report has caused considerable comment from dealers throughout the country, and a number of them have written to the Jobber asking for further information on the subject, with a view to adopting the same course.

There are naturally a great many dealers throughout the country who even if so inclined are not in a position to have the members of the staff visit the opera performances even at the expense of their own time. This fact will have been noted by Jobbers who have thus far tried the same experiment, and who are no doubt to be held in prominent auditoriums and theaters, and be advertised as a straight-laced affair.

The strict adherence of its musical organizations very good seats can be obtained by the sightseers enjoyed recreation when tired of the mechanical part of the opera impressed them, who were entertained by pastorally continuous concerts on Violins and Grafonolas. The new department in the company's building, at 1217 F street, is located close to the main entrance of the building. On the left as one enters are a column of glass sound-proof booths, finished in ivory and furnished in the most comfortable manner to receive the din of drawing room or library. The part of the booths are located the library and 10,000 records. The reception in the talking machine department attracted attention to other departments in the company's store wherein the Los Angeles Creting, Bradford and other makes of phonos and player-phonos.

L A S E N G A N E S A A S S O C I A T I O N M E E T S.

The extension of the facilities of the parcel post so that the limitation of weight for the first and second class mail is increased to twenty pounds is used as an occasion by a prominent credit man to remind credit grantors that the change will strengthen the position of the mail order houses, so that it behooves them to use their offerings with the greatest extent in training the retailers to efficiency. He asserts that unless many of the retailers adopt improved methods of business they will be eliminated, for the dealer in the small country town can compete with the retail mail order house only in so far as his knowledge extends to retailing on a scientific basis.

The dealer must, therefore, be made to realize the importance of knowing the cost of his merchandise, the percentage to be added to assure a reasonable profit in selling, the existing conditions in the community, how to advertise economically, and how to train his help to bring it in the best trade.

EXHIBITION DURING "FASHION WEEK."

Foster & Waldo Make Special Display of Talking Machines and Give Recitals.

(Special to The Talking Machine World.)

MINNEAPOLIS, Minn., October 6.—One of the attractive exhibitions during the recent Fashion Week in this city was that in the window of Foster & Waldo, 811 Nicollet avenue, where a fine line of talking machines and phonographs were shown. From the crowds in the company's store it was evident that the sightseers enjoyed recreation when tired listening to the music of the Violins, which were kept going all the time. It was noticeable, too, that the classical music had the call.
Charles Fuller Stoddard in his work as an inventor is evidently a firm believer in logical development. His first work of prominence was the invention of several improvements in player-piano actions, and finally the complete new player action known as the Stoddard-Ampico, which has proven a practical success. Mr. Stoddard states that his work led him to the invention of the Rythmodik record roll, whereby the music was recorded on the roll exactly as interpreted by the artist at the piano. Mr. Stoddard’s latest invention calls into play both the Rythmodik roll and the Stoddard-Ampico player, as well as the talking machine, and adds to them more of that very necessary element — human interest.

**SYNCHRONIZES PLAYER-PIANO AND TALKING MACHINE.**

Charles Fuller Stoddard, Prominent Inventor in Player-Piano Field, Perfects New Combination, Thoroughly Synchronized and Controlled by Pneumatic Valves—OBTAINS RESULT ATTEMPTED BY MANY—FIRST MODEL EXHIBITED IN PRIVATELY IN NEW YORK.

The only visible connection between the two instruments is a pair of rubber tubes leading from the player-piano and acts as an automatic governor. A special pneumatic action is adopted as the medium. The new invention in its experimental and unfinished state was offered as a surprise to the directors of the American Piano Co. at the meeting held last week, and met with their enthusiastic approval. In synchronizing the movements of the player and the talking machine, Mr. Stoddard has adopted the pneumatic action as the medium. A special synchronizing valve is attached to the player-piano and acts as an automatic governor.

The main feature of the new invention as it relates to the player-piano is its simplicity, for, while a special form of talking machine is necessary, the simple attachment of the synchronizing valve to the player-piano places that instrument in a position to act as an automatic accompaniment. The synchronizing valve can be attached to any make of pneumatic player-piano in less than a half hour, and when in place the player-piano and talking machine may be played together or separately as desired.

In view of the fact that Mr. Stoddard’s latest invention has just passed the experimental stage, details regarding the time and conditions of its marketing have not yet been decided upon. Mr. Stoddard, however, is to be congratulated upon having solved to all appearances a problem that has puzzled inventors of several nations for some years past. It opens a new field for both the player-piano and the talking machine, and adds to them more of that very necessary element — human interest.

**GRAND RECITALS IN UTICA.**

The Grafonola “Grand” Heard in Two Recitals

Excites Admiration and Praise of Hearers.

**IMPORTANCE OF LUBRICATION.**

Under date of September 21, the Victor Talking Machine Co. sent out an important letter to its dealers calling their attention to the lubrication of Victor maidsprings. The company stated that for a number of years it has been experimenting at its laboratories in an effort to determine the best possible lubricant and methods of applying it. Owing to the sliding action of the springs in coiling and uncoiling, it is absolutely essential to have a perfect lubricant.

After these years of thorough testing and experimentation, the company has finally concluded that the best lubricant to be found for the purpose of lubricating the Victor maidsprings is Dixon’s No. 617, Graphite No. 2, mixed with an equal quantity of Victor spring motor oil. In its letter to the trade the company quoted special prices on both the graphite and the spring motor oil, and asked the co-operation of its dealers in this connection, so that top-notch efficiency in the handling of Victor machines may be assured.

(Columbia Graphophone Company

Woolworth Building, New York

(Write for “Music Money,” a book “full of meat” for those dealers interested in quick and frequent turnover of capital.)
Victor-Victrola

The entire musical trade owes a debt of gratitude to the Victor-Victrola. This wonderful instrument aroused the public to a greater and more intelligent appreciation of the best in music, and in so doing gave to the music trade in general unprecedented prosperity.

Never has the musical industry been on such a high plane as it occupies to-day. Never had the dealers such well located, splendidly equipped showrooms for which Victor dealers in some instances pay annual rentals of from twenty thousand to thirty thousand dollars.

Never was an instrument such a complete success as the Victor-Victrola, leading, from one success to another still greater, offering better opportunities to dealers right along, and in which even at the present time every dealer can readily participate.

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

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

Victor Distributors

Altoona, Pa., W. F. Frederick Piano Co.
Atlanta, Ga., Five-Allot Piano Co.
Baltimore, Md., The Talking Machine Co., Dr. Jones & Son Co.
Bangor, Me., Andrews Music House Co.
Birmingham, Ala., Talking Machine Co.
Boston, Mass., Oliver Dietz Co.
Buffalo, N. Y., W. D. Andrews.
Burlington, Vt., American Phonograph Co.
Butte, Mont., John Dyer.
Cleveland, O., The Corley Co., Inc., The Aeolian Company of America.
Columbus, O., Perry & Whiton Co.
Dallas, Tex., Sieger Bros.
Denver, Colo., The Next Music Co.
Des Moines, Ia., The Knight-Campbell Music Co.
Detroit, Mich., Griswold Bros.

Victor-Victrola XI, $100
Oak

Victor-Victrola XVI, $200
Mahogany or oak

Victor-Victrola IX, $50
Mahogany or oak

Victor-Victrola XVI, $200

Victor-Victrola VI, $25
Oak
BIZNISS SHOWS IMPROVEMENT ON PACIFIC COAST.

Despite the fact that holidays and hot weather worked against trade during September—Big Shipment of Edison Machines En Route—Various Houses Adopting Active Measures to Make Sales—L. F. Douglas Makes Generous Offer—News of Trade.

(Special to The Talking Machine World)

SAN FRANCISCO, CAL., October 6—Talking machine business, both wholesale and retail, has been gradually picking up the past month, in spite of such diverting influences as holidays, hot weather, etc. September 9 (Admission Day) was a State holiday in California, and was generally observed by all business houses, which cut the month down by two holidays, Labor Day falling on the first. Just after the middle of the month a very unusual hot spell was experienced in San Francisco, the 16th being the hottest day over recorded here. However, the talking machine business held its own in good shape, in many instances a gain being reported over August, and also over the corresponding period of last year. There has been considerable talk in the local trade of active early preparations for the holiday trade, and these statements are now being borne out by heavy arrivals of machines from the East. While the trade does not anticipate any such great difficulty in getting goods as it experienced the past few years, it is not willing to take chances on any delays. A large record business is opening up now, as activity is being resumed in musical circles. A large number of artists are scheduled to appear here within the next few weeks, and their engagements always create an increased demand for certain records.

Big Edison Shipment for Pacific Phonograph Co.

The Pacific Phonograph Co. now has on display at its ware-house samples of the Universal cabinet, which it proposes to manufacture here on a large scale. It is attracting very favorable attention among dealers in this section. The company has a large shipment of Edison machines en route from the factory, which represents six car loads. With their arrival early in October, the company will be in position to begin filling some fancy holiday orders. The past month 105,000 wax records were broken up at the Pacific ware-house, and the wax packed for re-shipment to the factory. Manager A. R. Pommer and Mrs. Pommer spent some time at Del Monte the past month while a golf tournament was being held there. Both are golf enthusiasts, Mrs. Pommer being one of the best lady players in the country. J. E. McCracken left a few days ago on his fall trip in the Northwest, after spending the greater part of the summer in town.

Introducing the New Amberolas.

E. V. Chandler, special representative of the phonograph sales department of Thos. A. Edison, Inc., is working his way to the southern part of the State, the main purpose of his trip being to introduce the new type machines, Amberolas VIII and X.

A Strong Columbia Campaign for Fall.

W. S. Gray, local manager for the Columbia Graphophone Co., says that the summer lull in business has been forgotten the past month and that the fall campaign is well under way. He has engaged another traveler to look after the outside territory, and C. J. Moore is now devoting full attention to the city trade. The new man is E. L. Snee, formerly with the Pacific Phonograph Co. As the season advances, enthusiasm for the Columbia Leader machine increases here, and a shortage is feared at holiday time. Dealers generally are lavish in their praise of this product and a very bright future is predicted for it.

Displays of the State Fair.

Displays of Edison products were made by the A. J. Pommer Co. at Sacramento, Cal., during the State fair there, and by the Sonoma Valley Music Co. at the recent apple festival in Belastopol.


At the Wiley B. Allen Co. department a very satisfactory month's business is reported. F. P. Cotororan is devoting special attention to the style No. 25 Victor machines for use in public schools in San Francisco and the bay towns, following up the work in this vicinity of Miss Ada Gertrude Jordan, special representative of the educational department of the Victor Co., who has made a very favorable impression on teachers and school boards in regard to the educational value of the Victor products in schools. J. R. Scott, who looks after the record department, has just returned from a visit to the Wiley B. Allen interests in San Jose, Cal. Manager Black reports a big demand for Victor Victrolas Nos. IX, X and XIV, especially in art finish.

Special Representative Ridgeway, of Lyon & Hraly, Chicago, was a recent visitor to the local trade.

What Some Houses Are Featuring.

Clark Wise & Co. are making a special feature of STG machines this week, following the arrival of a large shipment of this grade of machine. Clark Wise says he is stocking up quite heavily in anticipation of a possible shortage later in the year.

P. H. Beck is very well pleased with the way business has come his way since he took over the department at Kohler & Chase's, and is preparing for a big holiday trade.

Byron Maasy has been making a good many improvements in his store lately, and is now preparing for enlarged window display space. After the change is made talking machines will be featured more extensively on the main floor.

Increase in Victor Business Reported.

A. G. McCarthy, of Sherman, Clay & Co., says that fall business, both wholesale and retail, in Victor products has opened up in fine shape, sales running ahead of the corresponding period of last year right along. An addition of two stories is being erected on the Sherman, Clay building in this city, which will give that company ten large floors occupied exclusively by its music business, one of the finest establishments of its kind in the whole country. Sherman, Clay & Co. are Coast distributors for the Victor Talking Machine Co. and besides do a very large retail business in Victor products.

Leon F. Douglas' Generous Offer.

Leon F. Douglas, of the Victor Co., has offered to make a big donation for a natatorium in San Rafael, Cal., where he makes his home, providing children under the age of eighteen years be admitted free one day in the week to the pavilion. On this condition he offers to buy the entire bond issue of $25,000 recently authorized for the building of a municipal bathing pavilion, and furthermore to donate 900 bathing suits and hire a swimming instructor to serve during the three months' vacation period of the establishment.

Recent Trade Visitors.

D. J. Lown, dealer of Hollister, Cal., was a recent visitor in San Francisco. S. Babson, manager of the local branch of Babson Bros., Chicago, received visits the past month from both Henry Babson and F. K. Babson.

TALKING MACHINES IN INDIA.

Consul Reports That Disc Machines Have the Call—Records Easy to Transport Safely.

According to a report made by Consul Baker, on special duty in India, talking machines are now quite well introduced into that country. They are nearly all of the gramophone disc machine type, and are made mostly in Germany and Austria. The leading musical instrument dealers in India have given up all attempts to actively promote or advertise such machines, owing to the fact that native bazaars are content to sell them at such slight profits, often for not more than thirty cents profit per machine, that it is no longer worth their while to make such machines a feature of their business. There is practically no demand for wax cylinder machines, for the same reason that extra high pianos cannot be sold here, easy portability being required, and such requirement being best fulfilled by using disc records which cannot break or suffer damage from heat and which can easily be packed in small space.

"There'll Come A Time Some Day"

(APOLOGIES TO CHAS. K. HARRIS)

When you will want goods and your regular source of supply will fall down; that is the time when, perhaps (notice, perhaps), we can be of service to you; it won't cost much to find out, and if our stock permits and the filling of your order does not interfere with our supplying the wants of our regular dealers we will be glad to serve you. Right here is an argument in favor of your being numbered among our regular dealers and have first call on goods at the time the demand exceeds the supply. This is one of the fundamental principles of Eastern Service—loyalty to the loyal.

Eastern Service Is Good Service and It Is Just Service

EDISON TALKING MACHINE COMPANY
177 TREMONT STREET, BOSTON, MASS.

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY

VICTOR
CLEVELAND, Oct. 11.—Trade generally in the talking machine line was good throughout September, while increasing activity has been manifest during the past two weeks, especially with distributors. Retail dealers are making daily sales of the higher grade machines and records, and large numbers of inquiries are reported. Indications all point to a large fall trade, for which dealers are making extensive preparations.

J. C. Roush, president of the National Association of Talking Machine Jobbers, of Pittsburgh; E. C. Rauth, of the Koerber-Brenner Music Co., St. Louis; and Perry B. Whitsett, of the Perry & Whitsett Co., Columbus, who attended the meeting of the executive committee at Chicago September 21, accompanied T. H. Towell on their way home, and were his guests while here.

W. H. Huy, of the phonograph sales department of Thomas A. Edison, Jr., Orange, N. J., was a visitor here for a few days last month. He said reports of business were good everywhere. Clifford R. Ely, special traveling representative of the wholesale department of the Columbia Graphophone Co., after several days in the city and vicinity, left for a Southern trip extending to New Orleans.

Demand for the union attachments for disc machines, especially for language work; small horn; headband hearing tube; oil can; and 25 thousands qualified to speak authoritatively ever offered—the price being only $35.

The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed Language Outfit of the I. C. S. is a marvel. The new 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 thousands qualified to speak authoritatively ever offered—the price being only $35.

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

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Mr. EDISON announces the new DISC Phonograph

That part of your trade that has learned to look with favor upon the disc type of phonograph can now have such an instrument made by Mr. Edison.

The Edison Disc, however, has not been perfected simply to meet a disc demand. With Mr. Edison it was not a question of disc or cylinder but a question of carrying sound-reproduction further than it had ever been carried before.

The new Edison Disc Phonograph is not a talking machine but a wonderful musical instrument.

It represents thirty-five years of experiment and investigation in musical acoustics and sound reproduction. It embodies not only new reproducing methods but also new recording methods.
Mr. EDISON'S Greatest achievement in Sound Reproduction.

is a phonograph with a new voice—a voice of liquid and mellow tone, wide range and incomparable sweetness.

In the new reproducer Mr. Edison has found the secret of true tone reproduction. The reproducing point is a diamond that never wears, never varies and never needs changing.

The records are of a new material—a chemical compound of great density and hardness, yet of such peculiar qualities that the most minute sound waves can be engraved upon it and no amount of wear will efface or distort them.

For the Edison Disc Phonograph a new motor has been perfected, a motor of great power and accuracy, built to last a lifetime and accurately adjusted.

There are ten models now ready, ranging in price from $450 to $60. All are of the cabinet type in beautiful and artistic designs worked out in rare woods. See the announcements of leading Edison jobbers in this issue. One of them is near you and will be glad to take care of you as far as the present manufacturing output will permit.

For the Edison Disc Phonograph, a new motor has been perfected, a motor of great power and accuracy, built to last a lifetime and accurately adjusted.

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For the Edison Disc Phonograph, a new motor has been perfected, a motor of great power and accuracy, built to last a lifetime and accurately adjusted.
Here are the types of Edison Disc Phonographs now ready for your trade

Every instrument is of the cabinet type. Every case is a rare example of the cabinet builder’s art. The rare woods used in their construction, the beautiful finish, the careful workmanship and the graceful lines all go to produce just the setting that this wonderful new Edison instrument should have.

There are eight distinct types in all woods, ranging in prices from $60 to $450.

Thomas A. Edison, Inc.
There is no demand in a sound reproducing instrument that the Edison Disc does not meet

It gives the Edison method of reproducing in disc form—the method that has brought fame to the sweet-toned Edison Cylinder instrument.

Its reproducing point is a diamond that never wears out, never wears the record and never needs changing. And it is, in appearance, an instrument that will adorn the most beautifully appointed drawing room.

Take up the new Edison line with your jobber. See the jobbers' announcements elsewhere in this issue.

59 Lakeside Ave., Orange, N. J.
Perpetual Profits

You’re in business to stay. So is Mr. Edison. So are we. Edison has built up a great organization that is getting greater every day, because every phase of it is built on big thoughts.

He has applied his genius to the production of the most wonderful phonographs ever produced. They are the safest plays in the phonograph business. They reach both ends of the line. Every customer can satisfy his taste, and every satisfied customer means real money for you—regular profits.

The New Disc Phonograph

is the latest Edison product. Its beauty of tone, volume of sound, range of selections, and many distinctive Edison refinements will make an instantaneous appeal.

The Cylinder Phonograph in its improved form and with its long playing, wear resisting Blue Amberol Records are smashing all phonograph sales records.

Attention, Michigan!

Aren’t perpetual Edison profits worth while getting after—now? They never stop. As the only Edison jobbers in Michigan carrying a full line of cylinder and disc goods we offer to you absolutely prompt service and help. Orders filled the day they’re received. Write us.

American Phonograph Company

252 Woodward Avenue
DETROIT, MICH.
RECORDING A QUARTER OF A CENTURY AGO AND NOW.

An Interesting Exhibit of Some of the First Records Made with the Edison "Perfected" Phonograph. A Story Told with Them—When the Recording of Band Selections Presented a Real Problem—Walter H. Miller, a Veteran of the Business.

In looking over the talking machine field to-day and to-night, it is hard to believe that only a quarter of a century ago the business was in its infant stages and it was not really out of the hands of the experimenter. That the present year comes close to marking the twenty-fifth anniversary of the present-day phonograph was brought to mind by a visit to the office of Walter H. Miller, manager of the recording department of Thomas A. Edison, Inc., who possesses a small case containing three records, a reproducer and a recorder. The records made and the recorder and reproducer used on the first "Perfected" phonograph. Despite the lapse of the years, the records of white wax, little harder than ordinary paraffine, still showed distinctly the recording lines, although the paper cards stuck in the end to tell what they represented are yellow with age. One of the records was made by Thomas A. Edison himself in 1888 to test the new phonograph, and is in the nature of "Travel Talk." At the time the record was made, owing to lack of experience on the part of recorders and recording artists and the imperfection of the mechanism, it was impossible to reproduce ordinary conversation so that it would be thoroughly understandable. The result was that in test records the names of cities were used frequently as, for instance, the recorder would say: "We will now go from New York to Albany, from Albany to Syracuse, from Syracuse to Buffalo, from Buffalo to Chicago," etc., the idea being that if the name of the city was spoken twice in succession the listener was bound to forget it and thereby be impressed with the wonders of the machine.

The second record, made in 1899, marks one of the first successful attempts to record a band selection. The record was played by Isailer's Band, at that time one of the leading organizations in Orange the piece being "Fifth Regiment March." The third record was sung by Enrico Caruso, recorded in January, 1899, and one of the first successful recordings of the female voice. The length of Mr. Miller's connection with the recording end of the business can best be imagined by stating that these first records bear cards in his handwriting, describing what has been recorded on them.

During his personal connection with Mr. Edison in many recording experiments, it was with great difficulty that Mr. Miller persuaded "the Old Man" to make a record of his own voice as a souvenir, it being his opinion that there was but one worse recording voice in the world than his own, that being Mr. Miller's. However, the desired record was finally obtained, and a number of others of equal historic interest and value, and hold an honored place in Mr. Miller's collection.

The early days of the recording game were strenuous ones. The recording artists knew little of anything but to play or sing for the machines, what positions to assume or what generally was expected of them, and recording experts for their better informed. Nevertheless, it was all in the nature of an experiment. The records were of much softer material than are the "masters" of the present day. Although the musicians were not attired in regalia and would not even have stunned a London audience with the completeness of their attire, which was designed for work only, they seemed to realize that they were about playing before a foreign audience, though the audience did not happen to be present, and they tuned their instruments accordingly. The phonograph was soon ready, and as Director Markwith waved his wand the room was filled with the harmony of Rippy's andante moderato, "My Heart's in the South." The picture on the walls seemed to be moved by the music; and, while the phonograph ground away and gathered in every note, Kirlay's ballet in one corner seemed to be moving in all their gorgeous trappings; Sigour James Dunbar in his lithograph of some great circus seemed to fly faster and faster around his ring on his eight horses; the scene on the bridge in "Hooligan Bluff" boded weirder and sadder than usual; Magician Herman's smile seemed more sly than before, and all the other pictures on the walls appeared to be going through their acts, while the phonograph quietly took in the fun. The music ceased, the phonograph was stopped, a small funnel was attached to it, it was started again, when—"Ils!"--"Did you play that way?" said Mr. Markwith, Sr., to Mr. Markwith, Jr., as the phonograph reproduced the music. Such flatness was never heard before. The cornetist looked sad.

"It's the fault of the battery," said Prof. Wangemann.

"This dispelled the cloud from Director Markwith's brow and the cornetist smiled again. The battery was rearranged and a few minutes the selection was rendered perfectly by the machine, to the astonishment of the musicians."

Just think of all that fuss over the recording of a single band selection as compared with the matter-of-fact method of recording to-day.

Walter H. Miller.

In the newspaper story, however, did not tell all of it.

Messrs. Miller and Wangemann had tried out band recording at several rehearsals of the Fifth Regiment Band, and by that means secured a fairly good idea of how the instrument should be arranged. The practice was to record a selection and then rush back to the laboratory to try it out, often with the result that more than five years later we had perfect records, reproducing music as played by the most famous bands of the world, with all the faithfulness.

Together with the inventors of the mechanical processes involved, the recording experts deserve a lot of credit for the success of the phonograph and the talking machine. Their efforts the mechanical perfection of the machine was experimented to practical advantage.

Nowadays the recording laboratory appears more like a big workshop than any other line. Musicians know just what is expected of them and do, and where failure was the rule a quarter of a century ago, it is decidedly the exception to-day.

FRENCH SINGERS WIN SUIT.

Paris Tribunal Holds That Twenty-Year Exclusive Contracts Are Not Binding.

(Special to The Talking Machine World.)

Paris, France.—A number of the famous opera singers of this city have called upon the courts to annul contracts which they had entered into with a talking machine company.

In describing the contracts, it was said that the contracts were inequitable, they appealed to the Tribunal de Commerce to have the agreements annulled. The plea was granted in the cases of Mlle. Chenal, Mme. Lamare and M. Muratore, but through some technicality M. Perier lost his case.

Some time since a judgment was entered against Muratore in favor of the talking machine company for injuries sustained in a fire in "Paola" and "Francesca" for a moving picture film. The tenor appealed from that verdict and has just had the judgment reduced to $100.

PHONOGRAPHS FOR MITCHELL.

Candidate for Mayor of New York on the Fusion Ticket Will Use Them in Campaign.

In the municipal campaign for Mayor which has just opened in New York City, one of the innovations which will be the exclusive use of phonographs. Empty stores will be hired all over the city for business men's roundabout meetings. The phonographs will be installed in these stores and will play popular music until a large enough crowd has been caught. Then the phonograph will give a speech by Mr. Mitchell. There will be a number of these so that the same speech won't have to be repeated.

MODERN INVENTION.

There was an atmosphere of gayety in the office—"I am about to start on a three months' trip," whispered the clerk.

Just then the boss himself stepped out of his private holy-of-holies.

"What's the matter?" he said, with a smile. "I am about to start on a little trip. I shall be absent about three months. During that time—you have doubtless heard of Edison's latest and most marvelous invention—therefore, I am to have talking-moving pictures taken of the interior of this office every working day. The picture machine will work continuously from 9 till 5. I hope to derive a great deal of pleasure and gratification out of the finished films when I get back. That is all, gentlemen."—Advertising.
Oldest Exclusive Edison Jobbers in the Country

We've been in business a long time, Mr. Dealer. No one in the country has handled the Edison line exclusively as long as we have, we've watched it grow—we've found it the dependable, sure profit line for the live, aggressive merchant. Perhaps our opinion is of value when we say that

The New Edison Disc Phonograph

which is now being offered, is the best leader that this line of leaders has ever had. It meets the popular demand overwhelmingly. Its sweetness of tone, its wonderful volume, its never-changing needle—these are just a few of the points that recommend it and make it a world-beater.

And the Cylinder Phonographs go right on holding their own audience, striding into new territory, winning new friends.

To make it possible to serve:

Eastern New York, New Hampshire, Vermont and Massachusetts with the Edison Line more efficiently than we have ever been able to do in the past

We are going to Move Our Wholesale Branch to Albany, N. Y.

Albany is the logical shipping center for this great area. It is the point from which we can fill orders most promptly, considerately and efficiently. The facilities there are unrivalled. You can count on us for the utmost co-operation in everything that will put the Edisons into more homes.

AMERICAN PHONOGRAPH CO.
Address for the present, GLOVERSVILLE, N. Y.
POORLY ADJUSTED MACHINES A MENACE TO THE TRADE.

A Story That Illustrates the Importance of Having Talking Machines Used in Connection with Moving Pictures Shows Properly Adjusted and the Records New—The Real Necessity of the Speed Regulators on All Machines—Interesting and Helpful Suggestions.

PROLOGUE.

The great plankway was thronged with a gay cosmopolitan multitude that spread itself like a great many-hued flower garden along its five miles of length. The season was late—September 25, to be exact—but the weather was perfect, and the crowd responded nobly to the seductive call of the salt air and the dashing waves. A scene of bewildering in its magnificence, and one to be witnessed nowhere else on earth—Atlantic City on a fair autumnal Saturday with the fashionable world and his wife done up in joyous week-end.

From the Steel Pier came the crashing blare of Vessalla's Band swinging its melodious way through "The Fairest of the Fair March." Old Father Neptune approved of this spirited two-step, for he had the foaming bikakers tuned to an oblique.

The sun was shining with golden splendor, and the breeze from the sea was filled with life-giving elixir.

Some resort, and some day, believe me! You enjoyed the introductory overture by Signor Vessalla and Daddy Neptune, I am sure, but the music accompanying the balance of this performance will not be pleasant—I warn you in advance—do not destroy the beauty of my prologue with discordant noises. I desired to have you in good humor before registering my kick, which, by the way, is of such proportions that only an ambidextrous me could satisfactorily adjust it for me. Therefore strained my optimism to the breaking point, and up until this pitiful moment refrained from unpleasantness.

Now for the dirty work! Mr. Dealer, if you could sit here with me in Brainerd's pavilion and listen to the consigned, don't make a mistake, poorly adjusted talking machine the movie emporium across the way is using to attract the attention of the public, and then take pencil in hand, as I have done, and write a cautionary plea, you would deserve credit; you would, indeed. I feel quite chary to think that I was able to capture for you snatches of real music and glimpses of sun and sea from out that awful belching contrivance.

The plot thickens—On guard! Mr. Dealer, why do you not see to it when you make sales to moving picture parlor proprietors, that they are instructed in reference to running the machines you sell them? There is no better opportunity for an abundance of free advertising for the machines you wish to sell if you would embrace it. The way the proposition is handled at present is a disgrace to the talker fraternity.

People are passing this movie parlor, and hundred more in different cities throughout the country, and you have heard Cal. Stewart roll his thunderous drum; while the other reproduced his voice through "The Fairest of the Fair March." The manufacturers tell you that the machines are adjustable, but change to a selection requiring a large speed regulating device. I mean by adjustable, when they leave the factory, to run at a high speed. It is therefore

WHY?

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WHY?
The Edison Disc is a Big Opportunity

Make the Most of it!

Here is the chance for the dealer who has wanted to take his public by storm. You have no idea of the music of a disc phonograph until you have heard

The Edison Disc Phonograph

It will surprise you just as it surprised us, and just as it is bound to surprise the people whom you want to reach. The tone quality is actually unique in its sweetness, the volume is a revelation, the lasting permanence of its mechanism and beauty of its cabinets will attract buyers whom you have never been able to convince.

It is a worthy new member of the Edison family, and it will be helped by the enviable reputation of its big brother,

The Edison Cylinder Phonograph

which will hold its old friends, and go right on widening its acquaintance and increasing your profits—from day to day.

The dealer must have a jobber who is with him, heart and soul. Your success is our success—that's the way we look at it. Our territory has been going fast in the last six months. It's going every day. If you want to represent the Edison line in your town, show us that you are interested at once.

Write us about our especially attractive proposition.

Frank E. Bolway
EXCLUSIVE EDISON JOBBER

Syracuse and Oswego New York
ST. LOUIS DEALERS BANKING STRONG ON THE FUTURE.

Jobbing Trade Particularly Active at the Present Time and Retail Business Improving

(Special to The Talking Machine World.)

St. Louis, Mo., October 10.—Yes, business is good; all agree to that, especially those interested in the jobbing trade. Out-of-town dealers are ordering considerably later than usual. Retail trade is picking up somewhat slower than usual. In fact, the fall business is and has been slow getting under way. The outlook is splendid, the going business unusually heavy, but it is not what was expected, and where the fault lies no one will say. Very likely, books will show an increase, but there is a disappointment all the same.

Just where it is or what it is, is yet to be decided, but unless a strong business punch develops pretty soon someone is going to be woefully disappointed. It seems that everybody set stakes to go far ahead this fall. Perhaps it is the tariff, perhaps the weather; perhaps it is something else, but the punch that was expected has not appeared.

Manager J. B. Reid, of the Columbia Co., recently enjoyed a short visit from George W. Lyle, general manager of the Columbia Co.; John A. B. Cromelin, of the London branch, and W. C. Fury, of the Chicago branch. Mr. Reid and Mr. Cromelin formerly were associates in the company’s executive offices. Mr. Cromelin made a tour of the chief American branches while visiting this country. Mr. Reid is especially pleased with some contracts written during the past month, one of which provides for a Columbia department in the F. G. Smith Piano Co. warehouse. The Smith Co. has arranged to devote a considerable part of the first floor and the third floor of their commodious warehouse to the Columbia line, which will be the only talking machine line handled. Mr. Smith, who is familiar with the Columbia through long selling experience, will be in charge of the department. The F. G. Smith Co. at one time handled talking machines through the local warehous, but has made no effort in that line recently.

Among other notable contracts was that of the Shattung Music Co., located at the east end of Piano Row. This company handles chiefly sheet music and musical instruments, but has not recently gone heavily into the piano game, and has not handled talking machines.

Some of the other contracts are the Knapp Piano Co., of Belleville, Ill.; the Collinville Music Co., of Collinville, Ill.; Charles & Anderson, furniture dealers, Granite City, Ill.; the Allen Music Co., Christopher, Ill.

Mr. Reid is still listening to reality men and looking up probable sites for a new home, but has not been able to find the place and the terms.

Retail Sales Manager R. D. Duffy says the recent interest shown in symphony records has been exceedingly pleasing. The record business generally, he says, has been excellent.

The dictaphone as a booster for East St. Louis has been brought into service by Taftton Aulbuchon, manager of the Industrial League. Mr. Aulbuchon received a request from a Tobelo automobile firm asking for the advantages of East St. Louis as a manufacturing city. Instead of sending illustrated pamphlets and letter, he talked into a dictaphone for ten minutes and mailed it to the inquiring firm.

Fay’s Velvatone Wood Needle

Plays Thirty Records and Is Self-Sharpening

THIS needle is treated by a chemical process that contains an Oily substance, which acts as a Lubricant, and thus polishes and smooths the grooves of the record to a great extent each time the record is played, except records which have been worn beyond redemption by steel needles.

Instructions for Using Fay’s Velvatone Wood Needles

Cut the tip off of your cigar and throw it away, but turn in company quarter way round and it will reproduce as clearly as at first. After playing a record give the needle a quarter turn and you get a fresh point. One needle plays 30 records. It brings out the full volume of tone even on badly worn records, giving a softness and mellowness of tone.

When the record reached Toledo it was put on another dicaphone, and told the whole story of East St. Louis. The experiment was so successful Mr. Aulbuchon expects to follow the same plan for future invitations of that kind.

WITH THE TEXAS BOOSTERS.

The Visit of Vice-President Burns, of the Columbia Co., and Rafael Cabanas, of Mexico City, the Subject of Extended Notice in Dallas Papers—Arrangements Made for New Home of Texas Branch.

(Special to The Talking Machine World.)

DALLAS, Tex., October 6.—Local newspapers devoted considerable space recently to accounts of a visit to this city of Vice-President Burns, of the Columbia Co., and Rafael Cabanas, president and general manager of the Mexican Photograft Co., Mexico City, one of the largest Columbia agencies in the world.

This was Mr. Burne’s first visit to this city, and his account of Texas energy as published in the Dallas Morning News, one of the city’s leading newspapers, was as follows: “I met up with the Texas boosters long before I reached Dallas, for they were on the train coming down, and they all put in their best word for Texas. I met Judge E. C. Mississip, a large contractor from Chicago and St. Louis, and he could not say too much for Dallas and the whole State, and the same spirit was manifested everywhere. This is my first visit and I am truly surprised at the progressiveness of your people.”

The article in this same newspaper continued as follows: “Mr. Burns declared the business of his company is growing rapidly in Texas, and considerable extensions are planned for the near future. He said that the Texas branch with headquarters at Dallas ranks usually as close as ninth or tenth on the list of forty cities with State branches of the company. Mr. Burns is one of the oldest officials of the company, having been with it sixteen years. Mr. Burges (manager of the Dallas headquarters) has been with the company fifteen years, four years as its representative in Berlin, Germany.”

CIGAR CUTTER WITH A VOICE.

A Chicago cigar manufacturing concern has hit upon an advertising novelty in the shape of a talking cigar cutter—a combination of cigar cutter and phonograph. Cut the top of your cigar and there issues from the machine the appeal: “Try La Bona, a one-half pure Havana long filter, so bended as to produce a mild, smooth smoke.”

The machine is guaranteed to make its announcement correctly for six months, and is being given free to dealers with each purchase of 1,000 cigars.
Experience has taught us
that standing by the Edison guns is
the wisest stand any wise merchant
can make. We staked everything on
the Edison Phonograph and we won.
This success is yours if you’ll seize it.

Think of this for a selling com-

The Edison Disc Phonograph
The Edison Cylinder Phonograph
The Blue Amberol Record

The new disc machine is a marvel of tone, a delight to the eye, that
is eclipsing everything in the field. It’s Edison’s closest approach to
musical-mechanical, perfection. A diamond reproducing point cuts
out the need of changing needles.

If there’s anyone who doesn’t know the wonders of the Blue
Amberol played on an Edison Cylinder Phonograph let us tell him.
The value of a four minute, wear resisting, sweet toned Record on a
steady, powerful instrument, is too rich to be lost sight of.

Service!

Fourteen years have proved to us what a full stock, prompt delivery
and courtesy means to dealers in this territory. Let us show you by
a “trial order,” a starter—Don’t wait. Someone will beat you to it.

BUEHN PHONOGRAPH CO.
Edison Disc and Cylinder Machines, Records and Supplies
713 Penn Avenue, Pittsburgh, Pennsylvania
EDISON'S
NEW DISC PHONOGRAPH
Now Ready for Distribution to Dealers

Mr. Edison has standardized his Phonograph—it is now perfected in both disc and cylinder form, his O.K. has been affixed to every detail. Perfect Sound Reproduction is the general verdict.

All instruments have genuine Diamond Point Reproducers.
All instruments are concealed horn type, artistically designed.
All records are practically indestructable, cannot become injured by accident.

All records play the entire selection, 10 in play 5 minutes, 12 in. play 7½ minutes.
All records render a perfect reproduction of the original. Every Record a gem.

These and other exclusive Edison arguments make a successful appeal to the buying public.

BECOME THE EDISON MAN IN YOUR TOWN
The General Public wants them.
The Exacting Public Demands them.

Get into the Edison Game, it is "A Big One." Write for Contract and Catalogs to-day

SIGN UP WITH "THE DENVER"
Exclusively EDISON
Dealer: If your account is EXCLUSIVELY with "THE DENVER,"
We refer ALL Edison inquiries from YOUR town to YOU.

OUR ADVERTISEMENTS COVER THE MIDDLE WEST

Western Factory Distributors
EDISON
Disc and Cylinder Phonographs Exclusively

Largest Store of
General Merchandise
West of Chicago
400 Feet Long
7 Acres Floor Space

Wholesale Department
Denver Colorado
There Are Big Round Dollars for You in
The New Edison Disc Phonographs

People have been waiting for years for Mr. Edison to offer his Disc Phonograph to the public. He has waited—though to him belongs the credit of inventing the first one years ago—until he could pronounce it worthy of his name.

Now it’s ready.

Dealers of New Jersey, we are the people to know to get the handsome profits that this line will bring you.

We Are the Only
Edison Disc Jobbers in New Jersey

In our enthusiasm for this new invention we aren’t forgetting for a minute that the Edison Cylinder Phonographs are better and more popular than ever before. The new Blue Amberol Records, the Diamond Point Reproducer, and the artistic variety of cabinets—these facts and many others make new friends and more sales every day.

Get the profits that are bound to come from the Edison line.

Eclipse Phonograph Company
A. W. Toennies & Son
203 Washington St.
Hoboken, N. J.
LOCATION PROBLEM WORRIES CINCINNATI DEALERS.

CINCINNATI, O., October 3.—Some of the members of the talking machine fraternity about Cin-
cinnati are somewhat unsettled these days. This applies especially to those who have had locations which were not exactly ideal and wanted new stands. The street car lines have been rerouted during the past fifteen days and the work is still in progress. So far as can be observed no particular member of the trade has been benefited, and those on the fence don’t know exactly where it would be best to locate under these conditions.

A new feature of the business about Cincinnati these days appears to be the willingness of the trade to use space in the newspapers, advertising the advantages of having talking machines in the homes. Practically all of the houses are doing this these days, and hardly a day passes but what some member of the trade is doing some publicity stunt.

Manager Whelen, of the Columbia Co., talked very optimistically of conditions, and with his usual social smile said: “Yes, we cleaned up September with a boom, and the boom is still on. Throughout the month there were days when things looked bad for the final windup of the month, but those days were far in the major- ity, and on the whole the month’s business was very satisfactory. ‘Fashion Week’ brought large crowds of people to Cincinnati from the surrounding territory, and the beautiful Columbia models displayed in our show windows received their share of admiration. During the present week David Bispham, who sings exclusively for the Columbia Co., is on the Keith vaudeville bill, and we understand that his records are greatly in demand.

The week ending at Kline’s, Cincinnati’s only exclusive women’s outfitting establishment, the $60 “Columbia Grand” was on display in their beautiful Race street windows. The setting could not have been more perfect, and we congratulate Kline’s on the arrangement of the window. The exquisite gowns displayed and the beautiful lines of the Columbia Grand blended perfectly, and the result was one of the most artistic windows in the city.

W. S. Gilver, traveling salesman for the local Columbia store, has just returned from a very successful trip through Kentucky, and reports that conditions all along the line are good and all the dealers are looking forward to an unusual holiday demand which is placing their orders accordingly.

Manager Dittrich, of the talking machine depart-
ment of the Rudolph Wurlitzer Co., is a busy man these days, getting ready for the fall and holiday business. Here are some of his ideas about the present and future possibilities: “The warm weather which existed during a part of the month of September very seriously affected the Victrola business, and it was only at the latter part of the month that the business reached the usual September volume. The summer resorts and outside amusements still held the interest of the trade, and as a result the business was slow in develop-
ing. The new dance records are in great demand. The houses which have been very popular at all the summer resorts still are in fashion, and as a result every Victor owner is including some of these dance records in his collection. The newest selection of catalogue No. 40, the arrangements look very bright, and advance orders for machines are greater than they have ever been before. The dealers are pre-
paring in advance for the big business that is bound to result later in the fall.”

John Arnold, of Fifth and Elm streets, is about the only member of the trade in Cincinnati who looks forward to the weather change. He believes it to be a paying proposition, particularly attractive to the man who has to work all day. It gives the head of the house an opportunity to accompany him in making record selections. Arnold has been enjoy-
ing a very good record business during the past month and is well pleased with the new Edison hornless phonograph, which has met with favor with his customers.

The Aeolian Co. says: “The expected fall rush on Victrolas has started at Aeolian Hall sooner than expected. September was a splendid month, and October is going to be away ahead of previous showings, judged by the early business of the month. Record business showed remarkable improvement the past month—in fact, the increase in record sales was larger than that of machines. The Aeolian Co. continues its large advertising in the Cincinnati dailies, laying especial stress on its Victor service. Results have been flattering. The company plans to continue its advertising on an even larger scale without any interruption.”

SELECTING NEEDLES THAT WILL GIVE BEST RESULTS.

H. L. Wilton, in the Columbia Record, Discusses the Various Factors That Enter Into the Selection of the Proper Needles for Certain Classes of Records—Much Depends upon Size and Furnishings of Room—Making Tests with Records Most Interesting.

“A study of the results obtained from the use of the various kinds of needles is something which up to this time has received too little attention in the talking machine business, but which merits most diligent investigation and study,” says H. L. Wilton, assistant general manager of the Columbia Graphophone Co., in the current issue of the Columbia Record.

“There are many conditions which enter into the selection of needles conducive to the best re-
producing results. First of all, perhaps, is the character of the record to be reproduced. The heavy tones produced by a brass band, or the full, low notes of baritone or bass when reproduced with a short pointed or ‘loud tone’ needle are de-

edently less pleasing than when a longer pointed ‘soft tone’ or ‘fibre’ needle is used. Another element to be taken into consideration is the distance the music is intended to reach—in other words, the size of the room. For example, when loud tone needles are used in a small room with a low ceiling the volume is often too great to be pleasing, whereas the same record played with the same needle in a large room or in the open air would be entirely satisfactory. The manner in which a room is furnished plays no small part in the choice of needles. A room with thick rugs and heavy hanging draperies which absorb the sound may require full volume, when the same room sparsely furnished and with few rugs, if any, will need perhaps only half, the volume.

“The intelligent handling of these niceties in the demonstration of records, and the education of customers in the correct use of needles, will, in the opinion of the writer, play a big part in the increase of record sales in your store.

“Many a record has been condemned as below standard, many a reproducer has been discarded as worthless, because of failure to use the needle meeting the record’s individual requirements.

“In the home it is necessary to a great extent to use the same reproducer for all classes of music, and it is because of this necessity that provision has been made, in the different styles of needles, to offset the inflexibility of the reproducer.

“Our best salesmen, on the receipt of sample records, will play each record carefully with the different style needles, and determine from this demonstration and their previous experience what needle should be used. This is noted and the in-
formation is used in subsequent demonstrations to customers.

“However, we want to carry this subject much further than a store demonstration. We want every Columbia double disc purchaser to receive the maximum pleasure and satisfaction from his records, and therefore urge every salesman to pass his knowledge along to his customers. Thus will the education of customers in this regard be more readily accomplished and the result will be better satisfied customers and larger record and needle sales. Study the needle question—and pass it along.”

Time is meant to use to good advantage, not to waste in worry and idleness.

Labor and time are wasted if they are not di-
rected to certain definite ends.

The Union Specialty & Plating Co.
409 Prospect Ave.,
Cleveland, Ohio

UNION PHONOGRAPH SPECIALTIES?

Union Modifiers are so simple in principle and so easy to attach that they sell on sight to Edison, Colun-
bia and Victor owners. Union No. 1, for playing Victor, Columbia and other records on an Edison machine, contains its own modifier. Our cat-
alog describes all the quick-selling UNION LINE. Have you seen it? If not, WRITE NOW.

Union Modifier for Edison Machine
Gold Plated, $1.50
Nickel Oxidized Plated, $1.00

Union Modifier for Victor Machine
Gold Plated, $1.50
Nickel, $1.00
It's the Line of Least Resistance

Edison Phonographs are selling themselves to-day—the public can't resist them. Some wise dealer is going to make a good fat profit on every machine sold in Washington—and there are going to be scores of them sold in your own district. The leader is the new instrument,

The Edison Disc Phonograph

Although he invented the first disc phonograph years ago, Mr. Edison wasn't willing to have it sold over his name until it reached sound-perfection. Now it has. Now you can bank on it making the biggest hit—and the biggest profits—since the day the first phonograph was offered for sale.

We still have a little territory left, but it's going like lightning every day. If you want to be able to offer the new wonder as well as the famous Edison Cylinder Phonographs you must tell us at once.

Our proposition is mighty favorable to the dealer. Our service is designed to suit his needs, our co-operation is always extended to him. Get busy to-day and let us hear from you.

EILERS MUSIC HOUSE
WHOLESALE AND RETAIL  THE NATION'S LARGEST
Established in Every Important Western City  Seattle, Washington
The Columbia Grand Opera Records alone are worth your attention. The dealer who ties on to them will find it easy to tie a string around the best of all the Grand Opera Record business in his locality and lead it over to the Bank.

(Columbus Graphophone Company
Woolworth Building, New York

CASH OR CREDIT, WHICH?
Finding Out How the Prospective Customer Is Inclined One of the Most Delicate, Yet Important, Questions for the Salesman.

One of the most delicate yet important questions for the salesman to solve is whether his customer is inclined to buy by cash or credit. Many customers make some difference for cash, especially if the goods on the floor are marked with the credit or instalment price. Guessing at it won't do. Unless, truly, too, in the conversa-
tion with your customer, you are less likely to make a sale.

There are many people whom you either know personally or by previous dealings to be cash. Quite a few more will tell you voluntarily that they wish to buy cash or credit, as the case may be. For example, someone asks you the best cash price on an article. Generally, though not always, this implies that they are cash buyers. The real problem arises, then, with those whom you do not know and who do not express themselves as to their method of payment, says a writer in the Furniture Record.

You must get this information without offending your customer. Many people would be highly indignant if asked point blank if they wish to pay cash for an article. They may be charmed if approached in even a less blunt way.

The purpose in getting the information should be kept concealed. If possible, make the cash cus-
tomer feel that he is entitled to a substantial dis-
count if he is buying for cash, and the credit cus-
tomer feel as if he is buying at the same price as the cash customer. This is another hard proposi-
tion, but it can be done if you use tact.

Now, with these two things in mind, I will tell you exactly what you must do to solve this problem. Suppose a lady customer, whom I know nothing about, comes in to look at a buffet. There is no clue in her dress or manner, hence I must find out in conversation. I would take her to a medium-
priced buffet which in all probability she would not like.

I make a few remarks about the buffet and point out a few good features. After a short ex-
planation of this kind, I quote her the price which is the credit price. I follow the quoting of the price with a statement like this: "Now, we advance credit on this or any other piece or pieces in the house, if you wish it." In almost every case, if she is cash, she will reply quickly that she wishes to pay cash, or if when she buys she always pays cash, etc. If she is a credit customer she will, in all probability, either say she can't pay all cash to-
day or she will ask about the credit plan. If she ignores it all, and asks to see another buffet, in the majority of cases, I find, it will turn out a credit customer. But tactfully work in a little more of an explanation about the credit plan in later, and with that as a shield you can with a great deal less danger ask her whether she wishes to use the credit plan or not.

Of course, every customer will respond a little differently to such questions. Your plan, boiled down, is: In case of doubt, in order to be on the safe side, assume them to be credit customers until you have positive information. Second, seek your information only after quoting a price to them, and thus avoid suspicion that might arise if you asked them before. If your customer turns out to be buying on credit, proceed to give her the best cash price on the rent and tell her that it is the best cash price. If the goods are marked in plain figures, take the discount off in her hearing.

I have followed the foregoing with splendid results. The more tact you use, the better success you will have.

IMPROVING TONE REPRODUCTION.
The Construction and Purpose of "The Master-
phone" the Subject of an Interesting Article in the Scientific American.

Under the title "Improving the Reproduction of Talking Machines," the Scientific Ameri-
can in its issue of September 27 gives a very inter-
esting and informative account of the invention and purposes of the "Masterphone," which was in-
troduced the readers of The World last month.

This device, which is marketed by the Master-
phone Corporation, 187 Broadway, New York, is
meeting with a very gratifying success. The de-
scriptive article in Scientific American, which was
accompanied by an illustration of the Masterphone, reads as follows:

"A simple clarifying, articulating and amplifying attachment for talking machines was discovered by the accidental touching of a fine needle with the finger while a record was being played. The inven-
tor, M. B. Claussen, took note of this number two years ago, while testing out some records, happened to touch the needle and noticed that it vibrated. He was using a very fine straight-sided needle, which produced a low sweet sound, but lacked the power to propel the

This fine needle was free from scratch, and while it did not produce the volume of the heavy needle, it had none of the heavy needle's mechanical tones. Mr. Claussen argued that if he could add power to the vibration of this fine needle, it would reproduce all there was in the record with a volume equal to that of a heavy needle without any of the heavy needle's defects, such as scratch and aftertones. Besides, the great wear on the record caused by the heavy needle would be avoided. After trying many de-

The device is made to fit this needle, and with it produces the best re-

The window display committee of the National Advertising Managers is planning to publish a national window trimming bureau for the purpose of co-operating with dealers and helping them to get a more profitable return from their window space. The window display committee is an out-
growth of the dealer co-operation committee, which, under the chairmanship of W. P. Wertheim, advertising manager of Pratt & Lambert, Buffalo, did much to throw light on this important phase of national advertising.

Just pick out the high lights of the business. The low ones are seldom seen.
Now comes the Edison Disc Phonograph

A Disc Phonograph by Edison is sure to take the country by storm. And the new Edison Disc is all that the world expected from the man that discovered sound reproduction. A beautiful instrument, artistically designed from choice woods. A wonderful musical instrument, introducing new methods of recording and reproducing. An instrument of such unusual tone qualities and so free from mechanical effects that a demonstration means a sale.

But the Edison Cylinder Phonograph is still a bigger trade getter than ever

The new cabinet models, fitted with diamond reproducers and playing the long wearing four minute Blue Amberol Records are making a stronger appeal than ever.

We are the sole Iowa distributors of Edison Disc and Edison Cylinder Phonographs and Edison Records

Our prompt service is at the command of all Iowa dealers. Every type of Edison Disc and Cylinder instruments is here ready for immediate shipment. For all shipments within the weight limit we use Parcel Post, and the dealers get the transportation saving. Write now, while a good territory is open.

HARGER & BLISH
ESTABLISHED 1887

Des Moines    Sioux City
England dealers miss Mr. Skelton, as they had come of the Columbia forces, took charge of an exhibit scene, and the Atherton Furniture Co. was represented with the Columbia grand.}

From now on we expect to have from three to five new titles every week and we hope to have a splendid catalog by December 1.

The Columbia Graphophone Co. has been much in evidence at fairs during the past few weeks. At Brockton, where the largest fair perhaps in the State is held, most of the high priced machines were given profitable demonstration. The United Talking Machine Co., of Brockton, was on the scene, and the Atherton Furniture Co. was represented with the Columbia grand. At Springfield, Vt., W. H. Wheeler & Sons showed the Columbia goods during September; at Greenfield Miss Jones, of the Columbia forces, took charge of an exhibit on September 17 and 18; at Bellows Falls, Vt., M. Louise Greette gave a splendid demonstration; at North Adams, Mass., J. H. Cody showed the goods on September 17 and 18, and at Brattleboro, Vt., L. H. Barber held forth on September 23 and 24.

H. R. Skelton Goes to the West.

H. R. Skelton, traveling man for Thomas A. Edison, Inc., has gone to Chicago for the company to be engaged in special work until Christmas. New England dealers miss Mr. Skelton, as they had come to look for a cordial visit from him periodically.

Manager Erisman Visits Headquarters.

Manager Arthur Erisman, of the Columbia Graphophone Co., was over in New York the latter part of September, whither he went to confer with the Columbia officials on business matters.

Bright Outlook for Edison Disc Trade.

Manager Stillman, of the Pardee-Ellenberger Co., states that the fall business is looking up large. "It looks like a tremendous business," he said a few days ago in conversation with The World representative. "We are getting quantities of new records for the new Edison disc machines and thirty new titles are expected in to-morrow. From now on we expect to have from three to five new titles every week and we hope to have a splendid catalog by December 1. Now as never in the last few months will we be able to fill our orders just as soon as they are received." Manager Stillman, of the Pardee-Ellenberger Co.,

is getting excellent reports from Robert Peck and Guy R. Coner. The former is making a thorough canvass of New Hampshire and Vermont, and Mr. Coner, who covers Massachusetts, Rhode Island and parts of Maine, is putting new enthusiasm into dealers in every place he visits.

The Columbia School Campaign.

The school propositions with the Columbia Co. have been begun, now that the sessions have been resumed for the fall and winter. E. A. Kingsley has this department in hand and he is busy just now with those prospects that were held in abeyance when the schools closed in June. From present indications Mr. Kingsley will close any number of contracts ere long.

Activity in Jordan-Marsh Department.

The talking machine department of the Jordan Marsh Co. has taken a new lease of life under the supervision of Manager Holmes and among other liberal displays it is now showing the new $500 Columbia grand, and it had scarcely been exhibited before there were numerous requests for demonstrations, which in turn have fathered many requests for detailed information, regarding this instrument.

Spend Vacation on the "Briny." All the boys of the Eastern Talking Machine Co. who went down to Southport, Me., for their vacation had the time of their lives at their cozy camp, "Tisoua." On the way home two of the boys, Mark Read and Fred Kna, got shipwrecked on the "Nahada," which piles between Bath and Boothbay, and the clip who took them off from their perilous position has just sent them a picture of the "awful" scene with the craft listed at a dangerous angle. The boys took a lot of pictures of each other, and that of Billy Fitzgerald as "September Morn" is a classic in the line of high art. Herewith is a good picture of four of the boys in their row boat. From left to right they are Jere Spillone, Bob Hosmer, Billy Fitzgerald and Mark Read. They're all looking forward to another good time at the camp next year.

Dictophones for Dennison Mfg. Co.

The Dennison Manufacturing Co., of South Framingham, has just installed sixty-seven dictaphones supplied by the Columbia Co. and there are more to follow. The deal was personally opened and closed by S. F. Atwell, who is in charge of that department of the Columbia's business. Mr. Atwell has several other large prospects on which he is at work and will soon close up.

Winkelstein Has No Complaint to Make. Manager Winkelstein, of the Victor department of the Oliver Ditson Co., hasn't a word of complaint to make about business. When addressed on the subject he just smiles a broad smile and separates himself from a wealth of enthusiastic phrases which gives a correct history of business conditions at this big house. Both he and all his clerks are on the job early and late—hence the good business.

Edison Disc Records Being Received.

George Lincoln Parker is finding the fall trade in both Victor and Edison disc lines quite satisfactory. Mr. Parker says regarding the Edison machines that now that the records are coming along at a good rate there is better opportunity of satisfying customers than when the disc machines first were put on the market. John Atsen, who is in charge of Mr. Parker's talking machine business, is proving himself a good man in the right place.

In the first act of "The Conspiracy," which is having a phenomenal run at the Park Theater a Victor machine is used with striking effect. The scene represents the Refuge, an East Side settlement house in New York, and as the curtain rises one hears the strains of one of Blanche Ring's vocal numbers. There are a couple of fussy old men in the scene: one wants the machine kept quiet; the other a book worm, demands quiet, and

(Continued on page 23.)

THE TRADE IN BOSTON AND NEW ENGLAND.

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

THE TALKING MACHINE WORLD.

BAGSHAW NEEDLES are guaranteed to be the best for any record

More Bagshaw-made needles are used in the world than any other brand. Quality is the reason.

W. H. BAGSHAW

Established 1879

LOWELL, MASS, U. S. A.
Get the Whole Loaf!

What's the use of taking slices when you can have it all? The Edison line has swept on so steadily and swiftly that to-day it eclipses any other phonograph equipment on the market. Its strength doesn't lie in any one direction. It meets every possible demand of your customers. It is leading to-day with Mr. Edison's greatest invention—the Disc Phonograph

Edison waited before putting this machine out—waited till he had perfected the marvelous records, the unchangeable diamond reproducing point, and the magnificent cabinets. It's de luxe from top to bottom—a profit bearer that's bigger than you'd suspect. And yet if your trade prefers the Cylinder Phonograph

here it is with the wonderful Blue Amberol Records that have sung themselves into the widest popularity. If you handle this line you can't sidestep big profits.

for the Virginias and Carolinas

we are the sole Edison distributors. When we speak of service, we mean care and promptness in every order. There's a whale of an opportunity for live dealers in this territory, and we'll do anything to help you if you'll write us.

C. B. HAYNES & COMPANY
Edison Phonographs
121 West Broad Street -- - RICHMOND, VIRGINIA
THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 21.)

erty, is to be moved to a new location in援助，已知覆盖足球比赛和作为前哨教练的Holy Cross College teams; thus Miss Quaker City.

George Brown, former salesman with the Eastern Talking Machine Co., has left Boston and gone to Philadelphia, which is his native city.

Business is booming.

Manager Royer reports the Eastern business good with Stuart & Sons, and his Arch street quarters are getting to be quite a rendezvous for business men of the downtown district, who find it a convenient place in which to make their purchases of Columbia goods.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 21.)

COURT APPOINTS RECEIVER

For Boston Talking Machine Co. Upon Petition of Creditor—Claimed That Company Is Solvent but Financially Embarrassed Owing to Suspension of Western Concern.

(Special to The Talking Machine World.)

Boston, Mass., October 11.—Burton H. Corbett, who is president of the Boston Talking Machine Co., and E. Fred Aldrich were last week appointed receivers of this company on the petition of Henry M. Whitney before Judge Morton in the United States District Court, and each furnished a bond of $20,000 to qualify as receivers.

Mr. Whitney is a creditor for $21,000, and he stated in his petition that the Boston Talking Machine Co. is solvent and is simply financially embarrassed because of the troubles of a Western concern who owed them $40,000.

Financially Embarrassed.

Prior to the announcement of the receivership Mr. Royer lately has visited the Eastern Talking Machine Co.'s establishment, which is next door to the theater. Two of the "Follies" hits, "Peg o' My Heart" and "A Little Love, a Little Kiss," are having a great sale among the Victro records.

On Educational Trip.

W. E. Getchell, who is spending his time among the agents of New England, is meeting with marked success in educating them in the details of successful selling of Columbia goods.

FOLLOWING UP CUSTOMERS.

Dealers Should Keep a List of People to Whom They Have Sold Machines So as to Develop Their Record Sales.

Every dealer undoubtedly keeps a list of all persons to whom he sells phonographs, but does every dealer go over this list carefully every month and note the names of any Edison owners who have failed to buy records that month? The maintenance of every customer's interest is a vital point in the business, for an idle phonograph in any home is a poor advertisement for any dealer and would seriously affect his phonograph sales.

If a customer buys only one or two records for a month or more it is no cause for alarm, but if he fails to buy any for a month, it is up to the dealer to get in immediate communication with that man. If possible, the dealer would do well to select a few new records of the character which the delinquent's past purchases show him to prefer, and then call on him at his own home. Having heard the new records, together with a realization of the many other business houses in Boylston street, has added its bit to the street's business.

Batterymarch street is furnished so far as hand-shipping is concerned. Some new rugs are to be installed at the White House.

Mr. Whitney is a creditor for $39,898, and he stated in his petition that the Boston Talking Machine Co. is solvent and is simply financially embarrassed because of the troubles of a Western concern who owed them $40,000. It appears that the Chicago concern placed an order with the Boston Talking Machine Co. for $20,000 machines and $20,000 records to be delivered at the rate of $500 a month. After the talking machine company had filled the order to the extent of $80,000, it filled the order placed. The Boston Talking Machine Co. is capitalized for $500,000, and claims to have assets of $350,000, with liabilities of approximately $50,000. There are 176 creditors, it is understood that the company has a license from the Columbia Graphophone Co.

President Corbett in an interview with The Talking Machine World representative stated that the shortage of money with which to continue the business was the reason for asking for a receivership, that this shortage being due to the failure of the Chicago concern. He said the receivership was for the protection of the creditors and he did not anticipate that any difficulty would be experienced in raising sufficient money to keep the business going.

Prior to the announcement of the receivership Mr. Corbett stated to The World representative that it had just made some valuable additions to its staff of experts, whose experience and achievements in the past in the talking machine field will insure further progress in the conduct of this company's affairs.

Chas. L. Hibbard has been engaged to take charge of the recording laboratory. He has had many years' practical experience in this field, having been connected with the Edison Co. for about ten years. Later he was in charge of the recording laboratory of the United States Phonograph Co. and recently did all the recording for the Keen-O-Phone Co.

Thomas Krueger, at one time superintendent of the Regina Music Box Co., where he designed many of the movements incorporated in its products, and later on superintendent of the Hawthorne-Sheble Manufacturing Co., for whose design the Star machines and many premium models, has been engaged as a general superintendent.

Horace Sheble, formerly factory manager of the American Graphophone Co. and at present engaged in industrial engineering in Philadelphia, has been retained by the company as a consultant in the perfection of the organization and methods employed in the manufacture under its new management.

had time to consult you about, but your appearance at his home at that time would prove your interest in him, which would bind him just as much as you in the future, to his permanent satisfaction and your increasing profit.

RULES FOR RIGHT SQUARE WIRE PLATED AND LACQUERED.

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

This shows a multiple of one plate. Cost $2.00 a doz. The Syracuse Wire Works.

SYRACUSE. NEW YORK.
Mr. Dealer,

We're the jobbers on the job!

We want you to know it's going to be money in your pocket to be the first on the ground with

The Edison Disc Phonograph

This latest marvel from the great inventor is making good with lightning speed wherever it's been shown. We can supply dealers “from the Rio Grande to the Mississippi”

Get your territory now and declare in on all the success that goes with the Disc Phonograph as well as the profitable line

Edison Cylinder Phonographs

The new Blue Amberol Records, the new diamond point reproducer, and the handsome new cabinets are giving greater zest than ever to the sale of this line.

We carry a complete stock of supplies, including records in twenty-nine different languages. Our policy has always been to give the dealer the considerate cooperation which, combined with never-ceasing aggression, brings confidence and activity to the Edison line. Get in touch with us at once about your territory.

Houston Phonograph Co., Wholesale, 1008 Walker Ave. 
Houston, Texas

Retail --- 903 Main St.

Cash in on Mr. Edison's latest wonder

The Edison Disc Phonograph

We are right here to help you tell the people of Oklahoma and the north half of Texas what they have wanted to know—that Mr. Edison, after years of experiment, is now ready to put his Disc Phonograph on the market. He invented the first one—years ago—but he wasn't ready to launch it until it was perfect. Now it is. Now the people can have it.

We have the best freight facilities in the South—out of Fort Worth. We can get the quickest action for you that you've ever had from a jobber. Let us help you cash in on the Edison line.

Do you know about the new points of the Edison Cylinder Phonographs? Are you boosting the new Blue Amberol Records, the new diamond point reproducers, and the beautiful new cabinets? Don't overlook these mighty profitable chances. Write us to-day.

Texas-Oklahoma Phonograph Co., Inc.

Exclusive Jobbers for
Edison Disc and Cylinder Phonographs,
Records and Supplies

828-830 Monroe Street, Fort Worth, Texas.
CANADIAN TALKING MACHINE TRADE SUMMARIZED.


(Special to The Talking Machine World.)

Toronto, Oct. 7—John A. Sabine, one of the representatives of the M. S. Williams & Sons Co., Ltd., which is exclusive distributor of Columbia products in the Province of Ontario, recently returned from a business trip to New York. Mr. Sabine is enthusiastic over the immense degree over the Columbia Co.'s new design of Grafonola, the "Jewel," which will be ready for the Canadian market about October 15 at the popular retail price of $15. It is very similar to a small "Favorite" machine which has enjoyed a great sale in Canada at $6.50. Regarding the new "Jewel" Mr. Sabine says: "We expect to have the 'Jewel' ready for delivery on October 30. My partner, Mr. Leake, and I are so enthusiastic about the samples we have seen that we ordered 1,000 for immediate delivery."

H. G. Stanton, vice-president and general manager of R. S. Williams & Sons Co., Ltd., Toronto, which is the exclusive distributor for Canada, attended the recent conference of Edison jobbers.

New Victrola House in Toronto

Paul Hahn & Co., Ltd., is the name and style of the new Toronto music house. Paul Hahn, who when a boy entered the service of the Nordheimer Piano and Music Co., Ltd., which has a large and successful Victrola department, has grown up in the music trades with that firm. On September 1 he severed his connection with that well-known house to enter business on his own behalf, and the organization of the above-named firm is the result. A three-story and basement building has been leased at 217 Yonge street, which is close to the corner of Bloor street and is in a high-class retail district. The building is new and is to have the first floor as the individual show and demonstration room, the second floor as the sales department and offices, and the basement to be used for storage of machines. The building is near the corner of College street, which is a new one, just being completed, and will be ready for occupancy within a month. The new firm is the guiding spirit of the new high-class retail district. The entire basement of the store is being fitted up for this branch, while the ground floor will be used for showrooms. On the first floor will be the individual show and demonstration rooms, and the top flat is being arranged for business convenience, beauty and comfort of the managements.

New Outlets for Columbia Products.

The Toronto Grafonola Co. is a new concern that has leased premises at 141 Yonge street, Toronto, and is forming up with a complete range of Columbia records and Columbia Grafonolas. W. E. Dunn, late of the Bell Music & Piano Co.'s Victrola department, is the guiding spirit of the new firm, which is to take advantage of the swing of fall business.

Probably one of the best-known music dealers in western Ontario is J. Faskin McDonald, who has been in business in Hamilton for the past fifteen years, over ten years of which time he has been in his present stand at 44 James street, North. Mr. McDonald has recently taken on the Columbia line and has already got the department comfortably housed.

W. F. Newman, of the same city, has also enlisted in the ranks of Columbia dealers.

P. J. McCaffrey, of Windsor, Ontario, now numbers among Columbia retailers.

News Notes.

A surveyor came back from the Peace River country in the great Canadian Northwest, and that is a pretty expansive piece of territory. "Thought I would tell you of what I found," old Rob said, in speaking of the solitudes, "but one evening, just as we were making a portage, I thought I heard singing. I was blame near scared stiff, and so was my canoe." Our hearts quickened. "We got back from the noise of the rapids to listen, and sure enough, we could hear the words as well as the air of one of the latest hits we heard down at Winnipeg three weeks before. Well, it was a little Victrola that another survey party had, and by gum I have one of them now."
Kipp-Link Phonograph Co.

INDIANAPOLIS, INDIANA

Exclusive Edison Jobbers

Edison Dealers throughout Indiana, Illinois, Ohio and Kentucky will find our “Can’t-be-beat” service to be all it signifies.

We are owners and originators of “can’t-be-beat” service.

We are and have been for seven years strictly Edison jobbers, consequently we are the jobbers to look to for the complete line of

Edison Disc Phonographs and Records

and

Edison Cylinder Phonographs and Records

We have prepared early for the heavy fall and winter season and when it comes to filling dealers' orders we “can’t be beat.”

LET US SHOW YOU

Kipp-Link Phonograph Co.

Indianapolis, Indiana

“Can’t-be-beat” Edison Jobbers
THE MYSTERIES OF THE PHONOGRAPH RECORD.


The person who listens to a cylinder record on a phonograph, or even one who watches the recording process and inspects the machine closely, has a very faint idea of the peculiarities of sound in recording. While scientists have studied the question of vibration for many years, they have yet much to learn before they will be able to lay out any definite rules regarding what will happen when certain sounds are recorded on a wax cylinder.

We have learned just how many vibrations are necessary to produce a certain note of a given value, and by following such a formula can produce that note, but those connected with the recording department of Thomas A. Edison, Inc., are frequently surprised by the physical character of certain sounds as they are recorded. The musical length also holds good in the illustration showing comparative formation of trombone and tuba notes when recorded.

The illustration showing the scale as played on holts draveh chisel intepst to the fact that the notes lengths from top to bottoms of the scale on the right, showing the length of the higher notes, and the left, the lower notes, the latter being approximately twice as long as the former. To illustrate the comparative value of the various notes in a regular song as shown upon the record, we reproduce a photograph of the sections of record bearing a soprano solo.

The scientific value of the illustrations cannot be overestimated, and they should prove particularly interesting to those who have made a study of sound and of recording.

The photographs were obtained through the courtesy of Walter H. Miller, manager of the recording laboratory of Thomas A. Edison, Inc., who is one of the veterans in the trade. When it comes down to the question of recording, Mr. Miller knows where he speaks at all times.

ENTERTAINMENT OF EMPLOYEES.

Uplifting Influence of Music on Employees Realized by Prominent New York Business House With an Auxetophone to Good Use for Purposes of Amusement and Instruction.

The uplifting influence of music through the medium of the phonograph is forcibly illus-


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The uplifting influence of music through the medium of the phonograph is forcibly illus-
Jobbers of

EDISON Diamond DISC

and

Cylinder Phonographs

EXCLUSIVELY

The new Edison Diamond Disc Phonograph "Edison's Masterpiece" opens up a new field of greatest money-making possibilities. Mr. Dealer, think of pocketing a cool 66⅔% Profit.

The Edison Diamond Disc Phonograph is the long sought goal of perfection in Phonograph Construction. Just think, it has the permanent Diamond Point (no needles to change), automatic stopping device, the long wearing, long playing and practically unbreakable disc record, and many, many other exclusive features. Mr. Progressive Dealer, doesn't this suggest $ $ $ $ $ $?

There will be much added prestige to the dealer who obtains the Edison Disc Dealership. Much satisfaction and more profits to the dealers whom we supply.

Our modern merchandising methods mean more profit to the dealer; our advertising, trained especially on the Great Northwest, supplementing that of the Edison Co., produces a large volume of retail sales, which we turn over to the dealer in whose territory they are located—co-operation in every sense of the word.

The introduction of the Edison Disc marks an epoch in musical history. Its naturalness is fascinating; touch a lever and music flows out in waves of enthralling melody. Secure the dealership and dollars will flow into your coffers, and there is no melody that can equal the "chink-clink" of the dollar.

Six months ago we were looking for dealers; to-day dealers are after us. Territory is limited, so if your field is open you had better write us at once. It won't be open long—WRITE TO US TO-DAY.

LAURENCE H. LUCKER

MINNESOTA PHONOGRAPH CO.

MINNEAPOLIS Exclusive Edison Jobber MINNESOTA

Also a complete line of musical merchandise at lowest prices

"If it's musical we have it"
THE VALUE OF MUSIC AS A REMEDY FOR CERTAIN ILLS.
Discussion of the Use of Music in Therapeutics

Speaking about music as a medicine, a stimulant and an appetizer, Win. Brady, M.D., said recently: "Man is something more than a chemical compound or a machine for sensations. He is more than a rational being; he is a moral and emotional individual. His emotional organization is the innate and personal part of his nature revealed to him by self-consciousness. His feelings, sympathies, his love or hate, happiness or misery, all of his inner emotions, are powerful factors in human life, though little understood by scientists.

"The old aphorism 'mens sana in corpore sano' (a sound mind in a sound body) is susceptible of a double interpretation. Recent psychological progress and research have shown that even the animal body is intimately dependent on mental impressions for its normal functional stimuli. Pawlow, the Russian physiologist, has established on a sound footing the important influence of the five senses, so-called, upon the entire process of digestion.

"The influence of music on the mind is attested by all, and the value of music as a remedy for certain ills has recently attracted considerable attention. 'Music hath charm,' which are not put to sufficient practical use. Thousands of unfortunates in hospitals throughout the country are waiting for someone to come along and 'give us a song to cheer.'

"The New York State Pathological Institute recently investigated the question of the influence of certain tones and strains upon the nervous system. By the aid of the ergograph, an instrument designed to record the degree of fatigue in the muscles of the arm and hand, it was found that the patient studied could apply more force with less fatigue when a lively air was shrunk upon a harp.

"Certain tones of the 'cello, on the other hand, produced the opposite effect. From such observations it would appear that the military band has a very logical reason for dispensing lively air on a hard march.

"In his 'Anatomy of Melancholy' Burton declares picturesquely that 'music will drive away the devil himself.' Certain it is that those who weary with the egorging pursuit of intellectual work, the grind of daily toil, are quickly refreshed by the instrumentality of music, be it vocal, instrumental or 'canned.'

"While we do not always think of the phonograph as Edison's most useful invention, it is undeniable that the recent perfections of that instrument help many a brain-fagged thinker to get a fresh grip on himself and his problem, and to carry his infant project to a practical conclusion another day.

"A home without music is a home without happiness. This dull old world of ours cannot be brightened by books alone or by conversation nor pleasant occupation. The elevating influence of music is essential to the full enjoyment of life, Think what a world it would be without music! And remember the unfortunates irured in the great hospitals, who exist in a world without song!

"One cannot conceive a nobler act than that of an expert musician giving of his or her gift a note to brighten the monotony of a hospital ward and enliven the recuperative powers of the unfortunates there confined. Surely there are enough musicians in every community to make the hospital cheery and cheerful music's work: Easter greetings and Christmas carols are not enough.

"One of the inventions of St. Cecilia's Guild was to build a large hall in the central part of London, from which at all hours of the day or night music could be sent by wire to the bedside as wanted. A (From "Music Money," a book "full of meat" for every Talking Machine Dealer interested in quick and frequent turnover of capital.)

AN OUTING AT STONY LONESOME.
This is Where Irving P. Hallock Involved R. B. Caldwell to Capture Some Splendid Examples of the Finny Tribe.

Skinning a bass at Stony Lonesome, N. Y., is the pleasant occupation Irving P. Hallock, the well-known Victor and Edison dealer, was enjoying when the accompanying photograph was snapped. Stony Lonesome is not very far from Greensport, L. I., the location of Mr. Hallock's store, and the bass were running strong when Mr. Hallock decided to enjoy a few weeks' well-earned rest. Accompanied by R. B. Caldwell, vice-president of the Blackman Talking Machine Co., 97 Chambers street, New York, Mr. Hallock attempted to break all piscatorial records. The success of the fishing party, we understand, was gratifying, but the only evidence introduced is Exhibit A here-with, portraying the skinning of the bass.

Mr. Hallock is one of the most successful talk-
delirious typhoid patient or even a victim of delir-
ium tremens has often been observed to settle down and go to sleep under the drowsy influence of a Sullivan ormed softly on strung instru-
ment or sung by distant voice.

"Annumia is peculiarly amenable to the right sort of music. Of course, the musicians themselves would be superior to any so-called canned music, but the latter would have many advantages over music by wire. Orchestra phonographs and mechanical piano or organ players good enough for private homes are also good enough for the public hospital. These latter day improvements place good music within the reach of every hospital ward, no matter how small.

"Florence Nightingale gave her warm approval to the proposal to furnish music to the sick, as did Sir Richard Quain and other eminent physicians. It seems peculiarly the province of woman to take hold of this movement in America and through individual and organized activity put it into practical use.

A HOME-GROWN TALKING MACHINE MANAGER.
(Special to The Talking Machine World.)
WILMINGTON, DEL., October 2—J. W. Goldy, proprietor of the Delaware Graphophone Co., in this city, was married on September 27 to Miss Jessie L. M. Gill, of Brooklyn, N. Y., at the home of the bride's parents.

DITTY WORTH REMEMBERING.
A member of the Rochester Association of Credit Men has found the following ditty of use as introduction to his collection letters:

"There's a time to sow and a time to reap
There's a time to laugh and a time to weep
There's a time to work and a time to play
There's a time to buy and a time to pay."
When Doubt Vanishes

No longer is there any question of the supremacy of the Phonograph. It has been decided absolutely. When Mr. Edison completed the new Disc Phonograph and introduced it to the public, all doubt vanished. He brought out the most remarkable sound producing instrument ever made, a marvel of sweetness and brilliancy, perfect in mechanical equipment from the sturdy motor to the diamond stylus.

Nothing has been more interesting to Mr. Edison than the speed with which the new Disc Phonograph has caught public approval and patronage. It exceeded all expectations. The enthusiasm over this instrument has been wonderful, and yet there is the same steady demand for the

Edison Cylinder Phonograph

with its tuneful long-playing Blue Amberol Records, its permanent diamond reproducing point, and its great staff of record-making talent.

What could be more certain of big sales and big profits than this Edison combination? It's like a giant wave that can't be checked.

Ask us

about the handling of this line in your town. Drop us a line. We're ready to advise you first and supply you immediately afterward.

W. A. Myers Sporting Goods House
127-129 West Third Street
Lycoming Opera House Block, WILLIAMSPORT, PA.
Under the heading, "Edison's Dream of New Music," Allan L. Heiss contributed the following interesting copyrighted article in a recent issue of the Cosmopolitan Magazine:

"Music," said Thomas A. Edison, "is in the same backward state today that electricity was forty years ago. I am going to develop it. I hope to complete the task within three years. I shall also make the phonograph the greatest musical instrument in the world."

Edison never studied music anywhere. If this statement be not literally correct, it is the exact truth to say that he never studied music anywhere except by himself in his own laboratory. He cannot sing a note. The only musical instrument he can play is the phonograph. He cannot hear a phonograph three feet away from him. Yet the best musical talent that he can employ devotes to his judgment. When Edison says a thing is wrong, his musical experts are exceedingly careful not to say it is right. They are not careful for fear of offending—they are careful for fear of losing their own reputations. They have good reason for being so careful because the ear is abnormally sensitive. It has been protected from the millions of noises that dim the hearing of ears that hear everything. And, as a result, when sound waves are projected into my skull and through my teeth. The sound waves then come almost direct to my brain. They pass through only my inner ear. And I have a wonderfully sensitive inner ear. I do not know that, in the beginning, it was any more sensitive than anybody else's, but for more than fifty years it has been wrangled in almost complete silence. It has been protected from the millions of noises that dim the hearing of ears that hear everything.

The most profitable piano—because it sells quickly and brings new business—is the F. RADLE

615 West 36th Street, New York

Every sale of an F. Radle piano or player-piano will give you a reputation for handling high-class instruments and fair dealing. Guarantee of tone, durability, design and finish.

Write to-day for Catalog and Wholesale Prices.
The Pardee-Ellenberger Co., Inc.

announce a

Complete Line of Edison Disc Phonographs

Mr. Edison has produced his masterpiece. The much talked of Disc Phonograph is now a reality after years of experiment and study in sound reproduction and musical acoustics. These experiments and studies have resulted in a new voice for the phonograph—a voice of liquid and mellow tones, of wide range and incomparable sweetness.

The triumph of Edison is mechanical as well as musical. The motor is the most accurate, powerful and costly that has been placed in a disc machine. The records are made of a hard new material that is impervious to wear and holds faithfully the wonderful interpretations of the great music upon them. The reproducer is a diamond point that does away with the constant changing of worn-out needles.

All of this and more Edison has produced for your public. He has made possible the preservation of the world's greatest music by the world's greatest artists. The record programs have never been equalled.

Your opportunity

is here. This marvelous instrument is taking the public by storm. The wise, progressive dealer will jump in now and reap the benefits. If you'll write us we'll tell you how, gladly.

The Pardee-Ellenberger Co., Inc.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS

NEW HAVEN, CONN.                 BOSTON, MASS.
long will their memory last? Who can remember for the rest of his life just how a certain man played a certain piece? Anyone can remember fairly well, but "fairly well" is not good enough. If music is worth anything—and in my opinion it is worth much—it is worth rendering perfectly. Yet it can never be rendered perfectly until it is placed upon a scientific basis. The lack of such a basis is largely responsible for the bad music and the faking that are everywhere apparent."

But in seeking to place music upon a scientific basis Edison is not gunning for fake teachers; indeed, his primary object is not even to improve them. But it can never be rendered perfectly until it is placed upon a scientific basis. The subject of wave vibrations suggests another matter that Edison is investigating. He is trying to catch with the phonograph sounds that no human ear can ever catch.

"There must be many such sounds," said Edison. "Wave vibrations of a certain degree of frequency come to us in the form of sound. Wave vibrations of still greater frequency come to us in the form of light. But there is a great gap between the highest wave vibration that we can hear and the lowest vibration that we can see with the eye. It therefore follows that there are many sounds that we cannot hear and many colors that we cannot see. I am trying to record some of these sounds by running phonographs at high speed and making records of whatever may be in the air. My purpose is to reproduce these sounds in wave lengths that the human ear can catch by running the records again at lower speed. So far I have not accomplished much, because the sounds created by the mechanism of the phonograph itself drown out the inaudible sounds that may have been recorded upon the record. But that is a difficulty that I shall sooner or later surmount. Most assuredly, there are many sounds that we cannot hear, and just as certainly there is a way to bring them within the range of the human ear."

**LONG CABINETS**

**Are distinktly elegant in design, construction and finish. They have many friends.**

**THE GEO. A. LONG CABINET CO., HANOVER, PA.**

Write To-day for Particulars of this Splendid Line Also Piano Player Roll Cabinets


D 64 Mahogany, Golden Oak and W. O. Finished all around. For IA Victrolas. Capacity, 180 12-inch Records.


Circular Matter Cheerfully Furnished on Request

Address CLEMENT BEECROFT, Sales Manager
309 W. SUSQUEHANNA AVENUE

A Disc or a Cylinder—but an EDISON

One customer wants a disc, another wants a cylinder. Give each one an Edison and win the game both ways. You can’t beat the opportunity offered to-day by

EDISON PHONOGRAPHS

Mr. Edison’s Disc Phonograph, his most recent triumph, comes after years of the kind of experimenting that has made Mr. Edison pre-eminent. Although he was the first to invent the disc phonograph he was not ready to offer it to the public until he was satisfied that it could not be made better. Now it is ready—we can supply it.

His Cylinder Phonograph goes right on making friends for itself and sales for the wise dealer. Nothing can stop the popularity of this famous instrument. The new Blue Amberol records, the new diamond point reproducer, and the new designs of the cabinets in a variety of artistic woods supply noteworthy arguments that will convince your customers.

We still have some territory left—but it’s going fast! Close with us at once if you want to get the benefit of handling the Edison Line. Act now.

THE PHONOGRAPH CO., Jobbers
Salesrooms and Offices: 229 South Wabash Avenue, Chicago
FALL SEASON OPENS WITH A RUSH IN WISCONSIN

Settlement of Tariff Question and Large Crops Credited for Bringing About Peculiar Conditions—Stocks In Excellent Shape—Increased Facilities in Gannon Store—Emil O. Schmidt's New Department—What Milwaukee Concerns Are Doing to Capture Trade.

(Milwaukee branches of the talking machine business report a good start for the quickening interest in the use of talking machines, and an increased business is the result of the better stock of machines in the stores and the liberal advertising and promotion of the companies. The reports of local jobbers and dealers indicate a general increase in trade, and there seems to be a general improvement in the business situation.

Victor, Edison and Columbia lines say that their sales are on the increase. Judging from the reports of local jobbers, business is up in all lines, and the companies are encouraged by the results. The salesmen are enthusiastic over the proposition, and the dealers are responding to the advertising and promotion.

The worst failure in the world is recognizing your limitations, said John H. Becker, Jr., sales manager for the Victor Talking Machine Co. "Business is increasing daily and we expect this will be the most satisfactory season when we consider that the millions of Hebrew records sold by the company, which has been an experienced talking machine man and an enthusiastic supporter of the Columbia line, has been placed in charge of the store, although Mr. and Mrs. Kunde live in the neighborhood. It is understood that the venture was not a paying proposition, as the store is too close to the Boston Store and various Victor stores.

Pianos as a Side Line.

While a large number of the leading piano houses throughout the country have installed talking machine departments and are doing well with them, there are also a large number of talking machine dealers who have added a few pianos to their stock and find that such instruments form a very profitable side line. Musical goods, including pianos, are doing well in the city, and together as a selling proposition for the talking machine salesman can, in the regular course of his work, get in touch with many of his customers, who do not own pianos.

One of the piano manufacturers who has made a special point of supplying pianos to talking machine dealers is F. Radke, New York, who states that numerous talking machine dealers who only sell a few pianos during the year find the venture a paying proposition and well worth the extra effort. In an announcement in another part of this issue, Mr. Radke dwells more fully on his system.

ISSUED STRIKING HANGER.

Under date of October 6 the Victor Talking Machine Co. sent out to its trade a special supplement and artistic hanger advertising a special lot of Hebrew records. The company calls the attention of the dealers to the fact that the millions of Hebrews throughout the country are at present in the midst of an observance which is the most important of all their many traditions. This observance commences on October 23rd and continues until November 1st, and even later. The hanger is exceptionally attractive, being designed in three colors, and impressive by reason of the quality of the illustration and typography used.

If you have doubts about yourself you certainly cannot expect others to believe in you.

The worst failure in the world is recognizing your own limitations.
Haste makes money

when quick shipments of quick selling goods are concerned. The rush and demand for every feature of the Edison line have become so great that both the Edison organization and we are working overtime to fill orders promptly. And we do—absolutely.

The New Disc Phonograph for Ohio

Edison moved slowly on this, perfected it before letting it out. But it’s here now—the most marvelous sound-producing instrument you ever heard. The discs are cut by the “up-and-down” method. They are of a new material and the reproducing point is a diamond that never wears, never varies and never needs changing.

The powerful, accurately adjusted motor makes possible tones that are incomparable for their richness, sweetness and volume. And all this encased in cabinets of most beautiful designs and rarest woods.

The improved Cylinder instrument and Blue Amberol Records remain, breezing along with huge success. Amazing profits have been and are being made in this line. Add the disc and you know the answer.

More haste

There’s still some Edison territory that’s open in Ohio. All Edison territory is fertile. If your town isn’t singing the praises of the Edison phonograph and the Edison phonograph isn’t singing its own praises to your trade, get busy—now. Address us. We try to ship within an hour of receipt of orders. We usually succeed.

The Phonograph Company

1260-1306 Huron Road Junction

Cleveland, Ohio
The Formal Announcement of the New Edison Disc Phonograph.


The varied creations of that marvelous American, Thos. A. Edison, have excited the admiration of the world, and it has been frequently stated that Mr. Edison himself is the greatest living American, having contributed more to the progressive movement of inventive industry than any other man now at present on life's stage.

He is never happier than when engaged upon some new development in his laboratory experiments. Notwithstanding that the world has been enormously enriched by the fruit of his inventive brain, he is still conducting his inventive and experimental work with the same vigor and determination—with as keen enjoyment when, as a young man, he had his laurels to win.

His interest has been largely centered in recent times upon the development of the disc phonograph, and he has succeeded in producing a marvelous creation which appeals with forcible argument to cultured musical tastes.

Although the new Edison disc phonograph has been heard and praised for its wonderful musical qualities in various sections of the country, this is the first time that a formal announcement of its introduction has been made by the corporation. Therefore, the present marks an important epoch in the development of the Edison interests.

Mr. Edison has been so energetic upon the development of sound reproduction, with the object in view of creating a new and true tone-reproducing factor. It has been his aim to reproduce a musical instrument which should possess individual reproducing powers, so that music would be reproduced faultlessly and with a sweetness of character which should give to the phonograph a new and vitalizing interest, and that, in this latest invention, Mr. Edison has accomplished a distinct triumph is admitted by all who are acquainted with the marvelous musical reproducing powers of the new Edison disc phonograph.

In it is crystallized three and a half decades of experimental work in musical acoustics and sound reproduction, and one distinct characteristic of the and, of course, needs no changing. The records are of a new chemical compound, and the new motor has been perfected as well, so that Edison representatives everywhere will naturally be interested in this, the first formal announcement which has been made from the great Edison factory.

Its introduction has been made from the great Edison factory. It has been his aim to reproduce a musical instrument which should possess individual reproducing powers, so that music would be reproduced faultlessly and with a sweetness of character which should give to the phonograph a new and vitalizing interest, and that, in this latest invention, Mr. Edison has accomplished a distinct triumph is admitted by all who are acquainted with the marvelous musical reproducing powers of the new Edison disc phonograph.

The new Edison disc phonograph is its marvellously pure reproductive powers. It embodies new recording and reproducing methods. The reproducing point is a diamond, and a competent executive staff who are loyally supporting him in his plans for trade expansion.

In order that the factory situation might be placed in concrete form before World readers, an interview was sought with Mr. Doberer, manager of the Edison phonograph department.

Mr. Doberer said: "From now on we expect to be in a position to take care of the demands of our trade in both our disc and cylinder lines, machines and records. Early last spring, in com-

Second Vice-President Wm. Maxwell Digging Deep Into Problems.
Our message to the Nebraska trade

With the advent of the Edison Disc Phonograph and the new hornless types of Edison Cylinder instruments there is a big Edison year ahead for all dealers who put in a representative stock.

With Edison Disc Phonographs ranging in price from $60 to $450, and Edison Cylinder Phonographs from $30 to $250—all cabinet types—there is no taste and no pocketbook that cannot be met with an Edison instrument.

The New Edison Disc Phonograph

is a musical marvel. Its rich, mellow tone, its wonderful diamond point reproducer, its steady, accurate, powerful motor, and its artistic cabinets put it in a class by itself.

The improved Edison Cylinder Phonograph and Blue Amberol Records

form a combination that is bringing in the money wherever the line is shown. Are you showing it, and are you ready for the Edison Disc? If so, write us quickly, as the good territory for both lines is going fast. Our stock is complete. Our service is the best. Let us hear from you.

SHULTZ BROS., Inc.

1408 Farnam Street, OMAHA, NEB.
In connection with the expansion of both our disc and cylinder record production, it may interest the trade to learn that for the past year and a half we have had one of our musical experts traveling all over the country, establishing every musical point of importance. During this long period of search for musical talent, this representative has secured samples of approximately 3,500 voices, all of which have been passed by Mr. Edison for approval. As soon as Mr. Edison has passed on the merits of these sample voices, we plan to establish a recording plant at Milan, Italy, where all those voices that have passed the test will be recorded for either disc or cylinder production.

"We feel that the voices which have been passed are so suited to the American market. A feature of the careful selection of recording talent, and I feel that when we have every voice which has passed Mr. Edison's test before us, we shall be able to present an all-American line of discs and cylinder records.

As soon as Mr. Edison has passed on the voice which will be recorded it may interest some of our dealers to learn that he has been doing this educational and missionary work for a full year with wonderful success. Never quoting a price, nor soliciting the sale of a machine, this lady has placed the Edison disc machine before governors, congressmen, nationally prominent financiers, and similar people of importance, who are in the very best position to emphasize the educational and missionary value of the Edison disc machine. Her work has made the Edison disc machine popular in a large number of the leading private schools and exclusive clubs in this country, and Mr. Edison and all of us are sure that our dealers will be pressed with the wonderful results of her efforts that we are planning to send out several special recital representatives to all parts of the country.

"We expect to have machines ready for the market in time for the holiday trade. As to records, we have not decided as yet whether we will make them, but will depend on whatever the demand will be. We have a Victor phonograph for which we are very much in need. We will be thankful to receive the records of those who are willing to donate second-hand records and we will gladly have them. With this I am sure your cooperation would be greatly appreciated by Mrs. Booth and her staff of workers. Sincerely yours, Charles B. Booth.

WOGRE'S VOICE HEARD AGAIN.

Lost Phonographic Records of Zion City's Former Ruler Found.

(Zion City, Ill., October 7--The voice of John Alexander Dowie, the founder of Zion City, who has been dead for several years, again spoke to those of his followers who filled Shiloh Temple last night. The voice was preserved in thirty phonograph records which were recovered from the wilds of interior Australia after a long search.

The records were sent to William Glen Volva, present overseer of the city, who then forwarded them to Mr. Dowie, who became ill. They afterwards were sold by a former elder of the church.)
Mr. Dealer, Did You Hear

Edison's New Disc Phonograph 1914 Model?

This is a progressive age. We move at a rapid gait. Think of the aeroplane, automobile, subway, canals, steamships—what was alive yesterday may only breathe to-day, and be absolutely dead by to-morrow.

That's the Story of This Progressive Age

*Wake up, Mr. Dealer:* the possibilities are increasing daily. Don't close your eyes to the evolution that will take place in the Talking Machine Industry during the year 1914—with Mr. Edison's new Disc.

The foolish dealer says: "I'm satisfied with the lines I'm selling; they are selling well to-day."

The wise dealer says: "I'm from Missouri. Show me if your goods are better. I'll act; the future must be considered."

When automobiles first came out the manufacturers of bicycles could not turn them out fast enough. How does it stand to-day in the evolution of things? The NEW EDISON DISC is here to stay, and will assume its place in the musical world. *It's got the Tone.* The EDISON DEALERSHIP increases daily in value, and if you are wise you'll not delay another moment. Opportunity knocks once, then moves on with the procession. Make your application for the EDISON DISC AGENCY by wireless if telephone and telegraph wires are down.

**ELEVEN POINTERS IN FAVOR OF THE EDISON DISC PHONOGRAPH OVER OTHER SOUND REPRODUCING MACHINES**

1. Uses no needles.
2. Stops automatically.
3. Self-oiling system.
4. Tone arm is carried across the record by a mechanical feed.
5. Perfect oval sound chamber of wonderful carrying power.
6. Unbreakable record—can be thrown on hardwood floor without breaking.
7. 12-inch records play 7 1/2 minutes; 10-inch 5 minutes.
8. Powerful motor, will run 80 revolutions per minute with accuracy of a watch.
9. Tone natural, reproduces sound perfectly with all the overtones and shadings.
10. Records play 1,000 times without wear.
11. Records will not warp, are affected by extremes of heat and cold.

WRITE US FOR FULL INFORMATION AND CATALOGUES

TIE UP WITH A LIVE WIRE EDISON JOBBER WHO DELIVERS THE GOODS

SILVERSTONE MUSIC CO.

Exclusive Edison Jobbers.  1124 Olive Street  St. Louis, Mo.
It looks like a big Columbia year coming.

The new Columbia Gramophone "Mignonette" at $100 looks like one of the biggest winners in it. Are you on or just looking on?

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

38,754 PATENTS LAST YEAR.
Applications Were 67,886—Only Fewer Than Those for 1913, a Banner Year.

WASHINGTON, D. C., October 9—That the inventive genius of the country is busy is indicated by the annual report of the Commissioner of Patents, made public recently. Applications for patents during the year totaled 67,886, the lowest on record except for 1914, when there were 69,936. During the year, 30,754 patents were granted, and 5,560 trade-marks, 661 labels and 351 prints were registered.

The receipts from all sources aggregated $2,082,499; expenditures, $1,024,460; the net revenue being $1,058,039. The Patent Office has the distinction of being one of the few bureaus of the Government that is operated at a profit, the net surplus of the office since its establishment being $7,290,103.

The retiring commissioner, Edward H. Moore, who made the report, recommends an increase in the salaries of Patent Office officials in order to retain exceptionally well-equipped men in the service, and he urges strongly the erection of an adequate building to insure the preservation of "the priceless records and archives of the office."

There are better ways of making your goods known than by boasting.

A-1 Salesman Wanted

We want a salesman of the highest possible class to represent our new Albany store. A proven business getter who fully realizes the unusual selling possibilities of the new Edison disc phonograph and records we have a money-making proposition to offer. The opportunity is one in a thousand. We want to fill the position right away. Give references.

AMERICAN PHONOGRAPH CO.,
Gloversville, N. Y.

For Sale

A beautifully equipped, well established and profitable Victor business in one of the most desirable locations in New York City will be sold at a sacrifice. For full information address "Opportunity," care The Talking Machine World, New York.

For Sale

A fully equipped talking machine business in one of the largest Pacific Coast cities: located in heart of business section on ground floor. Clean store; rent reasonable. Inventory price. Fill proposition to right party. Address "Big Opportunity," care The Talking Machine World, 272 Fourth Ave., New York City.

THE TALKING MACHINE WORLD.
These Are Money-Makers, Mr. Dealer!

Here are the best known and the “sweetest-toned talkers” in the world of music to-day.

There are scores of families in your district now who would buy them from you if they knew you had the line. Get it before some other man steps in ahead of you. Then tell your people that they can come to you for these wonderful instruments:

Edison Disc Machines
Edison Amberolas
Edison Phonographs and
Blue Amberol Records

We are Edison jobbers, and our proposition will appeal to you. Get our discounts. Write us to-day.

We handle all styles in Disc and Cylinder Instruments

Records Cabinets Supplies

Southern California Music Co.

332-34 South Broadway LOS ANGELES
BUSINESS AND THE MANUFACTURER.

Col. George Pope President National Associa-
tion of Manufacturers. Defines Position of
Manufacturing in General Scheme of Na-
tional Development—Interesting Views.

What is the justification for the constant attacks of newspapers and individuals upon the integrity of the great employing interests and especially the manufacturers? What is the object of the general destruction of confidence in everybody's sincerity and honesty? What is there in business that calls forth the wholesale denunciation of its most essential factors? Business, in a broad interpretation of the word, means any activity conducted for profit. Many are prone to consider "business" to mean only manufacturing that may have been caused by the use of the time-consuming phrase "big business," the application of which to industry is as inappropriate as is that of the word "statesman" to all elected to represent their several States at the capital of the nation.

Let me indicate, however, the position of manufacturers in the general scheme of national development. Manufacturing is the basis of all production. Even the farmer cannot produce his crops without the aid of the manufacturer, nor can such crops as those which may be produced without the aid of the transporting appliances that have been manufactured. The merchant can neither sell, deliver, exhibit, advertise, nor account for the goods produced and transported without the aid primarily of the manufacturer. The consumer cannot be housed nor reach a market expeditiously, cannot even, if he could reach a market, utilize the natural raw products without those articles produced by the manufacturer. Light, heat and power, so indispensable to progress, depend not upon the farmer, the shipper, the consumer, but upon the energy and ability of the manufacturer, and the wages paid by him, the means with which to purchase.

Why, then, these continual attacks upon that body of citizens upon whom every man, woman and child is dependent? Why this joy at every assail upon the manufacturer? Why the unaccountable desire of so many legislators to penalize the manufacturer, to tax him out of existence or re-strict his freedom of commercial intercourse? There can be but one answer. They are the work of the exhalation of prosperity and a consequent desire of so many legislators to penalize the ability of the manufacturer, and the wages paid by him, the means with which to purchase. They are not infallible, it might be—as I repeat, that there may be no misunderstanding, it might be—this nation would prosper under the proposed tariff revision. It is also possible that those for whom class legislation was enacted would be the first to feel its oppression; that they who have caused its enactment would insist upon its repeal in order to preserve their own organization from the attacks of another who whose cardinal principles are mob rule and anarchy.

In all the history of this nation there has never been a time when the necessity for organization and co-operation among manufacturers has been more apparent than to-day. Assaulted by the unthinking, oppressed by the legislator, organizations such as ours with its great constructive policies have been made the football of politics and the target of the mud-slinging newspaper. If the great productive forces of the country are to be harmonized, if manufacturers are to realize their importance as a class in the nation's welfare, and if they are to protect themselves effectively from the assaults from all sides upon their business existence and thus preserve the general prosperity, they must stand together in purpose and deeds.

MARSHALL FIELD & CO.'S PLANS


(Special in 'The Talking Machine World."

CHICAGO, Ills., October 11—No further definite information is forthcoming at this time regarding the prospective entrance of Marshall Field & Co. into the talking machine trade as manufacturers and distributors as well as retailers. Members of the company admit that the matter is being very thoroughly and carefully investigated. It is known that in the last few weeks the problems of manufacturing have been given careful consideration and that various plants have been inspected. E. L. Howe, merchantile manager of the retail store, who has the matter in immediate charge, referred The World representative to James V. Simpson, the vice-president of the company, who said: "All that I can say at present is that Marshall Field & Co. are very seriously considering taking over the patents of Forrest Cheney and producing a machine embodying them, which we would manufacture and distribute at wholesale and retail, of course, in our own store. The negotiations are in the hands of Mr. Howe and he will, no doubt, be able to make a definite announcement in a very short time."

INTRODUCING AUTOMATIC STOP.

The Columbia Graphophone Co. has just placed on the market an automatic stop for disc talking machines, which will be known as the "Columbus" stop. Advance shipments of this stop have already been made to the Columbia stores, and dealers are ordering in large quantities. The stop, which is very simple in its operation, retails at $8 in gun metal, $8.50 in nickel and $9 in gold plate. The stop is fully described in a four-page folder furnished with each stop, and is marked in an attractive container. The Columbia Co. has arranged for liberal discounts to dealers on all models of the stop.

TUSKO CO. INCORPORATED.

The Tusko Manufacturing Co., of Chicago, manufacturers of disc needles for talking machines, has been incorporated for $12,500 by R. H. Jones, E. H. Williams and Earl B. Williams. Increased capital and enlarged manufacturing space has been secured.

Don't Risk Holiday Profits—Read This

You are not sure this advertisement was not written for YOU unless you read it through. With some Dealers it will merely verify and recall the truth of the statements by their own experience. Read it through.

YOUR HOLIDAY PROFIT IS NOT SURE UNTIL YOU GET IT.

While goods ordered and received are not always sold, holiday profits are often lost by goods being sold and ordered but NOT received.

THOUSANDS OF MACHINES WERE NEVER DELIVERED.

This condition last year and in former years during the holiday season made some Dealers almost "prematurely gray." Whose fault was it? Was it yours or your Jobber's, and if so, what have you done to avoid this condition occurring in your case this year?

READ WHAT SOME DEALERS ARE DOING.

They have found that some Jobbers' promises cannot be relied upon. They found this out too late last year but not too late to guard against it this year. They followed the following well known axiom, not so much because they wanted to but because they had to. Here it is:

DON'T "SWAP HORSES WHILE CROSSING A STREAM."

They couldn't and they didn't—they got across the best way they could, but many "wise" ones are "swapping horses" BEFORE crossing the "next stream," and the "next stream" is the coming holiday season. There are several "horses," more commonly known as Jobbers, and many Dealers who have new done so before are now realizing the wisdom of crossing this year's stream with Blackman. They judge by "past performances" and "present condition."

BLACKMAN WON'T OVER-TRAIN TO GIVE SERVICE—BANK ON THAT.

He will not make unlimited promises, or open new accounts, or assume obligations that he cannot take care of. The "BLACKMAN POLICY" prohibits this, for "Regular Blackman Dealers" come first and obligations to them must not be interfered with by the addition of new accounts.

BECOME A "REGULAR BLACKMAN DEALER."

This is your opportunity for NOW we are in a position to take on more Dealers, still maintaining the "Blackman Policy" which is possible through improved facilities and increased capital. If experience, steady progress and a record for giving Dealers "ideal service" means anything to YOU, now is the time for you to decide whether you are risking your holiday profits in not accepting this invitation to become a Blackman Dealer. Let us hear from you by a call or through the mail.
You can satisfy all demands for instruments with the Columbia product for this Fall. It will turn a new page in the history of the talking machine field.

Take these few instruments as examples:

*Any man who can read a signboard can see what’s going to happen when the new “Eclipse” at $25, or the new “Mignonette” at $100, or any of the absolutely non-competitive Columbia table instruments go into the show window of the Columbia dealer.*

And then there’s the good old Columbia “Favorite”—sold for three years to more people than any other instrument.
mands with Columbia such as these

ment, regardless of name, price or make, now better improved and more popular than ever.

The demand for just such instruments as these, at prices such as these, is so distinct that for a long time the only selling of them the Columbia dealer has to do will be to spread the news that they are ready to demonstrate.

Unless a dealer has been shut out by somebody's exclusive selling rights, there is no reason that will hold water why he should not meet the Columbia demand with Columbia product instead of trying to satisfy it with other goods that cost him double effort to sell.

Columbia "Regent" Grafonola
$225. With Record Racks $200.

Columbia "Favorite" Grafonola
$50 (Oak and Mahogany)

Columbia "Leader" Grafonola
$75 (Oak, Mahogany or Satin Walnut)
O. E. Kellum, president of the National Street & Station Indicator Co., Los Angeles, Cal., has been in New York recently exhibiting his talking moving picture mechanism.

The Kellum invention excited praise from those who saw it. This invention relates to a combination of a sound reproducing machine and a kinetograph, and particularly to the means and mechanism for inter-connecting or connecting the two machines in order to cause them to move synchronously.

Mr. Kellum says concerning his invention: "It is the prime object of this invention to provide a means for connecting the two machines that an intelligible, visual and audible exhibition may be given simultaneously so that, for instance, characters seen in action on the kinetograph screen will be heard to utter sounds in correspondence with their actions. For this purpose it is necessary that the original records of the actions and sounds be taken simultaneously or in some other manner to insure synchronism, so that there will be a mechanical correspondence of different parts of the sound and light records."

"Supposing that records are taken of a dramatic action, a kinetograph film being exposed and a sound recording being made simultaneously; when these records are finished and are ready for reproduction it is only necessary that they be run through the respective reproducing machines in the same relative synchronism at which they were made originally. This synchronism may be reduced to the simple form of a certain number of kinetograph exposures to each revolution of the record in the sound reproducing mechanism; and if means are used to keep the film and record in such synchronism while being exposed and made originally, it is only necessary for their synchronous reproduction."

O. E. Kellum, president of the National Street & Station Indicator Co., Los Angeles, Cal., has been in New York recently exhibiting his talking moving picture mechanism. The Kellum invention excited praise from those who saw it. This invention relates to a combination of a sound reproducing machine and a kinetograph, and particularly to the means and mechanism for inter-connecting or combining the two machines in order to cause them to move synchronously.

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"My invention consists primarily of a simple device attachable to a sound reproducing mechanism and a kinetograph for the purpose of keeping the two machines in synchronism; and the machine takes the form of a motor for operating the kinetograph and is supplied with electric current through a timer or distributor which is operated directly by the sound reproducing mechanism."

**ACTIVE IN BIG TERRITORY.**

Louis Buehn Very Successful as Jobber of Victor Talking Machines and Edison Phonographs in Philadelphia and Vicinity—His Knowledge of Trade Problems at Command of Dealers.

(Special to The Talking Machine World.)

**PHILADELPHIA, PA., October 10.—In an area of 300 miles from Philadelphia is comprised some of the best selling territory in the country. Nearly half of the population is in the territory where the skilled assistance of a good jobber is doubly appreciated.**

**SPECIAL DANCE POSTER.**

The Victor Talking Machine Co. sent out to its dealers this week an artistic special hanger, together with a special supplement of six new dance records and song hits. The supplement contains selections that have created a sensation in the sheet music field, and should prove record-breaking sellers as talking machine records. The hanger featuring this special list is exceptionally impressive, and presents a most artistic appearance.

**New! You've Never Seen This or a Case Anywhere Near Like It.**

Here is a magnificent record case that is made for both 10-inch and 12-inch records, designed principally to keep high-priced records. It is called the Dome Record Case.

It holds 20 records, which are readily accessible for instant use. A convenient index shows just where each record is. Notice how the case swings open so the repertoire is displayed. It is constructed along different lines, being reinforced at the bottom with a nickel-plated metal support to keep the records in position.

**Keeps Valuable Records Under Lock and Key**

Made for the better class of trade. You should have no difficulty in selling a large number of Dome Cases, as you have many customers who want the best.

**Write for prices of these specialties**

**Cabinet Letter File Co.**

79 Reade Street

New York
POLICIES TO INSURE DEALERS A HOLIDAY PROFIT.

Some Excellent Suggestions by J. Newcomb Blackman, President of the Blackman Talking Machine Co. Based on Analysis of Conditions Faced by the Trade—

Selecting a Jobber in Whom the Dealer Can Place Confidence is Important.

Jobbers and dealers will recall with few exceptions that it is difficult for many to obtain enough machines for holiday needs. Most of this trouble is due to the wonderful growth of the business, for the demand has exceeded the supply. This should have required somewhere between one extreme and the other in ordering and receiving stock. Those in the trade, however, who have data showing the record of former holiday problems and knowing the trend of the business should be in a position to allow for an increase of stock which, in a successful business, should be needed.

Let me picture to you the situation presented in various forms this will assume.

It is generally conceded that the prosperous jobber or dealer has the advantages, for his capital and methods of paying promptly give his preference where the line must be drawn, as is the case when goods are scarce, for it is human nature as well as good business judgment to play safe and safe as far as possible. There is much danger, however, in being extreme even in this respect. Talking now from the standpoint of jobbers supplying dealers, we will first take the case of the dealer who is independent to some extent through having ample capital, facilities and buying strength, and therefore feels that he can always get the goods as he wants them. I feel this dealer will do well to use that ability by at times having a good stock on a pre-arranged plan, so that it will always be kept in a certain condition and at all times enable him to not only make a satisfactory display, but to immediately deliver his stock.

Next we have the dealer who is not so fortunate in capital or equipment, and perhaps whose location is not as desirable. This dealer should realize the disadvantage of not having a stock of goods or facilities such as the first named dealer, and that the public are usually not very sympathetic, regarding the causes of his lack of service. I believe this type of dealer needs a stock even more than the other one for the reason that the large dealer is more sought after and his "ready money," it is a temptation that many jobbers fall for at the expense of some of the less fortunate dealers.

Every dealer knows his condition, or should—and he should have preferably one jobber in whom he can place confidence, and, also, important, who can place confidence in him. Assuming that he has such a jobber, he could, by a "heart to heart talk," as it were, put his case fully before him and arrange to place orders and get the assurance of a supply based on business which he will fairly give to that jobber, not only during the holiday season, but permanently.

There are jobbers of much experience in not only salesmanship, but financial problems, who could, once having decided to supply their dealers, not only have them but would lay the case before them and sincerely

A dealer whose credit is usually strained is inviting trouble when he wait until his jobber is unable to give him more credit, must seek accommodation and owing to a scarcity of goods, finds his source of supply cut off in most every direction. Therefore, let me suggest that now is the time, during October and November, in place of orders and have a distinct understanding with jobbers regarding what you will do for them and what you will expect them to do for you. If you feel goods will not be scarce, then realize that there will be a general full sample display on the part of the active and larger dealers because the goods can be obtained, and that you, more than ever, will need machines that you can offer a full sample line, and hold the customer to his selection in your store.

No jobber whose relations with his dealer are as I advocate above would consider it fair or profitable to allow that dealer to overbuy, or to run his business in ways which the jobber's experience would satisfy him was extremely risky. Dealers in general know which jobbers are financially unstable and by ability and experience, capable of taking care of their trade, and constantly expanding their business. All other things being equal—they should be the natural source of supply for you, then you will not feel that you are suffering for the handicaps of your jobber. Then again, consider the ability of the jobber to carry out promises made to you, or to be on time for goods and leniency towards you if you have just reasons to expect it.

Beware of any jobber who offers you inducements which your own common sense tells you are not business-like, and cannot be profitably given. Sooner or later the inevitable will happen and it may be bankruptcy for that jobber and a cold, stern demand on you for immediate settlement.

With my dealers I have always felt that we would be better off with a mixed trade. We don't want all the so-called independent dealers, for some are apt to grind you down to a basis where you cannot take their business at a profit, or they may not stick to you as the fellow who realizes that you can help each other. Then again, the little dealer should not think his jobber a philan- thropist or one whose business can be run on senti- ments. I don't believe in "all or nothing" deals, nor those who refuse to do business in a business-like way, and I think the jobber who becomes known as not catering to that class not only serves himself, but those to whom he owes service.

If I have one dealer who in every respect makes me feel that he would be better off with a mixed trade. We don't want all the so-called independent dealers, for some are apt to grind you down to a basis where you cannot take their business at a profit, or they may not stick to you as the fellow who realizes that you can help each other. Then again, the little dealer should not think his jobber a philanthropist or one whose business can be run on sentiment. I don't believe in "all or nothing" deals, nor those who refuse to do business in a business-like way, and I think the jobber who becomes known as not catering to that class not only serves himself, but those to whom he owes service.

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THE TALKING MACHINE WORLD

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NEW YORK, OCTOBER 15, 1913.

T HE efficiency of salesmanship can be materially increased through an added knowledge of the mechanical possibilities of talking machines. If a comprehensive knowledge of mechanical details were possessed by salesmen it would be easier to explain to customers why certain types of machines are worth more than others, and if thorough and complete explanations were given to salesmen at regular intervals they will be in a better position to give a convincing talk to prospective customers.

In the opinion of some of the most successful members of the trade the knowledge of repair work should be a part of the stock in trade of real talking machine men. By that we do not mean that the salesman should be a mechanical genius, but that if it is necessary for him to take the talking machine apart completely and reassemble it, he should be able to do it, because then he will have sufficient knowledge to make any minor adjustments frequently found necessary in machines of all types.

In displaying an instrument some simple adjustment may be necessary. The machine may have been injured in transit and will not run properly, and yet frequently salesmen have to look around and find out where the technical expert of the house is in order that some trifling derangement may be remedied.

Frequently when this occurs suspicion is aroused in the mind of the prospect, and it is not infrequently that sales are killed by this very condition.

How many salesmen are there who can convincingly and logically explain why certain machines cost more than others? Now, a little technical knowledge would enable them to impart that information convincingly to the possible purchaser.

It should be borne in mind that every manufacturing house, when fixing the retail prices at which their machines should be sold to the public, should consider every possible factor which may enter into price consideration, so that when each machine is analyzed separately and systematically it will be easy to see why certain types cost more than others. But how many salesmen are there who can quickly and unhesitatingly meet the query of a wareroom caller who asks: "Why is it you charge more for such-and-such a type? Explain it."

Think for a moment how a salesman goes up in the estimation of the customer if he can do this clearly and convincingly!

SALESMA NiSH is a science, and no talking machine dealer in this land of ours should fail to acquaint himself with certain fundamentals underlying the business. Unless he does this he can never become a competent talking machine salesman.

If he simply views the business from a superficial standpoint he can never advance himself, because he can never make satisfactory sales for his employer, and a man's salary is regulated upon his business-getting powers.

We have seen machines frequently displayed by salesmen in a most indifferent manner. They have placed records on machines when they were not in condition, and they never knew how to play them. They would run records at too rapid a rate, showing that they had no knowledge of correctness in speed regulation.

Of course, the knowledge of music is a beneficial adjunct to the salesman's equipment, but what a man may lack in musical education he can pick up in good, straight business tact and everyday horse sense, if he will. For, after all, the science of salesmanship shows best in results, and to obtain results nothing of a contributory character should be overlooked.

The small things in life usually make the larger ones, and if a salesman will cultivate a good memory—he be able to remember the names of songs—he will add to his own strength.

A salesman, too, should possess some knowledge of the leading operas. All of these points can be carefully worked out to the advantage of the salesman, and through him to the business organization which he represents.

In our opinion every talking machine house employing a staff of salesmen should have regular salesmen's schools of instruction. These could be easily arranged so that at intervals instructive talks could be given, and as the result of such a system it would be found that sales-making would be easier.

The World would like to suggest to its readers everywhere the installation of salesmen's schools of instruction. The large department stores saw the necessity of such work years ago.

Such a system is more imperative where there are thousands of employees controlled by one corporation, but the same principle applies where there are only two or three salesmen on the floor, because that business is just as vital to the owner as the large department store is to the great interests behind it. In other words, that presumably is the proprietor's chief source of income, and it behooves him to make the most out of it and to build it up in the most substantial manner possible, thereby reaping larger benefits.

The salesman's position affords him his revenue, and he can increase his revenue by adding to his sales.

Business men to-day, in small or large enterprises, figure that salesmen are worth to them what they produce. In other words, their salary is dependent entirely upon their ability to develop trade, and how better can the talking machine business be encouraged than by stimulating thought in a rational development of salesmanship along progressive lines?

THE public frequently gets its impression of a business by the character of the men who represent it, as well as from the character of the advertisement exploiting the products.

Granted, therefore, that the general advertising of talking machines is dignified, instructive and helpful! It seems of the utmost importance that this should be taken advantage of by the retail department of the trade by educating and interesting salesmen in their profession in a greater degree than ever before.

Most of us who are in business are honestly trying to do as well as we can by our constituency, recollecting that business must always be competitive.

Notwithstanding that, there are certain broad principles which work for the good of all, and it is to the interest of all to co-operate with one another along broad, educational lines.

The talking machine trade is subject to the same commercial laws as any other business.

It requires the same keen business judgment to direct it. It requires sufficient capital the same as any other enterprise. Years ago it was used to be commonly said that anyone who could lead a horse to water could run a farm, but in recent years we have realized that it requires just as good business judgment to operate a farm as it does to successfully conduct a business.

Now, as the talking machine trade is so young, a number of men thought it could run itself. In other words, they could get
In many respects this issue of The World is a remarkable one and should have a stimulating effect upon trade interests everywhere, for it shows that the Edison jobbers believe in carrying fitting announcements of a splendid new disc product, in a paper which represents the industry.

We may add that the magnificent Edison advertising shown in the October World is the result of original co-operation among the jobbers.

The plan of preparing special fall business announcements originated with them, and the Edison Co. knew nothing of this advertising campaign until the information came to it from the jobbers, so the present issue of The World represents an array of advertising from the Edison representatives which came unsolicited, and shows a magnificent grouping in a single issue of the Edison wholesale interests.

No other trade paper ever presented has contained such an array of business announcements of jobbers covering a single line, and it emphasizes not merely the faith of these business men in advertising, but it shows that the Edison interests are represented by wide-awake and energetic men who propose to exhibit progressiveness in the prosecution of their business interests.

This publication has admittedly been a power in trade building, and it is more than gratifying to note that the jobbers as a whole are beginning to appreciate its helpfulness to them in the expansion of their enterprises.

Co-operation is helpful in all lines of trade, and when the jobbers themselves realize the importance of a trade publication to their trade and support it in a liberal manner, they are advancing not only their own affairs directly but the interests of the entire trade indirectly, because every issue of The Talking Machine World acts beneficially upon the trade. It makes a better talking machine dealer, because it supplies him with good, stimulating food for his particular line of trade. There is no other source from which such educational, instructive and newy features may be obtained, and there is no question but that this publication can be made a greater force than ever before if every jobber works with us and aids in its circulation.

The plan of not being interested in the circulation of a paper locally because it contains competitors' advertisements belongs to the smallness of a past age and not to the greatness of the present. If a paper is worthy of support, it is worthy of being aided in its distribution in every possible way.

A trade publication is necessarily limited in its circulation, because it cannot reach large figures on account of the limited number of men who are interested in its functional scope, but they are buyers, hence there is no lost circulation. Therefore, it is a select class to which such a publication appeals, and if it is aided by the men who are interested in cultivating the talking machine trade—encouraging dealers and showing them how to become better talking machine men—then The World will become more helpful in every way as a power for good in the talking machine industry.

The example of the Edison jobbers certainly is inspiring and shows a reciprocal feeling which is appreciated, and as a business-building force the act must be beneficial.

Certainly such publicity gives the Edison products an impelling force, and the attention of the dealers will be especially drawn to the new Edison disc machines.

In this connection, it might be well to remark that the Edison disc machines have elicited warm praise everywhere on account of their musical attributes. Thomas A. Edison, the great inventor, has given to this special product the cumulative knowledge of a lifetime wrought with distinguished accomplishments. He has enriched the world by reason of his marvelous inventive skill in many ways, and there is no single invention which has interested this great man in later years to the extent of the talking machine. That the Edison jobbers realize the trade possibilities of the Edison products during the fall of the present year is well illustrated in the forward movement evidenced by their business announcement in this issue of The World.

Such energy must produce results of the right kind, and thousands of dealers will have their attention drawn to the jobbers ability to take care of their interests in a satisfactory manner.

A glance at the announcements will show that every part of the country is well represented, for, from the Atlantic to the Pacific, from the Canadian line to the Mexican border, the Edison interests are comprehensively represented in this issue of The Talking Machine World.

THE importance of the talking machine as an educational factor in the domain of music is being exemplified in a most impressive way as time goes on.

Great artists, internationally famous in both vocal and instrumental fields, are now being heard through the aid of the talking machine in the homes of the people. The best in music has been carried from the concert platform to the parlor and a stimulus given to musical appreciation that might be termed inconceivable a few years ago. And not only great singers and instrumentalists but our best orchestral organizations are now heard in the home.

For a considerable time there were those who looked upon the talking machine either as a toy or a medium for the discernment of popular music rather than the compositions of the masters, but to-day the very leaders in the world of music are recognizing the important part which the talking machine is playing in disseminating musical knowledge and a wider and keener appreciation of the best in music. Hence it is that the great orchestral leaders are desirous of having the organizations which they conduct heard through the medium of the talking machine.

In this connection the Philharmonic Orchestra, the foremost musical organization in Berlin, Germany, has consented to allow the reproductions of its tonal wonders through the talking machine. The necessary arrangements were effected through Alfred Hertz, the conductor of the Metropolitan Opera House, New York, and he was the conductor of the orchestra when it played a number of selections for reproducing purposes in Berlin a couple of weeks ago.

Among the numbers given were selections from "Parsifal," the only auditors being a row of talking machine horns, through which millions of people will be reached who have never heard the Berlin Philharmonic, and who otherwise would be unable to enjoy the beauty of tone and superb playing of this internationally famous organization.

This recognition of the talking machine by the leading musical authorities of Berlin marks in a most emphatic way its tremendous advance in prestige. It has now attained a position which it has long deserved, but which has not been accorded it as it should have been. It must not be overlooked that it is to the tireless labors of the manufacturers of talking machines that this position is due. Through the employment of great artists and signal ability in the selections of numbers presented they have enabled the talking machine to force its way, along lines of sheer merit, into the position which it now occupies.

This means much not only for music, but for the commercial status of the instrument. It means that dealers handling these machines will have a larger field to cater to, for there are thousands of people to-day who are buying talking machines who a few years ago looked upon them as something plebian.

The present position of the talking machine and its advance artistically cannot be too strongly emphasized, for this broadening out in popularly means a greater expansion of the business.
Balance in Favor of our Customers

"The profit on the sale of one machine pays the interest necessary to carry a complete stock many times over."

*The Next Three Months—November, December and January* are the biggest months in the Talking Machine Year. ARE YOU PREPARED TO TAKE CARE OF THEM?

**Will the Balance Be in Your Favor at the End of the Season**

If it isn’t, will it be because you failed to depend upon us for that complete stock.

**NEW YORK TALKING MACHINE COMPANY**

81 Chambers Street
The sales possibilities in the record field


That the talking machine jobbers' salesmen do not pay sufficient attention to the cultivation of their possible record trade has long been the contention of prominent members of the trade. Now that the average buyer of a record, who is satisfied to concentrate his efforts on the sale of machines, rather than records, has shown a marked increase in his record purchasings, there is a natural tendency to sit down and go through the catalog and write up an order. The men in the field are, of course, going after the record business. So far as I can see, however, the advancement of record business that he can successfully develop is just now raised to a pitch of enthusiasm that results in the doubling of his record possibilities. It is said that the vast amount of record business that he can get is in the hands of men who do not pay sufficient attention to the record field.

Mr. Geissler received this week from A. T. Doty, the managing director of the New York Talking Machine Co., a letter which expressed the opinion that a little educational work done on the part of the dealers would show them the value of having a good stock of these records, which every machine owner should have in his collection. I have been able to accomplish.

"As these orders show, I have sold my dealers the Columbia 'Grand,' which is presented as a $20 Christmas present to one of their prospective buyers, the idea of taking time to write up a record catalog is very popular. One of our wrapping envelopes, have them set up on the following page and go through the catalog and write up an order. The sale of a record catalog is going to double the average record sale.

"You made me realize when I called upon a dealer the fact that in dollars and cents in the last two weeks my statistics show that the average record trade has long been the contention of prominent members of the trade. Now that the average buyer of a record, who is satisfied to concentrate his efforts on the sale of machines, rather than records, has shown a marked increase in his record purchasings, there is a natural tendency to sit down and go through the catalog and write up an order. The men in the field are, of course, going after the record business. So far as I can see, however, the advancement of record business that he can successfully develop is just now raised to a pitch of enthusiasm that results in the doubling of his record possibilities. It is said that the vast amount of record business that he can get is in the hands of men who do not pay sufficient attention to the record field.

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THE SCOTT MAGAZINE PHONOGRAPH

OPERATES TWELVE RECORDS

WITH PERFECT CONTROL

for

CHOICE, SUBSTITUTION, REPETITION, THROWOUT
START AND STOP
CONTINUOUS AUTOMATIC OPERATION WITHOUT ATTENDANCE

H. T. SCOTT, 706 CENTRAL BLDG., LOS ANGELES, CAL.

The News of the Month in England Set Forth.

LONDON, E. C., October 6.—Judging by the remarkable state of activity prevalent in trade circles, the present season's prospects of big business are bright enough from the viewpoint of Continental manufacturers, but one cannot speak so optimistically in regard to the trades' profit on this turnover. The margin allowed is quite insufficient with sound trading, and among the better class of dealers there is a strong prejudice against handling the cheap records issued, particulars of which appeared in my last report. The music exhibition at Olympia has resulted in giving a great fillip to the machine trade, and already there is a shortage of supplies in more than one direction. Factories have been kept busy during the summer months, and manufacturers endeavor to adequately prepare for good business, but all anticipations seem to have been spoiled in keeping supply and demand anywhere near level. In several instances, too, delay in the production of new models is responsible for stock shortages, and it is a case of executing orders as soon as possible. The manufacturers in this position are losing orders which cannot be made good later because buyers go elsewhere, and that means for Continental machines, which are selling in thousands weekly. Our friends across the channel do seem to realize the enormous sales potential in the market, and factories have been kept busy during the summer months, and manufacturers have gone the whole hog in the production of eighteen-penny discs. This source of supply really seems unlimited in its output, and possibly because of vastly superior factory organizations and cheaper labor huge quantities are turned out each week at prices varying from 1/6. 4d. (wholesale) upwards. I do not say a satisfactory disc machine is produced at this figure, but it is not necessarily unsatisfactory from the viewpoint of the class of buyer interested. Of course, quite a substantial business is done in the best types of instruments averaging 5s to 10s in price, yet the unfortunate fact remains that there is no British factory capable of competing with the enormous trade in cheap machines. In the former class we have absolutely pre-eminent, and, broadly speaking there yet remain to be produced from the Continental factory instruments equal in workmanship, finish, general construction and tone quality to the best productions of our factories. Things are very different in the record field, where our manufacturers have gone the whole hog in the production of eighteen-penny discs. This is generally deplored, having regard to the fact that presently 1s. 6d. was the lowest price list. It is true there were a few obscure issues which dealers sold at varying prices between 1s. and 1s. 6d., but carrying only duplicated or old titles they were beneath recognition, and certainly of no importance from the viewpoint of competition. At 1s. 6d. the trades' profit is none too fat, but if they were better considered, the eighteen-penny factor is assured of a fair monetary recompense. That is more than can be said of the thirteen-penny record, which cannot pay anyone to handle. It has been put out as a war-stock, although most dealers feel they must carry stocks—just because the man doesn't. Did there exist any competitors in the trade, this cheap and proletarian business could easily be crushed. But under present conditions it thrives—for how long, I wonder?

Some Appreciative Words.

Under date September 29, Mr. Thos. Edus. Osborne, the leading Belfast factor, addresses me (in part) as follows: "Your reports from European headquarters in the Talking Machine World are invariably read by me before perusing any other article in that splendid publication. Indeed, I was very much interested in your last notes concerning the cheap records. Although the sale of these records is more productive of trouble than profit to the dealer, I feel constrained to think, however, that the cheapening of records will act as an incentive for many of the outside public to adopt the talking machine who have hitherto been hesitating because of the costly character of the records. Indeed, I consider records a very busy season, and think there is every prospect of an enormous output of both instruments and records during the coming winter."

Desired to Wind Up Business.

The Sanders-Melstone Co., Ltd., Walter House, Strand, W. C., held a meeting on September 19, when the following resolution was passed: "That it has been proved to the satisfaction of this meeting that the business of the Sanders-Melstone Co., Ltd., is a case of executing orders as an air-gapping, and to the great talking machine public this charming singing is well known through the medium of Columbia records."

Aeronaut as Well as Singer.

It may not be generally known that Miss Ethel Vincent, the eminent singer, is a very enthusiastic aeronaut. She is about to apply for a certificate of permission issued by the French authorities, and she hopes to make the first aviation over the Channel, and become the first woman to fly across the Channel.

A considerable decrease in the telephone rates between England and France is announced. New package rates will also shortly come into operation. Mme. Melba to Canada. Mme. Melba, who is at present back in Canada and the United States, and will be met there later by Mr. Kubelik for a combined tour through North America. For 100 concerts a guarantee of 1,000,000 has been assured by one of the most important New York houses. Noted Humorist Passes Away. All music lovers will regret the loss of that great humorist, H. G. Piel, who died in London on September 12. Grandson of the famous music master, at the point he will best be remembered for the very fine series of records made by his trocope—a company of first-class entertainers known as the Folies. These records are all listed by the Odeon Co. some few years ago. Arrangements Made in America. All business arrangements regarding the Edison phonograph department are now conducted from your side of the pond. Quite a large number of the staff have left, including C. E. Maryn, who controlled the advertising departmental interests for the last two years. He was responsible for not a little of the forceful and effective "copy" used in the trade and public press, and organized the issue of the chain of multi-penny discs; on the contrary, this move was an independent one, and took place considerably before the other events to which you refer." The circular announcing the reduction is dated August 15. This will clear up any misconception which may have arisen in the minds of your readers.

Splendid List of Records. In addition to the usual galaxy of good fare, the outstanding feature of the "H. M. V." October supplement is undoubtedly 12-inch record No. 50747, bearing the new "Ave Maria" (Kahn) by Signor Caruso, with violin obligato by Miss Elman herself. The manufacturing company naturally accords high praise to this record, especially, too, as it is accompanied by the composer E. C. Rene K. A., and other very special record is "Grande Valse" (Op. 10), (Venzano), sung in Italian by Mme. Tetrazzini, whose beautiful voice is already admirably suited to this number. Mme. Clara Butt contributes "Aria-Rendi 'l sereno al ciglio," Sosarme (Handel) in Italian, and this record also merits much praise. A typical American song recently published, "You Made Me Love You" (Monoa, arr. by Sadler), finds a first place in the list. It is sung by Miss Grace La Rue. The full program this month is as follows: He was responsible for not a little of the forceful and effective "copy" used in the trade and public press, and organized the issue of the chain of multi-penny discs; on the contrary, this move was an independent one, and took place considerably before the other events to which you refer." The circular announcing the reduction is dated August 15. This will clear up any misconception which may have arisen in the minds of your readers.

Twelve-inch, double-sided—"Under My Darling's Window," (Sweet), and "Sleeping Waters" (False (Felix Bord), Mayfair Orchestra; "Heart to Heart," Bridal Valse (Ernest Verdayne), and "The Butterflies Ball" (Air de Ballet) (C. Higgins), Mayfair Orchestra.

Ten-inch, double-sided—"Swing Away March" (Cheeseman), and "Our Director March" (Bigelow), Band of H. M. Coldstream Guards; "My Lady Gracious," (Carl Monteith), and "Meet Me Atop Four" (Collier), Coldstream Guards; "Dreams of the Flowers," Waltz (R. Nelson), and "Shall We Reverse?" (Gilbert), (Paius De Dansa Orchestra; "The Don'ts" (Arr.), Waltz (Jean Gilbert), Hungarian Gypsy Orchestra.

Twenty-inch, single-sided—"L'Arlesienne Suite," by Bizet; (Bourbon), and "Les Indiens" (Meyerbeer), new Symphony Orchestra; "Come Into the Garden, Maud" (Balf). (Continued on page 54.)
on Columbia-Rena this month. These dances, as I have already known, introduced from this popular Gilbert and Sullivan opera. Two recitals are also provided by the inimitable Bums-by Williams—one the dream scene from "The Yeomen of the Guard" and the other, titled "The Portrait," one of Lewis Waller's favorite recitals. Of other good records in the Columbia October supplement, the following merited special mention: Twelve-inch, "In Silesia," "German Waltz" (Waldeftube), "Red Dog" (Hansel), "End of the World," "Two Little Girls," "We All Go Home in Ragtime" (David and Murphy), and "Ragtime" (Harry Dent), Charles A. White, "Papa's Waltz," and "Intimations" (Vorsatz), "Casino Orchestra—Lead, Kindly Light" (Furday), and "Abide With Me" (Mendelssohn), Alexander Scott; "Emmett's German Yodel" (Emmett), and "Sleep, Baby Sleep" (yodling songs), George P. Watson; "Dutch Daly's Yarns" (Gart), Dutch Daly, and "Dutch Daly and The Spring Song" (Mendelssohn), Dutch Daly and his orchestra; "Jerry Jeremish" (David and Murphy), and "Nursery Rhymes in Ragtime" (Tony Lloyd and Bert Lee), Stanley Kirkby. One notable release is "The Young Pearl" (National Allied), John McCormack; "Red, Red Rose" (Hippodrome), John McCormack; "Boris Godournov," (Cowen), Vladimir Horowitz; "Lady Dainty" (Bells) (Hesse), E. W. Rushforth; "A Wonderful Girl" (Max Erard), Zona Vevey; "A Lancashire Lass" Welcome to the King and Queen of this town, Edward T. Steele; "Euterpe—A Major" (Poldini), piano, Mark Hamburg.

"Your Smile" (Dorothy Forster), Thorpe Bates; "Jumbo," "Gems of the Season" (Nat. D. Ayer), Lew Dearth; "Gems of the Season" (Hippodrome), John McCormack; "Red, Red Rose" (Hippodrome), John McCormack; "Boris Godounov," (Cowen), Vladimir Horowitz; "Lady Dainty" (Bells) (Hesse), E. W. Rushforth; "A Wonderful Girl" (Max Erard), Zona Vevey; "A Lancashire Lass" Welcome to the King and Queen of this town, Edward T. Steele; "Euterpe—A Major" (Poldini), piano, Mark Hamburg.

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various classes—singing, piano and violin and other instrumental playing, etc. Some idea of the popularity of these competitions may be gleaned from the fact that the contestants numbered close upon 1,000.

Dealers attended the exhibition in large numbers, and although public visitors were many the attendance fell far short of expectations. From the business viewpoint, it is safe to say that every exhibitor was delighted with the results. The talking machine firms without exception experienced a rush of orders in unprecedented quantities. No similar exhibition has resulted so splendidly in this respect, and many firms now regret that they refrained from participating therein. Below we present a brief notice of the talking machine exhibits:

**The Columbia Stand.**

Occupying a prominent central position, the Columbia exhibit was one of the most comprehensive descriptions, and included a complete display of new season’s models, several of which were here shown for the first time.

The Columbia program in graphophones for a new season is always looked for with more than ordinary interest, their announcements being regarded not only as indicative of the trend of the trade, but as certain to contain some novelties that will rank high among the season’s features.

This season is productive of some very important additions to Columbia models, the whole range of which now totals twenty-five in number, from $25.60 to $100. It is significant that all of the new models are as the heartless variety, the horn-equipped graphophones remaining exactly the same as last year. Most of these were shown at Olympia, and their merits evoked general expressions of praise from the many dealer-visitors, of whom there was an unending stream every day.

The Lord Mayor of London was the very first to evince interest in the special exhibit demonstrating the various stages of the manufacturing processes of Columbia records. Preceded by the mace-bearer, the sword-bearer, and the city marshal in gorgeous array, the Lord Mayor took a few steps from the center of the great exhibitions and stopped short at the Columbia stand. He drew his electron’s attention to the showcase with the words “How Columbia Records Are Made” and, bending over the exhibits, studied them with curiosity.

He questioned the attendant, who briefly explained the processes from the recording by the New Guards Band (illustrated by a phonograph), the making of the master-matrix, its duplicates, the steel dies for pressing, the record material, the pressman at work, and the finished records, the Lord Mayor specially asking how they were reproduced, and expressing his deep interest in so wonderful a device.

I learn that the Columbia officials are very well pleased with the amount of orders taken at Olympia for machines and records, and the number of new accounts opened was very satisfactory.

**Barnett Samuels’ Exhibit.**

This firm’s display was in every way representative of the several lines which they will feature during the present season. They comprised the popular “Dulcephone” series of gramophones, and in records Fonotipia, Odeon, and Jumbo. Their trade parlor proved exceptionally convenient for demonstrating machines and records, and it was continuously thronged by dealers from all parts of the Kingdom. Here, again, many new accounts were opened, and good orders secured from quite a large number of old customers who visited the exhibition. The firm is altogether pleased with the results.

**At the Marathon Booth.**

The National Gramophone Co., I learn, is congratulating itself upon its eleventh-hour decision to occupy space at Olympia. They had to be content with a somewhat small booth in consequence, all the best having been taken. Even so, it may be questioned whether theirs was not, after all, the best possible position, having regard to local surroundings. Anyway, the dealers got there all right, and I have it on good authority that they left richer in prospects than before. My readers will doubtless remember that the Marathon is a fine-cut record which provides double the playing time of the 100-thread cut. The value of the Marathon agency will, therefore, be appreciated as

(Continued on page 56).
THE TALKING MACHINE WORLD.

FROM OUR LONDON HEADQUARTERS—(Continued from page 55).

...a splendid acquisition, rich in trading prospects for the live dealer. In addition to records the company was showing for the first time a fine series of new season's models, which were most favorably commented upon. Abundant orders were placed, and altogether the National Gramophone Co., Ltd., is more than satisfied with its representation.

The Vitesse Record Cabinet.

This is of recent introduction here by the Perforated Music Co. The Vitesse cabinet makes the piloting of records remarkably easy, and under its system misplacement is said to be impossible. A range of these handy cabinets and albums was on view, and the evoked the great praise from dealers and visitors, from whom many large orders were secured. The Vitesse albums hold from ten to twenty records, according to size, and the cabinets are designed for 300 records carried in albums.

"MAKES OUTING TIME" ENJOYABLE.

How the Columbia Talking Machine Made Time Enjoyable for L. A. Moeller at His Summer Home "On the Wabash."

[Special to The Talking Machine World.]

Terre Haute, Oct. 5.—"On the banks of the Wabash," accompanied by a Columbia machine and records, aptly describes the inviting and comfortable camp shown in the accompanying picture.

In front of the camp shown in this ideal picture on the Wabash River, may be seen Mrs. Moeller, accompanied by the junior member of the Moeller family. The Columbia outfit was used to good advantage by the camp's occupants, a "funny" record being played when the picture was snapped. Aside from the personal element of this picture, it is interesting to note how well the talking machine fits in during camping time; in fact, for camp use the talking machine is unequalled.

KEEPING THE TRADE AT HOME.

An Experience of a Phonograph Dealer in a Small Town Which Proved That You Cannot Sell Goods Unless the Public knows You Have Them in Stock—A Case of Where the Dealer and Not His Customer Was to Blame—A Little Advertising Saves the Situation.

Everybody in Sayreville knew Tom Leonard. He had been in business there for years, and kept a pretty decent store, too. People liked to go there and look around his shop, because, as a rule, he had about everything in the stationery, music and camera line. They knew, pretty well too, what he had, with the exception of some few hundred dollars' worth of dead stock hidden beneath the counters and some other stock 'way back in the rear of the store where they were figuring over their account books, and nobody cared to intrude.

Tom had a fairly good stock of Edison records and phonograph cabinets, but he didn't sell more. Occasionally he sold one, but then they didn't go. So it happened one day he got into conversation with the druggist next door, who seemed to think the solution of the problem of poor trade in town was to be explained by the fact that everybody took the trolley into Decatur, just thirty minutes away.

"I declare," said the druggist, "this town is dead, and people whom you think are your friends are selling their money in Decatur."

"Why, do you know," said Tom, "Bob Dixon came into my store the other day with a phono- graph he had bought down at Decatur and asked me if I could adjust it. I asked him why he hadn't bought it through me. Everybody knows I carry phonographs, and I'm sure he didn't oppose it?"

"I don't know," said the druggist. "What did he say?"

"He, why he didn't know I carried 'em, and I've had them in my store for almost a year."

The druggist's character finds pleasure in plugging on that end. Tom didn't go back to the farm, and is more pleased with the results of his efforts and enterprise.

"Mr. Dealer, do you know of a Tom Leonard in your town?" questions the Edison Phonograph Monthly. "Run him out if you do, for he's not the man to handle Edison phonographs and records unless he does little thinking along the line of publicity and display."

GROWING DEMAND FOR NEEDLES.


One of the well known members of the talking machine fraternity is Jos. F. Collins, the New York representative of John M. Dean, manufacturer of needles at Putnam, Conn. Mr. Collins has a well equipped office in New York, where a full line of the Dean needles and other products are on exhibition. Mr. Collins remarks that the demand for needles is growing constantly and that he cannot imagine where they're all disappearing to. His business is constantly increasing and the Dean factory at Putnam was recently remodelled to care for the rapid-growing business. Mr. Collins is a great pusher of quality, and with a needle of the Dean character finds pleasure in plugging on that end.

PEDESTRIANS TAKE NOTICE!

Max Berlow Is Loose with His New Ford Car

—Uses It to Call on Trade for I. Davelle, Jr.

Insurance companies that make a specialty of automobile and accident insurance take notice, for Max Berlow, the Victor salesmen connected with I. Davelle, Jr., Inc., 725 West 125th street, New York, has purchased a Ford car and is using it to call on the trade. He finds he is enabled to make many extra calls by using a car and also can render better service. Max says he can round a corner on either the front or rear wheel now, but hopes to be able to turn the corner on four wheels very soon. In other words, at present he is operating his car to give the least possible wear.

Everybody is left here for some purpose, but there are folks walking around that keep you guessing; the reason why.

Contentment is not sloth, nor laziness, but it means taking care of the responsibilities that are nearest at hand.
You Can Make Big Money Selling The

MASTERPHONE

A Perfect Clarifier for Talking Machines

A SIMPLE DEVICE INSTANTLY ATTACHED TO ANY SOUND BOX WITHOUT TOOLS

BECAUSE a demonstration is so convincing that it requires no explanation—no stretching of the imagination. The customer hears everything there is in the record free from all muffled and mechanical tones. The scratch is greatly reduced and the sound is no longer confined in the machine. Each word and note is clear and distinct—no aftertones.

The MASTERPHONE, which is used with a fine, soft tone needle produces a volume of sound equal to a singer's natural voice, but does not destroy the record.

The Masterphone
Retails for
$1.00

Write to-day for Trade Discount

We print an unsolicited letter for your information.

THE MASTERPHONE CORPORATION, 187 Broadway, New York City
WINNING SUCCESS IN TALKING MACHINE SELLING.

W. W. Parsons, Head of Dictaphone Department of Columbia Graphophone Co., Chicago, Says Confidence in the Goods and the Ability to Convince the Customer Are the Prime Essentials—Some Interesting Selling Experiences in the Talking Machine Trade.

The following interesting and instructive article on salesmanship, by W. W. Parsons, district manager for the Detroit division of the Columbia Graphophone Co., recently appeared in the Workers' Magazine of the Chicago Sunday Tribune. The verdicts of successful salesman-ship have often been discussed. The subject has been treated at extreme length, but the true statement of fact is a rarity.

On the man who becomes a successful salesman, if he follows the dictates of his conscience, will frankly admit that much of his success is due largely to luck. For my part, I always have gone on the basis that every man who is on the job at the psychological moment is the salesman who closes the sale.

I have had the utmost confidence in the product I represented. If I were selling shingle nails, for instance, I'd know that my shingle nail was the best that money could produce.

Confidence in your goods, the ability to convince your customer, and the knack of succinctly driving home the clinching argument are elements of success which every salesman should acquire before he takes to the road to earn a good living for himself and commensurate profits for his employer. Without these qualifications, a man should not follow the calling of traveling salesman.

Twenty years ago I started selling talking machines. I enounced over the prospect of an early sale. Never did I permit my enthusiasm to wane, and when a deal on which I had worked hard fell through I tackled the next prospect more vigorously and with greater enthusiasm. There is a broad distinction between losing a sale and losing confidence. I lost several of the former, but confidence was always my mainstay.

Landed First Order on Nerve.

Twenty years ago it wasn't the easiest thing in the world to walk into a man's office and tell him you had a talking machine into which he could talk and his line of talk would be perfectly reproduced. The commercial value of the talking machine at that time was not seriously considered. Stenographers, especially those in the feminine ranks, did not look upon the innovation favorably. The machine, too, then was in its experimental stages.

To-day I believe the dictaphone to be as indispensable as the typewriter, the adding machine, or any other modern office appliance.

I landed by first big order purely on nerve. In the old time custom I went to see the man in charge of the office. He said, "They paid for them with the old machines when the old ones should have proved serviceable for some years to come. It was a nasty letter, in many respects, and one which stung me.

HAD I ACTED WISELY?

I had sold these machines probably a dozen years before, but when they were sent back to him they did not perform as good work as would our more recent models. I thought, however, it might be a good idea to write to this customer and suggest to him the superiority of our new product over the old. Accordingly, I dictated a letter to him in which I set out the additional appliances to be found on our new model, indicating certain points in the new machine that were not embodied in the old. I wrote him a most friendly letter, one which I felt convinced would please him and let him know I had his interest at heart.

Soft Answer Turns Away Wrath.

Well, imagine my great surprise when a day or so later I got a letter from this customer roundly condemning me for the tactics I had pursued. I had my nerve, he said, in talking new machines with him when the old ones should have proved serviceable for some years to come. It was a nasty letter, in many respects, and one which stung me.

Having mailed the letter I decided the incident from my mind. To my great astonishment, a few days later I received from him a letter in which he inclosed a check covering the purchase price of 25 new machines. In his letter there was not a single word pertaining to our recent correspondence.

Quickest Sale He Ever Made.

The quickest sale I ever made was when a couple of years ago a down-State merchant came to me and said he understood the dictaphone would save him time and money. He had, he said, 20 minutes to "talk turkey." I sat before a machine and told him how it could be used. This he did. He had a remarkably clear voice and his record was perfect. He impressed him.

Then I began to talk. He wanted, he told me, a machine sent to his office. I pointed out to him that a year's trial would not prove more conclusively the value of the machine than the little talk he had just made into it. "We've manufactured dictaphones for 27 years," I told him. "Years ago they were not the effective machines they are to-day. They now have passed the experimental stage. It is a talking machine in all the word implies. It will talk as fast as man can speak."
as you do, and it will talk back more accurately than any stenographic notes ever written.

"We will guarantee this machine to do just what we say it will, not only now, but for all time to come. Here is a list of Chicago firms using from 25 to 100 of our machines. Call any of them up and ask them what the machines do."

He called up one or two of the concerns. When he hung up the receiver he said he felt convinced, but still insisted that he have a machine sent to him on trial. I believed I had read him aright. It was obdurate.

"Twenty Sold in Twenty Minutes."

"The machine will do every day just what it has done for you to-day." I said. "If it doesn't, money back. Let the machines make money for you during the time you think they should be experimented with."

He smiled.

"I am convinced," he told me, "that all you say is true."

A minute later he went away leaving with me an order for 20 machines, one shaving machine and 500 wax cylinders. He was a man of few words and I sized him up correctly. In 20 minutes I sold that many machines, or a machine to the man talking machine Co., 97 Chambers street, New York, the prominent Victor and Edison distributor, must certainly possess a charmed life, having escaped serious injury in two recent railroad wrecks where lives were lost or fatal injuries incurred.

On June 12 Mr. Lansell was leaving Bridgeport, Conn., and boarded the first section of the ill-fated Boston Express which was wrecked by the seventh wrecks where lives were lost or fatal injuries incurred.

On September 9 a special train carrying President Peters, of the Long Island Railroad. ran into his assistance, however, to the more unfortunate the car adjoining the unfortunate "Skylark," not of three pictures taken by Mr. Lansell that are the only ones in existence showing this wreck, as the train was burned three hours later. Mr. Lansell is an ardent camera enthusiast, and makes it a point to always have a camera with him on his regular trips through Connecticut and New York State.

WHY FATHER SANG SO LOUDLY.

A young lawyer in New York received a visit from his elderly parents, who live in a small up-State town. The son took them to a fashionable church on Fifth avenue. The hymn being familiar, the visiting pair "joined in," the matter of volume being in favor of the father.

Although not always in good time, the old couple enjoyed their part very much, despite the glovering looks bestowed upon them by nearby worshipers and the chagrin of their son. Before the evening the latter took occasion to put the "old man" right.

"Father," he said, "in the New York churches the congregations do very little singing. That is left mostly to the choir."

"I know, son," said the father, "that it must have been embarrassing to you this morning, as I sang very loudly. But you must remember that if I had not the congregation would have heard your mother."

If you know more than you need for your work, that need not worry you, it will always answer you in good stead.

When your enemies are loudest about you it is the time for you to remain silent; remember even every dog has its day.

Every day buys cornets, violins, guitars, mandolins and other musical merchandise during the holidays. The greater part of the year's business is done between now and Christmas. Large profits assured.

We will tell you just how to start this department.

Write now, as every day means loss of profits.

Send your business card for
400 Page Catalog of Musical Instruments

C. BRUNO & SON, INC.

Established 1834 355 Fourth Avenue, New York
The "HOHNER BOY" Wants to Be Your Salesman

HE is bright, alert, commands attention, on duty day and night, and positively sells Harmonicas. He offers the best known and easiest selling line in the world—Hohner’s. The “Hohner Boy” is a cut-out show card lithographed in five colors, presenting a showpiece which is a beautiful piece of art printing. It has an attractive and dignified appearance and will serve as a handsome decoration in the finest establishment.

It doesn’t require a student of psychology to understand why the “Hohner Boy” can increase your Harmonica sales 100 per cent. and coincidentally build up your other business as well. Place him in your store and then observe the immediate increase in your Harmonica sales.

These cut-outs are offered with two different assortments—one having twelve Harmonicas to retail at 25c. each, the other having twelve Harmonicas to retail at 50c. each, both assortments having different styles and keys. The attractive value, the remarkable selling power, also the popular price of both numbers are features that should prompt every dealer to purchase them without a moment’s hesitation. Don’t delay in buying—the demand for Hohner Harmonicas exists—yes, exists in every section of the United States. Show the people that you have the genuine article—that’s all they want to know.

No. 425. The “Hohner Boy” Assortment. Consists of one new display card, as described, with a dozen genuine Hohner Harmonicas to retail at 25c. each, assorted in different styles, with a variety of seven keys, returning 50 per cent. cash profit.

Per Doz. (1 set), $2.10 less jobber’s cash discount.

No. 450. The “Hohner Boy” Assortment. Consists of one new display card, as described, with a dozen genuine Hohner Harmonicas to retail at 50c. each, assorted in different styles, with a variety of seven keys, returning more than 50 per cent. cash profit.

Per Doz. (1 set), $4.00 less jobber’s cash discount.

Ask Your Jobber

M. HOHNER
114-116 East 16th Street
NEW YORK CITY
HAPPINESS A BUSINESS ASSET.


It was not so very long ago that manufacturers, when told they ought to give their employes more light or more air or better quarters, would explain that they got nothing else to do with their work; that’s all we want of them, to do their work; they can get light and air outside.

Perhaps they do look at the time, but now they also look at the place, and the new and more up-to-date manufacturer understands that this is a wrong view entirely. He understands that human life is a business asset, just as a piece of machinery is a business asset.

The manufacturer makes certain his machinery is the best. He sees that it is kept in repair; that it is well taken care of, because he realizes that it is a valuable asset. Now the up-to-date manufacturer also realizes that human life is a valuable asset in his factory, and that the better care he takes of the human lives in his employ, the longer they last and the better work they do.

The man who comes to work in a factory where the light is poor and the air foul soon acquires a headache and a groggy. He is unhappy and suffering and cross, and he slams through his work as slovenly as possible. The result is he does not do as much work as he could if he were feeling well and happy, nor does he perform that work as well as he could if he were feeling well.

The management of a factory which is well-lighted, well-ventilated, with a well-maintained machinery, and a factory which is not, will soon show a difference in the work turned out.

Let the same workman come into a factory where the work is light and the air good, and he feels light-hearted and happy. The result is his work is a pleasure and he turns out more work and far better work than under the previous circumstances.

This is the reason that the manufacturer of today has come to learn that human happiness is just as much of a valuable asset in his business as modern and well-equipped machines, says the Sunday World. He knows that he is employing human machines, in a way, and that the better treatment these human machines get the better work they do.

Employers of large numbers of human machines are realizing the surprising fact that, as a cold business proposition, it pays, not in sentiment, but in dollars, to take good care of their employes. Business men are beginning to realize that well-fed, well-dressed and well-ventilated men and women, working in well-lighted, well-ventilated quarters, and on schedules arranged with complete correspondence with our modern knowledge of psychology and physiology, actually turn out more work and better work than underpaid, discontented help, working under uncomfortable and unsanitary conditions.

Therefore, large corporations are spending money liberally in playgrounds, rest-rooms, libraries, gymnasiums, sanitation lunches rooms, moving picture shows, safety devices, ventilating systems and similar devices for the well-being and enjoyment of their employes.

If one asks men why they are doing these things, they will declare any charitable or philanthropic motives. "This isn't charity," says one cleared from the custom house until the invoice is at hand. The general idea is that the people of Central America are easy going, but it is an error to assume that business men there do not care for the observance of strict business methods in dealing with their shipments.

A third cause for complaint against American business houses is that they are not inclined to be considerate and accommodating in small matters. As an example is cited the experience of a businessman in the interior, who gave an order of considerable size to a house soliciting the business. In addition to the goods handled by the firm to which the order was given, a request was made that there be included in the shipment an article that the Central American did not know where to purchase.

The export firm that received the order could have bought the article and included it without any trouble, but instead of so doing the United States firm listed the article on the invoice and after it merely wrote "Don't handle." There was no explanation. Some three months afterward the traveling representative of the firm was astonished when the Central American informed him that he did not care to have any further business relations with it.

The Columbia "Gem," typical of the graceful lines of the entire Columbia line of machines, and, as will be seen from the accompanying illustration, presents a most attractive appearance for the display in the dealers' showrooms. Dealers who have seen the first samples of this new machine are enthusiastic in their praise, and predict a splendid sale for it this fall.

It takes time and much effort to overcome certain obstacles; this is done by recognizing them and figuring with them and not worrying about them.
Lyon & Healy's
Unit Record Cabinets

We have at last solved the problem in Record Cabinets, and are now in a position to furnish you Unit Record Cabinets in any woods or finishes to match any Victrola. These units are made in two sizes, ten inch and twelve inch, and can be built to any height desired, thus making them the ideal cabinet for the home. The Lyon & Healy Unit Record Cabinets will be one of the best sellers on the market.

FOUR GREAT FEATURES

A separate compartment for each record and an index that is simple and accurate, enabling one to secure the desired selection instantly. The divisions are felt lined, thus eliminating the scratching and marring of records. Each Unit or Section has a capacity of seventy-five records. Sectional feature—enabling one to add to their library, procuring additional facilities at a minimum cost.

SCHEDULE OF DEALERS' PRICES

<table>
<thead>
<tr>
<th>Section</th>
<th>Price Mahogany Finish</th>
<th>Price Weathered and Golden Oak Finishes</th>
</tr>
</thead>
<tbody>
<tr>
<td>A—Top</td>
<td>$2.75</td>
<td>$2.00</td>
</tr>
<tr>
<td>B—10&quot; Unit</td>
<td>5.75</td>
<td>5.35</td>
</tr>
<tr>
<td>C—12&quot; Unit</td>
<td>6.75</td>
<td>6.35</td>
</tr>
<tr>
<td>D—Drawer</td>
<td>3.50</td>
<td>2.50</td>
</tr>
<tr>
<td>E—Base</td>
<td>2.75</td>
<td>2.25</td>
</tr>
</tbody>
</table>

ORDER TODAY AND REAP A HARVEST!

Cabinets manufactured at our own factory. Ideas and designs embodied in cabinet being ours exclusively.

Woods and finishes used selected with extreme care in order to match Victrolas.
The Practical Fibre Needle Cutter—THE WADE

The WADE embodies the right principle, worked out through long experience. It is simple, durable and accurate. It trims the needle at an angle resulting in the best tone. The WADE cutters are made of the best steel and are absolutely guaranteed.

The WADE is the most economical cutter. It has a self-acting stop, which prevents waste and enables one to get from 12 to 15 perfect playing points.

No. 1 is a very popular cutter which has given excellent service. No. 2 has a double action, making it especially easy to operate and affording the most powerful cut of any tool made.

Fibre Needle Cutter No. 2

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

WADE & WADE,
3807 Lake Ave,
Phone, Douglas 8108
CHICAGO, ILL.

The Wade

The Practical Fibre Needle Cutter

Order from your regular Distributor—we sell to Jobbers only

THE TALKING MACHINE WORLD.

FROM OUR CHICAGO HEADQUARTERS

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

(Special to The Talking Machine World.)

CHICAGO, Ill., October 11.—The jobbers all report an exceptionally large September and a most encouraging volume of advance orders for both machines and records. Although the machine production of the factories has been vastly increased this year and shipments have been coming forth at a liberal rate as equated with last year, still the demand has been of such increased proportions that a material shortage in many types is already beginning to appear, and the wisdom of the jobbers in urging the dealers to place their orders early is evident.

Local retail trade developed along satisfactory lines in September, and everybody is looking forward to a business of large dimensions from now to the holidays.

Edison Disc Progress.

C. E. Goodwin, general manager of The Phonograph Co., reports that September was the biggest month since the company started, and October promises to far exceed it. Not only is the retail business excellent, but the company is now, for the first time, able to fill orders promptly on Edison disc phonographs and records. The new bulletin, which will be out in a few days, will list 390 selections, of which the company will have a commercial adequate stock on hand.

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The beautiful Edison concert hall on the first floor of The Phonograph Co. building will soon have its only deficit, a slight echo, corrected. The Johns-Manville Co. has been the contract for the work which will be performed after specifications furnished by Professor Sabin, the well-known acoustical expert of Harvard University.

Will Increase Output.

The Tuoko Manufacturing Co., manufacturers of the Tuoko disc needle, will move on November first from 1379 East Fifty-fifth street to 5513-5525 Monroe avenue, where they will have much larger quarters, install additional machinery and will greatly increase their output. R. H. Jones, the president and general manager of the company, has enlisted new capital in his enterprise, and the application for incorporation has been made under the laws of Illinois with a capital stock of $15,000.

Will Enter Retail Business.

Harry B. Hopkins, for many years city wholesale representative for the talking machine department of Lyon & Healy, and one of the most popular men among both local and visiting dealers, resigned his position last month to go into retail business in Joliet. Together with G. B. Wiswell, brother of L. C. Wiswell, and who returns to the music business after some years spent in another line, Mr. Hopkins has organized the West Music Co., with a capital stock of $50,000, and has bought the business of Walter S. West, who has had a prosperous business in Joliet for years handling Victor talking machines, pianos, small goods and sheet music. The store is at 1301 Ottawa street, is 80 x 125 feet in size, handsomely fitted up with attractive reception rooms, booths, etc. Joliet is an excellent town from a musical viewpoint, and the business is now in prime shape. Consequently the new firm starts out with every prospect of a large success.

A Desired Promotion.

Walter Roach, who has been connected with the Lyon & Healy talking machine department for several years, and has had the inside city desk, succeeds Mr. Hopkins in the city wholesale representative's position. He has a wide acquaintance among the dealers, knows the line to a finish, and is being given a warm welcome in the stores of the dealers in the city and environs. The new position comes in the nature of a promotion, and one that Mr. Roach has deservedly won because of his faithful service.

George W. Lyle a Visitor.

George W. Lyle, general manager of the Columbia Graphophone Co., accompanied by John A. B. Cromelin, general manager of the company's European interests, spent a day in Chicago recently in the course of a trip among some of the middle Western branches. They inspected the new quarters of the Chicago office, now being fitted up in the Ward building, and expressed themselves as greatly pleased with them. District Manager W. C. Fuhri accompanied the visitors to St. Louis.

The Columbia Co. will probably be able to occupy its new quarters in the Ward building, 22 to 28 North Michigan avenue, promptly on November 1st if not before. The retail wareerooms, which will occupy the ground floor store at No. 14, will not have fine window frontage on Michigan avenue, but along the entire lobby of the building, giving a view of the wareerooms and of the demonstration booths to all those entering the building.

The store will be fitted up in white enamel, with the machines and record stock rooms, demonstration booths, awl the floors will be artistically carpeted. The general and wholesale offices will occupy the greater portion of the seventh floor of the large building. The private offices of Messrs. Fuhri and Baer, the counting room and Dictaphone department will occupy quarters fronting on Michigan avenue, with the machine and record stock rooms, shipping department, etc., occupying an arrangement in the rear. There will be a handsome reception room for visitors, with several demonstration booths for dealers use. The wholesale department, including the seventh floor space and the basement under the retail store, will occupy alone about 10,000 feet of space.

New Manager at Hillman's.

Arnold G. Lockery, formerly of Church & Young, &d Grand Rapids, Mich., and previous to that with the Vitaphone Co. of Plainfield, N. J., has been appointed manager of the talking machine department of "Hillman's" department store.

It is probable that James Montgomery will succeed Mr. Lockerby as manager of the talking machine department of the Michigan house.

Resigns from F. G. Smith Piano Co.

Albert D. Herriman has resigned as manager of the talking machine department of the F. G. Smith Piano Co. store in this city.

Goes to Factory.

George Ingalls, who for the past fourteen years has been superintendent of the repair department of the Chicago branch of the Columbia Co., has received a notable recognition of his ability, Mr. Ingalls has been promoted to the responsible position of foreman of the Dictaphone assembling room at Bridgeport, Conn. While his associates of the Chicago office regret to lose him, he is followed by the best wishes for success in his new place.

Takes Western Territory.

H. R. Skelton, who has for many years represented the Edison Co. in New England territory, has transferred his activities to the West, and is now visiting the Edison dealers in Illinois and adjacent territory, with headquarters in Chicago. Mr. Skelton is famed as a hustler extraordinary and the Edison dealers in this section will find it to their advantage to have his "boostful" suggestions born of his long experience in the trade.

Urges Advance Orders.

Although the facilities for the manufacture of Wade fibre needle cutters have been greatly increased since the occupation of the new factory (Continued on page 61.)
and the more recent installation of additional equipment, S. O. Wade wishes to impress on the jobbers the necessity of placing their orders immediately in order to insure prompt delivery.

Salts Fishing Trip.

George W. Salter, president of the Salter Manufacturing Co., is on a fishing trip that will take him into some of the most remote fishing countries in Canada, Scotland and Wisconsin. Mr. Salter has won many laurels as a fisherman, but the present trip is in preparation of what is expected to be one of the biggest years of the company. Mr. Salter wishes to bring to market the best fish in the world for the benefit of the American people.

New Department Enlarges Business.

Cullen is completing arrangements for the usage of large additional space to the already commodious business office that occupies four rooms in the building. Under Manager Cullen's direction this department of the immense piano house has grown so rapidly that it was made apparent some time ago that more space was necessary. Accordingly, the fine light corner room on the second floor of the building was remodeled and decorated in gorgeous fashion and furnished with a large stock of new machines in all of the choicest localities in the city. Passengers on the elevated trains will be able to look directly into the room furnished with a hundred feet of additional space in one of the choicest localities in the city. The music department business improves there will be additional space given to it upon the third floor. Paul H. Wagner in Business.

Paul H. Wagner, formerly in charge of the foreign edition of the music department of the Wurlitzer Co., has accepted the position of manager of the music department of the Columbia Phonograph Co., and will start immediately in order to insure prompt delivery.

Wagner will handle Victrolas and records and promises that his store will be one of the best talk-machine businesses in the city.

New Additions to Columbia Family.

The Chicago office of the Columbia Co. reports that the department store of A. Gottlieb & Co. of Kenosha, Wis., has just added the Columbia line exclusively, fitting up a well arranged department for its accommodation. The Horace M. Cable Co. has added the Columbia line at its stores in Decatur and Lincoln, Ill., as a result of the success experienced with the goods discovered in the city, but also the only one handling three lines, Victor, Columbia and Edison disc.

Opens Department.

The A. R. Owens Co., of Riverside, III., one of Chicago's most beautiful and aristocratic suburbs, has opened a Victor department, devoting to it a separate room, with direct street entrance.

R. L. Berry and Bernard's Music Shop, of Spofford, III., are both making fine exhibits in the Illinois State Fair now in progress there, and are giving Victor demonstrations to large crowds.

Victrola X, the new cabinet $75 machine, the actual machine of the season is reported, including a giant musky, which was killed by a fisherman and is now on exhibition. Mr. Cameron recently returned from a three-week vacation spent at Wisconsin and Michigan resorts, where he enjoyed his favorite pastime of yachting to his heart's content.

Mr. Cameron has given it a bad repute."

Sometimes I crank myself up wrong, and then I will not go
And I wind myself up and wind, and then I will go,
And then I just unwind myself again;

And then start off with all my might and main.

I did it all on purpose, don't you know;

Sometimes I make a funny noise, like all my streets were
And then it is I've got a joke on you;

Sometimes I wind myself up with my phonograph,

And wonder what on earth I ought to do!

And when I tell you what's wrong, you'll simply have to laugh

I didn't put a record on my phonograph all the time,

And I simply didn't want that thing to go.

Well, and sometimes I turn myself on with my phonograph

And I simply didn't want that thing to go.

And when I tell you what's wrong, you'll simply have to laugh

But I don't want to go on a fishing trip with me all the time;

Until I just unwind myself again;

And some times I make a funny noise, like all my streets were

And then it is I've got a joke on you;

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And I simply didn't want that thing to go.
A Satisfied Customer

Is an Irresistible Force

Satisfied through your ability to give him a proper selection of records.

The accrued momentum of a few Victrola sales, properly followed up must create a record business more substantial, more profitable, than the original machine sales.

We are Filling our Record Orders 99.3% Complete THAT'S A RECORD!

THE TALKING MACHINE COMPANY
12 North Michigan Avenue

CHICAGO
EXHIBITS OF COMMERCIAL DICTATION MACHINES

At the National Business Show Recently Held in Chicago Attracted the Attention of Progressive Business Men to Good Purpose, Judging from the Orders Booked.

(Special to The Talking Machine World.)

CHICAGO, ILL., October 8.—The commercial dictation machine exhibits are always an important feature of the National Business Show which is held in Chicago in alternate years, and the 1913 show, which was held at the Coliseum from September 8 to 15, was certainly no exception to the rule, the displays of the two great companies being more elaborate than ever and exciting an unusual amount of interest. Some very dramatic "stunts" were pulled off at both exhibits, causing much comment among the crowds of business men and women who attended, and serving to center the attention on the value of the commercial dictating machine in lightening the labors and reducing the expense of the modern office.

The most important feature of the show was the breaking of the world's speed record in transcription on a typewriter from a dictation machine. This happened on the evening of the day succeeding the typewriter speed contest and took place in the Edison booth, which was in charge of Edward C. Ehrich, the Underwood speed team. Mr. Ehrich typed from the phonograph in the same manner that stenographers write letters from the dictation machine in offices where this device is used. The test was made particularly severe by the fact that the matter transcribed was entirely new to Mr. Ehrich, and even the dictator's voice was strange. The former world record was eighty-three words per minute and was held by Miss Gertrude Adler.

A splendid exhibit of Edison dictation machines was made, and the force in attendance was kept busy demonstrating the machines and explaining some of the new improvements recently introduced. These embrace the automatic dictation index that automatically shows the stenographer the length of letters dictated on the cylinder, extra carbons when required and correction, the collapsible mandril, which prevents the sticking of cylinders when left on the machine for a period of time, and the Edison sanitaire, a new device to receive the dictation, replacing the speaking tube and horn hitherto used.


The illustration of the Columbia Graphophone Co.'s booth shows it on Wednesday, which W. W. Parsons, district manager of the dictaphone department, had sent out letters to all the operators of the company's machines in the city announcing dictaphone day, and enclosing admission tickets. Over a thousand responded, and the aisles in the vicinity of the booth were jammed all evening. The young women were especially delighted, and the display of new models A-7 and B-7 dictaphones, including the new enclosed rheostat, a feature of both types, and the back-spacing device and hand control on the A-7, were of especial interest.

The booth in charge of W. W. Parsons, district manager, assisted by A. E. Parsons, A. B. Walker, C. C. De Brueller, W. R. Saunders and Frank W. Zing, who expressed great satisfaction with the management of the show this year.

The Display Made by Thomas A. Edison, Inc.

Edison booth, which was in charge of Edward C. Barnes & Bros., the Chicago representatives of the Edison dictation machine. The very remarkable speed of ninety-five words per minute was attained by William Ehrich, of the Underwood speed team. Mr. Ehrich typed from the phonograph in the same manner that stenographers write letters from the dictation machine in offices where this device is used. The test was made particularly severe by

The Unit Record Cabinet

Made by Lyon & Healy, Which Is a Clever Adaptation of the Sectional Bookcase Idea, Is Destined to Have a Great Vogue.

(Special to The Talking Machine World.)

CHICAGO, ILL., October 9.—The accompanying illustration shows an interesting development in Talking Machine Record Cabinets for home use just introduced by Lyon & Healy, Chicago. It is known as the "Unit Record Cabinet," and is, in short, a most clever adaptation of the sectional bookcase idea to the record problem.

As explained by L. C. Wiswell, manager of the talking machine department of Lyon & Healy, it is especially adapted for the use of those having the larger Victorolas in their homes and who have rapidly growing record libraries and wish to avoid the necessity of having several cabinets.

One can start, if he wishes, with one section or unit, with top, drawers and base, and then as the library increases one can add units at a minimum expense, the retail price per unit averaging about $10. Each unit or section accommodates seventy-five records, and a three-unit outfit as shown in the illustration, therefore, has a capacity of 235 records. The sections fit securely and the whole presents a solid and most attractive appearance.

The glass doors slide up and back into the cabinet in regular bookcase manner and travel with exceptional smoothness. There is a felt-lined compartment for each record, preventing the records from being scratched or marred. Each compartment is numbered and a neat little book is provided with the cabinet and is kept in one of the drawers, which also provides facilities for supplies and accessories.

A feature on which Mr. Wiswell lays especial stress is the versatility of the cabinet. The interior of any section comes out instantly by loosening two screws, and record albums can be substituted for the compartments, or the shelf used in whole or in part for music rolls, books or any other purpose desired.

The unit record cabinets are finished in any finish of mahogany, walnut or oak to match the Victrolas. The units are made in two sizes, accommodating ten or twelve-inch records. The combination of, say two twelve-inch and one ten-inch unit with top, base and drawers, makes a symmetrical and handsome appearance.

A large demand for the cabinet is anticipated, and some excellent orders have already been booked.
Better Value than Other Albums by Reason of Superior Quality

Our Albums are bound correctly by expert hands. Envelope pockets are constructed of very tough Dark Green Fibre paper. Albums are bound in best Mahogany Imitation leather, gilt stamping face and leather or gold-plated tag pulls as desired. Made for 10 and 12 inch discs. Write for sample and prices, which will convince you, as they have all our other customers, of the superior quality and value of our albums.

These albums are constructed with a view to Strength, so that they will really hold the full complement of discs, and give excellent service.

NEW YORK POST CARD ALBUM MFG. CO.,
23-25 Lispenard Street, New York

NEW DEALERS' ASSOCIATION FORMED IN PHILADELPHIA.

Daniel O'Neill Elected President—Much Interest Shown in New Venture, Which Also Takes In Old Association—Active Campaign to Be Outlined—Interest on Installment Sales and Discouragement of Misleading Advertising to Be Advocated by Association.

(Special to The Talking Machine World)

PHILADELPHIA, PA., October 11—Much interest is centered in the organization in this city of the Talking Machine Dealers' Association. That such an association was to be formed was mentioned in the last number of The World, but since that issue a number of meetings have been held and the project fully launched. The final meeting for organization was held on Thursday evening, October 10, at the Estey Piano Warehouse. At this meeting Daniel O'Neill was elected president; Thomas R. Henderson, of the Estey house, was made vice-president; Mr. Cope, of the Smelkinson department, was made treasurer, and Mr. Martin, of Jacob Bros., secretary.

As will be noticed by this list, it does not include a Philadelphia jobber, for it was decided at the first meeting, and at the suggestion of the jobbers, that no jobber will hold office, but that they will all be admitted to full membership. The idea was that by their not holding office the jobbers could be absolutely free and that there could never be a question of their showing favoritism.

There was a large attendance at this meeting and practically every house was represented either in person or by letter, and there seems a unanimity of opinion that such an organization is necessary and that it is going to get the support of the entire trade.

A special meeting was held on Monday evening of this week at the warerooms of the Pennsylvania Talking Machine Co., for the framing of the constitution and by-laws by which the association is to be governed, and for the purpose of outlining the work as it should proceed.

The committee on constitution and by-laws consists of Messrs. Harry W. Weymann, of H. A. Weymann & Sons; Walter L. Eckhart, of the Pennsylvania Talking Machine Co., and Mr. Barthill, of the Penn Phonograph Co., representing the jobbers, and Messrs. Cope, Mr. Cope and Robert Johnston, representing the retailers, with President O'Neill as chairman of this committee. This committee was also instructed to draw up resolutions in the form of a letter to be addressed to every dealer in Philadelphia asking them to co-operate with the association and sign a letter returning the same to the committee, conditional that all will agree to charge interest on deferred payments.

Another purpose of this newly organized association will be to discourage misleading advertisements, and they also hope to secure an agreement as to the shortening of the lease plan, to get a little larger payments by the month. It was the consensus of opinion of every member who attended the last meeting that it was high time for such an organization for the benefit of all dealers concerned.

Philadelphia has had for more than a year an organization which was known as the Talking Machine Retail Dealers' Association of Philadelphia, the secretary of which was M. Goodstein, of 2020 Market street. This organization at first resisted the coming of a similar organization, but the old association was invited to the meeting of the new association, and the matter was thoroughly gone over and an amicable adjustment followed, so that the entire association united with the newly organized one, and some of their members have been placed in office. The new association will be incorporated. All members of the trade will be members of the newly formed organization who are in good standing with the various manufacturers.

This a little later it was argued that several of the rules would conflict with the agreement with the Victor Co., but there is nothing in this statement, for the reason that the Victor Co. is very enthusiastic over the forming of this association and is giving it its full moral support.

PROTECTION OF CREDITORS

By Means of Adequate Insurance on Stocks the Mark of a Trustworthy Merchant, Say Credit Men—Serves to Develop Confidence.

It is fair to presume that there would be no difference in opinion among credit grantors as to the proper attitude to take when confronted with the case of a merchant whose assets were limited strictly to his stock of merchandise, but who frankly confessed he carried no insurance as a buffer between him and bankruptcy; yet a member of the association on objetiong to the shipment of goods to a certain merchant receives in reply a letter accompanied by a statement of assets and liabilities at the foot of which appears these words, "You will notice that I do not carry insurance yet." Further on in the letter "If you decide not to ship me the goods I order, you will be the only man I have done business with which has ever mentioned the question of insurance to me."

Is it not fair to ask whether our member who points out the necessity of such a merchant carrying insurance is not a more genuine friend than the other creditors, especially when one considers how great the chances of burning in this country are. The Bulletin of the National Association of Credit Men.

MORE ROOM FOR VICTROLAS.

George Dykeman, a prominent music dealer of Marblehead, Mass., has arranged to move to new quarters in the M. A. Pickett building, that city, at an early date, in order to secure sufficient space for exhibiting his new line of Victors.
Send for Complete Catalogue Showing Entire Line

SALTER MFG. CO.
337-43 North Oakley Boulevard

EXCLUSIVE MANUFACTURERS OF

Salter's Patent Felt-Lined Shelf Cabinets
OF QUALITY

The top of Cabinet is built up to exactly match the base of machine so perfectly as to give the impression that the two are a unit, and it also holds the machine firmly in place.

No. 19. CABINET,
(Made Especially to Hold the Victor-Victrola No. 9.)

The line that sells is the line to have on your floor. SALTER Cabinets talk for themselves. Our new Catalogue shows many attractive designs for Columbia and Victor machines. We shall be pleased to send you one. WRITE FOR IT TO-DAY.

The Idea that has Revolutionized the Record-Cabinet Business

A felt-lined compartment for each record.
Scratching and warping absolutely prevented.
Absolutely dustproof.
The single compartments and a simple and accurate index enables one to find the desired selection instantly.
ARTISTIC WINDOW DISPLAYS PAY.
Show the Enterprise of the Dealer and Emphasize the Standard of the Products Handled. Bailey, Schmidt Music Co.'s Good Work.

(Special to The Talking Machine World.)

DAYTON, O., October 6.—The Schmidt Music Co., of this city, is displaying in its new store at 11 West Third street one of the most attractive Victrola windows presented for some time. Re-lined and dignified the display is calculated to attract the attention of passers-by and to leave a lasting impression of the value of the Victrola. As will be seen by the accompanying photograph, the window of the Schmidt Music Co. store affords an excellent opportunity for the introduction of artistic displays, and the featuring of the Victrola exclusively in this valuable display space gives a fair idea of the esteem in which the Victrola is held in this section of the State. In addition to drawing the favorable comments of both the public and the daily press, this Victrola display was responsible for the closing of a number of sales of expensive machines and the securing of a "live" list of prospects which will be closed in the very near future. The value of an attractive show window is thoroughly appreciated by the Schmidt Music Co., and the company is planning the presentation of several artistic and novel window displays in the very near future which will rival in novelty and attractiveness the Victrola display shown herewith.

COLUMBIA LINE IN WORCESTER.
Barnard, Sumner & Peabody Co. to Handle the Columbia in New Department—New England Prosperity—Other Gleanings.

One of the latest additions to the rapidly growing list of the Columbia Co.'s representatives in New England territory is the Barnard, Sumner & Peabody Co., Worcester, Mass. This concern, which is one of the largest department stores in New England, will open an elaborate Columbia department in the very near future, and expects to conduct an energetic newspaper campaign in behalf of the Columbia products.

Other indications of Columbia popularity in New England territory include the receipt of an unusually large-sized order this week from the Conclave Phonograph Co., of Boston, Mass., a prominent member of the talking machine trade. A very artistic hanger in colors, presenting the October bulletin, is now being displayed by local Columbia dealers. The artists listed on this bulletin include Yaggy, Bonet, Carolina White, Friedheim and Biggum.

Beginning next week the Columbia Co. will carry a full-page advertisement regularly in the official program of the Century Opera Co., New York. Morgan Kingston, the leading tenor of this new opera company, and Walter Wheasley, another tenor member of the company, are Columbia phonograph artists, to be seen on record for their recordings with the opening of the opera season.

TO OPEN "VICTROLA SHOP."
The Kanel Piano Co., Cedar Rapids, Ia., has disposed of its entire stock of pianos and has arranged to open a "Victrola Shop," with a full line of Victor talking machines and records, at 281 Third avenue, that city. A number of soundproof demonstration booths and a large recital hall will be among the features of the new quarters.

TWO NEW DEALERS IN MINNEAPOLIS.

(Special to The Talking Machine World.)

ST. PAUL AND MINNEAPOLIS, October 10.—Two new talking machine shops opened in Minneapolis last week—both in department stores.

W. J. Dyer & Bro. opened their Victrola recital season October 3, with recitals of the latest selections in the afternoon and evening. Both events were largely attended, and instead of fortnightly demonstrations, as in the past two seasons, the recitals will be held weekly all through the fall and winter. The evening concerts, however, may be abandoned later on, although there is no question of their popularity. As a result of the staff of the Columbia Phonograph Co. in St. Paul, the inability to get Grafolios rapidly enough to supply the demand, C. P. Herdman, manager, could use many more Leaders and Mignonettes than he has been able to receive of late. The store is having a great run on Mildred Potter records. This famous contralto was invited and received in St. Paul and was a great favorite here before seeking wider fields in the East. The dictaphone department is now in charge of P. O. Tyler, late of Baltimore, who succeeds T. S. Lea-12.

The latter will devote his talent to other lines of trade.

One carload of small Edison Amberolas arrived last week for the Minneapolis Phonograph Co., but every instrument has been spoken for before its arrival and the shipment did not help to fill up the stock, which is far from complete. President Luckner reports the September trade to have been double that of any previous September.

TRAVELERS INCORPORATE.
Association Formed to Look After Their Interests on the Road.

(Special to The Talking Machine World.)

ALEXANDRIA, N. Y., October 10.—The Far Western Travelers' Association was incorporated here today to bring about a better acquaintance among commercial travelers and obtain reductions of railroad rates for them, a fair allowance of baggage, and hotel accommodations commensurate with the prices paid.

While the principal office is in Manhattan, the territory of operations extends principally over the United States. The directors are Aaron Newman, E. Gilligan, George Rubenstein, J. A. Clark, Rudolph Gras, and Edward Kammkull, Martin Schmidt, L.S. Michelson, Arthur Samek, Irving W. Frankel, all of New York City, and Lee Eschen and Charles Levy, of San Francisco.

TO HANDLE TALKING MACHINES.
Henry P. Leis, Saranac Lake, N. Y., is the latest addition to the lists of Columbia representatives in up-State territory.

Are You Within 300 Miles of Philadelphia?

If "yes" you should know about the value of Buehn Victor and Edison Service—quick, complete and profitable. What matters a few cents express charges as long as you secure a Complete Service.

To secure quick deliveries, we even go so far as to have an "advance squad" which reports at our warerooms an hour earlier than the regular staff. By doing this, we can ship on the first morning express, which means the saving of a whole day for you.
DO IT NOW

Order! Order! Order!

Order your holiday stock of Keen-O-Phones Now

KEEN-O-PHONE

The Machine the People Want

WHY? Listen—One point at a time

Keen-O-Phones will play Any Disc Record now Manufactured

- By a simple twist of the fingers you can adjust it to play Keen-O-Phone, Columbia, Victor, or Edison Records.
- Isn’t that wonderful? Isn’t that the machine to sell records? Isn’t that the machine the people will buy?
- It is the machine of Peerless Perfection. Complete; Durable; Artistic in Design; Accurate in Workmanship; Exclusive, Special Features; Protected by American and Foreign Patents.
- Prices range from $15 to $200. Liberal discounts to trade. We can make immediate deliveries.
- Write for our Jobbing and Dealers proposition.

Keen-O-Phone Co.

NEW YORK CITY
916 Martin Bldg., 31st St. and Broadway

PHILADELPHIA
227 South Broad Street
FASHION SHOW IN LOS ANGELES.


The sixth year of their business career are very elaborate in their statements regarding business at this time with the Victor machine. The firm has made steady strides toward the front and now preparing to put in two handsome sound-proof demonstrating rooms in their store.

Kiddiecutts Sons, who established their music store in 1911, have found it necessary to seek larger quarters. A series of consecutively numbered offices, and after October 15 will occupy their new stand at 385 and 387 North Howard street. This store has been recently rebuilt and made up to date in every way, and will afford larger and more spacious quarters for this growing concern. The firm will occupy the entire two floors of both buildings, and on the main floor will have an elaborate salesroom. Mr. Wilbur Fink, who handles the Victor and Columbia lines, has made rapid strides since he succeeded to the Gordon Talking Machine Co. under the firm name of the Fink Talking Machine Co. He reports business during September to have tripled that for the same month last year.

HOW TO CURE CAR SHORTAGE.

Autumn Car Shortage Earlier Than Usual—Returning to Great as Ever—Plan Submitted by One of the Railroads—Programme Includes Ten Principal Suggestions.

With the autumn car shortage earlier than usual this year, and with a prospect of its being every bit as serious as last fall, railroad managements and shippers are making every effort to avoid a repetition of last year's scat. This year's shortage is being handled as little as possible by the shippers. Taking care of the demand for cars in a big crop fall is one of the most important problems facing railroad managements. One of the railroads has asked its patrons and employees to help it handle the problem. Just how business men can do this is shown in a circular just issued. It says: "How the Public Can Assist."

A New, Popular Priced Loose Leaf Album

With Detachable Envelopes and Interchangeable Index

The Sutherland Album

At last a loose leaf record album that is built for durability and wear. The back is reinforced by metal posts so that it is impossible to bulge or break. If an envelope becomes soiled or torn, instead of having a mutilated album, it can be replaced with another envelope in its place. Transfers may be made of old records in original envelopes and new ones procured for later records.

Sutherland Album Co.

Bound Full Leatherette—Mahogany Color for 10 and 12-inch Records

No. 10, $1; No. 12, $1.25—Discount to Jobbers and Dealers

117 Leonard Street New York, N. Y.
EXECUTIVE COMMITTEE OF JOBBERS' ASSOCIATION MEETS.

New Governing Body Holds Sessions in Chicago for the Purpose of Outlining Campaign—
Board of All Presidents—Next Convention to Be Held in Atlantic City—Some of the Special Features Planned—Chat with President Rush.

(Special to The Talking Machine World.)

CHICAGO, ILL., October 8—A special meeting of the executive committee of the National Association of Talking Machine Jobbers was held at the Chicago Athletic Club September 21. It practically marked the induction of the new officers of the association elected at the convention at Niagara Falls last July into their duties.

The administration came into being by the rules of the organization on September 15, but this was the first gathering of the new officers and the other members of the executive committee and the first business session had been made for their entertainment by James F. Bowers, each member being provided with a guest card granting him all privileges of the club while here. There were two sessions lasting from 10 a.m. until 1:30 p.m. and from 4 p.m. to 8 p.m.


Besides the above there were present: W. F. Davison, the Perry B. Whitsitt Co., Columbus, O., the new chairman of the press committee; W. H. White, Chicago, Chairman of the traffic and arrangement committees; and F. A. Siemon, of the Rudolph Wurlitzer Co., Chicago, and W. H. Parrott, of the traffic and local member of the press committee.

The trade situation was thoroughly discussed and a committee of five was appointed to confer with the factories on several matters which had been brought to the attention of the committee by members.

A resolution was unanimously passed creating an advisory board to consist of all ex-presidents of the association who are actively engaged in the talking machine business and who are still members of the association, the retiring president to act as chairman. The board is to act with the executive committee in an advisory way. The addition of this board to the permanent committees of the organization will be taken up at the next annual convention.

One of the principal matters before the committee was the consideration of the place and time for the 1916 convention. The executive committee was unanimously in favor of Atlantic City for the 1913 meeting place, but in accordance with the usual custom the secretary was instructed to mail all members a letter asking for suggestions on the subject. The recommendation of the committee will, of course, carry weight.

The subject of the 1915 convention was also brought up. The executive committee has no corporation in the selection of the meeting place two years hence, the advisability of holding the 1915 convention in San Francisco during the Panama-Pacific International Exposition had been sug-
READ your trade paper! Get The Talking Machine World regularly—It is worth many times to you its annual cost.

There is but one talking machine paper covering this entire industry, and it is admitted by all that it is of great aid to the dealers in every part of this country.

New economic conditions make certain knowledge necessary on the part of merchants, and in every issue of The World there is contained educational matter, instructive service, business news and technical articles which are worth many times the cost of the paper.

Thousands have been benefited by the business articles which appear in The World, and every talking machine dealer should receive it regularly.

The only way to do that is to pay for it, and the cost is trifling—a little over eight cents a month, and for that small sum The World, with all its mine of information, is at your service.

If you do not receive the paper regularly, just put your dollar in an envelope and address it to the office of the publication, and you will say that it is the best investment that you have ever made.

Do not delay but send on your dollar now.

Rearrange that your competitor is getting The World—getting it regularly, and in it he is securing some valuable pointers—information which places you at a disadvantage if you do not read the paper.

Do not overlook such a valuable contributing factor to your business success.

EDWARD LYMAN BILL
PUBLISHER
373 Fourth Avenue, New York City
SUMMIT HOME OF GEORGE W. LYLE.

A Popular Vacation Spot for Columbia Officials, Many of Whom Have Visited Mr. Lyle This Summer—Tennis and Golf Mr. Lyle’s Great Hobbies—An Expert at Both.

The accompanying photograph of the bungalows of George W. Lyle, general manager of the Columbia Graphophone Co., located at Summit, Schoharie County, N. Y., hardly does justice to the real beauty and attractiveness of abode where Mr. Lyle spent his spare days the past summer. Situated on the top of a hill, where it can receive the benefits of all the cool breezes that are characteristic of this part of New York State, this bungalow is an ideal spot to rest up from the

George W. Lyle’s Summer Bungalow, “cares of state,” with a maximum of comfort and benefit.

Mr. Lyle was not able to spare much time this summer to spend at his Summit bungalow, but during the few weeks that he has been up there he has joined in the sports and pleasures afforded his guests with all his customary business energy and vigor. Tennis is one of Mr. Lyle’s favorite pastimes, and it is a common report that Mr. Lyle, plays a cooking good game of tennis with the same success as he is finding with the men of song of Columbia products. This makes Mr. Lyle “some” tennis player. In the accompanying illustration Mr. Lyle was “snapped” after returning from a hard-earned victory on the tennis courts, but looks as if ready and fit for another seance.

TANGO RECORDS HAVE THE CALL.

R. E. Brewer, at one time manager of the talking machine department of the Thibes Piano Co., St. Louis, Mo., was a recent caller at that store. Mr. Brewer has quit the talking machine trade and is selling automobiles at Terre Haute, Ind., Manager Robinson, of the Thibes Piano Co. talking machine department, says there has been a strong run on tangos, ragtime hits and other popular music in the recent record sales.

ADVERTISING RECORDS ALONE.


The advertising of talking machine records without any reference to machines formed a feature of the newspaper publicity featured during the past month by the leading talking machine dealers of the city. It has been a rarity in the past for members of the industry to insert advertising devoted solely to records, but within the past few weeks this sort of publicity has been apparent to a noticeable extent.

The selling arguments advanced in these record advertisements are varied in their trend, and cover practically every conceivable feature of talking machine record merchandising. Service is naturally the most important point mentioned in the majority of these record advertisements, and this all important question is handled in a thorough and detailed manner.

Among the exceptionally forceful advertisements of talking machine records was one inserted by Landay Bros. in last Sunday’s newspapers. A special position on the page devoted to theatrical items had been specified for this advertisement, and Landay Bros. used the space to splendid advantage. On the theatrical pages of all the Sunday newspapers were featured laudatory press notices of De Koven’s opera, “Rob Roy,” and the Landay Bros.’ advertisement on the same page called attention to the new Victor records, featuring two popular numbers from this opera, which was produced in New York last week with marked success. The names of the artists who made these records and who are also members of the present “Rob Roy” cast were given, and the advertisement was well calculated to produce sales by reason of this timely and appropriate presentation of renditions in an opera now before the public’s eye.

Several of the talking machine departments of the leading department stores are also featuring distinctive and individual record advertisements in the newspapers, using as a selling argument the important fact that they keep in stock new records only, and not discs that have been used for demonstrator purposes. These sales talk was emphasized in various ways and, together with the cut of a record, made a forcible and business productive advertisement.

SOME APPRECIATIVE WORDS.

The prospectus of the Colonial Rest Home, Washington, Conn., conducted by Harry Eaton Stewart, M.D., contains the following paragraph: “In the life at the home music has an important place. The marvelous perfection of the new Victrola has made this type of music a delight. We are fortunate in having one of the largest and finest private record libraries in the State, containing selections by nearly all of the leading vocal and instrumental artists of this country and Europe, and a very wide range of opera and symphonic music. The educational and aesthetic value of such music, properly regulated, can hardly be overestimated.” Dr. Stewart made most of his purchases through the Loomis Temple of Music, New Haven, Conn,
THE QUALITIES THAT MAKE FOR GOOD SALESMANSHIP.

G. A. Grinnell Makes Excellent Address Before the New School of Salesmanship Started by the Detroit Y. M. C. A.—Offers Some Practical Advice Regarding Selling—Quality Not Quantity the Real Test of Selling Ability—Getting a Share of Prosperity.

(Special to The Talking Machine World.)

DETROIT, Mich., October 8—G. A. Grinnell has become a professor of salesmanship. The Y. M. C. A. of Detroit has established a school of salesmanship and has obtained the services of a number of the most successful merchants in the city to deliver lectures to the classes. Mr. Grinnell has been chosen a director of the institution.

An entire course will be taught—wholesale salesmanship, retail salesmanship and primary salesmanship. Mr. Grinnell said:

"This is the age when the merchant is coming into his own. Formerly in certain parts of America, as well as in Europe, a tradesman was not considered of much account. He was supposed to know nothing of art, of literature, of music, of culture, of government, of social problems, of civic problems, or of anything else except his own particular line of business. But nowdays his opinion and his advice are sought, and when given are widely quoted in the public prints.

"The public and the editors are beginning to realize that to succeed in business requires ability—not simply along one line, but ability in many lines. A successful merchant must be an organizer, a salesman and a diplomat; he must be a statesman. He must be a good judge of character and of the ability of others; he must be a born financier. He must be an artist, a good judge of matters—most of all, upon Government affairs.

"For that might not be considered modest, but in acts and inferences and in exposition of his principles, he discloses to her the best and brightest side of his character and personal self. It's salesmanship; he sells himself to her. She does the same to him.

"A good salesman can always get a good position because he can sell himself to a merchant for a good price. He has the ability to do it. Often times the only way in which a merchant can judge the salesmanship of a man applying for a position is by his ability to put forward his own qualifications for the position—to sell himself at a quality price.

"Quality, not quantity, is the true test of salesmanship. It is real salesmanship against the 'easiest way.' Anyone can give away pianos, or any other goods. Disposing of large quantities of articles at ruinous prices is not salesmanship. The size of the cash payment down, and of the payment per month, is what counts in ability. If a man has goods of real merit to sell his inducement to buy should be merit, not term.

"Reports upon the condition of banks throughout the United States show that there are millions of dollars on deposit in the savings departments. That is collection of the good conditions of the country. It is too you salesmen, you business men, to get after those dollars. Offer the people your meritorious goods upon their merits. Show them how it is to their advantage to buy. Then that money will come out of the savings banks fast enough.

"There were a goodly number of members of the music trade in Mr. Grinnell's audience, and the latter portion of his remarks was addressed particularly to them.

OPEN VICTROLA DEPARTMENT.

Stewart & Co. Have Handsomely Appointed Establishment, with J. A. Lapelle in Charge.

Stewart & Co., the prominent department store of Baltimore, Md., opened on the 6th of this month a fully equipped Victrola department. J. A. Lapelle, formerly connected with the talking machine trade at Hartford, Conn., has been appointed manager of the new department, and is now in Baltimore arranging and supervising the many details incidental to the opening.

Stewart & Co. are members of the Claffin chain of stores and as such their new Victrola department will be under the supervision and management of the Musical Instrument Sales Co., 11 West Thirty-sixth street, New York. This store only recently took possession of a handsome new building, and its Victrola department is located in a prominent part of the fifth floor.

Efficiency means doing your work as well as you know with as little waste of material and energy as possible.

There would be little pleasure in working and striving if work was not difficult and there were not limitations in your way.

Switky Gives You Free
Instruction—Ideas—Assistance—Money
In Exchange for Your Orders.

For the benefit of our dealers and those whom we hope to add to our list of friends in the trade, we have established a Free Service Bureau, designed to help you out of a ditch or over some rough places on the road to prosperity.

SERVICE OFFERED

1. Expert Instruction in Repairing Machines.—At your request, our repairman, Mr. Andrew Dodin, acknowledged the best Victrola and Aucxophone repairman in the East, will call to teach you or your salesmen how to do repair work practically and profitably. He not only shows you how it should be done, but Actually Teaches You How to Do It Yourself.

2. Professional Assistance in Writing Advertisements and Circulars.—We furnish you with original ideas, write the copy, revise the proofs, etc.

3. Liberal Credit Based on Your Confidential Statement.—Show us that your business is solvent and in a healthy condition, and we will see to it that you get the goods to fill your orders.

4. A Bureau for Exchange of Surplus Victor Stocks Among Dealers.—This is copied after the Victor Company's Transfer Bureau, which has done such splendid work for Distributors. Further information on application.

5. Assistance in Making Sales of Machines and Records.—Our neatly equipped showroom and booths, competent sales force, and tremendous stocks of machines and records are at your service. Bring your customer or send him with a letter of introduction. We will sell him all we can and render you an accounting. Call or write to

BENJ. SWITKY, Victor Distributor

No. 9 West 23d Street, New York City
To those dealers who think it well to carry other lines with Columbia, we always say "go ahead". We'll take even chances any day in the week. To those dealers who have so far been "shooed" out of adding the Columbia to their other lines, we can only say that they are being jollied out of good money.

(Write For "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

ACTIVITIES OF THE MONTH IN PHILADELPHIA TRADE.


Philadelphia, Pa., October 7.—The talking machine business for September was most gratifying it would appear in every way. Aside from the growth of business these past few weeks have en-
joyed during this first fall month, everyone is thor-
oughly optimistic as to the future of the trade. There is every indication that this will be the big-
est fall the dealers have ever experienced.

The Keen-O-Phone Co. has enjoyed a most satis-
factory September business. Emil Bauer, its road man, has just returned from the Wooly West.

As we go to press it is expected that Mr. Bauer will spend several days at the New York office. The Pennsylvania T. M. Co. has taken an active interest in the company, and its entire place repapered, repainted and otherwise improved, with the exception of the new rugs, which will be laid this week.

Aside from the new rugs, the Pennsylvania T. M. Co. has greatly increased its volume of business for September over last year, although the Vic-

Chase has been very successful in past achievements and the future is extremely good. Mr. Buehn says that the volume of the business for the rest of the year depends upon whether the dealers will be able to get the goods. He also had some satisfactory business in September with the Edison dictating machines, having placed a number of these machines with the Keystone Publishing Co., some additional ones with the Pennsylvania Railroad, and having fitted up the Quaker City Rubber Co. with these machines. He has five men at work in this department alone.

The failure to properly prepare shipments for transportation furnishes a large contribution to the claim expense accounts of carriers, as well as delay, expense and dissatisfaction to the shipper and consignees. This would be greatly minimized if not entirely eradicated, by the exercise of care to see that material of sufficient quality and strength is used in the construction of containers, and in the case of goods shipped in straps that the individual packages be securely held in place, hav-
ing in view the weight of the contents which it is desired to protect. Shippers should inspect cars to be loaded by them and see that they are placed in proper condition to safely transport the freight with which they are intended to be loaded.  

VALUE OF ENVIRONMENT

In the Manufacture of Record Albums the Subject of an Interesting Talk by J. H. Somers.

John H. Somers, owner of the Cabinet Letter File Co., 79 Reade street, New York, brings an interesting question into the talking machine rec-

For instance, the fancy letter file manufacturing establishes in America and who recently went into the production of albums, says: "Any album cannot be made under any other than a clean-cut condition. There are no hidden caves or boy workmanship woven into the albums made at this factory. Quality of light, sunshine and good cheer are found in every inch of our two factories, which in the aggregate embrace 50,000 square feet of area. This pleasing condition enables us to offer a record album that fairly radiates this good cheer. Under no circumstances are we competing with the cheap album, and I know that many dealers will be glad to secure albums that will in every way represent the high policy of their store—albums that will not injure their reputation. To those dealers who appeal—the dealers who want genuine album worth and service. The highest grade of materials enter into their construction; workmanship is of the highest quality, experienced and proficient. To those jobbers and dealers we will be glad to give details of our albums.
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.

Write for sample and prices of our Albums, which are superior to all others.


HOOSIER BUSINESS "IN FORM." Talking Machine Jobbers of Indianapolis Busy Filling Heavy Demands from Dealers Throughout the State—New Department Opened by L. S. Ayres & Co.—The Six o’Clock Closing Movement—Aeolian Co. Changes.

INDIANAPOLIS, Ind., October 9.—The talking machine business is "in form" again in the Hoosier capital. And from the number of shipments being made by distributors here, it is booming all over the State. Talking machine dealers say they see no indications of the threatened "slow-up" in business.

In business is so good that another firm feels justified in opening up a talking machine department. L. S. Ayres & Co., owners of one of the largest department stores here, are arranging to open a complete Victor talking machine department. J. Earl Shea will be in charge of the department, which will be made one of the attractive spots in the store. The company will obtain its machines from the Stewart Talking Machine Co., State distributor for the Victor machines. With the opening of a talking machine department by L. S. Ayres & Co., Indianapolis has three non-music stores handling the Victor line, namely, W. H. Block Co. and the Taylor Carpet Co.

The Stewart Talking Machine Co. is experiencing the satisfaction of having more business than it can readily handle. W. S. Barringer, general manager, says dealers throughout the State are placing their orders early because of the prospects of many applications for machines.

The Stewart Talking Machine Co. is leading in a 6 o’clock closing movement. All of the stores handling the Victor machines close at 6 o’clock Saturday evening, and there is a general movement among all dealers to close on Saturday night, the majority of the large department stores closing at that hour.

Harry A. Diehl and Miss Ethel Simmons, who were with the Walschner-Stewart Music Co., have accepted positions with the Stewart Talking Machine Co.

The Kipp-Link Co., in Massachusetts Avenue, distributor of the Edison machine, is installing a complete Edison disc record department. Here-fore the Kipp-Link Co. has been handicapped because of the inability of the Edison Co. to supply it with disc records, but now that obstacle has been overcome and a vigorous Edison disc machine campaign is to be started by the Kipp-Link Co. Large shipments of the disc machine have been made to about one hundred dealers throughout the State. The company is expecting to do an unusually large business with the Edison disc machine.

The Rapp & Lennox Piano Co. is receiving new shipments of the Victor machines. This company is planning to install a number of attractive talking machine booths.

The Columbia Graphophone Co.'s store, of which A. W. Roos is manager, says the retail business of the store for September was just two times and a half as great as it was during the same month of 1912. Mr. Roos is very proud of that record. Mr. Roos recently spent several days in Chicago in connection with business at the wholesale branch there. The "Leader" is a real leader. Mr. Roos says he cannot get enough of these machines.

The talking machine department of the Aeolian Co.'s local store is being moved from the fourth floor of the Aeolian Building to the first floor. Extensive remodeling is being done to make quarters for the department. The change is made for the convenience of the patrons of the department. Very attractive quarters have been maintained on the fourth floor, but it was found that customers desiring needles or records, when in a hurry, disliked to make the trip to the fourth floor. Practically the entire front part of the first floor will be given over to the Victor line of talking machines. The booths on the fourth floor are being moved to the middle part of the first floor.

Considerable space in front of the booths will be given over to the department. When the change has been made the patrons and friends of the store will be invited to attend an opening of the department in its new home.

RETURNS FROM EUROPEAN OUTING. Henry E. Parker, the popular member of the advertising department of the Columbia Graphophone Co., who visited Europe this year on his annual vacation, returned to New York Saturday on the steamer "Lusitania," after a most enjoyable stay abroad. Mr. Parker was away exactly one month, having sailed September 10 on the "Mauretania."

While in Europe, Mr. Parker visited the various branches of the Columbia Graphophone Co., but spent the greater part of his time at his old home in Colchester, England. As this was Mr. Parker's first visit to his native city in ten years, he naturally had many experiences to relate, as during his decade's absence from home he had run the gamut of life's vicissitudes. After visiting practically every republic from the West Indies to Panama and holding positions that included revolutionary, gold miner and cowboy, Mr. Parker had an interesting tale to tell the Colchester folks.

Mr. Parker returns to his desk in the Columbia advertising department imbued with renewed vigor and enthusiasm.

U. S. PATENT OFFICE FACTS. Receipts, 1912 ........................................ $2,118,158 Expenses .................. 7,160,017 Surplus .................. 96,092

Surplus to date .................. 7,160,017

Connecticut leads, according to the Scientific American, with patents issued to every 1,100 inhabitants; District of Columbia, one to every 1,229; California, one to every 1,434; New Jersey, one to every 1,600; Illinois, one to every 1,692; Colorado, one to every 1,711; New York, one to every 1,786.
At a meeting of the Eastern Talking Machine Dealers’ Association held in New York City re- cently, we were given an opportunity to study the mental attitude of some dealers toward their job- bers. One of them had been persuaded that his dealer’s conception of the jobber’s attitude toward him. When we took into consideration the close cooperation between their business methods, it is marvelous how little each understands the other—or, to put it more accurately, it is probable that each so grossly misunderstand the other.

First, there are those who believe that the jobber is a superannuated, superfluous in the scheme of marketing talking machine products, a barrier standing in the way of each manufacturer’s progress. They feel that it would be much more to their interest to be able to deal direct with the fountainhead of supply, presumably at a better discount. Secondly, there is a belief that the jobber is a sort of sponge, absorbing everything within reach and yielding only on pressure. As one gentleman expressed it, "The jobber is a dollar taken off the dealer's profits."

On the contrary, it is the manufacturer who cashes his worthiness, it is the manufacturer who cashes in on the manufacturer's earnings. He does not have the same opportunity of developing a personal relationship with his dealers as the manufacturer. The manufacturer's earnings may be large or small according to the amount of business which he receives from his dealers; but this is no reason why the jobber should feel that every dollar earned by the jobber is a dollar taken off the dealer’s profits. On the contrary, it is out of the pocket of the manufacturer that the distributor receives his wages.

The elementary function of the distributor is to supply the dealer with machines and records, and it must be conceded that the fulfillment of this function alone does not prove the need of him as a middleman, nor does it justify the part he plays in the trinity of manufacturer, jobber and dealer. If the manufacturers could not see more use in the jobber than the mere service of collecting the dealer’s earnings into an adequate stock held for the manufacturer, he would probably be eliminated. He borrows money from every available source, paying interest on the money borrowed, besides paying storage costs for several months, or even years—all of which cuts deeply into the otherwise fair margin of profit allowed.

Some day, we hope, the factories will either accept orders for future delivery with reasonable assurance of shipping the goods when needed, or grant future dating on certain machine shipments made to the jobber during the summer months.

In the event the jobber’s record hand refuses to go along, it is true, nevertheless, that it takes from one to four weeks to get a supply of records. Owing to the uncertainty of record shipments, it means that jobber must factor all of his records, particularly when ordering the advance stock of the monthly supplement. This means two things—a raft of surplus stock due to errors of judgment, and a stiffness in acquiring a stock, which may be sold at times twice or three times as large as would be required if there were more promptness and greater certainty in receiving record shipments from the factories.

The jobber takes all the chances in order to give you good record service. Although most dealers do not give their jobber more than a sample order for the new monthly records, they expect him to be prepared to fill repeat orders for certain selections, in multiples of 25, 50 or 100, without notice. Not that the jobber finds fault with you for ordering heavily—but far be it from me to mention this fact to show you what the jobber does, among other things, to earn his money.

One of the most important functions of a jobber is that of extending credit. This subject is worthy of being treated in an article by itself. I shall mention in passing that the jobber assumes a portion—sometimes an inordinate—of the financial risk attending the starting of every new talking machine store. If the dealer succeeds, the jobber is very well satisfied to receive his just due, which are included in the check given in payment for the goods delivered. If the dealer fails—well, never mind, let’s drop the curtain. The scene is too painful to continue. I advise you to say that the jobber will let you know. If he declines the dealer direct, would not extend as liberal credit to the dealer, for the simple reason that he could hold the gun to his head and say: "Stand and deliver!" And the dealer would have no alternative save to pay or quit. But at present, owing to the rivalry of jobbers, the dealer has the aid of many jobbers. And the individual jobber has the In short, the jobber, in each sense, is a clearing house for ideas. And it is his custom to encourage the timid dealer to do a certain amount of business, without fear of the consequences.

To sum up briefly, the jobber must place himself in a position of rendering first aid to the dealer in all his difficulties, with a view to securing his good will, which is another way of saying "orders".

PUBLICITY CAMPAIGN FOR FALL.

The Victor Talking Machine Co. inaugurated this month its annual fall campaign in the national magazines featuring Victor records exclusively. The first advertisement in this series occupied a quart- er page in the Saturday Evening Post and pre- sented a splendid portrait of Caruso in costume as Rinaldo in "Aida," together with a cut of the Victor record of "Celeste Aida" sung by Caruso.

With a heading "Both Are Caruso," the text of this attractive advertisement was brief though informative, emphasizing the point that the owner of a Victrola is enabled to enjoy at home the marvelous voice of Caruso's actual voice in his own house equally as well as if one attended the Metropolitan Opera House. This advertising, which is both timely and attractive, cannot fail to be of great benefit to Victor dealers throughout the country in the promotion of their Caruso record sales.

SIX ROUNDS IN LADDER OF SUCCESS.

Think less of getting, and more of giving.

Think less of beaux, and more of business.

Think less of weather, more of your atmosphere.

Think less of news, more of novelty.

Think not of sad things, but smile.

And lend a shoulder to the wheel. — H. D. Dart in Modern Methods.
THE AUTOMATIC MAGAZINE PHONOGRAPH THE LATEST.

New Mechanism, Complete in Every Detail and Requiring No Attention After Starting, the Invention of H. T. Scott, of Los Angeles, Who Is Now Placing It on the Market—How the Machine Operates—Designed Primarily for Use in the Home.

Unusual to the Talking Machine World.

Los Angeles, Calif., October 11—The Scott automatic magazine phonograph, the latest development in the talking machine field, is the invention of a resident of this city. It is a remarkably effective mechanism, complete in every detail, which requires absolutely no attention other than the starting of the instrument. All features of adjusting are operated by its own mechanism, which is not in the least complicated.

The Scott automatic magazine phonograph has been developed primarily for use in the home rather than especially for use in phonographs parlors, to the end that the user of the automatic magazine phonograph may select a dozen records, start the machine and then proceed to the unbroken enjoyment of his records in the privacy and comfort of his home surroundings. Not that he must, after once selecting the records, allow them to be played through without opportunity of change. If the operation and makes the automatic phonograph a practicable pleasure is well deserving of note. The accompanying cut gives your idea of the machine in its case and of the main parts of the enclosed machinery, showing the extreme simplicity of the whole. Each record in its magazine pocket is shown carrying the twelve records, mounted upon the vertical table. The table has twelve record carrying pockets arranged as illustrated, each of them containing a shell which is the record. The screw threaded mandrel shaft is seen at the left in the illustration of the machinery, carrying at its upper end a special mandrel or mandrel being up in sight in the record immediately above it. This mandrel shaft has a motion of vertical translation and rotation as well. It passes through three cycles of movement; first, a quick upward movement which carries the mandrel up into the record immediately above, raising the record as is shown in the exterior view, until the record has moved downwardly a distance corresponding to the length of its sound groove, the machine is automatically actuated and starts the reproducing immediately starts. As soon as the record has moved downwardly a distance corresponding to the length of its sound groove, the machine is automatically actuated and starts the second cycle of movement. The next cycle of the mandrel shaft which is a quick downward movement to the bottom of its stroke. The record is slipped off the mandrel and left standing in its pocket on the table. Immediately the mandrel reaches its lowest position it actuates mechanism which causes rotation of the table through one step forwardly, placing the next record immediately over the mandrel, which has been lowered to a point below the table. Only after the table has moved can the mandrel shaft again start its upward movement, which it again immediately does, picking up the next record and repeating the cycle of operation.

The fundamental feature of the operating mechanism for the mandrel shaft is a differential device with two members, one adapted to give the shaft its quick upward movement, the other adapted to give the shaft its downward movement, and the two acting together adapted to give the shaft its record playing movement. This differential mechanism and the trip and stops for controlling its actuation and the actuation of the record playing table complete the whole machine. The sound-box or reproducer is based upon the principle of the arrangement of the stylus plate which is supported by a one point suspension. The stylus is kept to the record by means of a spring which gives it the proper pressure. There are two other features of excellence in the Scott machine, not the least of which is the provision for thoroughly oiling the various parts. Upon each complete operation of the machine there is a motion of oil delivery to the various bearings and gears. The oil reservoir is contained in the lower part of the cabinet, and a dip pan prevents contamination entirely out of the oil overflow and directs it to the reservoir. A practically continuous circulation of oil is kept up, all of the wearing parts being basted in an ample supply of oil. Another feature is the matter of control of the reproducer. The reproducer is thrown out of engagement with the record before the record can be lowered to play, and the reproducer cannot be thrown into engagement with the record until the record is in its final position. In this manner all possibility of longitudinal scratching of the record is eliminated. The features of control of the machine have been spoken of, but another feature of note is an arrangement for preventing stoppage of the machine unless the record playing table is in position with a record above the mandrel. If the push button is pressed to stop the machine while a record is being played, that record will be finished and replaced upon the table before the machine will stop. If it is desired to stop the machine while a record is being played, the push button is pressed to stop the machine; and the machine continues operation long enough to throw out the record being played and replace it upon the table. When the push button is pulled out again to start the machine the first operation is the movement of the table to place the next record over the mandrel. The machine is always in a position where its titles are directly before the eye, and there is no difficulty whatever in reading them and in ascertaining the name of the record about to be played. If this record is not the one wanted, the records may be rearranged upon the table while the machine is playing, or the records may be taken from the table and other records substituted. It is a noteworthy thing that none of the control operations of the machine necessitates its stoppage. The machine is allowed to play continually, and any desired change made without interruption of the reproduction.

The Scott automatic magazine phonograph is owned and handled by H. T. Scott, 706 Central building, Los Angeles, Cal., and all inquiries relating to the machine should be forwarded to that address. The machine is in a stage of complete development, and it is anticipated that manufacture will soon be started. It is the desire of Mr. Scott to enter into negotiations for future manufacture of the machine with manufacturers of cylindrical record machines; and the inquiries from such are welcomed. The machine and its parts are fully covered by United States and foreign patents. The United States numbers are 1,040,030, 1,040,031, 1,040,032, 1,040,033, 1,040,034.

NEW RECORD NEEDED.

At a political meeting recently the candidate was considerably heckled by the opposition, who had attempted strong forcing. But after smartly turning the interruptions to his own advantage for some time, a little man in the middle of the hall shouted: “You speak like a talking machine.”

Instantly the candidate replied: “Well, my friend, I speak like a talking machine. I speak from that which is within me.”

“Like a flash of lightning the retort came back: “Yes, and you want a new record very badly.”

Mechanism of Scott Automatic Magazine Phonograph.

A record dislocates, the user may cause its throw out or discontinuance by a simple pressure of a button, or by pressure of another button he may have any one record repeated indefinitely; and to make the control absolutely complete, he may substitute and change the order of the records at will. Finally, none of these operations necessitates stoppage of the machine; reproduction goes on continuously except while changing records.

All of these operations are accomplished by machinery of comparatively little complication, the apparatus is so simple that the average user is unaware of its presence and operation. To the user of the machine the fundamental and characteristic feature is the horizontal revolving circular table in the upper part of the cabinet designed for carrying twelve cylindrical records. The ease with which the records can be slipped into and out of place on the table is remarkable in comparison with the care necessary for placing a cylindrical record on the ordinary phonograph mandrel. The machine places the record on the mandrel itself; all that is necessary for the user to do is to slip the records into the pockets in the table; the machine accomplishes all of the accurate adjustments.

A user of the machine notices first the progressive movement of the record playing table, noticing that each time a record is finished it is dropped into its place upon the table, the table moves forward one step and the mandrel comes up from below to engage the next record. We will also notice that each record is carried to the proper height, regardless of how it fits upon the mandrel; and that, immediately the reproducer is thrown into engagement with the record, sound reproduction begins without any delay. There are features first impressed by the Scott automatic magazine phonograph; and the machinery which accomplishes
Under the able guidance of George D. Ornstein, the men in the accompanying illustration visit Victor dealers in every corner of the United States. Always ready to cooperate with Victor dealers in every way possible, this body of men is typical of the aggressiveness and energy of the Victor Talking Machine Co.
DETROIT DEALERS TO CHARGE INTEREST ON TIME SALES.

Majority of the Talking Machine Houses of That City Sign Agreement to Charge Six Per Cent. Interest on All Installment Sales—Higher-Priced Machines Most in Demand—New Victor School Machines Please—Larger Department for Grinnell Bros.

(Reprinted from The Talking Machine World.)

Detroit, Mich., October 11.—By the time this appears you will have heard, the talking machine dealers of Detroit in all likelihood will be charging 6 per cent. interest on their installment sales, thereby casting into the discard an old-established and generally disliked custom of letting a long-time buyer have the same price as a cash buyer.

An agreement has been drawn up and has been signed by most of the consequential dealers, and all the others are expected to come in on it.

The Columbia store here already is charging interest on installment sales of more than $100, and until last spring charged interest on smaller sales. Whether it can come in on the agreement is a question which will have to be decided by the home office, owing to a recently adopted policy of national advertising in which certain styles have been advertised at certain prices with no interest.

"The company was forced to take some such step by the fact that other companies were selling without interest," said Manager K. M. Johns.

"Until about six months ago we charged interest on the smaller machines as well as on larger machines. I am heartily in favor of the plan, and so is our company, but whether a national policy can be altered or an exception taken just for the sake of a new condition in a single city I cannot tell."

"For half a dozen years we sold machines with interest on time contracts, in competition with firms who sold on time without interest. So I know that to charge interest is feasible and no business will be lost. Cash is as valuable to a dealer as it is to a manufacturer, and also to a purchaser. If a purchaser finds he can get the machine and keep his cash for a while, he is a poor business man if he does not take advantage of the opportunity to borrow without cost."

If the agreement is perfected I, for one, will hit the mark in proved sales. Mr. Johns' opinion regarding the beneficial effect of the rule on the business was endorsed by every dealer whom the Talking Machine World correspondents met on the matter.

"We always have charged interest," said E. P. Andrew, manager of the phonograph and talking machine department of the J. L. HUDSO store. "We couldn't see a square deal in any other method. It wasn't fair to the man who paid cash to charge him just as much as some one who might not pay us in a year. Besides, to charge interest entitles a dealer to take cuts of his patrons properly. Otherwise, there is a loss in repairs, unless a high price is placed on the repairs."

S. E. Clark of Grinnell Bros., and Max Strasberg are the committee who called upon the dealers with the proposition. The rate of interest specified in the agreement is 6 per cent.

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The business is speeding along right lively. At such a rate, in fact, that those dealers who thought they had fortified themselves against any possible shortage in the holidays by buying in advance and storing, have made large holes in their reserve stock and now are looking around for some jobber to ship enough to fill the holes.

Victor dealers have short of all styles costing more than $75; that is, short when their stock is considered in the light of demands that will be made upon it within two months.

The Columbia store is getting in a quite a number of the new "Leaders" at $75, but they go out as fast as they come in. It is impossible to accumulate any advance stock of the $50 "Favorites," and with the "Mignonettes" it is a case of hoping they will get some. The new "Eclipse," in oak, has made quite a hit, the first shipment going out as soon as it arrived.

Oak doesn't go well except with the low-priced machines. In styles ranging from $15 to $50, in both Columbias and Victors, oak is the favorite finish, but from $50 up mahogany has the call and increases in percentage with the higher price of the machine. It is not a case of mahogany costing more than oak, but of matching the furniture. The well-to-do people, who buy the high-priced styles, generally have a good deal of mahogany in their homes. At $75 oak and mahogany run about even; at $100 the rate is four to one in favor of mahogany; at $150 it is ten to one.

And the demand for mahogany persists in running strongly to the high-priced styles. While a year ago the $50 machines marked practically the low level, now it is the $75 styles."

"I believe 85 per cent. of our business is in machines selling at $75 or better," said E. K. Andrew, talking machine manager for HUDSO's. He looked over an account book and verified his guess. "We have several cords of low-priced machines stored up under the roof which we haven't even opened up yet. We pressure, however, that in the holidays we will have use for them all. But we are shipping hard, right now, to replenish our stock of high-priced machines."

Max Strasberg, showing one of the new Victor "electric machines," designed especially for use in school rooms and fitted with a horn to throw the sounds to the distant corners of big rooms, said: "It's a good thing, and we well see some of them, particularly to the parochial schools," said Mr. Strasberg. "But the public schools are all pretty well supplied with Victrolas now and, of course, they won't trade. Most of the schools have the best they could buy. If one bought a $900 machine, a neighboring school wouldn't be satisfied with anything cheaper. They use them in demonstrating, in music lessons, just how a song should be sung, and for marching and athletic exercises."

The extensive additions to the talking machine department of Grinnell Bros. have not yet been completed. It was a greater task to finish the new store than one anticipated, but it will be ready in a few days.

S. E. Lind, city sales manager for the Columbia Co., has been in a hospital for a week. He underwent an operation, but it was not a serious one, and he will be back at his desk some time this month. Robert Barczak, who formerly had a piano store in the University Building, has moved to Fairview, an eastern suburb, and opened up a combination talking machine and piano store. He has made a contract with the Columbia Co.

VICTROLA AS A PRESS AGENT.

Instrument Placed in Lobby of Casino Theater, New York, and Attracts Crowds by Playing Over Song Hits of the Show.

A Victrola as a press agent is the latest idea adopted by the manager of a successful musical comedy, "Miss Caprice," now playing at the Casino Theater, New York. A Victrola was placed in a prominent position in the lobby of the theater and throughout the afternoon and evening played almost continuously the leading selections and the score of the piece. The original advertising stunt attracted a large crowd both in the lobby and on the street, and as the music was good many of them stayed for considerable time listening. Whether or not the idea resulted in the increased sale of seats has not yet been announced.

Remember there are others anxious to fill your place, and if you are dissatisfied and indifferent to your duties, you are doing more harm to yourself than anyone else—quit.
The Talking Machine Trade in Mexico

Reviewed by Rafael Cabanas, President of the Mexican Phonograph Co., Which Handles the Columbia Line—Says Disturbances Are Confined to Few Districts and Have Been Greatly Magnified—Displays Faith in Future by Advertising "Talkers" Heavily.

Rafael Cabanas, president and general manager of the Mexican Phonograph Co., Mexico City, Mex., was a visitor for several weeks recently at the headquarters of the Columbia Graphophone Co., Woolworth building, New York. Mr. Cabanas enjoyed a ten days' vacation at the summer home of Vice-President Burns, of the Columbia Co., at the Thousand Islands, and the rest of his time he spent in conference with the officials of the Columbia Co. on plans and outlines for the ensuing year's business.

The Mexican Phonograph Co., which represents Columbia products exclusively, occupies an unique position in the talking machine realm by reason of the wonderful extent of its business. Some idea of its magnitude may be gleaned from the statement of Mr. Cabanas, that it does from 65 to 70 per cent. of the entire talking machine business closed in Mexico, and the Mexican public is recognized particularly true in the country districts where the troubles have been most pronounced, but we are all hoping that normal conditions will soon be enjoyed.

"Our company showed its faith in the ultimate settlement of all disturbances by continuing to advertise throughout the entire period of revolution and trouble. We have always been liberal advertisers in the Mexican newspapers, and advertising is one of my hobbies. There are three or four leading newspapers in Mexico in which our advertising can be found year in and year out, and this advertising is producing gratifying results. We also advertise regularly in a few Mexican weeklies, and in addition utilize billboards and other means of publicity which we have found of considerable value in maintaining and increasing our prestige and business. One of these publicity "stunts" is the installation of an immense sign advertising our products in the official bull fight arena, and I may add that this sign is one of our best advertising novelties."

"From July 1 to date we have done about 60 per cent. of the business we closed during the similar period of 1912, and we have no cause to complain serious mistake in failing to suitably recognize the Huerta administration. Those acquainted with the true conditions in Mexico fully understand that the Huerta Government has the situation in hand as well as can be possibly done under the handicaps it is proceeding under. What the Huerta Government needs most is money, and this can only be secured when the Government is recognized by the foreign countries.

"The election of President Huerta, contrary to newspaper reports, was absolutely legal. The fixed succession of officers to the Mexican Presidency was faithfully carried out and there is no question but that Huerta's election was every bit as legal as that of Madero. This country should recognize Huerta, as by doing so it will confer a blessing on the entire populace of Mexico."

One Method of Advertising the Columbia Line in Mexico.

The successful mountain climber is often caught in a blinding storm when he is near his goal. Remember he struggles on, with no thought and desire to retreat.

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:

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.
Local trade in the talking machine field has been eminently satisfactory the past month, and a general feeling of optimism is apparent in all circles. Distributors and dealers all testify to the opening of a new and profitable season, and no one seems other than elated by the activity of the trade. If the advertising used the past few weeks is any criterion of future talking machine activity, it will indeed be a season to remember in the history of the business. All of the line of Edison cheap recorders have been enthusiastically received, and this spirit is manifesting itself in the opening of new accounts. Among these new accounts is the Silas E. Pearsall Co., Victoria distributor, 18 Broad street, Brooklyn, and Manager Bobzin is enthusiastic over the new device, and expects this time of the year to prove just as successful as last. The talking machine department of John Wanamaker is having marked success with the Edison language outfits, which are always in heavy demand this time of the year. This department is also closing very many sales of Victrola XVII, which they display in the center of the main showroom to excellent advantage. The general optimism is expressed by all of the following talking machine dealers, who are closing an excellent fall business. Charles H. Ditson & Co. ; F. G. Smith, Brooklyn and New York (Columbia) ; Tower Manufacturing & Novelty Co. (Edison); Greenhut-Siegel Coop Co. (Victor and Edison); Columbia Graphophone Co., 35 West Twenty-third street, New York, and Gimbels Bros. (Victor and Columbia).

NEW YORK TRADE CONDITIONS VERY SATISFACTORY.

Majority of the Jobbers and Dealers Well Satisfied with the Manner in Which the Fall Trade Has Opened Up and Are Optimistic Regarding the Coming Business—Brisk Demand for Records—All Lines of Machines and Records Share in Popularity.

Local trade in the talking machine field has been eminently satisfactory the past month, and a general feeling of optimism is apparent in all circles. Distributors and dealers all testify to the opening of a new and profitable season, and no one seems other than elated by the activity of the trade. If the advertising used the past few weeks is any criterion of future talking machine activity, it will indeed be a season to remember in the history of the business. All of the line of Edison cheap recorders have been enthusiastically received, and this spirit is manifesting itself in the opening of new accounts. Among these new accounts is the Silas E. Pearsall Co., Victoria distributor, 18 Broad street, Brooklyn, and Manager Bobzin is enthusiastic over the new device, and expects this time of the year to prove just as successful as last. The talking machine department of John Wanamaker is having marked success with the Edison language outfits, which are always in heavy demand this time of the year. This department is also closing very many sales of Victrola XVII, which they display in the center of the main showroom to excellent advantage. The general optimism is expressed by all of the following talking machine dealers, who are closing an excellent fall business. Charles H. Ditson & Co. ; F. G. Smith, Brooklyn and New York (Columbia) ; Tower Manufacturing & Novelty Co. (Edison); Greenhut-Siegel Coop Co. (Victor and Edison); Columbia Graphophone Co., 35 West Twenty-third street, New York, and Gimbels Bros. (Victor and Columbia).

The Columbia catalog just issued lists all the new Graphophones, Grafonolas, and Horn Graphophones, taking the initiative in several models, leading the market as usual. Write for your copy.

Columbia Graphophone Company
Woolworth Building, New York

THE TALKING MACHINE WORLD.

This is probably true also of the trade in talking machine and record season is imminent. Distributors and dealers all testify to the opening of a new and profitable season, and no one seems other than elated by the activity of the trade. If the advertising used the past few weeks is any criterion of future talking machine activity, it will indeed be a season to remember in the history of the business. All of the line of Edison cheap recorders have been enthusiastically received, and this spirit is manifesting itself in the opening of new accounts. Among these new accounts is the Silas E. Pearsall Co., Victoria distributor, 18 Broad street, Brooklyn, and Manager Bobzin is enthusiastic over the new device, and expects this time of the year to prove just as successful as last. The talking machine department of John Wanamaker is having marked success with the Edison language outfits, which are always in heavy demand this time of the year. This department is also closing very many sales of Victrola XVII, which they display in the center of the main showroom to excellent advantage. The general optimism is expressed by all of the following talking machine dealers, who are closing an excellent fall business. Charles H. Ditson & Co. (Victor); F. G. Smith, Brooklyn and New York (Columbia) ; Tower Manufacturing & Novelty Co. (Edison); Greenhut-Siegel Coop Co. (Victor and Edison); Columbia Graphophone Co., 35 West Twenty-third street, New York, and Gimbels Bros. (Victor and Columbia).
This invention relates to talking machines, and is especially adapted to the type employing disc sound records.

Among the objects of the invention is the production of a combined graphophone and table or desk (or "cabinet graphophone"), so constructed and arranged that the graphophone may be utilized without interfering with the use of the device as a table, and vice versa, while the table serves as a casting or cabinet to support and enclose the graphophone.

Other objects of the invention are to simplify the construction and arrangement of the parts; to provide a dustproof cabinet which is neat and attractive in appearance, and at the same time improves the visual attractiveness of the same; and to provide other improvements.

In the accompanying drawings Fig. 1 is a side elevation of a talking machine constructed in accordance with this invention; Fig. 2 is a fragmentary top plan view partly in section of a portion of the same, and Fig. 3 an enlarged fragmentary rear elevation of a portion of the same.


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Other objects of the invention are to simplify the construction and arrangement of the parts; to provide a dustproof cabinet which is neat and attractive in appearance, and at the same time improves the quality of the audible reproduction from the graphophone; and to render the parts of the graphophone readily accessible when desired, while normally concealing the same.

One form of the invention comprises the mounting of the graphophone upon a movable support, whereby it may be shifted into exposed position or restored to concealed position as desired.

In the drawings Fig. 1 is a plan view partly broken away, showing the cabinet graphophone in its exposed position, the dotted lines indicating its position when enclosed within the cabinet; Fig. 2 is a vertical section of the same, taken through line II—II of Fig. 1, showing the graphophone enclosed within its cabinet, indicating its exposed position by dotted lines, and Fig. 3 is an end elevation, viewed from the right of Figs. 1 and 2.

This invention relates generally to talking machines.


The main objects of this invention are to provide in a talking machine simple and efficient means for supporting a sound box and for conveying sound waves therethrough, and to provide other improvements.

In the accompanying drawings Fig. 1 is a side elevation of a talking machine constructed in accordance with this invention; Fig. 2 is a fragmentary top plan view partly in section of a portion of the same, and Fig. 3 an enlarged fragmentary rear elevation of a portion of the same.


This invention relates generally to talking machines and has particular reference to the mounting of the sound conveying tube connecting the reproducer and the horn, this application being a division of that filed March 7, 1905, Serial No. 218,979.

Ordinarily the sound conveying tube, or taper arm, as it is generally known, is mounted in a manner to permit free movement of the reproducer in planes parallel and at right angles to the surface of the record and in providing for such movements of the reproducer various constructions have heretofore been devised which are objectionable owing to complication and resulting cost of manufacture, accuracy of adjustment required and liability of getting out of order, difficulty in assembling parts, etc., etc.

The present invention is designed to overcome the objections above pointed out by producing an extremely simple and effective form of mounting employing a minimum number of parts of simple construction, the assembly or removal of which requires neither skill, experience nor special tools and may be readily accomplished by the average user of a machine.

In the drawings Fig. 1 is a view in side elevation with parts in section, showing the invention applied to a well known type of talking machine. Fig. 2 is a sectional view taken on the line 2', 2" of Fig. 1. Figs. 3 and 4 are detail views in section, and Fig. 5 is a plan view of one of the parts, conveying tube is held in suspended relation.


This invention relates generally to sound boxes, and more particularly it is directed to one characterized by the use of a resonating box placed in juxtaposition to the diaphragm, but spaced from the same so that a thin layer of air is provided between the resonance box and the diaphragm within the sound box.

The principal object of this invention is the provision of a new and improved sound box containing a resonating box the parallel walls of which are provided with concentric corrugations and an improved recorder in which the sound waves shall be directed to the diaphragm in such a manner as to make it unnecessary to overcome a column of dead air before the vibrations reach the chamber between the diaphragm and the recorder casing.

Referring to the drawings Fig. 1 illustrates in side elevation a recorder embodying certain features of the invention; Fig. 2 is a plan view of a part of the construction shown in Fig. 1; Fig. 3 is a sectional view illustrating the preferred form of vibration controller; Fig. 4 is a plan view of the construction shown in Fig. 3; Fig. 5 is a view of another form of vibration controller; Fig. 6 is a detail sectional view of the recording stylus, illustrating its means of attachment to the diaphragm.


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axial opening substantially axial with the diaphragm. This resonance box serves in a medium whereby the sound waves set up by the vibrating diaphragm are transmitted, while the friction sound produced by the contact of the needle on the record are reduced to the minimum by the same.

Fig. 1 is a vertical sectional view on the line 1—1 of Fig. 2; Fig. 2 is a horizontal sectional view on the line 2—2 of Fig. 1.


This invention particularly relates to the mounting or gasket which holds the diaphragm of a sound box by engaging the opposite face of said diaphragm.

The principal objects of this invention are to provide simple and efficient means for supporting the diaphragms of boxes, comprising a plate mounting embracing said diaphragm, and having opposed sharpened bearing edges which tightly engage the opposite faces of said diaphragm in hair lines concentric with and adjacent to its periphery, and which provides a uniform free space surrounding the circumferential edge of said diaphragm; to provide means to retain said diaphragm mounting embracing said diaphragm, and having an enlarged front elevation of the upper portion of the machine showing especially the arrangement of the record wheel, the grouping of records and the relation of the carriage to the record wheel.

Fig. 3 is an enlarged front elevation of the upper portion of the machine comprising the greater portion of the mechanism. Fig. 6 is an inverted plan view of the motor and the mechanism for starting and stopping it either by a color controlled mechanism or by other manual means.

Fig. 7 is a detail of the means for starting and stopping the motor, showing the arrangement of both the coin or slot mechanism and the secondary or manual means of stopping and starting. Fig. 8 is a detail inverted plan view showing especially the ordinary manual means of starting the motor.

Fig. 10 is a rear elevation of the upper part of the machine with a portion of the mechanism removed, and showing especially a part of the mechanism for advancing the records from one position to another. Fig. 11 is a detail of one of the shifting pawls and connections used in shifting the records.


The object of this invention is to produce a machine of this kind in which the mechanism is absolutely reliable and will operate successfully and for a long time without getting out of order, and in which the machine can be adapted for use as a so-called home machine, and which is, for use in private places, where all the records can be played consecutively, or selectively, as desired, or in which slot machine mechanism can be used for adapting the machine to public places where by the dropping of a coin a record or records can be played. A machine with this general kind is not broadly new, but such a machine is for its success necessarily dependent on the construction and arrangement of many of its parts, and this invention relates especially to certain features of construction or groups of cooperating parts, which will enable the before-mentioned result to be attained in a mechanical and reliable manner.

Fig. 1 is a perspective view of the complete machine with the case thrown open so as to show the general arrangement of the parts. Fig. 2 is a sectional elevation of the upper portion of the machine showing especially the arrangement of the sound box for such instruments, the details of which will be given below.

The essential features of the invention are an extensible chamber with a stationary wall, a movable wall adapted to be reciprocated toward and away from the stationary wall, and means between the two walls for preventing the escape of air between them, but allowing perfect freedom of the movable wall to move in unaltered form to any extent that may practically be required.

According to this invention's sound box for acoustical instruments is obtained comprising a stationary wall, having an opening therefor in the passage of the sound waves, a movable wall adapted to be reciprocated toward and away from the stationary wall, and means between the edges of the movable wall and the stationary wall to prevent the escape of air between them, such means, however, leaving the movable wall free to move as a whole in substantially unaltered form to any extent that may practically be required to the movement of the movable wall whatever the position of the latter with regard to the stationary wall, so that the position and movement of the movable wall is a regulated entirely by the sound waves or means through which the movable wall is reciprocated. Further, according to this invention the whole of one side of the extensible chamber moves, and not merely the central portion thereof, thus producing a more effective reproduction.

Fig. 1 is a sectional elevation of one construction of talking machine sound box embodying the invention; Fig. 2 is a similar view of another modified form of this invention; Fig. 3 is a sec-

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