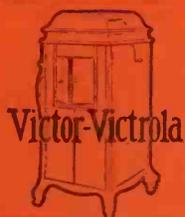


The **TALKING** *AND NOVELTY NEWS*
MACHINE
WORLD

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, November 15, 1913



A Corner of the Music Room
in the White House

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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.

Recollect 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

The Talking Machine World

Vol. 9. No. 11.

New York, November 15, 1913.

Price Ten Cents

JOHN M. DEAN INCORPORATES

With Capital of \$75,000—The Well-known Needle Manufacturer of Putnam, Conn., Will Be Known as the John M. Dean Corporation.

The business of John M. Dean, needle manufacturer, of Putnam, Conn., has been incorporated for \$75,000, and will be known in the future as the John M. Dean Corporation. The president is C. E. Dean; treasurer, John M. Dean; secretary, John M. Dean, Jr. The officers and directors are the same.

From a modest beginning many years ago this business has grown steadily so that to-day it ranks with many of the larger institutions of the city. One of its leading makes is the Puritone brand, which is a needle of merit and has had a wide sale since its introduction.

A feature of the Dean business is the packing of needles in combination sets of 1,000. In one of these sets will be found 200 extra loud, 200 loud, 200 medium, 200 soft and 200 opera needles. This combination allows the owner to have any style of needle at his command, and he can also buy them at a very reasonable cost.

Within a short time there will appear a hanger exploiting the Dean needles, which will be sent to the dealers of the country in order to familiarize them with this line of needles.

While the sales of the company are confined to jobbers, this publicity will have its effect upon the total volume of business and is one of the methods which are being used to co-operate with the jobber.

Be sunny, be cheerful, try to have a pleasant and friendly greeting for all with whom you come in contact. Remember that no one likes to do business with ill-natured people.

STIMULATING INTEREST IN THE TALKING MACHINE.

(Special to The Talking Machine World.)

CLEVELAND, O., November 8.—The illustration pictures the last monthly concert given by the Eclipse Musical Co. It shows the interested audience in the large auditorium facing the stage; the show window in the rear, filled with Victrolas; but one side of Fred E. Lane's face, who was conduct-



Audience at the October Concert of The Eclipse Musical Co.

ing the concert. These concerts have become very important events in Cleveland. The store is crowded each month with Victrola owners and others, who attend to hear the latest in records of the current month. In addition to the Victrola renditions the company has secured an artist of

A VOICE TESTING CONTEST.

Novel Method Adopted by Laurence H. Tucker to Advertise the Edison Phonograph in Minneapolis—Prizes Given to the Contestants.

(Special to The Talking Machine World.)

MINNEAPOLIS, MINN., November 8.—Laurence H. Tucker is presenting a very novel contest at one of the local theaters, which will create keen interest in the home record making feature of the Edison phonograph.

The contest will consist of voice tests on an Edison phonograph, the machine being placed upon the stage and patrons of the theater will be invited to sing into it. After all of the contestants have sung into it, the records will be reproduced for the audience to hear and judge.

Twenty dollars in gold, divided into three prizes, will be given to the contestants and records receiving the most applause. Any person over eighteen years and not a professional singer will be eligible to enter the contest and compete for the prize offered. Concealed along original lines this form of publicity is attracting much attention.

AN ATTRACTIVE DISPLAY

Of Dictaphones Made at the Recent Business Show in New York City.

One of the most artistic spots at the Business Show which recently closed was the Dictaphone booth of the Columbia Co. Tastefully furnished and decorated, it was generally commended by all visitors to the show. A number of excellent sales were closed at the booth during the course of the exhibition, in addition to the securing of a live list of prospects for early closing. Manager Milnor, of the local Dictaphone headquarters, assisted by a score of capable salesmen, was in charge.

prominence who renders selections that can be found in the Victor catalog. The concerts, originated by Mr. Lane, have met with pronounced success during the year they have been in vogue, while the publicity accruing more than recompenses the outlay. Record purchases are made and machine prospects accrue, resulting in actual sales. Mr.

Lane relates that there have been very many sales traced directly to people attending the concerts who when they came were not interested in the purchase of a Victrola, but were so favorably impressed with the wonderful productions that they became purchasers and ardent Victrola adherents.

THE VANDERVOORT SALON OPENED.

Handsome New Department in St. Louis Calls Forth General Praise—Demonstrating Machines Under Difficulties—Some Clever Advertising Put Forth That Brought Results.

(Special to The Talking Machine World.)

St. Louis, Mo., November 10.—Manager Segar, of the Vandervoort Salon talking machine department, is the envy of the retailers at present. He and his Victors are comfortably installed in eight of the handsomest and largest demonstration rooms seen in this community. He had plenty of space for suitable display, and indirect lighting, soft as moonlight, and handsome rugs and statuary to aid in the display of his rooms. It must be quite a change for the record customers, who have been faithful to this store during the last six weeks. While the salon was under construction The World correspondent saw a woman customer sitting on a chair on display in the furniture stock, while Mr. Segar stood across a narrow and irregular passageway and held a machine on top of a packing case to play the record requested. Ordinarily the following paragraphs from a Vandervoort advertisement would be stamped as overdrawn, but in this case they are not:

"As you seat yourself in a comfortable chair amid the dainty mauve and gray fittings of our new Victrola section you will feel, and perhaps say, 'This is the perfection of convenience.'

"In every detail, visible and invisible, we have striven for such perfectness. If it is lacking, we ask your kindly criticism that we may correct it.

"This we know. No home could be more beautifully appointed than our new glass-enclosed and well ventilated demonstrating booths."

The department is controlled by the Musical Instrument Sales Co., of New York.

PROVES RIGHT TO STOCK.

Koerber-Brenner Co. Satisfies Bankruptcy Commissioner That Victor Department Was No Part of Bollman Bros. Piano Co. Estate—File Applications for Sums Collected by the Bollman House—The Situation Up to Date.

(Special to The Talking Machine World.)

St. Louis, Mo., November 11.—At a recent hearing before the bankruptcy commissioner, the Koerber-Brenner Co. convinced the court that the Victor department was not in any sense a part of the Bollman Bros. Piano Co. estate and permission was given to them to remove the stock. Also an order was given to the company for collections made at the store after the bankruptcy was inaugurated. An application is pending for an allowance of sums collected by the Bollman Bros. Co. in the two months before the collapse, which had not been turned over to the Koerber-Brenner Co. The Koerber-Brenner Co. took over the Bollman Bros. Victor department several months before E. J. Piper, the president, killed himself because Piper had admitted to them that he could not settle with them. They continued the department on a rental basis, but when the collapse came the Bollman books did not show the deal clearly enough to permit the removal of the stock without a thorough investigation. The hearing sustained all contentions made by the Koerber-Brenner Co. The stock is in the jobbing warerooms of the company. Mr. Rauth says they will not enter the retail business again, but he hopes to place this stock as it stands with some house.

WITH PARDEE-ELLENBERGER CO.

L. H. Ripley, who for several years was with the Victor Talking Machine Co. as one of its New England representatives, has joined the traveling staff of the Pardee-Ellenberger Co., Inc., 66 Battery-march street, Boston, Mass., and in the future will devote his time as a special ambassador of the Edison disc products.

"FAIR TRADERS" PLEASSED.

See Hope for Price Maintenance in Redfield's Lansing Speech.

Regarding the statement of Secretary of Commerce Redfield to the effect that the Department of Commerce would, if funds were available, conduct an inquiry the coming year into the fixing of retail prices by manufacturers, C. H. Ingersoll, president of the American Fair Trade League, said last week:

"The Secretary of Commerce and others influential in Washington are getting a proper understanding of this important subject. An interesting point made by Mr. Redfield called attention to the fact that Supreme Court decisions are not always the last word.

"There are indications that Congress is conducting an investigation of the subject along very broad lines. The men in charge are capable, and, although the end seems far off, we assume that their conclusions will be that price maintenance is a sound proposition from the standpoint of the consumer, and, broadly speaking, in the interest of public policy.

"The fair trade proposition is not generally recognized or followed up abroad. Germany, however, has a very effective control of prices and other things relating to fair trade conditions. This is a law which says that injury to prices of trade-marked articles is against public policy. There is also a law in Germany that forbids misrepresentation in advertising, and while it is well designed, there are some ways in which it has reactionary effects. In England the attitude of the courts is the principal protection in all fair trade matters, and the courts are fairly well grounded in the defense of fair trade methods.

"The American Fair Trade League hopes to have a definite declaration by Congress on several points, the most important being price maintenance. Eventually, we expect to obtain these declarations."

CLOCK TURNS OFF WINDOW LAMPS.

One cannot afford to run the window lights all night, but it is not difficult to arrange so the lights will be cut off automatically at any desired hour, says Frank Farrington. A simple method is as follows: Attach a cord to the lever used for switching off the lights, or if a button is used, have a lever installed instead. Fasten the other end of the cord to the wind-up key on the back of an alarm clock, the key that winds up the alarm part. Fasten the clock firmly to the floor or to a block in such a position that the cord will be tight and not too long. Set the alarm at the hour it is desired to cut off the lights. When the alarm goes off and the key turns around it will wind up the cord and pull the lever, thus cutting out the lights.

JOINS THE EXPORT DEPARTMENT.

Joseph M. Lacalle Appointed Musical Critic of Export Department of the Columbia Graphophone Co.—F. C. Figuera Another Addition.

Joseph M. Lacalle, manager and director of the Spanish Theater Co., has been appointed musical critic of the export department of the Columbia Graphophone Co., one of the most important positions in this division of the company's business. Mr. Lacalle assumed his new duties the latter part of last month, and has already introduced several ideas to the Columbia export department that will



Joseph M. Lacalle.

prove of considerable value and benefit to the Columbia export clientele.

Joseph M. Lacalle is considered one of the most talented and best informed Spanish composers in this country, and the recent organization of the new Spanish Theater Co. to present modern Spanish music to New Yorkers placed his name prominently before the music loving public in his capacity



Fulton C. Figuera.

of manager and director of the new venture. According to present plans the Spanish Theater Co., which is associated with the Pan-American Philharmonic Society, will inaugurate its season early

next year, when typical Spanish music will be introduced under the management of Mr. Lacalle.

Another recent addition to the Columbia Graphophone Co.'s export staff is Fulton C. Figuera, who was appointed manager of the Spanish correspondence department last week. Although a comparatively young man in point of years, Mr. Figuera has had many years' experience in the handling of Spanish correspondence, and his exceptional knowledge of the language, together with his business ability and intimate acquaintance with the ideas and methods of the Spanish speaking people, should insure his marked success in his new post.

VALUE OF WINDOW DISPLAY.

If Given Proper Consideration It Will Pay—The Wellston Talking Machine Co. Believes in This Policy.

The Wellston Talking Machine Co., 5947 Easton avenue, St. Louis, Mo., dealer in Edison and Victor talking machines, carried on a very active window publicity campaign during the late autumn months which resulted in material business augmentation. The display referred to was devoted largely to stimulating purchases of talking machines for camping and vacation purposes, and the lateness of the year alone prevents us from reproducing a photograph of this very neat and effective window.

The World has always held that every effort along the lines of originality in window or store arrangement is helpful because it furnishes the public with an idea of the progressiveness and enterprise of the owner of the establishment. There should be no relaxation of effort on the part of dealers in making their windows and stores so unique as to compel the favorable notice of the public. It is the best kind of advertising, and evidently Mr. Coleman, president of the company, appreciates this fact.

If you dress your window just like all the other fellows down the street—just as you dressed it last week, last month or last year—there's mighty little inducement for anyone to stop and look at it. Plan something different. Find a new way to place things. Introduce a touch of color—anything that will make the passer-by stop and look and linger.

TALKING HAT RACK.

A talking hat rack has been placed on the market with an added feature which is certain to delight the heart of the practical joker. The weight of a hat starts the talking machine and at the same time a small brass pin, which appears to be the peg by which the rack is hung on the wall, is pressed forward at a point directly opposite the hat brim, causing the hat to fall to the floor.

"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

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

EDISON

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY

VICTOR

EMPHASIZES NEED OF SALESMANSHIP EDUCATION.

Interesting Letter in Which Talking Machine Salesmanship Is Viewed from Standpoint of Layman Who Is Critical but Fair in His Analysis of Conditions as He Finds Them—Demonstrates the Necessity of Resourcefulness and Tact.

Along the lines of salesmanship education the subjoined, received from F. W. Pickard, Los Angeles, Cal., will prove of interest. Mr. Pickard emphasizes the need of education on the part of salesmen, and he also raises a very interesting question on the therapeutic value of music:

"LOS ANGELES, CAL., October 23, 1913.

"Edward Lyman Bill, Esq., New York City:

"Dear Sir—Enclosed find two dollars for subscription to your valuable magazine, The Talking Machine World. I take great pleasure in assuring you that I have no magazine that is better edited or more interesting than yours. I am considered an enthusiast in the use of the phonograph, having taken it up some time past to aid in the cure of asthma, with which I was a great sufferer. Asthma and lung trouble of a severe nature seemingly could not be relieved, and as a last resort I tried the effects of music.

"Fortunately, I was guided somewhat by a gentleman who showed me how to realize the best effects, etc. Having a very fine toned Columbia Regent, I made the selection of records one that would relieve the terrible suffering allotted me. In this selection of records I found many very disappointing features, not the least of which was the crude manner in which records were sold by rather eager but somewhat ignorant salesmen. I have nearly 800 records and am constantly buying. One could not find in my 800 any on the order of ragtime or tango or like. I have written an article relative to my point of view in the selling of records—that is, from a purchaser's standpoint. In your excellent trade paper you bring out constantly various points to aid salesmen, but it has often occurred to me that the buyer's feelings, if expressed

from one who has had the rather expensive experience that I have, might give your clients some guidance in the discriminating sale of records. So wonderful has been the growth of the phonograph business that quantity rather than quality has been the effort of salesmen. I know of no class of salesmen more ignorant, as a rule, of their stock and unwise in putting it before the average customer than phonograph salesmen, something that would not be tolerated in ordinary business lines.

"I note with gratification in your last issue there are some items tending to more care and a wiser selling of records. One finds every catalog issued speaks of each record as of the highest worth, etc.—no discrimination is used, only a very glowing account is given. When one like myself saunters in to pick out some new records it often becomes a waste of time before acceptable records are found. This could be avoided—and, to my notion, ought to be—if the salesman followed the custom of salesmen in other branches of business by knowing his customer and knowing his stock so well that he can produce what is desired, or create a desire. The rule is to show a record on the poorest machine and pay no attention as to the use of a needle that will bring out properly the music. The prevailing habit is to show the latest turkey trot or the most popular light opera record. Many a time I have sat down and asked the salesman to play me something dainty and winning either in song or instrumental, and many a time have met with utter blankness, and all he could do was to hand me a catalog and ask for numbers desired. That is not always so, however, for some of my men have been wise and careful enough to play something that would result invariably in a

sale. For instance, once when suffering badly I stopped, and my friend played the 'Invocation' ('Faust') by Journat. Instant relief (and instant purchase).

"No journal I have read comes up to yours in vital interest in its line—it educates me. Please do not consider me as an educated musician—I am not. I am one who firmly believes in the curative power of music. I know that power myself. I believe a higher standard should be sought in the sale of records—more business sense shown and more care used. Should you care to see my article written from the standpoint of the fellow on the outside of the counter it would please me to send it. It is not a screed against the salesman—simply how the poor cuss buying sometimes feels he was poorly treated. I firmly believe no gift of a better nature could be given customers oftentimes than your paper.

"Respectfully,
"F. W. PICKARD."

MANY ATTEND EXHIBITION

Of Forest Cheney's New Process in Talking Machine Reproduction Held at the Murray Hill Hotel, New York City, Recently.

Forest Cheney, of Chicago, Ill., inventor of a new process in talking machine reproduction, exhibited his invention before prominent members of the trade and a number of invited guests at the Murray Hill Hotel recently. E. L. Howe, merchandise manager of Marshall Field & Co., the prominent Chicago department store, which, it is understood, will merchandise and perhaps manufacture machines embodying Mr. Cheney's inventions, accompanied Mr. Cheney to New York, and assisted in the demonstration of the new principle. Records of all types were played by Mr. Cheney, and at the close of the demonstration he was congratulated on the success of his invention.

Your character grows as your chain of thoughts grow and expand.



Union No. 1 for Edison Machines. Gold plated \$5.00. Nickel, bronze \$4.00.

Pat. Pend.

Profits for Jobbers



Union No. 1 (shown in use with Union Sound Box at left.)

UNION Specialties double the range of your customers' machines.

Union Sound Box. Gold plated, \$5.00. Nickel, bronze 4.00

Pat. Pend.



Union Modifier for Edison Machine. (open)

Pat. Pend.

Here are seven profitable specialties that will sell to your customers on sight. Why? Because

Union Phonograph Specialties

meet a long-felt demand.

UNION No. 1 enables owners of Edison Disc Machines to play Victor, Columbia and other similar records on an Edison. It adjusts instantly and easily without alterations.

UNION No. 2 plays Edison records on a Victor. UNION No. 3 plays Edison records on a Columbia.

UNION Modifiers enable the owner of any machine to get exactly the tone desired, using a loud needle. UNION Modifiers are a big aid in selling new machines.

The UNION Sound Box is a new advance in tone-reproduction designed to eliminate scratching.

FREE CATALOG—"Two Phonographs in One"

Write for your copy to-day. This simple but detailed booklet, fully illustrated, will interest your customers and make profits for you.

THE UNION SPECIALTY & PLATING CO.

409 PROSPECT AVE., S. W., CLEVELAND, OHIO

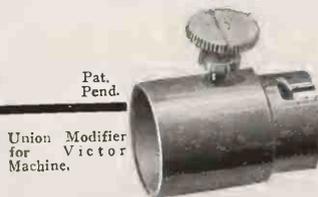


Pat. Pend.

Union Modifier for Columbia Machine. Union No. 2 for Victor Machines. Gold plated \$7.50. Nickel, bronze \$6.50.



Pat. Pend.



Pat. Pend.

Union Modifier for Victor Machine.

Union No. 3 for Columbia Machines, gold plated \$7.50; nickel, bronze, \$6.50.





We have always had quite a lot to say about the guaranteed quality of Columbia Double-Disc Records and we are again going to say it loud enough for several million people to hear; witness the Columbia advertisement in this week's issue of the Saturday Evening Post.



(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

SATURDAY NIGHT CLOSING AGAIN DISCUSSED

By the Trade in Detroit Owing to Lapse of Two Concerns—Present Closing Plans Highly Approved—Charging Interest on Instalment Sales—Holiday Trade Opening Up in Shape—Leading Houses Doing Big Business and Organizing New Agencies.

(Special to The Talking Machine World.)

DETROIT, MICH., November 10.—The question of Saturday night closing again has the talking machine dealers of Detroit in a stew. The policy of closing, which went into effect July 1, has proved to be such a profitable one, as well as a desirable one, that the dealers thought it had been settled permanently. But there has been a break in the ranks.

Fortunately, the two houses which began last week to keep open Saturday nights again are both small ones, and their action can do no damage in itself. But it is feared that some larger houses may get an idea that it is losing business to these small concerns and become weak-kneed.

That the Saturday night closing has been of benefit both financially and physically, is proved by the fact that all the big houses have steadily gained in weekly and monthly business. The Max Strasburg Co. had double the business in October that it had in October last year. Grinnell Bros., as jobbers and retailers of the Victor line, do such a tremendous business that to double it in a year hardly could be expected, but the business of the past four months has shown a remarkable increase over the same period last year. Similar reports are made by the J. L. Hudson store, the Columbia store, the Cable Company and others. Formerly these big stores all had more or less dull times on Monday and Tuesday. They figured that they lost many sales altogether because people instead of buying when they thought of it, would keep postponing it until Saturday night, and then either fail to go downtown or find all the stores so crowded they could not get waited on anyway. So they would go home and repeat the performance week after week. Now they do not wait for Saturday night, because they know there will be no Saturday night shopping. In consequence Monday and Tuesday have become very busy days. All the business that might have been done Saturday night comes in early in the week, and more too.

Every big dealer in the city, however, insists that he is not the possible weak-kneed one; that he is making more money than he did under the old system and is therefore more than satisfied with the new.

One cause of the increased business can be seen in the higher level of the prices that are popular. A year ago the popular range was from \$50 to \$75. Now it is from \$75 to \$100, with the latter figure by far the most in evidence.

"It is just a matter of a little judicious talk to get the prospect to take the \$100 machine in preference to the \$75," said Max Strasburg. "It is easy to show wherein is the added value. Show them the value and they want it, unless they intend to pay cash and haven't the extra \$25 with them. When they buy on contract an additional \$25 doesn't amount to anything.

"The lower priced machines, that is, those selling

for less than \$50, are losing ground steadily, except perhaps among the foreign citizens, who still like a horn for its orchestral appearance and lots of noise rather than a soft tone."

Another matter that pleases the dealers very much is the result of the agreement to charge interest on instalment sales. It has worked out beautifully, and along exactly the lines that were predicted, greatly increasing the number of cash sales, while reducing the amount of capital necessary to be tied up in the business. Not a customer has made a complaint, as far as known among the dealers. All people are in the habit of paying interest on houses, furniture, pianos and all else that they buy on instalments, and do not expect to be absolved from it in buying talking machines. In the past they have been surprised when informed that there would be no interest. Though the agreement has been in force only a little more than a month, it has become as much an established feature of the business as though it had been in effect for years.

Generally speaking, there will be no shortage of talking machines to hamper the holiday trade this year. Victor dealers say that jobbers all over the country are soliciting their business, which means that they have plenty of machines for immediate delivery. Detroit dealers all are stocked up in advance, however, having grabbed old Father Time by the forelock as soon as the opportunity presented itself. As last year's business was tremendous in spite of a shortage of goods, there is considerable pleasant anticipation of what it will be when the dealers can deliver all the goods people want.

The holiday trade seems to be opening good and early this year, too. Grinnell Bros. in the first week in November had sold about a dozen machines for Christmas presents, putting them aside to hold for delivery the day before Christmas. None of the others had made Christmas sales when The World asked about it, but all were expecting an early beginning.

Detroit has a large number of concerts, big and little, during the winter season, and nearly all of them help to boost the sale of talking machine records. People hear some song or instrumental number at a concert which pleases them and next day they go to a store and buy a record of it. That is one reason why Detroit dealers all keep such a large catalog in stock. The great artists who visit the city almost always render one or two of the old time classics; and always stir up a demand for such records.

Record buying has been reduced to a science by a great many owners of talking machines. The day that a new catalog is due, each month, there is a rush of music lovers to ascertain what is in it and to make their selections. A good many red seal records are sold in spite of their high price.

The use of the fiber needle is growing in favor.

It is not only an efficient demonstrator in the stores and a producer of a softer tone in the comparatively small rooms of residences, but it saves the records.

A new Victor feature which is attracting attention is the speedometer, which comes with all machines, and, set at seventy-eight revolutions to the minute, plays all records as they should be played. By it, the machine, can be made to run faster or slower, if the ear of the owner prefers a different tone or tempo. Its greatest use, however, is in adjusting the speed to show the people without accurate musical ears just how a number should be rendered.

The talking machine dealers up-State are going to be well taken care of this winter. For the Columbia Co., Robert Barclay, now traveling under the auspices of the Detroit branch of the company, has placed a good many agencies in the larger cities and fitted them out with adequate supplies. In the Victor line Grinnell Bros. will be able to supply about all that is required.

Both in the city and up-State, through papers of State-wide circulation, the talking machines are being heavily advertised, particularly the high priced ones. This may account in some degree for the trend toward a higher range of prices.

The Columbia Co. has transformed two more piano houses into talking machine institutions. One of them is the Husted Piano Co., of 811 Gratiot avenue. The other is Frank Niman, at Chene and Forest avenues. Both start with a good representative line of Columbia machines and records.

James Bratherton, formerly with the talking machine department of John Wanamaker in Philadelphia, has removed to Detroit and taken a position with the Max Strasburg Co., "the Victrola Shop."

ACCESSORIES THAT ARE POPULAR.

Products of Union Specialty and Plating Co. in Strong Demand—An Interesting and Valuable Line of Devices—Manufacturing Facilities Being Increased to Meet Demand.

(Special to The Talking Machine World.)

CLEVELAND, OHIO, November 10.—The Union Specialty & Plating Co. is very busy, operating the factory on a schedule of full and overtime. "Why, yes," said a prominent talking machine dealer, "we have the different Unions, the Union sound box, the Union modifier and, in fact, carry the entire line of the Union Specialty & Plating Co.'s talking machine products, and I wouldn't consider my store complete without them. Sell? Of course, they sell. They are just what talking machine owners want." H. B. McNulty, general sales manager of the company, said: "Our business is increasing by leaps and bounds. We are meeting with wonderful success with the entire line of goods we are manufacturing. We are adding largely to our facilities, equipping the factory with additional machinery and special tools in order to take prompt care of the increasing demand for goods. Our principal trouble has been our inability to manufacture enough goods to meet the demand, but we are now enabled to do so. We are looking for a big rush for our goods to meet the holiday trade, and will be fully prepared to supply it."

A host of and the old loyal than



The line of Edison Phonographs at your disposal today covers every possible situation that may arise in your phonograph business.

With the coming of Mr. Edison's most recent achievement—the Edison Diamond Disc Phonograph—scores of patrons whom you have never been able to interest are now active prospects for you.

There will always be people who prefer cylinder records—and the cylinder types are constantly showing improvements that anticipate the ideas of these loyal adherents to an established type.

The new diamond reproducer is a perfect jewel of a talking point. Think of being able to show this wonderful gem and to tell your patrons that it removes all the ceaseless bother of constant changing. It is a permanent point that never wears—and the argument will wear as long as the diamond lasts—forever.

Thomas A Edison
INCORPORATED

new friends ones more ever

Talk tone quality—sweet, natural melody of greater purity than has ever been approached in a phonograph. You have the phonographs to back up every word you say.

Talk the wide range of models—from \$450 to \$30—adapted to every purse. Talk the varying woods in which the artistic cabinets may be obtained, suited to every taste and blending with every household furnishing.

Talk the superior construction of the motors—in which Mr. Edison has successfully experimented until he has given them a degree of great efficiency and endurance.

Talk the marvelous name Edison—and all it stands for—in the world of invention.

Was ever a dealer supplied with such a wealth of arguments as you have today when you handle the Edison line?



THOMAS A. EDISON, Inc.

59 LAKESIDE AVENUE

ORANGE, N. J.

HOLIDAY BUSINESS APPARENT ON PACIFIC COAST.

Jobbers Report That Dealers Are Putting in Substantial Stocks of Machines and Records
—Portola Festival Pleases Trade—George W. Lyle Visiting Columbia Co. Branches—
All Lines Being Exploited Strongly—Good Supply of Edison Discs—Month's News.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., October 30.—Business in talking machines, especially wholesale, is rapidly assuming larger proportions as the holiday season approaches. Jobbers report all the orders they can handle, and the distributors are finding an immediate demand for all the goods they can get. A good many out-of-town dealers came to San Francisco during the Portola Festival, a four-day celebration, October 22 to 25, which was the most pretentious event of its kind ever held here. It had been well advertised throughout California and adjoining States, and it was largely attended. The city was elaborately decorated and the entertainment was of a high character. The retail music houses, although not among the trades to reap immediate benefits from the carnival, participated in the affair quite generally, contributing to the general expense fund, preparing special displays and otherwise responding to the festival spirit. The trade was represented in the big industrial parade by Byron Mauzy, who entered a float showing musical instruments in an attractive setting.

The Stock Situation.

While there is still some talk here of difficulty in getting stock, not much anxiety is being felt in this respect, as stocks generally are in much better shape than they have been at this time in a number of years. Several of the retailers have been filling their warehouses for some little time and at this early date have nearly all their holiday goods in storage.

Messrs. Lyle and Gray on Business Tour.

W. S. Gray, local distributor for the Columbia Graphophone Co., left last week for the Northwest, with the intention of meeting George W. Lyle, general manager of the company, and making a tour of the Pacific Coast with him. He planned to spend

about two weeks in the Northwest, making stops at Portland, Tacoma, Seattle, Victoria and Vancouver before returning to San Francisco. After looking over the local field they will proceed to the southern part of the State. Just before going north Mr. Gray made a trip taking in several California towns, including Stockton, Tracy and Livermore. Dealers in those places, he said, were enjoying a normal business and were preparing for a big holiday trade. Fred Anglemier, local wholesale manager, reports a splendid business the past month, and thinks they will be able to meet the demand in this section quite comfortably this holiday season, having taken every precaution against getting swamped with orders in December. A new man has joined the Columbia force here in the person of Otto Krause, formerly with the Victor Co. He has been engaged particularly to exploit the Columbia Grand here in San Francisco. The force has been still further strengthened by the return of J. B. Kahn, who for several months has been interested in other pursuits, to resume his duties with the company. He will work outside territory.

Takes on Columbia Line.

The Hayden Furniture Co., of Bakersfield, Cal., has added a Columbia Graphophone department and is planning an extensive campaign for Columbia products in conjunction with its furniture business. Mr. Dyer, president of the company, was a recent caller at the Columbia offices here.

Big Demand for the Edison Line.

J. E. McCracken, traveler for the Pacific Phonograph Co., is now calling on the trade in the southern part of the State, after completing a successful trip over the Northwest. A. R. Pommer says they have all the orders they can handle and that indications point to a banner year in Edison products here on the Coast.

E. V. Chandler, special representative of the phonograph department of Thomas A. Edison, Inc., after working the southern part of the State quite thoroughly, is now calling on the trade in the San Joaquin Valley.

Bacigalupi's Good Report.

Peter Bacigalupi, manager of the talking machine department of Peter Bacigalupi & Sons, reports a big month's business in both Victor and Edison products. He also says that holiday business in Little Wonder machines looks very promising. Hale Bros., one of the large department stores here, has placed a large order for these machines and is featuring them quite extensively in the toy department. During the Portola Festival the Bacigalupi talking machine department was converted into a grand stand for the accommodation of friends and patrons of the house who desired to see the parades.

Exploiting Victor Style for Schools.

C. T. Edwards, who has charge of the outside business for the Wiley B. Allen talking machine department, is devoting particular attention at present to the exploitation of the Style 25 Victor machine for school use in the outlying districts in this vicinity. He says much interest is being shown in that style of machine in San Mateo and Santa Clara counties. Joel R. Scott, manager of the record department of the Allen store here, reports a big business during Portola Week. James J. Black, manager of the Allen talking machine department, anticipates an unusually large holiday trade in the higher priced Victor Victrolas. Miss Bertha Houde has returned from the North and resumed her position with the Wiley B. Allen Co.

Kohler & Chase Activity.

P. H. Beck, manager of the Kohler & Chase department, says that business continues to improve and that both machines and records are having a good call. He finds the \$100 Victor Victrola a popular style of machine for the apartment house trade of this city. He is carrying a large reserve stock now, and expects to be able to handle the holiday rush without delay.

Good Supply of Edison Discs.

J. S. Baley, manager of the local branch of Babson Bros., is now in receipt of a fairly good supply of Edison disc records and is in position to push disc business more actively. He notes a decided improvement in the demand for both disc and cylinder products in the last month. He has a big mailing list, and a good many of his out-of-town customers called during the Portola Festival.

Manager Morgan, of the Emporium talking machine department, which handles Columbia products exclusively, has been running a series of ads featuring the "Eclipse" machine, and which have stimulated interest in that style.

SPECIAL DEMONSTRATION RECORD.

Being Introduced by the Columbia Co. to Retail at 25 Cents—Contains Tenor Solo and Selling Talk on Qualities of the Products.

The Columbia Graphophone Co. has just introduced a special demonstration record to retail at twenty-five cents that should prove one of the most important trade producers announced by the company in some time. A double page spread in today's Saturday Evening Post presented this new demonstration record to the general public, and if advance expressions of approval are any key to the ultimate popularity of this record, the demand for the new Columbia demonstration record will far exceed all expectations.

On one side of this new demonstration record is featured a tenor solo by one of the Columbia Co.'s most popular artists, while on the other side is presented a short selling talk on the merits and distinctive qualities of the Columbia products. A feature of this short selling talk is the presentation of the following band instruments, which are introduced in order to give the auditor an idea of the quality of Columbia recording methods: First violin, second violin, viola, cello, flute, bassoon, bell, cornet, oboe, clarinet, French horn and trombone.

"The road to success is long and rough, but the scenery at the end is so fine that few purchase return tickets."



Won't You
Have a
Lesson in
Spanish?

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

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

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

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

International Correspondence Schools

Box 918, Scranton, Pa.

TRADES HIGH-GRADE PIANO FOR EDISON PHONOGRAPH

Marks Silverstone, Head of Silverstone Music Co., St. Louis, Very Proud of Latest Deal—
A New Argument for High-Priced Outfits—Fall Concert Season Opens—Many Dealers
In Town—Phonograph Used to Test Result of Operation on Tonsils—Other News.

(Special to The Talking Machine World.)

St. Louis, Mo., November 10—Marks Silverstone, president of the Silverstone Music Co., Edison jobbers and retailers here, thinks he has about reached the pinnacle of talking machine exchange in trading in a Steinway piano for an Edison disc phonograph. The piano is an upright, one year old and in excellent condition, but the family wanted more variety to their music than any of its members was able to furnish and did not take to the player-piano idea. "But I am not content yet," says Mr. Silverstone. "I want to bring a player-piano in here in an exchange deal."

Mr. Silverstone always has a salesmanship feat or two at his tongue's end. His ability to learn the reason why is well illustrated in this story.

"The other day I closed a sale with a waiter, who told me his wages were only ordinary, for a \$290 machine. I had suggested, as I always do, a \$250 machine, but he was not especially attracted by the design, and after looking over the stock picked out the \$290 instrument, ordered his records and was ready to go, feeling that he had completed a good day's work.

"How did you bring yourself to the point of paying \$200 for a machine?" I asked of him. He replied:

"We first talked of a piano and then decided that a talking machine would give us more service and enjoyment. We had talked with persons who knew and consequently would not think of giving less than \$250 to \$300 for a piano, and when we considered this machine the equal to our family of a piano, we were willing to pay as much." Mr. Silverstone says he has found this story an inspiration to those salesmen and dealers who are inclined to be backward in offering high priced machines to their trade.

Mr. Silverstone says that the added interest

among both dealers and the public following the double barreled announcement of the Edison disc machine is very apparent. This interest is making itself felt at the Silverstone store, where the organization is being enlarged to handle the trade that is seen headed that way. William A. Randall has been installed as manager of the wholesale department, and L. M. Schlude is traveling representative for disc machines. C. M. Routledge was added to the main floor sales force. All of these persons are experts in their lines. O. A. Reynolds, Blue Amberol traveling representative, is in Illinois this month.

The fall concert season has opened at this store and each Saturday afternoon a party of ladies is entertained on the second floor. The interest in these concerts grows as their fame spreads, and little effort is made to extend the audiences. It has been necessary to expand the seating capacity, however. Other concert facilities are maintained on the first floor, where a flood of music is opened on an inquirer who "has just a minute, not long enough to stop and listen."

Some of the dealers who have come into the store recently to look into the disc machine prospects are: C. B. Hunter, Versailles, Mo.; C. A. Hawk, Greenville, Ill.; Chris Keyler, Nashville, Ill.; A. J. Rouse, Doniphan, Mo.; A. J. Snider, Poplar Bluff, Mo.

Cylinder records were made at the Silverstone laboratory a few days ago by John Rohan, a local tenor of considerable note, to be sent to the home office to determine whether his voice has the right quality for a record artist. It is believed here that it has, and his records would be exceedingly popular here. A rather peculiar request for records was met last month. A young woman of Steelville, Mo., known throughout the State as a vocalist, was ordered to submit to an operation for the

removal of diseased tonsils. At her father's request she had several records made before going to the hospital, and will have others made when she recovers. The father was anxious to preserve the voice he loves and also to be able to decide accurately what effect the operation had had.

The office in the Silverstone wareroom is set off with a partition that lacks several feet of reaching the high ceiling. Recently it was found that the talking machines used in the main corridor and the adding machines and typewriters made a jumble that rendered conversation in the office almost impossible. Also the demonstrators in the corridor complained that the office machines often destroyed the best effects of their music. Mr. Silverstone has remedied this by stringing copper wires at the top of the partitions to "chop up," as he says, the sound waves. As a result there is slight confusion, and neither the office force nor the demonstrators complain at the solution of the problem.

ADVERTISING GOSPEL FOR THE DAY.

Behold an advertiser went forth to sow; and when he sowed, some seed fell into handbills and dodgers, and the street cleaner came and gathered them up:

Some fell amongst concert and theater programs, and the people being interested in the performance and not in bargains they were left on the seats or crumpled and thrown on the floor.

And some fell among fake schemes and gift enterprises, and popular contempt sprang up and choked them.

But some fell into legitimate papers, which found their way into the homes of the people who had time to read them, and they brought forth fruit some one hundred fold, some sixty fold, some thirty fold. He who hath ears to hear let him hear.

Awake, young man, get a fresh grip on yourself, and remember it's the man who makes the place and the place doesn't seek the man. Whatever you do, shed no tears over the lack of opportunity, for it's knocking, yes hammering, daily at your door.

Other Dealers Are Making Money Selling The

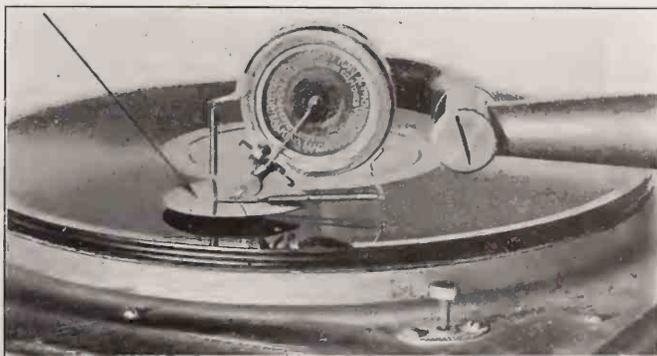
MASTERPHONE

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 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

THE MASTERPHONE CORPORATION, 187 Broadway, New York City

The **TALKING**
For the makers & sellers of talking machines
MACHINE
WORLD

EDWARD LYMAN BILL, - - - Editor and Proprietor.

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 REMITTANCES should be made payable to Edward Lyman Bill by check or Post Office Order.

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

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

NEW YORK, NOVEMBER 15, 1913.

THE suggestion made in the last issue of *The World* that the talking machine houses should establish regular salesmen's schools of instruction, has been favorably received. Quite a number of communications have reached this office from dealers who have been interested in the plan suggested.

Supplementing our remarks of last month, we should say, lose no time in establishing a school for salesmen. The talking machine business is young—not old enough to have graduated a vast number of capable men, but quite old enough to start right in its fundamental work—quite old enough to train salesmen in a manner so that their opportunities for business getting will be broadened.

A salesman's school of instruction in every talking machine store will do this. We feel confident that the salesmen themselves would take quickly and kindly to the idea.

They would obtain views which they would see at once would be advantageous to them. They would add to their tangible assets by the possession of new elemental ideas which would enable them to become larger bread winners. In other words, their sales making possibilities would increase and presumably in like proportion their earning capacity would grow, because most men are willing to recognize every salesman in accordance with his ability to produce business.

THE drone certainly does not rank with the ambitious, wide-awake, clean-cut salesman who can convince customers and who can increase his employer's business. And, union methods, whereby the ambitious man is kept down by the imposition of regulations, do not exist in the sales world. The question of how to increase sales is a vital one—it is fundamental, and sales growth must come through the young men who are showing records and machines over this country.

Therefore, why should they not equip themselves in the most intelligent and advanced manner, so that they can be better fitted to progress in their own positions through increased salesmanship powers?

Increased selling power means increased money-getting powers, for the two work automatically.

To our minds it is absolutely necessary that a salesman should possess some knowledge—fairly comprehensive at that—of mechanical details.

Suppose the mechanical parts of the talking machine were discussed before salesmen and explained?

Would they not be in a better position to impress customers, having themselves obtained a knowledge of the mechanical parts of the talking machine?

OF course, it is not necessary for them to be experts—that is not the question—but a knowledge sufficient to take the talking machine apart completely and reassemble it, if necessary, might come in handy.

The salesman could impress his customer in a more intelligent manner if he thoroughly understood the machine himself.

Now, in the talking machine trade prices are fixed.

Why are they fixed? Why should they not be elastic?

Put that question up to the average salesman and note his answer.

Should he not be in possession of facts so that he may state to a customer that every possible factor has entered into the establishing of a fixed price, that when the manufacturers themselves have fixed a price on certain machines, that those machines are absolutely worth it. Every cost consideration had been analyzed systematically so that when the machines were put out at certain prices they were just the same as standard bonds—they are worth the money asked—they were standardized.

Why should he not be in a position to explain intelligently why different prices are asked for different models?

PUT those questions to some salesmen and they go up in the air, and a good impression frequently is lost simply through the ignorance of the salesman, and yet these same men are not lacking in intelligence or ability—they simply have drifted along in a groove, and they never have used sufficient force to get out of the groove. The talking machine is merely a talking machine to them—a means of gaining a livelihood.

We have hundreds of cases, and no doubt thousands exist, where salesmen have acquired only the most superficial knowledge of the talking machine.

Then, of course, take up the broader subject—the entertaining power of the talking machine. Herein would come the advantage of some knowledge of music on the part of the salesman. A musical education is not necessary, but certainly if he has added to his mental store some knowledge of the leading operas, if he knows something about the principal writers and composers, something about the lives of the musicians whose records he is selling, it will add to the charm of his selling argument to purchasers.

Now, all of these things could be intelligently brought out in a regular salesmen's school. Understand, we do not mean by this a formal school of instruction. We mean salesmen's meets at regular intervals, at which time all of these matters may be discussed, bearing in mind, however, not to bring too much in at a single meeting.

Take up the question of the mechanical part of the machine—discuss that perhaps at several meetings until the salesmen are all familiar with the functional parts of the machine.

THEN take up the question of musical possibilities. In fact, there is no end to the subjects which can be covered at these regular gatherings of salesmen.

Take advertising—very few indeed appreciate the science back of the great advertising campaigns of to-day.

They fail to appreciate the broad plans—the method—the system of educating the public.

Why, bless you, the talking machine manufacturers are advertising for trade two years hence. The business of to-day is covered, but they are always working in advance just as the salesmen should work to improve themselves so that they may improve their opportunities to better advantage.

The *World* proposes to handle discussions along the broad lines of salesmanship, and any questions which our readers may desire to propound along these lines will be cheerfully answered.

We feel that the influence of this paper can be turned to excellent advantage towards building up schools for salesmen throughout the talking machine industry.

A trade publication must be constructive in its work—it must be helpful in every way, else it fails in a degree to live up to its mission, to make the most of its opportunities.

The conductor of a trade paper views the trade as a whole. He sees weaknesses here and there which perhaps the local man does not see and his avenues of information are widespread, covering the entire continent, and this trade newspaper institution is desirous of acting in a manner which will be helpful to all departments of the

talking machine trade. Our work must be along educational and constructive lines, and how better can men employ their time than to develop salesmanship schools?

It is right and proper. It is a move full of business meat for the entire talking machine trade.

EVERY talking machine dealer can increase his record trade if he will use a system of following up customers, to whom he has sold machines, regularly and persistently.

It is conceded that the real profits of the business must be made through the sale of records. Admitted. Then why not follow up every owner of a talking machine regularly, either through a personal call, or through an interesting communication in which some new and special leaders for the month could be emphasized?

A personal call naturally brings in business. It gets results.

Furthermore, many owners of talking machines are pleased at the little attention shown them. Possibly the machine may not be working properly. A salesman will always find that a nice impression is left if he states that he called to see if anything was the matter with the machine in any way.

Incidentally, he could have in his portfolio a few new records.

Now, hearing the new records, together with the realization of the salesman's interest in the talking machine owner, would unquestionably mean the sale of a large number of new records.

Attention and service count, and the service that is given owners of talking machines of the nature indicated will aid very materially to increase the record sales. All of these things can be properly discussed at salesmen's meetings. The machine—records—systems—methods—all along constructive lines.

PROGRESS is an eternal law, and it must not be forgotten that what seems perfect to-day may be looked upon as inadequate a year or two from now. Thus it is that the American spirit of invention has forced our manufacturers to new achievements.

From time to time we hear people say that perfection has been reached in some special machine or product—that there is nothing more beyond—that the man who challenges this perfection and starts out to blaze new paths, is indulging in a futile task.

This brings to mind that when Charles Sumner entered the Senate of the United States, one of the older members of that body congratulated him on his election. "But," he informed him, "you were born too late. There really is no use of being elected to the Senate now. All the great questions have been decided." He explained how Hamilton and Jefferson had adjusted for all time the problems over which they debated; how Andrew Jackson and his compatriots had settled the questions of a larger nationalism; how Webster, Calhoun and Benton had wrought out their mighty theories, with Clay always ready with the middle course of compromise. And now all the great questions were settled. No great questions remained. The opportunity to achieve a great name as statesman had died with the acceptance of Clay's last compromise.

Yet, you will remember, Charles Sumner found some great questions that had been missed; some which were thought stilled, but which were not. No such period of opportunity ever waited real statesmen in the history of America—in the very place where everything had been settled.

The attitude of the older Senator towards Sumner was that which some men are always assuming towards others, in the business world, and whether in the manufacturing or inventive fields, there are those who like to take the ambitious ones and point out to them that there is nothing left to do. Yet, opportunities grow on each other, opening new and varied fields of effort for those who aspire.

It oftentimes happens that when we think we have reached the pinnacle of perfection in any product, some inventor comes along with an improvement that amazes us with its possibilities. Thus, there is no standing still in the talking machine field, or in any other line of effort, to-day!

THE trade press is steadily growing in strength, and journals dealing with great industries will carry more and more influence as time rolls on. Daily newspapers have neither the facilities nor the space for gathering and presenting the information demanded of the leading trade papers.

It is impossible, and always will be, for a non-technical paper to cover a special field as it must be covered to meet the requirements of those earning a livelihood in the industrial world.

Richard H. Waldo, of Good Housekeeping, in a recent address before the Convention of the Federation of Trade Press Associations, held in this city, prophesied that within two decades, and perhaps one, it would be to the trade press of the United States that the older nations would turn for council and guidance in the commercial progress which girdles the habitable world, and Mr. Waldo's opinion will be shared by many who have watched the tremendous advance of trade newspapers.

It was many years ago when the great trade papers of to-day had a very humble origin. Some were nothing more or less than house organs, almost catalogs, of some of the big firms. Others were indifferent sheets gotten out at irregular intervals. Some of them were of the mendicant and blackmailing type, but all of the eccentricities of the past has changed. The great trade newspapers of to-day not only reflect human thought and human endeavor along industrial lines, but they are conducted on a straightforward, educational basis which makes them of ever-increasing value to merchant and manufacturer.

VISITORS to the United States express amazement at the indifference of our manufacturers and the general public to the opportunities that will be presented for developing foreign trade following the opening of the Panama Canal. A South American who recently reached New York by way of Europe stated to The World that in Germany, in France and in England no other topic is engaging such earnest attention among business men as the opening of the Canal. In Germany and England new lines of ships are being projected and the present shipping companies are augmenting their lines of ships so as to cater more effectively to South American trade, following the opening of the Canal.

That the general public as well as the manufacturers in Europe are keenly interested in the Canal is evident from the fact that pictures showing the progress of the building of the great Canal exhibited in the leading motion picture houses in Europe are the most popular shown, arousing keen interest and approval.

This gentleman cannot get over his surprise at the apparent indifference of American manufacturers to the trade possibilities that are bound to materialize with the nearer approach to our neighbors on the Pacific Coast. For little efforts are being made in shipping circles or in banking circles, or in exporting circles in this country to capture a fair share of the trade for which the Germans and English have already perfected plans.

This criticism is well merited. If the new tariff is going to force American manufacturers in competition with the world, it is time that they should be up and doing, and get their share of the trade of the countries south of us, which is now so largely dominated by the Europeans. Heretofore the immensity of our country and its demands have kept American manufacturers fully occupied, but the wise man is he who prepares for the world battle.

SHOULD ability counterbalance age in the employment of men in any line of trade, is a question that often arises in every business establishment. Some concerns have an "age limit" for the employment of salesmen, believing that the younger men possess more initiative and energy in securing results in the development of their plans than those who have passed the forty-year mark. There are other firms who believe that age should not count unless a man is "in a rut," in ill health, or is destitute of ideas.

When the manager of a large wholesale house in the West was asked if he fixed an "age limit" in engaging help or the promotion of employes, he answered emphatically: "I most certainly do. When I want a good man I make certain that he is not too young."

"You said 'young'?"

"I did, advisedly. I don't care how many years may have passed over his head, if in appearance and record he shows that he has enough vim and vital force to do good work in the job for which he is chosen. In addition to these he is likely to have enough judgment and experience to prevent his making the errors a very young man is likely to make. There are no 'old men' in our establishment. A number of them have passed the fifty-year mark, but they are 'up and coming' every day in the year, like the twenty-year olds. As long as they feel that way they are still young."

Salter's Patent Felt-Lined Shelf Cabinets

Are Made EXCLUSIVELY by the

SALTER MFG. CO.

OF CHICAGO

By adhering to the Salter line the dealer insures himself against the mere experiments and unproven theories of manufacturers who are dabbling around in vain efforts to imitate the success of the Salter line.

The construction of every Salter Cabinet is based on *knowledge* of the trade's *requirements*—knowledge accruing from many years of experience. Why not benefit from that experience?

The top of Cabinet is built up to 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.

We have several different styles of Cabinets matching in design the Victor IX and the Columbia "Favorite."



No. 112. CABINET.
(Made Especially to Hold the Columbia "Favorite" Machine.)

We have two new and very attractive Cabinets to go with No. 60 and No. 80 Edison disc machines. Their perfect match has won the instant endorsement of every Edison dealer. Send for illustrations.

Every Edison dealer should have the Salter Catalogue. It means an increased income.

FEATURES OF THE SALTER LINE

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*.

SEND FOR COMPLETE CATALOGUE

SALTER MFG. CO.

337-43 North Oakley Boulevard

CHICAGO

Columbia Catalog, page 13:



The New Columbia Grafonola "Mignonne" the greatest \$100 worth ever offered—sure to appeal to a wide market all its own.



(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

FOUR IMPORTANT NEW EDISON CATALOGS

Just Issued Covering Edison Disc and Cylinder Phonographs, and Edison Disc and Blue Amberol Records—Very Effectively Arranged from Literary and Typographical Standpoints—These Volumes Are Up to the Highest Standard of Edison Service.

Four important books have just been issued by Thos. A. Edison, Inc., Orange, N. J., covering the line of Edison phonographs in both disc and cylinder models for 1913 and 1914, as well as complete record lists for the two styles. Naturally, these books are very well printed in elaborate gold and colored covers, such as is typical of the House of Edison. This company believes in artistically printed representatives, and they have surely accomplished their aim in these four volumes.

Taking them in order, the first book, devoted to disc phonographs, illustrates models A-80 and B-60, which were not in the previous editions. There are also shown models A-450, A-400, A-425, A-375, A-290, A-275, A-300, A-250 (mahogany), A-250 (oak), A-200 (mahogany), A-200 (oak), A-150 (mahogany), A-150 (oak). This shows at a glance that the range of Edison disc models is very extensive and is only of the higher priced goods.

The inside pages of the book are in two colors, sepia and black—the sepia forms a background for the different machines. In this book are also shown the Edison diamond point reproducer and the portfolio for Edison disc records.

Book No. 2 gives the entire list of Edison disc records, alphabetically arranged, complete up to November, 1913. Forty-eight pages are used to list these records, which show to the music loving public a comprehensive repertoire embracing all styles of musical entertainment. In the center of this catalog are eight pages of photographs of over sixty of the leading artists engaged by Thos. A. Edison, Inc., in the making of these various disc records.

Book No. 3 illustrates and describes the complete cylinder line for 1913 and 1914. Two important announcements are made in this book; first, the introduction of three new styles of cabinet phonographs, and second, the discontinuance of all exposed-horn instruments, except the school phonograph. The passing of the style of machine known as the "horn model" marks an era in the production of Edison phonographs.

Commenting on this, it is said in the book: "Unquestionably the horn type has won its laurels and held them ever since the first phonograph was heralded to the world by its inventor, Mr. Edison, in 1877. But the public has set its emphatic seal of approval on the concealed horn, or cabinet style of machine, and so we shall discontinue the manufacture of all horn models except the school phonograph.

"The concealed horn has been the subject of protracted study and experiments in order to secure the very best possible acoustic properties. In its present shape we believe we have achieved a notable result, so that whatever style of cabinet machine is selected, an Edison purchaser is assured of superior tonal qualities. In the smaller cabinet models, where the space has necessarily

been very limited, the acoustic qualities have been jealously guarded.

"All Edison cylinder models will now have, beside the concealed horn in an attractive cabinet, the very decided advantage of the Edison Blue Amberol record; and all but the school type will be equipped with the diamond point reproducer."

The various types of Edison cylinder machines are shown in illustrations portraying their actual use in well furnished homes, which not only give a complete idea of the appearance of the instruments themselves, but show how well they look in refined atmospheres. Nine models are thus displayed.

Separate pages are used for featuring the school phonograph which is gaining in popularity as an educational advantage, while two pages are used to describe and illustrate the home recording outfit, which is designed to appeal to music lovers who like to hear their own voice coming from the machine.

The three Edison reproducers, models A, B and N., are shown, together with the Edison Blue Amberol records. The different styles are given separate paragraphs, and in its entirety the book is a complete one.

A PROGRESSIVE MINEOLA DEALER

Is L. M. Fitzgerald, Who Is Developing a Successful Talking Machine Business.

Although he has only been selling Victrolas and Victor records for the past year, L. M. Fitzgerald, Mineola, Long Island, N. Y., has acquired a reputation throughout his territory as one of the most progressive and up-to-date talking machine dealers on the island. In addition to handling a complete line of Victor products, Mr. Fitzgerald also handles several makes of pianos and an attractive small goods department, which he is featuring with noteworthy success.

Mr. Fitzgerald is one of the many Victor deal-



Section of Store of L. M. Fitzgerald, Mineola, N. Y.

Book No. 4 is an alphabetical catalog of Edison Blue Amberol records, including all grand opera, concert and popular Blue Amberol records listed in the United States up to and including October, 1913. In this volume are also instrumental records from various foreign lists.

Nearly 100 pages are required to list all the Blue Amberol records.

The feature of this volume is, that at the bottom of each page is appended a brief biographical note, together with photographs of the various artists who sing for Edison records and who have become great favorites with Edison patrons. This is rather an unique way of describing facts concerning the various artists, and permits the phonograph owner to know just how his favorite artists look and who they are.

NEW EDISON REPRESENTATIVES.

Thomas O'Grady to Cover Kansas and Joseph R. Allen Several of the Southern States.

Thomas A. Edison, Inc., Orange, N. J., recently added two new enterprising representatives to their capable sales force. Thomas O'Grady will represent the interests of the Edison institution throughout the State of Kansas, while Joseph R. Allen will cover the States of North Carolina, South Carolina, Georgia and Florida.

Both of these new sales representatives are intimately acquainted with the highest ideals of merchandizing, and should score a pleasing success in their new connections.

ers who is an enthusiastic boomer of the popular Victor distributor, the New York Talking Machine Co., 81 Chambers street, New York, and Sales Manager Moody, of this company, who opened the account with Mr. Fitzgerald early in the year, states that Mr. Fitzgerald introduced methods at the start which assured him success in the Victor field.

One of Mr. Fitzgerald's hobbies is the furnishing and decorating of his warerooms in such a way that they will be both homelike and artistic, and judging from the accompanying illustration of a section of his showrooms, Mr. Fitzgerald has certainly succeeded in his purpose in providing an atmosphere in his store that is calculated to make his customers pleasantly at ease.

Soliciting trade by placing Victrolas in the homes for trial is proving most successful with Mr. Fitzgerald, and this method of introducing the Victrola is one that can doubtless be adopted with success by energetic Victor dealers in all parts of the country. Mr. Fitzgerald has an automobile, which is rendering him valuable assistance in taking care of his clients' needs, especially in the matter of making deliveries promptly.

Italian



Chinese

Polish



A Neglected Opportunity—

Victor Foreign Record Business

Music has always been the major element in the life of European nations. Their environment has been one of music for generations. Every City in the United States has its foreign population. It isn't always easy to get the records you want.

This Company probably has the only complete stock of foreign records in the country. No matter where you may be located, keep that fact in mind and realize that the item of Parcels Post is small indeed compared to initiating a Foreign business in your city.



Hebrew

Greek



Japanese



German

NEW YORK TALKING MACHINE COMPANY
81 Chambers Street, New York

REVIEW OF TRADE CONDITIONS IN NEW YORK CITY.

The Situation, Both Wholesale and Retail, Is Most Satisfactory—Dealers Displaying Energy and Originality in Developing Business—All Lines Will Go to the Front—Edison Disc Phonograph Announcement Much Discussed—Opera Season Will Help Trade.

The talking machine trade in New York city the past month has been brisk and steady, with jobbers and dealers in all lines reporting a satisfactory business and a general increase over last year. The strenuous period prior to Election Day had a noticeable effect on many branches of local trade, but according to prominent talking-machine men, this business suffered the least of any. Snappy early winter weather is contributing to a general winter spirit which augurs well for the last two months of the year.

Contrary to the complaints advanced by the trade last year, deliveries by the factories to date have been entirely satisfactory with the possible exceptions of two or three of the popular priced machines which have been ordered in immense quantities during the past eight weeks. Very few of the local dealers, and none of the jobbers have attempted to leave all their holiday orders rest until the eleventh hour, and as a result, the lost sales because of insufficient stock are few and far between.

Show-windows and show-rooms all bear testimony to an adequate stock in all lines, and, whereas, last winter the dealers were at a loss to fill their show-windows, this year there are presented attractive, artistic displays of holiday suggestions in talking machines and records that are playing an important part in the dealer's publicity work. Columbus Day, Hallowe'en and the approach of Thanksgiving have all been utilized by the local dealers to excellent advantage, and appropriate and timely window displays and newspaper publicity, all tend to impress the public with the fact that the talking-machine dealer in this territory is an excellent type of modern progressive retail merchant.

Needless to say, the opening of the Metropolitan Opera Co.'s season which is scheduled for November 17 is giving a tremendous impetus to the promotion of the sale of operatic records. Symphony concerts are now in full sway, and frequent recitals by prominent artists in various musical spheres are also helping the dealers close sales of the higher-priced records.

Newspaper publicity by the leading talking-machine dealers and jobbers was naturally very heavy during the past month, department stores, dealers and piano houses carrying advertisements in the leading papers at various times, exploiting both the machine and record branches of their business. This publicity will doubtless be continued till the end of the year, as it is producing excellent results for the dealers and jobbers.

The formal announcement of the Edison disc line is one of the chief topics of comment in the trade, and this line has already achieved a noteworthy success in local retail trade.

Victor trade maintains its steady substantial gain over last year, which was a record-breaker, while the new Columbia types of machines have already created a demand far in excess of the immediate display.

Gain of 40 Per Cent. Reported.

With its new showrooms entirely completed and every possible convenience to conduce to the comfort of its clients placed at its trade's disposal, the New York Talking Machine Co., 81 Chambers street, N. Y., the popular Victor distributor, is receiving the congratulations of the trade on the prompt and efficient service it is rendering. Sales Manager Moody reports a gain of 40 per cent. over last year's business, and this splendid gain will probably be increased during the last six weeks of the year. The company's dealers all speak in the very highest terms of the beneficial results they are receiving from the national publicity of the Victor Talking Machine Co. and many of them attribute a goodly portion of their expensive Victor record trade to the artistic advertising that the Victor Co. has been inserting in the national magazines, featuring Caruso's records and records of similar importance.

Window Displays Attract.

The Chambers street store of the Columbia Graphophone Co., under the able management of R. F. Bolton, is closing the best season in its history, and this statement gets added weight from the fact that 1912 was a record breaker. This store presented a number of exceptionally attractive window-displays during the course of the month, and many Columbia dealers, who visited the warerooms to place their holiday orders, were impressed with these displays to such an extent that they obtained detailed information regarding their construction for use in their own stores. "We are finding it difficult to secure a sufficient quantity of various types of machines to supply the demands of our trade," stated Mr. Bolton in a chat with *The World*. "Among the models that are proving so popular are the 'Leader,' 'Favorite,' 'New Mignonette' and the 'Gem.' Our record trade is keeping up unusually strong, and our grand opera and instrumental records are enjoying the heaviest sale in our history."

Regular Dealers Supplied First.

Blackman dealers throughout local territory are enjoying a prosperous era, judging from the optimistic reports of J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, N. Y., the prominent Victor and Edison cylinder jobber. As is customary with this company, those clients who have been steady customers the year round are receiving the preference in the filling of orders, but up to the present time, all the Blackman dealers have been able to secure the goods they ordered with very few exceptions. Victorlas XVI and XIV are maintaining their usual premier rank with the company's clients, while the new \$30 and \$45 types of hornless Edison cylinder machines are being ordered in large quantities by the Edison dealers who predict a splendid business with these machines all winter and spring.

Handsome Display of Machines.

A comprehensive display of all types of Columbia machines is shown in the window of the Columbia store at 35 West Twenty-third street, and Manager Cleveland states that the demand for the higher priced machines is far in excess of last year. Situated in the heart of one of the best shopping districts in town, this Columbia store is in a most advantageous position to cater to the better class of trade, and reports to date indicate that it is doing so with vim and vigor.

Recitals Prove Very Popular.

The talking machine department of John Wanamaker with its complete Victor and Edison cylinder lines is one of the busiest spots in the local trade. For several years this store has presented the Victrola to the public in an ideal manner, that of daily recitals. Printed programs, varying each week, are distributed to all visitors to the store, and at stated times shown on the program certain records are played in the rotunda of the store. The name of the artist together with the number of the record are also printed on the program, and it is a common occurrence for visitors to the store to leave orders for the entire list of Victor records featured on that week's program. The Wanamaker talking machine department is also featuring with gratifying success its I. C. S. phonograph language outfit, which involves the use of a standard Edison phonograph with specially selected records.

Report Best Season in History.

Landay Bros., 563 Fifth avenue, the enthusiastic Victor distributors with four stores in the best shopping districts of the city join those Victor distributors, who report the best season in their history. In a chat with *The World*, Max Landay requested to be placed on record as predicting the best winter trade in Victor products that his house has yet enjoyed. The gain to date is splendid, and Mr. Landay is waiting until the end

of the year to announce an increase which he states will startle any "Doubting Thomases." Landay Bros. but recently started an energetic fall campaign in the daily newspapers, which is proving a noteworthy success.

Higher Priced Machines In Demand.

The Columbia departments in the stores of F. G. Smith, the prominent piano manufacturer in both Brooklyn and New York, are closing a very satisfactory business with the higher priced machines more than holding their own. The combination of pianos and Columbia machines and records is proving an admirable one, and each day's business evidences the value of this co-operation of these two musical exponents.

Take on the Edison Disc Line.

The Edison disc machine in local territory is fast strengthening its position with discriminating music lovers. The Tower Manufacturing & Novelty Co., 326 Broadway, N. Y., the first Edison disc dealer in the city, is continuing to sell many expensive Edison disc models to prominent members of the downtown industrial world. Manager Steinberg, of the Tower Co.'s Edison department, states that both in machines and records the store's Edison clientele is increasing day after day, with every prospect of next month's business taxing the stock to the utmost. A \$450 Edison disc machine exhibited at the Business Show attracted commendation from all visitors to the show, and a number of excellent sales were closed. Krakauer Bros., the well-known piano house, is enthusiastic over its acquisition of the Edison disc line, and expects to close several sales of the higher-priced types during the next fortnight. Hunt's Music House, White Plains, N. Y., one of the latest additions to the Edison disc band wagon, is another Edison enthusiast that caters to a clientele that is certain to appreciate the true value of the musical qualities of the Edison disc product.

Congratulated on Promotion.

N. Goldfinger, manager of the Greenhut-Siegel-Cooper Co.'s Victor and Edison department, is receiving the congratulations of his friends on his appointment to the managership of the store's piano department in addition to retaining the management of the Victor and Edison department. Mr. Goldfinger reports a substantial gain in both the Victor and Edison lines over last year.

Co-operation Is Appreciated.

Benj. Switky, 9 West Twenty-third street, the popular Victor distributor, is closing the best season he has ever experienced. Mr. Switky certainly deserves this success, as the co-operation that he extends to all his dealers is of the kind that is not only appreciated by the trade, but is productive of excellent results. Expert instruction in repairing machines, professional assistance in writing advertisements and circulars and assistance in making sales of machines and records are among the features of Mr. Switky's valuable offers to his trade.

Receive Optimistic Reports.

In going around town *The World* man received optimistic reports from all of the leading dealers, including the Aeolian Co. (Victor); Gimbel Bros. (Victor and Columbia); Fred'k Loeser & Co. (Victor); A. H. Mayer (Edison); Silas Pearsall Co. (Victor); Cort Sales Co. (Columbia); Sol Bloom (Victor); Ludwig Bauman & Co. (Columbia).

DOUBLE TELEGRAPHONE RECORDS.

Prof. Pedersen is taking up the Poulsen telegraphone or magnetic phonograph idea and now perfects it so that excellent results are to be had. He runs a steel wire between a pair of bobbins, and upon the wire are placed electro magnets nearly touching it, as usual, so that when he speaks into a telephone connected with the magnets, this gives a magnetic record upon the wire as it passes along, but here he uses two separate magnets spaced on the wire, and finds he can thus record two separate conversations on the same wire. On reversing the wire, each conversation can be heard in its own telephone.

Your day, and your competitor's, have just the same number of hours. But neither are long enough to swipe a second from the knocking purposes.

THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

BOSTON, MASS., November 10.—The talking machine business is booming; of that there is no doubt. Piano houses may be uttering some complaint about poor or at least nominal business, but not so the dealers in Columbia, Victor or Edison goods. With some houses there is a scarcity of outfits, and statements made by managers to this effect are borne out by the bare appearance of the retail quarters. One interesting feature of the talking machine business is the way that furniture houses are taking on these lines, for it has shrewdly been discovered by not a few furniture concerns that the talking machine is a most effectual means of resurrecting a "dead account." All such houses have customers on their books to whom they have sold pretty nearly everything that was carried, furniture, carpets, rugs, china, and the like. But the talking machine comes along with its great possibilities, and lo; here is something that it is not difficult to convince householders that they want. Once the machine is purchased there is the continuous call for records, and some of the leading furniture houses of the city can be pointed to as having revived a lot of trade in just this manner.

Arrange for Folk Dances.

The Columbia Graphophone Co. is to put its fine second-story salon to a good use this winter. Last year, it will be recalled, that W. L. Hubbard, of the Boston Opera House, gave a series of lectures on the forthcoming new operas with vocal and instrumental illustrations. This season Manager Erisman has planned to have programs of folk dancing on Saturday forenoons to the accompaniment of music by the Columbia grand. The dances will be given by a group of girls from the Somerville schools and who will perform under the immediate supervision of Mrs. Soule, who is the instructor in folk dancing in the schools of that city. Special invitations are being sent out and the Saturday mornings at the Columbia quarters promise to be quite a rendezvous of lovers of this kind of dancing.

Presented with Handsome Victrola.

Charles W. Gammons, senior member of the life underwriting agency of James T. Phelps & Co., of this city, was honored by his office and other insurance associates a while ago with a dinner tendered him at Young's Hotel, this in recognition

of thirty years of service. One of the surprises of the evening was the presentation of a handsome Victrola, Style 16, with a number of records. The outfit came from the Victor department of the Henry F. Miller Co.

Beautiful Columbia Window Display.

One of the sights of Tremont street that is attracting much attention is the display in one of the Columbia Graphophone Co.'s windows. It shows a handsome Columbia Grand, beside which stands a young woman clad in a fashionable evening gown, the window being appropriately furnished to represent a beautiful salon. There's always quite a crowd about the window, and the exhibit has proved quite worthy as an advertising medium.

To Handle Columbia Line.

The J. & A. Ehrlich Co., of 2145 Washington street, has closed a contract for the Columbia line of goods, and the initial order for machines and records was a very large one.

On His Way to Headquarters.

J. W. Scott, special representative of Thomas A. Edison Co., Inc., was a caller on Manager Silliman, of the Pardee-Ellenberger Co., a few days ago. Mr. Scott was on his way from Maine to the factory. He reported business good all through the field in which he had been.

Advertising Song Hits.

All the song hits of "The Follies," playing at the Tremont Theater next door, are being widely advertised in the windows of the Eastern Talking Machine Co. in Tremont street. The Eastern Co., with its characteristic eye to business, always seizes on the presence of a musical show at the Tremont to advertise its records, and it does it to advantage, too. Several of the "Follies" Company have called at the Eastern headquarters and "heard themselves," notably Nat M. Wills, the tramp comedian, who is an important feature of the show.

Quite a "Talking" Feature.

The new Columbia demonstration disc is proving quite a talking feature, and the Boston offices are easily getting rid of a large supply.

Working on the Outside.

Norman Mason, who formerly was the able floor manager of the Columbia Graphophone Co., is now spending all his time outside, among the wholesale trade, and he is meeting with remarkable success.

Mason "has a way" with him which just catches the trade right and his success is scarcely to be wondered at.

Interested in New Edison Discs.

George Lincoln Parker reports an unusually good fall in his talking machine department. Not only is he making many sales of Victor goods, but he and his staff of salesmen have been able to interest many people in the new Edison disc machines. Mr. Parker's business thus far this year is much in advance of the same period a year ago.

Waiting Room for Women Patrons.

Manager Taft, of the Eastern Talking Machine Co., is working out the details of a waiting room to be located near the street door on the ground floor of the Tremont street headquarters. Such an apartment should prove a great convenience to the many women patrons of the establishment. It will be furnished attractively and will be ready soon.

Marvels at Erisman's Store.

H. E. Parker, the assistant superintendent of the Columbia factory, was a visitor at Manager Erisman's Columbia office a few days ago. Mr. Parker runs over to Boston at intervals and always marvels at Manager Erisman's business strides.

H. A. Yerkes, the Columbia wholesale manager at the New York offices, was in town a few days ago making his headquarters at Manager Erisman's offices.

Steinert's Well Equipped Department.

The Victor department of the M. Steinert & Sons Co. is enjoying its full share of talking machine prosperity. The establishment in Arch street is now splendidly equipped to meet the calls of its many customers, a large proportion of whom are downtown business people, as the store is in the midst of the commercial life of the city.

Selling High Priced Edison Disc Machines.

Manager Silliman, of the Pardee-Ellenberger Co., says that it is about as easy to-day to sell a high-priced Edison disc machine as it was to dispose of a \$20 cylinder machine a few years ago. There is no longer any delay in getting discs and owners of the new Edison machines are finding all the records they want, and of a high quality, too.

Developing School Business.

Now that the schools are opened for the season, Billy Fitzgerald, of the Eastern Talking Machine Co., is "right on the job," and it is suspected that he will soon be able to close some surprisingly good contracts for equipments to be installed in some of the leading schools.

A Progressive Worcester House.

A representative of the Atherton Furniture Co., of Worcester, was in town lately, and placed a large order for Columbia outfits. This large Worcester house is having a notable opening on November 6, 7 and 8. The Columbia quarters have just closed up a large contract with the Piper & McIntyre Co., of Manchester, N. H.

Featuring Talking Machines.

The A. McArthur Co., one of the largest furniture houses in the city, is making a great feature of its talking machine department, and it has placed this in charge of C. A. Hewett, who knows the business from A to Z.

Big Demand for Victor Machine at Ditson's.

One hears the same contented cry from Manager Winkelman, head of the Victor department of the Oliver Ditson Co. Now that the fall season is on in earnest and everybody back from their country homes, Mr. Winkelman's loyal staff is kept on the jump from morn till eve, and sometimes later, supplying Victor machines and records.

Henry Siegel Co.'s Fine Display.

The Henry Siegel Co., one of Boston's large department stores, is going more heavily than ever into the talking machine business, and this week it has had one of its large show windows entirely devoted to an exhibit of equipments. The refurbished department is now in charge of Benjamin Krumschied, who formerly was with the Tel-Electric Co. and who is well versed in the business.

The Most Profitable Line

is that which sells easiest with the most profits. Edison disc phonographs are scientifically made for the best tone reproduction. You only need to show your prospects the new models in the

Edison Line of Disc Phonographs

and you have their undivided attention. Playing several records generally clinches the sale. Write in now and see if your city is eligible for a representation. You'll be surprised at the magnitude of the Edison value.

The Pardee-Ellenberger Co., Inc.

BOSTON, MASS.

NEW HAVEN, CONN.

THE TRADE IN BOSTON AND NEW ENGLAND

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

Big Record Business.

An interesting feature of the business of H. Rosen at 3 School street is the large number of customers he has on Saturday afternoon and evening. Regularly Mr. Rosen has to engage extra clerks on Saturday evenings to serve the people who drop in for records. As soon as possible he will secure additional quarters to his present suite of rooms.

TEACHERS HEAR THE VICTOR.

Delightful Entertainment Provided by the Victor Co. for the Closing Session of the Convention of the Essex County Teachers' Association, Held in Boston Last Week.

(Special to The Talking Machine World.)

BOSTON, MASS., November 10.—The Victor talking machine received a splendid demonstration this afternoon at the eighty-fourth annual convention of the Essex County Teachers' Association in Tremont Temple. The demonstration came as the last feature, and when the last speaker on the program had finished the chairman of the session made the announcement of the Victor demonstration, casually mentioning that no one was obliged to remain, as this was not an official part of the exercises. It is of more than passing interest, however, that few teachers left the hall, and thereafter for half an hour they were delightfully entertained.

The demonstration was conducted by Branson M. De Cou, representing the educational department of the Victor Co., and he came to Boston on purpose for this occasion. He had on the platform two machines, which were loaned for the occasion by the M. Steinert & Sons Co., which house also sent along one of its staff to assist Mr. De Cou. A short talk preceded the concert, Mr. De Cou telling his audience in an entertaining manner the wide possibilities of this method of entertainment and education. He spoke of the volume recently prepared by the Victor Co. on the literature of music, which he advised all teachers to become familiar with.

In his demonstration he began with a record of Mme. Schumann-Heink in "Silent Night," and this was followed by the great "Faust" prison scene as given by the three great artists—Caruso, Farrar and Journet. Then in rapid succession he gave marches for calisthenics, folk dances, standard part songs, poems and recitations, several of the singing games, the stories by Miss Faulkner of Chicago, the series of Mother Goose songs, popular instrumental selections for children and ending with the famous "Rigoletto" quartet by Abott, Homer, Caruso and Scotti, and an instrumental arrangement of "America" as the audience filed out. All through the concert there was enthusiastic applause for the numbers.

SUPPLEMENT OF FOREIGN RECORDS.

The Victor Talking Machine Co. sent out to the trade this week a special supplement of foreign records accompanied by a short letter, calling the attention of the dealers to the unlimited possibilities that exist for the development of foreign records trade. This foreign record business, incidentally, is showing a substantial increase each season that indicates a growing realization of this field's possibilities by the dealers and distributors.

WANTED SOMETHING MUSICAL.

He had lately come into a fortune and had gone to the city to relieve himself of part of the burden. Among his hardest tasks was the selection of dinner from the elaborate, congested menu card, by which his food and drink were placed under a heavy disguise.

"Bring up a little of this, waiter," he ventured, his finger at an appetizing line.

The waiter, astonished, glanced closer for confirmation of his perplexity. "Sorry, sir, but the band's playing that now."

NEW DEALER GETS GOOD RESULTS.

Thomas F. Morris, Who Handles the Edison Disc Line in Newton Centre, Mass., Does Well with Opening Campaign.

(Special to The Talking Machine World.)

BOSTON, MASS., November 8.—One of the latest additions to the fast growing lists of Edison disc representatives in this territory is Thomas F. Morris, 297 Center street, Newton Centre, Mass., who recently opened an attractively arranged store for the exclusive sale of Edison disc products. The furnishings of Mr. Morris' new store are tasteful and dignified to a degree, the decorations and furnishings of the demonstration rooms being designed in the Spanish leather craftsman style, with the fixtures of antique oak.

Located in one of the leading suburban districts of the city, Mr. Morris will undoubtedly close an excellent business with Edison disc products, and should find it comparatively easy to develop a profitable and discriminating clientele among the music lovers in his section.

WINNING GOOD WILL OF CUSTOMERS.

The salesmen and clerks who would succeed should cultivate charm of manner. Courteous manners in little things are an asset worth acquiring. When a customer approaches, rise and offer a chair; step aside and let the store's guest pass first into the elevator. These are little things, but they make you and your work finer. Your promise to a customer is your employer's promise. A broken promise always hurts, and it shows weakness in the character of a business organization, just as unreliability does in an individual.

If your business is to wait on customers, be careful of your dress and appearance. Do your manicuring before you reach the store, not after you get there, says the Edison Phonograph Monthly. In a thousand ways a salesman can give evidence of a desire to be helpful, which is far removed from officiousness and which attitude makes friends for a store.

Your work may seem hard to-day, but if you do your level best it is bound to come easier to-morrow.

CONDITIONS ARE EXCELLENT

As Far as They Affect the Columbia in New England Territory, Says H. A. Yerkes, Manager of Company's Wholesale Department.

"Business in New England is splendid, and in my opinion was never better than at the present time," stated H. A. Yerkes, manager of the wholesale department of the Columbia Graphophone Co., who returned late last week from a two weeks' trip through New England territory. "In all lines of business there seems to be a general optimism and steadiness of industrial affairs that augurs very well indeed for the closing of an excellent 1913 and a prosperous spring in 1914.

"As far as our own business is concerned, it is gratifying to note that Columbia dealers in New England, without exception, are closing the best year in their history. Both in machines and records the sales to date are far in excess of last year, which was a record-breaker, and judging from the consistent and result producing publicity now being used by New England Columbia dealers, the last six weeks of this year will break all previous totals.

"Some idea of the status of our business in general may be gathered from the fact that we are more concerned at the present time in filling the orders of our regular clients than in establishing any new representatives. This condition applies particularly to New England territory, where certain types of machines are achieving a remarkable popularity. The 'Leader,' our new \$75 machine, for example, is a prime favorite throughout every part of New England, and we are finding it very difficult to ship these machines fast enough to Columbia dealers in this part of the country. Our 'New Mignonette' is another model that is in the very front ranks of popular types, and the new 'Gem' bids fair to become the best selling machine of its class ever introduced.

"Our Springfield, Mass., store recently moved into new and enlarged quarters, where it will be in a more advantageous position to adequately cater to the rapidly increasing demands of its clientele. This store has closed an excellent business so far this year and established a number of important agencies during the first part of the year that are doing a fine holiday trade."

¶ The BAGSHAW line of Talking Machine Needles comprises twenty-eight types. Most of the demand centers upon twelve styles. All are made to measure up to the "Best in the World" Bagshaw Standard.

W. H. BAGSHAW

Needle Maker Since 1870

LOWELL, MASS.

HOW OFTEN DO YOU SEE THIS— Meaning DISAPPOINTMENT on the very records you MOST WANTED

ALL GOODS RETURNED FOR CREDIT	10	10 inch R. S. \$1.00	3	12 inch Victrola \$3.00	LESS WE NOTIFY YOU TO RETURN THEM.	
	10	10 inch Victrola \$2.00	1	12 inch Victrola \$4.00		
	7	10 inch Victrola \$3.00	1	12 inch Victrola \$5.00		
		10 inch Tamagno	2	12 inch Victrola \$6.00		
	15	12 inch Single		12 inch Victrola \$7.00		
	17	12 inch Double		12 inch Patti		
	9	12 inch P. L.		12 inch Victrola \$3.00 Special		
	11	12 inch R. S. \$1.50		12 inch Victrola \$4.00 Special		
	Supplies: <i>Following records temporarily out of stock</i>					
	16008		74041	64120		
	16996		74163	88138		
Entire Shipment consists of _____			_____ Crates			
			_____ Boxes			
			_____ Packages			

Isn't this about the way it looks time after time? You have found these and other numbers "temporarily out of stock." You would rather have had **THESE** and done without two dozen others, because these are the ones that count.

The Stewart Talking Machine Co.

has all of these at the present time, and we make it a point **AT ALL TIMES** to have the records that the dealers **MOST WANT**.

We can fill as large a percentage of an order as any of them, but we lay special stress on being able to fill the **IMPORTANT** part of the order. Our stock is unusually **LARGE** and **COMPLETE**.

"When You Want What You Want—Send to Stewart"

Stewart
TALKING MACHINE CO.
INDIANAPOLIS,
IND.





Columbia Catalog, page 27: The Columbia Grafonola "Regent" at \$225, with the "tilting record trays"—a better table and a better musical instrument than ever.



(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

HOLIDAY DEMAND MAKES ITSELF FELT IN WISCONSIN.

Milwaukee Jobbers Pleased with Outlook and Expect Enormous Christmas Trade—Underlying Conditions Satisfactory Throughout State—Dealers and Jobbers Optimistic and Are Pushing the Various Lines of Talking Machines and Records Enthusiastically.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., November 12.—The first rush of the holiday trade is making itself felt in the talking machine field all over Wisconsin, and there seems to be every assurance that this season's business will attain a new high mark. Dealers about the State are showing their confidence by placing good, substantial orders for machines, records and supplies, with the result that jobbers in all lines are finding themselves unusually busy. Dealers have been finding that their stocks on hand were not especially large this year and they have been hurrying to place their orders with jobbers early enough to insure prompt shipment.

While business during October was not poor, it was a little short of expectations with some houses, but the trade thus far in November has been exceptionally good, and Milwaukee dealers are confident that plenty of activity may be expected from now on. General business is showing improvement, and while money is a little "tight," this situation is expected to improve just as soon as some final action is taken on the currency bill now before Congress.

Collections are poor in practically every line of business, and the talking machine field is no exception. People are showing an inclination to buy, but it means harder work on the part of the salesman, and then payments come in more slowly.

That underlying conditions are satisfactory is proven by the final Wisconsin crop report of the year, just issued by James C. MacKenzie, secretary of the State Board of Agriculture. The report says that the past year has been highly productive to the farmers of Wisconsin, this State leading all others in the Union in the production of grain and grasses. The corn crop was particularly good and most of the counties in the State report record breaking yields. Crop experts say that the report is fairly indicative of conditions all over this section of the Northwest, pretty sure proof that there will be plenty of money from now on.

Gets Its Share of Business.

The Gensch-Smith Co., 730 Grand avenue, Milwaukee's latest exclusive Victor concern, seems to be meeting with more than its share of business. W. P. Gensch says that sales climbed to a new high mark during the first half of the present month. Several attractive window displays were featured by the company during the past few weeks.

To Occupy Larger Quarters.

The Edmund Gram Music House, 414-416 Milwaukee street, has decided to move its Victor department into new and larger quarters on the first floor of the handsome Gram building. Paul A. Seeger, manager of the Victor department, has completed plans for the erection of two attractive booths and these will be installed at once, in order that they may be completed before the greatest rush of the holiday trade is experienced. The booths will be of mahogany, with ivory and gold decorations.

Victrola for Houseboat.

The palatial houseboat, "Willena," owned by W. H. Fahrney, a Chicago millionaire, which spent a short time in Milwaukee recently, was equipped with a Victrola and an electric piano. The boat was on the first stage of a 1,400 mile journey up Lake Michigan to Portage, Wis., down the Wisconsin River to the Mississippi, and on down to New Orleans.

A Most Attractive Building.

The George H. Eichholz Co. formally opened its new talking machine store at 542 Twelfth street recently. It is one of the finest talking machine establishments in Milwaukee. The building is attractive both inside and out. The interior finish is rich and the furnishings are inviting to customers. Although he has been in business only nine and one-half years, Mr. Eichholz has been compelled to seek larger quarters three times. On May 1, 1912, Frank Preuss became a partner of Mr. Eichholz, and since that time he has had much to do with the progress of the business.

Talking Machine in Library.

The talking machine is playing an important part in the service which is being rendered to the public by the South Side division of the Milwaukee city library. A story telling hour, with the talking machine as the story teller, is one of the innovations introduced at the branch library by Librarian S. A. McKillop. Aesop's fables, popular historical tales and children's stories are among the ones used. The records are made by Mary Faulkner, whose success as a professional story teller for children led to her engagement with a well-known talking machine company. The youngsters from schools near the library are entertained during the week, while on Saturday mornings the machine is constantly in use. Librarian McKillop believes that the talking machine will aid in increasing the popularity of the library.

Increase of 39 Per Cent.

L. C. Parker, manager of the Victor department at Gimbel Bros. says that business during the month of October showed an increase of 39 per cent., as compared with the corresponding period a year ago.

Several New Victor Dealers.

Harry T. Fitzpatrick, general manager of the Wisconsin Talking Machine Co., jobber for the Victor line, reports that business has been exceptionally good since September. Victor dealers have been ordering well for the holiday trade. Several new Victor dealers about Wisconsin are reported by Mr. Fitzpatrick.

C. W. Abbott, manager of the Victor department at the Boston store, has increased his sales force.

Exhibited Before Teachers' Association.

An interesting demonstration of Victor machines and their possibilities in public school work was given before the annual convention of the Wisconsin Teachers' Association, held in the Milwaukee Auditorium, November 6, 7 and 8, by L. C. Parker, manager of the Victor department at Gimbel Bros.,

and Mr. Nolan, one of the traveling representatives of the Victor Co. The Victor has found a ready field among the schools of Wisconsin, due largely to the work of Mrs. Frances E. Clark, formerly supervisor of music in the Milwaukee schools.

A. G. Kunde, 516 Grand avenue, jobber and retailer for the Columbia line of machines and records, also had charge of an exhibition of Columbia machines before the teachers' convention. Mr. Kunde featured the Columbia Favorite and other types of machines, which have met with favor in the schools. Business is unusually good at the Kunde downtown store and at his branch store.

Secure More Room.

Miss Gertrude F. Gannon has leased the two upper floors of the building at 312 Grand avenue and has installed a handsome new front in her retail talking machine store. Some fine Victrola sales are reported by Manager John H. Becker, Jr.

Edison Agency in Madison.

The Milwaukee Phonograph Co., 347-349 Broadway, jobber for the Edison line in Wisconsin, has placed the Edison agency in Madison, the capitol city of the State, with the W. H. Aton Piano Co. William A. Schmidt, general manager of The Phonograph Co., has returned from a successful business trip in southern and central Wisconsin. Trade with the company is good.

Heller Piano Co. Affairs.

The Rudolph Wurlitzer Co., of Chicago, and the Wisconsin Talking Machine Co., of Milwaukee, are among the creditors of the Heller Piano Co., of this city, which was forced into involuntary bankruptcy on October 16. The Wurlitzer Co. has a secured claim of \$20,000, while the Wisconsin Talking Machine Co. escaped with a claim of \$1,600. The Heller concern carried the Victor line of machines, records and supplies, and seemed to meet with a good business in this line. It is understood that a short time before the concern was forced into bankruptcy considerable of its stock was shipped out of the store, and among the goods thus disappearing were several talking machines. It seems that some of these machines have been discovered by the Victor Co. at Newark, N. J., although nobody seems to know just how they came there. Attorneys for the creditors believe that liabilities will amount to at least \$15,000, while the assets are uncertain and may not amount to more than \$25,000. The First Savings & Trust Co. of Milwaukee is receiver.

Records Are Needed.

Dr. F. A. Kraft, health commissioner of Milwaukee, recently made an appeal to Milwaukeeans to send his department all the talking machine records which they could spare for use at the Blue Mounds Tuberculosis Sanatorium west of the city. The city purchased a talking machine for the institution some time ago, but more records are needed.

DEFACED BELASCO'S VICTROLA.

A burglar broke into the home of David Belasco the other day and for some reason or other defaced the case of Mr. Belasco's Victrola, and taking the records out of the cabinet threw them on the floor and walked on them, thus breaking them all. Efforts are being made to trace the perpetrators of this outrage.

MERIT WINS

ARE YOU one of the TWO HUNDRED AND FIFTY DEALERS who ordered the
“ARTESTE TONE MAGNIFIER”
 LAST MONTH?

Place your order for Mid-Winter Trade NOW. Don't wait until you have a dozen calls for the MAGNIFIER before you order. Helps you sell machines and records.

HEARING IS BELIEVING—EQUIP A MACHINE AND BE CONVINCED

Retails
for
\$1.50



Discount
to
Dealers

THE PERFECT TONE PRODUCER

THE STETSON MFG. COMPANY,

814 Hippodrome Building.,

Cleveland, Ohio

NEW EDISON ARTISTS.

Messrs. Couturier, Randolph and McCormack to Make Their Debut in the January List of Records—Most Valuable Acquisitions, Judging from Their Records.

In the January list of Blue Amberol records Thomas A. Edison, Inc., will introduce three artists who, although well known in the musical world, are newcomers in the record field. The first is Ernest Albert Couturier, a solo cornetist of international fame, at one time a member of Gilmore's famous band, and who was unanimously elected conductor of this organization on the death of the popular band master. He scored his greatest success in Berlin, where he was heard in thirty-six consecutive concerts at Kroll's, the King's Opera Theater, being acclaimed by musical Berlin as the world's greatest cornet virtuoso. Mr. Couturier is represented in the Edison list by Bartlett's "A Dream," and it is notable not only for its purity of tone, but for the feeling and sentiment with which he presents this charming composition. His legato playing is most exquisite.



E. A. Couturier.

In the vocal field two singers are introduced in the January list, Henry B. Randolph, tenor, and Owen J. McCormack, baritone. The former is heard in the famous old ballad, "When the Song Birds Sing No More," which affords an excellent example of the rich, warm, and even powerful voice possessed by this church and oratorio singer, who has been heard with such success in musical affairs for the past ten years.

Mr. McCormack, like his namesake of tenor fame, has a most sympathetic voice, full of native

warmth and sentiment, and his Edison record of the Irish ballad, "The Lass from the County Mayo," is a fascinating number which should add to the reputation of this singer. Mr. McCormack has been connected with the Abörn Grand Opera



O. J. McCormack.

Co., where he has sung many operatic roles, as well as with the Klaw & Erlanger and the Henry W. Savage organizations.

These new singers will be welcomed by the hundreds of thousands of users of Edison records the world over.



H. B. Randolph.

MUSIC AIDS IN WRITING.

(Special to The Talking Machine World.)

TULARE, CAL., November 7.—The rhythm of music is proving successful in the Tulare schools as a guide to the arm in writing. A talking machine is used to produce the music, two-step music being used for certain kinds of letter practise, and music with other time being used for other kinds of letters. The "talker" is placed in the hall between two rooms and the pupils of both are instructed by Prof. J. M. Luck at the same time. Two-step music is perfect for practise with the letter "a," the rhythm of the music coinciding exactly with the swing of the arm. A room filled with pupils in writing resembles the action of a class in calisthenics.

NEW DEMONSTRATING SYSTEM.

Playing of Victor Records Heard in Rest Rooms and Other Parts of Famous & Barr Co.'s Store by "Wireless Telegraphy"—To Enlarge Department Soon.

(Special to The Talking Machine World.)

St. Louis, Mo., November 10.—A novelty at the Famous and Barr Co. that has attracted much attention has been the transmission of Victrola numbers about the building by the "wireless telegraph" system. The playing machine is kept at the Victor department with a sound transmission instrument in the horn. Another horn with a large sound collection coil is placed on another floor, usually in one of the waiting rooms, where there is a splendid program with no machine in sight.

The Famous and Barr Co. expects to enlarge soon. Manager Ligon has found himself wonderfully cramped and some other departments will be moved to give him space in accord with business demands. He also has been greatly handicapped because the piano department, with which he is a fellow tenant, has been disordered while the piano demonstration booths are being built. Both the piano and Victor departments of the Famous and Barr Co. moved into their present quarters without partitions or other conveniences and have been doing a nice business while getting themselves settled.

Miss Elizabeth Vandeventer, who was in charge of the Bollman Bros. Piano Co. Victor department, is connected with the Famous and Barr department.

BE SURE YOU ARE RIGHT.

If you are sure you are right, then go ahead. When you are certain, let nothing turn you aside. Some people will try to laugh you out of your purpose, but one who is thrown off the track by ridicule deserves disaster. Harder to resist is the friendly advice of those who cannot see things as you do, but it is a weakness to allow the doubt of others to shake our own steadfast faith. Be sure you are right, and then go ahead. Let nothing cause you to turn aside.

VICTORS USED IN CHILDREN'S FESTIVAL IN TACOMA.

Most Impressive Illustration of the Value of the Talking Machine in School Work—Five Machines Going in Field at One Time Furnish Music for Rehearsals and Lead the Band on Field Day in Order to Preserve Regularity of Tempo.

As a stimulator of musical taste and an aid to a greater interest in athletic exercises, the talking machine has become a factor of great moment in all parts of the country.

while the other pictures the field day exercises held in the beautiful stadium of Tacoma, seating some 18,000. Owing to its enormous extent only a partial view of the stadium appears.



Tacoma School Children Drilling to Music of the Victor Talking Machine.

These pictures show one of the most remarkable uses of the Victor talking machine in school work that has ever come to our notice. The children of the schools in Tacoma, Wash., had pre-

In the small groups of various exercises five Victors were used, placed at different points on the field. When the great mass drill was given it was, of course, necessary to use a band for greater



The Victor Leads the Band During Field Day Exercises in Stadium at Tacoma.

pared all their exercises for their field day festival to the music of Victor records.

In one of the illustrations a division of the children is shown at rehearsal with the Victor.

A LIVE BIT OF SALESMANSHIP.

Edison Dealer in Town of 97 Population Sells \$150 Phonograph to Local High School.

G. M. Lambert, an enterprising Edison disc dealer at Luna, Ia., reports the sale of a \$150 Edison disc phonograph to the Pottsville High School of that city. When it is considered that Luna, Ia., can boast of the immense population of

volume, but the Victor will be noted in the foreground leading the band, thus insuring that the music would be given in exactly the same way as they had been taught to follow.

ninety-seven a fair idea of Mr. Lambert's energy and aggressiveness may be gathered. The special music committee of the high school is now arranging for the holding of a series of recitals in order to properly introduce the Edison disc product to the residents of the town.

Leave something for the imagination—something which a further examination will reveal.

PURCHASING AGENTS ORGANIZE.

National Association of Purchasing Agents Formed in New York with H. T. Leeming, of Thomas A. Edison, Inc., as Temporary Chairman—The Objects of the New Body.

The National Association of Purchasing Agents, consisting of purchasing agents and buyers in all lines of trade, was formally launched at a meeting held at the Hotel McAlpin on October 16, and at which meeting H. T. Leeming, of Thomas A. Edi-

son, Inc., was elected temporary chairman, and E. B. Hendricks, well known in commercial circles, as temporary secretary and treasurer, with headquarters for the present at the Hotel McAlpin.

The objects of the new association are set forth as follows:

"This association will be devoted entirely to the interest of purchasing agents and buyers, and will have sub-associations in all sections of the country. Some of the objects are: (1) The formation of the purchasing agents and buyers into a national body; (2) mutual acquaintance and the resulting privilege of exchanging ideas and opinions; (3) the standardization of purchasing routine and methods; (4) the investigation and certification of new appliances and materials; (5) the improving of existing methods for the diffusion of market information; (6) the gathering and dissemination of data relating to the subject of buying; (7) the standardization of specifications, and other features that will probably be suggested in the future that will be of benefit or interest to the purchasing agent or buyer."

NEW HONORS FOR EDISON.

Music Store in Endicott Makes Special Display of Incandescent Lights to Mark Twenty-fifth Anniversary of Their Invention.

(Special to The Talking Machine World.)

ENDICOTT, N. Y., November 10.—The recent twenty-fifth anniversary of the introduction of the incandescent electric light, the invention of Thomas A. Edison, received more than passing notice in this town, when the store window of the Endicott Music Co. contained an appropriate display in which Mr. Edison's picture was used as part of the decorations, together with a large number of new and old styles of incandescent lights. The display attracted much attention and favorable comment.

SCHOOL ADOPTS VICTOR BOOK.

One of the most conclusive evidences of the value of the Victor and the course of study in the book, *What We Hear in Music*, is found in the adoption of the entire course by the Skidmore School of Arts, Saratoga Springs, N. Y. Mr. Hallam, president of the New York State Music Association, is very enthusiastic, and has put in the whole course in his classes there.

TO ENJOY YOUR WORK.

If you really want to enjoy your work, work one day at a time. Don't worry about the hard work of to-morrow until you are face to face with it. Then wade in and demolish it.



Don't wait until your nearest competitor has seen the tremendous profit there is in the *new* Columbia Grafonola "Mignonne" before *you* start selling it. You can get some of this money now just as easy as saying so, and we can prove it.



(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

THE SOUTHERN CALIFORNIA TRADE.

Talking Machine Dealers in Los Angeles and Vicinity—Well Supplied with Stock and Expect Big Business—Some Interesting Personal Items—Baxter & Northrup Music Co. Enlarges Department—News of Month.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., November 7.—The talking machine trade in Los Angeles and vicinity during the past month has been very satisfactory, but not up to the expectations of the dealers, although the jobbers are very much gratified with the receipts of the present month. A tremendous business is expected by all within the next sixty days, as never before has the dealer been better equipped with machines and records as they are this fall.

Allan & Co., Melbourne, Australia, have been appointed Australian distributors for the Wood filing record cabinet, of which a large shipment is already en route.

O. A. Lovejoy, manager of the talking machine department of the Southern California Music Co., Edison jobber, reports a very favorable business at the local house, especially with the Edison disc machines. After several days' trip to San Diego and Riverside, visiting the branch stores, Mr. Lovejoy states that the Edison is much in demand throughout this section as well as in Los Angeles. The new Amberolas VIII and X with the blue Amberol records are much in favor, and a great interest is taken in the new craftsman Amberola IV, which has just been received.

C. A. Graham, with the Wiley B. Allen Co., returned from a ten days' hunting trip up through the mountains, much animated over the good luck he had while away aside from the numerous quail and doves awarded him by his hunt. Mr. Graham had an exciting time with a wildcat, which now decorates the floor of the den at his home.

Scott T. Allured, the well-known talking machine man of southern California, is now located with the Columbia Phonograph Co., of this city, where he has been slipping over many good deals for Grafonolas of the expensive type.

Thearle Music Co., San Diego, Cal., has made many changes in its talking machine department. Almost the entire department has been rebuilt, five more salesrooms have been added and new ventilating system has been installed.

Eilers Music Co. does not know what a lull in business is. The entire force is busy at all times. S. C. Percer, manager of the talking machine department, says wonderful results have been obtained through special advertising. The Columbia Grand has been a most favorable seller, although higher in price. Many sales have been recorded.

Among the recent visitors to Los Angeles are: E. W. Carroll and wife, Jerome, Ariz.; Geo. L. Snyder and son, East Bakersfield, Cal.; J. W. Raynard, of Van Sant & Raynard, Santa Monica, Cal., and Mr. Gibbons, of Everybody's Drug Store, Mesa, Ariz. All of these dealers are most enthusiastic over the output of the Edison line in each of their respective districts.

The Baxter & Northrup Music Co. has remodeled and enlarged its talking machine department. Under the able management of B. H. Burke, a most

wonderful increase in business within the last two months has been done.

The Columbia Graphophone Co. reports very satisfactory trade conditions throughout all sections of the country. The late styles and types of Grafonolas increase the demand to such an extent that the output exceeds any previous period.

Miss Charlotte Treadway, one of the best known and most competent young saleswomen in the talking machine trade of the southern section, eloped and married Ferdinand Munier, an actor. This being a great surprise to the many friends of both and, in fact, somewhat of a romance, is connected with the elopement. Miss Treadway had been employed by the Wiley B. Allen Co., of San Diego, for many years, and while there her acquaintance with Mr. Munier was started by the purchase of a talking machine and records. The couple immediately left for Honolulu, where Mr. Munier has a thirty week engagement as leading man with Virginia Brissac.

Barker Bros. Furniture Co., 724-738 South Broadway, has given much more floor space to the selling of talking machines by taking the department out of the main building and placing it on

the ground floor at 718 South Broadway. Geo. S. Barnes, who has charge of this department, is very much encouraged as to the future business.

The Barnes Music Co. has been much favored by the many sales of Grafonolas for the past month. Miss A. Brown, manager of the talking machine department, reports a big increase of business.

Jack Irkovitz, formerly with Sherman Clay & Co., San Francisco, is now among the sales force of the Wiley B. Allen Co., of San Diego.

Tancredo Cardenas, special traveling representative of the export department of the Columbia Graphophone Co., was married the latter part of October to Miss Anna Cavanaugh, a Brooklyn belle, at St. Stephen's Church, Brooklyn, N. Y. After a short honeymoon through the South Mr. and Mrs. Cardenas returned to Brooklyn, where they will reside. Mr. Cardenas is making an extended trip at the present time which will necessitate his absence from this country for some time.

Remember that few are born to wear the purple, most men who succeed win out through struggle and disappointment.

On Which Side of the Fence



See Our Dealer on the Right

Some day you will understand that the dealer's prosperity depends on the jobber's ability to supply the goods desired at the time desired. We are prepared to give you service that will spell the difference between profit and loss; therefore when you deal with us you are the one to derive the handsome profit.

Foreign Records—Special Finish Machines—Repair Parts

The Corley Company



HANDSOME QUARTERS OF LIVE NEW YORK DISTRIBUTER.

Remodeled and Redecorated Headquarters of the New York Talking Machine Co. Among Most Convenient and Commodious in the Country—Interesting History of the Company—Has Triumphed Over Severe Setbacks—Those at Head of the Organization.

With the completion of extensive decorations and improvements, the New York Talking Machine Co., 81 Chambers street, New York, the prominent Victor distributor, is quartered in one of the most attractive, up-to-date and comfortable talking machine warerooms in the industry, and the extent of the company's present business and splendidly equipped building looms up still more impressively when compared with its humble start.

later to 77 Chambers street, where offices, stock and shipping rooms occupied three floors 23 by 60 feet. Shortly after this the affairs of the original company were taken over by the Victor Distributing & Export Co. and another floor added.

The business gradually expanded until Oct. 7, 1907, when a disastrous fire totally destroyed the company's stock and it was necessary to secure new quarters in a hurry. Although the fire oc-

pany was represented by one horse and truck until 1902, on November 1, of this year, thirty-seven trucks were sent out loaded to their capacity, and in addition thousands of pounds were shipped by express companies and special messengers.

Since 1907 the company's business has been making steady progress, until to-day comparisons with a dozen or even seven years ago are totally inadequate. The November 1 business this year just about equalled the entire business of December, 1906, which was the banner month of the talking machine business up to that date. The growth and expansion of the New York Talking Machine Co.'s business has never been forced to artificial but in full accord with the increased popularity of Victor products throughout the country.



View of General and Demonstrating Showrooms. Record Racks Shown on the Extreme Right.

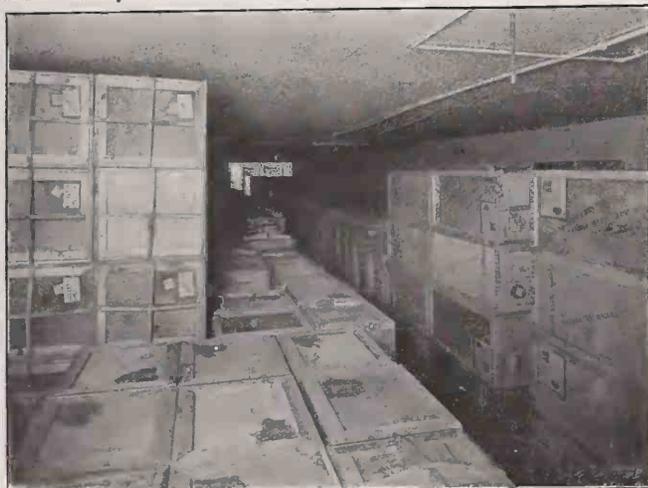
The history of the New York Talking Machine Co. dates back to 1900, when the first distributor of Victor products in the United States was established in New York by a firm named McGuire & Backus, which handled the Victor products as a side line to their moving picture business. One of their first employes was a young man, George A. Kelly, who took care of the stock, which consisted of about 2,000 records. To-day the New York Talking Machine Co. orders many 2,000 lots of single records, and from a force of one man and three boys in the stock room, the company

currred at noon G. T. Williams, the present manager of the company, and J. D. Beekman had succeeded in securing temporary offices and three store rooms in as many different buildings by the close of the day, and had notified their trade that they were ready for business and would give uninterrupted service.

After several months in temporary quarters, the company moved to 83 Chambers street, and three years later moved to its present quarters at 81 Chambers street. Some idea of the growth of the business in thirteen years may be gleaned

In addition to being salesmen, representatives of the New York Talking Machine Co. are educators who have been imbued with the idea that there are already several hundred good active dealers in the metropolitan district, and that because of the Victor Co.'s policy of restricting territorial representation so as to preclude the possibility of over-representation, it is a difficult matter, indeed, to find a territory where an additional dealer is needed or which will even permit of the establishment of one.

The sales department of the company is under



One of the Four Stockrooms.

now has nineteen men and boys in its shipping department with the same George A. Kelly as superintendent.

About a year after taking on the Victor goods the firm of McGuire & Backus moved to larger quarters and hired a sub-cellar for Victor goods exclusively, the first exclusive Victor warehouse ever established. The area of this sub-cellar was 1,875 square feet, while to-day the New York Talking Machine Co. occupies in its main building three floors, approximating 12,000 square feet, and in addition has 12,000 feet of warehouse space in three lofts.

The firm of McGuire & Backus moved a little

from the fact that for some time past it has been deemed advisable to take over the entire building, giving the company a total floor space of 28,000 square feet under one roof, instead of 24,000 in three different buildings.

From a business that included selling to jobbers, dealers and consumers, anybody and everybody, just to close a few hundred dollars business, the company has grown until it has been obliged to refuse \$50,000 worth of new business during the past ninety days, all within an area of four city blocks, and all of it business from three prominent local houses.

Whereas the entire delivery service of the com-



A Section of the Checking and Packing Bench and Shipping Department, Superintendent Kelly in the Foreground.

the personal and capable direction of V. W. Moody, and the outside staff consists of A. B. Doty (Al), S. W. Williams (S. W.), C. C. Beekman (Chester), R. M. Hunting (Bob), and Ernest Fontan. J. T. Owens and A. J. Beers ably look after the inside work.

Dealers who have visited the showrooms of the New York Talking Machine Co. have often remarked on the valuable assistance and education that is afforded them in every possible way by the sales staff of the company. Buying, selling, re-ordering, bookkeeping, stock-keeping and selling methods are fully explained to visiting dealers.

(Continued on page 27.)

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 co-operation 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. Retail - - - 903 Main St. **Houston, Texas**

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.

ATTRACTIVE QUARTERS OF LIVE NEW YORK DISTRIBUTER.

(Continued from page 25.)

The record stock system devised by Mr. Moody is one of the many distinct aids introduced by the company to benefit the dealer. This system shows among other things the poor sellers, good sellers, records that should be good sellers but are not, the records that should be removed from the dealer's stock and similar valuable aids.

The company also makes a specialty of continually hammering after the promotion of the sales of records. Records, records, records is their war-cry. As a matter of fact a few days ago one of the sales staff remarked that they did not sell machines, but that the Victor Co. sold them and that it was only necessary for the distributors and dealers to fill orders to the best of their ability. The company maintains, however, that one thing that the wideawake dealer can do, is to sell records and actually sell them, not merely fill orders for them.

The record racks referred to above are shown in the photograph on page 25, and it may be added that the company makes no profit on these

accessories, the idea being that these racks and similar aids to the dealers will add to the attractiveness of the dealer's warerooms and interest his trade more forcefully in his record stock.

The credit department of the company is under the able management of W. S. Moffatt, assisted by C. J. O'Donoghue. George A. Kelly is superintendent of the stock and shipping departments, assisted by Harry Miller. A remarkably equipped repair department is under the direction of G. C. Cockrell, assisted by L. Reinhart.

G. T. Williams, whose long experience dates back to the very early days of the talking machine business, is manager of the company, while Arthur D. Geissler, general manager of the Talking Machine Co., Chicago, and one of the best-known talking machine men in the country, is managing director of the company. Mr. Geissler's wide and extensive knowledge of the talking machine industry has aided considerably in the wonderful growth of the New York Talking Machine Co.

DEATH OF FRANK L. STEERS.

Old-timer in New York Talking Machine Trade Succumbs to Attack of Heart Failure—His Retail Business to Be Continued by Sons.

Frank L. Steers, one of the "veterans" in the retail talking machine trade in New York and proprietor of a retail store at 3496 Broadway, where

BUSINESS OPPORTUNITY

The exclusive Edison cylinder and disc jobbing business in Eastern city is now offered for sale on easy terms. Address for particulars "Edison Jobber," care The Talking Machine World, 373 Fourth avenue, New York.

EXCHANGE

Will exchange Edison two and four-minute gold moulded records and phonographs for Victor machines and records. Try us on a proposition. Address "Proposition," care The Talking Machine World, 373 Fourth avenue, New York.

FOR SALE

One hundred Keen-O-Phone horn machines. Also 100 hornless machines ranging from \$40 to \$70. Send for information. Address "Horns," care The Talking Machine World, 373 Fourth avenue, New York.

WANTED

Wanted talking machines, disc records; any make. Also any amount will pay cash. Address "Records," care The Talking Machine World, 373 Fourth avenue, New York.

TO TAKE CHARGE

Wanted by Victor jobbing house man to take charge of record stock. State age, experience, salary expected; give references. Address "Stock," care The Talking Machine World, 373 Fourth avenue, New York.

FOR SALE

About \$3,000 worth of Edison phonographs and records. Consists of 40 Fireside, 10 Standards, 10 Homes, 7,000 four-minute and 2,000 two-minute wax records. All new stock. Will sell part or all very cheap. Address "F," care The Talking Machine World, 373 Fourth avenue, New York.

POSITION WANTED

Young man, aggressive and capable, who is at present manager of one of the largest talking machine stores in the country, contemplates making a change at an early date and will be pleased to hear from live, up-to-date concerns. Must be Victor exclusively. An able administrator and successful business developer. Best of references can be supplied. Address, Box 500 care Talking Machine World, 373 Fourth Avenue, New York.

A CLEAN LINE OF ADVERTISING.

Snappy Publicity Material of High Order and Strictly Ethical Offered to Talking Machine Dealers by the E. C. Plume Co., Chicago—Some Big Contracts Made.

(Special to The Talking Machine World.)

CHICAGO, November 10.—Strong, snappy advertising of the clean ethical nature is that put forth by the Edward C. Plume Co., of this city.

They have a magnificent surprise in the way of advertising for dealers covering pianos, talking machines and organs suitable for newspaper advertising, as well as mailing folders and hand-colored advertising slides, all of which are being used with signal success by many of the leading piano manufacturers and dealers the country over.

Mr. Plume has just returned from a trip to Cincinnati, Ohio, where he succeeded in purchasing for his concern the business of the Lutz-Walton Co., who have been operating quite extensively throughout the country, their lines, consisting of twenty-three different services, covering various classes of business. These, with the already enormous lines of the Plume Company, undoubtedly give that firm the distinction of being the largest and most influential of its kind in the country.

Several other big deals have been recently put over by the Plume Company. They have just closed a contract for the exclusive services for their line of work of "Penny Ross," the creator of the famous "Mamma's Angel Child," one of the most artistic of the comic section features of certain Sunday papers. "Esther" will appear in many new adventures on the artistic folders furnished by the E. C. Plume Company for the use of their customers.

"TALKER" SALESMEN MEET.

(Special to The Talking Machine World.)

DETROIT, MICH., November 10.—The latter part of last week was featured in the talking machine trade by a convention of salesmen from the Grinnell stores in Detroit and other cities in the lower peninsula of Michigan. Altogether forty-five were present. Several instructive addresses were made on salesmanship as applied to talking machines in general and Victrolas in particular. There was also general discussion of the subject. C. A. Grinnell acted as chairman of the meeting.

IN GREAT DEMAND.

Disc record albums for Victor, Columbia and other talking machines, made by the National Publishing Co., of Philadelphia, Pa., are steadily growing in popularity, and dealers are stocking them as part of their essential equipment to meet the demands of the public during the holiday season—a very wise decision. Their stock is most complete and varied.

Everybody who has ever lived in the country knows how dogs sometimes jump up from behind the stove and bark, apparently because they have been disturbed by noises that no human being can hear. Maybe we shall all hear, some day, all that the dogs hear—and more. Maybe Edison, with his gray head pressed against a phonograph, will bring these sounds down to us. He has already done stranger things.

DO YOU WANT

A "LIVE" MAILING LIST?

You are spending money every month for postage, stationery, etc., sending out lists of new records, accessories and musical merchandise without knowing or being absolutely certain that the persons addressed are still interested in talking machines, records or accessories.

OUR NEW PLAN

not only gives you a mailing list that is trustworthy and "live," but brings prospects in person into your talking machine department. The cost is very small and the results to be obtained large and profitable. We shall be glad to submit to you full details of this plan, without obligation on your part. Write us to-day on your business stationery, giving your jobber's name. (165)

MINUTE SHINE COMPANY, 281 N. W. Canal Street, PROVIDENCE, R. I., U. S. A.



ECLIPSE PHONOGRAPH COMPANY

A. W. TOENNIES & SON

203 Washington Street, Hoboken, N. J.

Jobbers of

Edison Disc and Cylinder Phonographs Exclusively

Dealers of New York and New Jersey.
Get the profits that come from the Edison line.



WITH THE TALKING MACHINE TRADE IN CANADA.

Announcement of Edison Disc Phonographs Received with Much Satisfaction—"Union" Specialties Popular—Canadian Vitaphone Co. Incorporated—New Department in Ottawa—Victrolas for Toronto Schools—Late Columbia News—Velvatoe Needles.

(Special to The Talking Machine World.)

TORONTO, ONT., November 11.—The formal announcement of the extensive new line of Edison disc phonographs has been received with evident satisfaction by the Canadian talking machine dealers. The ten models that are now ready will retail here from \$78 to \$375, in which the dealers see the wherewithal to meet the varied demand with which they have to cope, particularly as the designs are of different periods and suited to different tastes.

The new Edison disc phonograph has been heard by the trade in the different Provinces to its satisfaction, and now that this line is formally announced from the great Edison factory at Orange, N. J., the progressive dealers in the Edison line are losing no time in impressing upon the people of their community that the new Edison disc represents thirty-five years of experiment in musical acoustics and sound reproduction and embodies not only new reproducing methods, but also new recording methods.

One successful dealer says that his trump card is in telling people that with Mr. Edison it was not a case of "disc" or "cylinder," but a question of carrying sound reproduction farther than he had ever carried it before. The policy announced from the Edison headquarters is approved especially by Mr. Edison's consent to have the artists' names appear in connection with the records.

Making Two Phonographs in One.

Seven "Union" phonograph specialties manufactured by the Union Specialty & Plating Co., of Cleveland, are being featured to the dealers and jobbers of Canada, their merits being based on the fact that they double the range of the customers' machines. The makers call attention to the Union No. 1, which enables owners of Edison disc phonographs to play Columbia and Victor records on the Edison by an instant adjustment.

In the same way Union No. 2 plays Edison records on the Victor-Victrola, and Union No. 3 plays Edison records on the Columbia Grafonola.

Vitaphone on the Canadian Market.

Canada has a new addition to her talking machine ranks in the Canadian Vitaphone Co., Ltd., with a capital of \$250,000. The parent company is located in Plainfield, N. J., and has been marketing the "Vitaphone" in the United States for the past year.

The new firm has secured factory premises in Toronto at 160 John street, and has appointed as general manager W. R. Fosdick, who was formerly manager of His Master's Voice Gramophone Co. In connection with taking this step, both H. N. McMenimen, secretary and general manager of the parent concern, and Walter Thorpe, president of the Canadian company, have been in Toronto.

Velvatoe Wood Needles Make Debut.

A forward step has been taken by the Velvatoe Wood Needle Co., of Kansas City, in exploiting

its products in Canada, in which country the dealers are informed that this needle is the result of careful research as to perfect wood suitable for use as a needle and as a sound producer; then, again, it was necessary to chemically harden the wood so that it would stand the wear and tear of disc work, and at last the combination was effected in the Velvatoe needle. The Fay Velvatoe wood needle is so hardened that it will play a number of records by simply turning it one-quarter way around after playing each record, and thus keeping a continuous point upon it. The tone produced by it is marvelous in its sweetness and softness, and is of the right volume for home playing.

Important Move in Ottawa.

A Victrola department has been added in the new retail store opened up in Ottawa, the Canadian capital, recently by the Martin-Orme Piano Co., Ltd. Very attractive parlors are being fitted up in the basement, where a number of sound-proof rooms will be a part of the equipment. A special ventilating system is being installed and no expense is being spared to make this equipment in keeping with the store, and the class of business that is being catered to.

W. A. Crawley, of that firm, and Frank Orme recently spent the day in Montreal visiting the factory and thoroughly satisfying themselves of the merit of the Victor-Berliner lines, and the absolute fairness of the proposition. On returning to Ottawa their report was so favorable that the company's directors authorized the signing of the dealer's contract, and a substantial opening order was at once placed.

In pianos and players this firm will, of course, feature the Martin-Orme, and has also added the local agency of the Mason & Hamlin, so that it will be seen it purposes doing a high grade trade. That its "His Master's Voice" department will be an unqualified success is a foregone conclusion.

Two Toronto Schools Equipped with Victrolas.

The Victrola department of Bell Music & Piano Co., Ltd., Toronto, just recently placed two outfits in public schools in that city, and Frank H. Whetsel, manager of the department, is assured of other such sales. Up to the present the school board of Toronto, as in other cities, has not voted funds for the purchase of musical instruments, consequently the pianos and "His Master's Voice" outfits are bought with money raised by the teachers and pupils themselves. Under these circumstances there is considerable salesmanship exercised before a deal is closed. There is the compensation, however, that the salesman is brought in touch with the principals and the teachers, and with homes through the influence of the children.

The outfits placed by the Bell firm were in Clinton Street School, and Brown School on Avenue Road. Mr. Whetsel states that his experimenting

has shown that victrola No. 5, equipped with the wood horn, is the most suitable for the purpose of these schools, being the loudest and clearest, and as it is sometimes found desirable to swing the horn. The outfits are primarily for educative purposes, though also used in entertaining, and the principals as well as the teachers of the schools named are delighted with the results. They are used for marching, calisthenic exercises and folk songs in the kindergarten, primary and intermediate grades.

Mr. Whetsel, who has had charge of the Bell firm's Victrola parlors for the past six years, is very enthusiastic over the Victrola's place in public and high school work. He predicts that the time is not far off when school boards will vote funds for the equipment of schools with talking machines and records.

David Bispham in Vaudeville.

The crowds which went to hear David Bispham, that dean of English speaking baritones, who is one of the long list of exclusive Columbia artists, were such that there leaves no room to doubt his popularity. This opportunity was afforded by David Bispham's appearance at Shea's Theater this week. It is an innovation for such an artist to appear in vaudeville, and it is certain that there will be a greater demand than ever for this artist's Columbia records.

Affairs a la Grafonola.

General Manager George W. Lyle, of the Columbia Graphophone Co., New York, and Canadian Manager A. G. Farquharson, of Toronto, have visited a number of important centers in the Provinces of the Northwest.

At the recent Fashion Show held in the Arena at Toronto, the visitors had the Columbia Grafonolas brought to their attention through an attractive display of those instruments and records.

Inquiry at the Music Supply Co.'s office brought the information that a remarkably large list of orders have been booked for the new Columbia "Jewel," recently brought out to retail at \$65. There also continues a widespread confidence in the selling merits of the "Favorite" and the "Leader," both of which, it is anticipated, will figure materially in Christmas trade. The Music Supply Co. has the exclusive distribution for the Province of Ontario of Columbia products.

A recent addition has been made to the staff of experts at the Columbia factory here in the person of A. E. Gladden, formerly of its London, England, factory.

There passed through Toronto on his way to western points this week General Bramwell Booth, head of the Salvation Army. In several stirring addresses delivered while here, including one before the Canadian Club, reference was made to his father, who was the founder of that wonderful religious organization. The late General Booth left behind a number of inspiring addresses which have been reproduced with wonderful life-likeness on Columbia records, of which these are two prominent ones: "Don't Forget" and "Rope Wanted," record No. 2074, and "Please, Sir, Save Me" and "Through Jordan," record No. 2075.

HANDLING PIANOS AS A SIDE LINE.

Some Interesting Remarks on This Subject by William F. Kaplan, Who Has Developed This End of His Talking Machine Business with Profit and Success in His Territory.

A large number of talking machine dealers who have for some time past been handling pianos as a side line have met with uniform success with that line, which, owing to its musical character, really belongs in the talking machine store. The success of such concerns has been similar to that of the piano stores that have added talking machines, and the conditions have been practically the same. The fact that talking machine owners visit their dealer first to complete payments on their machines and later to buy records makes it a simple matter to approach them and sell a piano with practically no separate selling expense.

In The Talking Machine World last month F. Radle, New York, made some interesting references to the success attending the handling of pianos as a side line by the talking machine dealer, and the following letter, received from the Victor house, William K. Kaplan & Co. proprietors, Jamaica, N. Y., corroborating the statements as the result of actual experience, is very satisfying. Kaplan & Co. write:

"It is gratifying to note in the interesting columns of our current Talking Machine World that the F. Radle piano management of New York and Jamaica have thus publicly endorsed our policy of combining piano selling with talking machines."

"Our object in calling attention to Mr. Radle's published views is intended for the sake of first placing 'credit where credit is due,' and still better, to bring the piano and other concerns to 'practise what they preach.'

"It is known by all in any way familiar with the situation in this section, that our Victor house was the first (east of Brooklyn) to place the piano and player in our spacious Victor salesrooms on our scale worth mentioning, since the founder of our Victor business on Long Island nearly two years ago.

"That our plan in practise has met with success beyond expectations is proven by the sales of the F. Radle pianos and players, which we have carried since last March.

"By the experience of many months we are only more firm in belief that with a more active and hearty co-operation on the part of the piano selling forces, we would produce still better results.

"In the few weeks between October and December of last year, when a New York house was actively represented in Jamaica, we closed directly from our Victor house no less than twelve instrument sales at a period when further deliveries could not be made, on account of shortage in the market due to labor strikes in the piano trades at that time.

"The Radle piano success in result of combining with our Victor activities can be attested by the fact that in the few months since last March they are already forced to take additional space further up in Jamaica for a necessarily larger stock of their instruments and for repair work required to meet the demand.

"We maintain that the 'talker' is the factor in inculcating the taste for the world's greatest music that leads to sales of pianos and other musical instruments. With these proven results of our efforts for the piano line, who knows what greater achievements we may obtain with the piano sales forces trained to work in more active co-operation for the good of both the piano and 'talker' interests.

"From the fruits of our experience we may say conclusively to all progressive piano and talking machine dealers in a section like ours that nothing short of calamity or panic can beat this combination: Good sheet music; pianos and Victor-Victrolas.

"While on this subject, it is highly encouraging to note growing tendency of our distributors to lend stronger co-operation and assistance to their dealers, which must lead to better conditions for all concerned."

The new stenographer gets through the day somehow, by hook or crook. But occasionally she has a bad spell.

WORKING WITH THE CHURCHES.

Phonograph Dealers Can Give Decided Boost to Their Interests by Assisting Churches to Raise Funds for Special Purposes.

Almost every church realizes the need of special entertainment. Some churches go into the matter more deeply than others, and not all are successful in realizing as much profit as they anticipated. There is a good opportunity for wide-awake Edison phonograph dealers in many instances to co-operate with entertainment committees. We have in mind one recent experience which actually took place up in New Britain, Conn. There the methodist Episcopal Church desired to raise about \$50 for a special purpose. The matter was heard of by L. A. Gladding, our representative there. He immediately got busy and conferred with the committee and arranged for an "Edison Night." A program was decided upon and nicely printed. It called for selections from the new Edison disc phonograph, as well as for the Edison cylinder phonograph, both of which machines were furnished by him. He also supplied an Edison kinetoscope which furnished a pleasing variety to the program. Local talent was then drawn upon

in the shape of a cornet solo, a soprano solo and a reading by one well up in elocution. The total outlay was \$7.25, which included the expenses of the elocutionist, the only paid talent on the list.

Although the night was very rainy the attendance was large, for the affair had been well advertised. The total receipts amounted to \$48 and everyone present felt that they got the biggest twenty-five cents worth (the price of tickets) they had ever had. The Edison phonograph and kinetoscope came in for a great ovation and Mr. Gladding reports trade afterwards, both in records and machines, very gratifying indeed. Other churches will doubtless want his services in the same way, and meanwhile he will add to his prospect list of names many prominent families.

There is another field of church co-operation open to the phonograph dealer, and that is with the ministers on the home-recording outfit. It is an entirely practical method of sermon preparation. If a dealer would go to the clergyman some morning with the outfit all in prime condition, an actual demonstration could be made in the pastor's study. The dealer could not lose any money on the experiment, and stands to win a friend and patron.—The Edison Phonograph Monthly.

A HOLIDAY MESSAGE—READ NOW**IT MAKES A BIG DIFFERENCE WHO YOUR JOBBER IS.**

It is by COMPARISON that we judge, and the line of distinction is being drawn finer every day and it is becoming more difficult to give SATISFACTION. This applies to most businesses, but particularly in the talking machine business, for SERVICE is the GOOD-WILL involved.

WHAT TEST HAVE YOU MADE? WHAT IS YOUR COMPARISON?

Did you test your Jobber or Jobbers last year in their ability to take care of your holiday requirements? If so, BY COMPARISON have you BENEFITED in your decision as to your selection for HOLIDAY SERVICE this year? If not, you cannot make that decision too quickly, for the HOLIDAY RUSH IS UPON US.

IT IS "A SURVIVAL OF THE FITTEST."

This applies among Dealers as well as Jobbers, and to be "FIT" you must use every modern method to give the BEST SERVICE, or your failure to do so will reflect to the credit of a competitor who does.

HERE IS "THE MILK IN THE COCOANUT."

We don't appeal to you for business for any other reason than that we feel it will mean dollars and cents in your pocket to give it to us. On any other basis we or no other Jobber deserves it, and if we can't make good that way we'll quit.

BLACKMAN IS A PROGRESSIVE JOBBER. WHAT DOES IT MEAN?

It means that 16 years' CONCENTRATION in an effort to DO ONE THING WELL has resulted in a STEADY, HEALTHY GROWTH based on good service. Every day there's room for improvement, and if you are not a Blackman Dealer YOUR OPPORTUNITY for improvement may be in becoming one.

IN CONCLUSION—ACT NOW—BEFORE TOO LATE.

Don't wait until we are unable to accept new business, for Regular Blackman Dealers come first. Let's get acquainted now in person or by mail. You can't be sure you're getting the best service if you have not tried Blackman service. Do it now.

Yours for service,

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres.

97 CHAMBERS ST., NEW YORK



To every talking m United

An event :

A double-disc record for 25 cents retail, with 10 cents clear profit to the dealer.

A good tenor solo on one side, a little musical experiment and some advertising on the other—and this week's Saturday Evening Post announcement by way of giving it the very best kind of a start.

The particular and immediate mission of this record is to double record sales in every Columbia dealer's store in the country between now and the New Year. You know Columbia advertising has developed a habit of doing what it is intended to do.

One more additional memorandum of your need of Columbia alongside your other lines, and of our willingness to take hold with you. This is no time to sit on the fence. There's a much better view from the inside track.

This new advertising record costs the dealer fifteen cents. That gives you an ample margin to cover the cost of handling it and still leaves its advertising value as a present to you—costing nothing in cash, and no more in labor than you think it worth your while to put into it.



Columbia Gra

WOOLV

Creators of the talking machine industry. Pioneers and leaders in the talking machine industry. DEALERS AND PROSPECTIVE DEALERS, WRITE FOR

To every

Here is

*Take a quarter to your nearest
in your locality who can supply
left-hand corner, with 25 cents
record by parcel post, prepaid.*

One side of this sample record is "Night"—a record which is 100% guaranteed.
The other side of this record will find entertaining and interesting.
When you get this record it speaks for itself. In the things about Columbia Records.

- 1—Quality Guaranteed:—that the material used in their records is better than that entering into the market and that their life is longer.
- 2—65 Cents Standard selections at 65 cents per you want right now.
- 3—Interchangeable What "make" i Columbia reco

RECORD COUPON

Columbia Graphophone Co.
Woolworth Bldg., N.Y.

Enclosed find 25c. Send me that Sample record.

I own a _____ machine.
Where is the nearest dealer?

NAME _____
ADDRESS _____

14-379-10-13

Machine dealer in the States:

SATURDAY EVENING POST

November 15, 1913

THE SATURDAY EVENING POST

owner of a "talking machine" in the United States:

the first chance you ever had to buy a disc record for 25 cents

dealer and get the record. If there is no dealer you, mail us that coupon down there in the (stamps will do) and we will send you the



This one record is a sample—(not our old "demonstration Record"). The only reason why the price is set at 25 cents is because we want you to know at first hand something about the superior and guaranteed quality of Columbia double-disc records, and that they will play on your machine. Disc records are interchangeable.

tenor solo by Henry Burr—"Good Night, Little Girl, Good in quality of all the regular standard ten-inch Columbia records. record carries a short message and a little music which you ve. the turn-table of your machine you will know all about it. time we must depend upon cold type to tell you these three is Records:

guarantee to every purchaser of Columbia Double-Disc Records tion is of better quality, finer surface and more durable texture e of disc records of any other make, regardless of their cost. oducing qualities are superior to any other disc record on the han any other disc record, under any name, at any price.

ice:—The great Columbia catalog is crowded with a wealth of ble disc. Ranging up to \$7.50 they include hundreds that

with other records on your own machine— instrument? No matter—buy the records you want! Every the catalog can be played on your machine.

name of a dealer who will supply you with this sample record at 25 cents—if you have any one. Or for the same 25 cents sent to us direct with this coupon we will deliver the add. Don't forget that this message is to owners of all "talking machines", whether Columbia e. ant the Columbia catalog.—And have your name placed on the mailing list to receive the t of new records—always on sale the 25th.

rtant Notice.—All Columbia Grafonolas will play other makes of disc records. The voice ery artist who has ever made disc records, without exception, is at your command. (Likewise Columbia records may be played on any other make of machine).

COLUMBIA GRAPHOPHONE COMPANY

Box 415, Woolworth Building New York City
Toronto, 363 Spadina Avenue Prices in Canada plus duty

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

Dealers and prospective dealers write for a confidential letter and a free copy of our book "Music Money."

If you do not yet own a talking machine

ask the dealer to show you this
Columbia Grafonola "Favorite"—

\$75 with Record Cabinet—\$50 without Record Cabinet

Sent to your home on approval, and subject to easy purchase terms, if you like. And don't make any mistake: If it is a Columbia it has the Tone-Control "Leaves" at the front of the cabinet—not doors.

Specifications

Cabinet: Mahogany or quartered golden oak, fumed oak, or Early English oak.

Measurements: 14 inches high, 18 3/4 inches wide, 21 1/2 inches deep.

Metal Finish: All exposed metal parts heavily nickel plated.

Motor: Three-spring drive, non-varying, non-vibrant. Plays four records at one winding. Motor is mounted on metal motor plate.

Motor-control: Speed regulator and Columbia speedometer.

Needle Equipment: 100 full tone, 100 medium and 100 soft tone needles. Top of cabinet contains four rubber needle cups for three grades of needles and used needles.

Tone-control: Columbia tone-control leaves, operated by a button in the front plaster; also through variety of needles.

Tone-arm: New bayonet-joint tone-arm of one piece seamless drawn tapered tubing.

Reproducer: New Columbia No. 6.

Lid: Piano hinged and equipped with hinge lock release.

Graphophone Company

Woolworth Building, New York

Machine art. Owners of the fundamental patents. Largest manufacturers of talking machines in the world. A CONFIDENTIAL LETTER AND A FREE COPY OF OUR BOOK "MUSIC MONEY."

LOOKS FOR RECORD YEAR.

Business Results and Outlook Appear to Bear Out Prediction by J. C. Roush of Unusually Big Trade—Retailers Ordering Strongly.

(Special to The Talking Machine World.)

PITTSBURGH, PA., November 11.—J. C. Roush, secretary and treasurer of the Standard Talking Machine Co. and president of the National Association of Talking Machine Jobbers, is enthusiastic regarding the present conditions in the talking machine trade and states that from the orders for holiday goods being placed by the dealers in this territory they all feel confident of a volume of business in excess of records for previous years. As for the business of the Standard Co., which operates no retail stores but acts as distributor exclusively, Mr. Roush states that the prospects are that the total volume of business will show an increase of over twenty-five per cent. over that of last year and top the \$400,000 mark for the year. Mr. Roush also reports pleasing conditions in association circles and is carrying out a number of plans laid down at the recent meeting of the executive committee of the association in Chicago not long ago that will mean much for its future.

AN IMMENSE ADVERTISEMENT.

C. W. Copp, of South Bend, Illustrates and Describes Leading Models of Victor, Columbia and Edison Machines in Two Page Spread in Local Newspaper.

One of the largest, if not the largest, display advertisements inserted in a daily paper by a talking machine dealer was recently inserted in the South Bend, Ind., Tribune, by C. W. Copp, who conducts the Music Shop at 228 South Michigan street, that city. The display occupied a two-page spread, full newspaper size, and included besides some striking text matter, illustrations of eight styles of Victrolas with prices, four of the popular styles of Grafonolas and the sixteen styles of Edison Amberolas. The announcement, while not set up to the greatest advantage, nevertheless

was decidedly striking in appearance and should prove a strong factor in developing holiday business in all of the three lines featured.

BUILDING BIG BUSINESS IN SOUTH.

Corley Co., of Richmond, Va., Constantly Adding to List of Victor Agencies in That Section of the Country—Much of Success Due to Liberal Advertising Policy.

(Special to The Talking Machine World.)

RICHMOND, VA., November 8.—The Corley Co., Inc., which has the distinction of being the largest Victor distributor in the South, is building up an enormous business in this territory and constantly establishing new agencies. Each month the business has grown to a marked degree, and in October the Victor business exclusively done by this house was over \$25,000. This company furnishes as far south as New Orleans, as far north as Washington, and its operations are constantly extending. As a member of the company said this week: "There is absolutely nothing the Victor Co. makes that the Corley Co. cannot supply from its large and extensive distributing stock."

The Corley Co. succeeded the business of the Cable Piano Co. less than two years ago, and under the present able management of live, aggressive men, an enormous business has been built up in the music trade field generally, and it has been zealously engaged in the distribution of Victor products with marked success.

This concern is a great believer in publicity, and it keeps in touch with its dealers through well considered advertising in various ways as well as circular work bearing upon the latest machines and records issued monthly.

TO MAKE TALKING MACHINES.

Warner's Features, Inc., Boston, Mass., has been incorporated with capital stock of \$30,000, for the purpose of manufacturing and dealing in talking machines. The incorporators are: E. C. Harrington, president; Warren H. Butler, treasurer, and V. H. Maye, secretary.



For Talking Machines, Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools and all Polished Instruments. **THE FINEST OIL MADE.** It absolutely prevents rust. NYOIL now sold everywhere by all hardware and sporting goods men. Large bottle (cheaper to buy) 25c.; trial size, 10c.
WM. F. NYE, New Bedford, Mass.

NYOIL

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

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

RETURNS FROM EXTENDED TRIP.

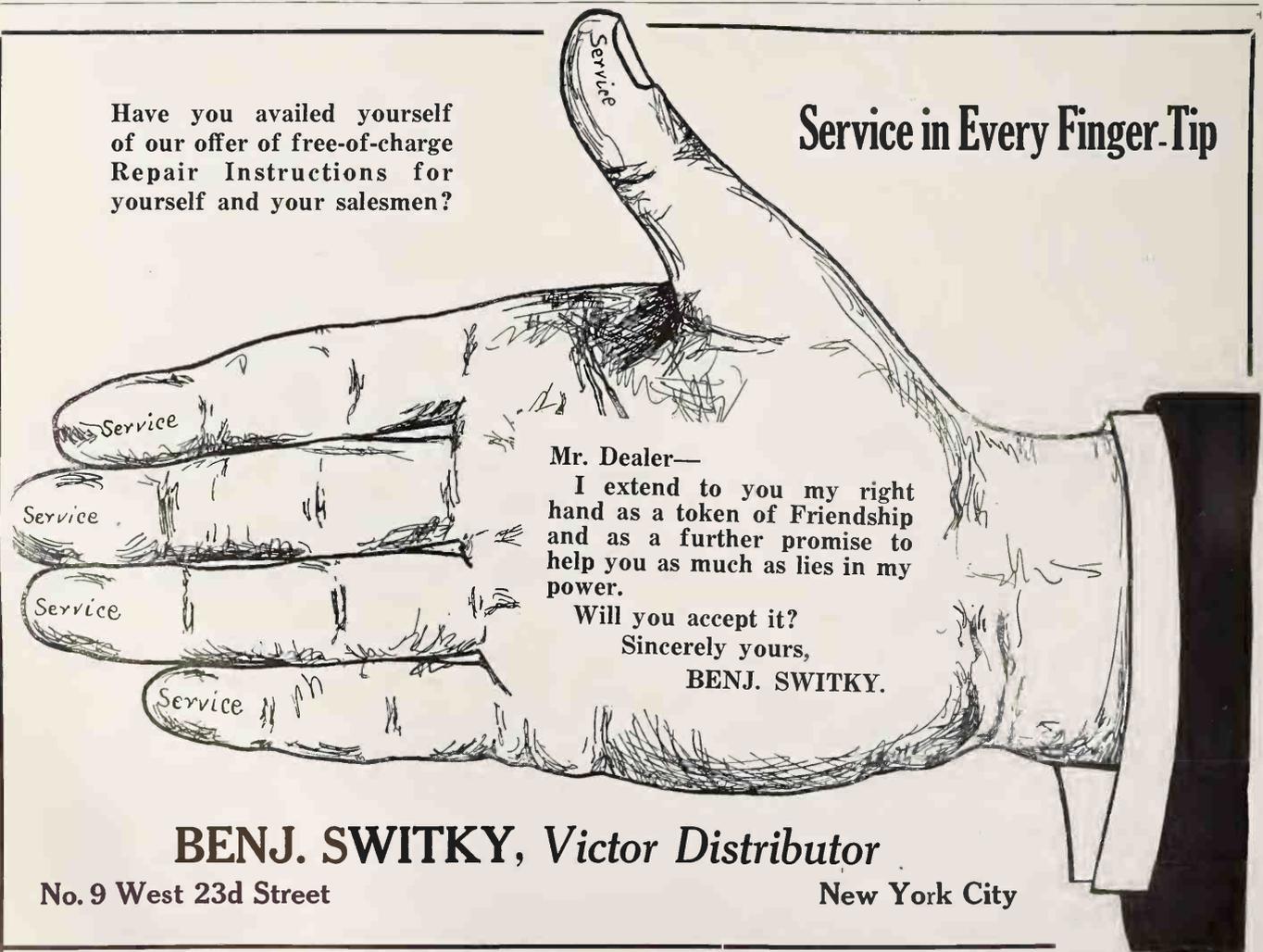
George W. Lyle, vice-president and general manager of the Columbia Graphophone Co., is expected back to-day from his annual trip to the Coast. Judging from the optimistic reports sent in by Mr. Lyle, Columbia dealers throughout the country are enjoying a record-breaking season.

The man who is not really interested in his work will never accomplish much, and the business man who employs men of this kind does not get the best out of his employees because he does not interest them in his business.

It's not always "how big the profit," but the satisfaction the product gives your customer—that counts.

Have you availed yourself of our offer of free-of-charge Repair Instructions for yourself and your salesmen?

Service in Every Finger-Tip



Mr. Dealer—

I extend to you my right hand as a token of Friendship and as a further promise to help you as much as lies in my power.

Will you accept it?

Sincerely yours,

BENJ. SWITKY.

BENJ. SWITKY, Victor Distributor

No. 9 West 23d Street

New York City

MAYOR-ELECT MITCHEL A TALKING MACHINE ENTHUSIAST.

Next Mayor of Greater New York Satisfies His Love for Music with a Victrola in His Home, Which Fact Is Being Featured Strongly by Local Talking Machine Dealers.

"The Popular Choice" is the appropriate title of the accompanying photograph of Mayor-elect John Purroy Mitchel enjoying an operatic selection on a Victrola XVI in the privacy of his home. Mayor-elect Mitchel is an enthusiastic music lover, and one of his favorite entertainments is a Victrola concert in his home whenever he has a few moments

given the largest plurality ever given a candidate for Mayor in Greater New York, V. W. Moody, sales manager of the company, started negotiations tending to the taking of a picture of the popular Mayor-elect in his home listening to a Victrola, and the accompanying photograph was the result of Mr. Moody's efforts.



Mayor-Elect Mitchel Listening to Victrola in His Home.

Copyright, Brown Bros.

to spare from his numerous civic and social connections.

The introduction of this picture is a fair example of the wide-awake progressiveness of the New York Talking Machine Co., 81 Chambers street, New York, the prominent Victor distributors, who arranged the many important details incidental to the securing of the photograph. On the day after Election Day, when John Purroy Mitchel had been

In order that its dealers throughout Greater New York who have adequate window display may reap the benefits from this desirable and timely publicity, the New York Talking Machine Co. is sending out attractive crayon enlargements of "The Popular Choice" to its clients. This enterprise and energy is being generally commended by dealers, as they are receiving excellent publicity from the display of the picture.

GOOD RESULTS WITH EDISON LINES.

Eclipse Phonograph Co., Hoboken, N. J., Reports a Strong and Growing Demand for Both Disc and Cylinder Phonographs and Records.

"Fall trade in both the Edison disc and cylinder lines has opened up splendidly," stated A. W. Toennies, of the Eclipse Phonograph Co., 203 Washington street, Hoboken, N. J., jobbers of the Edison disc and cylinder lines exclusively. "Up to date our business is showing a substantial increase over last year, and judging from the orders on hand we will close an excellent November and December business.

"The progress we are making with the establishment of the Edison disc line is causing considerable gratification, as during the past fortnight we have been signing up new dealers day after day. It is indicative of the qualities and merits of the Edison disc product that it is practically unnecessary for us to solicit the dealers regarding the advisability of their handling the disc line, as many dealers have written us letters of inquiry relative to the details of their representing the disc product in their respective territories.

"The record situation in the disc line is improving rapidly, and at the present time is essentially satisfactory. New records are being received from the factory with regularity, and we are assuring our disc dealers that the service we can render them in the record branch of the disc

product will certainly give them no cause for complaint. The higher-priced phonographs in the disc line are holding their own, and many of our dealers closed sales of the expensive models within a day or two after they arrived on the floor.

"The introduction of the \$30 and \$45 types of hornless machines in the cylinder line has given a decided impetus to this division of our business, and as fast as we receive shipments of these new machine, we have sufficient orders on hand to send them out immediately to our dealers. Blue Amberol records are maintaining their pleasing popularity, and everything in general points to this season being the best we ever enjoyed."

TO MANUFACTURE TALKING DOLLS.

The Talking Doll & Novelty Co., Inc., of Manhattan, has been incorporated with capital stock of \$250,000 by Max S. Birkhahn, Pauline D. Birkhahn and Jacques Birkhahn, all of 51 East 129th street, New York.

SWINDLES CANADIAN DEALERS.

Smooth Young Man Discovers Method for Making Money Easily at the Expense of Trusting Talking Machine Retailers, but Is Soon Detected—Believed to Have Escaped to the States for Purpose of Working Gamp.

(Special to The Talking Machine World.)

TORONTO, CAN., NOVEMBER 12.—Our correspondent was given the following particulars, with the suggestion that readers of The World would do well to be warned concerning this Hamiltoner, whose dealings with the Canadian talking machine trade were decidedly unsatisfactory and who might attempt these or similar dealings in the United States:

A much wanted man in Toronto is H. Muller, also known as Miller, who lived with his wife in rooms on Palmerston avenue. Muller conceived the idea that he could make money easily and quickly by purchasing high class talking machines, with the usual instalment payment down, or on approbation if he could get them that way, and immediately selling the machines at prices low enough to make them readily salable.

Up to the time of his hurried exit from Toronto he had bought machines from no less than seven different firms. These were all sold at different times to C. E. Hurling, a well-known local dealer in new and second-hand talking machines. Any suspicions Mr. Hurling may have had were effectually dispelled by the receipts presented, afterwards found to be forgeries, and by referring to Miller's employers, a cartage firm in Toronto, with whom he was employed as packer. He stated that in his work he frequently met persons wanting to dispose of articles of furniture, talking machines, etc., at a sacrifice rather than move them or look after their storage. Before departing he also borrowed \$90 from a fellow workman on the strength of his mother's death calling him away suddenly, and he "worked" a branch bank for \$100, stating that he had a \$3,500 property. To get this he forged Mr. Hurling's name.

Miller was slick and smooth and had a plausible answer for every question. He is described as about 30 years of age, about 5 feet 11 inches high, clean shaven, sandy hair, quick in speech, with a slight lisp, a bright pinky complexion peculiar to some fair people, and prominent eyes. His head inclined slightly forward and his face was one easily remembered. He was usually dressed like a well-to-do mechanic, blue suit, black soft felt hat with wide brim, khaki shirt and soft collar, and his hair is said to be curly or wavy. It is thought that he will commence operations in some American city if the warrant now out for his arrest is not soon executed.

In the talking machine trade the only loser is Mr. Hurling, who is out several hundred dollars, the various dealers having received their machines back, and in almost every case they having received cash deposits.

NOTED ARTISTE FOR COLUMBIA CO.

The Columbia Graphophone Co. closed arrangements last week with Mme. Gerville-Réache whereby this well-known artiste will record exclusively for the Columbia library for a number of years. Mme. Gerville-Réache, who will sing this season with the Metropolitan Opera Co., is a contralto of exceptional merit, with a voice that is remarkable for its wide range and exquisite quality. Her first Columbia records will be ready for announcement in the very near future.

Otto Wissner, the well-known piano house, has closed arrangements with the Sonora Phonograph Corporation whereby it will handle a complete line of Sonora phonographs in all its retail stores, including the new store on East Thirty-fourth street.

A POSITIVE NECESSITY

To All Owners of Talking Machine Records
"DUSTOFF" Record Cleaners Add Life to Records
 Make the tone of the reproduction pure and clear



De Luxe Model
 Each in box and 12 in handsome display box. Retail 50c. Liberal trade discount



Regular Model
 Each in a two-color box. Retail 15c. Liberal trade discount

From all jobbers or of COLUMBIA distributors (In Canada, through Berliner Gram-o-Phone Co.) (166)

DEALERS—Write for samples sent on approval; please mention jobber's name

MINUTE SHINE CO., Sole Mfrs., 281 S. W. Canal St., Providence, R.I., U.S.A.

STRONG FOR VICTOR BUSINESS IN THE MIDDLE WEST.

Excellent Location of the Stewart Talking Machine Co., Indianapolis, Combined with Live Business Methods a Big Factor in the Success of Company—Convenient Shipping Facilities—Record Stock Kept in Dust-proof Room—Large Stock of Machines.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., November 9.—Situating in the center of the Middle Western States, with the best shipping facilities obtainable anywhere, the Stewart Talking Machine Co. is making a "record" as a jobber for the Victor Talking Machine Co. in the State of Indiana. Dealers in the cities and towns of the Hoosier State are finding out what efficient service on the part of the jobber means since the organization of the Stewart Talking Machine Co.

Alexander M. Stewart, formerly owner of the Wulschner-Stewart Music Co., is proprietor and W. S. Barringer is manager of the company. When Mr. Stewart disposed of his holdings in the music house a year ago last July he turned his attention to the talking machine business, both wholesale and retail, and the company's record in the wholesale field has been more than gratifying. The company's warerooms at Alabama and Court streets are centrally located and within short hauling distance of the freight yards of the steam and electric railroads. The wholesale department is also in the same building.

A tour of inspection through the warerooms and the wholesale department reveals arrangements which are of special interest to the talking machine man. The record stock—and there are a "few" thousand dollars' worth of stock—is kept in a dust-proof room, which is conveniently arranged for the benefit of the stock and the stockkeeper.

Dust is a foreign article in the record stock-room. Portholes are opened for a short time

when any of the help is working in the room. With the exception of these openings, which are closed most of the time, the room is dust-tight.

The care which the company takes of its records is appreciated by the dealers in the State, who know that when they obtain new shipments from the Stewart Talking Machine Co. they will be in the best of condition.

Rapidity in filling orders is gained by a post-office system which is maintained. Each dealer has a large pigeonhole into which records he has ordered are put as they arrive from the factory. Thus shipments are kept up to date and no grass grows under the feet of the shipping clerk. When making up an order he does not have to search

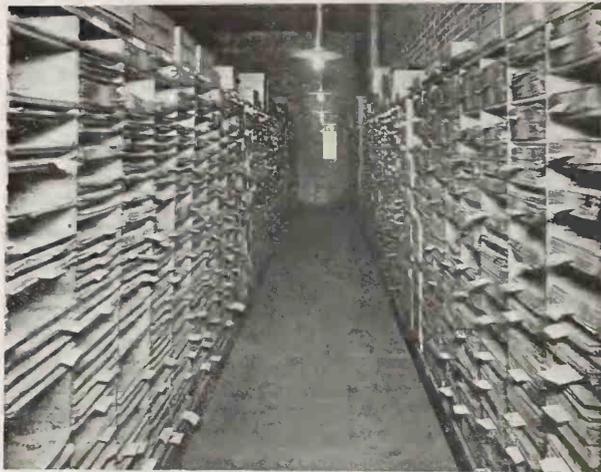
here and there to make up the order. The records are in the proper pigeonhole and they are quickly transferred from there to the shipping box.

The repair department is also enclosed in a dustproof room. The necessity of keeping dust out of the machines when they are being repaired is recognized by the Stewart Co. Every part is in its place.

Another enclosed room is provided for the advertising matter, of which a full line is carried at all times. When a dealer out in the State asks for a particular line of Victor advertising he gets it at once.

The Stewart Talking Machine Co. carries one of the largest stocks of talking machines of any jobber in the Middle West. And it is growing. With the kind of service the Stewart Co. is giving it is predicted that the company will continue to meet with unusual success.

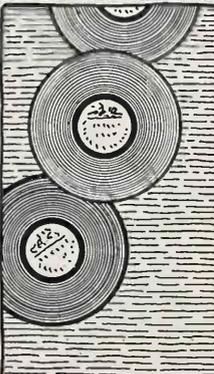
The pictures below show a part of the company's extensive machine and record stock rooms, which give some idea of the completeness of its stock.



BREACH OF CONTRACT CHARGED.

(Special to The Talking Machine World.)

BOSTON, MASS., November 10.—Burton H. Corbett, of this city and Chicago, has filed an attachment for \$100,000 in the Dedham courts against Henry M. Whitney and Miss Henrietta M. Whitney, his sister, for alleged breach of contract. The action is an echo of the recent financial troubles of the Boston Talking Machine Co., of which Mr. Corbett is president. Mr. Whitney has had large interests in the company, of which Miss Whitney also is said to be a shareholder. It will be recalled that Mr. Whitney, a few weeks ago, brought a petition in bankruptcy against the company, this having been recorded in the previous month's issue of the World.



DEPARTMENT IN "WOMEN'S STORE."

Large Space on Sixth Floor Handsomely Fitted Up, Devoted to Display and Sale of Columbia Line by the Marks Co., Cleveland—Has Met with Well Deserved Success from the Start—Views of the Department.

(Special to The Talking Machine World.)

CLEVELAND, O., November 10.—Occupying a floor space of 4,000 feet and situated on the sixth floor of the new "Women's Store," the Columbia

to the closing of an exceptionally prosperous record trade, Columbia goods are handled exclusively in this department, and a fast growing clientele is being secured by the Marks Co. by reason of its energetic and consistent publicity and sales efforts.

The large reception room in the Columbia department is elegantly finished, well lighted and luxuriously furnished, and opens into a large-sized recital room. There are three tastefully furnished demonstration rooms which are absolutely sound-proof. The rooms are finished in tinted blue, with

recitals with marked success, and at the time the accompanying photograph was taken the "Grand" had been demonstrated before an invited audience and had made such a popular success that it was sent out to a private home for further demonstration before the photographer arrived. This accounts for the unusual position of the Columbia "Regent Junior," shown in the picture, as in the rush and hurry incident to the taking of the photograph, this machine was substituted for the "Grand" amidst considerable excitement.

The Columbia department of the Marks Co. is



Reception Room in the Marks Co. Department.



A View of the Recital Hall—Marks Co. Department.

department of the Marks Co., 1021 Euclid avenue, is one of the most attractive and popular talking machine parlors in this vicinity. Although this department has only been open since the first of October many sales of the more expensive types of Columbia machines have been closed, in addition

rugs, chairs and divans of a corresponding color.

A feature of the Marks Co.'s Columbia department is the recital hall, where frequent recitals presenting the various Columbia products are given before enthusiastic audiences. The beautiful Columbia "Grand" has been featured at these re-

under the management of C. M. Robinson, who has had a wide experience in general mercantile affairs, while the record department is under the supervision of Miss Touby, who has been connected with the Marks Co. for a long number of years.

CLEVER DEVICE IN GREAT DEMAND.

Success of the "Masterphone" Results in Keeping the Factory Very Busy to Fill Orders—Popular with the Dealers Because It Is Easily Attached to Machines.

"The demand for the 'Masterphone' has exceeded all our expectations," stated an officer of the Masterphone Corporation, 197 Broadway, New York, in a recent discussion regarding the pronounced success that this device has scored. "Our factory has been working to full capacity to take care of the demands of the talking machine trade from coast to coast and, judging from present indications, this demand will continue for some time to come.

"It is gratifying to note in connection with the sale of the 'Masterphone' that we have in our files many unsolicited letters from talking machine dealers and their customers relative to the entire satisfaction that our device is giving. Dealers throughout the country speak in the highest terms of the merits of the 'Masterphone,' and we have been greatly encouraged to learn that the device is fulfilling all the claims that we have made for it.

"In the introduction of a device similar to the 'Masterphone' the matter of price is always a subject of important consideration, and in placing the price of the 'Masterphone' so low, we felt that we were putting it within reach of all talking machine owners, although we were able at the same time to assure the trade a liberal discount, notwithstanding the very reasonable and nominal retail price.

"As the 'Masterphone' can be instantly attached to any sound box without tools, dealers who are handling the device can realize their full profit without being obliged to devote any time to installing the device on the machines. The perfect clarification of sound by the use of the 'Masterphone' is our selling talk, and this clarifying is accomplished by the use of a very fine, soft needle, which, in conjunction with the 'Masterphone,' produces a volume of sound equal to a singer's natural voice, but does not destroy the record."

The W. W. Kimball Co., the well-known piano house, closed arrangements last week with the Columbia Co. whereby its Memphis, Tenn., house will handle the complete Columbia line. The Kimball Co. already has a number of branches featuring the Columbia products, and these stores are closing an excellent business in their Columbia departments

CLEVER VICTOR WINDOW DISPLAY.

Victor dealers in all parts of the country are featuring with pronounced success the novel window display recently introduced by the Victor Talking Machine Co. This window display, which is an exact reproduction in miniature of the New Amsterdam Theater, is calculated to hold the attention of passers-by in addition to attracting momentary notice, and judging from the photographs received by the company, the new display certainly fulfils its mission of attracting crowds wherever it is presented.

The New Amsterdam Theater display is unusually complete in detail and presents the theater in an ensemble of beautiful coloring. The display

features the stage at the New Amsterdam Theater with different scenes from the "Merry Widow" and various signs announcing the scenes shown on the stage. Excellent copy featuring Victor records is displayed on these signs, with a change of copy on each card.

Those dealers who have tried out the New Amsterdam Theater display speak in the highest terms of its drawing powers, and state that its really beautiful appearance and ability to attract the attention of passers-by is making it one of the most valuable dealer helps ever introduced to the talking machine trade.

Think success and talk success and if it has not already knocked at your door it is bound to come.

Let Us Supply Your Needs Twelve Months of the Year

We wholesale only and claim to give you better and fairer service than a jobbing retailer, as we do not need machines for retail purposes during October, November and December.

GET THIS POINT—WE WILL HAVE

Victor-Victrolas and Victor Records

for all our regular dealers this fall but none for the eleventh hour dealer who wishes to switch his business.

IF THIS SOUNDS LIKE A BLUFF, CALL US

Standard Talking Machine Company

Exclusive Victor Jobbers

PITTSBURGH, PA.

THE PHONOGRAPH CO.'S BEAUTIFUL CLEVELAND STORE.

Artistically Arranged Quarters Occupied at 1260-68 Huron Road—Carrying Exclusive Lines of Thos. A. Edison, Inc., Disc Phonographs and Records—A Large Holiday Business Expected—Branch Distributing Store Recently Opened in Cincinnati.

(Special to The Talking Machine World.)

CLEVELAND, O., November 8.—The beautiful new exclusive Edison store of the Phonograph Co., located on the third floor at 1260-68 Huron road, is one of the most attractive places in Cleveland. The store has a frontage of 110 feet on Euclid avenue at the intersection of the two streets, and is 210

occupying practically two-thirds of the floor space, with a capacity of over 2,500 instruments. A large freight elevator leads to the alley.

As will be observed by the illustrations, the rooms are elegantly fitted up and furnished, making it one of the finest, if not the finest, Edison stores in existence. The furnishings are most com-



Main Demonstration Parlor.



Cylinder Record Room.

feet deep, to an alley, and contains over 20,000 feet of floor space. A stairway and passenger elevator lead directly into the reception room, to the left of which is the main office. Adjoining this is the pri-

plete, and nothing has been left undone to provide for the comfort of visitors. Exquisite taste has been displayed in fitting up these premises, which are

Bradford, 4 pkgs., \$132; Cardiff, 3 pkgs., \$155; Colon, 7 pkgs., \$250; Guayaquil, 5 pkgs., \$280;



Main Office.



Private Office.

vate office, and in the rear of the private office is located the main demonstration room, with another large demonstration parlor paralleling it. In the rear of the office, reception and demonstration rooms are the wholesale and shipping departments,

a distinct credit to the officers of the company.

The company has a very large stock of Edison disc and cylinder phonographs and records in storage. The manager stated he was highly pleased with the outlook, that the wholesale and retail business had been fine ever since the opening, surpassing the expectations of the company.

The company has a temporary branch store at 36 Taylor Arcade, and has opened a permanent branch distributing store at Cincinnati, under the management of E. O. Peterson. This became necessary in order to supply the needs of a vast territory, and to provide the trade with stock in the quickest possible manner.

This will be found most convenient for Cincinnati dealers in providing stock to meet holiday demands.

Hamburg, 1 pkg., \$100; Kingston, 12 pkgs., \$270; Leeds, 3 pkgs., \$147; Lima, 4 pkgs., \$180; London, 328 pkgs., \$14,534; Liverpool, 20 pkgs., \$1,029; Manchester, 30 pkgs., \$1,513; Manila, 38 pkgs., \$1,642; New Castle, 8 pkgs., \$249; Port Madryn, 6 pkgs., \$183; Sheffield, 3 pkgs., \$198; Valparaiso, 10 pkgs., \$848; Vera Cruz, 62 pkgs., \$7,573; Vienna, 18 pkgs., \$455; Southampton, 3 pkgs., \$212.

OCTOBER 25

Belize, 6 pkgs., \$223; Calcutta, 4 pkgs., \$112; Havana, 6 pkgs., \$604; Havre, 11 pkgs., \$2,900; La Guaira, 1 pkg., \$131; London, 5 pkgs., \$789; 272 pkgs., \$10,301; Montego Bay, 5 pkgs., \$226; Port Barrios, 10 pkgs., \$461; Trinidad, 8 pkgs., \$320; Vera Cruz, 43 pkgs., \$1,623.

NOVEMBER 2

Cartagena, 5 pkgs., \$111; Cognambo, 23 pkgs., \$1,045; Havana, 12 pkgs., \$1,251; London, 12 pkgs., \$539; Palermo, 12 pkgs., \$677.

NOVEMBER 9

Berlin, 22 pkgs., \$974; Bucarest, 3 pkgs., \$350; Callao, 43 pkgs., \$462; Havana, 52 pkgs., \$1,436; Kobe, 13 pkgs., \$467; La Guaira, 4 pkgs., \$285; Liverpool, 9 pkgs., \$144; London, 247 pkgs., \$12,899; 2 pkgs., \$150; Santiago, 22 pkgs., \$506; Singapore, 74 pkgs., \$1,275.



One of the Demonstration Parlors.



Do you know of any better opinion to follow than Ysaye's, or Bonci's, or Hofmann's? Don't you think records that satisfy Ysaye's ear will satisfy your customers'? Thousands of other dealers do.



(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**

LIVE METHODS BRING SUCCESS

In the Talking Machine Business—Proven by Career of J. W. Calder, New Haven, Who Handles the Victor Line—An Attractively Arranged Store an Aid to Sales.

(Special to The Talking Machine World.)

NEW HAVEN, CONN., November 8.—An excellent example of the success that can be registered by the talking machine dealer who is wide-awake and progressive and thoroughly understands the value of refinement and tasteful display in the construction of a new store is the Calder Music Shop, 930 Chapel street, this city, conducted by J. W. Calder.

spent in designing the interior, and all the chairs, seats, settees and lights were made to order, with the rugs harmonizing with all the other furnishings. Tables and demonstration booths are finished in mahogany and the indirect lighting system is used. Through the center of the store, arc four alabaster lights and across the back of the store is a private display room with a different design of upholstery. This latter room is used as an art room for displaying Circassian walnut Victrolas and the various artistically finished and most expensive Victrolas.

The Calder Music Shop utilizes the record stock system originated by the New York Talking Ma-

TREDWELL K. LYLE A BENEDICT.

Nephew of George W. Lyle, Vice-President of the Columbia Graphophone Co., Marries One the Belles of Newburgh, N. Y.—Now on Honeymoon Tour—Those Present at the Wedding Ceremonies Last Saturday.

Tredwell K. Lyle, a nephew of George W. Lyle, vice-president and general manager of the Columbia Graphophone Co., and a son of the late Mervin Lyle, was married last Saturday to Miss Mary Conkling, of Newburgh, N. Y., at Trinity Church, Newburgh, N. Y. Mervin E. Lyle, a son of George W. Lyle, and superintendent of record manufacture at the Columbia factories at Bridgeport, Conn., acted as best man at the wedding, while M. D. Easton, a son of President Easton, of the Columbia Co., and connected with the company's advertising department, was one of the ushers.

Tredwell K. Lyle, familiarly known as "Ted" Lyle, has been connected with the local Dictaphone headquarters for a number of years, and has scored marked success as a Dictaphone ambassador. Miss Conkling is one of the popular belles of Newburgh, and the wedding was attended by many prominent people. Mr. and Mrs. Lyle are on a month's honeymoon touring the country.



Attractive Quarters of Calder Music Shop, New Haven, Conn.

This store, which opened its doors but two weeks since, handles Victor products exclusively, and if its first fortnight's business is any indication of its future success, the Calder Music Shop will be in the very first ranks of Eastern Victor dealers within a few months.

When Mr. Calder decided to enter the talking machine business in this city he determined to spare no expense that would conduce to the success of his undertaking, and accordingly rented a good-sized store on Chapel street, one of the city's most prominent business streets. Some time was

spent in designing the interior, and all the chairs, seats, settees and lights were made to order, with the rugs harmonizing with all the other furnishings. Tables and demonstration booths are finished in mahogany and the indirect lighting system is used. Through the center of the store, arc four alabaster lights and across the back of the store is a private display room with a different design of upholstery. This latter room is used as an art room for displaying Circassian walnut Victrolas and the various artistically finished and most expensive Victrolas.

The business that Mr. Calder has enjoyed in the short time that his store has been open leads him to declare that any dealer who establishes an inviting place for his customers to hear machines and records in addition to showing his clientele every possible courtesy is assured of a gratifying success, even though his investment be large.

PUTTING OFF 'TIL TO-MORROW!

Good intentions are seldom negotiable for cash. Ask the lazy schoolboy why he doesn't study and advance with his class. He will tell you that he intends to—sometime—but he never does. Ask any improvident man or woman why they don't save and lay up something for a rainy day. They will tell you that they intend to—sometime—but never do. Ask any slow, unprogressive business man why he doesn't discard his old antiquated ways of doing business and adopt new, up-to-date, progressive methods of sales and advertising. All such

will tell that they intend to, next week, or next month, or next year—but they never do.

REPUTATION FRAGILITY.

To build up a reputation takes time and care and lots of work and patience. To pull it down it only takes one single policy of folly as selling the poorest article obtainable at as high a price as possible.

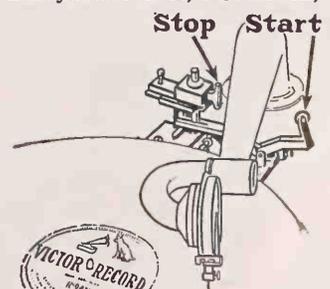
It is as important that you take stock of your ability and your short-comings as of your line of goods.

**Simplex
Automatic
Start and Stop
Device**

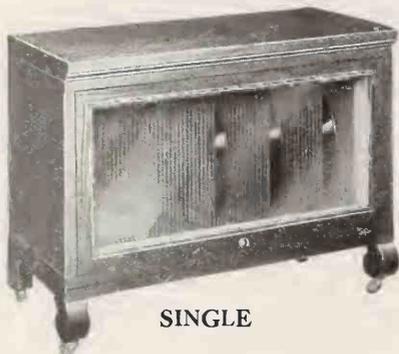
LISTED BY 95%
OF VICTOR JOBBERS

WHY?

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



The Lyon & Healy Unit Record Cabinet



SINGLE



DOUBLE



TRIPLE

We have at last solved the problem in Record Cabinets, and are now in a position to furnish to you Unit Record Cabinets in any woods or finishes, which are selected with extreme care, 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

Section	Price	
	Mahogany Finish	Weathered and Golden Oak Finishes
A—Top	\$2.75	\$2.00
B—10" Unit.....	5.75	5.35
C—12" Unit.....	6.75	6.35
D—Drawer	3.50	2.50
E—Base	2.75	2.25

Order To-day and Reap a Harvest

THE LYON & HEALY FIBRE NEEDLE-CUTTER

**SIMPLE
AND
EASY
TO OPERATE**



**CORRECT
LEVERAGE
FOR A
PERFECT CUT**

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

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

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

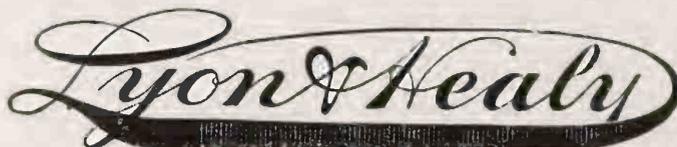
We give our absolute guarantee with every cutter sold.

LET US HAVE YOUR NEXT ORDER

RETAIL PRICE, \$1.50

Liberal Discount to Trade

Sold only by



CHICAGO

LARGEST VICTOR DISTRIBUTORS

FROM OUR CHICAGO HEADQUARTERS

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

(Special to The Talking Machine World.)

CHICAGO, ILL., November 10.—Trade moved along broad lines in October and, judging from general reports, the talking machine business is making a remarkable showing in comparison with other lines.

An encouraging feature of the situation is the relief of the shortage that was beginning to make itself felt. A train of twenty-one cars of Victor machines and records consigned to three local jobbers arrived in Chicago the last week in October, and other large shipments were also received recently.

October showed a notable picking up in retail trade, and business in all makes of machines is running largely to the more expensive types. Fine holiday sales are generally anticipated.

Good Edison Disc Publicity.

The Phonograph Co. used pages both in the Evening News Thursday night and in the Tribune Friday morning to exploit the Edison disc phonograph. Besides an impressive display with a portrait of Mr. Edison and a cut of the Louis XV model, there was a solid column of reading matter concerning the development of the Edison disc and interesting anecdotes of Mr. Edison. Readers were invited to free concerts at the "Edison Shop," and a list of dealers was given in Illinois towns where other Edison concerts were being given.

C. E. Goodwin, manager of the Phonograph Co., says that October was the biggest month since the company started, both in a wholesale and a retail way, while November also began with a rush. New dealers are being signed up continually.

The sales force in the handsome retail warerooms are kept very busy. Last Saturday afternoon seven \$250 disc phonographs were sold, besides a number of less expensive machines.

Distinguished Columbia Visitors.

George W. Lyle, general manager of the Columbia Graphophone Co., spent a couple of days in Chicago the middle of last month on his way to the Pacific Coast. He was met here by A. G. Farquharson, of Toronto, manager of the Canadian wholesale interests of the Columbia Co., who accompanied Mr. Lyle as far as Minneapolis. District Manager W. C. Fuhrer will go to Kansas City next week to meet Mr. Lyle on his return trip.

Frank Dorian, general manager of the Dictaphone department of the Columbia Co., was a visitor at the local offices this week in the course of a trip among some of the Western branches.

A. D. Geissler on Conditions.

Arthur D. Geissler, vice-president and general

manager of the Talking Machine Co., arrived in the city yesterday for a week's stay. He was accompanied by Mrs. Geissler.

Mr. Geissler is a thoroughly optimist regarding general conditions and the talking machine trade in particular. "The country is in good shape," he said. "Crops, on the whole, have been excellent with the exception of some parts of the corn belt, and previous good crops tend to nullify the effects of the partial failure this year. The banks are a little worried by the currency bill, but that will soon be settled and out of the way and then money will be easier. There are undertones of strength in the stock market, and small buyers are purchasing for investment, always a good indication.

"The talking machine business is in excellent condition. Our business is actually double what it was last year, and we never had so many advance orders on our books. The factories are now making better deliveries than ever before. I thought for a time that some of the dealers were accumulating holiday stock too heavily, but they are disposing of it rapidly. The retail purchaser seems to have changed his attitude and feels that a talking machine is something to be thought of and arranged for in advance and no longer postpones buying up until Christmas week."

Increase Sales Force.

G. P. Ellis, a thoroughly experienced talking machine man and formerly manager of the talking machine department of the Stewart Dry Goods Co., Louisville, Ky., has been made floor salesman at the Talking Machine Co. He is well adapted by his experience to care for the wants of the visiting dealers. He will have a capable assistant in Alfred Brench, who was formerly with W. W. Warner at Madison.

Foreign Records a Success.

Dealers are reported to be buying very liberally of the new foreign records issued by the Victor Co. The Bohemian, Polish and Hungarian records in particular are taking exceptionally well with the dealers located in the foreign sections of Chicago.

Wurlitzers Kept Busy.

Fred A. Siemon, assistant manager of the Rudolph Wurlitzer Co., reports that wholesale business during October was exceptionally good, showing an increase of 50 per cent. over the same month of last year. L. K. Cameron, manager of the retail department, is also kept busy by an increased business. He recently returned from Louisville, where he helped in the preparation of the talking machine and small goods department of the new

Wurlitzer store located on Fourth avenue, the city's main retail thoroughfare.

Columbia Co. Moving.

The wholesale general offices and dictaphone department of the Columbia Graphophone Co. are closed to-day on account of the removal to the new location at 14-22 North Michigan avenue, where the greater part of the seventh floor will be occupied.

The beautiful, new retail quarters which will occupy the store at 14 North Michigan avenue will not be ready for a week or ten days, and the old store at Wabash and Washington will be retained until then.

Manager C. F. Baer says that October showed a remarkable increase in both wholesale and retail over the corresponding month of last year.

New Manager at Smith's.

F. J. Bukowitz is the new manager of the talking machine department of the F. G. Smith Piano Co., succeeding A. D. Herriman. Mr. Bukowitz was one of the pioneers in the industry, his experience dating back to the days of the tin-foil records. Mr. Bukowitz was one of the first jobbers in the South taking on the Edison line many years ago, while manager of the National Automatic Fire Alarm Co., of New Orleans. Later Mr. Bukowitz added the Victor line and accomplished a great deal of business with that product. Mr. Bukowitz has always been very enthusiastic over the talking machine industry and says that it is yet only in its infancy.

Enlarges Talking Machine Department.

Kenneth Holman, 27 South Fifth avenue, La-Grange, Ill., has enlarged the space and facilities of his talking machine department and made considerable increase to his stock in anticipation of a big holiday trade.

J. I. McCann at Rothschild's.

J. I. McCann, formerly connected with the Wolcott Music House, of South Bend, Ind., is the new manager of the talking machine department at Rothschild's, succeeding Benjamin Dvorak. Mr. McCann is kept very busy instituting some of his own ideas and preparing for the big Christmas trade that always favors Rothschild's.

L. F. Geissler a Visitor.

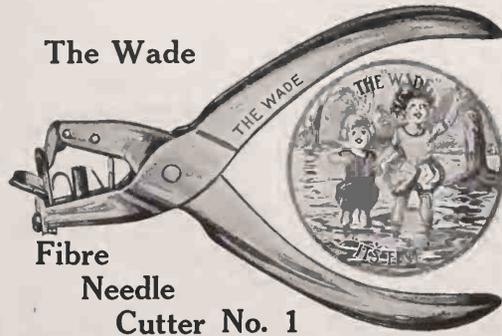
L. F. Geissler, general manager of the Victor Talking Machine Co., spent a few days this week in Chicago visiting the local jobbers. He arrived in the city with Roy Keith, sales manager of the Talking Machine Co., after a few days' duck hunt-

(Continued on page 40.)

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
Fibre
Needle
Cutter No. 1

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.



The Wade
Fibre
Needle
Cutter No. 2

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

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

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

ing along the marshes of the Illinois River near Beardstown, Ill. They made their quarters at the North Lake Hunting Club and bagged all the ducks that the law allowed.

New Edison Cabinets.

The Salter Manufacturing Co. has added to its already very comprehensive line by the production of two new cabinets designed to match Edison No. 60 and No. 80 disc phonographs. Like the cabinets designed to go with Victor and Columbia machines, they are a perfect match and carry out the idea of a single piece of furniture. Not a few of the rapidly increasing number of dealers in Edison disc machines have already drawn heavily upon the Salter line and are preparing to make the holiday season a richer one by reason of it.

Removes to New Location.

R. H. Jones has removed from 1379 East Fifty-fifth street to 1203 East Fifty-fifth street, where he has a fine light store well equipped and furnished. Mr. Jones is president of the Tusko Needle Co., which recently opened a new factory at 5513 Monroe avenue.

Establishes T. M. Department.

Herbert L. Josephs & Co., who recently moved into beautiful new space in the new Consumers' building, have opened a well-stocked talking machine department. The concern does a large credit business and has already built up a good business in machines on the deferred payment plan.

Praise the Wade & Wade.

An unusually large number of enthusiastic endorsements of the Wade & Wade fiber needle cutter have been received by that concern recently and without exception each one testifies to the absolute reliability of the cutter. "Such encouragement is decidedly pleasing and repays me for the time spent in the perfection of the cutter," says S. O. Wade.

Death of Sir William Henry Preece.

Sir William Henry Preece, known in England as the "father of wireless telegraphy," died last week in London, aged eighty years. He introduced both the telephone and the talking machine into England and was the inventor of many devices connected with the telegraph and telephone. For several years he was president of the Institution of Civil Engineers.

Some Effective Advertising.

Some of the snappiest and most convincing talking machine advertising being put forth at the present time in the local trade is by the Talking Machine Shop, Jackson boulevard and Wabash avenue. George W. and C. E. Davidson, the proprietors, have built up a remarkable business in a very few years and this is due not only to their up-to-date and original methods and attractively equipped and centrally located quarters but to the aggressive and high-grade publicity in which they are constantly indulging.

They are running about 250 lines of space in the News and the Examiner and supplementing it with particularly forceful letters accompanying the monthly bulletins and the issuance of striking novelties from time to time. The text of their advertisements is full of cogent arguments often epigrammatically expressed. In one of their announcements they say that they have nothing exclusive to offer but service. "Victrolas and records can be bought anywhere and at the same prices and virtually upon the same terms." They announce themselves as specialists in their line, and waxing statistical state that eighty-six per cent. of the 400 per cent. increase made in four years has been due to personal recommendation coming from satisfied customers.

One of the latest of their novelties is a cut-out folder in the form of a record, the outside cover being a facsimile of a Victor Red Seal and the back cover giving a view of the main sales floor and the record rooms.

Here are a few of the pertinent paragraphs contained in the folder:

"This is an age of specialization. Doctors, lawyers, scientists—professional and business men in all walks of life realize the necessity for specializing. It is only by concentrating one's entire effort on one thing, striving continually to do that one thing better than anybody else that one can approach perfection.

"We have endeavored to treat each individual customer as though he or she were our only customer. We have welcomed and invited our customers' suggestions for the improvement of our service—an individual service. Nowhere is there manifested a greater effort to please, a more intense desire to serve than in the Talking Machine Shop.

"Rule No. 1 of the Talking Machine Shop Service Code reads: Don't merely satisfy your customer—please her. Make her a walking, talking, living advertisement of your courtesy. From our salespeople we want no discussions with customers, no differences of opinion, no arguments. Never do merely what a customer asks you to. Do more. Make her glad that she came."

Dvorak with Phonograph Co.

Benjamin Dvorak is now wholesale city salesman for The Phonograph Co. He is spreading the gospel of Edison disc and cylinder goods with commendable zeal. He made his start in the business with Lyon & Healy, traveled for Wurlitzer for some time and has been manager of the talking machine department of Rothschild's for a couple of years. Besides having wholesale experience in abundance he is able to sympathize with the retailer and meet him on his own ground.

A Remarkable Poster.

Lyon & Healy has just gotten out one of the most striking Victor talking machine posters ever seen in the trade. It is an immense sixteen-sheet affair approximately ten by twelve feet in size printed in attractive colors and is embellished

Great Talker Shipment.

During the last week of October Lyon & Healy received shipments from the Victor Co. aggregating twenty carloads, the majority of the machines being XVI's and XIV's and a large quantity of records. The goods came in three shipments three days apart. Manager Wiswell, of the talking machine department of Lyon & Healy, says that if he had known that the shipments were so close together he would have arranged for a single train, which would have been duly advertised and placarded. In the week's receipts there were 800 Victrola XVI's in mahogany besides a number in other woods.

October, with Lyon & Healy, was an excellent month, showing a big increase in both wholesale and retail as compared with the same month last year.

Klingsor Progress.

Officers of the Klingsor Talking Machine Co. of America continue to busy themselves over preparations to place their machine upon the market, and have practically completed plans for its sale. Theodor Isaacs, president of the company, sailed November 1 on the steamer "Imperator" for Germany, where he will confer with officials of the parent company and make arrangements for the importation of motors and other parts into the United States.

Makes Record Month.

O. C. Searles, manager of the talking machine department of the Bissell-Weisert Piano Co.,

makes the proud assertion that last month furnished the biggest business in the history of the department. Patrons of the house show an ever-increasing interest in tango music.

Visitors and Personals.

Miss Clara Moffett, formerly with the Eilers Music House and the Bush & Lane Piano Co., of Seattle, Wash., is a new member of the sales force of the Talking Machine Shops, as is also Miss Reeves, formerly with Wurlitzer's.

James Montgomery, the new manager of the talking machine department of Young & Chaffee, Grand Rapids, Mich., spent several days in Chicago last week.

Lane Robinson, of the Indiana Music Co., Terre Haute, Ind., is here on his wedding trip.

Manager Richards, of the Otto Grau Piano Co., Cincinnati, is spending a week in Chicago, accompanied by Mrs. Richards.

Mr. Tucker, of the Tucker Furniture & Carpet Co., Clinton, Ia., who has a prosperous talking machine department, called on the local jobbers.

M. S. Germain, of Dubuque, Ia., was here buying goods for a new piano and talking machine store that he is opening in that city. He is handling the Victor line.

Rex Dantzler, formerly with the Fischer Music Co., of Kalamazoo, Mich., is a new member of the talker sales force of the W. W. Kimball Co.

SALES TALK ON EDISON RECORD.

Mr. Edison's Development of the Present Phonographs and Records Interestingly Told.

For the adequate exploitation of the Edison disc products, Thomas A. Edison, Inc., has introduced a special disc salesmanship record which is being received with popular favor throughout the country. The new record presents a deep, powerful voice which tells a most interesting story, beginning with Mr. Edison's first experiment thirty-four years ago, and telling how he made 2,000 experiments on reproducers, how the materials are selected and manufactured, of the details of the recording artists, of the plans to come for music and similar interesting details that hold the undivided attention of the auditors.

Victor
Victrolas
Come and hear
the New Models.
FREE CONCERTS EVERY DAY

THIS STYLE \$200
EASY PAYMENTS

THIS STYLE \$15
EASY PAYMENTS

Lyon & Healy's Victor Poster.

with more than life-size illustrations of a Victrola IV and XVI representing the price extremes of the line. Five hundred of these posters are being displayed on billboards and buildings in Chicago, and a thousand extra ones were printed and sold to Victor dealers and distributors in other cities.

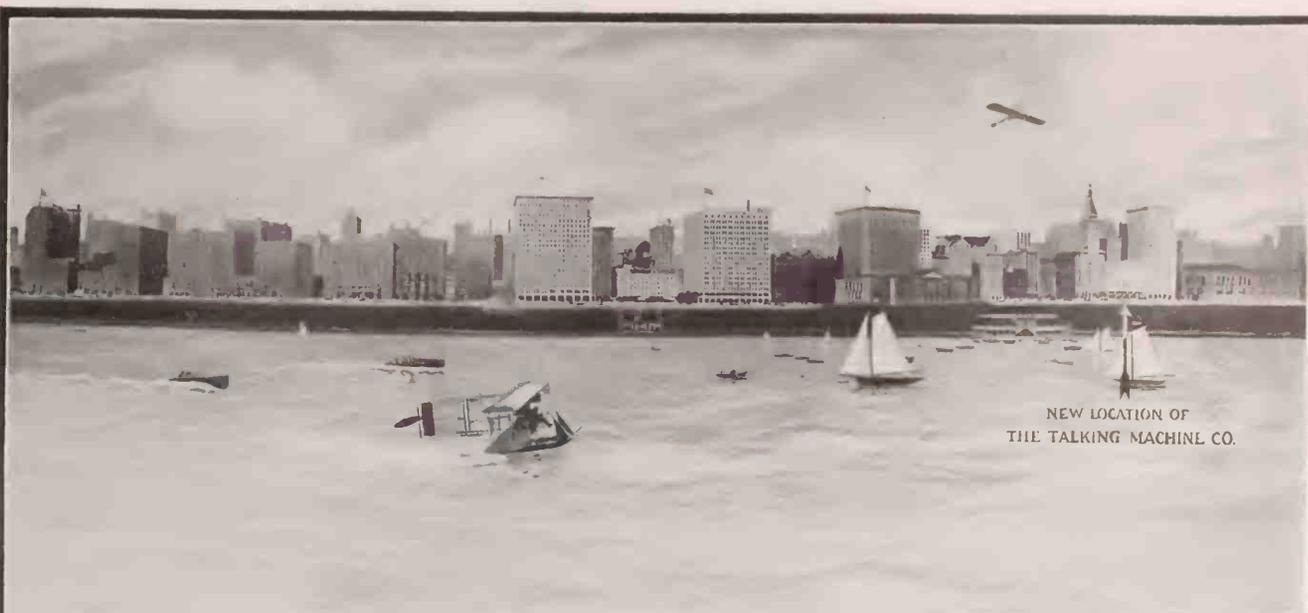
The house has been highly complimented by the Victor Co. for its energy. Two years ago Lyon & Healy placarded the town exploiting the \$50 and \$200 machines. The house is also using an original and artistic street car advertisement giving illustrations of the entire Victrola line.

New Lyon & Healy Traveler.

E. P. Bliss, Jr., formerly traveler for the Victor Co. in Wisconsin, has joined the sales force of Lyon & Healy and will travel in the interests of the talking machine department in Indiana and Michigan. A. D. Stone, Mr. Bliss' predecessor, switches his activities from the wholesale to the retail end of the trade, and has taken charge of the talking machine and camera departments of the People's Drug Co., Marion, Ind.

Retail Salesman Under Arrest.

W. E. Clark, formerly head retail salesman for The Phonograph Co., was arrested at Hammond, Ind., this week on a warrant charging larceny sworn out by C. E. Goodwin, general manager of the company. He was brought to Chicago and arraigned before Judge Mahoney, who set his preliminary hearing for November 15. He was released on bonds. Clark, it is alleged, disposed of a \$250 machine at a cut-rate figure and smuggled it out of the building, appropriating the receipts for himself. Clark was missing for some time but was finally located at Hammond.



The Greatest Sky Line in the World

An Immense Throbbing City behind it—The Lake in Front

Here we are in our new location and from it a **CLEAN VIEW POINT**. In the eight years that the Talking Machine Company has been an **Exclusive Wholesaler** of Victor goods—that has been our Maxim—

A Clean View Point

Every suggestion which is made for the uplifting of our trade—*For the general good of our dealers*, has been carried out implicitly by us.

You who are our customers and have known of this—*Appreciate It*.

You who are not, would value our help, would realize our ability to serve you and would know what **Exclusive Wholesalers of Victor Goods**—filled with energy and anxiety to serve you, can do for you.

THE TALKING MACHINE COMPANY
12 N. Michigan Avenue Chicago, Illinois

A TEXAS TRADE DEVELOPER

is J. N. Swanson, Who Controls the Houston Phonograph Co., Houston, and the Texas-Oklahoma Co. of Fort Worth—Great Believer in the Business Possibilities in the Southwest and Has Built Up a Large Following.

J. N. Swanson, president of the Houston Phonograph Co., Houston, Tex., has achieved a remarkable success in the talking machine trade within a brief period.

Mr. Swanson is an aggressive man and he believes in doing business along up-to-date lines. He has been a large distributor of Edison disc and cylinder phonographs through his company, the Houston Phonograph Co., and the Texas-Oklahoma Phonograph Co., Ft. Worth, Tex.

Mr. Swanson when in The World office remarked: "I have always figured to give my people prompt service. We make a specialty of filling orders and getting them on the way to our dealers with as little lost time as possible. I think that promptness in business counts very materially and I am more than satisfied with the way in which our business has developed in the Southwest.

"I may add that I do not feel that we have reached the limit, however, and the possibilities for the talking machine business in Texas are extremely large. Not only is the country rich, but it has a marvelous future.

"I am a believer in the business possibilities of the Southwest, and I am devoting my time and energies to the talking machine trade, because I think it affords a splendid outlet for a man's surplus energy, and its opportunities for business building are excellent."

Through the medium of his two companies, the Houston Phonograph Co. and the Texas-Oklahoma Phonograph Co., Mr. Swanson is able and does cover a large section of the Southwest and has built up a following of dealers through the straightforward manner with which he does business, that is most impressive.

In addition to the Edison phonographs, Mr.

Swanson also handles in both a wholesale and retail way a complete line of musical merchandise of standard makes, domestic and imported, and has developed that branch of his business until it has reached large proportions without interfer-



J. N. Swanson.

ing with his exploitation of the Edison phonographs in his large territory. Mr. Swanson makes it a point to take a real personal interest in his dealers and their business which probably accounts for his own success in the phonograph and musical merchandise fields.

Mr. Swanson has always been a familiar figure at the Jobbers' National Conventions and his friends in the North are always glad to welcome him on his annual business trips.

SCHOOL GIRL FINANCIERS.

How Some Children in Canton, O., Are Successfully Paying for a Victor-Victrola Which They Purchased for their School in That City—Diplomatic and Aggressive Army.

Here is a little letter from some school children of Canton, Ohio, readdressed to the Victor Talking Machine Co., Camden, N. J., who tell us of their unique method of paying for a Victor which they purchased:

"Dear Sirs.—We are very glad to think we are the owners of a Victor-Victrola and thought that you might be interested in our plan for paying for it. Perhaps you would like to know who 'we' are. We belong to the eighth grade of the West North School in the 'Known the World Over City.'

"To pay for our \$50 Victrola the girls are having every Tuesday recess sales, which are proving very profitable. Every Monday evening a different group of four girls gather at one home and have fun making candy and cake for the next day's sale. Tempting baskets with snowy white covers make their appearance early the next morning. At recess the fun begins. Pressed against the door and extending across the school yard is a crooked, buzzing line of eager, impatient children, as alert as the terrier hearing 'His Master's Voice.' Each is tightly grasping his precious penny, which buys all that one may have because everyone must be served and these bargain prices reduce the high cost of living.

"This week we are going to have a larger sale than ever before. Four boys will show their skill at the popcorn business and sell it the next morning with the girls' candy. The profits will be greater than ever. We feel assured that with these large gains every week we shall soon have our Victrola paid for. We have been fortunate in our dealings with Mr. Zollinger, who has given us very easy terms. We are enjoying our Victrola immensely and shall be glad to be your constant advertisers.

Sincerely your friends,
(Signed) "EDWARD WILLIS, President."

LONG CABINETS

Occupy a strong position. They have many friends.

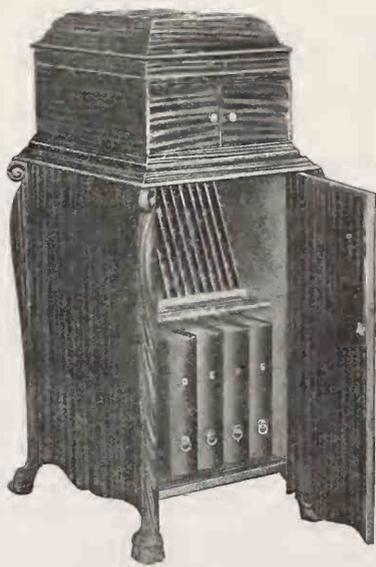
THE GEO. A. LONG CABINET CO.

Write
to-day for
Circulars
of
Record
Cabinets
and
Player Roll
Cabinets



D 67

Mahogany, Golden Oak and W. O.
Finished all around.
Sliding Record Shelf.
For IX Victrolas.
Capacity, 192 12-inch Records.



D 64

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



M 107

MAHOGANY.
Back finished like sides. Capacity, about
100 Rolls.

Circular
Matter
Cheerfully
Furnished
on Request

Address CLEMENT BEECROFT, Sales Manager
309 W. SUSQUEHANNA AVENUE

Philadelphia, Pa.



Columbia Catalog, Page 7: The Columbia Grafonola "Favorite" at \$50—sold to more people than any other instrument, regardless of name, price or make.



(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

MACHINE AND RECORD TRADE BOOMING IN ST. LOUIS.

Big Orders Being Filled by Jobbers for Holiday Trade—The Outlook, Viewed from Any Standpoint, Most Encouraging—Shattinger Co. and F. G. Smith Take on Columbia Line—Optimism Prevails Throughout the Trade—What Some Dealers Say.

(Special to The Talking Machine World.)

St. Louis, Mo., November 10.—October put the punch into the talking machine business in this section, according to retailers and jobbers in St. Louis. Both divisions of the business are reported to be booming for both machines and records. Jobbers agree that retailers are ordering earlier for the winter trade, and there is a better chance to adjust stocks to the ever-increasing trade. Retailers are almost unanimous in declaring October the best month ever experienced except holiday trade.

The retail situation here is much improved. The Famous and Barr Co. is well settled, except that already Manager Ligon is cramped for room. "The Vandervoort Piano Salon" includes the talking machine quarters that are equal if not superior to any in the country. The Koerber-Brenner Music Co. has got a clearance from the Bollman Bros. Piano Co. tangle and the F. G. Smith Piano Co. is rushing the work on the Columbia parlors that are to occupy all of the third floor and a part of the first floor of that establishment. Everything is shaping for sharp trade rivalry under splendid conditions.

Harry Levy, manager of the talking machine department at Aeolian Hall, got back from an extended trip into Arkansas, Missouri and other parts of the Southwest the first of the month and is exceedingly enthusiastic over prospects.

"Everywhere I found enthusiasm," he said to The World. "The day when the dealer regards you with suspicion is past. No longer does a merchant think because you suggest buying more than one machine that you are trying to load him up with something that you do not want. Also dealers are coming to appreciate the distribution problems and to let us know early what they expect to move during the winter. We have a splendid lot of orders on hand now, and the prospects are that we will get them out on delivery time. Records are going forward on practically complete orders. Also I find that our dealers appreciate Aeolian service and are responding to our efforts to help them. We have been working for years to reach the position in which we now find ourselves. We have planted the wires of our service system and now we are turning on lights and we find that the trade appreciates it fully as much as does the retail custom which has been enjoying our service from that department for several years."

Mr. Levy said that October was a banner month at Aeolian Hall, both retail and wholesale, and he looked for the winter records to offset any mark ever established by that house.

Secretary Rauth, of the Koerber-Brenner Music Co., agrees with Mr. Levy as to the condition of business. "Within the last few weeks we have experienced a lively trade and have some excellent orders ahead," he said. "The country generally appreciates the talking machine as a factor in business more than ever, and dealers are taking it more seriously as to stocking and caring for the trade."

Manager Irby W. Reid, of the Columbia Co., is proudly displaying a blue ribbon on a grand machine exhibit with that company which bears the blue ribbon awarded at the Arkansas State Fair at Hot Springs. This award was made over competitors and is not an empty honor.

"Business simply has been great," said Mr. Reid. "We are busy every minute here, almost too busy to talk even about what we are doing. Every line is going ahead, country, town, jobbing and retail. We are opening new accounts and the old dealers write to us that they are pleased with conditions. We thought October was starting slow, but we went ahead of everything in the past. We are expecting General Manager Lyle here about the middle of the month, when he returns from the West."

Sales Manager Robert Duffy reported that the demand for big machines continues to lead the retail demand. "We are selling more big machines, not totals in sales, but machines, than small ones. The school work, machines and records, are becoming a fine feature of the Columbia sales."

Ambassador Bennett was in the store on a brief visit. He reported three dealers opened last week. They were W. R. Anderson, jeweler, Charleston, Ill.; Krug Jewelry Co., Stanton, Ill.; Marks, Weber & Co., furniture, Edwardsville, Ill.

The Shattinger Music Co. at 910 Olive street, one of the oldest sheet music and small instrument houses in the city, has decided to sell the Columbia

AN ATTRACTIVE DEPARTMENT

For the Display and Sale of Victrolas in the Store of the J. B. Bradford Piano Co., Milwaukee—Plenty of Light and Air a Feature.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., November 8.—One of the most attractive of the talking machine departments



One of Bradford's Talking Machine Rooms.

in this city is that of the J. B. Bradford Piano Co., at 411 Broadway, and despite the fact that the department was only established in May of this year, the volume of business being done in both Victrolas and Victor records is surprising.

line, and preparations are being made to open the department at once. The F. G. Smith Piano Co., which has taken on the Columbia line, is giving over space for one demonstration room on the first floor and the entire third floor. The department will be quite elaborate and roomy. C. W. Smith, of Kansas City, a former Columbia man, is here to take charge of the department.

Manager Robinson, of Thiebes, declares that recent trade has been more like holiday times than middle fall, and he exhibited empty record shelves to show that stock had been moving. The demand for large machines he considers very encouraging. Recently the piano department of the Thiebes Piano Co. was placed on the same high plane as the talking machine department, and a one-price, plain price mark system inaugurated. "It has been a fine boost to our department," said Mr. Robinson, "because it is bringing a fine line of buyers here to inquire. Also it strengthens the selling of machines. With that ruling came an order to piano and talking machine salesmen to show customers entirely through the five floors of the Thiebes warehouses. That also helps our department, for a good many persons get the idea that these record demonstration booths are our talking machine store. When they see our handsome stock upstairs a different impression is made upon them."

It is reported that the Stix-Baer & Fuller Co. is planning to regild their piano department and make it into a half square "palace of art" section, and then Manager Robinson's Victor department will escape from the playground neighborhood, where he has built up a nice trade and join his musical kinfolk. Until that is done, however, the department will keep moving on in the way it has been reaching success.

The Bradford Piano Co., in arranging its department worked on the theory that plenty of natural light and good air would please customers, and, therefore, had the demonstrating booths built on the ground floor, with windows leading directly into the outer air. The result is that the air in the rooms is fresh and the customer under such conditions is willing to spend a longer time listening to and selecting records than would be the case in an airtight booth such as is frequently provided in retail stores.

All the fixtures are of mahogany, handsomely finished, and special dust-proof cabinets are provided for the records. The line of Victor machines is one of the largest in the city. Thomas DeSwarte, treasurer of the company, is manager of the talking machine department, with Miss Jewel Steiner as his assistant. Both have had long and successful experience in the selling of talking machines and records to the retail trade.

If you fear to undertake a difficult piece of work plunge into it. Remember that is the way people learn to swim.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Tendency to Still Further Reduce Prices Remains a Strong Feature of the Trade—Better Class of Business Men Fear a Disastrous Reaction—How the Trade Has Deteriorated—Sales of Records Reach Tremendous Proportions—Row Over Trade-Mark Ends in Court—Annual Report of Gramophone Co. Shows Drop in Profits—Dividends Cut in Half—Composer Appeals in Important Copyright Case Against Pathé Freres Pathephone, Ltd.—Conditions in South Africa Reported at First Hand—"His Master's Voice" Record Beat Sales Figures—Consolidation of Big Company Close to Completion—Some of the New Record Lists—Columbia Artists Figure in the News—Other Items.

(Special to The Talking Machine World.)

LONDON, E. C., November 6.—The business situation in this market remains much the same as reported last month; there seems no possible sign of relief from the unwholesome cheap record campaign embarked upon by all and sundry without regard to sound commerce, and leading talking machine men do not disguise their fears of a disastrous reaction when the futility and unprofitable nature of such trading comes to general and open realization. One may well ask if the situation be as described why is it continued—is there no other formulae for achieving the desired object than reducing prices to a margin incommensurate with fair profit? To these and other very natural thoughts it is well that the facts themselves should respond. For the last ten years this tariffless country of ours has been the happy hunting ground of increasing numbers of Continental manufacturers, mainly of Teutonic origin, who found a ready market for their wares. Machine and record sales rapidly expanded, and factory costs correspondingly decreased. As time proceeded competition reached that state when it became necessary in the opinion of some firms to reduce retail prices, and offer the public better value for its money. Passing over the evolutionary stages that led to the increase in diameter and double-sided of records, we arrive at the period when a standard rate of 2s. 6d. was the usual price for a ten-inch double disc. At this price all sections of the trade were afforded a satisfactory margin of trading profit, and manufacturers were enabled to allocate a fair portion of their annual monetary balance in publicity expenditure for creating a larger talking machine public. This happy condition of things lasted two years or more, generally speaking, and the trade enjoyed a state of pleasing stability and healthiness pregnant with splendid prospects for its future well-being. About this time, however, manufacturers were faced with a number of cheap record issues, comprising prints from old masters bought up some years since from the liquidators of defunct companies. Many of these issues represented remarkably good records, price considered, of popular ballads, comics, orchestral and band selections, recorded by fairly well-known artists. Their success seemed to encourage some of the Continental firms, and first one and then another entered upon the cheap trade in this country, allowing their records to be sold at any price, while maintaining the list figure of 2s. 6d. on paper. Twelve months ago there were a substantial number of firms selling excellent 10-inch double records at 18d., and they handled a big and ever-expanding trade. The natural result of which was reflected in the declining sales of half crown records, until to-day they are absolutely outdistanced. It should be noted that apart from two or three British houses, all the cheap records emanated from the Continent. So extensive became the operations of these firms that at last two of our leading manufacturers decided they could tolerate it no longer. But it is safe to say few if any were prepared for the astounding announcement made at the beginning of September offering 10-inch double discs at the figure

of 13d. This was the British method of attempting to annihilate competition. Whether it will succeed or not remains to be seen, but so far the only result has been to arouse a veritable hornet's nest. The challenge, it can be termed nothing else, is taken up with a vengeance. The enemy, figuratively speaking, made immediate reply and some half dozen or more good records of Continental origin are now on the market at 1s. retail; two at 10½d. There is no need to enlarge upon the unprofitable nature of such business; it speaks for itself. The more immediate question is how long can it last? Before the half crown record trade is irretrievably attacked, and there is no denying the fact of its serious position, is it possible for manufacturers to meet on common ground with a view of arriving at some sort of understanding, compatible with the position of each, that will afford a basis for reasonable agreement regarding the maintenance of satisfactory prices? Personally I feel there is more possibility than probability about it. Matters have already gone too far, and eliminating the question of prestige and commercial jealousy, the absence of "desire" on the part of the wealthier corporations represents a formidable barrier to overcome. Conscious of their strength, they will doubtless continue to regard any financial loss with equanimity for some time to come, in the all-true belief that sooner or later the smaller concerns will be forced into liquidation. After which?—well, up go prices or cease issuing cheap records, and concentrate on the rehabilitation of half crown issues. At least that is apparently the pre-arranged plan. But it may not work with the public, used as it now is to good records at 1s., or records equal in quality and value to the half crown for 18d.

The shilling records must certainly bring the gramophone within reach of a larger public, and will generally make for increased trade in machines, parts and accessories. Sales already amount to hundreds of thousands—some say millions. But those having knowledge of the limited resources of our disc factories are inclined to a more conservative estimate. The latter figure, however, will undoubtedly obtain within the near future, for manufacturing preparations on a large scale are under way. It is a significant commentary upon the foregoing that the demand for initial issues of the "Cinch" and "Phoenix" has been so great that, notwithstanding they appeared over two months ago, further lists have so far not been announced. May one reasonably express the hope they won't be? That it would sensibly relieve the situation and pro-

vide a loophole for the elimination of others, I firmly believe.

Litigation Over "Invicta."

The question of the registration of the word "Invicta" as applied to talking machine records was the subject of a summons issued against W. A. Barrand, Ltd. (in liquidation), New Inn Yard, London. Information was laid by John Abrahams, London agent of the Berliner Co. The complaint against Messrs. Barrand was the insertion of an advertisement threatening to take proceedings against "anyone infringing our rights to the use of 'Invicta' trade-mark registered under the Trades Marks Act, 1905," thereby, said counsel for plaintiff, representing that there was a trade-mark in England under the title of "Invicta," the effect of which was to deter people from purchasing other goods, and so obtaining an undue advantage. Counsel produced a certificate from the Patent Office showing that no such trade-mark had been registered, but that a Philip Waldman applied on July 2, 1913, for registration of the word "Invicta." This application had been opposed, and, said counsel, it was very certain that at the present time defendant company had no right to such trade-mark.

Mr. Bishop, for Messrs. Barrand, said: "The W. A. Barrand Co. was appointed London agent for the Berliner Co., which is really the prosecutor here to-day. There was an agreement in existence for the sale of this trade-mark, and both parties to it were under the impression that it was duly registered, and the agreement states that the trade-mark is our property. Directly we found it was not registered we took steps to apply for its immediate registration. The number given in the advertisement was apparently the number of the application, and not the number of the registration as we thought. It was not until the parties got to litigation that it was known the trade-mark was not registered. We have been taking steps to complete the registration, and it was not until some months later that steps were taken to oppose our application to register "Invicta" as a trade-mark.

The magistrate, Mr. Biron, said it was evident the trade-mark had not been registered, and the advertisement was therefore misleading. He imposed a fine of 40s., and 2s. costs.

Report of Gramophone Co., Ltd.

The report of the Gramophone Co., Ltd., for the year ended June 30 last shows a gross profit of £100,854, which is £55,000 odd less than in 1911-12. The ordinary shareholders get only 10 per cent., as against last year's dividend (with bonus) of 20 per cent. After deducting income tax, £7,367; directors' remuneration, £2,500; decrease in value of investments, £5,204; instalment in respect of the expenses of debenture stock issue, £3,921, the year's trading shows a net profit of £81,861, of which there has been paid by way of quarterly interim dividends during the year, less income tax: On the preference shares at the rate of 5 per cent. per annum, £4,707, and on the ordinary shares at the rate of 10 per cent. per annum, £47,080, leaving a balance to be carried forward of £30,073. The amount of undivided profit at credit of profit and loss account June 30, 1912, was (which, subject to the terms of the debenture trust deed, cannot be distributed so long as the debenture stock is outstanding) £267,611, giving a total at credit of profit and loss account of £297,684. The meeting will be asked to authorize the payment of interim dividends on the ordinary shares at the rate of 10 per cent. per annum, less income tax, and on the preference shares at the rate of 5 per cent. per annum, less income tax, by quarterly payments, for the year ending June 30, 1914. Depreciation at adequate rates has been written off the warehouse, factory buildings, machinery and plant, warehouse furniture, fixtures and fittings. In consequence of the heavy demands upon the company's cash resources for factory extensions and other necessary capital expenditure, the directors in April last made an issue of £300,000 5 per



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FROM OUR LONDON HEADQUARTERS—(Continued from page 44).

cent. first mortgage debenture stock, the whole of which was subscribed for and the last instalment of which is not due for payment until December 31 next. Owing to prevailing conditions, the sales on the Continent, and especially in eastern Europe, show a serious diminution. On the other hand, sales in the United Kingdom are larger than in any other previous year. The net decrease in sales, together with heavy charges consequent upon copyright legislation, it is said, largely account for the reduction in profits, compared with last year. The building of the new machine factory at Hayes is practically finished and the equipment is rapidly going forward. The completion of the new factory at Riga has been delayed by strikes, and it is not expected that the company can take possession before next summer. The net assets (irrespective of patents, trade-marks and good will) of the foreign companies and branches owned by the company, as at June 30, 1913, were as follows: Land and buildings, £207,611; machinery and plant, £149,473; furniture, fittings and fixtures, £16,002; stock in trade, £332,525; debtors, £215,945; matrix account, £30,000; rent, insurances, etc., paid in advance, £12,256; cash, £132,276; investments in British and Colonial stocks, etc., £100,174; other investments, £21,682; together, £1,217,976. Deduct—Liabilities and reserve on investments, £145,628; debenture stock, £181,663; leaving net assets, £887,684. The company's investments in first class securities remain unchanged.

All Sales Figures Beaten.

An interesting letter accompanies the dispatch of the "H. M. V." November list to dealers, who are assured of confidence and real enthusiasm in the healthy condition of trade by the following statement: "Our sales books show that during the first four months of our new fiscal year, viz., July, August, September and October, we have again beaten all sales figures for "His Master's Voice" gramophones and records. * * * Do not let any pessimists make you believe that 1913 season's trade is to be a 'cheap' trade—figures have already proved the contrary."

With such remarkable records as the company issues each month there should be little difficulty in securing a large turn-over this season, and it is all the more certain by reason of the very fine magazine and general press advertising in force.

The November "H. M. V." issues are such as will arouse every dealer's enthusiasm and confidence. They are all superb examples of the recorder's art, the complete list being as follows:

Twelve-inch, double-sided.—"Fidelio Overture" (Beethoven), and "Le Dieu et la Bayadère" Overture (Auber), band of H. M. Coldstream Guards; "Fugue in G Minor" and "Fantasia in G Minor" (Bach), band of H. M. Coldstream Guards; "Little Algerienne," march (Saint-Saens), and homage march, "Segurd Jossalfar" (Op. 56) (Grieg), Metropolitan Orchestra; "Incidental Music," "Monsieur Beaucaire," Part I, No. 1 "Intermezzo," and No. 2 "Leit Motif," Part II, No. 3 "Gavotte," No. 5 "Music of the Love," No. 6 "March Theme" (Rosse, arranged by Bucalossi), Mayfair Orchestra; "Aisha One-Step" (Lindsay), and "The Parisienne Glide" (von Tilzer) Mayfair Dance Orchestra; "Smiles, Then Kisses" (Ancliffe), and "Mighty Like a Rose," waltz (Nevin), Mayfair Dance Orchestra.

Ten-inch, double-sided.—"Reveil" (Hubner), and "Twilight Dreams" (Thurban), band of H. M. Coldstream Guards.

Twelve-inch, single-sided.—"L'Arlésienne Suite," prelude and minuet (2d movement) (Bizet), New Symphony Orchestra; "L'Arlésienne Suite," Adagio for strings (Bizet), New Symphony Orchestra; "Angels Guard Thee" (Godard), Hubert Eisdell; "My Dark Rosaleen" (Needham), Edmund Burke; "Ships' Tales" (Barratt), Harry Dearth; "Oh, Oh, Hear the Winds Blow" (Mattei), Robert Radford; "Onaway, Awake Beloved" (Coleridge-Taylor), Miss Ruby Helder; "Highland Mary" (von Tilzer), Miss Grace La Rue; "Gems from 'Tales of Hoffmann'" (Offenbach), Grand Opera Company; "Le Temps des Lilas" (lilac time) (Chausson), (sung in French), Mme. Melba; "You've a Very Nice Day for it, Too" (Sullivan

and Edgar), George Robey; "It's Nicer to Be in Bed" (Lauder), Harry Lauder; "Song Medley," No. 1, "The Ragtime Chorus"; "Polonaise in B Flat" (Chopin), Mark Hambourg.

Ten-inch, single-sided.—"Say Au Revoir, but Not Good-Bye" (Kennedy), John McCorinack; "Drink to Me Only with Thine Eyes" (Hullah), John Harrison; "A Breezy Ballad" (Hady Wood), Thorpe Bates; "His Lullaby" (Jacobs-Boud), Miss Lucy Marsh; "Barbara Allen" (Macfarren), Mme. Edna Thornton; "Élégie" (song of mourning) (sung in French) (Massenet), Alma Gluck and Zimbalist; "Lasciati Amare" ("Let Me Love Thee") (Leoncavallo), Caruso; "Seitate," serenade ("Awake!") (T. Mario Costa), Scotti; "Sybil" (Archie Naish), Tom Clare; "Faust," fantasia from garden scene (Gounod) (violin), Mischa Elman; "From the Land of the Skyblue Water" (Cadman, arranged by Hambourg) (cello), Boris Hambourg.

Amalgamation Near Completion.

Apropos the statement in my last report regarding the proposed amalgamation of Messrs. Grünbaum and Thomas A. G. with Carl Lindstrom, Ltd., I now learn that it is practically fait accompli. Negotiations have been proceeding for some considerable time, and recently a successful conclusion was arrived at by the several companies interested, so that this gigantic fusion will operate after general ratification of the completed agreement covering the many intricate points involved.

In some quarters there is a tendency to ascribe this amalgamation solely to the radical departure of the German Zonophone Co. in issuing a double-sided record at 1.25 marks retail. It is regarded not only as a measure of protection, but as creating an offensive fighting organization which will merit considerable respect from all sections of the trade. With these two gigantic corporations in keen opposition the price war campaign is more likely to develop than subside, and while the spectacle is by no means a pleasing one, it will be interesting to observe the attitude adopted by the retail fraternity in view of the confiction of interest resultant

(Continued on page 46)



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To H.M. the King of Sweden



To H.H. the Khedive of Egypt



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 DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnens, Copenhagen.
 FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.
 GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
 HOLLAND: American Import Co., 22a, Amsterdam, Veerkade, The Hague.
 HUNGARY: The Gramophone Co., Ltd., IV, Kossuth Lajos-Utca 8, Budapest.
 SPAIN: Cia. Francésa del Gramophone, 56, Balma, Barcelona.
 SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Appelbergsgatan, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, St. Petersburg; 9, Golovinsky Prospect, Tiflis; 30, Nowia Svit, Warsaw.
 EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
 EAST AFRICA: Bayley & Co., 8 Beira, Lourenço Marques.
 SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Risik Street, Johannesburg; Mackay Bros. & McMahon, 443, West Street, Durban.
 IAN H. HAARBURGER, Msiland St., Bloemfontein.
 INDIA: The Gramophone Co., Ltd., 139, Balliaogatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
 AUSTRALIA: The Gramophone Co., Ltd., Hofnungs Chambers, Pitt Street, Sydney.
 GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, London, E.C.



Great Britain:

The Gramophone Company Ltd
 21 City Road London EC

FROM OUR LONDON HEADQUARTERS—(Continued from page 45).

therefrom. Intelligent dealers resent the lowering of record prices, and though they have no choice but to feature the various makes, the question of partiality will be a big factor in their selling, despite the argument of tone quality and artistes. The situation is hedged with influences of a complicated character, and the most far-seeing of men would hesitate to express any very definite opinion as to its ultimate outcome.

Important Copyright Appeal.

Monckton v. Pathé Freres Pathephone, Ltd.—An important point under the Copyright Act 1911 was raised in this appeal, which was brought by Lionel Monckton, the composer, from a decision of Justice Phillimore. There was also a cross notice of appeal. Mr. Shearman, K. C., and Henn Collins (instructed by Stanley, Woodhouse and Hedderwick) were for appellants; and Mr. Sankey, K. C., H. O. McCardie and Mr. Field (instructed by Whitelock & Stoor) appeared for respondents.

It was stated by Mr. Shearman that Mr. Monckton claimed royalties from respondents in respect of his composition, "The Mousmé Waltz," which they had reproduced on gramophone records. Prior to the passing of the Copyright Act 1911 it was held by the courts that the music of a composer could be adapted to "mechanical contrivances" without payment of royalties, but section 19 (2) of that act conferred certain rights upon composers and imposed royalties. The act was introduced on July 1, 1910, passed on December 16, 1911, and came into force on July 1, 1912. When it was introduced makers of records knew that their rights might be limited in respect of any records they made after that date if it passed into law. The music of "The Mousmé Waltz" was composed by Mr. Monckton after the act was introduced, and on July 15, 1912, a fortnight after it came into force, respondents were selling the records in question in this country (although they had been made in Belgium), and were not paying royalties. Counsel submitted that, by the act, anybody who sold these records in England after it was passed, no matter when or where they were made, provided they were made after the measure was introduced, was liable to pay royalties. Justice Phillimore held that respondents were not liable to pay in respect of records made prior to July 1, 1912, but were liable in respect of any made after that date.

Mr. Sankey, K. C., supported this judgment.

In the course of a prolonged argument Mr. Collins submitted that there could only be copyright in a physical thing; there could not be copyright in a mere idea. A person who took a record of music had a copyright in that record, as the cylinder was an original work. So that there co-existed a copyright in the music and a copyright in the record reproduction of the music. Lord Justice Buckley: There is a copyright in the wax cylinder, which prevents other people copying it, but notwithstanding that the maker of the cylinder is not able to sell it, because the composer may have a copyright in the music.

The court decided to give a considered judgment, Lord Justice Vaughan Williams remarking that, although they appeared to be agreed, it was in the interests of the parties that the reasons for their conclusions should be set down in writing.

A Visitor from South Africa.

I recently had the pleasure of meeting in London, H. Polliack, who operates two large musical instrument stores in Cape Town and Johannesburg, South Africa. His visit was primarily due to a desire to look over the situation here and make certain business arrangements in keeping with the progressive nature of South African trade requirements. In conversation with your representative Mr. Polliack said: "My field of operation is an ever-expanding one, and it is necessary to carry representative stocks of English goods, for which there is a strong demand in South Africa. General trade conditions are pretty good out there, gramophone and other musical instrument prospects being especially healthy. In the sense that you speak of it in England, we have no particular season; ours is an all-the-year-round one. In talking machine products I specialize 'H. M. V.' Zonophone, Edison, Lindstrom, Homo-

phone, apart from the several other lines which we stock. I do not envy your competitive conditions and price wars; it is a deplorable situation. Money is fairly free in South Africa, and we manage to keep up prices any way." At the moment of writing Mr. Polliack is on his way home, and I trust that these few words will find him safe and sound and as cheerful as I saw him in London.

Sensible Judge.

Receiving a reply from a judgment debtor to the effect that trade was very quiet, Judge Cluer, at Whitechapel County Court, said he always found that trade was very quiet upon a judgment summons!

Begin Work on Copyright Conventions.

It is reported that the ministries of Foreign Affairs and the Interior have begun work on the Copyright Conventions, which it is proposed to negotiate with Great Britain, Denmark and Belgium. A similar convention is also projected with Italy.

Gifts to Royalty.

Among the wedding gifts to Prince and Princess Arthur of Connaught there is itemized a gramophone and records, and a Steinway-Welte-Mignon piano. A couple of the best!

Columbia Artistes Figure in the News.

Columbia artistes seem to be of a novel turn of mind. Last month I reported that Miss Ruth Vincent took her recreation in an aeroplane and was becoming quite an enthusiastic aeronaut. Mme. Destinn, another Columbia artiste, is apparently possessed of even stronger temperament, for recently, at Potsdam, she indulged in an exploit which few will care to imitate. For the purpose of making a combined cinematograph and gramophone record she had the temerity to enter a den of ten lions, when, in addition to caressing one of the beasts, the famous prima donna soothed their savage breasts with music of melodious charm. "Hercules," the largest lion, was induced to lie on the grand piano, and finding that he was not required to turn over the music, immediately shut his eyes for a short siesta. Indeed, during the whole performance the forest kings remained seemingly quite indifferent to their surroundings, most of them apparently enjoying an after-dinner nap.

Never was a gramophone record made under more novel or exciting conditions!

Ellery Band Columbia Records.

Probably no announcement will be productive of more widespread satisfaction than that of the issue of a new series of Columbia-Rena records by the justly-celebrated Ellery Band. The recording qualities of this incomparable musical organization are nothing short of wonderful. In response to countless requests three new records, exclusively made for Columbia, are announced. Deserving of special mention, too, are the following: Twelve-inch double-sided—"Vision"—Morceau Caracteristique (Von Blon), and "Love's

BOOMING EDISON LINE IN DENVER.

How the Phonograph Department of the Denver Dry Goods Co., Under the Management of W. C. Wyatt, Is Developing Business.

(Special to The Talking Machine World.)

DENVER, COL., November 10.—The Denver Dry



W. C. Wyatt.

Goods Co. has been a jobber of the Edison phonograph since 1895, and it was among the first concerns to take on the disc line, the initial shipment having arrived in November, 1912. This store shows complete lines of models and finishes in both cylinder and disc types, and they are handsomely displayed in parlors and booths on the fourth floor, facing the elevators, an especially advantageous location, as hundreds of Denver's most prosperous

Dream After the Ball" (Czibulka), the Ellery Band; "The Kerry Dance" (J. L. Molloy) and "My Message" (Guy D'Hardelot), Morgan Kingston. Ten-inch, double-sided—"My Little Lovin' Sugar Babe" (Marshall) and "I'd Do as Much for You" (Von Tilzer) (duets), by Ada Jones and Walter Van Brunt; "When Love Creeps in Your Heart" (Mills and Scott) and "The Trail of the Lonesome Pine" (Carroll) (duets), by Stanley Kirkby and Mary Reed; "Tannhauser Overture" (Wagner) and sextette from "Lucia" (Donizetti), cathedral organ solos by J. J. McClellan; "The Triplet Polka" (Reynolds) and "Facilita" (J. Hartmann) (cornet solos), by Arthur Laycock, acc. by H. M. Scots Guards; "Gilbert, the Hut" (Fordwych and Eyre) and "The Seaside Flapper" (Valentine), Cooper Mitchell and a piano.

Morgan Kingston's Success in America.

News reaches London that the great English tenor has made a big hit in the part of Radames, in the opera "Aida" in New York. Ingenious use is made of this on the November Columbia-Rena supplement, a reproduction of the newspaper cutting announcing this being given in the cover design. By a happy coincidence Mr. Kingston's Columbia record of the month is announced as his greatest achievement. It is "The Kerry Dance."

Records by Freidheim.

The fidelity of the piano tone of Columbia recording is again emphasized by the issue this month of Beethoven's exquisite Moonlight Sonata, in two parts, on a 12-inch disc, by Arthur Freidheim.

National Folk Songs.

A pleasing 12-inch Columbia record just issued offers in vocal form a representative collection of the folk songs of the principal nations of the world. Part 1 opens with the old English hunting song, "John Peel," sung by male quartet, following which is the old Jacobite song, famous in the highlands as the "Skye Boat Song." Then comes the famous old Irish air, "Garryowen," leading into the exquisite old French melody, "Charming Marguerite," the record closing with the familiar strains of "Old Black Joe."

The second part of the collection comprises, first, the old Thuringian melody, "How Can I Leave Thee?" sung by the entire chorus, following which is the famous Italian song, "Funiculi Funicula," recorded as a tenor solo, with chorus, followed by a double quartet setting of the old Welsh air, "All Through the Night." Next comes the characteristic Spanish song, "La Paloma," arranged as a duet for tenor and soprano, and the record closes with the rousing strains of "Dixie."

One of the biggest successes the Columbia Co. has yet secured are the duetists, Ada Jones and Walter Van Brunt, whose first record last month proved one of the leading hits of the list. Their record this month will carry them even further, for a more delightful comedy number than "I'd Do as Much for You" it would be hard to conceive.

and exclusive people patronize the tea room and must take the elevators here. Demonstrations are conducted here daily from 9.30 to 5 o'clock, and in addition a \$200 disc model is kept in the tea room for the entertainment of guests. Instrumental selections are played at request and the machine is in almost constant operation during lunch hours. Those who ask for vocal selections are requested to hear them in the demonstration parlors. Many sales have materialized from the interest aroused through these tea room demonstrations.

The phonograph department, wholesale and retail, is in charge of W. C. Wyatt, a real Edison enthusiast, and a firm believer in persistent demonstration at both store and home. He wants constant, creditable window display and he co-operates actively and interestedly with both dealers and individual purchasers toward obtaining perfectly satisfactory results. At present the greatest effort is given to the disc line, and it is being received with favor so marked that its immediate and immense success is assured.

There is a big difference in worrying about your work and being interested in it; the one gets you nowhere and the other somewhere.

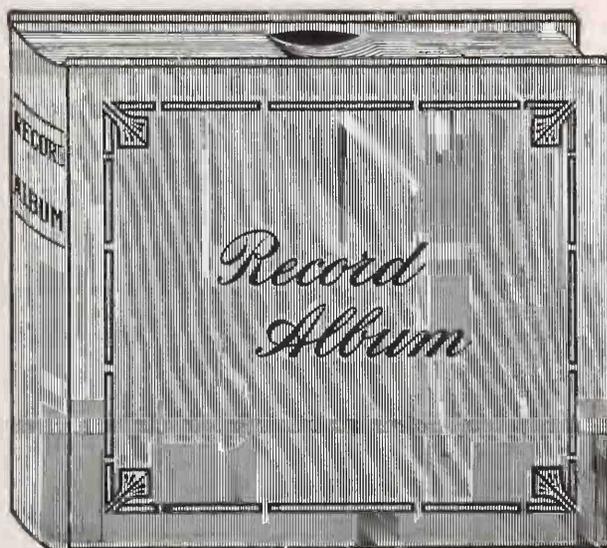
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LOOKS LIKE THE BIGGEST YEAR

In Talking Machine Trade Circles in Baltimore—Business with the Various Concerns Covering All Machines and Records Made Is of Much Larger Dimensions Than for the Same Period of Last Year—News of the Month.

(Special to The Talking Machine World.)

BALTIMORE, MD., November 10.—It looks very much as though 1913 will go down into Baltimore history as being the biggest year for sales ever experienced in this locality. Every month thus far has gone the previous month one better, and the reports have been to the effect that each succeeding month brought forth the largest amount of sales for any one month, excepting December, 1912. The same reports in most cases have been given out for October, while in one instance the figures show that October even surpassed those for last December.

W. C. Roberts, manager for E. F. Droop & Sons Co., stated that his sales even ran ahead of those for last December and, judging by the business done the first few days of the present month, that November will be a record breaker, and with the holiday trade the firm can look forward to the biggest year in their career. Mr. Roberts says that one of the reasons for the exceptionally good showing of the Victor and Edison lines is that most of the small dealers have been brought to realize that it is the better policy to lay in a good stock for the holidays ahead of time instead of waiting until the last minute and then being unable to fill rush orders during the holidays. As it is most of the small fellows this year have stocked themselves up sufficiently at present to tide them over until after the first of the year, when they will not have so much trouble to get in the required stock.

The same thing is to be said about the Columbia dealers, with the result that Manager Dennison, of the local branch of the Columbia Graphophone Co., has reports of big sales to make for October. The last month beat any previous month, and Mr. Den-

nison is looking for even larger results during November.

Hammann & Levin have had a good month with the sale of Victors, and they, too, anticipate a continuance of the good results which will make the present year one of the biggest from a sales view that they have had since entering business.

The Rosenstien Co. has also done well with the Columbia line, and has prospects which leads it to believe that it will also be a participant in the record breaking field.

Sanders & Stayman have made such good strides with the Victor and Columbia lines that they have

C. A. ROUTH AS EXPRESSMAN.

How Assistant Manager of Cleveland Store of the Columbia Co. Looks After Customers.

(Special to The Talking Machine World.)

CLEVELAND, OHIO, November 8.—The theory of C. A. Routh, assistant manager of the Cleveland store of the Columbia Graphophone Co., regarding



C. A. Routh Delivering a Grafonola.

salesmanship is to please and satisfy the customer and see that the goods are promptly delivered. He sold a graphophone to a suburbanite, promising

been compelled to enlarge their talking machine quarters. They now devote the entire second floor of their building to this line of their business, where they have put in several sound-proof rooms.

The Stewart & Co. department store has just opened a talking machine department. They have put in the Victor line and are extensively advertising this feature in the local papers.

The Fink Talking Machine Co., handling the Victors and Columbias, is in line with similar record-breaking statements. Mr. Fink, though the youngest dealer in the business, is a hustler and he is making rapid strides toward the front.

to visit the purchaser's home and install it, and shipped it by the trolley line. The next day, with his wife and two boys, Bob and Bill, aged five and nine, he reached "Stop 112," where he found the instrument had safely arrived, but could obtain no vehicle to take it to the purchaser's house. Hunting around he found an old overalls and wheelbarrow. Donning the overalls, he loaded the Grafonola, and just as he was about starting he looked so comical to his wife she kodaked him as he and their two boys appear in the picture. The machine was safely landed, and unpacking it he carried it into the house and with the man, his wife and children gathered around, explained its operation, the care that should be given it and ended with a demonstration of some of the records purchased with the instrument. He says there is one happy family down on that farm.

WHY SUCCESS IS POSSIBLE.

As long as we are plucky, hopeful, optimistic, so long success is possible, but if we lapse into discouragement, it will take a miracle to enable us to conquer. If we can meet discouragement and keep cheery, if we can face disappointment and smile, the chances are a hundred to one in our favor. But a person who cannot bear discouragement is of very little use in a world where things very seldom go right from beginning to end.

RECORD MUSIC AS A STIMULATOR OF MUSICAL TASTE.

The Important Part Which the Talking Machine and Records Are Playing in Increasing an Appreciation of the Best in Music.

By FREDERIC E. GOODWIN, Manager Educational Department Columbia Graphophone Co.

A grouch, a registered kick, a mumbled invective and a subsidence, would be the usual sky-rocket course of procedure during my earlier days whenever the subject of a musical America was discussed. You may easily identify the period, for it was when we had one symphony orchestra (the Boston) with perhaps two others trailing, one conservatory of music (the New England) and about four others sprouting, one grand opera company (the Metropolitan) with none worthy of mention in sight at that time. Our public school music was in a chaotic state, and as for composers, Chadwick, MacDowell and Parker were in the making. I write in this manner, in an off-hand way, simply to influence your mind toward contrasting then and now. While we have a few pessimistic writers with us to-day, a few high-brow musicians who look askance at America's revel in music, the thoughtful person, the person of wide activities and studious mind, looks with a wholesome joy on the wonderful status to-day, and is sympathetic with all the manifold steps of its evolution.

For the past five years music in America has been blossoming as it were; and a hasty glance over the field of magazine articles, a rapid glance at the stage, and we find that the graphophone is responsible for much that has been accomplished. We find the graphophone has blended the several ends of American music into what may be termed a homogeneous whole. Three different articles published within the last two months exploit "canned music" as the basic cause of this renaissance in American music. Those articles are the product of writers who have investigated. A summary of proof is not out of place.

Without being too specific, let us casually look over the field and see what has happened. Boston, New York, Philadelphia, Cincinnati, and a half dozen other large cities have excellent symphony orchestras. Almost every large city has its reputable conservatory of music, and corps of excellent teachers. The summer schools where public school music supervisors are trained, have been overcrowded this last season. This I can attest to, for I have visited many of them, demonstrating Columbia educational material. Five grand opera organizations, second to none in the world, have

homes whose owners have not yet been led to patronize concert and opera, and the very artists and their greatest musical selections are being played on records day after day, and night after night. It cannot be stopped. Record music has had its part, its great part in blending all of our musical activities.

As we look back upon the term a musical America and at the period quoted at the beginning of



Prof. Frederic E. Goodwin.

this article, the term musical America was at one time a joke. To-day it is a very serious thing. The truth is finding its place.

Record music is contributing more to the musical welfare of our people than any other one thing. Record music is inosculating (or blending) America's music system, and in speaking of record music—what began as a novelty has developed into a great serious business and is now a public necessity. I write authoritatively when I say that those who have the public schools in charge have accepted with seriousness the necessity of record music for use in the class room. To-day, pupils in folk dancing and calisthenics step to the measures of record music. Classes march from the building, or to the assembly hall to the tune of stirring marches. Music lessons are conducted with the children listening to records, studying the printed



Junior Class Studying History of Music, Central High School, Birmingham, Ala., Miss Handley, Teacher.

pages of music at the same time from their school books. The regular grade teacher is being assisted in her literature work. Analysis of songs, two part, three part, with vocal illustrations, teach enunciation, phrasing and expression. Analysis of the modern symphony orchestra, with the children learning to discriminate the individual tone qualities of each instrument, serious study of opera, librettos and scores, all testify to the truth of this statement: records are a necessity.

All of this musical awakening is placing more

and more a deeper responsibility on all who are engaged in the business and especially upon the dealer. The wide-awake dealer is being forced to know his record stock, and the companies are being called upon to furnish the dealers training in many directions. Dealers, the progressive dealers at least, are realizing that they are in the music business and must know musical literature or engage people who do. One of our most progressive stores has three graduates of a prominent conservatory of music on their selling force, helping customers select good music.

The educational department of the Columbia Co. with its spirit of optimism and success is co-operating with this movement in its plans and new literature. Our offering of twelve great grand opera selections, (double-disc records, that sell for seventy-five cents), made by singers who are in leading roles in "La Scala," that great temple of music in Milan, is a decided innovation in the talking machine trade. The Columbia co-operation with the new Century Opera Co. of New York by issuing English recordings of their great tenors, Kingston, Bardsley and Wheatley, is an educational feature much appreciated by students. Opera in English is only a step toward approaching a love of opera in the languages they were originally composed in.

In looking at the future, some city, seeking advertisement, or the human uplift and welfare of their citizens, will establish a municipal opera, and the ball once started will roll across the American continent. It will probably be some city in the west, for they are keen for the genuine thing. Opera in English in New York has revealed one important thing, and that is the artists of the future are going to pay as much attention to diction as to tone.

Gardner Lamson, who is an authority, writes: Throughout our country we hear the English language at its worst; and these bad habits of speech are intensified in singing. Lack of proper training is the cause. Our singers must study and work to gain the use of a foreign tongue, because there is no alternative. But they take their mother tongue for granted, as able to care for itself, instead of recognizing in it the need of redoubled labor in order to correct the bad habits of a lifetime. Our noble language, with its wonderful wealth of vocabulary, subtlety of word-meaning, strength of consonant and unmatched variety of vowel-sound needs no defense from us, no plea for its adequacy as a vehicle for song. Let us not be led by mistaken sentiment into crying "Opera in any kind of English—even in bad English—rather than in any foreign or Italian, though the latter have literary merit." But, provided it be good English, that fairly represents and reproduces the original, let us have it by all means, and at the same time let us insist that our singers make it wholly intelligible to our ears.

Record manufacturers are going to choose those artists in the future whose diction is impeccable, for the public will demand it.

Lois Ewell, the American soprano of the Century Opera Company who is destined to become one of America's greatest grand opera artists, writes:

It is not necessary any more to go to the other side to gain experience in Grand Opera roles, and I don't believe it has been necessary for many years to go over there for vocal instruction. If a great teacher—a genius—can bring out a voice and develop it to the fullest efficiency under his instruction in Europe, there is no reason why he cannot do the same thing in this country. They breathe no better air over there than we do here. The reason advanced, is that the pupil is surrounded by an "artistic atmosphere" there. If this particular brand of atmosphere exists and is so important, why can't they find it in New York, Boston and Chicago, where three of the world's great opera companies are located every winter? I am certain that some of the best vocal instructors of the entire world are now established in those three cities.

If one has any doubt about the teaching ability of American artists, the two great quotations given above are evidence that no greater wisdom or no better pedagogy is possible on the other side.

The blending of the effort of students, orchestras, grand opera artists, teachers and public school instructors into a system that is destined to attract the attention of nations world-wide is a wondrous thing. We shall be called a "musical America."

Daily I think of the wonderful part a grafonola is playing in it all. I say grafonola advisedly, for from my position, I know it is doing its share. It is a great business, this record business.

BELIEVES IN WINDOW DISPLAY.

The E. W. Owen Co., of Mankato, Minn., an aggressive and successful Victor dealer, recently introduced a show window of exceptional merit, featuring Victor products. This company makes a specialty of presenting artistic window displays from time to time, which have won universal commendation.

MODERATION VERSUS SUCCESS IN INSTALMENT TRADE.

The Important Question of the Talking Machine Business Discussed from Various Angles by Benj. Switky, the Well-known Victor Distributer—An Illustration of the Manner In Which Instalment Accounts Can Be Handled Safely—Reserve Capital Necessary.

[There is no subject that lies closer to the heart of the talking machine dealer to-day than the "instalment proposition," and no trade subject that has been discussed to greater length, owing to the fact that it is so many-sided and that each angle presents an entirely different view of the question. Benjamin Switky, the well-known Victor distributor who has given considerable thought to the instalment proposition and kept in close touch with the opinions of various dealers regarding that subject, was asked by The World for his views on that matter, which appear below. Mr. Switky discusses some personal thoughts and experiences, and we would be glad to have the opinions of other jobbers and dealers for publication in The World. Any criticism, whether adverse or favorable, will be welcome.—Editor Talking Machine World.]

Before getting down to a serious study of the talking machine instalment proposition, it may benefit us to digress for a few moments, just long enough to realize that we are dealing with an abstract philosophic principle governed by natural laws; i. e., laws that teach us the value of moderation and the harmfulness of excesses. Many forces of nature are beneficent when applied or used judiciously, but become overwhelmingly dangerous or even fatal when indulged in excessively. For instance, morphine, alone or in compound, has proven one of the greatest boons to mankind, and is valued highly in the study of materia medica; yet we all know that its overuse enslaves and that it is poisonous if taken in an overdose. Fire and water are nature's greatest forces and mankind's best friends, indispensable to life and comfort, yet terribly destructive if allowed to go uncontrolled.

The instalment way is unquestionably beneficial to the talking machine dealer, but we must bear in mind that we are invoking the aid of a powerful force which, if not properly curbed and controlled, is capable of mastering its creator. If WE control the instalment business, it is well; but if the instalment business controls US, compelling us to adapt ourselves, willy-nilly, to its humors, then woe unto us.

That there has been need for instalment curbing or regulation during the past three or four years goes without saying. If I am not mistaken, it is this selfsame instalment proposition that is responsible for the birth and existence of the several dealers' associations. The dealers realize that very few of them can withstand the sledge-hammer competition of such terms as "thirty days' free trial of a Victrola XVI, after that \$10 down and \$10 monthly, without extras or interest"; or offers of "any \$15 or \$25 machine, nothing down and 50 cents a week." This is the harmful extreme which not only threatens to overpower the smaller dealer who chooses to be a mere bystander, but also bids fair to engulf those who started the rate war. It is a fact that most of the big dealers who are doing the terrible slaughtering have no heart for their work any longer, having learned the uselessness of such methods of merchandising. Some of them frankly admit that they do not attempt to live up to the letter or spirit of their offers, merely wording their ads thus in order to bait their hooks temptingly. Their position is very much like the membership of the Peace Congress at The Hague—all wishing for disarmament, but each afraid to trust the other. Unfortunately, every season sees the rise of a new giant who comes forth to battle with the mighty ones, and his weapons are "easier terms." Before long, when the proper time arrives, we hope to see a decided improvement in conditions, due to the conversion of much so-called and unnecessary instalment business into cash business, which will be brought about by a 10 per cent. difference between cash and instalment prices.

What Kind of Instalment to Do.

Fearing that I may have unintentionally conveyed the pessimistic impression that all instalment business is bad, I hasten to assure you that the opposite extreme—i. e., the refusal to sell on easy terms—is neither wise nor profitable. It is just a question of finding out how much of it is stimulant and healthful—when it is a helpful drug, and when it becomes a poison.

To push the simile a little further, even at the risk of tiring you, the dose of instalments to be recommended will vary according to the strength (financial) of each individual dealer. While deploping recklessness, we likewise want to urge you against too much conservatism. As Louis F. Geissler, general manager of the Victor Co, once expressed himself in a letter to the writer, "'Conservative' is often applied to a business dying of dry-rot."

In the light of present-day instalment competition it is imperative that every dealer take an active part, bearing in mind that it is safer to fall in with this method of doing business than to refuse altogether to participate and thus allow himself to be bankrupt and swept into oblivion by lack of business.

Jobbers should make it their duty to explain to every newcomer seeking a dealer's contract that there must be provided a reserve capital to be used for instalment investments; that it is not enough to be able to pay for fitting up the store and for part of the goods installed. Particularly in the case of new dealers, whose mailing list begins at zero and whose record business grows in proportion to the number of machines which they themselves issue, it is imperative that they should be made to see the futility of trying to succeed without doing some instalment selling.

The following is a little prescription which I have used effectively in popularizing \$1 down, \$1 a week instalment selling among dealers:

Buy a few Victrola IV's on the first of the month. This gives you eight and a half weeks' time to pay your bill, net.

EXAMPLE.

Deposit received on machine when sold.....	\$1.00
Payments received in 8½ weeks (allowing for some backsliding)	7.00
Profit on first four 10-inch D. F. records.....	1.00

Cash available in 8½ weeks.....	\$9.00
Amount due jobber in 8½ weeks.....	8.10

YOU ARE TO THE GOOD.....\$0.90

A Few Side Lights.

The customer still owes you on the ledger \$7.00—ALL PROFIT.

One thousand machines sold this way require no more investment than one.

Don't forget the record business which you build up in

the meantime. YOU CREATE TRAFFIC IN YOUR STORE.

Fifty accounts of this kind outstanding show about \$100 to \$500 due you on the ledger—ALL ASSETS AND NO LIABILITIES.

Your mailing list grows fast and healthy.

Victrola VI's can be handled about the same way.

Some customers pay up quicker, offsetting those who fall back.

MANY SMALL MACHINES ARE LATER EXCHANGED FOR LARGER ONES.

In many cases, where immediate delivery is wanted, people will pay from \$2.00 to \$5.00 deposit.

Fifty accounts on the books will do for you as follows:
Minimum weekly receipts on 50 machines.....\$30.00
Extra record business from these customers.....50.00

Improvement in your business, weekly, EXTRA...\$00.00

The proportion of record business increases steadily, because people buy more records after they have paid up the machine account.

DON'T BE AFRAID OF LOSSES. Your profit on returned machines (uncompleted accounts) will offset actual losses due to some buyer's dishonesty.

An effective, enthusiastic window display is absolutely necessary to the success of this plan.

IMAGINE HOW THIS WILL BOOM YOUR CHRISTMAS TRADE.

To the dealer with more capital and resources I would say, put out all the machines you can, on the best terms obtainable. It is good business.

Put all your profits into good instalment accounts. But don't lose your head because someone richer than yourself is offering reckless terms.

To the dealer with limited means, who is determined to sell on the lowest terms offered by anyone, I would sound a warning. He cannot go very far. He will lose what he has, besides causing loss to others who have trusted him.

There are some dealers who cannot pay their jobber even a quarter of their statement when it is sixty days past due, yet they persist in putting out machines on easy terms right and left—until they cannot get any more goods. This is the beginning of the end for these dealers.

Let us—dealers and distributors—keep away from the high financing that obtains in the piano trade.

It is lucky for some dealers that there is such a thing as a credit limit and a time limit put upon them by their distributors.

Do not attempt to do an UNLIMITED instalment business on the strength of loans obtained from your bank. If you sell on LONG time and borrow on SHORT time, you will soon find that the notes mature faster than the instalments come in. If you borrow money to pay for money borrowed your interest charges will gradually consume your earnings. The next temptation will be to assign your instalment leases and pay usurious rates to bankers or loan sharks. BEWARE OF EXTREMES.

Real Talking Machine Service

To render this kind of service we have to be skilled traffic men; have to know all about express companies and charges; have to know not only the wholesale market and its many problems, but to possess a knowledge of retail distribution, general merchandising and business promotion.

Louis Buehn
Philadelphia, Pa.

We consider our clients members of the Buehn circle, and go far beyond the mere exchange of goods for money that ordinarily constitutes the work of the so-called "jobber." The Buehn Service is REAL. If you'll test it you'll know why.



Columbia Catalog, Page 23:
The Columbia Grafonola "Colonial" at \$150 —
as a table alone worthy of its price and as a
combined table and musical instrument, a trade
producer that no talking machine dealer can
very well do without.



(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

NEW TRADE OUTLETS IN CINCINNATI TERRITORY

Important Piano Concerns Devoting Attention to Development of Talking Machine Business—The Phonograph Co. of Cleveland Opens Cincinnati Branch—Manager Whelen Descants on Columbia Popularity—Big Victor Business with Leading Houses.

(Special to The Talking Machine World.)

CINCINNATI, O., November 10.—For days there have been rumors of the Edison folks establishing a jobbing house in the Cincinnati territory. It is no longer a surmise, for the Phonograph Co., of Euclid and East Fourteenth street, Cleveland, has opened quarters here under management of E. O. Peterson. There are no Edison jobbers in this territory, and it is said that the progress made by the Victor and Columbia people has impressed the Cleveland house with the worth of Cincinnati from a business standpoint. The Phonograph Co., at the start, only expect to look after the wants of the retailers.

The talking machine business of Cincinnati is being practically rebuilt. During the past six months the industry has found several new outlets, and those already in the field are now giving it more attention than ever. For several years the Lyric Piano Co. had a talking machine department, and it was fairly successful. Now the front part of the place is to be given over to booths and stock rooms, the pianos being relegated to other portions of the building. Louis Ahaus, for years with the Aeolian Co., became the manager of this department last Monday.

Arthur W. White, who was with the talking machine department of the Forbes Co., Birmingham, is Ahaus' successor at the Aeolian Co. Mr. White is a former Cincinnati boy and is glad to get back to Cincinnati. General Manager Black has arranged to install additional sound-proof booths and aid White in numerous ways in making a success.

The Otto Grau Piano Co. is enthusiastic over the results being obtained from its Victor department. It has been found to be a paying proposition and is being encouraged.

The daily press of Cincinnati is the best criterion of the manner in which the buying public is being told of the merits of the talking machine. Seldom a day passes but what some attractive advertisement appears, calling attention to an improvement or a new list of records.

When Manager Whelen, of the Columbia store, was asked about business he said, in a very convincing manner: "I, for one, have no kick coming. If I did not have such implicit faith in the merits of the Columbia goods, I would say, 'The gods had been good to us,' but Columbia goods talk for themselves. The only drawback is getting enough goods to supply the demand. We had anticipated a tremendous business in December and made arrangements to take care of the volume, but the demand has so far outstripped that of last year that it has left us behind, making vain endeavors to catch up. The demand for the new "Leader" is phenomenal, and there is little doubt but that it has proven worthy of its name."

Manager Whelen further stated that from the way the orders are coming in from the dealers this fall, there are no "grouches" in the trade, and

it is very evident that they are looking forward to an exceptionally good holiday business.

Many Columbia dealers have visited the local store this past month for the purpose of ordering their holiday stock, and the shipping department of the Columbia store is doing "some work" at night.

Manager Dittrich, of the talking machine department of the Rudolph Wurlitzer Co., has the following to say this month: "It is with the greatest of satisfaction that we look forward to the next few months of Victor business. With our warehouse filled to capacity with recent shipments we can confidently go after Victor business for the first time in history in assurance of having stock to meet every demand, and the demand this year certainly calls for a large stock. Our November 1 shipment will be the largest that we ever made. Heavy orders placed in advance by our dealers the coming November and December are sure to surpass anything previously experienced by us.

"Dealers who have been on the dormant list since last winter are sending in unexpected orders for Victrolas and records, and, with more constantly getting into line, an immense volume of trade is in sight. Besides the advance orders which are a reality in the way of future business.

"The local business, under the stimulus of active work on the part of dealers, is responding very favorably, and prospects for Christmas trade are greater than ever in the past. While apparently there will be sufficient goods to meet the demand, still our expectations in this respect may be exceeded owing to the large number of new accounts which are again becoming active. Every dealer rejuvenated means a new stock of goods, and many of the numerous dead accounts are being rejuvenated every day by the retail demand for Victrolas and records. Our equipment is sufficient to meet present demands in the way of our retail trade, and our wholesale stock enables us to fill orders completely, and to promise the same service in the future, therefore we look with confidence to the coming busy season."

The past month at Aeolian Hall has been an extremely busy one. Business in both machines and records has been very satisfactory—far ahead of the same period of last year.

The regime of the new Victor department manager, Arthur W. White, has opened most promisingly. Mr. White is a veteran of the talking machine business, and is taking hold of the Aeolian Victor department with an intelligence and enthusiasm that assures a business increase even larger than any shown before. Changes have been made in the record stock, everything now being on the first floor. Other extensive improvements are planned for an early date.

A very attractive Victor sign has been put on the front window of Aeolian Hall.

The firm continues to feature Victrolas and Vic-

tor records strongly in its newspaper advertising, and looks for a very heavy December trade.

TO ENTERTAIN FACTORY FORCE.

Quaker Oats Co. Buys a Victrola and a Large Number of Records to Entertain Employees During Luncheon Hour and Other Times.

(Special to The Talking Machine World.)

FORT DODGE, IOWA, November 8.—The Early Music Co., the popular Victor dealer of this city, recently closed a sale of a Victrola XVI to the factory of the Quaker Oats Co., which will be used as a means of entertainment for the girl employees during their luncheon period. A comprehensive supply of Victor records was included in the order, and additional records will be ordered in the near future.

The Quaker Oats Co. has always worked on the idea of placing every possible comfort and convenience at the disposal of its employes, and when it was suggested by a number of the girl workers that a Victrola would afford entertainment during their lunch hour the suggestion was immediately carried out. The girls are enthusiastic in their praises of their new entertainer, and only regret that they did not make their suggestion earlier in the year.

CONDITIONS IN THE NORTHWEST

As Far as They Affect the Columbia Graphophone Co. in Fine Shape—Mr. Lyle Enthusiastic Over Spokane Store.

(Special to The Talking Machine World.)

SPOKANE, Wash., November 1.—George W. Lyle, general manager of the Columbia Graphophone Co., was a visitor here this week, being met by Walter S. Gray, Pacific Coast manager, and the local manager, Willis S. Storms. Mr. Lyle and Mr. Gray were quite delighted with the new Columbia store in this city, and Mr. Lyle said:

"I believe we have one of the finest stores in the service in Spokane. I am quite pleased with business conditions in the Northwest, and in view of the fact that Spokane seems to be the natural distributing point for the Northwestern territory, I am seriously considering annexing part of Montana and the territory controlled by Mr. Storms."

Mr. Lyle and Mr. Gray left for Seattle, Portland and other Coast cities.

NEW COLUMBIA AGENTS.

Recent additions to the lists of the Columbia Graphophone Co.'s representatives in near-by territory include Giosul Rossi, 689 East 187th street, New York, and Andrew Eckel, 6950 Third avenue, Brooklyn, N. Y. The George A. Cassidy Co. Schenectady, and M. Ehrenfeld, Passaic, N. J., who have been handling the Columbia line for some time, have both placed unusually large orders for immediate delivery for their holiday trade.

The Chalmers Co., which operates exclusive Victrola stores in Newark and East Orange, N. J., has just opened a new branch in Summit, N. J. The new store is handsomely fitted up.

EXPECT PROSPEROUS SEASON.

Cleveland Jobbers Report Great Activity Among Dealers—Augmenting Publicity Plans of Manufacturers—Euclid Music Co.'s New Quarters — Towell Optimistic — Columbia Co.'s Phenomenal October Business.

(Special to The Talking Machine World.)

CLEVELAND, OHIO, November 10.—Conditions in the talking machine trade continue unusually good, forecasting a prosperous season. Reports, especially from distributors, is that the holiday trade appears to be well under way and new records will undoubtedly be established in the sale of machines before the close of the year. The jobbers are very busy receiving and shipping goods, and the retailers are manifesting great confidence in the holiday prospects, their orders on all lines of goods being larger than usual, while some of the new models and records are having the most satisfactory sales.

The campaign of publicity by the manufacturers, augmented by local advertising by dealers, is largely aiding in extending business, manifesting an incentive to strenuous exertions on the part of local salesmen. The feeling among the talking machine dealers is unusually optimistic, as they are enjoying a very lucrative business.

One among the finest talking machine stores in the city is that of the Euclid Music Co., recently organized at 60602-4 Euclid avenue, in a central business section of the city. The store has a 40 foot frontage on the avenue and a depth of 100 feet. The reception room, 40 x 40, is beautifully finished and expensively furnished, and there are two large demonstration parlors and office in the rear. The rooms are finished in marine oak, with gilded cornice and lighted by the indirect lighting system. An innovation in caring for records has been introduced by installing a number of movable record racks, holding several hundred, in all the rooms, and so numbered and labeled as to be at once accessible for any record called for. The company carries a complete stock of the Victor Victrolas and records and the new Edison diamond point disc phonographs, with all the Edison records.

The manager states business has opened up most auspiciously, giving promise of unquestioned success.

It is quite evident from a look in at the store of the Eclipse Musical Co. that it is very busy these days. T. H. Towell, always well posted in the trade, says that it will be the biggest fall the talking machine business has ever experienced. P. J. Towell, who looks after the wholesale trade, says that the dealers everywhere in this section are preparing for a tremendous business, and with a smile of satisfaction said: "We are this season going to be able to supply them with the goods." The retail department, under the supervision of Fred E. Lane, is doing a splendid business, and he expresses the belief that for weeks to come it will be a period of rush every movement to take care of the big fall and winter demand. The company gave another complimentary Victrola concert November 5.

The month of October closed the transaction of the largest volume of business in the history of the local Columbia store, practically double that of any other month in its existence. The store in all departments is a constant scene of activity, and Mr. Madson, manager, wears an expressive smile of satisfaction.

The W. H. Buescher & Sons Co. are doing a large Victor business in both the wholesale and retail departments, the demand running more particularly to the higher class instruments and records. The company has scheduled and is booking a large number of holiday orders.

Phil Dorn is busy these days at the Collister & Sayles Co. Victor distributing store filling orders for Victrolas and Red Seal records. He reports increasing activity in both the wholesale and retail departments, with fine prospects ahead.

The numerous retail dealers are all busy and are making elaborate preparations in securing ample supplies for the approaching holiday trade.

Use your mind instead of your hands, and remember that the one person in the wide world who controls your sales, raises your salary, and who makes your work healthier, happier and pleasanter is yourself.

NEW EXPRESS RATES DECEMBER 1.

Companies Decide to Carry Out Commerce Commission's Order.

(Special to The Talking Machine World.)

WASHINGTON, D. C., November 10.—The new zone system of interstate express rates invented by the Interstate Commerce Commission will go into effect on December 1.

The commission to-day received a telegram from Walker D. Hines, representing the Adams, American, Southern, United States and Wells Fargo Express companies, in which he said:

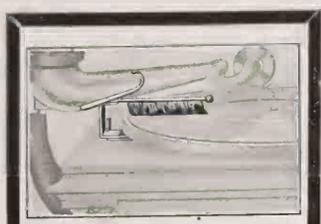
"The express companies have given the fullest consideration to the system of express rates framed and issued by the Interstate Commerce Commission, and, although they have grave apprehensions as to the outcome, they have concluded to put that system in force, hoping to receive the co-operation of the Interstate Commerce Commission, the State commissions and the public."

The Northern and Great Northern express companies also agreed to obey the commission's order.

PHONOGRAPHS IN THEATERS.

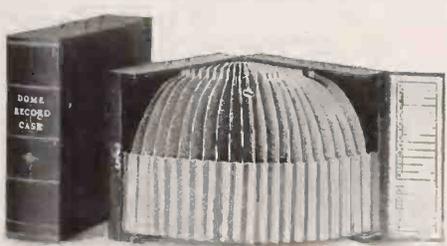
An Excellent Means of Publicity for Dealer and Instrument When Kept in Proper Condition.

The talking machine, in keeping with its growth and importance, is now finding its way into the theater in various capacities. It entertains not only on the stage, but at the recent production of the musical comedy, "Miss Caprice," at the Casino Theater, New York, an Edison cylinder phonograph occupied a prominent place in the lobby of the theater, and throughout the afternoon and evening played at regular intervals the leading selections from the opera, as well as the musical score. The fine tone quality of the Blue Amberol records was much admired. When the phonograph is utilized in this way, as it is in many of the high class moving picture theaters, it forms an excellent means of publicity for the instrument, and for the dealer handling it, provided he looks after it carefully, to the end that reproduction is up to par.



This Brush Sweeps the Entire Surface of a Record

The first brush of its kind. Easily attached. Dust and dirt are constantly gathering on the face of records and by the use of this brush, sweeping the entire record, quickly and easily, the life of a record is considerably lengthened. Send for further particulars.

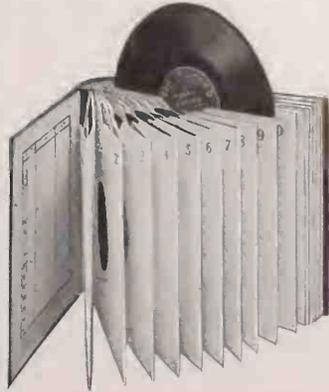


New! You've Never Seen This

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.



This Is a Quality Album at the Right Price

Individuality is reflected in this record album. Not only made of the best materials by skilled workmen, it has in addition the advantage of quick filing and securing of the records. Full index. Envelopes are of serviceable heavy paper stock so woven as to stand the maximum of hard wear. This album will last with excessive handling.

Absolutely the best album anywhere, and sold at a price that gives both jobber and dealer the proper profits. Your request for details will give you the full story. For both 10-inch and 12-inch records.

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

Talking Machine Men, Do You Want to Increase Your Income?



Talking machine dealers in every section of the country will find that pianos and player-pianos will blend perfectly with their business.

With pianos they will have a line of instruments which will materially aid them in increasing their business income.

Some of the largest houses in America have handled pianos and talking machines most successfully, and there is no reason why some of the young, energetic men of the present day should not take on pianos and build a most successful enterprise with them.

We are especially fitted by experience and resources to supply the needs of talking machine dealers in this particular. We can supply pianos and player-pianos of surprising value for a small outlay.

We are enabled to supply talking machine dealers with complete lines, and, better still, we are able to enter into arrangements with them so that a successful exploitation of pianos will require but a modest investment.

In other words, we can point the way for talking machine merchants of small financial resources to handle pianos most successfully.

Let us take up this subject with you and we will show you how piano selling can be made easy in connection with your present lines. We have built up a large trade through the delivery of large value to the dealer.

H. P. NELSON COMPANY

North Kedzie, North Sawyer, West Chicago Avenues and C., M. and St. Paul R.R., CHICAGO

PHILADELPHIA TRADE REPORTS SUBSTANTIAL INCREASE

In Business for the Past Month—Dealers Interested in Petition Whereby Signers Decide to Charge Interest on Deferred Payments—Talking Machine Co.'s Expansion—Buehn Decidedly Optimistic—Pennsylvania Talking Machine Co. Closing Its Best Year.

(Special to The Talking Machine World.)

PHILADELPHIA, Pa., November 10.—The talking machine business in October in Philadelphia was most excellent. It showed a substantial increase over last October both in the selling of machines and in the disposition of records. There was a corresponding advance over each of the previous months of the year, and if the same ratio is retained during the remaining two years, this is not only going to be a banner year, but it is going to far surpass even the fondest hopes of the dealers.

Nothing of moment has been done by the organization of talking machine retailers which was organized last month but the securing of signatures to a petition that was gotten out by the committee appointed for that purpose. This petition calls upon all of the signers to charge interest on deferred payments. It reads as follows:

"We do hereby agree to co-operate with the representative talking machine dealers in the City of Philadelphia for the purpose of fixing a definite time payment schedule and an interest charge on deferred payments, the understanding being that we are in no way obligated to follow said schedule or agreement unless every representative dealer in direct competition with us agrees to adhere to the same terms and conditions, which they will signify by the signing of a similar agreement."

Daniel O'Neill, who is at the head of this association, tells me that they have already secured the signature of all but three dealers that are included in the list embraced in this petition. Of these three they have practically the promise of two of them to sign the petition, and the hold-up is due to the fact that these two are connected with department stores where the firms must be consulted and where business of this character is somewhat slow in action. Mr. O'Neill is of the opinion that all the firms will finally sign, for he doubts that the one firm who seems to be holding out will want to take the position opposed to all of the fellow dealers. A meeting will be called on an early date of this month, when reports as to what has been done will be submitted, and if the project does not succeed an effort will be made to formulate some other plans of procedure.

As far as I can learn it is the impression that a number of the firms who have signed have done so feeling that there would not be a unanimous signing, and in that event the petition would not and could not be operative. The movement does not seem to be exactly a popular one, yet every one agrees that it would be a good thing. The

trouble seems to be that every dealer is afraid of the other and does not believe that the agreement will be kept even if passed unanimously. They say that even if this agreement does go through with all the signatures that there is nothing that will prevent its being broken except honor, and they doubt whether honor is going to always count when a sale is involved that could be effected otherwise than by charging interest and by making an unusually long extension.

The Talking Machine Co. reports that its business in October has been excellent, and that it has been very much better than last year. In fact during the entire year it has been running ahead of last year. This firm conducts three stores in Philadelphia, on South Broad street, Broad street and Columbia avenue, and Fifty-second and Chestnut streets, West Philadelphia. It has changed its management at the West Philadelphia store, Newton Bacharach being now in charge, with Robert R. Smith as his assistant. The store has been completely renovated and is fitted up in fine shape for fall business.

L. C. Wiswell, manager of the Lyon & Healy store in Chicago, was in Philadelphia last week.

Conner & O'Neill report that their business has been most satisfactory, but while their October business showed a good increase over last year, it was not to the same extent as did their September business. Mr. O'Neill attributes the difference to the fact that October of last year was an exceptional month with them. The firm has changed about its offices somewhat, which has made them larger and more commodious.

Fred Ferris, of the Hepe talking machine department, has been home ill for more than a week.

Manager Walter L. Eckhardt, of the Pennsylvania Talking Machine Co., says that the business of his house in October showed a tremendous gain over last October. "We have had a substantial gain all through the year, and in all of the departments," said Mr. Eckhardt, "and I never saw a time when business for November and December looked better. We are entirely sold up on our most popular lines, and I have been in New York several days this week trying to facilitate shipments. I believe in November we are going to exceed every record we ever had, and I feel that I now have goods enough in sight to do it. Following my visit to New York there are now more goods in transit to Philadelphia than there has been at any one time or in any one month in the history of the Columbia in Philadelphia, and

in spite of that we have two or three places for every piece of goods coming." In addition to the general Columbia publicity, Mr. Eckhardt has laid out a separate local campaign.

The Dictaphone business of the Pennsylvania Talking Machine Co. is heavy. It has closed important installations with the John C. Winston Co., book publishers; the H. K. Wampole Co., druggists, and has increased the installation with the Westinghouse Electric Co. A new agent for the Dictaphone in Wilkes-Barre, has already made a number of important installations. All last week Mr. Eckhardt had a "Caroline White Week" at 1107 Chestnut street, with daily concerts of records made by Miss White, who sings here in opera.

G. F. Wurtele, of the Gimbel Brothers talking machine department, says that their business was much better at the beginning than at the end of the month, and that they came out ahead of last year's October. David Davidson has again joined their outside selling force. Robert Hoffner has been taken from their sporting goods department and has been placed in the talking machine department to keep an account of all machines, that go out, are in stock, as well as records and the signing of leases. The department looks very attractive at the present time. They have a big stock on hand and have been accumulating it as fast as possible and believe that they have now sufficient instruments on hand to carry them through the year. Mr. Wurtele is a music composer of considerable accomplishment, and has placed on the market a great many first class sellers. Among these are "Laughing Frogs," "Queen of the Night Waltzes," "Dance of the Honeybells," "Dream Fancies Waltz," "Melody of the Flowers" and "Gleaming Star of Heaven."

Business has been very good with Louis Buehn & Brother, and it seems to be getting better all the time. October business was the largest they have ever had and was almost equal to their December business of last year. Mr. Buehn believes that their November business will be fully as large, as the conditions seem to be good for business generally in all lines. The Victor Co. has been shipping out machines as fast as possible, but there still seems to be a shortage on the small machines, the 8s, 9s and 10s, while they have plenty of the large machines. Their Edison dictating machine business has been most satisfactory in October, and they have placed machines the past month with the Marlborough-Blenheim at Atlantic City, who purchased a number of these instruments, with the Keystone Publishing Co., with Fleck Brothers, and have largely increased the machines used by the H. K. Wampole Drug Co., the Supplee Hardware Co., the Quaker City Rubber Co. and many other local concerns.

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

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

FAST Victor service is our aim, and that we hit the mark is proved in our rapidly growing clientele of dealers.

ALL Victor Styles, records and parts, with a complete line of albums, cabinets and needles.

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

Oliver Ditson Company, Boston, Mass.



Columbia Catalog, Page 17:
The Columbia Grafonola "De Luxe,"
price \$200—a cabineted instrument that
can stand on its own four legs in more
ways than one.



(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

BUSY TIMES IN NORTHWEST.

The Minnesota Phonograph Co. Doing Big Edison Business—Special Work During Teachers' Convention—Recitals with the Talking Machine Co.—Columbia Co. Reports Excellent Business and New Agents—Other Items.

(Special to The Talking Machine World.)

ST. PAUL and MINNEAPOLIS, MINN., November 8.—A talking machine store in the Twin Cities is something on the order of a gold mine, to hear the dealers tell their experiences of the past month. Victors, Columbias and Edisons in every form known to their originators are being scattered broadcast through the two cities and for hundreds of miles beyond their confines, and everybody is happy. The dealers say they have never seen such times and we faintly must believe them.

"We are so busy selling phonographs that we haven't time to talk about them," announced Laurence H. Lucker, of the Minnesota Phonograph Co. "We have never had such business, and our October sales are far ahead of last year's corresponding month. We received last week a carload of \$30 and \$45 Edison machines, and all practically are gone, and this week we received a carload of Edison disc machines, nearly all of which have been spoken for."

During the convention of the Minnesota Teachers' Association the Minnesota Phonograph Co. had open house in a double room at the Radisson Hotel, where an exhibit of the new Edison educational or school phonograph was displayed. The little show was in charge of William Ives, of the Edison staff, and attracted general attention among the teachers.

Archie Matheis, who is the proprietor of the Talking Machine Co., a prosperous concern, is somewhat annoyed by the confusion arising from the suspension of the Minneapolis Talking Machine Co., an ephemeral business that arose and disappeared almost before anyone knew it was in existence. Mr. Matheis had no connection with it, and the Talking Machine Co. still is doing business, and much of it, at 928 Nicollet avenue. The volume is in excess of that of October, 1912, and he is pushing the Victrola machines and the Edison phonographs in all directions.

He has inaugurated a series of recitals which are proving popular and bringing considerable business as well. The Edison cylinder machines retain considerable vogue in Minneapolis, and the Edison end of his trade is of considerable dimensions.

Manager Jay H. Wheeler, of the Columbia Graphophone Co.'s Northwestern business, was in Duluth this week to look after the trade at the head of the lakes and found things in good shape, as the Columbia dealer at Duluth often is referred to as a "live wire." The local trade is reported as most excellent, the demand for the \$75 and \$100 machines being particularly brisk, and the Grands also going nicely. The jobbing department notes a great increase in the sales in North Dakota, as compared with the 1912 fall trade.

The North Dakota business was not of much account a year ago as a consequence of the poor crops, but conditions have changed. C. P. Herdman, manager of the Columbia St. Paul store, has the store full of buyers at every hour of the day.

Considerable missionary and educational work was done in and about St. Paul during the dull summer months, and he now is reaping the harvest which yields a hundredfold or more.

The experiment of installing talking machine departments in the Minneapolis Dry Goods Co. and the Powers' Mercantile Co. stores is reported to be a promising success.

HAS PROPER ASSISTANCE.

Business of Buehn Phonograph Co., Both in Sales and Stock Departments, Will Be Taken Care of by Henry J. Buehn and Andrew Hunt, Respectively—Business Excellent.

(Special to The Talking Machine World.)

PITTSBURGH, PA., November 8.—It has been said of successful business men that their success often



H. J. Buehn.

depends not so much upon their own direct efforts, as upon their ability to pick assistants who would give the proper amount of attention and direct their ability to the building up of the business. Based upon this theory, the Buehn Phonograph Co., Inc., 713 Penn avenue, this city, is well equipped to develop its business to the utmost.

Henry J. Buehn, traveling man for the company, while he has only been in the phonograph business for a short time, has taken hold of its details with a vim and at the present time is able to talk up his line like a veteran. As a traveling man Mr. Buehn has had long experience and has covered practically every State in the Union. The knowledge of people and the business experience thus gained, is proving a valuable asset to him in his new line of work.

The right-hand man in looking after the running of the Buehn Phonograph Co.'s establishment



Andrew Hunt.

from the inside is Andrew Hunt, who has been with the company ever since it first opened for business in Pittsburgh. Mr. Hunt's intimate knowledge of every number and title in the Edison catalogue is one of his main assets in keeping things running with speed and precision.

Albert A. Buehn, treasurer of the company, in a chat with The World correspondent, states that the business is good and the outlook for fall is very promising, especially after the general announcement made by Thos. A. Edison, Inc., of the readiness of their new disc machines and records for the general market.

THE EDISON DISC PHONOGRAPH

Being Introduced to the Public in Some Splendid Advertisements in Leading Magazines.

Thomas A. Edison, Inc., Orange, N. J., made its formal announcement of the new Edison disc phonograph to the public last month through the medium of full-page advertisements in the Saturday Evening Post and Collier's, following a trade announcement in the October issue of The Talking Machine World. The magazine publicity was high class and dignified in every particular, and both in text and arrangement was worthy of the quality and merits of the instrument it featured.

The various selling talks on behalf of the new Edison disc product were presented in part, the most important sales arguments being introduced briefly though adequately. Among the merits of the Edison disc product mentioned in this advertisement were the fidelity of the recording and reproducing process, the elimination of mechanical timbre, and the preservation of every shade of volume and overtone.

The attention of the public was also called in this advertisement to the use of a diamond instead of a needle, the indestructibility of the Edison disc records, and the special motor featured in Edison disc machines. An illustration of one of the artistic disc machines completed this first public announcement of the Edison disc product.

STYLE MUCH IN FAVOR.

The Pooley Furniture Co., North Philadelphia, Pa., is having a great success with its style 15 cabinet equipped with the new self-opening envelope system, and it is looking for a large volume of business for this style during the coming year. In a recent chat with Earl Pooler, of the company, he said that business on the whole was excellent and the outlook all that could be desired.

Bill had a bill board. Bill also had a board bill. The board bill bored Bill, so Bill sold the bill board to pay his board bill. So after Bill sold his bill board to pay his board bill the board bill no longer bored Bill.

CHEMISCHE FABRIK **E. SAUERLANDT** FLURSTEDT
 The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for
Gramophone and Phonograph Recording
 Sole Manufacturer of Wax "P." the best recording material for Berliner-cut.

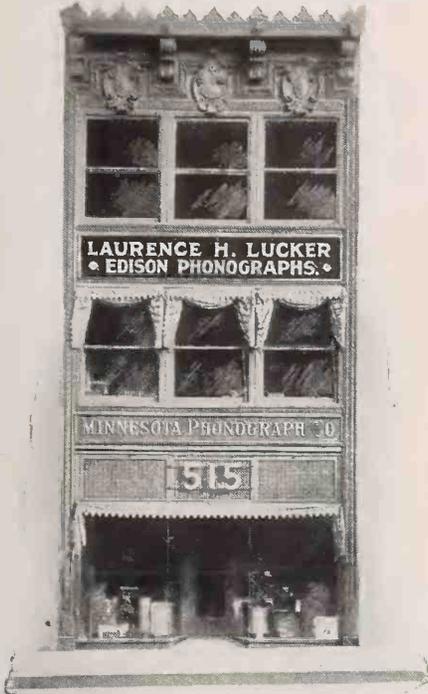
THE EDISON IN THE NORTHWEST.

The Success Met with by the Minnesota Phonograph Co. in Developing That Line and Those Who Are Responsible for Its Progress.

(Special to The Talking Machine World.)

MINNEAPOLIS, MINN., November 8.—One of the interesting stories of talking machine business in this city is that of the development of the Minnesota Phonograph Co., of which Laurence Lucker is the proprietor, from an exceedingly modest beginning in 1902 to a point where at the present time the company is one of the most prominent concerns engaged in the phonograph or talking machine business in the Northwest.

The Minnesota Phonograph Co. was established in St. Paul in 1902 with a stock of only three Edison phonographs and 150 records. As the business



Laurence Lucker's Headquarters.

developed Mr. Lucker realized that Minneapolis afforded a better location for his enterprise, and therefore moved to this city and in 1905 branched out as a jobber of Edison phonographs, the business growing to such proportions under the new conditions that an entire four-story building was necessary to house it and the present quarters were leased for the purpose.

Milton Lowry, manager of the retail phonograph and musical merchandise departments of the store,



Milton Lowry.

has on the first floor twelve demonstrating booths with a large display and sales room in the front part of the store, with five inside salesmen and two outside men to follow up prospects.

Connected with the wholesale department there are five traveling salesmen who cover the States of North and South Dakota, Minnesota, Iowa, Wisconsin and Montana, and in the business office there is a staff of eighteen bookkeepers and office assistants. An elaborate repair department is also maintained. The advertising department of the company is under the management of J. R. De Saxe.

Mr. Lucker has been a tireless advocate of the Edison phonograph for many years and has seen the development of that machine and the accompanying records from soon after their introduction to the trade to the present state of perfection. He has handled all the leading makes of machines and records but for some time past has devoted his efforts to the Edison line exclusively.

At the present time Mr. Lucker is most enthu-

siastic regarding the volume of Edison business being done by his company and the excellent prospects for the development of that line.

INAUGURATE FALL RECITALS.

John Wanamaker's Fall Concerts Now Inaugurated and Well Patronized.

The Victrola department of the New York store of John Wanamaker has started its annual fall series of recitals, featuring each day the Victrola with the organ. Regular concerts are given in the rotunda of the Stewart Building, and the popularity of the Victrola and Victor records with Wanamaker patrons is well evidenced by the enthusiastic audiences that gather each day to listen to these concerts.

In order that visitors to the Wanamaker store may be in close touch with all details of the daily recitals, four-page programs are distributed to all visitors to the store. This program presents in detail the records that will be played, together with the time of the day that the record will be presented, the name of the artist or artists who produced the record, and the record's number in the Victor catalog. These concerts, which are changed each week, are undoubtedly the ideal method of presenting the Victrola, and coupled with energetic publicity and soliciting, cannot fail to produce excellent results.

A SPEAKING BURGLAR ALARM.

French Detective Proposes Use of Talking Machine to Frighten Away Intruders.

A French detective proposes a new way of putting burglars to flight. In the room where valuables are kept one should, he says, place a phonograph wound up. The starting key of the speaking instrument, having been attached by a string to the door knob, the phonograph starts yelling, "Stop thief!" The unwelcome visitor, frightened out of his life, flees immediately—perhaps!

EDISON DISPLAY AT BUSINESS SHOW.

Thomas A. Edison, Inc. presenting the Edison dictating machine, occupied one of the most attractive booths at the Business Show which closed a week ago in New York. A complete line of the various models of Edison dictating machines was prominently displayed, and as the location of the booth was excellent, a crowded house was the order of the day during the course of the show. Several sales of importance were reported by the Edison sales staff at the close of the show, and prospects for many more sales of interest are on the books as a result of the display.

EDISON DISC PHONOGRAPHS SOLD

In Large Numbers by the Tower Mfg. & Novelty Co. at Its Booth in the Business Show and at Its Warerooms on Lower Broadway.

The Tower Manufacturing & Novelty Co., 326 Broadway, New York, the prominent manufacturing stationers, who conduct an attractive Edison department, report a steadily growing demand for the Edison disc phonographs and records. The Tower Co. occupied a very large booth at the recent Business Show, and one of the features of its display was a \$450 Edison disc phonograph.

This beautiful instrument was demonstrated before enthusiastic audiences by A. Ralph Steinberg, manager of the Tower Co.'s Edison department, and the expressions of approval regarding the musical qualities of the Edison disc product were hearty and sincere. A large number of new Edison disc records was part of the Edison disc display, and Mr. Steinberg reports the closing of a number of sales of various types of Edison machines sold direct from photographs of the machines, in addition to securing the names of many interested prospects.

TAKE ON COLUMBIA LINE.

Ludwig Baumann & Co. and John J. Rooney Are Recent Accessions to the Roster of Columbia Agents in New York.

Ludwig Baumann & Co., 500 Eighth avenue, New York, the prominent furniture and housefurnishing establishment, has arranged to open a large Columbia department next week, featuring Columbia machines and records. A comprehensive initial order of machines and records has already been placed, and the company is planning to conduct an energetic campaign in behalf of the Columbia products.

John J. Rooney, 193 Broadway, New York, a well-known talking machine dealer, is another addition to the list of Columbia boosters, having joined the ranks of Columbia agencies this week.

HAROLD W. LYLE TO WED.

Harold W. Lyle, a son of George W. Lyle, vice-president and general manager of the Columbia Graphophone Co., was engaged last week to Miss Frances Ogden, a popular leader of the younger set in Hackensack, N. J. Harold W. Lyle was formerly connected with the Chambers street store of the Columbia Co., and accompanied Mr. Lyle on his recent trip abroad. No date has been announced for the wedding.

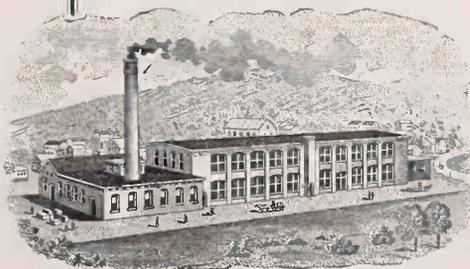
**The name describes the needle and the needle fulfills its tone—
The PURITONE Needle.**

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

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

Want the Puritone Needle samples?

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



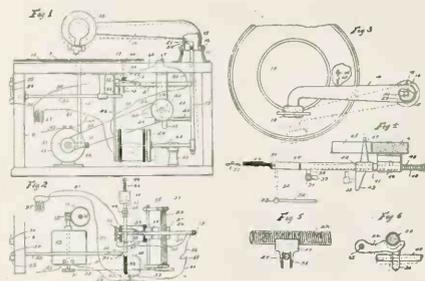
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

WASHINGTON, D. C., November 8.—GRAMOPHONE. Gustav Meling, Chicago, Ill. Patent No. 1,072,346. This invention relates to machines for reproducing sound, such as gramophones, graphophones or the like, and is particularly directed toward providing means for operating such devices, so that they may be caused to repeat the piece or tune which is being produced as many times as may be desired.

The objects of this invention are to provide a simple and efficient operating mechanism for gramophones including means for causing said gramophone to repeat one or more times; means for causing the gramophone to repeat a portion of the piece being produced; means for causing it to stop automatically after a piece has been completed; means for causing it to repeat automatically.

In the accompanying drawings illustrating this invention, Figure 1 is a side view of a gramophone embodying the same, the side of the box



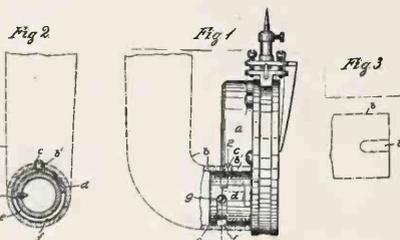
or casing being removed and parts being broken away or shown diagrammatically for convenience in the illustration; Fig. 2 is a plan view showing the principal operating mechanism, parts also being omitted or shown diagrammatically; Fig. 3 is a plan view showing certain details of construction; Fig. 4 is an enlarged detail view of the wiper and controlling devices for controlling the current to the magnet; Figs. 5 and 6 are enlarged details of the screw and nut used for returning the reproducer device to starting or other desired position.

TALKING MACHINE. Eldridge R. Johnson, Merion Station, N. J. and John C. English Camden, N. J., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,072,854. This invention relates to certain new and useful improvements in talking machines. In the accompanying drawing, Fig. 1 is a side elevation partially in ver-

tical central section of a talking machine constructed in accordance with this invention; Fig. 2 a top plan view of a portion of the same, and Figs. 3 and 4 are a top plan view and a fragmentary front elevation, respectively, of the machine with parts removed.

TALKING MACHINE. Gustave Thiel, Berlin, Germany. Patent No. 1,072,529. The invention has particular reference to the connection of the sound box to the sound arm by eccentrically connecting the box to the sound arm.

Heretofore, in order to permit the sound box and needle to rise and fall to follow closely the record groove, it has been customary, for instance, to either pivotally connect the inner end of the sound arm to the horn, construct the sound arm of two lengths and pivotally connect one to the other longitudinally or, in some similar manner, provide for vertical movement of the sound box and needle together with a portion of or the whole of the sound arm. It is well known that in talking machines the interposition necessary in the common forms of construction, of loose joints, curves or any other obstruction that breaks the desirable continuity of smooth surface of the sound arm between the sound box and the horn injures the quality of the sound by breaking up the regular formation and transmission of the sound waves; such construction also diminishes the force of the sound waves. There is also another serious objection to the common forms of construction above referred to and that is, the weight of the sound arm which is carried by the needle, causes the needle as it travels over the record groove, to produce the disagreeable scratching sound which is so noticeable in machines of this construction. Consequently, it is desirable to effect a construction free, if possible, from the above defects, and the inventor succeeded in largely accomplishing this purpose by securing the sound box to the sound arm in such manner, as by eccentrically mounting it thereon, that it will rotate freely thereon, thus permitting the needle to rise and fall in response to any irregularities in the bottom of the sound groove and also permitting the needle to adjust itself to any variation in the plane of rotation of the record. Owing to this arrangement, no separate link is required between the sound arm and the sound box or between two sections of the sound arm itself, or between the sound arm and the horn, thus providing a sound arm with a continuous smooth inner surface and therefore free from the objec-



tions above referred to. Owing to the eccentric mounting, the sound box, under the action of its own weight, will be pressed against the record disk.

The construction is carried out in practise in such manner that a branch is mounted on the sound box and introduced into the sound arm, so that the sound box and branch can rotate on the sound arm. This construction is improved according to the present invention by arranging over the branch of the sound box a rotatable sleeve for increasing the mobility of the sound box and for improving the tight joint for the sound. The said branch is provided with a pin guided in the slot of the sleeve. This sleeve is provided with a pin which is introduced into a slot of the sound arm.

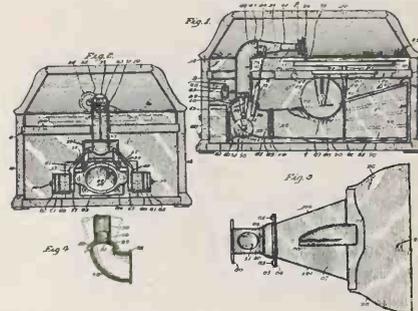
In the accompanying drawing Fig. 1 is a side elevation of the sound box with the sound arm in section; Fig. 2 is a section on the line 2-2, Fig. 1, through the sound arm and the branch of the sound box, and Fig. 3 is a plan of a portion of the sound arm with the slot.

TALKING MACHINE. Eldridge R. Johnson, Merion, N. J., and John C. English, Camden, N. J., assignors to the Victor Talking Machine Co., same place. Patent No. 1,075,288. This invention particularly relates to the sound conveyer comprising a swinging arm and the parts operatively connected therewith.

The principal objects of this invention are, to provide a sound conveying arm co-operative with a sound record disk, to direct the point of a stylus

needle in a rectilinear path, radial with respect to the axis of the sound record disk, and operative to maintain the vertical plane of the stylus needle at an invariable angle to a radial plane, and tangent to the respective convolutions of the spiral groove of the record disk, to reduce the wear upon the walls of the record groove, incident to the usual turning action of the needle relative to said walls; to provide a sound conveyer comprising relatively movable sections and having means to prevent leakage at the joints between said sections; and to provide means to reduce the height of the operative mechanism.

The form of this invention, provides a talking machine with a sound conveyer, comprising a mounting for the sound reproducer; a movable sound conduit or swinging arm connected with said mounting by a relatively movable tapered



hollow connecting arm, and a stationary sound conduit having an elbow connecting a sound amplifier with said movable conduit or swinging arm; trunnions supporting said movable conduit on said elbow; trunnions supporting said tapered connecting arm with said movable conduit; a link connecting said tapered arm with said conduit elbow, operative to maintain said arm in a substantially horizontal plane; a motor operative to rotate a record disk in co-operative relation with a stylus needle carried by said sound reproducer; a recess in said stationary conduit arranged to receive said motor, to reduce the height of the operative mechanism and the casing inclosing the same; and balancing mechanism operative to counterbalance the weight of the movable parts of said sound conveyer.

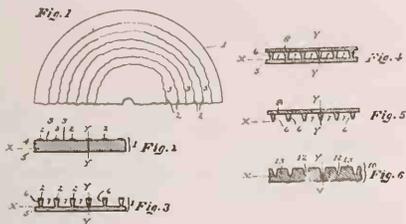
In the accompanying drawings, Figure 1 is a central vertical longitudinal sectional view of a talking machine constructed in accordance with this invention, showing the inclosed mechanism in elevation, for convenience of illustration; Fig. 2 is a transverse vertical sectional view of said machine taken on the line 2-2 in Fig. 1; Fig. 3 is a plan view of the stationary part of the sound conveyer and its amplifier; Fig. 4 is a fragmentary vertical longitudinal sectional view of the conduit elbow and the movable conduit or swinging arm carried thereby, showing the intermediate position in full lines, and the opposite extreme positions in dot and dash lines.

PHONOGRAPHIC RECORD. Isidor Kitsee, Philadelphia, Pa., assignor to the Cort-Kitsee Co., New York. Patent No. 1,074,873. This invention relates to an improvement in phonographic records, and may be practised with records of different types, but it is here described the same as being adapted to the disk type and wherein the lines of record are traced on such disk, the undulations representing the sound waves.

For the purpose of this invention, it is immaterial if the disk is covered with an etch-resisting material and the lines traced by exposing the underlying metal, or if the lines of record are traced with an etch-resisting material on the surface of a material adapted to be etched. But this invention is described as being applied to a record in the shape of a disk consisting of an etchable material, such as metal, and on which the lines of record are traced with an etch-resisting fluid, such for instance as dissolved resin, etc.

In the production of sound records for commercial use, it was found that the original record could only be etched a very minute depth if copies therefrom should be taken, for the reason that during the process of etching, the acid attacks the metal not only vertically but also horizontally in

all directions and, therefore, instead of having a groove with perpendicular or parallel sides, these grooves are "under cut," so to speak, that is, they branch out and produce a wedge-shaped space with inclined sides. An original with shallow grooves produces copies with shallow indentations and the stylus, therefore, running in these shallow indentations or grooves cannot exert strong pressure on the diaphragm in accordance with the undulations of the grooves and the end of the stylus has to be of such thinness that a frequent change

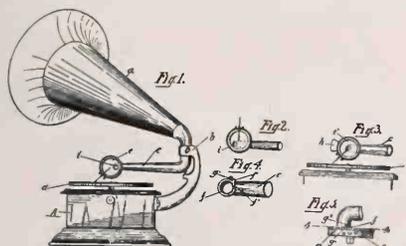


is necessary. Some manufacturers have, for this reason, abandoned the etching process and substituted therefor an electroplating process, but this process does not overcome the shallowness of the grooves and is, therefore, in this respect as defective as the etching process.

In this drawing; Figure 1 is a plan view of part of a plate or disc provided with the lines of record; Fig. 2 is an enlarged sectional view of Fig. 1 showing the lines of record in relief; Fig. 3 is an enlarged sectional view showing the material etched out between the lines of record; Fig. 4 is a similar view as Fig. 3 showing the lines of record with a new surface or plate; Fig. 5 is a similar view of Fig. 4 showing the original support removed and Fig. 6 is a sectional view of a commercial record as formed or model from the master record. All of these views are, as said above, enlarged so as to clearly bring out the different phases of the process.

TALKING MACHINE. Reinhold Fromholz, Boxhagen, Germany. Patent No. 1,075,708. This invention relates to talking machines and aims to provide an improved means for attaching the sound box to the sound arm, and also aim to improve the quality and increase the volume of sound.

While it is desirable that sufficient weight or pressure should be applied to or carried by the needle to cause it to follow accurately all the indentations both vertical and lateral, of the sound groove, in the sound record, in order that an accurate and satisfactory reproduction thereof may be produced, the common construction of talking machines, wherein the sound arm is adapted for both lateral and vertical movement is unsatisfactory because the weight of the sound arm upon the needle is usually more than is necessary to cause the needle to follow the sound groove



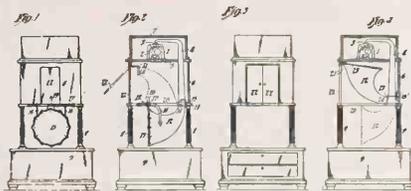
properly and is, in part at least, the cause of the loud scratching noise which is so noticeable while the machine is in motion and which is so disagreeable. This trouble may be obviated to a large degree by so constructing the sound arm that it is capable of horizontal or lateral movement only, thereby removing the weight of the arm from the needle, and by providing the small end of said arm with an angular section capable of a vertical motion relative thereto, and to which the sound box may be attached. This construction, however, still leaves a section of the sound arm capable of free vertical movement and the weight of said section is carried by the needle as it travels over the record, producing to an undesirable degree, the scratching noise referred to.

This invention aims, so far as possible, to re-

lieve the sound box of all unnecessary weight thus reducing to a minimum the scratching sound which has been referred to as so objectionable and thereby improving materially the quality of the sound.

In the embodiment of this invention. Figure 1 is a side elevation of a talking machine, Fig. 2 a detail of the small end of the sound arm showing how the position of the sound box may be adjusted for more convenient removal and insertion of the needle therein, Fig. 3, a modified construction of the invention, Fig. 4, a vertical end view of the sound arm on the line 4-4, Fig. 5, and Fig. 5 a plan of the small end of the sound arm and sound box.

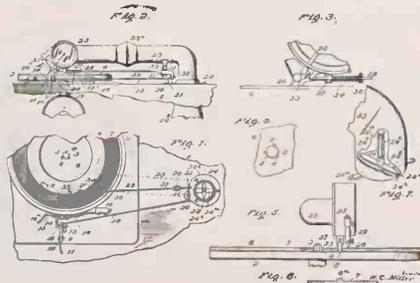
PHONOGRAPH. Frank L. Dyer, Montclair, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 1,075,771. This invention relates to phonographs, and the object thereof is to provide an improved mounting for the phonograph horn, and more particularly to provide such a mounting for the horn in connection with an inclosing cabinet, whereby the horn, when the machine is in operation, may be positioned in an open part of said cabinet or outside of the same and connected to the reproducer of the phonograph, while when it is desired, the horn may easily be disconnected from the reproducer and swung about a pivot, or otherwise moved within the inclosing cabinet where it is entirely concealed, and in which position it is retained until it is again desired to place it in operative position. Preferably, the closed cabinet is elevated to leave an open space below the same, and the horn is adapted to be positioned within this space with its mouth forwardly directed below the cabinet when it is desired to operate the phono-



graph, the horn being swung up through an opening in the bottom of the cabinet to be entirely concealed by the same when the machine is not in operation.

Referring to the accompanying drawings forming part of this specification, and in which similar parts are denoted throughout by the same reference characters, Fig. 1 represents a front elevation of a cabinet equipped with this invention; Fig. 2 represents a side elevation of the same, part of the cabinet being shown in section, the horn being shown in full lines in operative position and in dotted lines in inoperative position; Fig. 3 represents a front elevation of a cabinet equipped with another form of this invention; and Fig. 4 represents a side elevation of the same, parts of the cabinet being shown in section, and the horn being shown in full lines in inoperative or concealed position, and in dotted lines in operative position.

AUTOMATIC STOPPING DEVICE FOR SOUND-REPRODUCING MACHINES. Henry C. Miller, Waterford, N. Y. Patent No. 1,076,385. This invention relates to an improved automatic stopping device for use in connection with talking machines.



According to this invention it is proposed to provide means carried by a record to co-operate with the mechanical mechanism carried by the sound box supporting arm, to operate a device

which controls a brake, and stopping mechanism, whereby to stop the motor at the termination of a selection, irrespective of its length.

The invention also comprehends improvements in the specific means employed for holding a record to the platform to prevent dragging, etc., so common in present known talking machines.

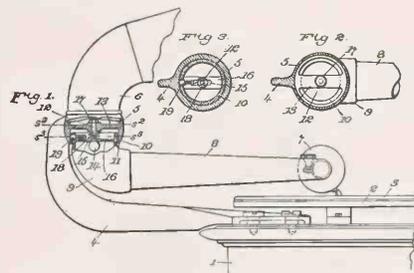
In the drawings—Fig. 1 is a plan view of a portion of a talking machine, showing the improvement applied thereto. Fig. 2 is a side elevation of the same. Fig. 3 is an enlarged detail view of one end of the brake controller. Fig. 4 is an enlarged detail view of the means employed for holding the record on the motor rotating disc. Fig. 5 is an end elevation. Fig. 6 is a detail view of a record having a lug, instead of an opening to operate the automatic stopping mechanism. Fig. 7 is a detail view of a coupling employed between the sound conveyer and the horn.

TALKING MACHINE. Henry Blake Babson, Chicago, Ill., and Andrew Haug, Caldwell, N. J., assignors by Mesne assignments to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,076,621.

This invention relates generally to talking machines and has particular reference to the mounting of the sound conveying tube connecting the reproducer and horn, and this application is a division of application, Serial No. 248,872, filed March 7, 1905, and renewed January 25, 1911, bearing Serial No. 604,656.

The sound conveying tube or taper arm, as it is generally known, is ordinarily mounted to permit free movement of the reproducer in planes parallel and at right angles to the surface of the record. Many constructions heretofore produced, designed to provide for such movement, have been found objectionable owing to complication and the resulting cost of manufacture, the accuracy of adjustment required and liability to get out of order, the difficulty in assembling and removing parts, etc.

The present invention is designed to overcome the objectionable features above pointed out, by producing an extremely simple and effective form of mounting, employing a minimum number of parts of inexpensive construction, so arranged as to be entirely concealed from view and capable of being assembled or taken apart by the average user



of a machine without requiring the aid of a skilled workman or special tools.

In the drawings, Fig. 1 is a view inside elevation with parts in section, showing the invention applied to a well known type of talking machine. Fig. 2 is a sectional view on the line s-s, s-s, of Fig. 1, and Fig. 3 is a similar view on the line s-s, s-s, of Fig. 1.

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RECORD BULLETINS FOR DECEMBER, 1913

VICTOR TALKING MACHINE CO.

No.		Size.
17398	Ship of My Dreams (Lamb-Solman).....	10
	Snow Deer—Indian Song. (Mahoney-Wenrich).....	10
17445	He Wants Someone to Call Him Papa (Gilbert-Muir).....	10
17451	Ish ka Bible—I Should Worry (Lewis-Meyer).....	10
17453	Noodle Soup Rag (Morton).....	10
	The Pullman Porters on Parade (May-Abrahams).....	10
	My Lovin' Melody Man (Ward-Cunningham-Glogan).....	10
17460	How Long Have You Been Married? (Brown-Cornack).....	10
	Kiss Me Good Night—Out of the Window You Must Go (Goodwin-Brown).....	10
17461	If a Table at Cobb's Could Talk, from "Follies of 1913" (Cobb-Hubbell).....	10
	New York, What's the Matter With You—Goodbye, My Tango, from "Follies of 1913" (Hobart-Hubbell).....	10
17467	Sing Me the Rosary—The Sweetest Song of All. (Lewis-Klickmann).....	10
	Dear Rose Marie (Havez-Barron).....	10
17468	There is Nothing, Dear, I Wouldn't Do for You, from Lew Fields' "All Aboard" (Buck-Stamper).....	10
	The Girl in the Gingham Gown, from "America". Produced at New York Hippodrome. (Klein).....	10
17421	I Want to be Somebody's Baby (Greene-Motzan).....	10
	Love Me While the Lovin' is Good (Murphy-H. Von Tilzer).....	10
35319	Miss Caprice—Waltz Boston (Lieber Augustin) (Leo Fall).....	12
	Marriage Market—Waltz Boston (On melodies from the musical play) (Jacobi).....	12
17465	Peg o' My Heart—One-step or Turkey Trot (Fischer).....	10
	Pullman Porters on Parade—Medley One-step or Turkey Trot (Abrahams). Victor Military Band	10
17466	Santley Tango, from "When Dreams Come True" (Hein).....	10
	Dreams of Childhood—Waltz Boston (Wald-teufel).....	10
35333	When It's Apple Blossom Time in Normandy—Medley One-step, Two-step or Turkey Trot (Gifford-Trevor-Gumble) Victor Military Band	12
	The New York Hippodrome—Medley Two-step (Klein) Melodies from "America".	12
17444	Comin' Thro' the Rye—Humoresque (Bellstedt).....	10
	The Tearin' o' the Green (Humorous paraphrase and variations on "Wearin' o' the Green") (Douglas).....	10
17454	Humoreske (Op. 101, No. 7) (Dvorak) (violin-cello-harp).....	10
	Berceuse from "Jocelyn" (Godard) (violin-cello-harp).....	10
17457	Blood Lilies—Two-step (Pryor).....	10
	The Lamb's Gambol—Eccentric Dance. (Bendix) (Ranjo).....	10
17458	Come Unto Me (Coenen).....	10
	My God and Father While I Stray (Marston).....	10
17459	Adele, from "Adele" (Herve-Briquet-Bling).....	10
	My Fairy Prince, from "Her Little Highness." (Pollock-Wolf-de Koven).....	10
35335	Ring Out, Wild Bells—Christmas Song. (Tennyson-Gounod).....	12
	Christmas Light, Behold—Christmas Anthem. (von der Mehden).....	12
35326	The Great Judgment Morning—Revival Hymn (Pickett).....	12
	Mother's Prayers Have Followed Me—Revival Hymn (de Armond-Ackley).....	12
17455	De Brewer's Big Hosses—Temperance Song, with Male Chorus. (Taylor-Herbert) H. Rodeheaver	10
	The Old-Fashioned Faith—Revival Hymn, organ accomp. by Mr. Ackley. (McAuley-Ackley).....	10
17456	The Unclouded Day—Revival Hymn (Alwood).....	10
	If Your Heart Keeps Right—Revival Hymn. (de Armond-Ackley).....	10
35327	Gems from "The Three Twins" (Hoschna).....	12
	Gems from "The Golden Girl" (Howard).....	12
35329	Gems from "The Red Mill" (Blossom-Herbert).....	12
	Gems from "The Prince of Pilsen" (Luders).....	12
35330	Luke—Recitation. (Bret Hart).....	12
	The Old Man and Jim—Recitation. (James Whitcomb Riley).....	12
35331	Tannhäuser Selection (Wagner).....	12
	Madame Butterfly Selection—No. 2 (Puccini).....	12
35332	Gems from "The Doll Girl" (Smith-Kern).....	12
	Gems from "Miss Caprice" (Lieber Augustin) (Leo Fall).....	12
45054	Venetian Love Song (Canzone Amorosà) (Ethebert-Nevin).....	10
	Minuet Op. 14, No. 1. (Pawerewski).....	10
	NEW DOUBLE-FACED RECORDS.	
17446	The Rosary (Ethebert Nevin).....	10
	Tannhäuser—The Evening Star (Act III, in English.) (Wagner).....	10
17447	Hello, Central! Give Me Heaven—Child Ballad. (Harris).....	10
	Can't You Take It Back and Change it for a Boy (Chattaway).....	10
35324	In a Clock Store—Descriptive Fantasia. (Ortha).....	12
	A Hunt in the Black Forest—A Descriptive Musical Episode (Voelker).....	12
17245	When It's Apple Blossom Time in Normandy, from Weber-Fild's "Roly Poly".....	10

Don't Turn My Picture to the Wall, from "The Girl from Montmartre" (Smith-Kern).....

Clark-Van Brunt 10

RED SEAL RECORDS.

Nellie Melba, Soprano and Jan Kubelik, Violinist (In Latin).....	Pianoforte by G. Lapterre.	12
89073 Ave Maria.....	Bach-Gounod	12
Nellie Melba, Soprano, accomp. by Gabriel Laperriere.		12
88449 Comin' Thro' the Rye—Scotch Air, in English.....	Burns	12
Jan Kubelik, Violinist; pianoforte by G. Falkenstein.		12
74365 Romance in E flat.....	Rubinstein	12
74366 Spanish Lance (VIII) Op. 26.....	Sarasate	12
Ernestine Schumann-Heink, Contralto.		12
88448 My Heart Ever Faithful (Mein gläubiges Heize) from the cantata Also hat Gott die Welt geliebt. In English.....	Johann Sebastian Bach	12
John McCormack, Tenor		12
64375 I'll Sing Thee Songs of Araby—In English.....	Willis-Clay	10
64340 I Hear a Thrush at Eve—Serenade.....	Eberhart-Cadman	10
Maud Powell, Violinist; piano accomp. by George Falkenstein.		10
64373 Salut d'amour (Love's Greeting) Op. 12.....	Elgar	10
Vladimir de Pachmann, Pianist.		10
74318 Etude in E Minor Op. 25, No. 5.....	Chopin	12
Emilio de Gogorza, Baritone.		12
74359 The Lost Chord. In English.....	Proctor-Sullivan	12
Clarence Whitehill, Baritone.		12
74364 This—Voilà donc la terrible cité (That Awful City I Behold) (Act I, in French. Massenet		12
NEW EDUCATIONAL RECORDS.		
35279 Hymn to Apollo (Composed in year 278 B. C.). Harp accomp. by Emma Rous.....	Elsie Baker	12
1. Summer is A-Comeing In (Round.) (Composed A. D. 1226).....	Victor Mixed Chorus	12
2. Oh, Willow, Willow. (Harp accomp. by Lapitino).....	Olive Kline	12

THOMAS A. EDISON, INC.

28180 O Wert Thou in the Cauld Blast (Mendelssohn). Contralto, with 'cello obbligato, piano accomp. Eleonora de Cisneros and Paulo Gruppe		10
28181 Coppélia—Entr'acte and Waltz (Delibes).....	Vescey's Orchestra	10
28182 Angel of Light—Spirito Gentile—La Favorita (Donizetti).....	Tenor, orch, accomp. Orville Harrold	10
28183 Cavalleria Rusticana—Mother, you Know the Story—Voi lo sapete (Mascagni).....	Soprano, orch, accomp. Marguerita Sylva	10
TEN SPECIAL HITS FROM BROADWAY SUCCESSSES.		
2066 Come on Over Here—The Doll Girl (Walter Kollo). Soprano and tenor, orch, accomp. Elizabeth Spencer and Billy Murray		10
2068 When Dreams Come True—Musical Comedy (Silvio Hein and Roy Webb).....	Thomas Chalmers	10
2070 Adele, from the Comic Opera Adele (Briquet and Philipp). Soprano, orch, accomp. Elizabeth Spencer		10
2071 Ragtime in the Air—America (New York Hippodrome) (Manuel Klein).....	Comie, orch, accomp. Billy Murray and Chorus	10
2076 The Horse Trot (Uriel Davis).....	National Promenade Band	10
2077 If We Were on Our Honeymoon—The Doll Girl (Jerome D. Kern).....	Contralto and tenor, orch, accomp. Elsie Baker and Royal Fish	10
2084 "Aisha" Indian Intermezzo—Weber and Fields "All Aboard" (J. Lindsay). Edison Concert Band		10
2085 Lieber Augustin, from the Comic Opera Lieber Augustin (Carl Weber). Soprano, orch, accomp. Elizabeth Spencer		10
2086 Look in Her Eyes—Lieber Augustin (Jerome D. Kern). Baritone, orch, accomp. Vernon Archibald		10
2088 The Girl in the Gingham Gown—America (N. Y. Hippodrome). Tenor, orch, accomp. Harvey Hindemeyer and Chorus		10
2064 Hail! Hail! Day of Days—Christmas Number (I. H. Meredith). Sacred. Edison Mixed Quartet		10
2065 Thy Sentinel Am I (Michael Watson) Basso, orch, accomp. T. Foster Why		10
2607 That Tango Tokio Medley—Turkey Trot. For dancing.....	National Promenade Band	10
2069 I Wish That You Belonged to Me (Raymond A. Prownce). Conversational duet, orch, accomp. Ada Jones and Billy Murray		10
2072 Liebeslied (Fritz Kreisler). Violoncello, piano accomp. Hans Kronold		10
2073 In the Shadow of the Pines (G. O. Lang). Baritone and tenor, orch, accomp. Vernon Archibald and Royal Fish		10
2074 The Hotel Porter and the Traveling Salesman. Vaudeville sketch.....	Billy Golden and Joe Hughes	10
2075 Dear Old Girl (Theodore F. Morse). Counter-tenor, orch, accomp. Will Oakland		10
2078 The International Rag (Irving Berlin).....	Comie song, orch, accomp. Billy Murray	10
2079 Those Ragtime Melodies (Gene Hodgkins). Male voices, orch, accomp. Peerless Quartet		10
2080 Maria Padilla (Donizetti). Flute and clarinet, orch, accomp. Julius Spindler and Anthony Giammatteo		10
2081 We Have Much to be Thankful For (Irving Berlin). Tenor, orch, accomp. Janet Homain		10
2082 Cross the Mason-Dixon Line (Henry I. Marshall). Male voices, orch, accomp. Premier Quartet		10
2083 Farewell Marguerite (Geo. Boardman). Tenor, orch, accomp. Charles W. Harrison		10
2087 Ever Since You Told Me That You Loved Me (Jean Schwartz). Comie song, orch, accomp. Billy Murray		10
2089 Hungarian Rag (Julius Lenzberg). N. Y. Military Band		10
2090 Bells of Christmas (Meredith-Ecke). Christmas number.....	Edison Concert Band and Chorus	10
2091 Ring Out the Bells for Christmas (Williams-Ecke). Christmas song.....	Edison Concert Band and Edison Mixed Quartet	10
2092 Old Jim's Christmas Hymn (Wm. B. Gray) Descriptive song, orch, accomp. Daniel J. Wheeler		10
2093 The Musical Wizard and the Bell Boy (Spencer). Musical act. Len Spencer and Albert H. Campbell		10
2094 Song-Bird—Intermezzo (Harry L. Alford). Bells solo, orch, accomp. Charles Daab		10
2095 'Lizabeth Ann (Theodore Morse). Tenor duet, orch, accomp. Albert H. Campbell and Irving Gillette		10
2096 Valse Boston (Dirigo-Lumby). For dancing. National Promenade Band		10
2097 Cradle Song (Kate Vannah). Contralto, orch, accomp. Elsie Baker		10

2098 Every Little Movement—Madame Sherry (Karl Hoschna). Soprano and tenor, orch, accomp. Marie Narelle, Frederick H. Potter and Chorus		10
2099 Burlesque Opera (Wills). Comie song, orch, accomp. Nat. M. Wills		10
2100 Selection from "Rigoletto" (Verdi).....	Edison Concert Band	10
2101 The Two Poets. Vaudeville sketch.....	Billy Golden and Joe Hughes	10
2102 Romance from L'Eclair (Halévy). Violin, flute and harp.....	Venetian Instrumental Trio	10
2103 I'll Take You Home Again, Kathleen (Thomas P. Westendorf). Counter-tenor, orch, accomp. Will Oakland and Chorus		10
2104 Stars and Stripes Forever March (John Philip Sousa).....	Sousa's Band	10
2105 The Bird on Nellie's Hat (Alfred Solman). Comie song, orch, accomp. Ada Jones		10
2106 The Lost Chord (Sir Arthur Sullivan). Tenor, orch, accomp. Reed Miller		10
2107 Amoureuse Waltz (Rudolphe Berger). Accordion.....	Frosini	10
2108 Uncle Josh in a Photograph Gallery (Stewart). Talking.....	Cal Stewart	10
2109 The Broken Melody (Auguste Van Biene).....	American Standard Orchestra	10
2110 Gypsy Love Song—The Fortune Teller (Herbert). Baritone and chorus, orch, accomp. Frank Croxton and Mixed Chorus		10
2111 The Premier Polka (Edward Llewellyn). Cornet, band accomp. Arthur S. Whitcomb		10
2112 A String of Laughs (Hill) Vaudeville specialty. Murry K. Hill		10
2113 The Owl in the Old Oak Tree (Benj. Hagood Burt). Female voices, orch, accomp. That Girl Quartet		10
2114 Southern Dream Patrol (Franz Mahl).....	N. Y. Military Band	10

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A New Record by Bonci.		
10-INCH RECORDS.		
A1418 Manon Lescaut (Puccini). "Donna non vidi mai" (So fair a maiden ne'er I've seen). In Italian, with orch. Mignon (Thomas). "La tua bell' Alma." In Italian, with orch. Two Arias from Italian Opera by Henri Scott.		12
12-INCH RECORDS.		
A5504 Don Giovanni (Mozart). "Madamina, il catalogo e questo" (Dear lady, this catalog I show you). In Italian, with orch. La Sonnambula (Bellini). "Vi ravviso o luoghi Ameni" (Oh, lovely scenes, long vanished). In Italian, with orch. Der Wanderer (Schubert). David Bispham, Baritone, orch, accomp. Down Among the Dead Men (Old English). David Bispham, Baritone, orch, accomp. 10-INCH BLUE LABEL DOUBLE-DISC RECORDS. Chauncey Olcott Sings Hits of His Latest Production. A1410 Too-Ra-Loo-Ra-Loo-Ral (Shannon). In English, with orch. Dream Girl of Mine (Freeborn). In English, with orch. A1411 Peggy Darlin' (Stewart). In English, with orch. My Little Dudeen (Ball). In English, with orch. A1415 Birthday of a King (Neidlinger). Andrea Sarto, Baritone, and Columbia Mixed Quartet, orch, accomp. Brightest and Best (Mendelssohn). Columbia Mixed Quartet, orch, accomp. 12-INCH BLUE LABEL DOUBLE-DISC RECORDS. Two "Messiah" Solos by Reed Miller. A5506 The Messiah (Handel). Comfort Ye My People. In English, with orch. The Messiah (Handel). Every Valley Shall Be Exalted. In English, with orch. A5508 Rob Roy (De Koven). Vocal Gems. Columbia Light Opera Company, orch, accomp. Rob Roy (De Koven). Selections. Prince's Orchestra. 10-INCH DOUBLE-DISC RECORDS. A1413 The Snowy Breasted Pearl (Robinson). William Thomas, Tenor, orch, accomp. Barney, Take Me Home Again (French and Persley). William Thomas, Tenor, orch, accomp. A1412 Boy Scout March (Prince). Prince's Band. Shoulder Arms March (Fond). Prince's Band. A1372 Whistling Lover (Strauss). Ellery Band; Taddeo di Girolamo, Conductor. Madonnina—Mazurka (Pepe). Ellery Band; Taddeo di Girolamo, Conductor. A1414 Stand Up, Stand Up for Jesus (Webb). Trinity Church Chimes. Great God, What Do I See and Hear? (Luther's Hymn). Trinity Church Chimes. A1390 Two Eyes of Grey (McGeoch). John Bardsley, Tenor, orch, accomp. Love Me (Tosti). John Bardsley, Tenor, orch, accomp. A1416 Around the Christmas Tree (Prince). Prince's Orchestra. Descriptive record, with mixed Quartet. Christmas Joy (E. D. Wagner). Violin, Flute and Harp trio; George Stehl, Marshall Lufsky and Charles Schuetze. 12-INCH DOUBLE-DISC RECORDS. A5507 Reminiscences of Wagner (Arr. by A. W. Ketelby). 'Cello solo by Jean Schwilber. Reminiscences of Italian Opera (Arr. by A. W. Ketelby). 'Cello solo by Jean Schwilber. A5505 The Old Man and Jim (James Whitcomb Riley). Recitation by Harry E. Humphrey. Buck Fainshaw's Funeral (Mark Twain). Recitation by Harry E. Humphrey. 10-INCH DOUBLE-DISC RECORDS. With Orchestra Accompaniment. A1417 Morse Medley (Morse). Fred Van Eps, Banjo. The Junk Man Rag (Roberts). Fred Van Eps, Banjo. A1423 Adele (Philipp). Agnes Kimball, Soprano. If We Were on Our Honeymoon (Keen). Edna Brown, Soprano, and James F. Harrison, Baritone. A1419 What Do You Mean, You Lost Your Dog? (Daly). Ed. Morton, Baritone. On the Old Fall River Line (H. Von Tilzer). Arthur Collins Baritone; Byron G. Harlan Tenor. A1425 He Wants Someone to Call Him 'apa (Muir). Ada Jones, Soprano, and Irving Gillette, Tenor. Ragging the Nursery Rhymes (Brown). Albert Campbell, First and Henry Burr, Second Tenors. A1420 On the Honeymoon Express (Kendis and Stilwell). Arthur Collins, Baritone, Byron G. Harlan, Tenor. Kiss Me Good Night (Goodwin and Brown). Ada Jones, Soprano, and Irving Gillette, Tenor. A1421 Underneath the Tango Moon (Carroll). Arthur Collins, Baritone, and Byron G. Harlan, Tenor. Somebody Loves You (Brown). Ada Jones, Soprano. A1424 Noah's Ark (Havez). Arthur Collins, Baritone. Two Jolly Sailors (Israel and Porter). Byron G. Harlan and Steve Porter.		10

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