A Corner of the Music Room in the White House

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Permission for reproduction granted to Victor Talking Machine Co., Camden, N.J.
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
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 L. 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 Puritane 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 public and result in increased sales.

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.

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; one side of Fred E. Lane's face, who was conduct-

ing the concert. These concerts have become very important events in Cleveland. The store draws a 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 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 compensates the outlay. Record purchases are made and machine prospects accrue, resulting in actual sales. Mr. Lane relates that there have been very many sales transactions 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.

A VOICE TESTING CONTEST.

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

Mr. COOK, 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 Minnor of the local Dictaphone headquarters, assisted by a score of capable salesmen, was in charge.

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.

Mr. COOK, Minn., November 8—Lawrence H. Tucker, of the Victor Talking Machine Co., has completed his new Victrola Department in the St. Louis store. It is the envy of the retailers at present. He has employed two handsomely decorated and 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. The Victrola salon was under construction when the field correspondent saw a woman customer sitting on a chair in display in the furniture store, while Mr. Tucker 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 perfection. If it is lacking, we ask your kindly criticism that we may correct the fault."

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

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.

Mr. Co., November 8—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, is now in charge of the sales staff of the Pardee-Elfenberger Co., Inc., 60 Battery-march street, Boston, Mass, and in the future will devote his time as a special ambassador of the Edison disc products.
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 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 of manager and director of the new venture. According to 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 F. 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., 5847 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. 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.

Joseph M. Lacalle.

Fulton C. Figuera.
Victor-Victrola

Music dealers have seen the Victor-Victrola take foremost place among the world's musical instruments.

They have seen prestige and profits come to dealers from their association with this greatest of all musical instruments.

They have seen the Victor-Victrola elevate this branch of the musical industry from comparative insignificance to a position of dignity and refinement, and become the most profitable part of the entire retail music trade.

And backed by the tremendous resources of the Victor organization, the influence of the Victor-Victrola grows bigger every day, constantly enlarging the field and profits of dealers everywhere.

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

Berliner Gramophone Co., Montreal, Canadian Distributors
Always use Victor Machines with Victor Records and Victor Needles—the combination. There is no other way to get the unequalled Victor tone.

Victor Distributors

Elmira, N. Y. , New York Arms Co.
Galveston, Tex., Thomas Goggan & Bros.
Honolulu, T. H., Beretson Music Co., Ltd.
Indianapolis, Ind., Stewart Talking Machine Co.
Jacksonville, Fla., Florida Talking Machine Co.
Kansas City, Mo., E. W. Jenkins Sons Music Co.
Schmelzer Arms Co.
Lincoln, Neb., Ross P. Curtis Co.
Little Rock, Ark., O. K. Hinch Piano Co.
Los Angeles, Cal., Sherman, Clay & Co.
Louisville, Ky., Montenegro-Rieman Music Co.
Memphis, Tenn., O. K. Hinch Piano Co.
Milwaukee, Wis., W. C. Reilly Co.
Mobile, Ala., Wm. H. Reynolds.
Montreal, Can., Berliner Gramophone Co., Ltd.
Nashville, Tenn., O. K. Hinch Piano Co.
Newark, N. J., Price Talking Machine Co.
New Haven, Conn., Henry Harmon.
New Orleans, La., Philip Warman, Ltd.
New York, N. Y., Blackman Talking Machine Co.
Syracuse, N. Y., W. D. Andrews.
Toledo, Ohio, The Whitney & Currier Co.
Washington, D. C., Robert C. Rogers Co.

Oklahoma City, Okla., Schweller Arms Co.
Omaha, Neb., A. Hoge Co.
Nevada Cycle Co.
Peoria, Ill., Louis Berlin.
Philadelphia, Pa., Jenkins, Hanley.
Richmond, Va., Lee & Ackerman.
Salt Lake City, Utah Consolidated Music Co.
San Antonio, Tex., Thomas Goggan & Bros.
San Francisco, Calif., Sherman, Clay & Co.
Savannah, Ga., Phillips & Crewe Co.
Spartanburg, S. C., Sherman, Clay & Co.
St. Louis, Mo., The Anheuser Company of Mo.
Koehler-Brenton Music Co.
St. Paul, Minn., W. J. Door & Bros.
Kohler & Hemmick.
Syraucuse, N. Y., W. D. Andrews Co.
Toledo, Ohio, The Whitney & Currier Co.
Washington, D. C., Robert C. Rogers Co.

Victor-Victrola X, $75
Mahogany or oak

Victor-Victrola XI, $100
Mahogany or oak

Victor-Victrola XIV, $150
Mahogany or oak

Victor-Victrola XVI, $200
Mahogany or oak
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 29, 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 the like.

"I note with gratification in your last issue there was a record of ragtime or tango or like. 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—this 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.

"The rule is to show a record on the poorest customer 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 in models 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 Journet. 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 I 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


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. Hoare, 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.
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.


SATURDAY NIGHT CLOSING AGAIN DISCUSSED

By the Trade in Detroit Owing to Lapse of Two Concerns—Present Closing Plans Highly Approved—Charging Interest on Installment 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 act 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 Strasburge 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. The other 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 Cadillac store, and others. Formerly the 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.

One cause of the increased business can be seen in the higher level of the prices that are popular. They are just what talking machine owners want. The talking machine dealers up-State are going to be badly taken care of next 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 is working into smaller ones, and their action can do no damage in itself. But it is feared that some larger houses may act an idea that it is losing business to these small concerns and become weak-kneed.

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Another matter that pleases the dealers very much is the charge of interest on installment 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.

The great artists are in the habit of paying interest on pianos, furniture, pianos, and all else that they buy on installments, and do not expect to be absolved from it in buying talking machines. A good many, when informed of the charge charged by the dealers, have paid cash, and those that are slow to pay have continued to do so.

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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. In the main, it seems to have been a great success with the entire line of goods we are manufacturing, however, having grabbed old Father Time by the forelock as soon as the opportunity presented itself. As last year's business was trebled in the course of a few months, there is no reason to fear a shortage, 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 rush. 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 machines. 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 store. 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.

One of the most desirable features 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. "If you can control the machine, you can make it go 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.

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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.
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.


(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 business, 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 warerooms 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, taking 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 particularly interested in exploiting the Columbia Grand here in San Francisco. The force for the company is being 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 Lines.

The Hayden Furniture Co., of Balersfield, 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 Graphophone Co., is now calling on the trade in the southern part of the State, after completing a successful trip over the Northwest. A. R. Pomeroy 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.

Baxgalupi's Good Report.

Peter Baxgalupi, manager of the talking-machine department of Peter Baxgalupi & S. A., 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 Baxgalupi talking machine department was converted into a grand stand for the accommodation of friends and patrons of the house who desired to see the parade.

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 the Style 25, especially by schools using the Columbia as a recording machine. Mr. Edwards' activities have been expanded to include the San Mateo, Santa Clara and Santa Cruz counties. Mr. Edwards has returned from the North and resumed his 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 here, and the $50 Columbia, which is priced at $25, is being used extensively by schoolteachers as a teachers' aid. Mr. Beck has returned to his regular duties now, and expects to be able to handle the holiday rush without delay.

Good Supply of Edison Discs.

J. S. Bailey, 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. He is carrying a large stock of Edison discs now, and expects to be able to handle the holiday rush without delay.

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 average expressions of appreciation are any indication of 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 a tenor solo by one of the Columbia Co.'s most popular artists, while on the other side is presented a short selling talk stressing the superior 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 public an idea of the quality of Columbia recording methods: First violin, second violin, viola, 'cello, flute, bassoon, horn, clarinet, 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."
TRADES HIGH-GRADe PIANO FOR EDISON PHONOGRAPH

Mark 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.)

Sr. Louis, Mo., November 10—Mark 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 tougue'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 model, 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 $290 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 $500 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 interesting one and has not been the only one to tell it. He has even had to explain to one customer how 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 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 salesmen'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 by the possession of new elemental ideas which would enable them to be advantageous to them.

We feel confident that the salesmen themselves would take quickly and kindly to the idea.

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?

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 stock 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 salesman'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 starts out to blaze new paths, is indulging in a futile task.

The machine-record system-methods—all along constructive lines.

It is conceded that the real profits of the business must be made by the manufacturers for the public to the general public to the world.

The machine—records—systems—methods—all along constructive lines.

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. The protection of the city 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" in engaging help or the promotion of their employees, believing that the younger men possess more initiative and energy in the conduct of their business.

"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 forty-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."

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.
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
The New Columbia Grafonola “Mignonette” 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-490, A-435, A-375, A-290, A-375, A-300, A-230 (mahogany), A-230 (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 all styles of musical entertainment. 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.

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.

A PROGRESSIVE MINEOLA DEALER


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 dealers who is an enthusiastic booster of the popular Victor distributor, the New York Talking Machine Co., 81 Chambers street, New York, and Sales Manager Moody, of this company, 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.
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.

NEW YORK TALKING MACHINE COMPANY
81 Chambers Street, New York
THE TALKING MACHINE WORLD.

REVIEW OF TRADE CONDITIONS IN NEW YORK CITY.

The Situation, Both Wholesale and Retail, Is Most Satisfactory—Dealers Displaying Energies in Competitive Developments—All Lines of Edison Disc Phonograph Announcement Much Applauded.

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 not been without its effect on many branches of this trade, but according to prominent talking-machine men, business suffered the heat of no more than a blister.

September, which is usually contributing to a general winter spirit which sugars well for the last two months of the year.

Contrary to the complaints advanced by the trade last year, deliveries by the factors 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 due to a lack of sufficient stock are few and far between.

Show-windows and show-rooms all bear testimony that the trade is in a most advantageous position to cater to the large numbers of the public, who, as last year, visited the dealers at a loss to fill their show-windows, this year there are presented attractive, artistic displays of holiday suggestions in the shape of the records that are an important part of the dealer's publicity work. Columbus Day, Hallowe'en and the approach of Thanksgiving have all been utilized by the local dealers to emphasize 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 is scheduled for November 17 is giving a immense 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 trade-magazines and papers has been naturally very heavy during the past month, department stores, dealers and piano houses carrying advertisements in the leading papers at various times, as well as 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, as the dealers and jobbers are completely satisfied.

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.

Window displays are attracting the highest degree of interest. The Columbia Phonograph 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 it has a record advantage. The factory store presented a number of exceptionally attractive window-displays during the course of the month, and many Columbia dealers, who visited the watercolor and artistic window artists, 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 Mignonne' and the 'Gem.' Our record trade is keeping us unusually strong, and our grand opera line is enjoying the heaviest sale in our history."

Regular Dealers Supplied First.

Blackman dealers throughout local territory are enjoying a prosperous trade, judging from the optimistic reports of J. N. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, N. Y., the prominent Victor and Edison cylinder dealer in the neighborhood.

In the matter of the Edison disc machines, 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. Victorias XVI and XIV are maintaining their usual profit, while the company, 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 spectacular 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 excellent business.

Recitals Prove Very Popular.

The talking machine department of John Wana- maker 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 Victorola 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 names of the artists 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 Wana- maker talking machine department is also featuring with gratifying success its L. C. S., phonograph language outfit, which involves the use of the Edison phonograph with specially selected records.

Report Best Season in History.

Landay Bros., 96 Fifth avenue, the enthusiastic Victor distributor in this house, are reporting the best season in their history. In a chat with The World, Max Landay stated recently that it is a record breaking season for Victor products, and that his house has yet enjoyed the best winter trade in Victor products that it 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 probably be in the neighborhood of $10,000. But recently started an energetic fall campaign in the daily newspapers, which is proving a most successful sale-making campaign.

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 substantial month, as higher-priced machines have sold better than any other line except the Edison disc line, now being exhibited at the Business Show in New York city, which 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., 368 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 by day, with every prospect of next month's business taxing the capacity of the factory, business and a general increase over last year.

The Edison Phonograph is Appreciated.

N. Goldfinger, manager of the Grand-Siegel- Cooper Co. (Victor and Edison) department, is receiving the congratulations of his friends on his appointment to the management 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.

Benj. Switty, 9 West Twenty-third street, the popular Victor distributor, is closing the best season he has ever experienced, Mr. Switty certainly deserves success as a result of the fact 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. He is an enthusiastic salesman, professional assistance in writing advertisements and circulars and assistance in making sales of machines and records are among the features of Mr. Switty's valuable offer 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 Loesser & Co. (Victor); A. H. Mayer (Edison); Silas Pearrell Co. (Columbia); Sol Bloom (Victor); Ludwig Bauman & Co. (Columbia).

DOUBLE TELEGRAPH RECORDS.

Pedro. Pedersen is taking up the Poulsen telegraphophone or magnetic phonograph idea and now perfects it so that excellent results are to be had. He runs a source wire between the two poles, and 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 proper upward and downward swings. 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 reverting to his own telephone, he can be heard in his own telephone.

Your day, and your competitor's, have just the same number of hours. But neither are long enough to snatch a second from the knocking pur-
**THE TRADE IN BOSTON AND NEW ENGLAND**

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

**The Trade In Boston and New England**

_Boston, Mass., November 16.—The talking machine business is booming; of that there is no doubt. But there are some complaints among some commercial men about poor or at least nominal business, 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 counters.

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 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 in the Somerville schools and who will perform under the instruction in the Somerville schools and who will perform under the instruction of W. H. E. Parker, the assistant superintendent of the Somerville schools. Incidentally, the talks will be given by a group of girls from the Somerville schools and who will perform under the instruction of W. H. E. Parker, the assistant superintendent of the Somerville schools.

**Presented with Handsome Victrola.**

Charles W. Gammons, senior member of the life underwriting agency of James T. Phelps & Co., of this kind of dancing.

**The Columbus Round-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, which is 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 Headquartes.**

J. W. Scott, special representative of Thomas A. Edison Co., Inc., was a caller on Manager Silliman, of the Pardee-Ellenger 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 has 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 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 trump 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.

**Developing School Business.**

Norman Mason, who recently was the 6th 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.

**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.

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

**Intrigued 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 himself has had a staff of talent 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 Waiting 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 store. Such an apartment should prove a great convenience to 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.

**Steinert's Well Equipped Department.**

The Victor departments of the M. Sterbert & 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.

**High Priced Edison Disc Machines.**

Manager Silliman, of the Pardee-Ellenger Co., says that it is as about as easy to-day to sell a high-priced Edison disc machine as it was to dispose of a 900 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.

**Featuring Talking Machines.**

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 surprising good contracts for equipments to be installed in some of the leading schools.

**A Progressive Worcester House.**

A representative of the Athenos 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 & McLntyre Co., of Manchester, N. H., featuring Talking Machines.

**The McArthur Co., one of the largest furniture houses in the city, is making a great fortune of its talking machine department, and it has placed this in charge of 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 morning till evening, sometimes later, supplying Victor machines and records.

**Henry Siegel Co.'s Fine Display.**

The Henry Siegel Co., one of the largest 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 the exhibit of equipment. The development of its new department is now in charge of Benjamin Krumis, who formerly was with the Tel-Electric Co. and who is well versed in the business.
TEACHERS HEAR THE VICTOR.

Delightful Entertainment Provided by the Victor Talking Machine Co. at the Annual Session of the Convention of the Essex County Teachers' Association, Held in Boston Last Week.

Boston, Mass., November 1.--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 a last feature, and when the last speaker on the program had finished the chairman of the session made the announcement of the demonstration, casually mentioning that the one over 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 Con, 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 has sent along some of the best Edison products made by M. De Con. Mr. De Con's talk preceded the concert, Mr. De Con 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 Mrs. Schumann-Heink in "Silent Night," and this was followed by the great "Faust" prison scene. Mr. De Con then proceeded to give a series of selections for children and ending with the famous "Mignonette" quartet by Abott, Honer, Casirso and Scotti, and an instrumental arrangement of "America" as the audience fled out. After 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, telling of the appearance of the demonstration, and the unlimited possibilities that exist for the development of foreign records trade. This foreign record business, incidentally, is showing a remarkable 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.

"Sorry, sir, but the band's playing that now."
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.
HOLIDAY DEMAND MAKES ITSELF FELT IN WISCONSIN.

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

(Mentioned in The Talking Machine World.)

Milwaukee, Wis., November 22—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 no signs of slowing down, placing goods, considerable orders for machines, records and supplies, with the result that jobbers in all lines are having 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 salesmen, who find their commissions 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 agriculture. The report shows 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 Gemisch-Smith Co., 730 Grand avenue, Milwaukee's latest exclusive Victor concern, seems to be meeting with more than its share of business. W. P. Gemisch says that sales climbed to a new high mark during the month of October, which was spent a short time in Milwaukee recently, was equipped with a Victrola and an electric piano. The boat was on the first stage of its 1,800 mile journey up Lake Michigan to hurry to Chicago, W. H. Palmyer, manager, has charge of the operation, and since that time he has had much to do with securing larger quarters three times.

On November 6, 7 and 8, by L. C. Parker, Auditorium.

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 this 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 voice was given before the annual convention for children, but was lost 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 Bonaventure hotel, 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 meeting 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 Mr. Francis S. 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. Gunther, manager of the new talking machine store 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., 517-519 Broadway, dealer for the Edison Talking Machine Co., of Wisconsin, has placed the Edison agency in Madison, the capital 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 $30,000, while the Wisconsin Talking Machine Co. escaped with a claim of $1,000. The Heller concern carries the lines of Edison 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 $14,000, 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 their department all the talking machine records which they could spare for use at the Blue Mounds Tuberculosis Sanitarium 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 broke the case of a Mr. Victor'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.
AARE 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

NEW EDISON ARTISTS.

Mesrs. 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.

In the vocal field two singers are introduced in the January list, Henry B. Randolph, tenor, and Owen J. McCormack, baritone. The former is connected with the Abbrn Grand Opera Company, a solo cornetist 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 Abbrn Grand Opera and who has been heard with such success in musical affairs for the past ten years.

The "talker" is placed in the hall between the piano and Victor departments of the Famous and Barr Co. that has attracted much attention. The Famous and Barr Co. expects to enlarge soon. Manager Ligon has found himself wonder-fully 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.

PLAYING OF VICTOR RECORDS HEARD IN REST ROOMS AND OTHER PARTS OF FAMOUS & BARR CO.'S STORE BY "WIRELESS TELEGRAPHY"—TO ENLARGE DEPARTMENT SOON.

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 telegraphy" 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 demonstration room. 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 demonstration room. The "talker" is placed in the hall between 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.

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MUSIC AIDS IN WRITING.

(Special to The Talking Machine World.)

TUPLARE, 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 practice, 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. Look at the same time. Two-step music is perfect for practical with the letter "g," 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.

THE PERFECT TONE PRODUCER

814 Hippodrome Building.,

THE STETSON MFG. COMPANY,
Cleveland, Ohio

Retails for $1.50

Discount to Dealers

TRADE MARK

TRADE MARK

TRADE MARK

TRADE MARK

TRADE MARK
VICTORS USED IN CHILDREN'S FESTIVAL IN TACOMA.

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.

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

THE TALKING MACHINE WORLD.

 PURCHASING AGENTS ORGANIZE.

National Association of Purchasing Agents Formed in New York with H. T. Leming, 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. Leming, of Thomas A. Edison, 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.)

ENIDICOTT, 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.

The display was admired by all who passed, and the store's president, Mr. Hendricks, said that he considered the day "a proud one for the town." The display was made up of a number of incandescent lamps, some of which were new, and others were of the old style. The decorations, together with a large number of new and old styles of incandescent lights, were all of the same material, and were arranged to attract the attention of passers-by.

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 work 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.


THE SOUTHERN CALIFORNIA TRADE.


(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 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 latter 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 hosts. Mr. Graham had an exciting time with a wildcat, which now and doves awarded him by his hunt.

Mr. Graham had been slipping over many good deals for the Columbia Phonograph Co., of this city, where he has been associated with staff men for the past month. Mr. Gibbons, of Everybody's Drug Store, Raynard, of Van Sant & Raynard, Santa Monica, E. W. Carroll and wife, Jerome, Ariz.; Geo. L. 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.

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HANDSOME QUARTERS OF LIVt NEW YORK DISTRIBUTER.


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 success of the company's present business and splendidly equipped building looms up still more impressively when compared with its humble start.

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 sideline to their moving picture business. One of their first employees 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 has grown until it has been obliged to close a few hundred dollars business, 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. Hanutting (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.

(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.
THE TALKING MACHINE WORLD.

ATTRACTION QUARTERS OF LIVE NEW YORK DISTRIBUTOR.

(Continued from page 25.)

The record stock system devised by Mr. Mood is one of the many distinct aids introduced by the company to benefit the dealer. This system shows among other things the point 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 continuing 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 noted that they did not need 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 55, 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 forcibly 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 department, assisted by Harry Miller. A remarkably equipped repair department is under the direction of G. C. Cockrell, assisted by L. Reinhardt.

In conclusion, the company makes no profit on these records, that should be good sellers but are not, the records that should be removed from the dealer's stock and similar valuable aids.

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 3160 Broadway, where

BUSINESS OPPORTUNITY


EXCHANGE


FOR SALE

One hundred Koen-O-Phone horn machines. Also 100 hornless machines ranging from $10 to $70. Send for information. Address "Horn," care The Talking Machine World, 373 Fourth avenue, New York.

WANTED

Wanted machine, 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


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 "P," 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 506 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.—Strang, snappy advertising of the clean ethics kind, that just 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 in the country.

Mr. Plume has just returned from a trip to Cincinnati, Ohio, where he succeeded in purchasing for his concern the business of the Lute-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.

In Detroit, Mr. Plume has just put over to 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 "Almama’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 C. A. Grimnell Co. for the use of their customers.

"TALKER" SALESMEN MEET.

(Special to The Talking Machine World.)

Detroit, Mich., November 10.—The last part of last week was featured in the talking machine trade by a convention of salesmen from the Grimnell stores in Detroit and other cities in the lower peninsula of Michigan.

Altogether forty-five were present. Several instructive addresses were made in salesmanship as applied to talking machines in general and Vitrolas in particular. There was also general discussion of the subject. C. A. Grimnell acted as chairman of the meeting.

IN GREAT DEMAND.

Disc record albums for Victor, Columbia and other types of 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 demand 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.
Jobbers of Canada, their merits being based on the year.

Located in Plainfield, N. J., and has been marketing with a capital of $250,000. The parent company is in the Canadian Vitaphone Co., Ltd., Edison records on the Columbia Grafonola.

The makers call attention to the Union machines. The pioneers call attention to the Union Specialty & Plating Co., of Cleveland, are being featured to the dealers and manufacturers in Canada, in exploiting the Canadian talking machine dealers.

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 experience 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 matter of new reproducing methods, but also new acoustics and sound reproduction and embodies not only new reproducing methods, but also new recording methods.

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 Plantfield, 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 100 John street, and has appointed as its general manager W. R. Foodick, who was formerly manager of His Master's Voice Gramophone Co. In connection with this step, both H. N. McNeminen, secretary and general manager of the parent concern, and Walter Thorp, president of the Canadian company, have been in Toronto.

Vitaphonie Wood Needles Make Debut.

A forward step has been taken by the Velvatone 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 Velvatone needle. The Fay Velvatone 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.

Importing Vitaphone to 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 entered 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 contract. 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. Westel, manager of the department, is assured of other sales. A visit to 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 saltmanship 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. Westel states that his experimenting in telling people that with Mr. Edison it was not a matter of new reproducing methods, but also new acoustics and sound reproduction and embodies not only new reproducing methods, but also new recording methods.

The outfits are popular with the principals and the teachers, and with homes through the influence of the children.
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 found success along this 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 invented 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 instrument 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 column 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 in the East of Brooklyn to place the piano and player in our spacious Victor salesrooms on any scale worth mentioning, since the founder of our Victor business on Long Island nearly two years ago.

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

"By the experience of many months we are only more firmly 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 active in our interests to Jamaica, we closed directly from our Victor house no less than twelve instruments to and from the F. Radle piano room, which furnished a pleasing variety to our large number of talking machine dealers who have for some time past been handling pianos as a side line.

"We maintain that the 'talker' is the factor in inculcating the taste for the world's greatest music, and as such, must lead to better business for the piano store in the future as well as the present. We further state that the F. Radle piano room is the factor in inculcating the taste for the world's greatest music and as such, must lead to better business for the piano store in the future as well as the present. We further state that the F. Radle piano room is a factor in inculcating the taste for the world's greatest music and as such, must lead to better business for the piano store in the future as well as the present. We further state that the F. Radle piano room is a factor in inculcating the taste for the world's greatest music and as such, must lead to better business for the piano store in the future as well as the present.

"IT MAKES A BIG DIFFERENCE WHO YOUR JOBER 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 that good way that we want to do so will reflect to the credit of a competitor who does.

BLACKMAN IS A PROGRESSIVE JOBER. WHAT DOES IT MEAN?

It means that a 25 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 are getting the best service if you have not tried Blackman service. Do it now.

Yours for service,

J. NEWCOMB BLACKMAN, Pres.
BLACKMAN TALKING MACHINE CO.
97 CHAMBERS ST., NEW YORK.
To every talking machine dealer:

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

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

DEALERS AND PROSPECTIVE DEALERS, WRITE FOR INFORMATION.
machine dealer in the States:

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

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

eral 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

caller-

This one record is a sample—("""""). 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.

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

In receive the

COLUMBIA GRAPHOPHONE COMPANY

Box 415, Woolworth Building

New York City

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

Measurements: 14 inches high, 30 inches wide, 18 inches deep.

Metal Finish: All exposed metal parts heavily nickel plated.

Motor: Three-spring drive, non-vibrating.

Plays four records at one winding.

Specifications

Needle Equipment:

Cabinet: No. 6. New Columbarum, with hinge lever.

Tone-arm: New layon joint tone-arm of one piece extra-drawn tapered tubing.

Reproducer:

Sizing and Markup

Owner's Manual: 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 record 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 Victorolas 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 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. Every month the business has grown to a marked degree, and in October the Victor business exclusively done by this house was over $30,000. 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. in 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 enjoying a record-breaking season. Warner's Features, Inc., Boston, Mass., has been enjoying a record-breaking season.

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.

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

BENJ. SWITKY, Victor Distributor
No. 9 West 23d Street
New York City
THE TALKING MACHINE WORLD.


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 Mayo-elect John Purroy Mitchell enjoying an operatic selection on a Victrola XVI in the privacy of his home. Mayo-elect Mitchell is an enthusiastic music lover, and one of his favorite entertainments is a Victrola concert in his home whenever he has a few moments 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 Mitchell had been given the largest plurality ever given a candidate for Mayor in Greater New York, W. V. Moody, sales manager of the company, started negotiations tending to the taking of a picture of the popular Mayo-elect in his home listening to a Victrola, and the accompanying photograph was the result of Mr. Moody's efforts.

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.

"Fall trade in both the Edison disc and cylinder lines has opened up splendidly," stated A. W. Toomey, of the Eclipse Phonograph Co., 281 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.

TO MANUFACTURE TALKING DOLLS.

The Talking Doll & Novelty Co., Inc., of Manhattan, has been incorporated with capital stock of $500,000 by Max S. Birkhahn, Pauline D. Birkhahn and Jacques Birkhahn, all of 51 East 129th street, New York. Otto Wissner, the well-known piano house, has been appointed as the company's agent for announcement in the very near future.

Mr. Birkhahn is a native of Chicago and is a well-known merchant in the business of manufacturing phonographs, phonograph records and making and selling phonograph dolls. His first phonograph factory was started in 1902, and from that time he has been a constant developer of new and improved methods of manufacturing phonographs and phonograph dolls.

The company will manufacture phonograph dolls and phonograph records, with a view to meeting the growing demand for phonograph dolls and phonograph records.

NOTED ARTISTE FOR COLUMBIA CO.

Mme. Gerville-Reache, who will sing for Columbia Records, has arrived in New York.

A CONTESTANT IN A ^COLUMBIA^ CONTEST.

One of the contestants in the Columbia contest, which was awarded to the Columbia Record Company by the Metropolitan Opera, is a tenor. S. W. Moody, the Columbia manager, stated that the tenor was a man who had a voice of exceptional merit, and was capable of doing well in any part that was given him.

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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 Shippering Facilities—Record Stock Kept in Dust-proof Room—Large Stock of Machines.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., November 9.—Situated 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 Wurlitzer-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 dust-proof 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.
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 1,000 feet and situated on the sixth floor of the new "Women's Store," the Columbia department of the Marks Co., 1021 Euclid avenue, is one of the most attractive and popular talking machine vicinities. Although the Marks depart- ment has only been open since the first of October many sales of the more expensive types of Columbia machines have been closed, in addition 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 rugs, chairs and divans of a corresponding color.

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 Marks 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 that this device has scored. "As the 'Masterphone' can be instantly attached to any sound box without tools, dealers who are handling the device can realize their profits quickly."

"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 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 "Recent Finish," shown in the picture, as in the rush and hurry incident to the taking of the photograph, this machine was substituted for the "Grand" amid considerable excitement."

The Columbia department of the Marks Co. is

CLEVER DEVICE IN GREAT DEMAND.

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 fulfills 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 it really beautiful appearance and ability to attract the attention of passers-by is making it one of the most valuable dealer helpers 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.

THE PHONOGRAPH CO.'S BEAUTIFUL CLEVELAND STORE.

(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 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 private office, and in the rear of which is the main demonstration room, with another large demonstration parlor paralleling it. 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 complete, 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 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 30 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.

OUR FOREIGN CUSTOMERS.

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

WASHINGTON, D. C, November 9.—Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

OCTOBER 25

<table>
<thead>
<tr>
<th>Destination</th>
<th>Amount</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Havana, 1 pkg.</td>
<td>$100</td>
<td></td>
</tr>
<tr>
<td>Kingston, 12 pkgs.</td>
<td>$720</td>
<td></td>
</tr>
<tr>
<td>Leeds, 5 pkgs.</td>
<td>$117</td>
<td></td>
</tr>
<tr>
<td>Lima, 4 pkgs.</td>
<td>$189</td>
<td></td>
</tr>
<tr>
<td>London, 32 pkgs.</td>
<td>$1,271</td>
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</tr>
<tr>
<td>Liverpool, 22 pkgs.</td>
<td>$1,229</td>
<td></td>
</tr>
<tr>
<td>Manchester, 30 pkgs.</td>
<td>$1,513</td>
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</tr>
<tr>
<td>Manilla, 38 pkgs.</td>
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<td></td>
</tr>
<tr>
<td>New Castle, 8 pkgs.</td>
<td>$249</td>
<td></td>
</tr>
<tr>
<td>Port Madryn, 4 pkgs.</td>
<td>$183</td>
<td></td>
</tr>
<tr>
<td>Sheffield, 3 pkgs.</td>
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</tr>
<tr>
<td>Valparaiso, 10 pkgs.</td>
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<tr>
<td>Vera Cruz, 92 pkgs.</td>
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<tr>
<td>Vienna, 18 pkgs.</td>
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<tr>
<td>Southampton, 3 pkgs.</td>
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OCTOBER 26

<table>
<thead>
<tr>
<th>Destination</th>
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<tr>
<td>Belize, 6 pkgs.</td>
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<tr>
<td>Caleotta, 4 pkgs.</td>
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</tr>
<tr>
<td>Havana, 6 pkgs.</td>
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<tr>
<td>Havre, 11 pkgs.</td>
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</tr>
<tr>
<td>La Guaira, 1 pkg.</td>
<td>$311</td>
<td></td>
</tr>
<tr>
<td>London, 5 pkgs.</td>
<td>$372</td>
<td></td>
</tr>
<tr>
<td>Montego Bay, 6 pkgs.</td>
<td>$326</td>
<td></td>
</tr>
<tr>
<td>Port Barrios, 10 pkgs.</td>
<td>$461</td>
<td></td>
</tr>
<tr>
<td>Trinidad, 5 pkgs.</td>
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</tr>
<tr>
<td>Vera Cruz, 43 pkgs.</td>
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NOVEMBER 2

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<tr>
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<tr>
<td>Cartagena, 5 pkgs.</td>
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</tr>
<tr>
<td>Cognambo, 23 pkgs.</td>
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</tr>
<tr>
<td>Havana, 12 pkgs.</td>
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<tr>
<td>London, 12 pkgs.</td>
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<td></td>
</tr>
<tr>
<td>Palermo, 12 pkgs.</td>
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NOVEMBER 3

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<tr>
<td>Berlin, 22 pkgs.</td>
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</tr>
<tr>
<td>Bucarest, 3 pkgs.</td>
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<td></td>
</tr>
<tr>
<td>Calico, 43 pkgs.</td>
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<td></td>
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<tr>
<td>Havana, 32 pkgs.</td>
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<tr>
<td>Kobe, 13 pkgs.</td>
<td>$467</td>
<td></td>
</tr>
<tr>
<td>La Guaira, 4 pkgs.</td>
<td>$385</td>
<td></td>
</tr>
<tr>
<td>Liverpool, 9 pkgs.</td>
<td>$144</td>
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</tr>
<tr>
<td>London, 347 pkgs.</td>
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</tr>
<tr>
<td>Santiago, 25 pkgs.</td>
<td>$159</td>
<td></td>
</tr>
<tr>
<td>Shanghai, 74 pkgs.</td>
<td>$1,375</td>
<td></td>
</tr>
</tbody>
</table>

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

(LIVE METHODS BRING SUCCESS)


(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, 900 Chapel street, this city, conducted by J. W. Calder.

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 inviting places for his customers to hear machines. 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.

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

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—sometimes—but he never does. 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 chines Co., who opened the Victor account with Mr. Calder through its traveling representative, A. T. Doty. A complete stock of records is carried on hand at all times, and from six to twenty-five of each of the best selling records. 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.

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.

Columbia Graphophone Company
Woolworth Building, New York

TREDWELL K. LYLE A BENEDICT.

Nephew of George W. Lyle, Vice-President of the Columbia Graphophone Co., Marries One 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.

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

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.

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

Order To-day and Reap a Harvest

THE LYON & HEALY FIBRE NEEDLE-CUTTER

SIMPLE AND EASY TO OPERATE

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 Lyon & Healy

LARGEST VICTOR DISTRIBUTORS
FROM OUR CHICAGO HEADQUARTERS

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

(The 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 showings 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 was recently dispatched 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 impression 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 waterrooms are kept very busy. Last Saturday afternoon seven $350 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 foreign sections of Chicago. District Manager W. C. Pollier 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 thorough optimist regarding general conditions and the talking machine trade in particular. "This is a good show," 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 undercurrents 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 exchanged his Christmas spirit for 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 report to his assistant in Alfred French, 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 Raphael Wurlitzer Co., reports that wholesale business during October was exceptionally good, showing an increase of 30 per cent. over the same month of last year. L. K. Cuthbert, manager of the retail department, 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 to be moved by 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 tinfoil 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, LaGrange, 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 Rothchild's.

J. I. McCann, formerly connected with the Wolf- cott Music House, of South Bend, Ind., is the new manager of the talking machine department at Rothchild'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 Rothchild'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 is the most economical cutter. It has a self-acting stop, which prevents waste and enables one to get from 15 to 15 perfect playing points.

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

Fibre Needle Cutter No. 1

Retail Prices—No. 1, $1.50; No. 2, $2.00.

WADE & WADE,

3807 Lake Ave.,
Phone, Douglas 5182
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. 6 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 holders of these other cabinet by reason of it.

Removes to New Location.

R. H. Jones has removed from 1379 East Fifty-fifth street to 1200 East Fifty-fifth street, where he has a well equipped and entirely furnished. Mr. Jones is president of the Tuxo Needle Co., which recently opened a new factory at 5553 Monroe avenue.

Establishes T. M. Department.

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

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. He has spent several years in Germany, where he is making a fine light store well equipped and furnished. He has a fine light store well equipped and furnished. He was president of the Institution of Civil Engineers.

Some Effective Advertising.

Some of the biggest 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; by W. E. Eilers, 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 attractive methods and attractive equipment, but also to their central location and to the aggressive and high-grade publicity in which they are constantly indulging.

There are running about 550 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 epitomized in a striking illustration and an appeal to the heart. The text of their advertisements is full of cogent arguments often epitomized in a striking illustration and an appeal to the heart.

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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 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 interference.

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, addressed 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 how 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 rake 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 boys 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 Willer, President."
**THE TALKING MACHINE WORLD.**

**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.)

**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 retail dealers 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 Vanderveer Piano Co." includes the top machine quarters that are equal if not superior to any in the country. The Koerber-Brenner Music Co. has got a clearance from the Boldman 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 instrument, regardless of name, $50-sold to more people than any other instrument, regardless of name, price or make."

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, III.; 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 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 Thebes, 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 Thebes Piano Co. was placed on the same level 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 warehouse rooms. 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 upsstairs a different impression is made upon them." It is reported that the Stix-Baer & Fuller Co. is planning to regularize 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 kindred. 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 room 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 air tight 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 the way people learn to swim.

One of Bradford's Talking Machine Rooms.


(Milwaukee, Wis., November 8.—One of the most attractive of the talking machine departments 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.
Tendency to Still Further Reduce Prices Remains a Strong Feature of the Trade—British Men Fraudulently Undercut in South Africa—How the Trade Has Deteriorated—Sales of Records Reach Tremendous Proportions—Now Over Trade-Mark Ends for the Half-Crown Lies—Reported Last Month of Gramophone Co. Shows Drop in Profits—Dividends Cut in Proportions—Row of Directors and Shareholders with a vengeance. The enemy, figuratively speaking, made immediate reply and some half dozen or so 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 unhappy nature of such business; it speaks for itself. The most 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, it is 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 there will generally make for increased trade in machines, and on the ordinary shares at the rate of 10 per cent. As far as the ordinary shareholders are concerned, 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 defendant company had no right to such trade-mark. 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. Biran, said it was evident the defendant company had no right to such trade-mark. 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.
excitement of the early days. In these instances, the sale of the
contents of the shop was not the only way of obtaining the
money needed. In some cases, the shop was left open for a time
and then closed permanently. In others, the shop was used for
other purposes, such as a meeting place or a community center.

The sale of the stock was a significant event in the history of the
shop. It marked the end of an era and the beginning of a new one.

The story of the sale of the shop is an important part of the
history of the area. It is a story of change and adaptation, of
survival and renewal. It is a story of the people who lived and
worked in the area, and of the events that shaped their lives.

As the people of the area looked back on the history of the
shop, they realized that it was an important part of their
community. They remembered the stories of the people who
worked in the shop, and the things that they did. They
remembered the days when the shop was alive with the
buzz of activity, and the evenings when people gathered there
to socialize and to talk.

But the sale of the shop was also a bittersweet event. It
was a reminder of the changes that were taking place in the
area, and of the challenges that faced the people who lived
there. It was a reminder of the need for adaptation and
innovation, and of the importance of looking forward to the
future.

Despite the challenges, the people of the area were
optimistic about the future. They knew that there were
opportunities for growth and development, and that with
hard work and determination, they could create a better
future for themselves and their community.

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the area. It was a story of change and adaptation, of survival
and renewal. It was a story of the people who lived and worked
in the area, and of the events that shaped their lives. It
was a story of hope and optimism, of looking forward to the
future with confidence and determination.
therefrom. Intelligent dealers register the lowering of record prices, and though they have no choice but to feature the various makes, the question of parallelity will be a big factor in their selling, despite the quality of the records they handle. This competition 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. Mr. Monckton, through his solicitor, Mr. Shearman, K.C., and Henn Collins, instructed by H. Polliack, was for the defendants. He submitted that there could only be copyright in respect of any records made after that date. Although the defendants were selling the records in question in this country (although they had been made in Belgium), they were no more copyrightable than if they had been made in Italy. Mr. Monckton submitted that the Copyright Act 1911 it was held by the courts that the music of a composer could be adapted to "mechanical contrivances" with-out the composer's consent (see section 13) (which act conferred certain rights upon composers and imposed royalties. The act was introduced on July 10, 1862, passed December 16, 1862, and came into operation August 1, 1863. 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 13, 1862, a fortnight after it came into force, royalties were being charged on records in the new country (although they had been made in Belgium), and were not paying royalties. Counsel submitted that, by the act, anyone who sold these records was required to turn over the royalties to the composers. It was held that he was not required to turn over the music, and gramophone record she had the temerity to interpose with the rousing strains of "Dixie." Indeed, during the whole performance the forest kings remained seemingly quite indifferent to their surroundings, most of them apparently enjoying an after-dinner nap.

Ellery Band Columbia Records. Probably no announcement will be productive of more widespread satisfaction than that of the new Columbia-Hera records issued by the justly-celebrated Ellery Band. The recording qualities of this incomparable musical organization are nothing short of wonderful. In response to countless requests, many new records, hitherto exclusively made for Columbia, are announced. Deserving of special mention, too, are the following: Twelve-inch double-sided.—"Vision."—Moroccan Characteristique (Von Blou), and "Love's Dream After the Ball" (Cribbikla), the Ellery Band; "The Kerry Dance" (J. L. Molyneux), and "My Message" (Guy D'Haridelot), Morgan Kingston. Ten-inch, double-sided.—"Little Brown Balloon" (Bransby), by Stanley Kirby and Mary Reed; "Tannhauser Overture" (Wagner) and sextette from "Lucia" (Donizetti), cathedral organ solos by J. J. McEwen, "The Triplets" (George Deasy), by Stanley Laycock; "Facilita" (J. Hartmann) (cornet solos), by Stanley Laycock, acc. by H. M. Scots Guards; "Gibert, the Hutt" (Fordwych and Byrne) and "The Longines" (Valentine), by Stan Laycock and a piano.

Morgan Kingston's Success in America. The phonograph has made a big hit in the part of Radamés, 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 in "Aida"—"The Hymn of the Dance." Records by Freidheim. The fidelity of the piano tone of Columbia recording is again emphasized by the issue this month of a record by Mr. Freidheim, a well-known artist. He has just issued two parts, on a 12-inch disc, by Arthur Freidheim.

National Folk Songs. A pleasing 12-inch Columbia record just issued offers vocal form a representative collection of the folk songs of the principal nations of the world. Part I 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 excellent "The Fiddler's Dream," which is made of this on the November Columbia-Rena record closing with the familiar strains of "Old Black Joe." Freidheim's 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, "Funicolari, Funicolara," 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 highest successes the Columbia Co. has yet secured are the duets, 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.

BOOMING EDISON LINE IN DENVER.

How the Phonograph Department of the Denver Dry Goods Co. handles the management of W. C. Wyatt, is Developing Business. (Special to The Talking Machine World.)

DENVER, Colo., November 10.—The Denver Dry Goods Co. has been a Jacobber of the Edison Phonograph since 1895, and it was among the first concerns to take on the disc line, the initial shipments having arrived in November, 1912. This store shows complete lines of models and fittings for cylinder and disc types, and they are handsomely display-ed in show windows and booths on the fourth floor, facing the elevators, an especially advantageous location, as hundreds of Denver's most prosperous and exclusive people patronize the tea room and must take the elevators here. Demonstrations are conducted here daily from 9:30 to 6 o'clock, and in addition a $300 disc model is kept in the tea room for the entertainment of goods customers. 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 write them in the demonstration parlor. 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 enthusiasm, and a firm believer in persistent demonstration at both store and home. He wants customers to see the window display and he has become 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 given 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.
Much as though 1913 will go down into Baltimore in Talking Machine Trade Circles in Baltimore, 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 holidays. Mr. Roberts says that he sold a graphophone to a suburbanite, promising 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 overall and wheelbarrow. Donning the overalls, he loaded the Grafonola, and just as he was about starting he looked so comical to his wife that she took 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. Mr. Fink, though the youngest dealer in the business, is a hustler and he is making rapid strides toward the front.

WHY SUCCESS IS POSSIBLE.

As long as we are placidly, hopefully, optimistically, 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 one happy family down on that farm.
A grouch, a registered kick, a smugly irascible and a passion, would be the usual vocabulary for them. Such a 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 and at least two more, a Billy Sunday and a half, with 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 pes-simistic writers with us to-day, a few high-brow musicians who look askance at America's revels 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.

In order to make our story easy to follow, 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 representative conservatory of music, and corps of excellent teachers. The summer schools where public school music supervisors are trained have not 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 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 insinuating (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 here.

Junior Class Studying History of Music, Central High School, Birmingham, Ala., Miss Handley, Teacher.

Prof. Frederic E. Goodwin.

Without being too specific, let us casually look at the future. Record music is inosculated (or blending) America and at the period quoted at the beginning of 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.

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Prof. Frederic E. Goodwin.
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 Distributor—An Illustration of the Manner In Which Instalment Accounts Can Be Handled Safely—Reserve Capital Necessary.

To push the simile a little further, even at the risk of tiring you, the done of instalments to be recommended will vary according to the strength (financial) of each individual dealer. While deploring recklessness, we likewise want to urge you against too much conservatism. As Louis F. Geisler, 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 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 malleable little begins at zero and whose record business grows in proportion to the number of machines which they themselves issue. It is imperative that they 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, a 1 week instalment selling among dealers:

1. If you borrow money to pay for money borrowed, it is imperative that they should make it their duty to explain to every newcomer seeking a dealer's contract that there must be provided a reserve capital (financial) of each individual dealer.

2. Let us-dealers and distributors-keep away from the simulation of service we have to be skilled traffic managers.

3. To ensure that it is the 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 which such terms as "thirty day's free trial" of a Victrola XVI, after that $10 down and $10 monthly, without extra or interest; or offers of "any $15 or $25 machine, nothing down and 50 cents a week."

4. The battle of instalment business on the strength of loans obtained at sixty days past due, yet they persist in putting out machines 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.

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.

(Columbia Graphophone Company
Woolworth Building, New York)

NEW TRADE OUTLETS IN CINCINNATI TERRITORY

Important Piano Concerns Devoting Attention to Development of Talking Machine Busi-
ness—The Phonograph Co. of Cleveland Opens Cincinnati Branch—Manager
When Deserts on Columbia Popularity—Big Victor Business with Leading Houses.

CINCINNATI, O., November 10.—For days there
have been rumors of the Edison folks establish-
ing a jobbing house in the Cincinnati territory.
It is a large firm, having been the Phonograph
Co. of Euclid and East Fourteenth street, Cleveland,
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 out-
lets, 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 Alhaus, for years
with the Aeolian Co., became the manager of this
department last Monday.

Arthur W. White, who was with the talking ma-
chine department of the Forbes Co., Birmingham,
is Alhaus' successor at the Aeolian Co. Mr. White
is a former Cincinnati boy and is glad to get back
to Cincinnati. General Manager Black has ar-
ranged 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 crite-
ion 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 ad-
vertisement appears, calling attention to an im-
provement or a new list of records.

When Manager Whelen, of the Columbia store,
was asked about business he said, in a very con-
vincing manner: "I, for one, have no kick com-
ing. It did not have such the Phonograph Co.
of Euclid and East Fourteenth street, Cleveland,
opened quarters here under management of E.
O. Peterson. There are no Edison jobbers in this
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vincing manner: "I, for one, have no kick com-
ing. It did not have such
The Talking Machine World

Expect Prosperous Season.


(Special to The Talking Machine World.)

One among the finest talking machine stores in the city is the Olive Street shop of the Columbia Record Co., recently organized at 6000-1 Eucild 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 his business has opened up most appropriately, giving promise of unquestioned success.

It is quite evident from a look in at the store of the Felipic Music Co.'s 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. Dowell, 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 added: "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 demands. 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. Madison, 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 & Styles 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! 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."

This 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

Individually 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 or woven so as to stand the maximum of hard wear. This album will last with extensive 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.

New Express Rates December 1. Companies Decide to Carry Out Commerce Commission’s Order.

Washington, D. C., November 10.—The new zone system of interstate express rates invented by the Interstate Commerce Commission will go into effect December 1.

The commission Friday received a telegram from Walker 11, lines, 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 commissioners' 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.

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


(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 organization of talking machine retailers which was only going to be a banner year, but it is going to months of the year, and if the same ratio is made to formulate some other plans of procedure. If the project does not succeed an effort will be doubts that the one firm who seems to be holding opinion that all the firms will finally sign, for he somewhat slow in action. Mr. O'Neill consulted and where business of department stores where the firms must be considered 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 and 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 seems to me that the impression gained is 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 effective. 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 Columbus avenue, and Fifty-second and Chestnut streets, West Philadelphia. It has changed its management at the West Philadelphia store. Newson Buchanan 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. Wurtele, 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 Huppes 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 my November and December looked better. We are entirely sold out 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 Hip Brothers, of the Hip 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, in stock, as well as records and the signing of leases. The department looks very attractive at the present. They have a big stock on hand and have been accumulating it as fast as possible and believe that they have now sufficient to ship to customers 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 Honeybees," "Dream Fantasies 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 had in the past seven or eight years, and was about equal to their December business of last year. Mr. Buehn believes that their November business will be 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. Henry Edison dictating machine business has been most satisfactory in October, and they have placed machines the past month with the Marlborough-Blenheim and Atlantic City, which closed 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 Suppleite 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.

Oliver Ditson Company, Boston, Mass.
BUSY TIMES IN NORTHWEST.

(Columbia Catalog, Page 17: The Columbia Grafonola "De Luxe," price $200—a cabinet 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

Considerable missionary and educational work was done in and about St. Paul during the dull summer months, and he now is reap ing 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, Respectively—Business Excellent.

(ST. PAUL and MINNEAPOLIS, MINN., November 8.

It is reported that 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 timber, and the preservation of every shade of volume and over-tone.

The attention of the public was also called in this advertisement to the use of a diamond instead of a needle, the indeliructibility 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., 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 bore the bill, so Bill sold the bill board to pay his board bill. So after Bill sold his bill board to pay his bill board the bill board no longer bore Bill.

CHEMISCHE FABRIK
E. SAUERLANDT
FLURTSTEDY
bet Apolda L. Th., Germany

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

Note: Co., 713 Penn avenue, Minneapolis, Minn.

Sole Manufacturer of Wax "P," the best recording material for Berliner-cut.
THE TALKING MACHINE WORLD.

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 1903 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 grew 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, has on the first floor twelve demonstration 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. 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 a door knob, the phonograph starts yelling, "Stop thief!" The unwelcome visitor, frightened out of his life, flees immediately—perhaps! It was this method of presenting the Victrola, and coupled with energetic publicity and soliciting, cannot fail to produce excellent results.

LAURENCE H. LUCKER • EDISON PHONOGRAPH.

Laurence Lucker's Headquarters.

A SPEAKING BURGULAR 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 a 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 crowd of business men 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 PHONOGRAPH SOLD IN LARGE NUMBERS BY THE TOWER MFG. & NOVELTY CO. AT ITS BOOTHS IN THE BUSINESS SHOW AND AT ITS WAREHOUSES ON LOWER BROADWAY.

The Tower Manufacturing & Novelty Co., 135 Broadway, New York, the prominent manufacturer of phonographs and phonograph instruments, 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 $150 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 phonographs of the machine, 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., 508 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 Oden, 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 in a single box 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

WASHINGTON, D. C., November 8.—GRAMOPHONE.

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 controlling the starting or other desired position.

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 magneto; 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, Memphis, Tenn., and John C. English, Camden, N. J., assignors to the Victor Talking Machine Co., Camden, N. J., Patent No. 1,072,961. This invention relates to certain new and useful improvements in talking machines. In the accompanying drawing, Fig. 1 is a side elevation partially in vertical central section of a talking machine constructed in accordance with this invention; Fig. 2 is 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 Thielen, Berlin, Germany. Patent No. 1,072,228. 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. Hereinafter, 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 causes 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 life 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 scratchingsound 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 a 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 objections 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 practice 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 arm and for improving the tight joint for the sound. The said branch is provided with a pin guided in the slot of the sleeve. The 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 in 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 city, Patent No. 1,072,988. This invention particularly relates to a sound convexor 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 to provide such a sound convexor comprising a relatively movable section 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 convexor, comprising a mounting for the sound reproducer; a movable sound conduit or swinging arm; means connecting the said mounting with said moving conduit; a link connecting said swung arm with said conduit elbow, operative to maintain said arm in a substantially horizontal plane; a motor connected to said conduit elbow to cause said arm to swing and thereby rotate a record disk in operative relation with a stylus needle carried by said sound reproducer; and said motor is driven by a motor means connected to said reproducer means 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 convexor.

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 3-3 in Fig. 1; Fig. 3 is a plan view of the stationary part of the sound convexor and its amplifier; Fig. 4 is a fragmentary vertical longitudinal sectional view of the conduit elbow and the movable conduit being 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. 1,074,878. This invention relates to an improvement in phonographic records, and may be practiced 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 etching-resistant material and the lines traced by exposing the underlying metal, or if the lines of record are traced with an etching-resistant 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 etching-resistant fluid, such as an etching-resistant fluid, such as 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 by a very minute and exacting process thence from should be taken, for the reason that during the process of etching, the acid attacks the metal not only vertically but also horizontally in...
THE TALKING MACHINE WORLD.

This invention relates to talking machines and, therefore, 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 the horn and the diaphragm with the 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 positions.

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 inclusions or shallow lines, of the sound groove, in the sound record, in order that an accurate reproduction of talking machines, wherein the sound arm is adapted for producing an extremely simple and effective form of mounting, the sound conveying tube connecting the reproducer horn and this application is a division of application, Serial No. 248,712, filed March 23, 1900, and removed January 24, 1911, bearing Serial No. 604,656.

The sound conveying tube or horn, is as generally known, is ordinarily mounted to permit free movement of the reproducer horn in planes parallel and at right angles to the surface of the record. Many constructions herebefore 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 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 both vertical 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 movement and weight of said section is carried by the needle as it travels over the record, producing to an undesirably degree, the scratching noise referred to.

This invention aims, so far as possible, to relieve 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. 6 a plan of the small end of the sound arm and sound box.

While it is believed that the foregoing description and the accompanying drawings show and disclose the nature of the invention and its advantages, it is to be understood that the invention is not necessarily limited to the particular apparatus, materials and methods herein shown as it may be otherwise constructed, arranged, modified and used, without departing from the principle thereof. 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 conveying and the horn.

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.
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