

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, January 15, 1914



The best-known trade mark in the world

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

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 3, 1879.

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1856 **WURLITZER** 1914

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DISTRIBUTERS

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Two points of supply; order from the nearer.

CHASE & WEST DES MOINES IOWA

Machines **Victor** Everything
Records in stock all
Cabinets the time.

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Send us your name and address and we will mail you postpaid complete illustrated catalogues, giving detailed information concerning all Victor products. Showing the various styles of Victor Machines, list of all Victor Records, the entire line of Victor Cabinets, Repair Parts and all Accessories. Dealers, let us help you build a Victor business.

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- New Haven, Conn., Columbia Graphophone Co., 25 Church St.
- New Orleans, La., Columbia Graphophone Co., 933 Canal St.
- New York City, Columbia Graphophone Co., 89 Chambers St.; Columbia Graphophone Co., 35-37 W. 23d St.; Columbia Graphophone Co., 39 W. 125th St.
- Philadelphia, Pa., Pennsylvania Talking Mach. Co., 1109 Chestnut St.
- Pittsburgh, Pa., Columbia Graphophone Co., 101 Federal St.
- Portland, Me., Columbia Graphophone Co., 550 Congress St.
- Portland, Ore., Columbia Graphophone Co., 371 Washington St.; Eilers Music House.
- Providence, R. I., Columbia Graphophone Co., 119 Westminster St.
- Rochester, N. Y., The Grafonola Company, 38 South Ave.
- Sacramento, Cal., Kirk, Geary & Co.
- Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
- San Francisco, Cal., Columbia Graphophone Co., 334 Sutter St.
- Seattle, Wash., Columbia Graphophone Co., 1311 First Ave.; Eilers Music House, 3d and University Sts.
- Spokane, Wash., Columbia Graphophone Co., 818 Sprague Ave.
- Springfield, Mass., Columbia Graphophone Co., 174 Worthington St.
- St. Louis, Mo., Columbia Graphophone Co., 1008 Olive St.
- St. Paul, Minn., Columbia Graphophone Co., 20 E. Seventh St.
- Tampa, Fla., Tampa Hardware Co.
- Terre Haute, Ind., 640 Wabash Ave.
- Toledo, O., Columbia Graphophone Co., 229 Superior St.
- Washington, D. C., Columbia Graphophone Co., 1210 G St., N. W.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.

Write for particulars to the Columbia Graphophone Co., Wholesale Department, Woolworth Building, New York.

Headquarters for Canada:

Columbia Graphophone Co., 363-5-7 Sporauren Ave. Toronto, Ont.

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your card in the February List.

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VICTOR
Distributors

"We ship the same day."

W. D. ANDREWS

Syracuse - - Buffalo

All orders are acknowledged the same day received by shipping the goods. Make us prove it. All foreign records in our stock.

Victor - - Edison

Southern Victor Dealers

Largest Stock VICTROLAS and RECORDS

Prompt shipment and low freight rates

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Edison Phonograph Distributors
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All Foreign Records in Stock

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Machines, Records and Supplies

THE EASTERN TALKING MACHINE CO.
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Sherman, Clay & Co. San Francisco Portland
Oakland Los Angeles

Talking Machine Dealers

Who are desirous of adding new features to their line should consult

The Music Trade Review

This is the oldest music trade publication in this country, having appeared without interruption since July, 1870.

It is published every Saturday, and contains a thorough and exhaustive résumé of all departments of the music trade industry.

Its editions vary from 60 to 150 pages.

It is considered to be the most influential paper representing the music trade, and if you are interested in the topics with which it deals, do not fail to receive this paper regularly.

Ask for a sample copy.

Regular subscription price is \$2 per year.

EDWARD LYMAN BILL, Editor and Proprietor

373 FOURTH AVENUE, NEW YORK

The Talking Machine World

Vol. 10. No. 1.

New York, January 15, 1914.

Price Ten Cents

FATTENING THE MAILING LIST.

How Dealers Can Double and Treble Record Sales of Their Purchasers' Lists.

The dealer was going over his mailing list preparatory to sending out a monthly supplement—256, 257, 258—that was all. There was always the same number, every time, 258 homes with graphophones—the possibility for 258 sales—no more. And all of them would not buy!

The dealer's eye stopped at a name, Joseph Smith. The dealer looked at it long and longingly. Joseph was a rich man with a large family. Each month he had received his Columbia supplement and immediately purchased four or five records. The dealer suddenly remembered that Joseph Smith had a son. Joseph Smith, Jr., was a strapping boy of thirteen, a very active member of the Boy Scout Patrol in the town. Mr. Smith, Sr., was sixty-five years old, and therefore beyond the Boy Scout limit, but (and this was the dealers thought), if Smith, Jr., ever heard that Ernest Thompson Seton record, Smith, Sr., would have to dig down in his pockets for the "where-with-all."

The dealer took one of his cards, wrote on the back, "Your son will want Record A-1331, Scout Patrol Calls; send him around to hear it," and slipped the card in the supplement for J. S.

One thing often begets another, and no sooner had that dealer glanced at the next name on his list than he remembered that Mrs. Blake had a G. A. R. grandfather sitting at home. Out came another card and the notation, "Captain Blake would enjoy our record A-360. Let us send you our collection of old-time melodies and war songs."

The dealer's thinking, having a good start, soon swelled the mailing list up to three times its previous sales possibilities.

He canvassed the family situation with every name on his list. A house with a graphophone was not only a house with a graphophone—it was a house with a baby, or a house with a boy and two babies, or a house containing a grandmother, or a school-girl. Some special suggestions went out with all sales. Lullabies were suggested for the baby, slam-bang band records for the school-boy, piano records for sister's musical studies, war-time selections for grandfather, old-time melodies for grandmother, and always the choice of the "favorite selection" for all.

"Did the sales of this dealer increase?" asks the Columbia Record. Try it yourself.

DID A LARGE HOLIDAY BUSINESS.

The talking machine department recently opened by the F. G. Smith Piano Co. at 1217 F street, Washington, D. C., is proving a successful venture. It is located on the first floor of the warerooms, and the Victor and Columbia machines and records are represented. W. P. Van Wickle, vice-president of the company, reports having transacted a very large business during the holiday season.

R. L. HOLLINSHEAD TAKES CHARGE.

(Special to The Talking Machine World.)
BUFFALO, N. Y., January 9.—Rubert L. Hollinshead has been appointed manager of the Victrola department of J. N. Adam & Co., the prominent department store in this city. Mr. Hollinshead succeeds H. V. Kautzmann, who has accepted a position with Mason & Risch, Toronto.

ENTHUSIASTIC OVER TRADE OUTLOOK

H. B. McNulty, general sales manager of the Union Specialty & Plating Co., Cleveland, O., manufacturer of the Union phonograph specialties, was a visitor last week to the offices of The Talking Machine World. Mr. McNulty spoke optimistically of the business outlook, being enthusiastic over the rapid strides in popularity that the company's products are making in the East.

LOCAL COMMERCE BUREAU IS LIKED.

Business Men Find It Very Valuable in Getting Information on Foreign Markets.

Much appreciation has been expressed in New York by prominent business men of the action of the Department of Commerce in establishing a branch of the Bureau of Foreign and Domestic Commerce at the local Custom House. This bureau has for some time rendered a great deal of valuable assistance to manufacturers and exporters who have needed information on various foreign markets, and the establishment of the local branch has made this service more rapid, and therefore more valuable.

A great deal of interest has been shown in the manuscript Consular reports shown at the local office, according to George W. Doonan, who is in charge.

"Many manufacturers and merchants have availed themselves of the opportunity to inspect the tenders for bids, plans and specifications which have been sent to this office," he said to a newspaper man this week. "Previous to the opening of the local office these documents were loaned in the order of application, and sometimes a list of forty or fifty firms would be interested in the same thing. As time is the essence of value of much of this material, it can be readily seen that by the time a document had gone the rounds it might be useless to those who received it last.

"Hundreds of applications are being made for the 'reserved information' connected with the foreign trade opportunities service, and almost numberless inquiries have been made for statistics of exports and imports of various foreign markets. Again, foreign tariff rates are often asked for.

"Other branches will be opened in large cities soon, and these offices, it is thought, can be made of the utmost value by making them the local headquarters for American Consular officers visiting the United States and for the bureau's commercial agents returning to this country on the completion of special investigations, for the purpose of conferring with manufacturers and merchants interested in trade conditions in the Consul's district or in the trade made the subject of the commercial agent's special investigation. Recent visits of these men here have proved the value of the scheme, as both the Government officials and the business men have been benefited by the interchanging of ideas and information."

FIRE CAUSES HEAVY LOSS.

Large Stock of Talking Machines and Records Destroyed in Fire Which Guttered Big Department Store of C. T. Sherer, Worcester, Mass.

(Special to The Talking Machine World.)
WORCESTER, MASS., January 3.—The large department store of C. T. Sherer was almost totally destroyed by fire, causing a loss of \$250,000, on the morning of December 21. On the sixth floor of the establishment was a large stock of talking machines and records, and these were made useless. In the lot of goods were 1,000 disc records, which were either burned or smashed to bits. As the store was having a large holiday trade, the fire came at a most inopportune time, especially as the sale of machines and discs had been particularly heavy and much of the stock destroyed was for immediate delivery.

COMPLETE IMPROVEMENTS.

The New York Talking Machine Co., 81 Chambers street, New York, has just completed a number of additional improvements in its sales offices, conducing to the maximum convenience and comfort of its clients. All of these new changes permit of the handling of the company's dealers' requirements at top-notch efficiency.

MR. EDISON SEES MISS KELLER.

Inventor Thinks He Can Give Her Actual Sound Perceptions—Hats Prove Medium.

A meeting, which had been much desired for many years, was arranged between Helen Keller and Thomas A. Edison at the Edison home in Llewellyn Park recently, just before Miss Keller and her teacher, Mrs. Macy, started west to continue a lecture trip. Miss Keller was much interested in all that Mr. Edison told her of recent experiments and inventions.

"Tell me more about your wonderful inventions," she said over and over again.

Mr. Edison showed deep interest in Miss Keller's keenness and delicacy of touch perception. After testing it in various ways he declared his confidence that he could translate sound waves into electrical vibrations, which would give Helen Keller actual sound perceptions.

One method of conveying the vibrations of the disc to Miss Keller on this occasion was by inserting an ordinary derby hat into the horn of the phonograph with the crown of the hat outward. Putting her fingers on the crown of the hat, the vibrations of the music were conveyed to Miss Keller. A silk hat was tried in place of the derby, and still better results were accomplished. The ragtime pieces seemed to afford Miss Keller the most enjoyment, probably because the vibrations were clearer and stronger; band music, also, was very successfully conveyed to her through her fingers on the crown of the hat. At no time, however, can it be said that Miss Keller "heard" the music. What she did get was the vibrations, and the lively pieces were most enjoyed.

Miss Keller and Mrs. Macy will spend a day with Mr. Edison in his laboratories on their return from the West for the purpose of assisting in experiments to this end.

CASE SETTLED OUT OF COURT.

Action Brought by Burton H. Corbett Against President of Boston Talking Machine Co. Settled Out of Court When Near Hearing.

(Special to The Talking Machine World.)
BOSTON, MASS., January 9.—Burton H. Corbett, of Brookline, formerly of Denver, who was mentioned in The World last month as having left here following the financial difficulties of the Boston Talking Machine Co., of which he was manager, brought suit for \$100,000 against Henry M. Whitney, president of the company. Corbett alleged that he entered into a written contract with Whitney on July 31, 1913, to enter the employ of the talking machine company, of which Whitney was president and a large financial owner. He claimed that he was to act as manager, to have control of the factory in Cambridge, and was to receive \$26,000 a year and a percentage. He broke up his business to come here, he claimed, and worked for a few months for the talking machine company. He says he asked Whitney for money and was refused. He alleged Whitney did not pay him in full for the work he did; that he performed his part of the contract, but Whitney did not perform his, and that he was entitled to damages. Twenty-four hours after the announcement of the suit came a statement that an agreement had been reached between the attorneys representing Messrs. Whitney and Corbett. The case, it appears, had been settled out of court.

HANDSOME WALL HANGER.

In order that its dealers might call the attention of the public to the new record catalog it recently issued, the Victor Talking Machine Co. sent out to its trade last week a handsome wall hanger or window display portraying a page from the new catalog.

EDISON PATENTS NEW RECORDS.

New Invention Provides for Hardened Surface for Ordinary Form of Wax Cylinder Records—Some Details of the Process.

Thomas A. Edison has secured and assigned to the New Jersey Patent Co., of West Orange, N. J., a patent for a new method of making phonograph records so that the surface will be harder and present greater resistance to the wear of the reproducing stylus. This invention is especially designed to make it possible to record on the cylinder at the rate of 200 grooves per inch and still have a record that will resist the increased wear satisfactorily.

As is the case with the ordinary cylinder records, Mr. Edison's new invention provides for a record made of wax or other easily molded material, but with the surface especially hardened. In describing the invention in his patent claims Mr. Edison says in part:

"In the practice of my invention I preferably take a duplicate or original phonograph record, which has been made in any of the usual ways from the usual wax-like composition, and immerse it in a solution of nitrated cotton in any of the ordinary solvents used for this purpose, as, for example, acetate of amyl, which is commonly made use of for providing a liquid solution from which films are made for photographic use. I may, if desired, add a small percentage of camphor to the nitrated cotton, thus making a celluloid collodion solution, but this may be dispensed with.

"I place the record upon a dipping mandrel having adjustable extension ends at each end of the record. It is then immersed in the solution while held vertically; it is then withdrawn and subjected to a gentle breeze from a fan—to slightly affect or harden the surface; it is then immersed a second time and subjected to the air. If the solution is rather thick, two such dips will give a sufficient thickness of film over the record when the latter is dried. Sometimes it is best to make the solution thinner, when three or more dips will be necessary. After the dips, the mandrel is transferred to a machine which rotates it in a horizontal position until nearly free from solvent, when it may be taken off the mandrel and set aside until the whole of the solvent has evaporated, leaving a very hard, tough film on the surface of the record.

"It is a remarkable fact, and entirely unexpected, that although the average depth of the indentations on a record is only half of one thousandth of an inch and the greatest depth one thousandth of an inch, yet, if the thickness of the film of the nitro-cellulose when dry is three thousandths of an inch, a perfect replica of the record underneath is produced on the surface of the cellulose above, even

to the finest detail, and what is more strange is that the depth of the wave is so little affected that the loss in the volume of sound is scarcely noticeable.

"Very deep records can be made and the reproducing balls can be pressed with sufficient force against the cellulose as to cause it to follow the record without injury to it, which would be im-

possible if the ball was forced against the record surface below. Thus, the volume and quality of the sound can be increased, and the sound record can be used indefinitely without noticeable deterioration.

"Other film-producing liquids may be used in place of the nitro-cellulose and its solvents, such as acetyl-cellulose in acetic acid."

PROGRESSIVE NEWBURGH DEALERS

Are John Schoonmaker & Son, Who Have Built Up a Splendid Business with the Columbia Line—Excellent Work Accomplished by Manager F. A. Munger—A Model Department.

(Special to The Talking Machine World.)

NEWBURGH, N. Y., January 9.—The accompanying illustration pictures the talking machine department of John Schoonmaker & Son, of this city. It emphasizes the success a department can achieve when high-grade methods are used to exploit the products handled therein. This company,

grade publicity when coupled with products of merit. Mr. Munger has also staged a number of interesting recitals at frequent intervals, which present the Columbia machines and records to the very best possible advantage.

The department itself is a model of quiet and dignified refinement. The color scheme throughout is white enamel, and booths being finished in an attractive style with furnishings and decorations conducive to the comfort and convenience of the store's patrons. Although the Columbia department closed a remarkably good business during the few months it has been open, the sales staff is



John Schoonmaker's Handsome Warerooms and Recital Hall.

which handles the products of the Columbia Graphophone Co. exclusively, has been in the talking machine business only a few months, but in this short space of time has acquired an extensive high-grade clientele for Columbia machines and records that is growing steadily.

The Columbia department of John Schoonmaker & Son, which is one of the largest department stores in this section of the State, is under the able management of F. A. Munger, who is a firm believer in the drawing powers of consistent high-

preparing energetic plans for a proportionately better year in 1914.

George E. Lang, of Barton, Vt., is remodelling his phonograph parlor and has restocked with the new Edison Amberolas.

Frank J. Butler, a live-wire and progressive Victor dealer at Pontiac, Ill., is giving a series of recitals at his store that are attracting music lovers from many near-by towns.

A Happy and Prosperous New Year to All

1913 is of the past, and 1914 is opening up before us. May the New Year bring to all, Happiness, Good Health and Prosperity

To our dealers, through whose patronage our business in 1913 was by far the largest in the history of our company, we extend our heartiest thanks, and we shall, by the constant and never failing effort to improve our service, endeavor to warrant a continuance of this patronage and attract new trade, that we may familiarize them with EASTERN SERVICE and in turn number them among our regular dealers to whom we extend preferred consideration in the times of shortages of goods, which seem unavoidable at certain seasons of the year.

To the Dealers Not Using Our Service We Say: Get Acquainted

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

EDISON

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY

VICTOR



Victor-Victrola VI, \$25
Oak



Victor-Victrola IX, \$50
Mahogany or oak

Victor-Victrola

The big opportunity in the music trade.

The Victor-Victrola occupies the most commanding position in the entire musical world. From a purely musical standpoint, the Victor-Victrola is the most wonderful musical achievement of modern times.

And on the business side, the Victor-Victrola has a record of accomplishments which establishes it as the most influential force that ever entered into the music trade.

Around the Victor-Victrola centers the prevailing prosperity of the musical industry—a prosperity reflected in the handsome and luxurious showrooms of to-day; a prosperity that extends right down to the very foundation of the music trade, which it has placed upon a more dignified and more substantial basis.

The Victor-Victrola keeps right on bringing greater opportunities to every dealer, accompanied by profit and prestige greater than ever before.



Victor-Victrola XI, \$100
Mahogany or oak



Victor-Victrola XVI, \$200
Mahogany or oak

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

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

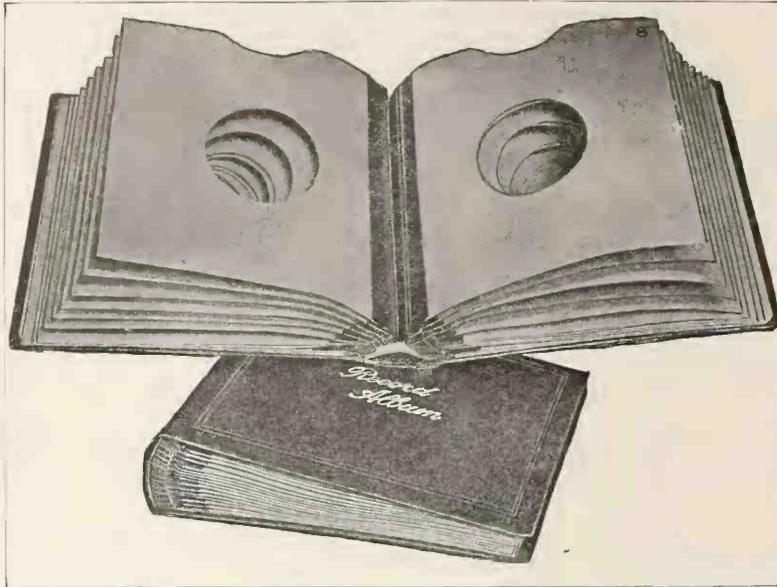
Victor Distributors

- | | | |
|---|--|--|
| Albany, N. Y. Finch & Hahn. | Elmira, N. Y. Elmira Arms Co. | Omaha, Neb. A. Hospe Co. |
| Altoona, Pa. W. F. Frederick Piano Co. | El Paso, Tex. W. G. Walz Co. | Nebraska Cycle Co. |
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| Phillips & Crew Co. | Honolulu, T. H. Bergstrom Music Co., Ltd. | Philadelphia, Pa. Louis Buehn. |
| Austin, Tex. The Talking Machine Co., of Texas. | Indianapolis, Ind. Stewart Talking Machine Co. | C. J. Heppe & Son. |
| Baltimore, Md. Cohen & Hughes, Inc. | Jacksonville, Fla. Florida Talking Machine Co. | Penn Phonograph Co., Inc. |
| E. F. Droop & Sons Co. | Kansas City, Mo. J. W. Jenkins Sons Music Co. | The Talking Machine Co. |
| H. K. Eisenbrandt Sons. | Schmelzer Arms Co. | H. A. Weymann & Son, Inc. |
| Bangor, Me. Andrews Music House Co. | Lincoln, Neb. Ross P. Curtice Co. | Pittsburgh, Pa. C. C. Mellor Co., Ltd. |
| Birmingham, Ala. Talking Machine Co. | Little Rock, Ark. O. K. Houck Piano Co. | Standard Talking Machine Co. |
| Boston, Mass. Oliver Ditson Co. | Los Angeles, Cal. Sherman, Clay & Co. | Portland, Me. Cressey & Allen. |
| The Eastern Talking Machine Co. | Louisville, Ky. Montenegro-Riehm Music Co. | Portland, Ore. Sherman, Clay & Co. |
| M. Steinert & Sons Co. | Memphis, Tenn. O. K. Houck Piano Co. | Richmond, Va. The Corley Co., Inc. |
| Brooklyn, N. Y. American Talking Machine Co. | Milwaukee, Wis. W. K. Wincosin Talking Machine Co. | W. D. Moses & Co. |
| Buffalo, N. Y. W. D. Andrews. | Mobile, Ala. Wm. H. Reynalds. | Rochester, N. Y. E. J. Chapman. |
| Neal, Clark & Neal Co. | Montreal, Can. Berliner Gramophone Co., Ltd. | The Talking Machine Co. |
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| Chicago, Ill. Lyon & Healy. | New Haven, Conn. Henry Horton. | San Francisco, Cal. Sherman, Clay & Co. |
| The Talking Machine Co. | New Orleans, La. Philip Werlein, Ltd. | Savannah, Ga. Phillips & Crew Co. |
| The Rudolph Wurlitzer Co. | New York, N. Y. Blackman Talking Machine Co. | Seattle, Wash. Sherman, Clay & Co. |
| The Rudolph Wurlitzer Co. | Sol. Bloom, Inc. | Sloux Falls, S. D. Talking Machine Exchange. |
| Cincinnati, O. The W. H. Buescher & Sons Co. | Emanuel Blout. | Spokane, Wash. Sherman, Clay & Co. |
| Cleveland, O. The Collister & Sayle Co. | C. Bruno & Son, Inc. | St. Louis, Mo. The Aeolian Company of Mo. |
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| The Collister & Sayle Co. | S. B. Davega Co. | St. Paul, Minn. W. J. Dyer & Bro. |
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| Dallas, Tex. Sanger Bros. | Sitas E. Pearsall Co. | Washington, D. C. Robert C. Rogers Co. |
| Denver, Colo. The Hext Music Co. | Benj. Switky. | E. F. Droop & Sons. |
| The Knight-Campbell Music Co. | | |
| Des Moines, Ia. Chase & West Talking Mach. Co. | | |
| Mickel Bros. Co. | | |
| Detroit, Mich. Grinnell Bros. | | |

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CONTAINING SIX PAGES OF INDEX

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



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

With the index they make a complete system for filing away all disc Records, and can be added to, Album by Album, as Records accumulate, like books in a library.

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

MADE IN TWO SIZES TO FIT ALL 10 AND 12-INCH DISC RECORDS

These Albums contain 17 pockets made of strong fibre paper, each pocket having a hole in the center, as shown in the picture. These pockets are so made that they show very plainly both the single and double face titles on the Records. The Albums are bound in the finest quality of Brown Silk Finish Cloth, with gilt title on front cover. They are also bound in imitation leather. Write for sample and prices of our Albums, which are superior to all others.

Address NATIONAL PUBLISHING CO., 235 South American St., Philadelphia, Pa

LARGE HOLIDAY BUSINESS DONE IN CINCINNATI.

Leading Talking Machine Houses Say That Business for December Was Not Only Large in Volume But That the Demand Was for the Expensive Styles—Some Talk of the Phonograph Co. Engaging in the Retail Business.

(Special to The Talking Machine World.)

CINCINNATI, O., January 9.—The local branch of the Phonograph Co., of Cleveland, which entered the jobbing field here some time since, closed an immense holiday business under the management of F. O. Peterson. The outlook for a large Edison business in this territory is excellent. There is some talk here of the Phonograph Co. conducting a retail department as well as jobbing business, but Mr. Peterson would not discuss the matter.

John Arnold, the well-known dealer, has been handling Edison goods in this territory for years, being the only representative in the business district. Arnold disposed of his entire stock during the holiday rush and had numerous demands for the higher priced Edison instruments. There is no question but what the Edison instrument has made quite an impression in Cincinnati.

Manager Dittrich, of the Victor talking machine department of the Rudolph Wurlitzer Co., summed up the situation of the past month as follows:

"The month of December exceeded our expectations. The amount of business done was limited only by the amount of machines available with which to fill orders. We are very well satisfied, even though we could have increased the volume of sales very materially had we been able to secure sufficient stock to fill orders. The immense sale of Victrolas and other Victor styles has stimulated record business enormously, and provisions will immediately be made to take care of this increase."

Throughout the month of December and up into January business at the local Columbia store was characterized by strenuous hustle and bustle throughout the day and far into the night.

"Business during the holidays," said Manager Whelen, "was unusual, and we closed a larger December business than any previous holiday season in the history of the Cincinnati store, both in records and machines. The stock was practically cleaned out and, had we been able to secure all the stock necessary to supply the tremendous demand, and room to accommodate all the customers, results would have been far in advance of what they were. The new types of Columbia models stimulated this wonderful demand, and the new Grafonola 'Leader' lived up to its name. This little \$75 model is certainly a winner, and if we had been able to get in sufficient of this type we could have tripled our sales even in this one type.

"Business was good throughout the wholesale territory, and during the month we enjoyed the visits of many of our large dealers, who came in personally to select their holiday stock. The year as a whole has been a very gratifying one, and we are now ready to pitch in with renewed vigor to make last year's figures loom up small in the distance when the next New Year rolls around.

"F. A. Norris, who has for years been associated with the Adder Machine Co., has just joined the Dictaphone local forces, and in the short time that he has been associated with the Dictaphone has placed some very nice installations."

Advertising Manager Page, of the Aeolian Co., attributes much of the after-Christmas rush, which has been a feature of the holiday week, to money presents given many people who desire to invest it in a substantial manner, which happens to be a talking machine. In speaking of the business at Aeolian Hall he said:

"December business at Aeolian Hall surpassed

all expectations, although much was expected, the installation of new Victrola booths more than doubling Aeolian facilities, being evidence that a large increase was looked for.

"Business was simply enormous, all styles of Victrolas showing the demand. A very large number of Style XVI were disposed of, including many in special finishes.

"The record business was very much in the nature of a landslide. It proved a very difficult matter to get enough dance records to meet the demand.

"The Aeolian Victor force is in splendid shape and includes a number of new faces. The organization has simply had to be increased half a dozen times in the past few months to meet the requirements of the trade."

The Otto Grau Piano Co. is much elated over the success of its Victrola department, which was instituted during the past year. Its stock was cleaned out by the holiday rush.

The Lyric Piano Co., with its larger and better facilities for handling Victor business, did very well during the Christmas season, as did the Milner Musical Co.

KNOWLEDGE OF RECORDS PAYS.

(Special to The Talking Machine World.)

DAVENPORT, IA., January 8.—The John Hoyt Piano Co., of this city, which maintains an attractive Victor department, recently had placed before it an excellent example of the value to be derived from their Victor salesman carefully studying the Victor catalog.

One of their salesmen, Mr. Pickens, recently closed a sale of a Victrola XVI to a prominent music lover of this city, who requested him to select a list of records, which were to be sent out on approval. Mr. Pickens selected the records carefully, the total list amounting to \$117. It is a tribute to his judgment and knowledge of the Victor record library that not one of these records was returned by the purchaser.

DETROIT TRADE BEAT 1912 RECORD DURING PAST YEAR.

The Gain in Business Reported by the Leading Jobbers and Dealers Runs from 30 Per Cent. to 80 Per Cent. Increase—Greatest Year with the Columbia Co. in Both Machines and Records—Grinnell Bros.' Victor Business Shows Immense Growth—Other News.

(Special to The Talking Machine World.)

DETROIT, MICH., January 8.—The holiday talking machine trade in Detroit lived up to every hope of most optimistic dealer, and to every indication lined in this correspondence a month ago. In fact, it went beyond most hopes, for it is still going up speed.

In the regular period, that is, from December 1 to the day before Christmas, every dealer communicated with beat his 1912 record, the margins ranging from fifty to more than a hundred per cent. It then, to leave no doubt as to whether business was good, everybody who received a new "talker" on Christmas showed it to a "talkerless friend," who frequently put on his coat and went downtown to gather in one himself. And subsequent to Christmas the demand for records overwhelmed statistics.

Manager Harry Rupp, of the talking machine department of Grinnell Bros., said: "We beat last year by about 80 per cent." This means much when it is considered that Grinnell Bros. are Victor dealers, besides having twenty-five Michigan stores their own, and last December did a holiday business that seemed to be beyond ordinary conception. "The demand was very well distributed this year," continued Mr. Rupp. "The high-priced machines still maintained their good lead, though." Max Strasburg was as busy as Mr. Rupp. Though, like Mr. Rupp, he has a big force of salesmen, he was out in the floor in person, selling machines. Mr. Strasburg had the advantage of double the space and double the stock he had last year, therefore he did more than double the business. His stock consists almost entirely of high-priced machines.

It was our greatest December and our greatest year," said Manager K. N. Johns, of the Detroit branch of the Columbia Co. "While we were not able to get all the machines we needed, we were

in far better shape than last year, or in 1911. Last year we lost a great deal of business through being unable to fill orders. This year we had to turn down but little. The Saturday preceding Christmas our store was fairly mobbed all day, but we kept pulling the machines out of the stock room, and sent everybody away satisfied. We got them all delivered in time, too.

"A lucky feature of the business was that the demand was more diversified than in the past. That helped in handling the trade. Last year the calls were largely for one style of machine, the \$50 one. This year they wanted everything on the list, from the \$25 machines to the \$200 ones. So we were in fairly good condition all along.

"We sold 50 per cent. more records than in the last holiday season, and the rush is still on. The people of this city have gone dance crazy. The tango, one-step and hesitation are not confined to the public dance hall patrons, as so many people suppose. The best people in Detroit are buying those records in thousands, to dance by in their homes."

The J. L. Hudson store, which four months ago filled all its spare space with Victrolas and Columbias, and hired a wareroom for more of the stock besides, in order to be certain of plenty to meet all demands this winter, achieved its object, but didn't have much remaining on January 1. Even the low-priced ones were cleaned out, though not to Detroiters.

As in the case of the other downtown dealers, trade is still brisk, especially in dance records. Dance records are not the only ones called for, however. Red Seals are in big demand. Apparently few records were sent out with the gift machines of the holidays, and now the recipients are flocking to the stores to spend as much for records as the machines themselves cost. Which, of course, is very pleasing to the merchants.

NEW LOCATION FOR CABINET CO.

The C. B. French Cabinet Co., 401 Flushing avenue, has secured a plot of ground at Metropolitan avenue and the Long Island Railroad tracks near Bushwick Junction, Brooklyn, to erect a building for the manufacture of patent telephone booths and cabinets for phonograph concerns.

TALKING MACHINE SUPPLIES MUSIC

At the Annual Christmas Dinner Given the Poor and Homeless of New York by the Bowery Mission—The Victor Was Used.

At the annual Christmas dinner tendered by the Bowery Mission to the poor and homeless of New York City a Victrola XVI played a prominent part, furnishing all the music at this charitable event. The machine and records were furnished by a local Victor dealer, and the music was just as enthusiastically received by the homeless and poor as if it were being played on the operatic or concert stage.

The records furnished by the dealer were comprehensive in their scope, including grand opera, religious, popular and semi-classic. Many of the evening's guests were greatly affected by the music, which was the subject of the heartiest praise.

TALKING MACHINE DEALER FAILS.

John J. Rooney, a dealer in talking machines and photo supplies at 1983 Broadway, New York, filed a petition in bankruptcy, with liabilities of \$5,863 and assets \$4,065, consisting of stock, \$36; cash in bank, \$620, and return on insurance, \$9. Among the creditors are the New York Talking Machine Co., the Blackman Talking Machine Co. and the New York Sporting Goods Co. A subsequent court hearing J. Newcomb Blackman was appointed receiver, and will continue the business.

VICTOR CO. DISTRIBUTED TURKEYS.

(Special to The Talking Machine World.)

AMDEN, N. J., January 9.—As has been its custom for some years past the Victor Talking Machine Co. on Christmas Eve presented each of its employes of the company with a turkey and a quart of cranberries, 5,700 turkeys being distributed.

HOW TO APPROACH PROSPECTS.

Differentiating Between Cheap Sentimental Types, the Nervous, Sanguine and the Phlegmatic Types of Business Men.

How the salesman should differentiate in his approach between the three temperamental types of men, the nervous, sanguine and phlegmatic, was the subject of a talk given recently to a class in business efficiency and salesmanship in Boston. "The nervous type," said the speaker, "would become impatient if handled in a dilatory or long-winded manner. His brain is active, and every idea you give him will breed a dozen more instantly. It is necessary to make your approach brisk, businesslike and forceful. The sanguine type must be carried along by short, easy stages. Being fond of companionship and comfort, it is necessary for the salesman to interest him along these lines. The phlegmatic type is more difficult to approach, for he lets you talk and listens himself. As he is logical and practical, the salesman must know his goods and all that pertains thereto. "This type of man," says a writer in the New York Times, "will remember the arguments used, and should there be a difference in statements he will remember it and hold it against you, thus making the sale more difficult."

OPERATES PLAYER AND PHONOGRAPH

(Special to The Talking Machine World.)

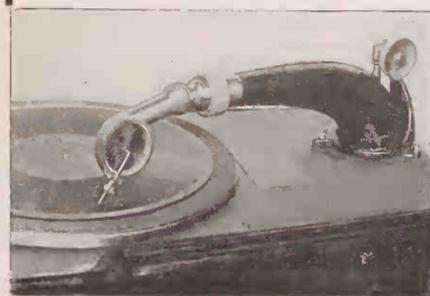
WASHINGTON, D. C., January 8.—The Aeolian Co., of New York, N. Y., is the owner through assignment by Edwin S. Votey, Summit, N. J., of patent No. 1,082,218 for a Means for Operating Musical Instruments, and which consists of a means for operating two or more musical instruments together, and is particularly designed for the operation of said instruments together in the same musical time and harmony of pitch.

The embodiment of this invention is applied particularly to two musical instruments such for instance as a player-piano and a phonograph or graphophone, driven by means supplied with power from a common source, and comprises means associated with each motor for controlling the speed of the motor, and hence the musical time of the corresponding musical instruments as well as the pitch of one of the instruments. Broadly speaking, this means constitutes or effects in each case a tempo-control for each instrument, but obviously this means may be related or unrelated to the regular tempo-control already provided in connection with each instrument. Preferably the means of control provided are operable independently and separately.

3 EASY SELLING SPECIALTIES For Edison Machines

EXTRA PROFITS are waiting for you, because every Edison owner can be interested in these attachments. Union No. 1 enables him to play Columbia and Victor records—the Union Modifier enables him to regulate the tone without changing needles—the Union Sound Box is designed to eliminate scratching.

UNION PHONOGRAPH SPECIALTIES



Union No. 1 shown in use with Sound Box in lower corner. Gold plated, \$5; nickel or oxidized, \$4.

Pat. No. 776-672, others pending

Union Modifier (quick attachable). Gold plated \$1.50; nickel or oxidized, \$1.



Pat. Pend.

Union No. 1 and Sound Box in use. Union Sound Box, gold plated, \$5; nickel or oxidized, \$4.

Pat. No. 776-672, others pending.

WRITE for our new completely illustrated catalog describing seven big sellers.

"Two Phonographs in One" AND DEALERS' PRICES. SENT FREE ON REQUEST.

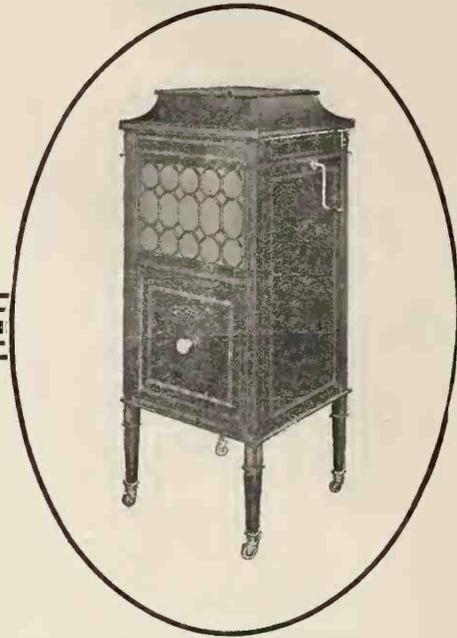
The Union Specialty & Plating Co.

409 Prospect Ave., N. W.

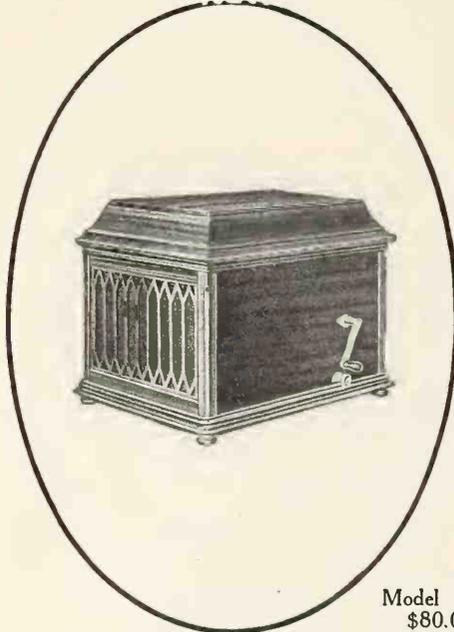
Cleveland, Ohio



LOUIS XVI
 Model A450, Circassian
 Walnut, \$450.00
 Model A400, Mahogany,
 \$400.00



SHERATON
 Model A275, Ma-
 hogany, Inlaid
 Plain, \$275.00



Model A80, Mahogany,
 \$80.00

The satisfaction of handling the complete Edison line

lies in being able to meet capably every situation that arises in the phonograph business. It means an equipment of various types that are adaptable to the man who can spend a good deal or the man who must spend but little. It means having the goods, in every sense of the word.

If a customer has a leaning toward the cylinder type, you can show him new models of

Edison Cylinder Phonographs

that express the most recent ideas in sound reproduction. This important side of the phonograph business has always been kept up-to-the minute in the Edison Laboratories. If he wants a disc instrument, you have the new

Thomas A. Edison, Inc.



Model A200, Mahogany
 and Oak, \$200.00



Model A300, Cir-
 cassian Walnut,
 \$300.00



SHERATON

Model A290, Mahogany, Inlaid Marquetry. \$290.00



LOUIS XV

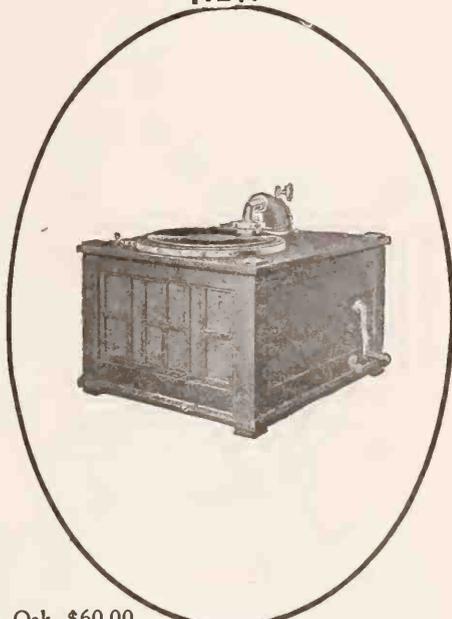
Model A425, Circassian Walnut, \$425.00
Model A375, Mahogany, \$375.00

Edison Diamond Disc Phonographs

upon which Mr. Edison has been at work for the past three years and in which are expressed the final perfections of the phonograph as a musical instrument.

The motors, with the uniform speed maintenance up to the last revolution, offer mechanical excellence that has never been approached. The cabinets, in a wider variety of beautiful woods than ever, are appropriate for the surroundings of any home or club or church.

Whoever your prospective buyer may be, in the Edison line there is a phonograph that will best suit his taste and his purse.



Model B60, Oak. \$60.00

59 Lakeside Ave., Orange, N. J.



Model A250, Mahogany and Oak, \$250.00



Model A150, Mahogany and Oak, \$150.00

TALKING MACHINE SALESMAN'S BOOK OF KNOWLEDGE.

Purchase Scrap Book and Jar of Paste, Mr. Talker Man, and Start an Encyclopedia of Phonograph Information for the Edification and Enlightenment of Your Customers—Some Valuable Hints Worthy of Consideration for the New Year.

There is a salesman attached to the establishment where I buy my records who bears a unique reputation. He is universally conceded to have the greatest store of talker news stored away along with the gray matter in his active brain of any man in town. In addition to the notoriety he enjoys from this source, it aids him tremendously in selling goods.

A great many times have I witnessed customers refusing to be waited upon by any salesman but Frank (his name is Frank), and in the event of his being engaged elsewhere, they would sit themselves patiently down in the showroom and await his return.

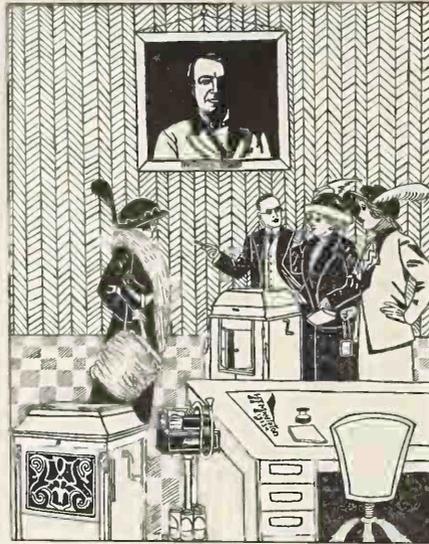
There is not a subject of interest in the talking machine world, be it old or new, that Frank cannot talk upon fluently and well. Ask him a question regarding the salary of an artist, the latest march by Sousa, or the color of Ada Jones' eyes, and he will not only answer you correctly, but throw in some entertaining attendant anecdote for good measure.

Such a salesman is most valuable to his employers, and, therefore, capable of commanding a remunerative return for his services.

Why not follow Frank's example, Mr. Dealer, and familiarize yourself with all things phonographic, which at some future time may prove of interest to your patrons? There is not a day goes by that does not bring to you, through the medium of the newspaper or magazine, some bit of information well worthy of a place in your salesman's book of knowledge. For instance, it is most satisfying when a physician calls to inspect a machine, for amusement purposes only, to find yourself in a position to converse technically regarding the effects of different kinds of music upon the sick, and to convince him that not only will the talker

be a source of entertainment and delight to himself and family, but of vast value to him in his practice as well.

Tell him of the views of Dr. Leonard Keene Hirshberg, A.B., M.A., M.D. (Johns Hopkins), upon this subject. "There is no doubt," says Dr.



Why Frank's Services Are Sought.

Hirshberg in the Philadelphia Evening Telegraph, "that music, like other emotion stirring stimulants, plays, at times at least, a fair share in the medical aids that go toward the restoration of health. If the musician's touch is tender, full of emotion and vibrating with sincerity, Beethoven seems to



Won't You Have a Lesson in Spanish?

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

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

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

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

International Correspondence Schools

Box 918, Scranton, Pa.

act as an ideal tonic upon the sick. On the other hand, the current ragtime melodies popular with these same patients when they are well pall upon them and irritate them when sick."

He then speaks of Miss Alice E. Gether, an accomplished pianist, and describes her experience with music as a curative agent in the hospital as follows: "The day she left the institution a request came from a patient, whose recovery a few days before had been very doubtful, to please have her piano moved near her room and to play Schumann's 'Träumerei' for her. This was done, and the patient took a turn for the better and recovered."

When you have told him these things which he did not know, he is not only amazed, but does some hard thinking as well. In the end, instead of selling a single outfit to the man of medicine, you sell several to his hospitals also. You have, through the agency of your book of knowledge, opened up a new field, and that, of course, means more business and greater financial returns.

Now that the medical fraternity in its relation to the talking machine industry has been sufficiently touched upon, we will turn another page of our scrap-book.

* * * *

A cylinder record was playing softly, the melody floating through the grill of the Amberola with dreamy sweetness. "When It's Apple Blossom Time in Normandy," sang the artist, his golden tenor soaring high above the querulous voices of two angry customers. I like that song immensely, so I paused to listen.

"That's Irving Gillette singing, I tell you!" declared one of the irate patrons, positively.

"You're wrong!" snapped the other fiercely. "Don't you suppose I know a voice when I hear it? I want you to understand, sir, that I have been an authority on singing for twenty-five years, and, furthermore, I have a dozen disc records in my cabinet at home this very minute with that voice on them."

Then, glaring belligerently at his opponent, he snarled, "If that isn't Henry Burr's tenor on that record, By Gad! I'll eat it."

"If my eyes do not deceive me, brother, you have a tough meal before you. The name of Irving Gillette is stamped upon the box lid."

"I don't give a —!"

"What is the difficulty, gentlemen?" interrupted the salesman (our friend Frank) arriving with a tray of best sellers.

"Difficulty enough!" roared the debaters in unison. "This man"—each glaring at the other—"don't know a voice when he hears it!"

"Irving Gillette for the Edison, Henry Burr for the Columbia and Victor, and Harry H. McClaskey in private life," explained Frank succinctly. Both were right—war was averted.

From interesting a professional man, by a chat with him in his own language, to settling an argument as to the identity of a singer, is a far cry, but your scrap-book of talker facts will enable you to do either equally well.

Oh, there is no doubt, Mr. Dealer, about this book of knowledge idea being a trade bringer.

Just a bit of advice in conclusion: When your next customer calls to hear a certain record, surprise and delight him by indulging in a brief resumé of the artist's life; or, if you prefer, speak of a memorable incident in connection with the composer of the selection.

Your patron will be most appreciative and delighted because, through your courteous explanations, he is able to add very materially to the enjoyment he has previously derived from his instrument.

He will speak of you to his friends as an authority upon everything in talkerdom. He will tell them also of the pamphlet of artists' biographies, meaty kernels of news, and valuable hints, he is compiling with your able assistance, and suggest that they come and do likewise. Why, if every talking machine man in the country would cultivate the fine art of entertainingly instructing his customers regarding the many subsidiaries of the talker, the industry would enjoy a greatly enhanced prosperity. Do you not agree with me?

HOWARD TAYLOR MIDDLETON.



1913 was a great year for Columbia Double-Disc Records—the greatest we ever had. 1914 will be twice as great. That much we can already see coming. Watch it. But watch it from the inside looking out, not from the outside looking in.



(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

SOME NEWSPAPER MISSTATEMENTS SET RIGHT.

Recent Report of Suit of American Graphophone Co. Against the Parlograph Co. Led to Some Statements Being Made That Are Misleading—Statement from the Counsel of the American Graphophone Co. Is Important and Informative in This Connection.

The talking machine industry was greatly interested in the published account of a dictating machine lawsuit which appeared in the New York Sun recently, wherein the American Graphophone Co., manufacturer of the Dictaphone, asked for an injunction against the American Parlograph Co., manufacturer of the "Parlograph," another dictating machine of foreign manufacture. This injunction was denied, as the American Graphophone Co. had expected, but in publishing the account of the trial the Sun apparently made some deductions which were not based on the facts at issue.

The headings of the story, prominently displayed in usual newspaper style, in bold-face capital letters, read: "Bars to foreign phonographs down—Dictaphone makers lose suit to keep out German 'Parlograph'—Edison patents expired—Open field for devices and records is expected to cut prices."

The remainder of the article under the above startling headings read:

Through the denial by District Court Justice Holt, an application by the American Graphophone Co., manufacturers of the dictaphone, for an injunction to restrain the importation and sale of a German machine known as the parlograph on the ground of patent infringements, it became known that the American field is now open to foreign talking machines.

The decision is said to form the opening wedge for the importation of all foreign talking machines and records, and means an eventual cut in the price of both business and musical phonographs.

The decision is said to be the first in which the American manufacturers have failed to keep foreign machines out.

The defendant was the American Parlograph Co., of 2 Rector street, American agents for the Carl Lindstrom Co. of Berlin, who were warned before the suit that the parlograph was an infringement. The defendant referred the matter to its attorneys, Cabell & Gilpin, of 11 Wall street, and made contract to sell 1,000 machines. Then the suit was brought.

The American Graphophone Co., through its attorneys, Mauro, Caron, Lewis & Massie, alleged that the defendant's machine infringed on a patent of Thomas H. Macdonald, of Bridgeport, Conn., and upon patents of John H. J. Haines and Elam Gilbert. In the argument the plaintiff relied solely upon the Macdonald patent.

Shelton F. Cameron, a patent lawyer, of counsel for the plaintiff, said in an affidavit that he has made a specialty of the art of producing sounds, and that he found in the parlograph every feature claimed by the Macdonald patent.

Edward D. Easton, president of the American Graphophone Co., and the Columbia Graphophone Co., said that for years prior to 1896 his company was in litigation with the Edison companies. In 1896 this was settled and contracts entered into which are still in force, under which each agreed to keep to its type of machine.

The answer of the defendant said that the alleged invention was used by Edison and many others before it was patented by Macdonald, and that the letters patent didn't describe an invention but a "mechanical expedient."

The defendant also alleges that the contract between the American Graphophone Co. and the Edison Phonograph Co. is in violation of the Sherman anti-trust law.

Philip Mason Cabell, president of the defendant company, said that it is a matter of common knowledge that the graphophone was invented by Edison in 1880, and that his patents have long since expired. He said that other machines merely differ from the Edison machine in mechanical structure, and that so far as the principle is concerned America is an open market.

Judge Holt denied the application for the injunction without writing an opinion.

When seen by a representative of The Talking Machine World, C. A. L. Massie, of the firm of Mauro, Cameron, Lewis & Massie, counsel to the American Graphophone Co., stated that the newspaper account was somewhat overdrawn, and dictated the following statement in order that the

trade might be properly informed regarding the true status of the points of law at issue:

"BARS TO FOREIGN PHONOGRAPHS NOT DOWN."

"The American field has not yet been opened for invasion by foreign talking machines. The American Graphophone Co. has recently brought suit against a German dictation machine known as the 'Parlograph,' as an infringement of no less than five different United States patents. This suit has nothing to do with disc machines, or with 'records' of any kind, or with musical machines.

"The suit will be prosecuted vigorously, in the usual manner; and is expected to result in a permanent injunction, and the defendant will have to account to the Graphophone Co. and pay over to the latter its own profits and also the damages resulting from the infringement. Under the law the Graphophone Co. can also proceed against every user of the infringing machines.

"With one exception, these five patents have many years to run. The Macdonald 'overhanging mandrel' patent, however, will expire in the coming spring. For that reason, and also because of the long public acquiescence in the validity of that patent, the Graphophone Co. ventured to seek a 'preliminary injunction' in advance of the trial—even though there has been no 'prior adjudication' in favor of that patent. All five of these patents have hitherto been respected, so that the Graphophone Co. has not heretofore been called on to bring suit to enforce them; and consequently there has been no 'prior adjudication' concerning any of these particular patents.

"Ordinarily, the Federal Courts refuse preliminary injunction upon a patent that has not already been sustained by some prior adjudication. Of course, there was no ground for asking preliminary injunction upon any of the other four patents sued on; yet the Graphophone Co. had hoped that the court might decide to grant preliminary injunction under the Macdonald patent, which expires so shortly.

"However, this case proved no exception to the general rule, United States Judge Holt handing down a memorandum decision which reads: 'I think that the case made on these papers is not so clear and decisive as to justify a preliminary injunction under the practice in patent cases. Motion denied.'

"Judge Holt's decision is in line with the usual reluctance of the Federal Courts to grant preliminary injunction before trial, and does not in any wise effect the merits of the controversy or foreshadow the outcome of the suit."

"The twentieth century was born without a memory—it's so busy with to-day's achievements and to-morrow's projects that no one has time to remember yesterday's exploits."

HISLOP CO. SECURES EDISON LINE.

(Special to The Talking Machine World.)

NEW LONDON, CONN., January 8.—The agency for the Edison disc phonograph has been placed by J. W. Scott, representative of Thomas A. Scott, Inc., with the James Hislop Co., for this city and vicinity. A large initial order was placed. Much interest has been manifested in the Edison disc, owing to the recital given by Mr. Scott in the lobby of the Mohican Hotel last Sunday afternoon. This is the first time that the Hislop company has handled musical instruments, and it is making the public acquainted with its plans in imposing announcements in the local newspapers.

SECURE EDISON DISC AGENCY.

(Special to The Talking Machine World.)

NORWICH, CONN., January 8.—The Porteous & Mitchell Co. has secured the exclusive agency for the Edison disc phonograph in this city and vicinity, and a full line of these instruments are now being displayed in the company's handsome new musical department. In connection with the opening some striking advertisements were carried.



builT likE a watcH
artistiC, cleveR, compacT
togglE joinT, powerfuL
iT doeS noT sheeR
iT cutS
retainS chipS

noW iN thE handS
oF youR jobbeR

**Standard Gramophone
Appliance Co.**

173 Lafayette St., New York

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

EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

Trade Representatives: GLAD. HENDERSON, C. CRACE, L. E. BOWERS, B. BRITAIN WILSON,
 A. J. NICKLIN, AUGUST J. TIMPE, L. M. ROBINSON.

Boston: JOHN H. WILSON, 324 Washington Street.
 Chicago Office: E. P. VAN EARLINGTON, 27 So. Wabash Ave.
 HENRY S. KINGWILL, Associate.

Philadelphia: R. W. KAUFFMAN. Minneapolis and St. Paul: ADOLF EDSTEN.
 San Francisco: S. H. GRAY, 88 First St. Cleveland: G. F. PRESCOTT.
 St. Louis: CLYDE JENNINGS. Cincinnati: JACOB W. WALTER.
 London, Eng., Office: 2 Gresham Buildings, Basinghall St. W. LIONEL STURDY, Manager.
 Representatives for Germany and Austria: VERLAG NEC SINIT, Berlin C. 19, Ross-Strasse 6,
 Germany. Geo. Rothgeiber, Director.

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SUBSCRIPTION (including postage), United States, Mexico, \$1.00 per Year; Canada,
 \$1.25; all other countries, \$1.75.

ADVERTISEMENTS: \$3.00 per inch, single column, per insertion. On quarterly or yearly
 contracts a special discount is allowed. Advertising pages, \$100.00.

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

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

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

NEW YORK, JANUARY 15, 1914.

AT the beginning of the year most of us are apt to indulge in a little retrospective and prospective thought, and it is the aim of every business man to remedy certain policies which have been pursued in the past which have not proven their usefulness in a business sense.

What policy can be best adopted to make the talking machine business better for 1914?

Have our practices and methods been thoroughly up-to-date?

Are there any weaknesses which are discoverable when we analyze our various policies and systems?

These and other queries along similar lines will be considered by talking machine men everywhere.

The industry has great possibilities and are we all making the most of them? That is the question!

That the present position of the talking machine has advanced commercially, artistically and nationally, cannot be too strongly emphasized, for this broadening out in every department of life means greater expansion of business for those whose financial interests are interlocked with the industry.

The growing importance of the talking machine everywhere makes necessarily for the business advance of the men who are interested in disposing of these popular creations.

Sometimes we feel that some of the talking machine dealers throughout the country do not realize the importance of the product which they sell as an educational and instructive factor.

For quite a period a large proportion of our population viewed the talking machine as a product the existence of which would be ephemeral. They did not take it seriously, but all that is changed. Artists internationally famous, in both the vocal and instrumental field, are now being heard through the aid of the talking machine in the homes of people who never without its mediumship would have become acquainted with good music.

IT means the best in music has been carried from the concert stage to the parlor, and that our great singers and instrumentalists and our great orchestral organizations are now heard in every home, thus aiding the musical education of the people; helping to a keener appreciation of good music, and teaching them how to enjoy music in the home in a manner never before possible.

Then, if we consider the manufacturing department, it must be admitted that the output has been vastly increased, for year by year the manufacturing facilities have been greatly augmented. In fact, the increase in the manufacturing department has been as rapid as we could reasonably expect.

It is impossible to create a great factory over night, and when

we view the great plants, limited in number, but vast in space, it must be admitted that the manufacturers of talking machines have made every reasonable provision to take care of their trade with promptness and despatch. But notwithstanding these great plants involving the outlay of vast capital, they have been unable to keep up with the demand because by the aid of advertising running into colossal figures, the public has been more and more educated to the possibilities of the talking machine, its entertaining powers and its value as a home entertainer. Hence, the demand has been increased in a phenomenal manner.

THEN another point which is of vital importance is the stability which has surrounded the trade through price maintenance.

Every man in the talking machine trade has had the advantage of nationally advertised products and has had a price protection which has been of infinite value. A condition of price cutting and business disturbances have thus been happily and wisely avoided. And yet notwithstanding these unusual conditions of strength and stability there are retailers who, by their public exploitation, are doing things which would seem to us are not warranted by the conditions which surround the talking machine industry.

Take, for instance, a public exploitation in which talking machines are offered on terms which are not in accordance with sound business methods, and which seem to us to be superfluous and uncalled for.

According to the advertising announcements of a department store, one dollar will place a \$15 machine and \$9 worth of records in the homes of purchasers. Future payments can be made at the rate of fifty cents.

A \$5 payment will place a \$100 machine and \$10 worth of records in the home of the user, and a \$10 note puts a \$200 machine and \$10 worth of records in the same place.

Do not merchants who sell on such a basis strike a blow at the stability of the business everywhere? Why pay cash, even if you have it, when such terms are thrust at you?

The men who put out pianos at nothing down and a dollar a week have long ago become convinced of the ruinous pace they were traveling, and the talking machine business which has to-day but three producing houses and no such competition as exists in the piano industry, yet some of the merchants deliberately violate all rules of business soundness in their evident anxiety to do business.

We should bear in mind, too, the fact that such offerings affect the entire trade. They establish a standard of selling terms which is liable to be put up to talking machine men in every city and every hamlet throughout the land.

What in the name of common sense, when there are not enough goods to go around, is the use of offering a man a machine worth \$200 and \$10 worth of records for a ten dollar note?

The buyer can use the machine a month with the records and then return it. The returned machines are sold again as new. Is this right?

What is the machine but a used product, and how much are the records depreciated?

Furthermore, does anyone believe for a moment that there are not many people who would take advantage of such terms who do not, at the time they order the machine, expect to keep it beyond a very limited time?

Again the advertisers deliberately turn a cash business from their own establishments by such offerings.

Why should a man pay cash for a talking machine when he can get one for a few dollars per month? Why not run over a period of a couple of years in his payments when it costs him no more?

Such advertising hurts in more ways than one, for it creates a long time small payment credit business out of what otherwise might prove a near cash transaction, and it tells the man who has the cash that he need not pay it save in homeopathic doses over a long period. Is that good business?

What is the advantage of offering a hundred dollar machine for \$5 a month and a bunch of records included?

Under those conditions the purchaser who desired to have a talking machine in his home during the holidays could secure a good machine and a few records before Christmas, and after a month's use decide that he does not desire the machine, return it with the records, and gets his money back. Can you beat it? Not very well—machine, records, music for a month at no cost.

Now, does anyone for a moment doubt that there are not plenty of people who will abuse such generosity.

The bait is too good—too alluring—and many will snap at it because it has been put forth by department stores of reputation and standing.

Is there any reason why talking machines should be offered on such terms?

THEN, again, what becomes of the used machines under such conditions? Surely reverts are put out again and are they not sold as new machines? And the records, too, may be badly damaged.

This kind of appetite whetting advertising is a greater disturbing factor than many think at the first blush.

The great metropolitan papers containing notices of such allurements reach the smaller towns, and possible customers go into the talking machine merchants and show them the advertisements put forth by the department stores and ask the local men why they cannot do as well as they in terms. Then they follow up with the threat that they will do their buying outside of town if the small merchants cannot meet competition regarding terms as well as prices.

What is the result?

The dealers in the small town have to use some convincing line of arguments, or they have to make concessions which they would not be compelled to do in order to close sales.

Now, this unsatisfactory and unwholesome condition is needless, because there is no industry in the world that is as well protected, as well fortified in every way, affording ample protection to jobber and retailer as the talking machine business. Yet, here are some houses that deliberately jump in, and while they do not flaunt higher prices, they annihilate sound business principles by offering allurements which are not justified under the existing conditions.

THEY help to create a condition which makes it harder for the small merchants to do business than before, and up to the present time one of the splendid advantages of the talking machine business is the fact that it afforded the small man—the man with limited capital—an opportunity to do business on equal grounds with the big house controlling millions.

That has only been possible by fixed prices, and now some of the houses which are handling talking machines are endeavoring to increase their business by offering inducements of a nature which rarely must be unprofitable for themselves, and which will have a reflex effect upon the entire trade.

Is there any profit in giving a man a \$100 talking machine with a month's worth of records for a month for a five dollar note? There is the salesman's time, the cartage both ways, the pro rata selling costs and simply a gamble on the man's keeping it, and even if he does, why is it necessary to emphasize too long a period in which the talking machine instalments may run?

Why harp upon the long selling time when there are not enough machines to go around to-day?

THERE are some business moves which we fail to understand even though they may be put forth by great and successful houses.

We see no reason why the selling time should be extended under conditions which are contrary to sound business principles.

Such methods are not in harmony with the principles which have protected the trade through the enforcement of rules holding price maintenance to a point of unyielding rigidity.

Talking machines are profitable to handle and the retail purchaser secures excellent value. In other words, it is a perfectly fair arrangement all around, and it is absurd to offer a kind of bait to purchasers which creates the impression that talking machines may be purchased at any kind of prices and terms.

It injures the business in that it creates the impression in the minds of readers of the advertisements that talking machines can be purchased on almost any terms and conditions. Therefore, the opinion would then be formed that the prices at which the machines are sold afford unusually large profits to the retailer, else such allurements would not be made. This is creating a false impression.

TALKING machines should not be handled as a baiting piece of merchandise, and the impression should not be created that one house can violate legitimate merchandising conditions in order to attract customers to its establishment, with perhaps the hope that the customer will be impressed with the ability of the house to supply cut rates on some other lines of merchandise than those advertised.

It may be urged that such advertisements injure no one, but in our opinion they injure the entire trade and they impose a heavier burden upon dealers everywhere to meet such unbusinesslike offerings. The talking machine business is a wonderful industry, and the men whose interests lie therein should not, through alluring price offerings, aid to introduce a baiting element which may work out disastrously to the entire trade. There can be no annihilation of selling terms without the entire trade feeling the effects of such a move.

A PARTICULARLY interesting endorsement of the position, as an amusement and education factor, now reached by the talking machine is that contained in the recent announcement of an extra allowance of \$82,500 granted for army post exchanges by Congress at the instance of Secretary of War Garrison. The amount as divided will provide a fund of \$1,245 for each army chaplain with which he is expected to obtain a talking machine and a suitable supply of records, a motion picture machine with slides and films and a tent with adequate seating facilities in which to give entertainments for the amusements and benefit of the enlisted men.

The fact that the appropriation will result in the purchase of sixty or more machines with several hundred records, is not so important to the trade at large as the fact that Congress, through the influence of the Secretary of War, displayed its appreciation of the value of the talking and motion-picture machines as a means of making the lot of the enlisted soldier more pleasant, to the extent of making a generous appropriation for the purchase and maintenance of such equipment.

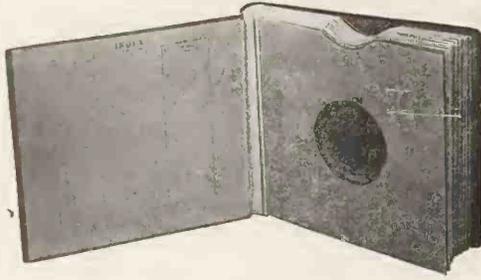
Recognition by the Federal government of the value of the talking machine as a means of entertainment for soldiers is a tribute that should prove a sales-producing argument at the hands of the wide-awake dealer, for Uncle Sam, in buying supplies, doesn't bother with experiments, but demands goods of accepted worth and quality, whether it is a matter of blankets or amusement devices. The adoption of talking machines by the army is just another indication of the rise of the talking machine from the point where it was a novelty of the freak order and the butt of humorists to its present forward position in the field of music.

Through the medium of the talking machines the enlisted men can listen to their favorite selections, whether grand opera or rag-time, and when the men at one post after months of use become tired of their stock of records they can be exchanged for those of another post until the records are worn out. With talking machines in public institutions of all kinds, schools, colleges, army posts, etc., and in hundreds of homes throughout the country the energetic advertising and sales campaigns have surely brought results.

IT is better to prevent credit evil than to attempt the remedy after the evil is done, so declares Edward S. Mills, who at one time managed the adjustment bureau of the Philadelphia Association of Credit Men, who says further that the chief reason for tardiness by merchants in the payment of their bills may be found in a "lack of business ability and management," and therefore it is of the highest importance for the credit man to keep in close touch with his tardy accounts and make it his business to educate them and warn them against their mistakes.

"In this way," Mr. Mills adds, "slow accounts can often be developed into very profitable ones, and the credit man who considers his duty done when he simply passes upon an account and then tries to get his money out of it has no proper conception of the credit man's sphere, for he should make it his interest to find the flaw in his customer's business." He cites one house that looked upon this as a matter of such importance that it had a force of trained men whose duty it was to call upon its customers in order to show them how to take and keep track of stock and accounts and how to supervise their business generally, and this concern had been instrumental in saving and making profitable businesses out of what otherwise would have been failures.

Better Value than Other Albums by Reason of Superior Quality



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



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

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

OPTIMISM IN THE TWIN CITIES.

A Great Holiday Business Transacted by the Talking Machine Houses and the Percentages of Increase Given Out Would Seem Extravagant Were They Not Supported by Irrefutable Testimony.

(Special to The Talking Machine World.)

MINNEAPOLIS AND ST. PAUL, January 6.—If ever the talking machine and phonograph dealers of the Twin Cities lived in clover it was in the holidays and the contiguous days fore and aft. Some of the statements handed out to your correspondent in his merry round read extravagant like, but there is no question but that they were in clover, head high and luxuriant. The extent of the business was limited only by the ability to obtain goods.

"We lost many retail sales and many local orders because we could not supply the goods," remarked W. J. Dyer, head of the big house which bears his name and an extensive jobber in Victor products. 'Of course, it is much better to clean out your stock and make ready for new goods than to carry a big line over the season, but it is aggravating to be compelled to refuse actual money. Some day, probably, we will have stock enough to meet the demands, but I imagine that just for the present the talking machine trade is growing so rapidly that the manufacturers are unable to keep the production up to the pace of the demand. We will continue our Victrola and Pianola recitals every Friday night, as these have become a regular musical institution in St. Paul and draw large numbers each week."

"Nearly 300 per cent. increase" is the comparison made by the Minnesota Phonograph Co. between December, 1913, and the previous December. "Had we taken in \$1,000 more," explained Laurence H. Lucker, manager, "we would just have trebled the business. We received six carloads of Edison instruments just before Christmas and one carload after, and nearly everything has gone and we are about a hundred machines behind in our orders. Much of the business was high grade. We sold

one \$400 and one \$450 Edison way out in North Dakota, which serves to illustrate how the fame of the Edison instruments is spreading."

At the Columbia headquarters in Minneapolis Jay H. Wheeler, manager, still was so busy that he did not have time to stop and talk about the business, but in this case no news doubtless means good news.

Archie Matheis, of the Talking Machine Co., has not recovered from the holiday rush, and still is hustling, but halted long enough to announce that his December trade was greater by 150 per cent. than during the previous December and, of course, he is pleased. Mr. Matheis handles both Victors and Edisons.

Foster & Waldo, who have been pushing their Victor department with much energy of late, have reaped a rich harvest therefrom, and are highly pleased that they have done so, as the sales in recent weeks have been tremendous.

One of the handsomest display windows in either city during the holidays was that of the Columbia store in St. Paul, which was arranged by C. P. Herdman, manager. It contained types of seven machines, from \$25 to \$275, with a decorative arrangement of holly, smilax and palms. After a big rush of trade there was not a \$75 or a \$100 machine in the house, only one \$150 machine, not a single mahogany type except two at \$250, and that is being cleaned out right.

VICTOR PUBLICITY FOR JANUARY.

The Victor Talking Machine Co. sent out to its dealers late last month its usual batch of valuable literature to assist them in developing January business. Proofs of the advertisements to be used by the company in the newspapers throughout the country, record hangers, and the customary proofs of magazine advertisements for January were included in the batch. The proof of the company double page spread in the Saturday Evening Post of January 17, shows an advertisement of exceptional merit and beauty.

The maintenance in popularity of the tango and

the ability of the Victrola to adequately cater to the demand for this type of record, is referred to particularly in the letters accompanying the new Victor publicity, together with the suggestion that the vast amount of new machines sold during the Christmas season opens a new market for the sale of additional Victor records.

MOVING PICTURE SLIDES.

In Connection with New Advertising Record Issued by Columbia Co. an Aid to Dealers.

In order that Columbia dealers may reap the full benefit of the value of the new advertising record recently issued by the Columbia Grapho-

phone Co., a number of publicity stunts have been introduced by the company's advertising department during the past few weeks. Live-wire pamphlets, car cards and moving picture slides have all been among the recent publicity presented by the company for the attention of Columbia dealers. One of the important helps offered is the motion picture slide shown in the accompanying illustration. This slide is meeting with success wherever it is introduced, and dealers throughout the country are ordering it.

READY REFERENCE OF GENERAL SUPPLIES

DEALERS

Send for our "Trial Proposition" on the Regina Hexaphone—the latest and best paying popular priced coin-operated instrument for use in public places.



211 Marbridge Bldg., 34th St. and Broadway, New York City
Manufacturers of Regina Music Boxes; Reginaphones;
Coin-operated Mandolin Orchestrons; Vacuum
Cleaners and other specialties.

Mermod & Co.
505 Fifth Avenue New York

Manufacturers of
Talking Machine Supplies
Motors—Sapphire Points
A Specialty

Keep Your Record Stock with



Costs about \$2.00 for 250 records for 50 years
Send for 20-page catalog

THE SYRACUSE WIRE WORKS,
SYRACUSE NEW YORK



The new Columbia dance records are absolutely in strict dance tempo, and why shouldn't they be? They have been recorded under the direction of the highest authority on modern dancing—Mr. G. Hepburn Wilson. Ask for the new Columbia dance circular.



(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

AT THOS. A. EDISON'S OLD HOME.

Mrs. Ilsen Takes New Disc Phonograph to Old Edison Homestead in Milan, O., and Gives Concert for Benefit of Mr. Edison's Cousin "Twinsy," Who Tells of "Alvie's" Boyhood.

(Special to The Talking Machine World.)

CLEVELAND, O., January 8.—From the depths of a massive Edison disc phonograph, looming out of all proportion in a tiny "6 by 7" bedroom, floated the beautiful old "heart song," carrying with it the rare, gripping sentiment of a lifetime.

For the little bedroom, in the unpretentious old-fashioned cottage at Milan, O., was the room where the greatest mechanical and electrical genius of all time, Thomas A. Edison, first saw the light of day 66 years ago.

And just outside in the front parlor—the huge mahogany cabinet filled the bedroom—the "old folks" listened, with heads almost reverently bowed, to the most perfect reproduction of the human voice obtainable—the result of 35 years' unceasing study by the "big-headed boy" they all knew so well.

Memories Bring Tears.

The last strains died away. The old home "where the old folks stay" was silent. Then the lovable, white-haired cousin of the wizard inventor, Mrs. Nancy Elizabeth Wadsworth, named by Edison's mother and nicknamed by Edison himself "Cousin Twinsy," broke the awed hush.

"It's too wonderful, isn't it?" she asked appealingly. "He's just the same little Alvie to me; I can't think of him as the mighty, wonderful man the world sees."

And throughout the long, wonderful day, Thursday, when "Alvie" came back to the "old home" through the medium of his talking machine, the eighty-year-old boyhood confidante of the twentieth century's superman just marveled and voiced her pride in her wonderful boy.

Mrs. Isa Maud Ilsen, the first woman ever to represent Edison, who has been giving recitals in Cleveland to demonstrate the new Edison diamond-disc phonograph—probably the inventor's greatest achievement—conceived the idea of taking the beautiful product of his brain into his boyhood home in Milan.

So Milan and the home folk enjoyed a red letter day in history—and, most of all, "Cousin Twinsy," whose pretty ringlets of gray hair fell occasionally over the eyes that never lost their prideful glow.

"Oh, you've forgotten the horn," Mrs. Wadsworth exclaimed when the phonograph had been unpacked. The explanation that the horn was ingeniously concealed left the aged woman mystified at the wonders wrought from her Alvie's abnormally large head.

Tries to Hatch Goose Egg.

"Of course, I never dreamed Alvie would be such a great man, but I always knew he'd succeed," related Mrs. Wadsworth joyously.

"The day his father went out on that green hill over there and pulled him off a stump where he'd turned purple with cold while he was sitting on a goose egg to hatch it, I said it showed he was thinking of things.

"But I was young and Alvie got a whipping just the same.

"However, when Alvie took a boy, who lived in that house across the road, and filled him all full up with seidlitz powders to make him fly, I almost believed what his teacher said about him being addled.

"Oh, how I wish Samuel—that's his father—could have lived long enough to see how high Alvie's gone in the world—doing things for humanity. Alvie's pa always said 'his head's too big.' Alvie did have a large head, the largest I ever saw on a boy of his age."

Several of the old songs restored her youthful pertness. First, she examined the great instrument standing in Alvie's room.

Makes Good Early Promise.

"Alvie once said to me: 'I'll make iron and wood talk some day, Twinsy,'" Mrs. Wadsworth remarked suddenly, arousing from a reverie of retrospection.

"He's done more than keep his word, hasn't he? It seems as though he must have been living for centuries to do all he has—but I keep seeing the little boy I put to bed."

The cottage proved far too small to house the old friends and neighbors, so sentiment had to be waived a little, and the library secured for an evening recital.

Two hundred of the 700 population appeared on two hours' notice. Twinsy and her daughter Metta were both there.

"To think I used to pull his hair and stick my tongue out at him," gasped a "girl" of seventy-five, Mrs. A. J. Barney. Memories and anecdotes of Edison were murmured admiringly.

BUILDS UP LARGE VICTOR TRADE.

Wm. K. Kaplan & Co., Jamaica, N. Y., One of the Most Successful Talking Machine Houses in Vicinity of New York.

One of the most successful of the talking machine houses in Queens County, N. Y., which constitutes one of the boroughs of Greater New York, is that of William K. Kaplan & Co., 316 Fulton street, Jamaica, who in summing up the business of the company for the months of November and December, just past, state that it shows an increase of nearly 100 per cent. over that of the same period of 1912, and the quality of the business is also a most pleasing factor, the higher priced machines and records being in greatest demand.

In order to take care of its growing business the company has just completed the remodeling of the rear section of its store for the purpose of making room for extra demonstration booths for the Victrolas. An entire new lighting system has also been installed. In addition to Victrolas, W. K. Kaplan & Co. also handle pianos and player-pianos with much success.

ANALYZING INITIATIVE.

Initiative consists of doing on the spot without being told and without complaining what the other fellow never thought of doing—and didn't do when he was told.

HEAVY TRADE IN INDIANAPOLIS.

Christmas Business Surpasses All Previous Records—Stores Handle Profitable Saturday Night Trade—Columbia Co. Stock Cleaned Out Temporarily—News of the Month.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., January 7.—Christmas trade in the talking machine business here exceeded all expectations of the dealers, who assert that the holiday trade of 1913 was nearly twice as heavy as the Christmas trade of 1912. Talking machines and records were scarce articles around the stores when the doors closed on Christmas Eve.

The Columbia Graphophone Co.'s local branch thought for a while that a number of customers were to be disappointed, but at the last moment the express company came along with twenty-eight extra machines and thus saved the day.

The Stewart Talking Machine Co., Victor distributors in Indiana, had the best Christmas trade in the history of the house. W. S. Barringer, manager of the company, worked day and night in handling the large volume of business. The company's warehouses were emptied by the onslaught of Victor buyers.

The talking machine department of the Aeolian Co.'s branch also had a huge Christmas trade. Victor machines by the carload were shipped in for the Aeolian Co.

The Kipp-Link Co., the energetic distributors for the Edison machines, also experienced gratifying sales, especially of the new Edison disc machines and records.

Most of the stores are still closing at 6 o'clock on Saturday evenings, but the Columbia Graphophone Co. and the Kipp-Link Co. say the public just won't let them close up before 9 p. m. Saturday. Apparently, there is a large class of talking machine owners who like to come downtown Saturday night and buy records for the next week. The volume of business done by the talking machine stores which keep open is surprising. The managers of the stores would prefer to close up, arguing that the stores would get the business anyway, but the machine owners demand service on Saturday night.

Records are scarce in the Columbia Graphophone Co.'s store, and the getting of more records is the problem which is bothering the management. While the writer stood in the store Saturday afternoon the salesmen had to say again and again, "We're sorry, but we are out of that number." The popular records simply can't be kept in stock at all times. The patrons of the store, however, appeared to realize that the store was not to blame, and would promise to return in a few days when a new shipment would arrive. "My Skylark Love," by Denni; "Marriage Market," by Jacob; "Mad Scene from Lucia, and Caprice Viennois, by Ysaye, are among the records which are hard to keep in stock.

Advertising is nearly fool-proof. No persistent advertising of an article of merit has ever failed in the United States.

YOUR CHRISTMAS SALES

were, to a large extent, made up of the smaller machines.

FOLLOW THESE SALES UP and get *all* of the profit that a machine sale should earn by selling not only a good supply of records, *but also*

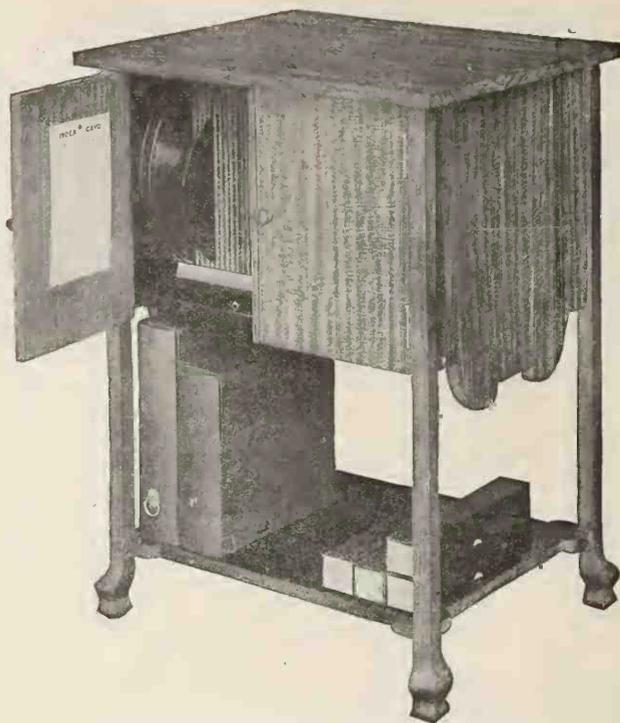
A Good Cabinet To Keep Them In!

Here is a cabinet-table that just hits the mark.

The top is of solid mahogany or quarter-sawed white oak. Sides of select veneer and corner columns of one solid piece. Fifty-two compartments lined with green felt accommodate either 10 or 12-inch records, and the spacious shelf below can be used for record albums or player rolls. There is also a 4-pocket needle holder and a simple and accurate index.

We have several different styles of cabinets matching in design the Victor IX and the Columbia "Favorite," and also cabinets to go with No. 60 and No. 80 Edison disc machines.

Send for our catalog. It tells everything about our entire line.



NO. 103—SIZE 33" HIGH. TOP 24 1/4" x 20 1/4"
Will hold any make of Columbia, Victor or Edison Disc Machine

SALTER MFG. CO.

Makers of Salter's Patent
Felt-lined Shelf Cabinets

337-43 N. OAKLEY BOULEVARD
CHICAGO

BEST MONTH IN TWENTY-TWO YEARS

Says Manager Dennison of Baltimore Branch of Columbia Graphophone Co. When Talking About Business for December—His Statement Coincides with the Views of the Leading Talking Machine Men in That City.

(Special to The Talking Machine World.)

BALTIMORE, Md., January 10.—"December is the best month we have had for twenty-two years." In those words which appear on a little blackboard beside the desk of Manager F. A. Dennison, of the local branch of the Columbia Graphophone Co., tell very plainly just what happened in a business way at this store during the days preceding the holidays. Manager Dennison keeps posted the business results right along on this board, and when these words appeared, the sales force felt very jubilant. This statement means a great deal for statistics show that the month of December of every year has been the banner month, while it so happened during several months of the year just closed that the figures even surpassed those for December, 1912. Mr. Dennison is not letting a matter of this kind bother him, however, for he is keeping right after the buyers, and declares that he is going to make 1914 go ahead of everything else.

With regard to the Victor line, Manager W. C. Roberts, of E. F. Droop & Sons Co., makes very elaborate reports. These instruments proved great sellers during the holidays, while the run on the latest records was extremely heavy. Figures at this store show the December business to have passed the sales for any previous month and this is going soon, for the reports right along have been of the most encouraging character. This firm has put in two handsome soundproof rooms which have added to the attraction of the store and enabled the firm to better handle the customers.

The Peabody Piano Co. is also making rapid strides with the Columbia line. The firm has been in the talking machine business a comparatively short while, but they are going forward with a rush. They had a big December showing.

The Sanders & Stayman Co., Inc., also had a fine showing with the Victor and Columbia lines which they handle.

Hammann & Levin have put in two new soundproof booths for the benefit of customers for Victor talking machines which they handle.

THE FIBRE NEEDLE MASTERPHONE.

Latest Improvement Introduced by the Masterphone Corporation Is a Device for the Use of the Fibre Needle Which Is Highly Spoken of by Those Who Have Had the Privilege of Hearing It—Now Ready for the Market.

"We sold over 5,000 Masterphones within two months after it was introduced to the trade," states Matthew B. Claussen, president of the Masterphone Corporation, 187 Broadway, New York, manufacturers of the Masterphone, the popular clarifier for talking machines. "I am pleased to say that our device was a pronounced success from the very first announcement we made to the talking machine dealers throughout the country, as evidenced by the fact that we have on our books at the present time, the names of 500 aggressive dealers handling the Masterphone, with our clientele increasing every day.

"From the standpoint of the consumer, the Masterphone has evidently filled a long-felt want, as we have in our files nearly a thousand unsolicited testimonials from talking machine owners relative to the perfect satisfaction that our device is giving them, and the enjoyment they are deriving from its use.

"The emphatic success of our original Masterphone has prompted us to perfect another device which will be designated as the fibre-needle Masterphone, utilizing, as its name implies, a fibre needle, instead of a steel one. This latest Masterphone is now perfected, and we are preparing to fill the orders of a long list of dealers who have been awaiting the introduction of a fibre-needle clarifier.

"Our fibre-needle Masterphone represents a perfected clarifier that in our opinion and in the

opinions of a number of operatic artists who have heard it demonstrated, is the greatest aid to the proper enjoyment of a talking machine record that has ever been announced. We have demonstrated our fibre-needle device before several operatic artists now appearing in New York, who were enthusiastic over the clear and natural sound of their own selections.

"The basic principle of the fibre-needle Masterphone is the same as the original device with certain necessary changes. It consists of a triangular ball-socket arrangement in the Masterphone disc which corresponds of course with the shape of the needle employed, the point of the needle going through, and extending about a quarter of an inch. The volume of the fibre-needle is doubled by the use of the Masterphone, the sound is accurate, clear and distinct, and through the use of the Masterphone disc, each word is reproduced clear and true without the slightest sound of after-tone, and with the volume equal to that of a medium steel needle. The fibre needle, of course, practically has no wear on the record.

"The retail selling price of the fibre-needle Masterphone, which costs considerably more to make than the original one, will be \$1.50, with a liberal discount to the trade."

TAFT'S MESSAGE TO INDIANS.

Dr. Joseph K. Dixon, leader of the Rodman Wanamaker Expedition to the North American Indians, returned recently to New York in his private car over the Pennsylvania Railroad after a 25,000-mile tour of the United States, during which he visited every Indian reservation in the country.

Dr. Dixon took on the trip the flag which President Taft raised over the Indian Memorial at Fort Wadsworth last May, and a phonographic record of the President's speech on the American Indian. At each of the reservations, 185 in all, Dr. Dixon raised the flag and produced President Taft's speech.

Dr. Dixon completed the circle by going to Fort Wadsworth and replacing the flag over the Indian Memorial.

MEDIUM PRICED MACHINES IN DEMAND IN NEW YORK.

But Despite the Lessening Demand for Higher Priced Models the Sales Average for 1913 Was the Best in the History of the Trade—Dance Craze Boosts Record Sales Materially—What Prominent Jobbers and Dealers Report—News of the Month.

With manufacturers, distributors and dealers unanimous in declaring that 1913 was the very best year the talking machine industry has ever enjoyed, and the recent Christmas trade equally as good, if not better, than that of 1912, there is every reason for the members of the New York trade to feel well satisfied with the results of this year's work, and optimistic in their predictions for the future.

Although the year as a whole closed in a most satisfactory manner, there is no doubt but that Christmas trade with some of the dealers was not quite up to expectations. The leading members of the local trade ascribe this slight setback to unsettled political and financial conditions, which were country wide.

Probably one of the most noteworthy features of the past year's trade was the tendency of the local buying public to confine their purchases to the machines retailing at \$150 and less, rather than the \$200 machines which were so popular during the Christmas trade of former years. The machines of all makes selling at \$75 and \$100 were easily the most popular in the entire catalog with the local trade during the past year, although many members of the trade are emphatic in stating that this class of trade is equally as satisfactory as the \$200 class, the larger number of popular-priced machine sales producing an increased number of record purchasers for the future.

Few members of the local trade have attempted to ascribe any specific reason for the comparative neglect of the \$200 machine the past season, attributing it chiefly to the tightness of the money market, which is particularly noticeable in the East, where the stock markets are located. Other dealers have asserted, on the other hand, that the manufacturers have presented such excellent value in their \$75 and \$100 machines that the prospective purchasers refuse to be convinced of the superiority of the higher priced types. At any rate, this condition is not the cause of any complaint, but rather of conjecture on the part of the dealers as to the exact reasons for the public's choice.

Dance Craze Helps Record Sales.

January and February are the acknowledged "record" months of the year, as more records are usually sold during this period than during any other three months. The first half of this month has started off with a rush, the demand in many instances swamping the dealers, who were not prepared for such an insistent call for certain types of records.

The present dance craze is undoubtedly acting as an impetus to one of the greatest sales of records that the trade has ever experienced. This demand for dance records is stretching out to all parts of the country, although it is more pronounced in the East at the present time than in any other section. The popularity of the dance record has been responsible for the sale of many machines, as numerous dance enthusiasts who have learned that they can enjoy the one-step, tango, hesitation and similar records in the comfort and convenience of their own homes have become impressed with the desirability of owning a talking machine in order that they might hear the records. In one prominent talking machine store on Fifth avenue the call for dance records has reached a stage where it is out of the question to keep them in the regular racks, as the salespeople would be obliged to waste considerable time in frequently going over to the racks and taking out the desired dance records for the waiting customers. Instead of the racks, boxes of twenty-five of each of the popular dance records are placed on the floor, where they can be instantly accessible and easily handled.

High-Class Records Also Favored.

Although the dance record demand is the most predominant feature in the local trade, it is not to be supposed that grand opera and instrumental records are not in demand by talking machine owners.

On the contrary, this type of record is at present experiencing its best season. The success of the opera season, which is more impressive this year than ever before, and the large number of recitals and concerts by famous artists that have been presented during the past few weeks, have all aided the sale of the more expensive records, and this class of record is certain to secure its share of the record business during the next few months.

Gain of 48 Per Cent. Over 1912.

"We have just closed the very best year in our history," stated R. F. Bolton, manager of the Columbia Graphophone Co.'s store, 89 Chambers street. "Our exact gain over 1912 is 48 per cent, which we naturally consider very good in view of the shortage of certain popular types of machines and the generally unsettled financial conditions. Our dealers generally report a very good business during 1913, particularly in the popular-priced machines and Columbia records. Our cash collections this year were better than last year, making an even higher percentage than heretofore, notwithstanding the increased volume of business. Our plans for the coming year include the extending of the heartiest co-operation to our many dealers, all of whom, we are certain, will find 1914 their banner year."

Increase of 100 Per Cent., Says V. W. Moody.

"Victor record business last month was exactly 100 per cent. better than that of December, 1912, which was a record breaker," was the surprising statement of V. W. Moody, sales manager of the New York Talking Machine Co., 81 Chambers street, the prominent Victor distributor. "This gain would have been even larger if we had not been handicapped by the factory's shortage on certain popular records. Our business as a whole last year exceeded by far all our expectations, and, although we have not yet completed our official figures for the year, we know that 1913 was the best year in our history, and the gain we registered over 1912 a splendid one. We ascribe our splendid year to the high quality of Victor products, the consistent advertising used by the Victor Talking Machine Co. and the co-operation we are extending to our dealers. We are offering our dealers real service, not merely half-hearted service, and the letters of appreciation and tribute that we received from our trade the week after Christmas were concrete evidence of the value of our methods and selling plans."

Extent of Edison Disc Business Surprises.

Edison disc business the past month has been one of the surprising events in the trade, thanks to the national magazine and newspaper advertising of Thomas A. Edison, Inc., on behalf of the Edison disc product. The following statement by Ashley B. Cohn, of Hardman, Peck & Co., the prominent Fifth avenue piano house which recently closed arrangements to handle the Edison disc line, is indicative of the general Edison business on the new product: "Although our Edison disc department has been open but a few weeks, and our furnishings, booths, etc., completed for only a fortnight, we have closed an Edison disc business that is really amazing. At the present time we have eight demonstration rooms, and it is a tribute to the numerous qualities of the Edison disc product that these rooms are crowded day after day, with patrons waiting to enter them." On the Saturday before Christmas several officials of the company, two wholesale piano travelers, two retail piano men and the regular Edison disc sales staff were in attendance at the Hardman, Peck Edison disc warerooms.

Blackman Says Best Year in History.

"1913 was generally satisfactory," stated J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, Victor and Edison distributor. "We closed the best year in our history, and although there was a

shortage in the more popular-priced machines, our dealers who had placed their orders earlier in the season and who had co-operated with us in our efforts during the year secured practically everything they ordered. We make it a point to co-operate with our dealers throughout the year, and the satisfactory business reported by our dealers is very encouraging."

Manager Cleveland Enthusiastic.

The Columbia Graphophone Co.'s store on Twenty-third street is experiencing a very heavy trade in Columbia records that gives evidence of the fast growing popularity of this important division of the Columbia business. The dance craze is booming the sale of Columbia dance records, and Manager Cleveland is enthusiastic in predicting for 1914 the biggest Columbia record year his store has ever enjoyed. The Christmas trade at this Columbia stronghold was ahead of expectations, the many new types of Columbia machines being in heavy demand.

Tower Co. Reports Edison Popularity.

"Our Edison disc business is very satisfactory," states Manager Parkhurst, of the Edison disc and cylinder department of the Tower Manufacturing and Novelty Co., 326 Broadway, one of the first Edison disc agencies in the country. "Our phonographs and records are selling fast, and with the steady advertising that Thomas A. Edison, Inc., is doing, there is no doubt but that the Edison disc products will secure during 1914 a still firmer grip on the public than they now have."

"Best Year We Ever Closed" Says Landay.

"The best year we ever closed," states Max Landay, of Landay Bros., the prominent Victor distributors, with four retail stores. "You can say for us that Landay Bros. go on record as predicting for 1914 a still better year than 1913, with each succeeding year in the future better than the preceding one. Victor quality of product and Victor advertising form a combination that cannot be equalled."

Optimistic Reports from Others.

Optimistic reports of 1913 business and encouraging statements for 1914 were received by THE TALKING MACHINE WORLD's representative from the following: Bremner Talking Machine Co. (Victor); F. G. Smith, Brooklyn, Newark and New York (Columbia); Cort Sales Co. (Edison disc, Victor and Columbia); Silas E. Pearsall Co. (Victor); Pease Piano Co. (Victor and Columbia); Benjamin Switky (Victor); Paul Helfer (Edison disc); Michaels Bros. (Columbia).

TAKE ON COLUMBIA LINE.

Among the recent additions to the Columbia Graphophone Co.'s list of representatives in near-by territory are the Empire Phonograph Co., 246 Bowery, New York, and L. Ebenchick, Albany, N. Y. Both of these new accounts placed substantial initial orders.

Send for Samples

If you will write us, giving name of your jobber, we will send samples on approval.

"DUSTOFF" Record Cleaners

add life to records. Keep the Tone Pure and Clear.

They will get into the minute sound grooves of the record and thoroughly remove accumulated dust and dirt. For all makes of records.

REGULAR MODEL

A popular seller. Each dozen in counter display carton; retails for 15c.

DE LUXE MODEL

Beautifully made. Put up in handsome display carton; retails for 50c.

DUSTOFFS BRING YOU GOOD PROFITS

Jobbers everywhere and Columbia distributors can supply you in Canada through Berliner Gram-o-phon Co.

DO YOU WANT A
LIVE
MAILING LIST?
Write to-day for details of our new plan.
(Please mention jobber's name).

Minute Shine Co.

174 Minute Shine Bldg.
PROVIDENCE, R. I.,
U. S. A.



THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

BOSTON, MASS., January 9.—December was a record breaker in point of business, and not a concern in the city dealing in talking machines. Victor, Edison or Columbia, that was not taxed to the limit as the eve of the Christmas season drew near. As one dealer put it, the growth of the talking machine proposition as seen in this single month's business is phenomenal when one compares the present-day situation with the time when some dealers, and not so many years ago, thought that the talking machine was only a hobby and its life was limited. Certainly times have changed, as this is to-day one of the most important industries. Everyone your correspondent has met is most enthusiastic over the prospects for the new year.

Death of Edwin R. Read.

The local talking machine men have lost a good friend in Edwin R. Read, who died on December 29 in Waltham. Mr. Read was a veteran in the business, a pioneer in the game, and, it is said, brought the first talking machine into this city. He was eighty-four years of age and was of the firm of Read & Read, whose last location has been in Boylston street. Mr. Read was uncle of Mark Read, of the Eastern Talking Machine Co., and had friends everywhere. The body was taken to Lewiston, Me., where the funeral was held a few days later. Among the floral offerings was a large wreath sent by the employes of the Eastern Co.

Current Plays Help Record Sales.

Business at the Eastern Talking Machine Co. has been right up to the capacity of the house, and from Manager Taft down everyone was kept on the jump. The last week was a record breaker. The past fortnight the windows of the Tremont street concern have been most artistically arranged. As Lina Abarbanell was playing next door at the Tremont Theater in "The Red Canary," one of the windows was filled with advertisements of her records and the choice numbers of the musical comedy. Now that Donald Brian is here at the Hollis Street Theater in "The Marriage Market," a window has featured that musical piece, which means that all the attractive numbers of "The Marriage Market" are to be had within. It's a forgetful moment when the enterprising staff of the Eastern overlooks a prominent musical comedy.

Nagel Didn't Get the Bearskin Rug.

Frederick Hager, of the Keenephone Co., was in town the other day calling on the trade, and he played a joke on Adolf Nagel, of the Boston Symphony Orchestra, which the boys of the Eastern Talking Machine Co. are enjoying. Meeting Nagel outside, Hager gave him an order for a bearskin rug which was at the Eastern Co.'s establishment, and which Hager said he wished to make him a present of. Nagel accordingly went to the Eastern, where he knows all the boys, and asked for the skin, which is used as a rug on the floor of the main office. It was some time before Nagel became convinced that the rug was the property of the Eastern Co. and that he had been made the victim of a joke.

Heavy Columbia Business Increase.

Manager Erisman, of the Columbia Graphophone Co., reports that December was the largest month he ever has known and was 100 per cent. better than December of the year before, which is going some. As an explanation of why the Boston office was able to do such a large business, it is stated that there is such co-operation among the staff and the organization is so perfect that it makes for business at the outset.

Selling Columbia Grands.

Manager Erisman disposed of a Columbia grand to James J. Phelan, of the banking house of Hornblower & Weeks, a few days before Christmas. Another to whom Mr. Erisman made a sale of one of the handsome grands was George W. Brown, vice-president of the United Shoe Machinery Co., who makes his home at the Hotel Touraine.

Extra Quarters Proved Useful.

George Lincoln Parker, of the Colonial Building, did a large business during the holidays, and he found the new apartment which he leased for those few weeks on the floor below of great use during the rush days. The room was handsomely furnished, and the finest of the Edison disc and Victor machines were constantly demonstrated. Mr. Parker hopes soon to be able to add to his suite, so that his enlarged quarters may be of a more permanent character, as his business is growing rapidly. The year just closed was the best twelve months Mr. Parker ever experienced.

Popular with the Business Men.

Harry Rosen, of School street, had a remarkably large holiday trade, and the fact that he

always keeps his establishment open late on Saturdays, when he has to hire extra help, makes his place very popular with downtown men. Mr. Rosen lately has taken on three additional clerks, William Thatcher, Arnold Zoobley and George Rosenblatt, all of them expert and competent men.

Resumed Street Car Traffic Helps Trade.

No sooner had the surface cars been put back on Boylston street on December 15, following the long period of subway construction, than the Victor business of the Henry F. Miller Co. immediately picked up, and from that time until Christmas Manager White and his staff were kept busy day and night. The business done during the last fortnight was such as to bring the sum total of the year's business up to a high figure.

Opera Stars Among the Visitors.

Madame D'Alvarez, the new mezzo soprano of the Boston Opera Company, is a frequent caller at the Columbia Graphophone Co.'s Tremont street quarters, and when not singing she has a merry time with a Columbia grand, which is one of the furnishings of her suite. Another visitor is Mardones, one of the bassos of the company, who is an enthusiastic Columbia admirer. Whenever Alice Nielsen is in the city she never fails to pay a visit to the Columbia parlors.

Large Increase in Edison Business.

Manager Silliman, of the Pardee-Ellenberger Co., was more than satisfied over the year's results, and the distribution of Edison disc machines during the month of December was phenomenal. With two good catalogs, one devoted to machines and the other to disc records, the trade is pretty well supplied with informing matter, and those owning Edison outfits now have no difficulty in getting all the records they desire, thanks to this rapidly growing catalog. R. C. Peck, one of the traveling force of the Pardee-Ellenberger Co., is hustling through Vermont; Guy R. Coner is finding much business in territory not far removed from Boston, and L. H. Ripley is devoting his time to the cultivation of a local territory, and the harvest he is reaping is a rich one.

Victors for Ansonia, Conn., Schools.

Richard Tobin, the superintendent of schools of Ansonia, Conn., has been in correspondence with Manager Taft, of the Eastern Talking Machine Co., relative to the installation of Victor machines in the schools of his city; and the result has been that ten were recently expressed to that

**Are You Going
to Let Big Profits
Slip Away from You
During 1914?**

**Real Music
At Last**

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

Answer "No!" to that question, and ask us just how to make 1914 the most profitable year. You don't have to "sell" anything for this line of goods sells itself. All you have to do is to show us that your ability as a distributor can be created so that the new machines and records from the factories of Thos. A. Edison will be properly represented in your city.

Edison Disc Phonographs

are recognized as the greatest development of sound reproduction ever achieved in the world's history; so great is the demand for Edison machines and records that the factories are rushed to meet the orders, and Edison goods are recognized to-day as the FASTEST SELLING phonographs. No matter what line you are handling, ask to hear the New Edison. After you once hear it, you'll go after these big profits.

THE TRADE IN BOSTON AND NEW ENGLAND

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

city and are now playing an important part in the musical development of the public school children.

Manager Erisman's Clever Ad Stunt.

The R. H. White Co., of Boston, one of the largest of the department stores, did a big Columbia business during the holidays, and the publicity given the Grafonolas was due in no small measure to the clever advertising "stunt" which originated in the fertile brain of Manager Erisman, of the Columbia. Four good-looking young women were stationed about the store, each wearing a broad red sash with the word "Columbia" in large white letters. These sashes were draped across one shoulder so that the word Columbia was conspicuous across the breast. Where the two pieces of the sash met under the arm was the seal of the Columbia—two eighth notes—in blue and white. These girls distributed cards advertising the Columbia outfits and directing the possessors to the Grafonola parlors on the third floor of the establishment, "and secure full information relative to our special holiday terms." The scheme worked admirably and drew renewed attention to the Columbia proposition.

H. R. Skelton Visits Edison Factory.

H. R. Skelton, who has been spending several months in Chicago in the interest of the Thomas A. Edison, Inc., is back in Boston, and reports an active season, which resulted in wide publicity for the Edison disc proposition. Mr. Skelton got back in time to spend Christmas with his family in Roslindale, and then went over to the Edison laboratories at Orange, N. J., where he spent several days of the new year.

The Holiday Rush at Ditson's.

Henry A. Winkelman, with that perpetual smile that betokens complete accord with the whole world, found things pretty lively in his Victor department at the Oliver Ditson Co. during December. The year right through has been an eminently satisfactory one, and his large staff of clerks feel a bit relieved that the holiday rush is over. Manager Winkelman's right hand man, Otto Piescndel, has found a quiet corner for himself where he can attend to his official duties when not waiting on customers. That is to say, he is enjoying a "near-private" office close to Manager Winkelman's corner.

Greetings from Constantino.

Constantino, the former leading tenor of the Boston Opera Co., sent his friends in Boston Christmas greetings in the shape of postals with a photograph of himself and his signature. Several were received by those in the local talking machine business.

Elsie Janis to Make New Records.

Elsie Janis, one of the stars of "The Lady of the Slipper," playing at the Colonial, paid a visit with her manager to the Eastern Talking Machine Co. a few days ago and informed the house that she is about to make some new records for the Victor.

Edison Business Outfits in Demand.

The Office Specialty Co., of 220 Devonshire street, found things lively during the end of the year and they were able to make many sales of Edison disc outfits to a select class of patrons. The company's quarters are conveniently situated in the downtown section of the city.

Newspapermen Enjoy Victor Concert.

Manager Herbert L. Royer, of the Arch street Victor department of the M. Steinert & Sons Co., loaned a Victor outfit to the Newspaper Club on the occasion of its annual dinner at the Boston Yacht Club quarters in Atlantic avenue on the night of January 2. The Victor was a complete surprise, and no one knew of its presence until one of the members, called upon to sing "I Love a Lassie," asked to be excused. "Well, we'll have the song anyhow," called out the "manager" of

the show that followed the dinner and, giving the signal, the strains of the song were heard from the adjoining room. Thereafter a most enjoyable concert was given, Herbert Evans, of Manager Royer's staff, operating the machine to good purpose.

Does Some Important Work.

About the busiest man these days is "Captain" Ned Wilkinson, who is the man responsible for the safe departure of the Victor and Columbia machines from several of the large talking machine establishments. The Captain is on the job early and late and just at this time he and his many teamsters have about all they can do.

PLANS TO GO AFTER RECORD TRADE.

Special Demonstration Booth Installed in Store of Peck-Leach Furniture Co. to Take Care of Business—Furnishing Service.

(Special to The Talking Machine World.)

TAUNTON, MASS., January 8.—The Peck-Leach Furniture Co., of this city, has just installed a new and up-to-date soundproof demonstration booth in its Victor department for the convenience of its many patrons, who are constantly dropping in to get records. The manager of the talking machine department of this large establishment is William Howes, who, through keeping in close touch with such large centers as New York and Boston, is able to inject into his business all the latest innovations and customs of which the purchasing public gets the benefit.

In establishing this demonstration room Manager Howes, who will be pleasantly recalled as formerly in the talking machine business in Boston, states that it will obviate the necessity of sending out so many records on approval, which is unsatisfactory and is gradually being eliminated wherever possible. Mr. Howes now keeps constantly in stock a representative line of the best records to be found in the entire Victor catalog. An invitation extended to the public to inspect the improved Victor quarters has been taken advantage of by many people—many, in fact, who hitherto had placed their orders for records in either Boston or Providence.

MANY NEW DEALERS SIGNED

By J. W. Scott on His Recent Trip Through New England in Behalf of the Edison Disc—New Agents in Norwich and New London.

(Special to The Talking Machine World.)

BOSTON, MASS., January 9.—J. W. Scott, who has been traveling for the National Phonograph Co., and its successor, Thomas A. Edison, Inc., for the past thirteen years, most of the time in New England, is now demonstrating the new Edison disc phonograph in all the large cities in that section, and he has met with most flattering success wherever the new machines and records have been demonstrated.

Mr. Scott began his work on November 5 with a recital and demonstration at the Hotel Worthy in Springfield, Mass., during both afternoon and evening. The impression made with the latest Edison product was evident from the flattering notices appearing in the daily papers. At frequent intervals recitals and demonstrations were also given by Mr. Scott in other cities in New England, including Norwich and New London, Conn., in which cities Mr. Scott was successful in signing up as dealers the Porteous-Mitchell Co. in Norwich and the James Hislop Co. in New London, both of which concerns had never before handled musical goods of any kind. The recitals were always held in the leading hotels in the various cities and every effort was made to impress the visitors with the artistic rather than the commercial importance of the Edison disc phonograph and the new records. Every recital was duly announced by large advertisements in the daily papers, and in cases where an Edison disc dealer was already located in the city, as was the case with Otto Baab in Springfield, he also took the opportunity to advertise the new machines on his own account.

At the present time Mr. Scott is spending a few days at the Elton, Waterbury, Conn., and during the coming months plans to continue in an even more energetic manner the demonstration campaign that has proven so successful in the short space of two months.

W. H. BAGSHAW
ESTABLISHED 1870
Lowell, Mass., U.S.A.
WORLD'S LARGEST MANUFACTURER OF
TALKING MACHINE NEEDLES
DESIGNER AND MAKER OF
DUPEXTONE NEEDLES
THE NEEDLE WITH TWO TONES
LOUD AND SOFT
WRITE FOR ILLUSTRATED BOOKLET
OF ALL STYLES, SHAPES AND SIZES

STANDARDIZING A SYSTEM OF TONE PRODUCTION.

The Efforts of Prof. Bertrand de Bernyz, President of the American Opera Society, in This Connection Are Interesting—His Visit to the Edison Laboratory and His Experiments with Records Are Most Valuable—Wins Edison's Support and Personal Approval.

That great and rapid strides have been and are being accomplished toward the establishing of a standard of tone production to be adopted throughout the entire world is evidenced by the fact that the man who is the strongest champion of this cause, Prof. Bertrand de Bernyz, president of the American Opera Society, has won the support and personal approval of Thomas A. Edison in his effort to standardize a system of tone production, after proving it to be the system for producing pure tones.

Mr. Edison grew so enthusiastic over this subject lying close to the heart of its great champion that he devoted all the choice portion of the day to this interview, keeping scores of waiting ones on the outside of his laboratories, while Prof. de Bernyz explained in minutiae the science of tone production and its applicability to the natural laws. He also made demonstrations on his own voice and the voice of a pupil, a tenor.

The contention of Prof. de Bernyz that a standard of tone production is not, as contended by other teachers, beyond the pale of possibility, is upheld by Mr. Edison.

Through the courtesy of Mr. Edison Prof. de Bernyz was permitted to hear artist after artist of world renown from the two huge phonographs in Mr. Edison's laboratories. The season's salary of these artists represents a fortune, and not one voice was perfectly pure or free from defects. These phonographs reproduce with unmistakable clearness the human voice, and in all there was easily discernible to those listening the interference with the tone production.

But Mr. Edison hears these voices through an instrument which acts upon the ear as does the microscope upon the eye, exaggerating the minutest detail, so that it is not possible to overlook same.

The fact that in listening with the natural ear to the reproduction of these illustrious artists various defects are detected without difficulty proves beyond all doubt that if artists were heard without scenery, orchestra, atmosphere, and the hypnotism of the crowd, and were entirely dependent upon their vocal effort for success, with no personal magnetism or gestures to aid them, many enjoying the applause of five continents-to-day might be relegated to the catalog of failures.

Mr. Edison made exhibition of the imperfections of our leading vocalists and most celebrated singers, then heard with much gratification and deep satisfaction the succession of tones produced by Prof. de Bernyz, all of the same superior quality, regardless of where in the scale they were located, proving unquestionably the possibility of mastering a technique of tone production that enables the singer to produce one or hundreds of tones in precisely the same manner.

The fact that the registration of the voice on the phonograph record varies, or the same tone repeated makes a different line on the sensitized disc, demonstrates that the tones are produced in different manner. It is but logical that tones produced in like manner will record on the disc in the same manner.

It is also obvious that if, when Mr. Edison reads the record with his powerful microscope, he finds a high C, for instance, has been registered five times in as many different ways or lines on the disc, that the high C was produced in just so many different ways.

The use of the phonograph in teachers' studios has long been advocated by Prof. de Bernyz as an aid to the pupil. Mr. Edison agrees with Prof. de Bernyz that it is by this means that the pupil or artist may most readily determine his faults and overcome them, if he is properly instructed.

By invitation of Mr. Edison, Prof. de Bernyz will avail himself of an opportunity to demonstrate on the voices of numerous pupils that the production of pure tone is not accidental, but the result of mastering technique of a proper tone production.

In connection with the phonographs which Prof.

de Bernyz will install in his private laboratory, he will use an invention of his own, an apparatus used in acquiring breath control, and an aid to both teacher and pupil. Mr. Edison's invention has to do with the finished product; while that of Prof. de Bernyz has to do with the first principles and has to do with the producing—a complement to the inventor's much-loved instrument.

It is a source of much gratification to those who hope for a standard of tone production to learn that Mr. Edison, who has hitherto been interested solely in the results obtained and not in how to acquire the desired results, is now intensely interested in the tone production—interested to the extent that he gives hours of his invaluable time to learn of this new system discovered by Prof. de Bernyz, and of which he is the author and instructor says the Opera News.

The additional fact that Mr. Edison affixes the seal of his approval to the contentions of Prof. de Bernyz, declaring that pursuing his present policies the establishment of a standard of tone production is easily within sight causes the hope that "springs eternal" to leap to great heights in the hearts of those vitally interested in the American Opera Society. For the interest lying nearest their hearts is that of precluding the possibility of so much fraudulent practice among the unscrupulous, and thus preventing disappointment and misery, the inevitable consequence of pursuing wrong methods.

NO "CUT PRICE" FOR STAMPS.

And Yet Men May Be "Cut-Priced" for Commodities—Another Argument for the Fixed Re-sale Price—Uncle Sam as a Merchant.

Under the heading of "The Living Wage for the Dealer," the editor of American Paint and Oil Dealer advances a timely and interesting argument in support of the right of the manufacturer to maintain a fixed re-sale price on his trade-marked products. The editorial, in part, follows:

The Government recognizes and practically enforces the principle of the living wage among the great aggregations of capital that are being subjected to the processes of "regulation." It jealously watches over and intervenes or "mediates" between the railroad companies and their employes for the maintenance of the living wage, and while now becoming more alert and efficient in its

supervision of their financing, and its control of their rates, the principle of the living wage, extended to give capital its own fair return, over and above the cost of doing business, interest on bonds, betterments, depreciation, etc., is also recognized and established; and upon that basis the retail selling prices, the rates for service, are fixed by the Interstate Commerce Commission. But woe be, and is, unto the road that "cuts the price," by secret rebates or by open "ruinous competition." The Government even prohibits the sale of its postage stamps at "cut prices"—and they're not "returnable for, or without, any reason." An independent merchant is Uncle Sam.

But the small dealer, independent and practically unorganized, is not entitled to the living wage—at least that appears to be the belief of the newspapers and magazines, and the Government, and the public itself; a public that is generally fair-minded, and quick to resent any injustice, but a public that for years has been mis-educated on merchandising, the principles and ethics of buying and selling; though the merchandising community and its allies have undergone a process of education in recent years that has quickened all classes engaged in regular or so-called legitimate distribution with a broader intelligence and a keener conscience in their relations with each other and with the public.

The dealers, the jobbers and the manufacturers, in the reputable trade, believe in the living wage, for themselves and for each other, as well as for labor and capital in other fields. Their earnest study of cost accounting, their more general realization of the cost of doing business, and their application of this knowledge, have practically eliminated the ignorant or careless price cutter—the man who unwittingly undermined the living wage of his fellows and himself.

THOMAS A. EDISON'S DOUBLE.

The extraordinary resemblance of E. F. Manchester, Randolph, Vt., to Mr. Edison led the Edison representative to wonder if he has not interrupted a peculiar vacation. The illusion was heightened by the fact that Mr. Manchester is exceptionally deaf. However, he states that he finds this no handicap in his business.

COLUMBIA GRAND FOR CHOIR USE.

R. R. Souders, manager of the Columbia Graphophone Co., sent a new Columbia grand to the First Baptist Church Choir, Dallas, Texas, of which Will. A. Watkin is organist and director, for an evening recital. A nice letter was received from the secretary of the choir by Mr. Souders thanking him for this courtesy.

Record Service

IS WHAT YOU NOW NEED

Dealing with BUEHN assures you the best in service that can be had. Stocks of EDISON CYLINDER and VICTOR DISC RECORDS, both Domestic and Foreign, as complete as large orders and factory deliveries can make them.

Send your order for RECORDS to

LOUIS BUEHN - Philadelphia

and be convinced.



The profit on Columbia Grafonolas and Columbia Double-Disc Records is music enough for any dealer.



(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

VICTORS FOR DALLAS SCHOOLS.

Board of Education of Dallas, Texas, Purchase Twenty-six Victor Talking Machines and Records to Be Divided Among the Different Schools of That City—Now Considered Indispensable for Educational Purposes.

The missionary work done by the Victor Talking Machine Co. in introducing the Victor into the public schools of the country began some time ago to produce that kind of automatic momentum which comes to all commercial enterprises when they are based on sound principles and systematically developed.

The Times-Herald, of Dallas, Tex., in its issue of December 9 published the following:

"Another item of the expenditure made by the board was the order for the purchase of twenty-six Victor talking machines, with records enough for use in the different schools where they will be used. The total price for these instruments will be between \$1,900 and \$2,000. These instruments and supplies will be used in the musical and athletic departments of the school system. The purchase of this equipment will be equally divided between the two agencies in Dallas, Sanger Bros. and Field-Lippman Piano Co. A. Harris & Co., another agent, is not qualified to compete for the business, as A. L. Kramer, president of the company, is a member of the board, one of the laws of which says that no member of the board shall figure in any financial transaction of the board."

There was a time when Victors were established in the schools by contributed funds. The condition is changing, and they are now being officially acquired along with other school supplies.

On November 28 the same paper published the illustration and comment which follow:



Taking Physical Exercise to Music by Victor Talking Machine.

"The above picture shows a class of small children from the Rusk School, who are taking the physical exercises which are now being given in the public schools of Dallas. Standing behind the children is Miss Bessie Keller, assistant super-

visor of the physical education department of the city schools. A demonstration of the work in this department is being shown this afternoon before visiting teachers. The program began at 1 o'clock in the auditorium of the Dallas High School, and is being witnessed by a large number of interested teachers and school officials from over the State. The program which has been arranged is being participated in by various schools and is as follows:

"Minuet, first grade, San Jacinto School, Miss Keller; Tantoli, second grade, Colonial Hill School, Miss Goslin; Swedish Gymnastics, third Grade, Rusk School, Miss Wilson; Highland Schottische, second grade, Sam Houston Normal, Miss Holder; Hopp Mos Annika, third grade, San Jacinto School, Miss Cochran; Thanksgiving, second grade, Stephen F. Austin School, Miss Tate."

The instruments secured by the school authorities, were in addition to others previously installed, and in the future there are to be two Victors in each of the schools of Dallas.

A REAL "RECORD" PROPOSAL.

Phonograph Worker's Note Brings It from Widower with 11 Children, but Too Late.

(Special to The Talking Machine World.)

WEST ORANGE, N. J., January 8.—A proposal of marriage from a widower with eleven children has been received by Miss Jessie Cosgrove, who was formerly employed by the Edison Phonograph Record Works here. A few years ago, for a joke, Miss Cosgrove wrote a note on a piece of paper which she inserted in a record of "Where the River Shannon Flows." There was a large demand for these records in Ireland, and yesterday Miss Cosgrove, who is soon to be married, received the proposal from one Dennis O'Finn, of Westmeath, Ireland.

In part the letter says: "In a talking machine record I found a note in which you say you are looking for a man. Being as I am a widower, I would like to say I wouldn't mind if you would come to this country so I could marry you. Although I am fifty-three years old now, my health is just as good as when I was twenty. I have a wooden leg, because I lost the real one in a steam road accident, but the artificial one

doesn't interfere with my walking or work.

"My good wife died from a fever more than twelve months ago, and, having pity on my eleven little ones, I thought to ask if you would become my wife so I may entrust their bringing up you."

TWO NEW EDISON ARTISTS

To Be Introduced in Edison New Amberol List for March Are Edmund A. Jahn, Bass Soloist, and Gustav F. Helm, Internationally Famous as a Trumpeter.

Two new artists will be introduced in the Edison new Amberol record list for March. The first is Edmund A. Jahn, who is recognized as one of New York's foremost church singers, being at present bass soloist at the St. Nicholas Collegiate Church. He also has an excellent reputation in the concert field, having appeared in various prominent festivals and concerts. Mr. Jahn will be



E. A. Jahn, Baritone.



G. F. Helm, Trumpeter.

represented in the March list by Pucciniello, one of Max Heinrich's famous songs, and he renders it in a masterly manner.

The second new artist represented in the Edison list for March is Gustav F. Helm, who ranks as one of the world's greatest trumpeters, having served with some of the leading military bands on the Continent. He came to St. Louis during the World's Fair, where he was engaged specially because of his skill as a trumpeter. He has been associated with the World's Fair Orchestra, which was conducted by some of the world's most eminent conductors. Mr. Helm later became connected with the Philadelphia Symphony Orchestra, and later was engaged as first trumpeter of the Boston Symphony Orchestra under Dr. Muck. Mr. Helm's superb playing is well displayed in the record which he has made for the March Blue Amberol list—"Inflammatus," from Rossini's "Stabat Mater," a wonderful record in many respects.

MOTORS FOR TALKING MACHINES.

Gebrüder Steidinger, St. Georgen, Black Forest, Germany, have made a hit with their new types of motors for talking machines. The device by means of which the spring casing of the Steidinger mechanism can be easily taken out is so efficient and yet so simple that even the most uninitiated can take out the casing from the mechanism, and put in a new spring without the slightest trouble. The high efficiency of Steidinger mechanism, which has been already recognized and appreciated in every country in the world, is further enhanced by this most excellent device.

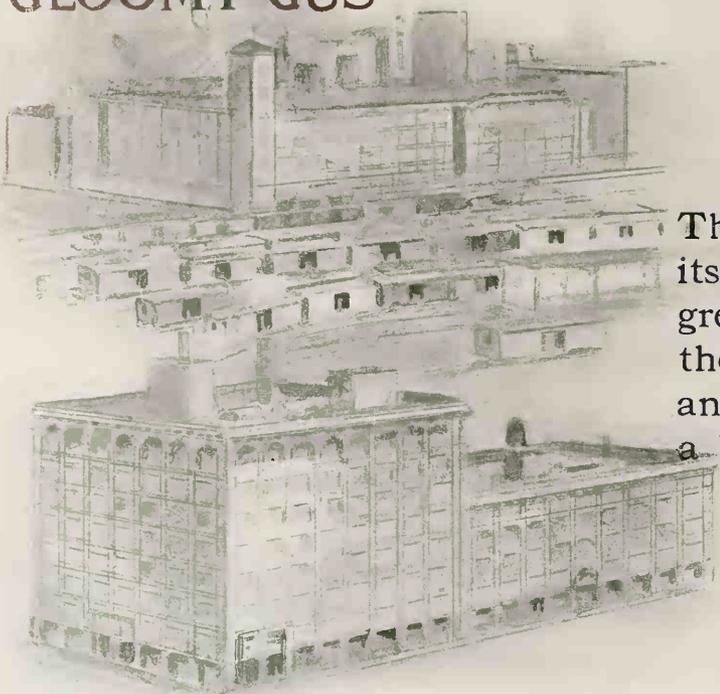


**OTHER
BUSINESS
1913**

1913

Our Most Wonderful Year

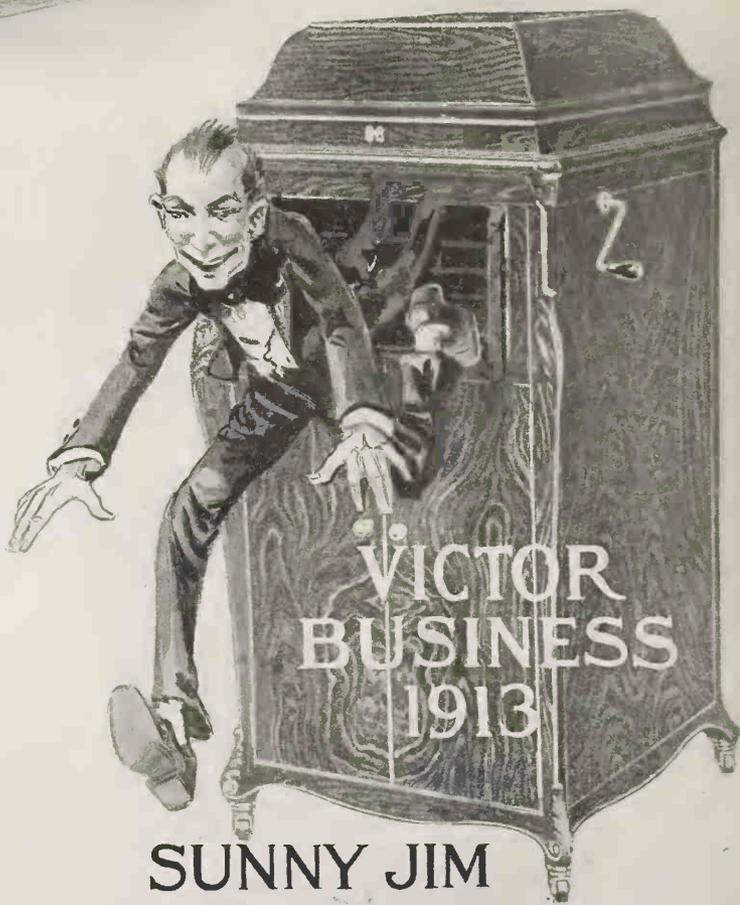
Sunny Jim perched on our
Banners in spite of Dull
Gloom hovering over other
lines of merchandise.



The Victor very nearly doubled
its business last year—with this
great impetus beyond you, with
the financial horizon clearing
and conditions pointing toward
a boom year.

**What Can You
Expect of
1914?**

There was a shortage
during the holidays
caused by the enor-
mous demand but *our*
service was excellent and
was appreciated.



SUNNY JIM

New York Talking Machine Company
81 Chambers Street : : : : New York

TALKING MACHINE INTERESTS OPPOSE THE KAHN LAW.

Horace Pettit, of the Victor Talking Machine Co., Chief Spokesman at Washington for Talking Machine Interests in Opposition to Kahn Act Which Will Cause Great Confusion, Especially in Regard to Patents—The Present Status of the Oldfield Bill Set Forth.

(Special to The Talking Machine World.)

WASHINGTON, D. C., January 10.—Talking machine interests are very active in opposition to what is known as the Kahn Act. Indeed, the protest against this legislation which is now being registered at Washington by the talking machine trade, is second only to the fight which is being made against the Oldfield bill which aims to prevent the fixing of a resale price on talking machines, records and accessories.

Already the talking machine manufacturers are up and doing in their agitation against the Kahn Act, and the dealers are following suit as they come to realize that what menaces the interests of the manufacturers also menaces, indirectly, the retail end of the business. Horace Pettit, of the Victor Talking Machine Co., has thus far been the chief spokesman at Washington for the talking machine interests in their protest against the Kahn Act and he has made a strong case.

Talking machine interests might not be so adversely interested by the Kahn Act as by the Oldfield bill, but there is danger enough of damage. Furthermore the status of these two measures is very different. The Oldfield bill has been merely introduced in Congress. It has not as yet passed either house of Congress nor been signed by the President, so that it is far from being a law. The Kahn Act, on the other hand, is a law. It slipped through Congress last autumn and was signed by the President before the manufacturers of the country awoke to the injury it might do.

The Purpose of the Kahn Law.

The purpose of the Kahn law, as most of our readers are aware, is to protect foreign manufacturers who desire to exhibit their products at the San Francisco exposition. Some of these foreign exhibitors complained that when they exhibited at the St. Louis world's fair, their exclusive designs were pirated by unscrupulous American competitors. Hence they gave notice in advance that they would not exhibit at the Panama-Pacific Exposition unless assured that their models would be protected from reproduction.

To mollify the foreigners, Representative Kahn of California, introduced the bill which bears his name. In effect it enables any foreign exhibitor who has a foreign patent on a talking machine or other product, to secure, merely for the asking, American patent protection for his device, following the date on which it arrives for exhibition at San Francisco. There is a wide difference of opinion as to just what construction the courts would place on this law—in other words, how much the protection accorded foreigners is worth—but there is a widespread feeling among American manufacturers that at any rate it is liable to result in confusion and litigation. Worst of all is the fear that even if the law does not actually justify interference with American patented goods, it might be used by unscrupulous persons to annoy, by a system savoring of blackmail, manufacturers and dealers who were not fully informed as to their rights.

Basic patents on some of the elementary features of sound-reproducing instruments having expired, there is no fear on the part of talking machine men that this new law will cause controversy regarding the talking machine in its fundamental form, so to speak. But there is grave fear that it will precipitate disputes as to the right to use some of the patented improvements which make the talking machine of to-day so distinctive.

That talking machine men have an opportunity to register protest now, even though the Kahn measure has become a law, is due to the fact that a bill to amend the Kahn Act by striking out the objectionable portions, has been introduced in the House of Representatives by Representative Bulkley—who will be remembered by talking machine interests for his opposition to the Oldfield bill last year. Hearings on this Bulkley bill are now in progress before the Patents Committee of the House of Representatives—that self-same body be-

fore which representatives of the Columbia, Edison and Victor companies appeared last winter to oppose the Oldfield bill.

Arguments of Horace Pettit.

The Victor representative, Mr. Pettit, when he appeared before the Patent Committee a few days ago to protest against the Kahn Act, said in part: "It seems to me that there is no question that there has been a mistake in passing the Kahn bill. The intention probably was good, but unfortunately the wording of the bill is such that great confusion is going to occur doubtless in its administration, especially in regard to patents for utilities.

"This bill is going to work, in my mind, a great hardship on many manufacturers. I represent talking machine manufacturers whose industries I think would be considerably affected. Talking machines may be imported. There are some of them patented abroad, under foreign patents, which could not, perhaps, be patented in this country. Those machines would come in here under the guise of a foreign patent and would be exhibited in the Panama Exposition and a certificate issued of three years' proprietorship. The result would be that we would perhaps be infringing, technically, some of those rights, which could never have been protected under the patent of the United States."

Then followed the following conversation between Mr. Pettit and Chairman Oldfield of the Patent Committee.

Representative Oldfield: "May I ask a question? I understand your position to be this: Take the talking machine companies, some of whom you represent here. They have their patents that have been granted abroad, and probably those patents have run for five or ten years."

Mr. Pettit: "Yes, sir."

Mr. Oldfield: "Now, then, if a foreign talking machine concern would send talking machines to the exposition grounds and they have a patent in their own country, do you think that your selling your patented machine in conflict with theirs after the exposition ended would put you in the position of infringing on their patent?"

Mr. Pettit: "I think that it would during a period of three years provided our machine contained some construction which they had patented abroad under right which they could not have gotten here."

Mr. Oldfield: "And you have a patent now?"

Mr. Pettit: "Yes, sir."

Mr. Oldfield: "These machines can not possibly come in for some months yet?"

Mr. Pettit: "No, sir."

Mr. Oldfield: "Do you think that your patent that is valid now could be an infringement on those patented machines that may come in for three and a half years?"

Mr. Pettit: "I am speaking of improvements and new constructions which we are constantly adding to the machines. The machine might embody some improvement that might come in as having been patented under a German patent which would never have been granted here."

Mr. Oldfield: "I can see where we might get into trouble writing patents on your machines that were taken out after their machines were shipped here."

Mr. Pettit: "It is quite possible, on the other hand, reading the Kahn Act as it stands, that, supposing we had had it before it come into this country, the proprietorship abroad in their foreign patent would warrant them in getting a certificate here, which, according to the Kahn Act, would preclude us, even though we might have manufactured it here before."

Representative Oglesby asked leave to put a question to the representative of the talking machine interests. Said he: "Suppose you were manufacturing a machine in which you were using an appliance which was not patentable here at all. It may have been patented heretofore, or the patent may have run out, or else it was nothing new. They might come in here with an appliance of that char-

acter and file a certificate and stop you from making a machine which you had previously been manufacturing?"

"Under the Kahn Act they could do so," was Mr. Pettit's rejoinder.

In concluding his remarks, the representative of the talking machine interests said: "It seems to me that this law is going to occasion great confusion and is going to be greatly to the detriment and prejudice of the American manufacturer."

Kahn Law Hurting Panama-Pacific Exposition.

It has lately developed that the situation precipitated by the passage of the Kahn Act is likely to have considerable influence upon talking machine exhibits at the Panama-Pacific Exposition. Many manufacturers in all lines are threatening to boycott the exposition unless the exposition officials consent to have the Kahn law amended. Some of the manufacturers simply wish to show their resentment. Others say that they are afraid to exhibit their goods at San Francisco lest the mere circumstance of their exhibition there serve to call to the attention of foreign exhibitors patented features, the right of possession of which might be made a subject of controversy.

Of course, the talking machine manufacturers have not given any intimation as to what policy they will pursue with regard to sending exhibits if the objectionable act is not amended, but the situation presented is certainly an interesting one, particularly in view of the announcement that a number of leading American piano manufacturers will (from entirely different motives) refrain from exhibiting at the San Francisco show.

It is significant that the present United States Commissioner of Patents is opposed to the Kahn Act as it stands. He spoke on the subject at the same session of the committee at which Mr. Pettit appeared, but he made it clear that he was opposing the Kahn Act because it would subject the Patent Office to unpopularity and injury, and not because he wanted to serve the manufacturers. On this score he remarked: "If I am right it is a matter that affects the business interests of the country at large and the business interests of the country can take care of themselves."

The Oldfield Bill Is Coming Up Again.

Of course this has nothing to do with the effort to amend the Kahn Act, but it is an interesting piece of news for talking machine dealers and manufacturers who had supposed, many of them, that the Oldfield bill was dead, due to opposition in the talking machine field and other lines.

Congressman Oldfield tells The Talking Machine World that he hopes to have his bill "reported out" by the Patent Committee by February 1, and inasmuch as Mr. Oldfield is chairman of the Patent Committee he presumably knows whereof he speaks. If the bill is reported favorably by the Patent Committee, as its author predicts it will be, the measure will presumably come to a vote in the House of Representatives during the spring. An effort will also be made to have this measure voted in the Senate before Congress adjourns.

The Oldfield bill in so far as it affects the talking machine trade is just the same as it was a year or so ago when the talking machine companies began their great fight against it and enlisted all jobbers and local dealers in talking machines throughout the country to the extent of having them make protests to their respective Congressmen.

Speaking for the benefit of readers of The Talking Machine World, Mr. Oldfield said that he considered it likely that the bill would be changed or rewritten in some minor respects in committee during the next few weeks when the measure will be under consideration by the Patent Committee (which must send a report and recommendation with the completed bill to Congress), but he predicted very decisively that the bill as it comes to the House for a vote by that body will have no changes in that section which hits hardest the talking machine industry, namely the section which provides that it shall not be possible to proceed for infringement of patent against a person who sells patented products, such as phonographs, talking machines, records or accessories at "cut prices" or at prices lower than have been fixed by the manufacturers.



The first sale of a Columbia Record is the beginning of a steady business—business you should get—and can get.



(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

HIGHER PRICED MACHINES IN DEMAND IN ST. LOUIS.

Talking Machine Dealers Feature Machines Selling for \$50 and Up During the Holidays and Report Heavy Business—Some of the Concerns That Made Noteworthy Records During the Holidays and the Lines They Featured—New Dealers Enter Field.

(Special to The Talking Machine World.)

St. Louis, Mo., January 8.—Now for 1914. After closing books on the best year's business, the talking machine dealers are talking of doing more this year. The Christmas trade surprised everybody by the way it held up to a fast pace all through the season. When some unexpected but hoped for deliveries of machines arrived late in December it was thought that every dealer would be able to take care of all of his trade, but Victor X's were short of the demand and country dealers were clamoring for more VIII's and VI's. XVI's also were short.

The Edison stock of machines got very low and some quick shipments were made from the factory to fill late orders. The Edison trade was harder hit by record scarcity than by that of machines.

The city dealers report stocks low after the flurry and reports that are reaching the jobbers indicate a fine volume of business may be expected this month and next, because of low stocks in the country.

The St. Louis trade was chiefly for high priced machines and no downtown dealer made any particular showing of small instruments. Only machines for \$50 and up were in demand, according to sales managers. Jobbers report a heavy shipment of smaller machines for out-of-town use. The department stores and some of the residence district dealers moved a fair number of the very cheap machines, the purchasers usually explaining that they were for the nursery.

Koerber-Brenner Music Co., Victor jobbers, has erected a sound-proof booth at its warerooms as a part of its display of stock for sale. That is, the booths are for sale, rather than demonstration purposes.

The Tiebes Piano Co. occupies the unique position (in St. Louis) of selling both the Edison and Victor machines. In the holiday advertising Manager Robinson placed these machines on par, and rather urged all customers to hear both and then decide. He says there was about an even break and that the double presentation kept attention centered on the higher-value machines.

W. H. Twheatt, recently of the Scruggs, Vandervoort & Barney department, has joined the Tiebes talking machine sales staff.

Harry Levy, talking machine manager at Aeolian Hall, says the new year finds stock in excellent shape for the onward movement of business. "I believe there is a disposition," he said, "to prepare for a let-up in certain quarters, but that does not appear to have reached the talking machine trade. The only dissatisfied dealers I have found assign absolutely local reasons. Collections are in good shape. The Christmas trade moved off nicely with our retail department and with our dealers. In our jobbing department we did some eleventh-hour shifting and I think all of our customers were taken care of. There was a shortage of some ma-

chines, the \$75 model, but we and the dealers realized that in time to turn enough of this trade to the \$100 styles to cover on that. I think generally the last Christmas goes onto the record as a capacity sale and the outlook is optimistic."

W. S. Fulton, who has been assigned to Missouri by the Victor factory, was in St. Louis the first of the year getting acquainted with jobbers and local dealers.

The department stores report excellent business for December. Any person who looks in at the Famous & Barr department occasionally realizes the truth of Manager Ligon's statement that his holiday business was limited only by his capacity for handling it. Despite the fact that his space was doubled before the holidays, and that he invaded a part of the piano department floor space, he was unable to handle all of the customers and had to be content with what he got hold of. This department has not indulged in the practice of other department stores, of placing machines on thirty days' free trial, and a sale is closed when the machine is sent out.

The Vandervoort Salon Victrola department is credited with doing an exceedingly heavy December business, and they talk figures there that are astonishing and minimize the effect of returns on the free trial offer. Manager Seegar's department is the handsomest in the city, and the moonlight rooms and easy chairs are a very decided attraction to luxury loving people, who also buy records.

Manager Robinson's best proof of prosperity at the Stix, Baer & Fuller department store is the added space that is given him with regularity and his increased facilities for serving his public.

C. W. Smith, manager of the F. G. Smith Piano Co.'s Columbia department, is planning to resume his concert program. He is well pleased with his first holiday outing in St. Louis.

At the Columbia warerooms there is a general spirit of good feeling over the holiday trade and everybody is boosting the works of the sales forces, both retail and jobbing.

Retail Sales Manager Duffy says, "Our low-price sales this year were about equal to the high-price sales of three years ago. There has been a consistent improved demand for the better models, and this year we have been getting excellent results from the table models. They were a little slow in catching on here, but they are going all right now and the buyers are invariably pleased."

General Manager Reid reported the country trade in excellent shape, collections good and prospects bright.

The Columbia has attracted considerable attention by some window displays that are out of the ordinary in St. Louis. One of them was piles of records, with a general placard, "An evening's entertainment." The various piles were labeled opera, tango dance, popular, vaudeville, etc. The prices ranged from \$5 up, and for Christmas week the

window was artistically trimmed with dolls. Mr. Duffy said that this window had been a producer to the extent of selling a good many of the lists just as presented, and bringing many inquiries from persons who filed lists of what they already possessed.

Some trade interest centers in the Columbia now because the lease on the present warerooms expires this spring and it is generally understood that the new terms offered by the agents are not to the liking of tenants. At least all the other tenants of stores in this block have moved when time came to sign new leases. Mr. Reid said that he had not yet found a new home, but added, "it is getting about time." It is known that Mr. Reid has been looking about.

The Silverstone Music Co.'s warerooms are to become known as "The Edison Shop," and all late advertising is bringing this phrase into the signature. The show window sign is being changed and the lettering appears on the demonstration booths. "The Edison disc has demonstrated to me," says President Silverstone, of the company, "that it is a splendid article of commerce to tie to, and I am going to impress upon the public that my large store is distinctly an Edison institution. I have no idea of putting in other talking machines, and am going to make what prestige of this I can.

"The jobbing business is developing in a way that indicates that its demands in the future will be heavy. New firms are being added daily almost and their business is growing to such an extent that we must expand constantly to handle it. The La Mothe Piano Co., in the residence district of North St. Louis, sold fifteen Edison machines at \$200 each and up during December. One of these machines was the \$375 type. This is an indication of what our retailers are doing to force us to expand the talking machine department."

Mr. Silverstone, as soon as the Christmas rush was past, called in carpenters and others to arrange for necessary changes. The dictating machine department was sent from the first to the second floor, and two new booths ordered for the first floor. The five main floor rooms are primarily record demonstration rooms, and he also uses a concert machine stationed in the corridor. The machines sales booth are on the second floor, and to meet the demand for space, machines have been paired with player-pianos in all of what were built for player demonstration rooms.

Some of the new dealers on the Edison list are: Henry Meyer, of Carlinville, Ill.; R. D. Wall, Mexico, Mo.; Humphrey Drug Co., Vandalia, Ill.

The Columbia Graphophone Co. closed arrangements recently with the prominent piano house of Otto Wissner, whereby this concern will install a Columbia department in its Jersey City store. Otto Wissner has already established the Columbia line in its Thirty-fourth street store in New York, and is achieving marked success with the Columbia products.

Another new Columbia account opened in nearby territory is Jacob Sheiman, 390 Grand street, Brooklyn, who closed negotiations recently for a complete line of Columbia products. He is enthusiastic over the prospects for business.

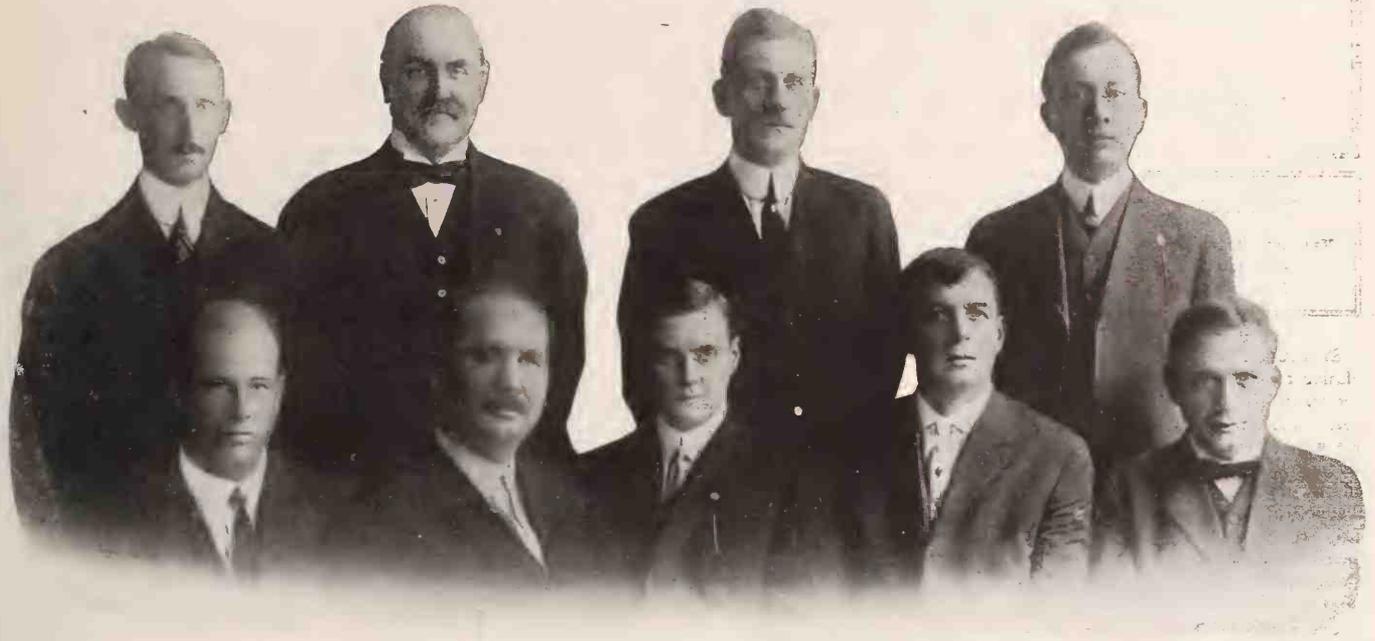
Mid-Winter Meeting of Talking Machine Jobbers' Association

The annual mid-winter meeting of the executive committee of the National Association of Talking Machine Jobbers, will be held at the Bellevue-Stratford Hotel, Philadelphia, Pa., on February 15, at which time the various officers and the members of the committee will consider a number of matters of general importance to the trade that have come up since the last meeting of the committee in

Following the meeting, it is the intention of the committee members to spend a day at the factory of the Victor Talking Machine Co., in Camden, where they will consult with the officers of the Victor Co., on various topics of more or less importance and will make a tour of inspection of the plant to gain an idea of the increased facilities for turning out machines and records.

serve to attract all those distributors who have the future progress of the trade at heart, and their efforts are meeting with success.

The accompanying excellent photograph shows the executive committee in a most interesting and effective grouping, and was taken at the recent meeting in Chicago, when every member of the committee was in attendance. In the lower row



Officers National Association of Talking Machine Jobbers.

First Row, Left to Right—W. H. Reynolds, Treasurer; Geo. E. Mickel, Vice-President; J. C. Roush, President; Perry B. Whitsit, Secretary; James F. Bowers, Executive Committee. Second Row, Left to Right—R. H. Morris, O. K. Houck, T. H. Towell, E. C. Rauth, also Members of the Executive Committee.

Chicago. All jobbers who are members of the association, whether officers or not, are invited to attend the meeting.

An important feature of the meeting will be the making of preliminary plans for the annual convention, which will probably be held in Atlantic City in July, and which, it is promised, will be one of the liveliest conventions ever held by the association, both from business and social viewpoints.

The present executive committee of the National Association of Talking Machine Jobbers is made up of men prominent throughout the trade and, who have taken an active interest in association work since it was first organized. They have, under the administration of President J. C. Roush, planned to increase the importance of the association as a factor in the trade, and to develop the association work in such a manner that it

seated, are, from left to right: W. H. Reynolds, Mobile, Ala., treasurer; George E. Mickel, Omaha, Neb., vice-president; J. C. Roush, Pittsburgh, president; Perry B. Whitsit, Columbus, O.; secretary, and James F. Bowers, Chicago, committee member. From left to right, standing, are: R. H. Morris, Brooklyn, N. Y.; O. K. Houck, Memphis, Tenn.; T. H. Towell, Cleveland, O., and E. C. Rauth, St. Louis, executive committee members.

A NEW TALKING COMBINATION.

Dictagraph, of Detective Fame, Hitched to Talking Machine for Purpose of Recording Sermon at a Distance—Other Experiments.

Thus far the dictagraph has been employed mainly by detectives in showing up graft and political conspiracies, but a much wider use for it was demonstrated recently in a series of experiments by the inventor, K. M. Turner, at the Broadway Tabernacle, Broadway and Fifty-sixth street, New York, that the little instruments can be made valuable in recording and transmitting sounds from church services and public meetings. Hooking up one of his dictagraphs to acousticons, talking machines and telephones, Mr. Turner recorded and multiplied every sound at the services so that they were heard in a number of places at once.

The dictagraph was fastened in the pulpit of the church before the morning service began. Wires were rigged up to connect it with several acousticons in other parts of the assembly room, so that worshippers, however distant from the pulpit or defective of hearing, could follow the services. Other connections were made with the offices in the rear of the church. In one of the offices dictaphone transmitters were connected with three talking machines, and on their cylinders were recorded the sermon of the Rev. C. E. Jefferson the pastor. Mr. Jefferson speaks extempore in his pulpit, and wished to thus preserve his sermons for his own use and to duplicate them

on phonograph cylinders for distribution to "stay-at-homes," who, according to the last census, comprise two out of every three persons in the country.

In one of the guild rooms the sounds transmitted by the dictagraph were increased in volume by means of a large horn, so that a woman prominent in Mr. Jefferson's congregation, who could not sit through a service in church, was able to follow the worship and sermon at her home.

For all of these connections with the dictagraph Mr. Turner used a multiplier, which is also one of his inventions. Fastening this multiplier to a telephone instrument and fitting a dictaphone transmitter into it, Mr. Turner transmitted the sounds in the church to the homes of his family and several friends, and by long distance telephone to a newspaper office in Philadelphia. The organ music and congregational singing were heard distinctly in the telephones in this city and in Philadelphia. Mr. Jefferson's voice, during his sermon, it was said, sounded too loud, that all his words were not always audible on the telephones here. In Philadelphia Dr. Jefferson's voice was heard, but his words could not be understood. It was not possible to readjust the dictagraph in the pulpit during the service, but Mr. Turner believes that the softening of the voice under such circumstances will aid in having the words distinctly heard.

In speaking of the success of the experiment, Mr. Turner said, in part:

"I firmly believe it is only a short time ahead when the congregation sitting in the church or in-

dividuals sitting in their homes in San Francisco will be able, with the aid of the dictagraph and the telephone, to hear a sermon in New York, Philadelphia or Boston, with relatively the same ease and satisfaction as those who are actually present where the sermon is being delivered.

"It is now possible to throw the sermon from a dictagraph wire into a phonograph for permanent preservation. Many clergymen never prepare their sermons, and the best that they say under the inspiration of the moment is forever lost. The success attending our efforts in this direction on Sunday proves that we can now make a perfect record of these sermons while they are being delivered, at the same time that they are being sent over the telephone wire to distant points.

"From this record any number of copies desired can be made, and these copies sent broadcast for reproduction on family phonographs in the home, thus enabling many more thousands to hear the sermons than are able to crowd into the churches to hear them. A family living in the most remote part of the country can have at its hearthstone the best that has been spoken in this line. It can have a new sermon every Sunday by a different minister if it likes.

"Church organizations can arrange for the distribution of these records in the same manner as the books of a circulating library. Country churches and meeting houses without regular ministers, instead of waiting upon the itinerant circuit preacher, can provide their members with a sermon by the most distinguished pulpit orators of the great cities, via the new combination.

PAYEE CANNOT HOLD BANK.

Appellate Division Rules Against Brill Brothers in Unusual Case Which Is of Wide Interest to All Business Men—Negligence in Giving Prompt Notice of Dishonor Charged.

The payee of a protested note which is held by a bank cannot hold the bank liable for the default and release of an indorser if he himself has failed to forward to the indorser a notice of protest sent him by the bank which is in ignorance of the indorser's address. Enunciating this principle, which has hitherto not been defined, the Appellate Division has reversed a verdict of \$1,248.08 in favor of Brill Brothers against the Jefferson Bank. The court in a unanimous opinion, written by Justice Clarke, said:

"Brill Brothers were depositors in the Jefferson Bank and deposited therein two promissory notes for \$600 each, payable in four months, drawn by Henry C. Squires's son, G. Harry Squires, and indorsed Grace H. Squires, Brill Brothers. Mrs. Squires was the wife of G. Harry Squires. The notes were not paid when due and were protested. This action against the bank is based upon allegations of the complaint setting forth that the bank did not give due notice to Grace H. Squires.

"The bank's notary did not know the address of Mrs. Squires. He sent one notice to her, care of Henry Squire's Son, 30 Church street, the maker. It is conceded that this would not constitute due notice to her or reasonable diligence to satisfy the obligation of the bank. He also sent a notice addressed to Mrs. Squires, with the address blank, and a two-cent stamp attached thereto, inclosed in the envelope addressed to Brill Brothers, 47 Corlandt street, which contained the notice of protest addressed to them.

"Brill Brothers had the same time within which to give notice to the antecedent indorser that the holder had after the dishonor. They failed to forward the notice to their indorser. It is conceded that Mrs. Squires did not reside or have a place of business in the city of New York. The notary does not appear to have been negligent. He did what the law required; that is, he sent a copy of the notice addressed to Mrs. Squires to Brill Brothers. It seems to us that if they have been unable to collect from her by reason of negligence in notifying her of the dishonor it was their negligence and not that of the bank."

Honesty is still the best policy—yet there seems to be a lot of people who are opposed to playing "policy."

LOUIS BUEHN IS OPTIMISTIC

Regarding the General Outlook for 1914 and This Well-Known Philadelphia Talking Machine Jobber Tells Why—Closed an Excellent Year's Business in All Departments.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., January 13.—Louis Buehn is enthusiastic over the year's work, and looks in the most encouraging way to the future, believing that the new currency bill is going to make money easy and he is of the opinion that the trade will this year enjoy even a greater era of prosperity than they did in 1913. "The past month," Mr. Buehn says, "has been the biggest we ever had. I have closed not only the biggest month I ever had, but the biggest year, and for the first time in several years I feel that I have given my customers perfect satisfaction." Mr. Buehn has only the highest praise for the manufacturers for the way in which they were able to supply the wholesalers and retailers, and he says that only in a very few of the most popular records did he find a shortage. He could have sold a few more records had he been able to secure them, but even this loss of trade was so small that it would be folly to complain. Their dictating machine business also took quite a satisfactory jump in December.

Mr. Buehn is most optimistic regarding every feature of his business, and he says that the only thing he can see wherein the dealers could be benefitted, would be the establishing of the rule for the charging of interest on deferred payments, and even that he believes will regulate itself. He says the factories cannot be asked or expected to remedy the condition, but he believes that there should be a difference between cash and instalment prices.

ANNOUNCE THEIR ENGAGEMENT.

The engagement was announced this week of John Child Ray, familiarly known as "Jack" Ray, assistant to Assistant General Manager H. L. Willson, of the Columbia Graphophone Co., to Miss Marguerite Latham, of 1820 Cortelyou road, Brooklyn, N. Y. No date has been set for the wedding.

John C. Ray, who is a son of Herbert B. Ray, assistant advertising manager of the Columbia Graphophone Co., has been connected with the Columbia Co. for a number of years, having held several positions at the company's factories at Bridgeport, Conn., prior to joining the New York executive offices. Miss Latham is one of

the most popular belles in the Flatbush section of Brooklyn, and the engagement was announced at a luncheon given at the Crescent Club, of which Miss Latham's father, Ellis C. Latham, is a prominent member.

URGES LEAGUE TO AID BUSINESS.

Col. Leland Would Restore Confidence in Financial World by Organizing Owners of Business Enterprises Into a National League for Mutual Protection.

A proposal to organize owners of business enterprises into a national business league for the purpose of resisting further attacks by radical politicians and for co-operating with the Government in measures which will restore confidence and help to bring about a return of general prosperity, has met the hearty approval of Col. Francis L. Leland, president of the New York County National Bank, who furthermore stands ready to give financial support towards the legitimate expenses to be incurred in forming such an organization.

"Several years ago," said Col. Leland in discussing the matter, "I made a suggestion of this kind, and I am glad to see it revived in a proposal now before the Chamber of Commerce executive committee looking towards an association of stockholders in railway and industrial corporations. I approve of this heartily, but I would go further and include in a national business league owners of all kinds of business concerns, including small factories, retail stores and shops.

"It should not be necessary to have politics enter into such an organization in any way. Its one and only aim should be to aid responsible Government officials in legislation for the public good and to compel radical politicians of all parties to stop their continual attacks on American enterprise.

"Long ago it became apparent that some such organization would have to be formed, and the time is now ripe for it. I confidently expect to see it undertaken in the near future, and when professional politicians feel the weight of its influence business will be permitted to go ahead honestly and fearlessly and this country will enter upon a period of prosperity such as it has never seen before.

"Trade is the most important thing in the United States. It is through employment in agriculture, manufacturing, mining and mercantile enterprises that our people earn their living. When reckless politicians looking for votes hammer away at large business concerns without reason they destroy confidence in those concerns. The disastrous effects are felt all down the line, for in this country at least we are all interdependent."

A MUCH APPRECIATED GIFT.

With its customary thoughtfulness for its clientele, the Blackman Talking Machine Co., 97 Chamber street, New York, the prominent Victor and Edison distributor, sent out this week a key chainette, which is designed for practical use. It has a number of distinctive features, including a double swivel lock and a flexible chain. The key portion of the device can also be used as an emergency screw-driver or Presto gas tank key, thereby greatly enhancing its value. The most important feature of the Blackman gift is the fact that each key is numbered, and the corresponding number kept on file at the offices of the company, so that if any Blackman dealer loses his keys, they will be returned to the company, who will, in turn, notify the owner of the keys. Detailed pains were taken by the Blackman Talking Machine Co. to make this plan as practical as possible, and thus the key chainette represents a gift of practical and useful import.

"I knew a man," said a live-wire young minister, "who attributed much of his worldly success to a rule he'd made for himself. He saw how much time and how many opportunities went wrong, and how much money was wasted by indecisionists, as he called them. So he adopted for one of his mottoes: 'Guess quick and stick to it.'"

LONG CABINETS

Occupy a strong position.
They have many friends.

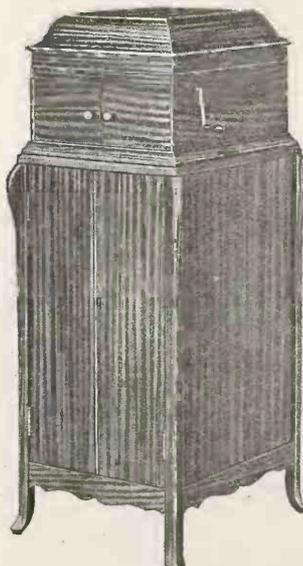
The Geo. A. Long Cabinet Co.

Write for Circulars of
RECORD CABINETS
and
PLAYER ROLL CABINETS

Address

Clement Beecroft, Sales Manager

309 W. Susquehanna Avenue
PHILADELPHIA, PA.



D 67

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

PRESIDENT HUERTA PLEASSED

With the Record Made of One of His Recent Speeches—His Interesting and Appreciative Letter to the Columbia Graphophone Co.

In connection with the present political disturbances in Mexico, the Columbia Graphophone Co. is experiencing a heavy demand for the record made last summer by Gen. V. Huerta, the President of Mexico, around whom the disturbances are centering. This record in the Columbia library presents the speech made by Gen. Huerta, delivered before the National Representation.

It is somewhat unusual for a man of President Huerta's prominence to make records of his speeches, but the following letter, received some time since by the Columbia Graphophone Co., indicates the pleasure of President Huerta regarding his record:

"I take pleasure in sending you my most expressive thanks for your kind present of the record in which the speech which I delivered in the recent occasion before the National Representation is recorded. I congratulate you very cordially for the perfection and accuracy with which the said production is reproduced, and I take advantage of this opportunity to subscribe myself, yours very truly,

"(Signed) V. HUERTA."

EXPERIENCING A BIG DEMAND.

"Our new fibre-needle cutter, which we introduced to the trade a few weeks since, is proving considerably more popular than we had anticipated," states Thomas W. Kirkman, manager of the Standard Gramophone Appliance Co., 173 Lafayette street, New York. "Although we expected that our Standard cutter would be a success, we had not hoped for the very cordial reception the trade accorded it the first week it was introduced. There is undoubtedly a steadily growing field for fibre-needle cutters, as talking machine owners are beginning to appreciate more and more the musical value of the fibre needle. Our customers have informed us that they sold a vast amount of fibre needles the past year, considerably more than in 1912, and as every fibre needle purchaser is a cutter prospect, it is comparatively easy to figure out the possibilities in the fibre-needle cutter field."

DISCRIMINATING IN THEIR PURCHASES

Buyers of Talking Machine Record Albums Looking for Quality in Preference to Price, Says George Bates in an Interesting Chat.

"With dealers throughout the country reporting the best year in their history, which naturally signifies a vast number of new accounts, there should be a large increase in the demand this year for talking machine record albums," states George Bates, of the New York Post Card Album Co., 23 Lispenard street, New York. "Although the year just closed was the best we ever experienced, we are making preparations for a record-breaking year in 1914, in view of the new business that is on the books of the dealers.

"To my mind, the most important feature in the album business of the year just closed was the evident change on the part of the public in its attitude towards record albums of quality. Whereas a short while since, talking machine owners looked upon the record album as a slight incidental purchase, and bought any album offered them, they are now discriminating in their album purchases, and looking for quality in preference to price.

"A record album of inferior quality not only gives dissatisfaction to the customer regarding this single purchase, but causes him to lose confidence in the establishment where he bought it, which loss is, of course, a very serious matter to the dealer. It therefore rests with the trade to order albums that are constructed along the lines of quality and value for the money, and which will give service to their users for a reasonable length of time."

GREETINGS for 1914

The year 1913 is now but history, and at least in the talking machine business it has been a prosperous one.

We greet with **OPTIMISM** the New Year and forecast even greater prosperity for those who are alive to their opportunities. Our **DEEP APPRECIATION** is extended to those who have made our closing year prosperous.

Once again we say with **PRIDE** that the bulk of our business has come from hundreds of Dealers, and we have used every effort to safeguard their interests, avoiding neglect of the "old" while receiving and serving the "new."

We believe there is every reason to expect even **GREATER PROGRESS** to be made not only in ours, but **GENERAL BUSINESS**, during this year, for the business of the country is on a **FIRM FOUNDATION**, and there is evident a quite general feeling that "co-operation" brings better and more lasting results than "competition."

Don't overlook this, Mr. Dealer, or allow pessimists to make you lose faith in yourself or your business.

OUR POLICY for 1914 will be that of **FURTHER PROGRESS**, using the past only as a guide to avoid repeating mistakes, and considering the best results obtained, but a starting point for **FURTHER IMPROVEMENT**.

We will ask and encourage **CLOSER CO-OPERATION**, not only in our own organization but with everyone with whom we come in business contact. This is bound to produce **GOOD RESULTS**.

To **ENCOURAGE** the greatest confidence on the part of our trade, we will endeavor to be **BROAD** in our **POLICY**, giving every possible **SUPPORT** to those who deserve it consistent with good business judgment, whether it be in the extension of credit, shipment of goods or adjustment of claims.

Those Dealers who are merchants and doing their best to run their business **HONESTLY** will have our **FULL SUPPORT**, and we will in every way possible refrain from supporting, by extension of credit or otherwise, the class of Dealer who is a menace to the business and a **Bad Debt** for all concerned.

No **EFFORT** or expense will be spared to make **OUR SERVICE IDEAL** in every respect. With this object in view, give us **YOUR HELP** by pointing out **DEFECTS** in our organization that we may thus introduce **REMEDIES** where necessary.

Yours for a Happy, Healthy and Prosperous New Year.

Very sincerely

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres.

97 CHAMBERS ST., NEW YORK



\$250.⁰⁰ for an idea

To All Talking Machine Dealers:

1913 was a great year for the sale of Columbia Double-Disc Records—greatest we ever had.

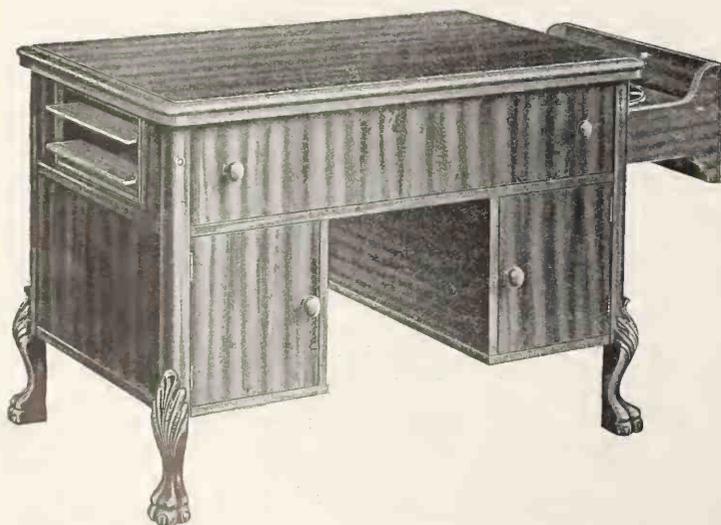
1914 will be at least twice as great. That much is certain.

Just how much will be depends, in the last analysis, on what happens over your counter; depends on the man who comes into *your* store, puts his money down on that counter of yours and gets his records from *your* stock.

Our business—and yours—depends on that man; depends on your being able to give him what he wants. *You* know that man; you know his likes and dislikes, you know what he wants and how and when he wants it.

Now then, knowing him as you do, *you* can tell us better than anyone else what we can best do to make him buy more Columbia Double-Disc Records; more even than he has in the past; to arouse still further his interest in the Columbia Double-Disc Records.

We will give as a prize a \$250 outfit—



The Columbia Grafonola "Regent" at \$200.

Nothing else on the market even looks like the "Regent." It is a complete library or living-room table for everyday use in exactly the same degree that it is a complete musical instrument of unexampled versatility and matchless tonal qualities.

a Grafonola "Regent" and \$50 worth of records—to the talking machine dealer who suggests the best method by which we can help you to secure closer and more profitable relations with your customers.

Don't think of the reward as a mere \$250. That machine is a mere detail. The big thing for you is the opportunity it opens for the adoption and operation of your own ideas.

You may suggest some one single feature which you believe would help; or you can lay out a whole campaign—production, advertising, distribution, selling.

No need to restrict suggestions to the selling end either. If you have any suggestions to make relative to this product, send them along. Write on any point you choose, so long as it has a direct bearing on Columbia Double-Disc Records.

This offer applies to every talking machine dealer in the United States and Canada—without regard to which line of product he carries.

It is the one best chance you ever had to get some of your own ideas in this matter adopted and put into operation.

Edward Lyman Bill, Editor and Publisher of The Talking Machine World, will be the judge to decide which is the best suggestion received. This offer is open until February 15, 1914. All replies should be mailed to Mr. George W. Lyle, General Manager, Columbia Graphophone Company, Woolworth Building, New York.

COLUMBIA

Graphophone Co., Woolworth Building, New York

What we are doing

FIRST—We are *doubling* our tremendous nation-wide advertising of Columbia Double-Disc Records.

SECOND—We have given Columbia dealers a new Advertising Record at 25 cents that is getting for them the name and address of every disc talking machine owner in their territory—and *you* know full well the enormous value of such a list to you.

THIRD—Record buyers are to discover that new records are no longer a mere once-a-month event. We are going to offer new records *three times a month*—on regular stated dates. That means that your customers will find something new pretty nearly every time they're anywhere near your store—they won't have to wait a whole month between visits.

Already you have had the first of the new dance records. That was one of January's happenings. Those dance records have made more actual business than any series of records ever announced in the trade. They are made *right*—the rightest dance records ever put out.

You know how we did this, how we engaged the services of G. Hepburn Wilson, the greatest living authority on modern dancing, to rehearse those records until they were right. The result is a series of tangos, waltzes and one-steps that have no equal—the finest dance records that ever moved across your counter.

Above all, don't lose sight of the fact that this is only the bare beginning of the year—1914 is only 15 days old. The start that we have made is certainly big as beginnings go, but it is just the start of things—nothing more than that. And the rest is on the way.



COLUMBIA

Graphophone Co., Woolworth Building, New York

THE VALUE OF CO-OPERATION IN THE CREDIT FIELD.

Difficulties of Credit Grantors Twenty-five Years Ago Compared with To-day—Wisdom of Unlimited Confidence and Unqualified Co-operation Prior to Shipment of Goods Properly Estimated—Means Fewer Bad Debts and Business Progress for All Concerned.

Twenty-five years ago credit grantors were not organized and either could not or would not co-operate, and I can go back further than twenty-five years and recall how the first local representative of a mercantile agency in Nashville left hastily one night, having issued an unfavorable report, which meant in those days not a lawsuit, but powder and lead.

The next step in the progress for the improvement of mercantile agency service consisted in the substitution of a damage suit for the shotgun. So you see those who have been in credit work for a good many years can appreciate how the exchange of credit information has developed.

We passed through a time in reaching present conditions when credit grantors would not give information that would weaken confidence in a party who was in debt to them; instead, many following the policy of speaking overfavorably of a customer whose obligation they were particularly anxious to be relieved of, believing that if the customer were able to secure goods elsewhere, their chances of collecting a doubtful debt would be increased; contrarilywise, we find that such offense on the part of a member of our association to-day would be almost certain grounds for expelling the offender and bringing upon him loss of the respect of his friends whom he most prizes and needs, writes J. T. Jenkins, in *The Hardware Dealers' Magazine*.

The 600 credit men organized in 1896 have increased to 16,500 in 1913, giving us, in other words, a trained army of over 16,000 keen-minded men co-operating unqualifiedly and freely for a single purpose—that of getting and, in consequence, giving information.

Is there any exaggeration in my estimate of the degree of co-operation? Let us take an example.

A few days ago I called up a member of the association about a merchant, the acceptance of whose order I was considering. I had some doubt, yet not a great deal, regarding this prospective customer. Instead of making some misleading statement, as credit grantors were apt to do a few years ago regarding a customer from whom they were trying to get relief, this member told me that he had been forced to place his account in the hands of an attorney. He realized that he could not violate confidence in the exchange of credit information. He had learned that the protection 16,000 credit men afforded him against future losses was worth many times the amount of this particular debt.

But the wonder is, if our co-operation is so genuine in the exchange of credit information, why it ceases when two or more members are interested in the same embarrassed or insolvent debtor. Why is it that an army of 16,000 keen-minded men who can work together so satisfactorily in one point become demoralized and break up into small detachments on the appearance of a good-sized bad debt?

It has taken sixteen years of earnest teaching and effort to show the credit grantors of the country the wisdom of unlimited confidence and unqualified co-operation prior to the shipment of goods. Must we wait another sixteen years before applying this concentrated intelligence, this conscientious, unqualified co-operation to the conservation of embarrassed customers of the adjustment of insolvent claims; if the experience of sixteen long years has explained the meaning of unity of action, has convinced of the value of confidence and co-operation in helping us know our customers, should such united action, confidence and co-operation decrease or become less valuable when considered in connection with or invoked in behalf of a customer who has gone wrong?

Through the national bankruptcy law brought about and kept on the statute books by the influence of our association, the adjustment bureau for the handling of insolvent accounts has not only become desirable, but essential and inevitable. The spirit of the time is appealing to the intelligence

of 16,000 credit grantors, pleading with them to accept the benefits guaranteed under this law to every honest debtor and creditor.

The value of the work of the adjustment bureau in the reduction of losses from bad debts and the importance of the relation it bears to the whole question of credit granting cannot be over-estimated, and it is to be hoped that the earnest attention of all will be directed to this branch of work and that there may be in consequence a keener appreciation of the worth of this service. That it is of worth can no longer be doubted.

SCHOOLS OF SALESMANSHIP.

How a Great Corporation Trains Young Men to Become Good Salesmen—Some Interesting Statements as to Methods Employed.

In the columns of *The Talking Machine World* there has been a steady advocacy of the establishment of schools of salesmanship in the talking machine stores throughout the country.

Along these lines it is interesting to note that the officers of the National Cash Register Co. have made perhaps the greatest study of the subject of teaching their selling force than any other corporation in the country.

They have established a factory school where they teach the members of the selling staff everything in relation to the selling of their products.

In a recent address delivered before the Convention of Corporation Schools held in Dayton, O., R. H. Grant, assistant to the sales manager, made a very interesting address in which he described at length the method adopted by the National Cash Register Co.

The course of instruction covered five weeks, and the students' expenses are borne by the company. There is a regular outlined course of study. Written examinations are given to make the men work, and diplomas are awarded to show how they have completed the course. This corporation believes that to have a good selling organization you must get good men. Then when you get them, you must train them. In other words, train everybody to make good at the selling end of the business.

Mr. Grant said in the course of his remarks: "We carry on post-graduate schools. There are times when we take men into the factory and have a school of sixty to seventy men that we pick from our selling force, men who four or five years ago went through the elementary school; men that we believe need to come back here, and while they may be excellent men and be making good records, we feel that if they come back here and see what we have, see the new things that are proposed, the opportunities that exist, come here and work under a competent instructor, that they will be bigger and better and more self-reliant when they go back into the field.

"Then we have the Owl Classes, which give our people here in the offices the rudimentary ideas of selling with a view of making them better men, because we broaden the scope of their vision, and also prepare them for outside positions later on.

"Those make up the different teaching features of our selling department. I trust in this explanation I have made clear the idea that education must begin in an elementary way and go on through post-graduate courses until you have a lot of men who will take care of their own education, and until you do that you cannot have an ideal selling force that can be called successful.

"In our training school we take up the following subjects: Preparation, Advertising, Weaknesses of systems in use, The approach, The re-approach, Installations, Collections.

"In taking up these subjects in the school the instructor uses plain business language. We can only use to advantage scientific and psychological data after it has been reduced to simple English.

"We believe in small words and in big ideas. The president of our company has always taught us that way. We believe in all the psychological

research possible, we believe in all the tabulation of scientific data that is possible in order that when the facts are understandable to the ordinary man, we may make use of them. We believe in practical salesmanship; we believe in having men who understand what they are talking about and having them put it up to the man in front of them so that they will know what is being talked about, and we don't believe you can do it in high-flown terms. If we picked a group of highly-educated men they might understand what was being discussed if you used big words, but you cannot do that with salesmen as a rule. To be successful, salesmen must have a desire to sell; they must have courage, ability to work; they must be loyal to the company and so forth, but they do not necessarily have to be more highly educated than the trade they call upon, consequently the teaching should be in the most simple language.

"I want to say a word on the subject of advertising and selling as a combined subject. In our schools you notice the second subject is advertising. It is an important subject to a salesman, and the trouble is that most salesmen and managers do not know it and many times sales and advertising managers are not co-operating as they should. Advertising matter is not being used by salesmen as it should. Much money is being spent and there is a waste unless you get close connection between the two departments.

A HEARTY NEW YEAR'S GREETING

Sent the Trade by the National Publishing Co. of Philadelphia—Closed a Great Year in the Sale of Record Albums and Expects a Bigger Business During 1914.

The National Publishing Co., 235 South Market street, Philadelphia, Pa., who have built up a large business in talking machine record albums have just sent out a New Year's greeting to the trade, in which they say:

"The old year has passed through the gate that swings but one way, and the air is full of good resolutions; if one-half of them are kept, two-thirds of our sorrows will fade away. There is not much to be had in this life unless you go after it, so wish yourself some and in doing so put your heart in it, but do not put your foot in it. 'Wisdom consists largely in knowing when to quit.' Our wish for you is a happy and prosperous new year."

The record albums made by the National Publishing Co., have won a large degree of favor throughout the trade by reason of their durability, artistic design and finish. With the index they form a very complete system for filing disc records, and while invaluable to those who have no cabinets on hand, they also form a very important adjunct to those having cabinets and a surplus number of records, for through the aid of record albums they can be filed away most conveniently.

The record album trade is proving quite a trade factor with dealers who are pushing it intelligently, and bringing the value of the record to the attention of record customers. The fact that it makes record stock sightly in the home is a point worthy of emphasis.

INTEREST ON UNPAID PAYMENTS

Being Discussed in Indianapolis and a Special Committee Appointed to Take Up This Matter—Victor Dealers to Be Interviewed.

Robert O. Foster, of Foster & Waldo, has been named as a committee of one to interview the Victor dealers in Minneapolis, about ten in number, and to urge an agreement to exact interest on unpaid amounts due on talking machines sold on the instalment plan. Most of the persons interested are piano dealers, and they see no distinction between piano purchasers and Victor purchasers in the matter of granting concessions on instalment payments. However, Mr. Foster has encountered some opposition to the plan, but expects to convince the objectors that the plan is for their interest.

At the present session of Congress efforts will be made to advance, by gradual steps, the rate limit on packages sent by parcel post, until the hundred pound limit is reached.

REMARKABLY LARGE SALES REPORTED IN MILWAUKEE.

Not Only for December but for the Year—This Applies Pretty Much to All Concerns in That City—Our Correspondent Presents Some Interesting Data in This Connection Which Make an Impressive Showing Regarding Holiday Business—News of Month.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., January 10.—Despite the dullness experienced in some lines of industry during December, Milwaukee talking machine dealers met with an exceptionally fine holiday business. In fact, there is hardly a Milwaukee house which did not establish a new high record in the sale of both machines and records. Sales of lower-priced machines may not have been quite as heavy as usual, but this was more than offset by the remarkable business secured in machines ranging in price from \$50 to \$200. One Victor retail house disposed of \$4,000 worth of machines and records during December, while two well-known piano houses carrying the Victor line, sold approximately \$5,000 worth of goods during the past month.

Jobbers say that dealers about the State sent in rush orders for stock almost up to Christmas day, and that the total volume of business in the wholesale field was more than satisfactory. Dealers seem to be unusually low on stocks after the holiday rush, and most of them are placing some good orders, that they may get their stocks up in normal shape once more.

The outlook for the coming year seems to be bright at this time, and jobbers and dealers are confident that a good business will be experienced.

The Milwaukee Phonograph Co., jobber for the Edison line, met with a big business in disc machines and records during the month of December, according to William A. Schmidt, general manager. Dealers seem to be more than pleased with the new Edison machines. Joseph A. Bitts, of Kenosha, Wis., who recently installed the Edison line, and W. J. Augustine, Fond du Lac, Wis., and John R. Bolz, Kiel, Wis., were recent visitors. A large number of new Edison dealers were secured before Christmas.

Business has been so good with the Smith-Gensch Co., 730 Grand avenue, enterprising retail Victor concern, that it has put out two new outside salesmen, covering Milwaukee and Milwaukee County. Sales of Victor machines and records during the holiday period attained a new high mark with this house.

J. H. Ellis, the inventor of the "Real Tone" diaphragm, has been made the manager of A. G. Kunde's branch, at 3410 North avenue, opened a few months ago. Mr. Ellis is enthusiastic over the Columbia line, and ought to meet with success in his new field. Mr. Kunde says that the holiday trade at both his downtown and branch stores was exceptionally good.

The W. H. Aton Piano Co., which handles the Victor and Edison lines in Madison, Wis., is meeting with particularly good success. Several new Victor dealers have been secured about Wisconsin by the Wisconsin Talking Machine Co.

The Edmund Gram Music House met with unusual success during the holiday period and Victor sales climbed to a new high mark, says Paul A. Seeger, manager of the Victor department.

The Victor department at Gimbel Brothers, under the management of L. C. Parker, experienced a gain of 41 per cent. during December, as compared with the corresponding month in 1912. There are six demonstration parlors in the Victor hall at the Gimbel store, but Manager Parker says he could have used ten more during the holiday rush

and that he could have increased his total sales as a result.

The Victor talking machine departments at the two stores of Edward Schuster & Co., met with a fine holiday business and good sales are reported by Miss Frances Elman, manager of the department at the Twelfth and Vliet street store, and Miss Elizabeth Hughes, manager of the Third and Garfield street establishment.

C. W. Abbott, enterprising young manager of the Victor department at the Boston store, and Miss Jule Steiner, in direct charge of the Victor department at the J. B. Bradford Piano Co.'s store, are enthusiastic over the big business secured by their departments during the month of December. The Bradford house has been following the scheme of allowing the piano salesmen to round up talking machine sales when out on piano prospects, and the results have been more than satisfactory.

There are rumors afloat in Milwaukee that another new retail talking machine store will be opened in the downtown district within the near future by the jobber of a well-known line. The more the merrier.

The Heller Piano Co., which was forced into involuntary bankruptcy some months ago, a concern which carried the Victor talking machine line, filed its schedule some time ago, disclosing liabilities of \$248,310.03, and assets of \$421,760.81.

ENTHUSIASTIC OVER THE PROSPECTS.

A. W. Toennies Reports Big Gain in Business of the Eclipse Phonograph Co., Edison Disc and Cylinder Jobbers, for Year Just Closed—Many Dealers Signed Up.

"After closing the best year in our history, we are naturally enthusiastic over the immediate prospects for spring trade," stated A. W. Toennies, of the Eclipse Phonograph Co., 203 Washington street, Hoboken, N. J., jobbers of Edison disc and cylinder products exclusively. "Our gain over 1912, our former banner year, was surprisingly large, and the most gratifying feature of the Edison business is the fact that our business this month up to date shows a substantial increase over January, 1913, and steadily growing.

"The Edison disc line is certainly increasing in popularity at a remarkable pace. Since the first official announcement by Thomas A. Edison, Inc., a few months since, we have been signing up new dealers day by day, and those members of the trade who joined the Edison disc band-wagon in the fall have all advised us of the closing of an excellent holiday business. The musical qualities of the Edison disc product, coupled with the advertising that is now appearing in all parts of the country, have certainly contributed in a large measure to this impressive success.

"The hornless types of Edison cylinder phonographs are maintaining a steady popularity with our dealers, and it is pleasing to note that the demand seems to be strongest for the higher-priced hornless machines in preference to the cheaper models. As a matter of fact, the outlook for both Edison disc and cylinder products is very encouraging, and we expect 1914 to be even better than last year."

"ONE PRICE" A DISTINCT BENEFIT.

The Supreme Court of the State of Washington So Holds in a Very Important Decision Handed Down Last Week, and Which Is of Interest to Those in the Talking Machine Trade, as Well as Those in Other Industries, Who Believe in the Maintenance of Prices.

A decision of exceeding importance to the talking machine trade, and to all who believe in price maintenance, was handed down by the Supreme Court of the State of Washington last week in an action brought by the Fisher Flouring Mills Co. against a retailer who had cut the price of his products contrary to agreement.

The suit brought by the milling company was defeated in the lower court. The decision of the Supreme Court of Washington was handed down by an eight to one vote, and the Fisher Co. granted injunction and damages; the findings of the lower court reversed, and thus an important step taken toward the recognition of the one-price-to-all has a distinct benefit to the consumer. In its opinion the court says in part:

"In the absence of a monopoly, either actual or potential, a contract fixing retail prices to the consumer cannot have an effect appreciably inimical to the public interest, because it cannot fix prices at an unreasonably high figure without defeating its own purpose by either signally failing to maintain the fixed price or putting the individual manufacturer out of business. In either case it fails to restrict competition.

"The true competition is between rival articles, a competition in excellence, which can never be maintained if, through the perfidy of the retailer who cuts prices for his own ulterior purposes, the manufacturer is forced to compete in prices with goods of his own production, while the retailer recoups his losses on the cut price by the sale of other articles at or above reasonable price.

"It is a fallacy to assume that the price-cutter pockets the loss. The public makes it up on other purchases. The manufacturer alone is injured, except as the public is also injured through the manufacturer's inability, in the face of cut prices, to maintain the excellence of his product.

"Fixing the price on all brands of high-grade flour is a very different thing from fixing the price on one brand of high-grade flour. The one means destruction of all competition and of all incentive to increased excellence. The other means heightened competition and intensified incentive to increased excellence. It will not do to say that the manufacturer has no interests to protect by contract in the goods after he has sold them. They are personally identified and morally guaranteed by his mark and his advertisement."

Recent United States Supreme Court decisions, while forbidding the manufacturers of patented and copyrighted goods to set the retail price, have been based upon the assumption that the producers involved in the particular actions were actual or virtual monopolists, and these decisions have stopped short of the point as to whether it is legal under any circumstances for a maker to set the price at which the consumer may buy the goods.

A new home disc recorder has just been designed by Senor Alvaro Malibrán, a Spanish inventor, which is described as a strongly constructed mechanism with all the exterior parts nickled. It is claimed for this device that it is adaptable to any disc talking machine, and will reproduce a big volume of sound with remarkable tone fidelity.

The Columbia automatic stop. The most accurate automatic stop made and the easiest to operate.

Gun Metal, \$2.00 list. Nickel Plated, \$2.50 list. Gold Plated, \$3.00 list.

May be adjusted to both Columbia and Victor disc machines.

Order from any Columbia Distributor.



A HANDSOME ORDER BOOK.

Has Just Been Sent Out to Its Friends by the
New York Talking Machine Co., New York—
Convenient and Very Handy for the Dealer.

The New York Talking Machine Co., 81 Chambers street, New York, the well-known Victor distributor, is now sending out to its trade a handsomely bound order book, which in addition to being attractive and artistic, is primarily a book which can be used by the dealers to excellent advantage. The company has in former years sent out order pads to its trade, but this year it was decided to design a book which could be used the year round, and afford the dealer an opportunity to place his orders with a maximum of convenience.

The order book which is now being mailed to the New York Talking Machine Co.'s trade, is intended for those dealers on the company's books who have purchased their machines and records during the year with any degree of regularity, and the dealers who have already received their books, are enthusiastic in their praise of its many merits.

The book which is designed along the lines of a loose-leaf folder, permits the dealer to insert another order pad as soon as one is finished, as the leather covers make a permanent folder. Each order pad has carbons attached to the original orders, so that the dealer has a reference file of all the orders he has placed. The order pad is furnished with perforated lines, making the ordering of goods convenient to a degree.

This new order book is bound in an artistic dark green limp leather binding, with the name of the New York Talking Machine Co. suitably printed on the cover. The famous dog trademark of the Victor Co. is shown on the center of the front cover, and the entire arrangement is one of dignity and refinement. The individual dealer's name is printed in gold on each book, giving an atmosphere of personal ownership, which naturally adds to the attractiveness of the book.

The New York Talking Machine Co. is to be congratulated on its latest co-operative plan, as this

book represents a valuable time-saver for the Victor dealer.

NEW EDISON DEALERS

In New York City and Adjacent Territory
Given Out by Thomas A. Edison, Inc.—List
Is Steadily Growing as Sales Increase.

Thomas A. Edison, Inc., Orange, N. J., has been featuring in the daily newspapers the past few weeks, an interesting list of some of the Edison disc representatives in local territory, who have taken on the line during the past few months. This list, which is constantly growing, gives a fair indication of the popularity that the Edison disc phonographs and records are achieving in this territory.

The public was invited to attend demonstrations at the stores mentioned in the advertisements, and this invitation was responsible for the drawing of interested visitors to the establishments of the dealers, which resulted in the closing of many sales.

Among the names presented in these Edison disc advertisements, were the following: Hardman, Peck & Co., Tower Manufacturing and Novelty Co., Fred Kraft, Inc., Krakauer Bros., M. Goldsmith, George Bergmaier, Paul Helfer, Cort Sales Co., and Sol. Lazarus, all of New York; Hardman, Peck & Co., B. Guy Warner, Alphonzo Smith, Charles G. Rosewell, Louis Chevalier, George S. Unies, Guarantee Phonograph Co., T. H. Clancy and A. Eckel, all of Brooklyn, N. Y.; Frank Steadman, 41 Warburton avenue, Yonkers, N. Y.; Yonkers Talking Machine Co., 87 Palisade avenue, Yonkers, N. Y.; Albert Galuchie, 492 Communipaw avenue, Lillie Heidenfelder, 370 Central avenue, Henry Rau, 110 Monticello avenue and William Ricker, 658 Newark avenue, all of Newark, N. J.; the Quackenbush Department Stores and James Rigby, Paterson, N. J.; James L. Abbott & Son, Fort Lee, N. J.; Henry F. Schmidt, 200 Main street, Orange, N. J.; Fred G. Loeffler, 260 Bergenline avenue, Union Hill, N. J., and Henry A. Maas, 417 Spring street, West Hoboken, N. J.



NYOIL

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

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

SPANISH RECORD CATALOG.

The export department of the Columbia Graphophone Co. issued this week its annual Spanish record catalogue, which, in addition to being considerably thicker than the 1913 edition, embodies a number of distinctive features which constitute a decided improvement as compared with former editions. Valuable indexes and appropriate photographs add to the artistic appearance of the new catalogue.

H. L. Willson, assistant general manager of the Columbia Graphophone Co., is expected back early next week from a short trip through the important trade centers of the Middle West, where he has been receiving good reports regarding business.

Mr. Dealer:

\$witky \$ervice \$pells \$uccess for YOU

IT MEANS The Machines and Records You Want, When You Want Them.

Expert Assistance in Making Sales of Machines and Records Whenever Required.

Expert Instruction in the Proper Care and Repair of All Styles of Machines.

Expert Assistance in Writing Advertisements and Preparing Publicity Matter of All Kinds.

An Exchange Bureau for Surplus Victor Stocks Among the Dealers.

A System of Credit That Is as Liberal as Possible Under All Conditions.

You Pay for the Goods—the Service, Tested and Successful, Is Free.

BENJ. SWITKY, Victor Distributor
No. 9 West Twenty-third Street, New York City

NOTED ARTISTS SIGN WITH COLUMBIA

Margarete Matzenauer, the Famous Operatic Contralto, and Eduardo Ferrari-Fontana, Tenore Robusto, to Make Records for the Columbia Co.—Both Artists Have Achieved Great Success in Opera.

The Columbia Graphophone Co. closed a number of important new deals with prominent artists during the past few weeks, whereby the Columbia record library will add to its lists many new records within the next few months. These additions form valuable helps for Columbia dealers with patrons who appreciate operatic music.



The most important of these new Columbia acquisitions are Mme. Margarete Matzenauer, the internationally famous contralto of the Metropolitan Opera Co., New York, and Eduardo Ferrari-Fontana, a member of the Boston Opera Co., whose splendid performance last week at the Metropolitan Opera House in the leading tenor role of the new opera, "L'Amore di Tre Re," was one of the events of the operatic season. Mme. Matzenauer, although she has been a member of the Metropolitan Opera Co. but a few years, has achieved a noteworthy success in this short time, and has won the admiration and praise of the leading musical critics of the country. Her voice, which is a rich contralto, has been generally commended by all operagoers for its many musical qualities, and her success in the Metropolitan Opera Co. has earned for her a prominent position among the leading contralto singers of the world. Her records will be valuable additions to the Columbia Co.'s operatic library, which is growing steadily.

Eduardo Ferrari-Fontana, in addition to achieving a country-wide reputation through his Boston Opera Co. appearances, scored an instantaneous success in his initial New York performance in the new opera at the Metropolitan Opera House. Referring to this opera, the musical critic of a leading New York morning newspaper said:

"The performance of the new opera was notably fine. Its most conspicuous feature was the first appearance in the Metropolitan Opera House of Eduardo Ferrari-Fontana, who took the part of 'Avito.' Mr. Fontana, it is understood, had sung the part in some of the earliest performances of it in Milan. He made an immediate success, not only by his fine and impassioned acting—acting of genuine tragic temperament and of finished skill—but

WANTED.—Wholesale man to sell Victor goods exclusively; must have a knowledge of the trade in New York City and surroundings; employment on a salary and commission basis. All communications held strictly confidential. Address Max Landay, 563 Fifth Avenue, New York.

WANTED.—Intelligent saleslady to sell Victor Talking Machines. Good position to the right party. Write, stating full particulars in first letter, "No. 600," care The Talking Machine World, 373 Fourth Avenue, New York.

NEW IDEA IN CABINET TALKING MACHINE.—I have an entirely new idea in a Cabinet Talking Machine, and would like to hear from any party in reference to financing the same. Address "K. R., 12," care The Talking Machine World, 37 So. Wabash Ave., Chicago, Ill.

WANTED.—Capable young man, experienced in selling Victor Talking Machines; to such a salesman is opened a permanent position with chance of advancement; must be steady and a hard worker. Write giving full particulars. Address "No. 602," care The Talking Machine World, 373 Fourth Ave., New York.

still more on account of his remarkably beautiful tenor quality. He is a true 'tenore robusto,' with not only power but also fullness, richness and warmth of tone, splendid resonance and penetration, especially in his upper ranges. Mr. Fontana sings with admirable art, with style, in a manner that makes his voice count for its utmost. He would seem to be a valuable acquisition for the Metropolitan Opera House. If Mr. Fontana's future appearances bear out the promise he offered in his first one, his work in New York will be watched with interest and pleasure."

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)
WASHINGTON, D. C., January 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.

DECEMBER 13, 1913.

Birkenhead, 11 pkgs., \$283; Cambay, 6 pkgs., \$148; Guayaquil, 25 pkgs., \$1,071; Kingston, 10 pkgs., \$339; Liverpool, 6 pkgs., \$225; London, 2 pkgs., \$102; 265 pkgs., \$13,382; Manila, 41 pkgs., \$2,743; Mexico, 24 pkgs., \$462; Skandhai, 44 pkgs., \$1,013; Singapore, 6 pkgs., \$202; 6 pkgs., \$129; Valparaiso, 17 pkgs., \$982.

DECEMBER 20.

Berlin, 1 pkg., \$148; Buenos Aires, 85 pkgs., \$8,061; Dominica, 14 pkgs., \$329; Guayaquil, 9 pkgs., \$272; Havana, 7 pkgs., \$970; Milan, 5 pkgs., \$485; Montevideo, 49 pkgs., \$4,380; Port au Prince, 19 pkgs., \$364; Porto Plato, 12 pkgs., \$499; Rotterdam, 23 pkgs., \$549; St. Johns, 6 pkgs., \$169.

DECEMBER 27.

Callao, 17 pkgs., \$1,083; Cardiff, 1 pkg., \$179; Guayaquil, 14 pkgs., \$1,933; Havre, 4 pkgs., \$557; Liverpool, 14 pkgs., \$479; London, 327 pkgs., \$8,128; 526 pkgs., \$9,008; Manaos, 17 pkgs., \$1,139; Manila, 89 pkgs., \$2,709; Maracaibo, 3 pkgs., \$113; Rio de Janeiro, 8 pkgs., \$537; San Chiz, 4 pkgs., \$111; Vera Cruz, 31 pkgs., \$1,450.

JANUARY 3, 1914.

Arica, 3 pkgs., \$463; Bahia Blanca, 9 pkgs., \$467; Belfast, 8 pkgs., \$217; Bradford, 7 pkgs., \$191; Brussels, 3 pkgs., \$142; Callao, 27 pkgs., \$1,505; Copenhagen, 23 pkgs., \$1,218; Havana, 28 pkgs., \$711; Havre, 6 pkgs., \$205; Liverpool, 27 pkgs., \$1,833; Manchester, 7 pkgs., \$465; Montevideo, 7 pkgs., \$618; Naples, 2 pkgs., \$207; Newcastle, 8 pkgs., \$287; Rio de Janeiro, 4 pkgs., \$318; Sheffield, 4 pkgs., \$219; Soerabaja, 9 pkgs., \$349; Valparaiso, 15 pkgs., \$411.

TELEGRAPH ERROR RULING.

Company Not Responsible Unless Gross Negligence Is Proved.

(Special to The Talking Machine World.)
ALBANY, N. Y., January 8.—It is important to members of the piano trade and business men generally to know that a telegraph company is not responsible for errors made in a message unless they are the result of gross negligence. This is the opinion handed down by the Court of Appeals held recently.

This opinion was handed down in the case of Stephen M. Weld & Co., cotton brokers, against the Postal Telegraph Co. Weld gave an operator in the New York office a message to sell 20,000 bales of cotton at not less than 12.70 a pound, and, owing to an error in the message, it was sold at 12.07, thus inflicting on Weld a loss of \$27,565.

On the first trial of the case Weld obtained a verdict for \$10,000 damages. The Court of Appeals sent the case back for a new trial because of error in the charge to the jury. A second jury gave Weld a verdict of \$36,684. In reversing this verdict to-day because of error and granting a new trial, the Court of Appeals explained that proof of gross negligence would be necessary to warrant giving Weld a verdict. The opinion was unanimous.

There are many who cannot enjoy the sunshine of to-day for fear it will rain to-morrow.



A Big Money Making Opportunity for Talking Machine Men

Do you know how best to improve your business?

Try pianos and player-pianos.

We have the best player-piano proposition in America, barring none.

We can offer it to you right.

We can put you absolutely on the inside so far as pianos and player-pianos go.

Our facilities and our knowledge of the trade situation enable us to do this.

We can build your business so that it will show a substantial growth in profits long before the close of the year.

That sounds interesting, does it not?

Take the matter up with us, not soon, but now—just now, when the year is young and the opportunities for good business lie before you.

Remember, every day—every week—every month that you delay investigating this piano proposition you are standing in your own light. You are making the business corners of your establishment dark, when they should be illumined by good, bright piano sunshine!

We have built one of the largest piano enterprises in the world through the delivery of values.

H. P. NELSON COMPANY

Makers of Grands, Uprights and Player-Pianos

North Kedzie, North Sawyer, West Chicago Aves and C. M. and St. Paul R. R., CHICAGO

SUBSTANTIAL REASONS FOR OPTIMISM IN 1914.

Prospects of the Year Interestingly Analyzed by J. Newcomb Blackman, the Prominent New York Jobber, Who Says That the Man Who Has Been Running His Business on a Conservative Basis Need Have No Fear as to Business Progress in 1914.

In response to a request for his opinion as to the business outlook for 1914, J. Newcomb Blackman, president of the Blackman Talking Machine Co., the prominent Victor and Edison distributor, said: "Analyzing the prospects for the year, in my opinion, those who are in a position to do business under normal conditions, have every reason to be optimistic regarding the future, as the prospects are decidedly bright. By this I mean the man who is not on the ragged edge, but who has been running his business on a conservative basis, need not have any fear as to business for 1914.

"The whole question of the year's prosperity naturally hinges on the condition of the country itself. We have for sometime been living in a state of unrest. This includes the entire American people—the wage-earner, the business man and the Government officials. The wage-earner naturally did not know to what extent he would be affected by such action as politics might bring about in business. The business man was uncertain and fearful as to what might happen on account of the changes in politics and the agitation of the wage-earner.

"All factors in the business world, however, have sobered up somewhat during the past few months and have begun to realize that we have reached the point where we must co-operate. The wage-earner is beginning to understand that there is a limit to what he is entitled and can earn from an economic standpoint. The business man feels that the simplest and best way to meet conditions is to co-operate both with the Government and with his employees. The Government is beginning to view the situation as calling for safe and sane legislation based on results for the people.

"In other words, during the past year or two, we have attempted to undo and straighten out a

condition which it has taken many years to develop, and extreme measures are now being recognized as inadvisable. The so-called trust seems ready to admit the irregularities of its methods and shows a disposition to peacefully adjust



J. Newcomb Blackman.

its affairs. The Government apparently invites such adjusting with the President as spokesman. The bankers, who have been so much agitated over the currency bill, evidently hoped for more than they ever expected to receive and have settled down to the conclusion that the present bill is

something better than they had originally hoped for.

"Pessimists can find no real basis for their contentions, for the country is prosperous at its source of production, which is the crop production, and business has benefited by the enforced conservatism following the panic of 1907. The wage earners are getting better wages to-day than they have ever received, and if the new tariff law does not reduce the cost of living, there is at least the prospect of it halting the constant increase. The income tax will, no doubt, fill in the gap, placing the burden on those who can best stand it and removing it from those who have stood it in the past and felt it most. This situation, I believe, is simply an adjustment of conditions in response to a general demand, and so long as this demand is general there can not be serious opposition and therefore no ground for pessimistic and discouraging views.

"The talking-machine business stands practically where it has been, not only because the goods have merit and the prices and discounts are reasonable, but because of the frank and open manner in which the business has been conducted. Whatever restrictions there have been placed around the talking-machine business have been well known and participated and shared in alike, and the public has always been protected by quality and price without discrimination.

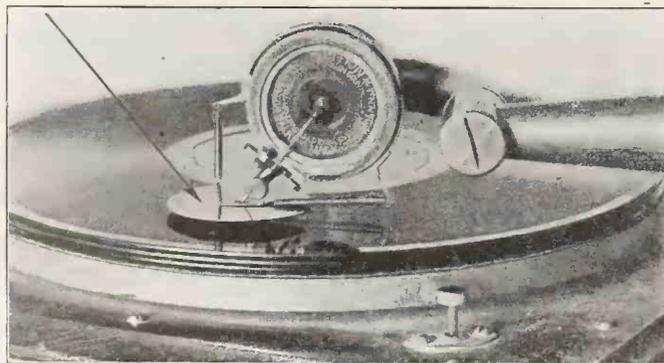
"The sane level, on the part of the Government, between the abuse of over restriction as against open competition will, I believe, soon be reached, and the aggressive methods of the manufacturers, through their manufacturing, advertising and marketing of goods, coupled with a never waning desire on the part of the public for music and the unlimited variety of the talent offered, will, to my mind, cause the talking-machine business to show a healthy increase. In view of this I do not think any manufacturer, jobber or dealer who has reasonable capital and ability, need have any fear about the future, for if there have been any "hard times," I think they have passed as a reality or as threatening clouds."

Mr. Dealer: Could you spend but five minutes in going over the letters we have received from dealers and consumers in all parts of the country you would be just as enthusiastic as we are about the Masterphone. Now that the Masterphone for Fibre Needles is ready for delivery, you have an exceptional opportunity to sell your customers an attachment that will give them the best there is in the records with the assurance that there is absolutely no wear on the records.

The Fibre Needle Masterphone retails at \$1.50. Regular trade discounts apply, assuring you of a good profit.

Inquiries from localities in which we have dealers are referred to them.

The Fibre Needle
MASTERPHONE
Retails for
\$1.50



Write to-day for
Trade Discount
and
Full Particulars

THE MASTERPHONE CORPORATION, 187 Broadway, New York City

Telephone: Cortlandt 1872

CLOSER RELATIONS BETWEEN JOBBER AND DEALER.

F. H. Silliman, of the Pardee-Ellenberger Co.,
Is Firmly Convinced That One of the Best
Ways Whereby the Jobber Can Promote
Closer Relations with His Dealer is to Have
the Right Kind of Men on His Traveling
Force, Who Will Act as Business Advisers.

Many men prominent in the phonograph trade have discussed this subject at various times. It is of great importance to both jobber and dealer, and one open to much difference of opinion.

From my own observation, covering a number of years as a traveling salesman, and later as manager of traveling men, I am firmly convinced that one of the best ways the jobber can promote closer relations with his dealers is to have the right kind of men on his traveling force, calling at regular intervals on the dealer.

The kind of traveling man I have in mind, studies his territory in a thoroughly scientific manner, and knows the particular requirements of each individual dealer that he calls upon. He is of great help to his dealers; they look to him for suggestions; he often arranges their advertising and shows them how to display their line to the best possible advantage. He is the dealer's right hand man, often standing between him and the jobber on the matter of credits: for the credit man must rely to a considerable extent on the traveling man's thorough knowledge of his dealers.

The right kind of a traveling man will fight for his house to the last ditch when on the road, and when he gets to the office will fight for his dealer's interests in the same manner. In a large territory, very few dealers get to know anyone connected with the jobbing house but the traveling man, and the impression he gets of the traveling man is his impression of the whole concern. Often a dealer will have a prospective customer for a high-price phonograph which he cannot close. Here is where the traveling man should shine to

advantage, both for the dealer and the firm he represents. He should devote enough of his time, and the time of the jobber who employs him, to make this sale that the dealer is unable to close. This should be comparatively easy for the traveling man, as the prospect is bound to be impressed by one who represents the jobber. The traveling man has a mind full of similar cases, and his sales talk is bound to be more impressive than any talk the dealer could give. If the sale is made, the jobber has certainly helped the dealer and promoted a closer relation between them both.

What the new dealer needs is education; and speaking for ourselves, we teach him. Our salesmen are not only salesmen in every sense of the word, but are business advisers. As an institution, we are trained to act as the new dealer's counsel; to advise him about the technical features of the machines; to instruct him on the scope of the records and their value as a permanent monthly income; to assist him in writing advertisements and in the promotion of business; to help him secure a firm footing on the rocky ledge of credits; to show him about window displays, advertising and other publicity; and, in fact, aid him in a hundred and one ways for the successful growth of his business.

What all jobbers and jobbers' assistants should remember is that there is a great deal more than the bare sale of goods to the dealer; and when they do bear this clearly in mind they will find retail distribution on a more efficient basis; and after all, it is the retail sales that count with the jobber.

ately reported to the delivery agent, and an exception requested with statement of the facts disclosed.

A TRADE VETERAN HONORED.

Banquet Tendered Edwin E. Forest by His
Friends Upon His Seventieth Birthday—
Long Connected with Talking Machine Trade

An affair of much interest was held this week at the Carlos Restaurant, New York, when a number of friends of Edwin E. Forest in the talking machine trade tendered him a banquet in honor of his seventieth birthday. Mr. Forest, who has had a long and interesting career in a number of fields, starting in the lumber business and progressing through the provision, restaurant, confectionery and printing trades, was one of the first to enter the talking machine field in its early days and was ranked as a recording expert with the old New York Phonograph Co., Leeds & Alcock, and finally the Leeds & Catlin Co., until the latter concern was forced out of business some years ago. Mr. Forest is at present actively connected with the talking machine department of Gimbel Bros.

Those present at the dinner, which was later followed by a dance, included, besides Mr. and Mrs. Forest, George W. Morgan, manager of the piano and talking machine departments, and J. H. Dodin, head of the talking machine department of Gimbel Bros.; Benj. Switky, who acted as toastmaster, and I. Davega, Victor distributors; Lippman Kaiser, and others to the number of twenty.

TO FEATURE ADVERTISING RECORD.

The popular Columbia advertising record will be featured in the two Columbia advertisements to appear this month in the Saturday Evening Post, one on January 17 and the other on January 24. Special combination lists of records which can be obtained at certain prices will also be presented, as this listing of records is generally commended by the trade as productive of numerous record sales that may otherwise have been lost temporarily.

SUCCESS ISN'T MATTER OF RULES.

"Something Inside a Man," Says English
Leader—Know Men Who Win.

Writing in Pitman's Magazine, a new English publication devoted to business, A. E. Bull outlines the kind of people it is necessary for the man to know who would find success in the commercial world. Says Mr. Bull:

"A remarkably successful man, who had commenced in poverty and who had built up a world-famous business, was once asked to explain the secret of his success.

"My dear man," he said to the interviewer, "it can't be done. I can no more tell you how I succeeded than a bird could explain how it learned to fly."

"But," protested the interviewer, "you surely have some rules of conduct and business methods that you have adhered to through life, and which would account for your success?"

"Yes, I have rules," replied the successful man, "but rules are nothing. Success isn't a matter of rules. It's something inside a man, something that belongs to his nature and character. If a man has it, he will succeed; if he hasn't, all the copybook headings in the world won't give it to him."

"That was the opinion of a man who had succeeded and knew his own nature, and, up to a point, it has a great deal of truth in it.

"Here is a second reply to the question which was put to the millionaire. The man who made it was by no means so prosperous, but he had succeeded beyond reasonable expectations. He was certainly more successful than those who knew him best thought he would be, for he was not a particularly able man in any way.

"I made one rule in life," he said. "I regard it as a duty to succeed, so I persistently sought the company of those who had succeeded. If a man was a failure I avoided him, not out of any snobbishness, but because I could not afford to run the risk of catching the infection of failure from him."

"His was a most curious idea, that success and failure are infectious, and that one can catch them just as he can catch fever and colds. Here is the point of the remark and the truth of it. It is just the same opinion as that of the millionaire, though presented in a different way:

"The things that bring success are the things that belong to character. To succeed one must mold the character aright. Nothing influences character so much as companionship. In his mind it worked out this way: Make companions of weak people and one becomes weak; make companions of strong people and one becomes strong."

Welcome trials, for remember it is usually difficulties and responsibilities that bring a man to the fore.

PHONOGRAPHISCHE ZEITSCHRIFT

BERLIN W. 30, GERMANY

The oldest and most up-to-date trade paper covering the talking machine line published in the German Language.

PUBLISHED WEEKLY. FOUNDED 1900

Circulates all over the world.

SPECIAL EXPORT NUMBERS appear in four different languages at regular intervals.

Subscriptions for this talking machine publication 10 Marks yearly. Sample copies sent free.

REGARDING THE PROPER HANDLING OF EMPLOYEES.

The Questions of the Training of Talking Machine Salesmen, Their Wages and the Methods of Interesting Them in Their Work Discussed in Interesting and Thoroughly Practical Fashion by Benj. Switky, the Prominent Victor Distributer of New York.

Ninety-five per cent. of the dealers of my acquaintance have more or less trouble with their "help." It is an everpresent source of annoyance and trouble to them, and I have often listened to their really serious complainings that they were either handicapped or caused to suffer financial loss by reason of unsatisfactory help. Therefore it might be well for us to dwell on some of these problems in the hope that a little light may be cast upon them so as to help brighten the dealer's path and make easier the journey to the goal of profit and success.

But first of all, I think it will do more good than harm if we point out to our good friend, Mr. Dealer, that usually he is himself to blame for most of his troubles. If he will accept the responsibility and take upon himself the duty of properly training his help, see to it that they are not underpaid, nor made to work from twelve to fifteen hours a day—if he will treat his help liberally, democratically, and secure their good will and loyalty, he will find himself free from many of the so-called troubles that we hear so much of.

The Result of Low Wages.

To pay poor wages is the greatest extravagance that a man can be guilty of. The dishonesty of an employe is very often the direct result of his being underpaid. I have had men confide in me that they could not do justice to their families and remain loyal to their employers on a weekly salary of \$12 to \$15. This applies particularly to salesmen in the bigger cities, where the cost of decent living is comparatively high.

The slow, sluggish worker can be electrified with energy and fired with ambition by the increase of a dollar or two a week and the promise of another raise just as soon as he shows himself worthy of it. Even the errand boy will give you better service if he is properly paid. He will be less likely to loaf. He will cut out scheming how to use transfers in order to knock down a few nickels a week. He will use the elevated and subway trains instead of wasting precious time travelling long distances on slow-moving trolleys.

It would surprise some of my friends if they knew that their clerks are just as dissatisfied with their jobs as their bosses are dissatisfied with their clerks.

Even as the employer finishes asking my advice whether to retain such and such a clerk, his man confides in me, on the side, that he would like to make a change—that his self-respect revolts at being constantly scolded for trifles; that while the pay is pretty good, still the hours are long, etc.

The Importance of Training.

Training implies directing thought and work and energy along such channels as will lead quickest to the result desired. If you want to cover your front porch with a honeysuckle vine it is not enough to merely stick the seed or the plant into the ground and then wait for it to creep. The proper way is to *train it*. You either tie strings to the different shoots and fasten them to the top of the porch with tacks or you provide a wire net from top to bottom so that your vines will have something to cling to, to wind around and spread upon.

I have heard men say that salesmen, like poets, are born, not made. But for the benefit of the many who cannot show a birth certificate testifying to their salesmanship, I want to say that I do not believe seriously in the foregoing statement. Every man of average intellect, pleasant personality, with an earnest desire to succeed and a willingness to learn, has within him the material necessary for the making of a salesman.

You can train your clerks to be real salesmen if you will but take the time and trouble to do so. You should bring to their attention every available bit of printed matter that bears on the subject of selling. They should read carefully their own trade paper. There are to-day schools of sales-

manship, correspondence schools with class or club representation in most big cities. It will surprise you how mathematically exact is the science of salesmanship as taught by the Sheldon School of Chicago, for instance.

You should teach your salesmen how to approach a prospective customer, how to size him up so as to interest him in the goods. In order that he may talk intelligently about his goods, he should know something about the composition, material, method of manufacture, construction, etc. He should have a fair knowledge of the mechanism of talking machines. I would earnestly advise as many dealers and salesmen as can possibly do so to avail themselves of the courtesy of the several manufacturers and carefully inspect any one of the factories. I am sure that you will return from such a tour of inspection feeling that you have learned a great deal about your own business. You will take greater pride in the industry of which you are a part. You will feel like the Roman who



Benjamin Switky.

proudly boasted: "I am a citizen of no mean country!" How often have I heard customers ask, "What are these records made of?" and the salesman replied, "Hard rubber."

You should urge your clerks to learn to take a motor apart and reassemble it—not necessarily in order to become proficient repairmen, but because a good mechanical knowledge of the motor enables them to talk intelligently when trying to make a sale. If they can impress their hearers with a good selling talk and win their confidence by demonstrating a thorough knowledge of their goods, more sales must result.

Don't wait for your help to pick up knowledge. **TEACH THEM!** You can teach them, in the course of a half-hour's talk, certain bits of knowledge which they might not acquire or stumble across within six months. Point out to them that certain records appeal only to a certain class of music-lovers, that other selections invariably please middle-aged or elderly folks, that another group of records sells very rapidly to foreigners, etc.

You must be constantly alert to train your help. The boy or driver who distributes your packages must be taught to handle the goods carefully or you will incur losses by breakage. The boy who puts away records or who packs the shipments must be trained to do the work carefully and conscientiously. The order clerk must be taught the need of watchfulness to avoid overstocking on the one hand or the loss of sales by being "out of it" by reason of oversight in ordering. Your clever salesman must be taught how to handle three or four customers at one time and to do it thoroughly, without apparent effort, confusion or the loss of any sales.

Interesting Your Employes.

In addition to teaching your employes how to do their work correctly, it is your duty to stimulate interest in their work. I shall relate to you briefly a method which I have used successfully for some

time past, one that has yielded good returns out of all proportion to the expense involved. I make no claim for originality, but will freely confess the idea is merely an adaptation of similar practices made use of in other businesses, usually of larger calibre.

About once a month I invite the entire force, from the manager to the youngest of the boys, to a dinner at some restaurant out in the neighborhood. After an hour or more devoted to chatting, mixing, etc., we all adjourn to the store, where we settle down to the serious business of the evening. I had been careful beforehand to ask each employe to try to bring to the meeting at least one new idea or suggestion of improvement to be discussed in open meeting.

The work of the evening is classified and taken up in the following order: First, the roll is called, and as each responds he is asked whether he has any complaint or grievance to present. If he replies in the affirmative, the matter is thrashed out in open meeting and always adjusted to the satisfaction of the complainant. Second, each is invited to present criticisms as to management, whether in his own department or in another department. Third, they are asked to contribute for discussion and possible adoption suggestions looking to improve the service, lighten the work, eliminate unnecessary waste motion in the handling of the work, economizing time and labor, minimizing expenses, etc.

Just try it once and you will be as greatly and as agreeably surprised as I was. You will get valuable tips from the errand boy. The shipping clerk will point out to you how to perfect his department. Your stock boy will suggest how to cut down the time ordinarily required to put away stock or to pick out an order. It may cost some money at first to adopt many of their suggestions, but in the long run you profit by them.

But more important than all is the fact that you have induced your help to think seriously about their work; they find pleasure in trying to bring their efficiency nearer to the 100 per cent. mark; they actually give you more than you are paying them for and do it cheerfully because they feel flattered that they should be taken into the chief's counsels.

Then top off the evening's program with an instructive talk on salesmanship, inviting free discussion of the comparative merits and demerits of competitive lines. Let them relate how certain difficult sales were clinched, etc. They will learn from you; they will learn from one another.

If you are interested in the efficiency of your force—which you certainly must be if you are to receive full measure of success—you must be on the job all the time training and teaching.

NOVEL WANAMAKER RECITALS.

Victrola Furnishes the Voices of Living Characters Who Appear Costumed as in Actual Life—Attract Large and Appreciative Crowds—John Wanamaker a Victrola Enthusiast.

The Victrola section of John Wanamaker's New York store presented during Christmas week, at two performances daily in the store's handsome auditorium, four acts of living tableaux with characters in costume who pantomime the acting and singing of the principle arias from the opera, "Aida," assisted by the Victrola. These daily performances attracted crowded houses, and thereby increased popularity of the Victrola.

The principal characters of the opera all appeared before the audience in actual life, but instead of rendering their respective selections as they would on the operatic stage, a Victrola furnished the actual voices of Caruso, Gadski, Destinn and the other famous stars. Accompanied by the pipe-organ and piano.

It is interesting to note, by the way, that John Wanamaker is personally a Victrola enthusiast, and owns in his handsome home, a Victrola X, finished in Japanese lacquer, a product of the Wanamaker Victrola department. The Victrola is one of the most artistic instruments ever introduced for use in a private home.



The New Columbia Advertising Record is proving itself the ablest collector of new names and new business that the dealer ever found. *It breaks the ice.*



(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

RETAIL STOCKS ARE LOW IN SAN FRANCISCO.

Immense Holiday Business in the City and Surrounding Territory Made Placing of Large Orders a Necessity the Opening of Year—Record and Machine Business Heaviest Coast Trade Has Ever Enjoyed—Sherman Clay & Co. Expand—News of the Month.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., January 9.—Talking machine interests here, whether Victor, Columbia or Edison, either wholesale or retail, were well satisfied with holiday business. The distributors of each line supplied more goods than ever before and the retail trade showed a decided gain over previous seasons, notwithstanding the very stormy weather which prevailed the last few shopping days before Christmas, and other adverse conditions which are held responsible for disappointments in some other lines of business catering to holiday trade. In San Francisco retail stocks are well cleaned up and all reports from the country districts indicate that dealers did not overstock by any means. That stocks were much depleted in many instances in shown by the orders received by the distributors here immediately after Christmas. A satisfactory feature of this holiday business was the tendency toward the higher priced machines, and the enormous demand for records. Record business for December was the heaviest the Coast trade has ever enjoyed, and it is keeping up exceedingly well since the holidays. Prospects for 1914 are considered very encouraging by the local trade.

W. S. Gray, coast manager for the Columbia Graphophone Co., says December was the biggest month this office has ever had, and he is now formulating plans for a very active campaign in this section for the ensuing year. He says he is going in especially hard after record business. F. Anglemier, manager of the wholesale department at the local Columbia warehouses, says they managed to fill orders in pretty good shape with the exception of some late rush ones, but a few days before Christmas they were left without a half-dozen machines on the floor. Favorite and Leader machines were big factors in the fall trade, but they did not interfere with the sale of the higher priced types as they were in good demand also. A number of the grand Grafanolas were sent out in December.

At these Columbia headquarters a steady increase is noted in the demand for dictating machines. A large shipment was sent out on the steamer "Persia" which sailed a few days after Christmas for Manila, where Mr. Anglemier says there is a considerable demand developing. The installation of machines for the exposition occupied particular attention here the past month.

Manager J. S. Bayley, of the local branch of Babson Bros., says December business was beyond expectations. Considering that this was the first year for the Edison disc machine, he says the results with it were very gratifying indeed. He entirely sold out types of machines which were in greater demand than he had anticipated. Among them were the \$80 machines, \$250 mahogany disc types and \$150 disc models. Notwithstanding the absorbing interest shown in the new disc product, cylinder business, according to Mr. Bayley, was

the best in a long time. He regards the outlook very favorable for a big 1914.

L. S. Sherman, of Sherman, Clay & Co., whose Victor business runs into a million dollars a year, says that each year they have been distributing Victor products they have been able to get more goods, but that the demand has shown a corresponding increase so they still have some difficulty in supplying the needs of their customers. Holiday business was especially gratifying here in San Francisco. The tenth floor of the building was hardly ready for permanent occupancy before the holidays, so it was used as a store room for Victor Victrolas calling for holiday delivery, and before they began to move out, a large section of the floor space was covered. Mr. Sherman says the popularity of the new tango dances here has undoubtedly stimulated a particular demand for Victor Victrolas. A great many people are taking lessons and find the Victor a great aid in their home practise. The demand for the tango records bears out the statement of the influence of the new dances on the sale of machines.

P. H. Beck, of the Kohler & Chase talking machine department, is very well satisfied with holiday business, the week just preceding Christmas being especially heavy, and bringing the record for December up to a large figure.

A. R. Pommer, proprietor of the Pacific Phonograph Co., whose enthusiasm for Edison products has been largely influential in the rapid progress made in the favorable introduction of the new disc line in this section, is more than ever optimistic over the future outlook for the line since the big holiday rush, which his company enjoyed. While he was able to supply his customers in fairly good shape, owing to the large reserve stock which he had accumulated in anticipation of a shortage at holiday time, his warehouses were practically cleaned out on Christmas Eve, especially of the high-priced machines. He says the tendency of this holiday demand was toward the better products. He was heavily stocked with the high-priced machines, but was entirely sold out of \$250 styles, for instance, while he could still make deliveries of the \$60 types. J. E. McCracken, traveler for the Pacific company, was at headquarters here for a few days at holiday time, but has since returned to Seattle, and from there will proceed to other points in the Northwest.

The coast trade received a visit recently from F. K. Dolbeer, sales manager for Thos. A. Edison, Inc. While in San Francisco he made his headquarters with the Pacific Phonograph Co., and from here went North to Portland and Seattle.

Holiday business in the Columbia department at the Emporium was very gratifying to the management, as evidenced by the fact that they were obliged to provide extra accommodations for demonstration purposes in December. To this end the rooms formerly used for player-piano demonstra-

tions were placed temporarily at the disposal of the talking machine section, and besides the removal of the sheet music department to other floor space, leaves more space for talking machines. Mr. Morgan says the demand for machines here covered a wide range. The Favorite and Leader had splendid call, but the more expensive styles moved well also. Record business as well as machine sales for December was by far the best month this department has had.

Since the duck season opened Peter Bacigalupi, Jr., manager of the talking machine department of Peter Bacigalupi & Sons, has been spending considerable time up at his hunting preserve near San Rafael.

A CHRISTMAS TRAGEDY.

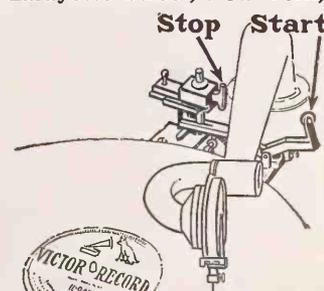
Are we to hold ragtime revues and other hustling forms of entertainment responsible for the following tragedy?

A music hall artist who used to tour the provinces with a flock of performing ducks, found manager no longer willing to book his sedate show. After he had been resting for some time he received a telegram asking him to open on the following Monday at a variety theater in northern New England. In reply he wired:

"Regret cannot come. Have eaten the Act."

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

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



¶ Pioneers in selling
VICTROLAS
today our system is far
better than the ordinary
methods.

There is real help all along the line for live dealers in getting in touch with us. Especially do we aim to assist those dealers who are desirous of achieving supremacy in their local territory.

Three things you find here:

The largest stocks.

The quickest service.

The most courteous attention.

A request from a dealer will result in placing his name at once on our rapid-fire mailing list

World's Largest
MUSIC HOUSE

Lyon & Healy

Chicago

FROM OUR CHICAGO HEADQUARTERS

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

(Special to The Talking Machine World.)

CHICAGO, ILL., January 10.—The year closed in a blaze of glory so far as the Chicago talking machine trade was concerned. December was away ahead of the corresponding month of 1912 according to both the local jobbers and leading retailers. It must have been a cracking good month too, with the country trade, as not only were orders placed before the holidays been left to stand with practically no cancellations and mighty little revision, but new orders for machines have been coming in since the first of the year, speaking eloquently of depleted stocks and a lively current trade.

Another feature of the trade which tells of the wonderful progress of the business is that there has been a shortage of records, notwithstanding the big preparations made in this regard by the leading companies. Shipments are coming on in better shape and they are certainly needed, as January and February are always big record months, as this is the period when the recipients of talking machines for holiday gifts come into the market in the first flush of their enthusiasm.

Everybody is looking forward to a good year in 1914, and certainly with such a remarkable record for a year, during which general business conditions have not been of the brightest, still greater things may legitimately be expected when the financial and industrial clouds which have hung over us for so long give indication of dispersing.

Entertains Sales Force.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy gave a dinner to the wholesale selling forces of the department at the Union restaurant on Tuesday evening. It was very informal, everybody participating in the talk-fest. Good stories were told, some pertinent to the business and some impertinent, and there was also a discussion of the trade situation and optimistic planning for the year's campaign. After dinner the balance of the enjoyable evening was spent in witnessing the performance of "The Honeymoon Express," at the Garrick. Those present, besides Mr. Wiswell, were: J. E. Meagher, Wisconsin traveler; J. B. Ryde, Illinois; E. P. Bliss, Indiana and Michigan; Paul Rocah, city wholesale; A. Scannell, inside wholesale salesman; A. Agnew, wholesale correspondent.

A. D. Geissler Reviews Trade.

Arthur D. Geissler, general manager of the Talking Machine Co., of Chicago and of the New York Talking Machine Co., arrived this week for a stay of a fortnight or more. He was very enthusiastic over the volume of business which has been done

in both cities and the outlook for the coming year.

"At a rough estimate, I should say that the Victor business has increased, at the most conservative figures, 75 per cent. the past year," said Mr. Geissler. It is a fact that the New York Talking Machine Co., finding a shortage on certain types wired practically every distributor in the East offering to buy any of those machines that they could spare at dealers' prices.

As a result, we got in \$10,000 worth of goods the day before Christmas, on which we made no profit, but which helped us to make good on our efforts to give our dealers the very best service in our power. The same thing occurred with the Talking Machine Co. here in Chicago, with the result of materially relieving the situation. Fortunately we have had ample stocks of the \$200 machines, and in many instance dealers have met a shortage on the \$150 machines by raising their customers to the \$200 machines, and the \$75 machines by raising them to the \$100 machines. Not only has the machine business been great, but sales of records have been most remarkable. Dealers, who in past years, have been ordering one, two and three of a selection, have ordered ten, fifteen and twenty-five, and have sold them judging from the orders that have been flooding in on us since the first of the year. Every indication certainly points to a big year in 1914.

Splendid Edison Sales.

C. E. Goodwin, general manager for the Phonograph Co., the Edison distributors, waxed enthusiastic over the December trade. "I don't ask you to believe my mere unsupported statement for it, but I just want you to go over these order books of our retail department. They show fully 80 per cent. of the sales to have been of the \$250 machines. Strange as it may seem," Mr. Goodwin remarked, "our wholesale business has shown a very similar record. The Edison disc is far eclipsing the anticipation entertained for it by the manufacturers and the distributors, and goodness knows they are optimistic enough."

"Low and Grim."

The youngest purchaser of the season at "The Shop" was a little lady of some ten years, who purchased a Style NI Victrola for her "papa," and paid for it in cash. She said she had been saving up for a long time, had decided what records she wanted, and handed Miss Tischler a list of them. The list included: "Low and Grim," "Med and Tation from This;" "Heilige Nacht, Stille Genacht" and "Breakfast in Bed," by Harry Louder. Also

a band record by "Susie." Miss Tischler called for help and eventually managed to figure out "Lohengrin," and "Meditation," from Thais. All of which reminded C. L. Davidson of the woman who bought "Home to Our Mountains" from "J. Trovatore" and turned to her husband who entered the shop a few minutes later, saying: "Oh, Harry! I have just bought the grandest record! It's from 'Trovatore'—'Back to the Woods.'"

Columbia Reports.

W. C. Fuhri, district manager for the Columbia Graphophone Co., says that all the branch houses in the extensive Western and Southern territory under his jurisdiction have made a marked improvement in business the past year, and that December was in the record-breaking class—this notwithstanding the supply of goods was not equal to the demand.

C. F. Baer, manager of the Chicago office, reports that the dealers in this territory did a really phenomenal business. While the December business greatly surpassed that of 1912, and in fact of any year, a number of orders were carried over and they are sticking. "We recently got in the new \$200 DeLuxe and the new \$175 Nonpareil," continued he, "and dealers are going simply wild over them and are reordering at a high rate of speed. Locally our retail was immense, and this in spite of the removal to new quarters right in the midst of the rush season."

The Dictaphone business of the Chicago office is said to have practically doubled during the year.

At Lyon & Healy's.

L. C. Wiswell, manager of the talking machine department, said: "December and the year were record-breakers. The big business was in machines from \$100 up. Just as many \$200 machines were sold, in fact more, than ever, while more than four times of the \$100 machines were sold than any machine we have ever had to sell at that price."

"The retail business of Lyon & Healy was something immense as usual. There were several days when the retail machine sales mounted upwards of \$10,000, and on one memorable day just before Christmas 175 Victrolas of various types were sold at retail."

At Wurlitzer's.

F. A. Siemon, assistant manager of the Chicago house of the Rudolph Wurlitzer Co.: "It was a mighty good year. December was a wonder. Why, in our retail we kept our big special Victrola truck going all day Christmas delivering \$200 machines, (Continued on page 40.)"

The Practical Fibre Needle Cutter—THE WADE

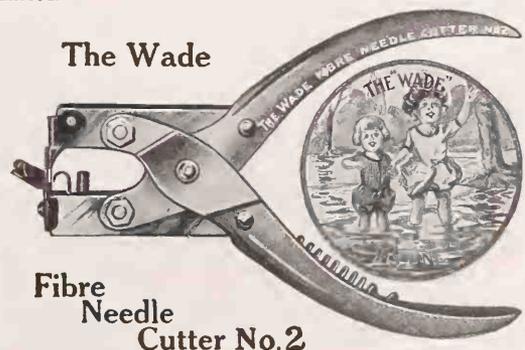
The WADE embodies the right principle, worked out through long experience. It is simple, durable and accurate. It trims the needle at an angle resulting in the best tone.

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 12 to 15 perfect playing points.

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



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

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 39).

and we have reports of similar overtime activity on the part of many of our out-of-town dealers. The best thing about it is that the year is starting out with a vim and with good orders for both machines and records. You simply cannot stop this marvelous talking machine business."

Have Good Exhibit.

Schram Bros., manufacturers of talking machine record, music and music roll cabinets, this city, have a most interesting exhibit of their extensive line at the furniture manufacturers exhibition building at 1317-1319 Michigan avenue.

Cameron Takes Furlough.

L. K. Cameron, manager of the retail talking machine department at the Chicago house of the Rudolph Wurlitzer Co., has been compelled to take an indefinite leave of absence on account of a nervous breakdown. He left this week for Tucson, Arizona, where he has relatives, and will indulge in wild Western activities, shooting, fishing and riding. His friends are eagerly awaiting photos, showing him in sombrero, gauntlets and a few other articles of apparel and with a bunch of Indian scalps. Mr. Cameron is one of the best posted and most popular members of the local talker trade, and his many friends sincerely trust that he will be speedily restored to his normal health. In the meantime, F. A. Sieron, assistant manager of the house, will give the retail department his direct supervision in addition to his other duties.

Klingsor Progress.

In a chat with The World, Louis Schram, treasurer and general manager of the Klingsor Talking Machine Co. of America, said: "Everything indicates that we will be in a position to commence taking orders for our machines by February 1. Theodore Isaacs, our president, returned from Europe recently, where he made arrangements with the Klingsor Talking Machine Co., of Germany, whose works are at Hannau, for the construction of sound boards exactly fitting our American styles. The sound board is the key to the wonderful tone production of the Klingsor machines, and this move assures our getting the remarkable reproduction in the machines we make here that has made the European Klingsor product famous."

"Lightning Tom" Dead.

Thomas W. Gray, well-known among Lyon & Healy customers as "Lightning Tom" because of his remarkable proficiency as an order filler, died suddenly on Tuesday of this week of organic heart trouble. He had been with the talking machine department of Lyon & Healy for eight years, first as order filler and later in charge of stock. He was a great favorite in the house and his death is keenly regretted. He was forty-three years of age and leaves a wife and a little daughter of thirteen. L. C. Wiswell took entire charge of the arrangements for the funeral, which was held at the house. Manager B. B. Blackman and Miss Lessing, of the record department, sang. The pallbearers were Messrs. Fitzgerald, Maux, Nuppenau, Burns and Gotch, Mr. Gray's associates in the order and stock departments, and John Otto, of the retail sales department. The burial was at Oak Ridge.

Remembered Their Dealers.

The Talking Machine Co. sent to each of the dealers with whom they do business a handsome gray leather order book as a Christmas present, with the name of the dealer embossed on the cover. The company has received many expressions of appreciation from the recipients.

He Was Charmed.

C. F. Baer, manager of the Chicago office of the Columbia Graphophone Co., received many Christmas presents no doubt, but none that he values more than a beautiful gold and diamond bestudded watch charm, emblematical of the Knights Templar of which he is a member. It was accompanied by a letter expressing some views not altogether derogatory to Mr. Baer. "Presented by employes of the Columbia Graphophone Co., Christmas, 1913," was the legend engraved on the beautiful memento.

Will Visit Iowa Trade.

O. H. Radix, who has had charge of the order

department of the Chicago office of the Columbia Graphophone Co., will travel for them in the State of Iowa hereafter, succeeding E. W. Graham. J. Tucker, who has been in charge of the return goods department, succeeds Mr. Radix in the order department. Both men have been given well-deserved promotions.

New Permanent Needle.

The Soler Graphophone Needle Co., of this city, who has been making a special steel needle for some time, is now putting on the market a diamond point needle for disc records, which is said to be indestructible, will last a lifetime and will not injure the records. It retails for \$3. The diamond point needle, Mr. Soler says, is covered by the patents covering his old diamond process needle.

Big Salter December.

Last year was not only a notable one with the Salter Mfg. Co., but December was the biggest month in the history of the business, according to President John F. Mortenson. The year has opened up with an encouraging volume of business from dealers whose stocks were cleaned out by the holiday rush and who are preparing for a good demand from those who received gifts of "cabinetless" machines, and who will therefore soon be on the market for means for storing their records.

Business Good, Prospects Fine.

S. O. Wade, of Wade & Wade, and the inventor of the excellent fibre needle cutter bearing his name, is highly satisfied with what 1913 brought him in the way of business. It witnessed a great increase in the number of jobbers of the Wade cutter and practically a doubling in the volume of sales. He has received some unusually large stock orders since 1914 became a fact.

Visitors and Personals.

Among the visitors the past week or so were the following: Mr. Schmidt, of the Schmidt Music House, Muscatine, Ia.; W. H. Aton, Baraboo and Madison, Wis.; E. H. Jackson, proprietor of the Talking Machine Shop, Rockford, Ill.; Mr. Kissler, La Porte, Ind.; both members of the firm of Manor Bros., Hebron, Ill.; Charles Heiman, Sturgis, Mich.; C. S. Sinclair, Dundee, Ill.; M. M. Marin, Grand Rapids, Mich.

Edward Selman, proprietor of the Northwestern Talking Machine Exchange, 2033 Milwaukee avenue, has bought out the Victrola department of the Boller Piano Co., 2168 Milwaukee avenue.

F. K. Dolbeer, general sales manager for Thomas A. Edison, Inc., spent Sunday recently with C. E. Goodwin, the manager of the Phonograph Co., local Edison distributors. He was on his way to Minneapolis, Minn.

Theodore Winfield succeeds the late Thomas Gray in charge of the talking machine stock at Lyon & Healy's. He has been in the department for some years.

Miss Marion Cockrell is the latest addition to the sales forces of the Talking Machine Shops.

W. H. Sajewski, dealer at 1011 Milwaukee avenue, has bought considerable property at Lakewood, Mich., and early this spring will build a dancing pavilion and store as well as a commodious summer house. Mr. Sajewski has built up a very profitable trade in foreign records, as well as in English, and does a large mail order business.

Samuel Glick, son of A. Glick, dealer at 2100 W. Division street, has decided not to follow in the footsteps of his father but will take up a course of study soon at the Michigan Agricultural College, with the ultimate intention of entering the Government's employ as an expert agriculturist.

A. C. Burik, floor salesman for the Talking Machine Co., has returned from a vacation spent with his parents at Madison, Wis.

A. G. Kunde, the well-known Columbia dealer of Milwaukee, was in town a few days ago placing stock replenishing orders. During the holidays he cleaned out practically every machine on the floor, and his stock was no small one at that.

W. W. Parsons, district manager for the Dictaphone department of the Columbia Graphophone Co., has been made a member of the bowling com-

mittee of the Illinois Athletic Association. He is an expert. The club's official organ printed the photograph of Dictation Parsons, the soubriquet he is given by his fellow members, and gave him a nice little "send off."

Don C. Preston, George Cheattle and Elmer Ditmer, all travelers for the Talking Machine Co., spent part of December at headquarters, leaving for their respective homes for the holidays.

Roy Keith, sales manager for the Talking Machine Co., is again at his desk after a week's confinement to his home with a severe attack of tonsillitis.

Edwin C. Barnes, of E. C. Barnes & Bros., Chicago representatives for the Edison dictation machines, has been made a member of the music trades committee of the Chicago Association of Commerce.

George P. Metzger, advertising counsel for the Columbia Graphophone Co., spent a day or two at the Chicago office recently and expressed himself as most highly pleased with the beautiful new home on Michigan avenue. He was on a trip which will take him to the Coast. He will visit the various Columbia stores on the way.

J. W. Roose, manager of the Indianapolis branch of the Columbia Co., was a visitor to the Chicago office this week.

H. L. Willson, assistant to General Manager Lyle, is expected here in a day or two in the course of a trip among some of the Western branch offices.

J. D. Westervelt, supervisor of agencies of the Columbia Dictaphone department, spent a couple of days in Chicago recently.

L. C. Wiswell, who is chairman of the committee on arrangements for the next annual convention of the Talking Machine Jobbers' Association, leaves next week for Pittsburgh to consult with President J. C. Roush.

W. C. Fuhri, district manager for the Columbia Graphophone Co., will leave next week on a visit to headquarters in New York.

LYON & HEALY SIGN LEASE

On Tuesday for New Ten-Story Building to Be Erected at the Northeast Corner of Jackson Boulevard and Wabash Avenue, Chicago.

(Special to The Talking Machine World.)

CHICAGO, ILL., January 9.—Lyon & Healy celebrated the passing of the year and the firm's fiftieth anniversary by making final arrangements whereby it secures for a term of twenty-six years a lease on a ten-story building to be erected at the northeast corner of Jackson Boulevard and Wabash avenue, where there now stands the Wellington Hotel, one of the landmarks of the city and for many years a leading hostelry.

Negotiations have been pending for some time, but it was not until yesterday that the deal was closed. The lease was made to Lyon & Healy by Mrs. Carrie L. Munn, of Washington, D. C. The term is twenty-six years at an annual ground rent of \$60,000 for the first five years, \$70,000 for the next five and \$80,000 for the rest of the term.

Mrs. Munn is to construct a ten-story building after plans by Marshall & Fox, for which the firm is to pay as rent 10 per cent. on the cost of the building up to \$500,000. The additional cost of construction is to be paid by the firm. The removal of the present hotel building will be begun on May 1, 1915, following which the new building will be pushed to rapid completion.

The area of the site is ninety-six feet on Wabash avenue and 171 on Jackson Boulevard.

The average annual ground rent is \$74,000, which, capitalized on a 4 per cent. basis, gives a leasing value of \$1,850,000, which is at the rate of \$19,720 a front foot for the Wabash avenue frontage and \$112 a square foot. The average annual rent which Lyon & Healy will pay net to the lessor for both ground and building is \$124,000. They also will have a large capital investment in the building. The board of review valued the property at \$1,451,883, of which \$1,411,883 is in the land and \$40,000 in the building.

THE GROUND HASN'T BEEN SCRATCHED



Nearly 100,000,000 People in This Country
Please Figure What a Small Proportion of Them Own Victors

Then Figure the Possibilities of the Victor as
the One Musical Gift the WHOLE Family
Can Enjoy. Get at the Friends of These
People You Sold Machines to—Prove the
Opportunity for Increased Record Sales.

1913 Doubled the Victor Business
1914 Has a Better Chance Than Last Year

Every Machine Sold is a Salesman—an Outlet
for More Records. Our Dealers said we Made
Good during the Christmas Rush in spite of the
Shortage. This Year Give Us Your Business.

THE TALKING MACHINE COMPANY
12 No. Michigan Ave., Chicago.



ECLIPSE PHONOGRAPH COMPANY

A. W. TOENNIES & SON

203 Washington Street, Hoboken, N. J.

JOBBER OF

Edison Disc and Cylinder Phonographs Exclusively

Dealers of New York and New Jersey
Write for terms and discounts.



EDISON HUSTLER IN FALL RIVER.

Wilmot's Establishment a Center of Activity for Purchasers of Edison Phonographs and Records During the Holiday Season.

(Special to The Talking Machine World.)

FALL RIVER, MASS., January 9.—The name of Wilmot in this city stands for a good deal among the music lovers, as many heads of households and members of their families recall with pleasure their visits to this well-known establishment. Wil-

BIG RESULTS IN LOS ANGELES

Of Campaign for Holiday Business—Talking Machine Dealers, Without Exception, Report Big Advance in Trade for the Year, Covering All Leading Makes of Machines and Records.

(Special to The Talking Machine World.)

LOS ANGELES, Cal., January 3.—The most surprising results in the talking machine trade for the past month marks the close of the year, which stands as the banner year in the history of the trade. And not only a few, but all dealers have set a new record for the coming year.

Barker Bros. have very recently added the new Edison disc line to the talking machine department. Geo. S. Barnes, department manager, states that a great amount of the sales has been of the Edison disc, which would have been trade lost if the line was not handled.

H. B. Hinman, manager of the talking machine department of the Gray, Maw, Thompson Co., San Diego, Cal., was in Los Angeles for a few days, and reports that the department more than doubled its amount of sales over the previous year.

The Wiley B. Allen Co., of this city, closed the year with the most satisfactory results in their talking machine department. Manager R. E. Wolfinger says that never before had they experienced such a strenuous time supplying the needs of the purchasers. The gratifying feature of their holiday trade was the large amount of cash sales, which comprised fully three-fourths of the gross sales of the department.

The Geo. J. Birkel Co. also experienced an unusually good season's business in its large Victor department, of which A. Graham Cook is manager. The Southern California Music Co., Edison jobbers, has reaped an abundant harvest in the Edison disc phonographs. Their dealers have been enthused with the Edison disc line. They did a wonderful retail trade also in the Victor and Columbia lines.

E. Holland, proprietor of the Vernon Music Co., reports a good business for the season in both Columbia and Edison lines.

Schireson Bros.' talking machine trade has been most satisfactory. They did a big business in Italian, French and Chinese records.

Chas. S. Ruggles, manager of the Sherman Clay & Co. store, in this city, says the year just closed was the biggest and best in the history of this

branch. The sales have been principally in the higher priced Victrolas.

The J. B. Brown Music Co. has been making wonderful strides toward success in selling the Edison disc. V. B. Chatten, who is in charge of the talking machine department, states that each salesman has been taxed to his utmost capacity within the past few weeks. R. E. Daynes, a salesman, has put through a number of very fine sales recently. He sold the first Edison disc Louis XVI. model A 400 in this city.

I. H. Andrews is enthusiastic over sales conditions, stating that Victrolas XIV. and XVI. were ready sellers.

Miss Jordan, who has recently been sent to the coast by the educational department of the Victor Talking Machine Co., is in Los Angeles for a short time speaking and lecturing before the faculty of schools, colleges and institutes in behalf of the musical education in these institutions through the medium of the Victor. Miss Jordan's Pacific Coast headquarters are now in Berkeley, Cal.

COMMERCIAL FAILURES FOR 1913.

Considerable Expansion in the Country's Business Mortality as Compared with 1912.

Preliminary statistics of commercial failures in the United States during 1913, as reported by R. G. Dun & Co., indicate a considerable expansion in the country's business mortality as compared with the preceding year. Total insolvencies numbered 15,847 and involved \$262,639,008 of defaulted indebtedness, against 15,452 suspensions in 1912, when the liabilities were \$203,117,391. As is customary, the heaviest losses of the year occurred in the opening quarter, while the second three months made much the best exhibit, both in respect to the number of failures and the sum of money owed.

In the following table failure returns for the last two years are compared by quarters, figures for the last few days of December being estimated:

	1913		1912	
	No.	Liabilities.	No.	Liabilities.
First quarter	4,458	\$76,832,277	4,828	\$68,012,323
Second quarter	3,405	\$6,076,784	3,489	\$4,999,900
Third quarter	3,549	\$3,837,315	3,499	\$5,832,137
Fourth quarter	4,435	\$6,892,632	3,446	\$4,150,731
Total, year	15,847	\$262,639,008	15,262	\$198,695,091

LIGHT AND THE WINDOW DISPLAY.

Dark blue reflects 0½ per cent. of the light falling upon it.

Dark green, about 10 per cent.

Pale red, more than 16 per cent.

Dark yellow, 20 per cent.

Pale blue, 20 per cent.

Pale yellow, 40 per cent.

Pale green, 46½ per cent.

Pale orange, nearly 55 per cent.

And pale white, 70 per cent.

A window finished in light oak can be lighted with much less wattage than a window finished in dark mahogany; likewise, a window in which white goods are displayed.—American Architect.



Shipping Edison Disc Phonographs to Customers in Fall River.

lot's is the recognized headquarters for the Edison goods, and the accompanying picture shows twelve of the large and expensive Edison disc machines about to be shipped from the store to customers. Mr. Wilmot, the head of the house, has had a business experience covering seventeen years, so that he is pretty well acquainted with the talking machine proposition, and therefore knows how to handle his growing trade. He is president of the Fall River Men's Business Association and is one of the best "boosters" that Fall River has. When it comes to exploiting the advantages of his city, Mr. Wilmot is frequently called upon as a speaker at public gatherings.

PRAISE FOR NEW RECORD CATALOG.

The recently issued record catalog sent out to the trade by the Columbia Graphophone Co. has been the subject of much praise and commendation. The many distinctive innovations embodied in the new book, and the maximum of convenience and ease with which the dealer can consult the new catalog, have all been commented on in letters received at the executive offices during the past few weeks. The compilation of this new catalog was a work of many months and was under the direction of G. C. Jell, head of the Columbia record department, whose ideas as to record catalog production are exemplified in the new book. It is indeed a tribute to the unceasing efforts of Mr. Jell that his book is so keenly appreciated.



If you have missed the Columbia profits during the last season, you must have done it unknowingly. If you miss them this coming season, the amount of them will make a long column on your debit page.



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

Columbia Graphophone Company
Woolworth Building, New York

THE TRADE SITUATION IN PHILADELPHIA.

Trade for December Surpassed All Expectations, Being Almost a Third Larger Than It Was Last Year—Dealers Most Optimistic Regarding the General Outlook for 1914—Dealers, Without Exception, Exceedingly Well Pleased with the General Situation.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., January 8.—The trade in talking machines in Philadelphia continued very heavy up to the very end of the year. It surpassed all expectations for the month of December, and was almost a third larger than it was last year, and one feature about it was the great number of high-priced machines that were sold. Every year this seems to be more the rule. Purchasers are no longer satisfied with the cheap machine, for they do not look upon it as a toy or as an amusement, but take the more serious view of it as an educator, and, to get the very best results and find the most thorough enjoyment, nothing under a fifty-dollar machine will suffice. The machines that were sold this Christmas season were those that range in price from \$50 to \$150, and while the popular tango records have had an immense sale, for holiday buying the majority of the records were classics—at least those which were given away for presents.

Optimistic View of 1914 Prospects.

As to the future, all the dealers are taking an optimistic view and believe that 1914 is going to far surpass the year just closed, and they are laying plans accordingly. Most of the stores have found their stock about reduced to nothing; they are just finishing up the taking of the account of stock, and then they will order heavily to stock themselves for what they believe is going to be a very excellent spring and summer trade.

New Association Making Some Progress.

There is nothing new in the dealers' organization that was launched early in the fall, other than that the projectors think that now that the busy season is over they will be able to get the men interested and hope to have all of them sign the agreement the feature of which is the charging of interest on all credit sales. There are only two or three holding out. One of the amusing incidents is that two of the large department stores are holding out in their signing one before the other, and some device is being planned to overcome this. If the paper is taken to one store they say they will sign as soon as the other, and vice versa. Now the plan is to have them both sign at the same time, and it has been suggested that the two signees shall be placed at a desk at a certain hour of the day, with their secretaries in telephonic communication, and at a given signal both firms sign. It is hoped that the matter will be brought out in some way, for the organizers of the association are very anxious that something shall be done.

Who Are the Representative Dealers?

There is considerable haggling as to what is meant by "representative dealers," for they are the only ones who are expected to sign, and it is a question that will be hard to decide as to how many machines a man must sell before he is placed in that class. There is going to be considerable caste

in this association when it is organized, and yet it would be impossible to get every one to sign.

Victor Co. Comes to Assistance of Dealers.

The Victor Co. is coming in for great praise at the way it helped out the Philadelphia dealers this year. They did everything in their power both in the way of getting out machines as well as records, and the Camden factory was kept employed both day and night. At times they were swamped almost beyond extrication, but they managed to get out, and no one will begrudge them a rest, no matter how much they may desire.

Good Report from Weymann & Sons.

Harry Weymann, who is the manager of the talking machine department as well as the wholesale department for the small goods made by H. A. Weymann & Sons, says that he never saw or expected to see anything like the holiday business in talking machines and records. He says at their house the last week in December was equal to the entire month of the previous year.

Close Important Deals.

The Keen-o-Phone Co. reports that it had an excellent Christmas business. It entered into a couple of deals just before the end of the month which are going to give them an output of at least 3,500 machines, which will no doubt put the company on a dividend-paying basis. They expect to shortly place a new style machine on the market.

Talking Machine Co. to Move.

The Talking Machine Co., whose leading store is on Broad street below Sanson, and who have three stores at present, is looking for several new locations, and before spring it expects to have two more stores established, and maybe a third, if the proper place can be found.

No Talker Store in Cunningham Building.

There was a report that a talking machine firm would move to the Cunningham Piano Co.'s building, opposite Wanamaker's, but this statement is false, at least at the present writing. It would be an excellent location for such a business, but the rent demanded in that location would eat well into profits.

Heavy Columbia Business Reported.

W. L. Eckhardt, of the Pennsylvania Talking Machine Co., is most jubilant over his year's work, especially the December business. No comparison could be made with their holiday trade this year and last. Beginning December 1 Mr. Eckhardt set out figures for his December business, that he thought were almost prohibitive to expect, but along about the middle of the month he began to see that he would have to discount them by at least 5 per cent, and by the end of the month his sales had run away beyond his fondest expectations. The very fine automobile truck which they recently secured has helped them out very nicely in their rush deliveries.

During 1913 the Pennsylvania Talking Machine

Co. opened about 200 new accounts, which is going some, and they have prospects of very shortly announcing the Columbia in one of the most desirable places in the city, for which they are about closing a deal. They have also closed a number of important deals in the Dictaphone, and every indication is that this year will be even greater than the last.

Lit Bros. Department Makes Record.

Manager Sternberger, of the piano and talking machine departments of Lit Bros., says they have just gone through the biggest holiday business they have ever had. They will make some big changes in the department early in the new year as to sound rooms, fixtures, etc.

OUTLOOK VERY ENCOURAGING

Says C. R. Ely, Road Ambassador for the Columbia Co., Who Just Reached New York After Extensive Trip—Manufacturers' Co-operative Work Pleases Dealers.

Clifford R. Ely, the live-wire road ambassador for the Columbia Graphophone Co., arrived in



C. R. Ely.

New York this week after an extended trip through the country, and will spend some time in the East before leaving on his annual country-wide tour. Incidentally, Mr. Ely spent but five weeks at his home in Philadelphia throughout the entire year of 1913.

"Business conditions throughout the country are somewhat unsettled, but the outlook is very encouraging," stated Mr. Ely in a chat with The World. "The dealers are optimistic in their predictions for the coming year, and the talking machine business as a whole is very satisfactory. Although the tightness of the money market has had a marked effect on many lines of business, the talking machine industry did not seem to suffer to any noticeable extent, the majority of our dealers reporting the best year since they were in business.

"Wherever I visited I was assured of the appreciation by our trade of the many co-operative measures that we have introduced the past year. The aggressive dealer invariably utilizes any sound and logical plans or ideas that the manufacturer offers him, and this was particularly true during 1913, when the Columbia dealers were extended real and up-to-date co-operation, which they accepted at its face value and used to produce increased profits."

E. N. BURNS TO EUROPE.

Edward N. Burns, vice-president of the Columbia Graphophone Co. and manager of its export department, sailed last week for an extended trip to Europe. While abroad, Mr. Burns will visit all the important European countries.

The days for talking are over—act.

FROM OUR EUROPEAN HEADQUARTERS

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

REVIEW OF TRADE CONDITIONS IN ENGLAND IN 1913.

A Most Interesting and Detailed Analysis of Developments in Various Departments of the Talking Machine Industry Presented by Our London Representative—Every Aspect of the Situation Covered in a Most Informing Way—The News of the Month.

(Special to The Talking Machine World.)

LONDON, E. C., January 6.—The year that has just made its exit may well be described as a memorable one in the history of the talking machine trade. But before I proceed to a review of the more important events, it will be interesting to quickly survey the situation immediately preceding the festive-time. In the early part of Xmas week I took the opportunity of making a few calls upon the leading houses with the object of personally ascertaining just how things stood in relation to business. Everywhere I found an extraordinary state of activity prevalent, and so preoccupied with work were most of the officials that I had to rely in the main upon my own observation. So great was the demand for records and machines that in the last few weeks of the old year most of the manufacturers and factors were forced to install night shifts. By this means only it became possible to satisfy all wants, within the limit of stocks, of which daily replenishment was necessary in all cases.

Inquiries confirmed the opinion that the cheaper class of record has enjoyed a wonderful vogue, and is selling freely in all districts. During the few months of their existence millions have been sold, the only difficulty being to press them fast enough. There has been, too, an increased call for cheap machines, but it is satisfactory to note the better makes are well in the running. I am informed though that in records half-crown sales are down owing to the many cheap discs, and the fact that several records equal to them in quality are obtainable for eightpence.

December altogether has been a boom month for trade, which in bulk is far ahead of last year, even time considered. It is said that profits do not compare so favorably, and one can well understand it, having regard to the wholesale price reductions and consequent keener competitive conditions. Notwithstanding all that, it is evident the last month of the old year will remain one of pleasant memory for all.

A Review of Trade Conditions in 1913.

In retrospect 1913 deserves more than a superficial survey, for it is brimful of important happenings, which are likely to exert an influence upon the course of trade in the new year. Almost every year the industry undergoes evolutionary changes, in themselves progressive and helpful, along lines which make for expansion of trade, prestige and influence, achieving in one long series of steady improvements a position as closely allied to musical art as it may expect to reach under the present method of harnessing and reproducing sound mechanically.

Those who have watched the trend of events during the last decade will, I imagine, accept the foregoing expression of opinion as reflecting the actual artistic and scientific aspect of the situation existing to-day. To this happy position, 1913 has contributed its quota of development, in what degree and to what extent it is the purpose of this article to expound.

The object, it seems to me, may best be attained by a brief chronicle of the most important events, an examination covering the whole field of commercial, scientific and artistic endeavor in talking machine trade circles.

Influence and Power of the Gramophone.

The growing influence and power of the gramophone was never more apparent than in the past year, of which we have abundant evidence quite outside the ordinary trade channels. For political purposes some of the most eminent men of the day,

including Cabinet ministers, have availed themselves of its service; even the suffragettes find it a good medium—not its best in comparison, I must admit—through which to propagate their views. In education the gramophone is becoming more and more indispensable, especially for the teaching of foreign languages, and students in many other directions find it an invaluable aid. Drilling and dancing is carried on, and even learned, with the assistance of this wonderful instrument, which, too, has often been utilized as an effective substitute in churches for choir or organ. You will find it in workhouses, schools, at recitals, a treasured companion of Arctic and other explorers; find it, in fact, everywhere. All of which clearly demonstrates the remarkable position the gramophone now occupies in all walks of life. To those interested in its development a very pleasing sign of the times is the broader attitude of the general press. The one-time prejudice and dislike of all mechanical music has given place to more favorable consideration, as witness the statement of a leading daily that "the gramophone as we know it to-day stands for something a good deal more than the triumph of necessity over prejudice." And this is but a reflection of the general opinion of the press to-day.

I have briefly referred to these aspects of the situation because it is a significant indication of the progressive development of the record and instrument trade during 1913.

The Year's Progress on the Scientific Side.

The root principle of sound recording and reproduction was comparatively unaffected by the several improvements brought to light during the past year, yet credit is due the different efforts made by inventors in the direction of perfecting existing methods and apparatus. Although the Poulsen patent is one of very old standing, I think a reference to it is justified in view of the interest aroused during the year by a court application for its extension. The Poulsen method of recording sound is quite unique, but great difficulty in its commercial application has been experienced, and I believe I am correct in saying it has never been put to practical use although doubtless the inven-

tion is a valuable one. The patent is described as consisting of an apparatus for the storage of speech by means of a magnet and magnetically influencing wire. By means of electrical currents set up in speaking on to this wire or band of metal actuating a magnet both locally and crosswise, it is stated that a record of the human voice could be obtained and afterwards reproduced with perfect fidelity. The importance of this magnetic phonograph idea, which was considerably improved upon during last year, will doubtless receive general recognition in the near future. It certainly predisposes one to look forward with hope to the abolition of all imperfections in reproduction of sound with a new system of recording.

The Edison disc, which was expected last year, is *fait accompli* in America. One day we may see it on this market. I have been privileged to inspect a sample record, but few have heard one. From all accounts emanating from the States it may be concluded that the Edison phonograph-cut disc marks a step forward in sound reproduction, and if this be so, it is assured of a good welcome in England.

Many intelligent men aver the real future of sound recording will be revealed with the perfection of the method of photographing sound. It may not be generally known that it is quite feasible, and experiments during the past year tend to confirm this. The inventor is T. H. Williams an electrical engineer, who has made a close study of the subject. He discards altogether the present principles of mechanical music, and claims to have succeeded in reproducing photographed sound where Faraday, Poulsen, Duddell and others have failed. The inventor, Mr. Ruhmer, was an exception, but his methods are said to have never reached a practical stage. Mr. Williams has devoted himself to this problem, and says complete success is not far distant. He claims that his "Photo-gramophone" entirely does away with needles and the ordinary solid record. Under his system speech and music are entirely reproduced through the media of light, electricity and compressed air. A practical demonstration of the invention is promised in the near future. There is good promise in Mr. Williams' system and the trade will await the results with keen interest.

Another important feature of the year is in relation to the improvements effected in sound recording. It must be admitted, however, that the present system does not lend itself to any very radical departure, yet, confined as they are to the one channel, manufacturers' experts have managed to secure some small improvements, which, in the aggregate, represents progress. If not of a very substantial nature it merits the utmost encouragement, for anything which goes to subvert the mechanical aspect in relation to gramophone music is very welcome.

Machine and Record Developments.

Under the above caption a brief resumé of the changing styles and constructional departures in gramophones, coupled with a reference to the development of disc records, is of necessity a matter of extreme interest generally. During the past year it was clearly manifest that determined attempts were being made to relieve the somewhat monotonous regularity which previously marked the issue of what may be termed the orthodox pattern. In the Hornless instrument field several radical departures were in evidence. Different methods of fitting the amplifying chamber do not warrant much reference. The chief consideration to remember is that sound rises, and although doubtless it is of little material disadvantage that with most so-called hornless machines the sound is carried downwards, any tendency in the reverse and proper direction is worthy of being recorded. In this connection several machines embodying the correct principles made their appearance and I



STROH VIOLS

VIOLIN, VIOLA, ETC.

The mellow and matured tone of these instruments, which are constructed largely of aluminum, yet possess *none* of the characteristics of the gramophone or wind instrument, is only one of its many points which are fully set out in an illustrated booklet which will be mailed free on request to the *sole makers*.

String Fiddle

GEO. EVANS & CO. 94 Albany St. London, Eng.

OR

in U. S. A. to their sole representatives

OLIVER DITSON Co.

150 Tremont Street BOSTON

NEW YORK and PHILADELPHIA

Violin

learn that others are in course of preparation. One of the Marathon portable instruments is of entirely new design, it being absolutely hornless in the full sense of the word except that a sort of sound chamber of small dimensions is provided by means of a telescopic side which shuts in or out as required. The volume and quality of the reproduction is excellent, and the instrument itself must be regarded as a progressive step in machine construction.

A still more important departure perhaps from the ordinary method of construction came under notice in July. This was the introduction by the Columbia Co. of a unique motor plant built upon entirely new principles, being in fact, a combination of the whole of the motive power as a unit independent of and perfectly insulated from the cabinet. It consists of a metal motor board, (carrying the motor), breech-locking tone-arm and Regal reproducer all in one. Without expatiating upon the many claims attached to this equipment, it may honestly be said to represent a distinct improvement in its results over the usual mechanism, and certainly deserves to rank as one of the most important and eventful issues of 1913.

Still another introduction, the utility of which has yet to be determined, is represented by the combination of exterior-horn and interior-horn (portable) instruments. This feature is as yet in its infancy, and my own personal opinion is that it should so remain, for the consideration which actuates the purchase of one or the other type neutralizes the necessity for combining the two. In any case it is more or less an expensive luxury.

Coming to records we find that much the same conditions exist on the mechanical side as in 1912. The "Marathon" fine cut disc made enormous strides during the year, and both from the mechanical and artistic viewpoint, has created quite considerable notice in talking machine circles.

The Artistic Side of the Record Business.

Consideration of this aspect should rightly cover a multitude of points, but the exigencies of space confine one to a rather brief mention of the

more important features of record development.

A welcome move in the gradual elimination of suggestive records, which at one time formed a not inconsiderable amount of the total issues. Outside an isolated case or two, this objectionable feature is practically a thing of the past. In this respect then 1913 was a clean year; long may the voluntary censorship continue.

In the class of titles issued it is pleasing to note that greater attention is being paid by manufacturers generally to the listing of better-class music. For example, on most half-crown lists we find an increasing amount of operatic issues, and even so with lower-priced disc records. In itself this furnishes a remarkable index of the educational influence of the gramophone. Popular hits are still the commercial mainstay of the majority of manufacturers, but the demand for operatic, good ballads and other better-class records received an amazing stimulus during last year. And it is an ever-expanding trade to which I am pleased to observe record makers give every encouragement.

A direct result of the ragtime craze, which predominated during the year, and is still more or less in favor, was considerably increased business all round. It was undeniably responsible for the sale of thousands of extra records and many machines. Beyond that—of course a great consideration—few will regret the gradual decline of ragtime. The latter part of the year witnessed the birth from a popular viewpoint of tango, a not displeasing form of music on records. It can be regarded only as a vogue of the moment, so to speak, for in view of the intricacy and difficulty of the various movements, it is not likely to hold the field much longer.

A very important feature in relation to records is the exclusive artistic proposition which became more than ever the practice last year. Apparently it is a profitable plan to secure the exclusive service of a special public idol. In certain quarters, maybe, it represents a valuable selling asset, but generally I am inclined to believe it of not very material consequence. Many record makers have not

troubled to tie-up any artist, yet their trade is, and will be, unaffected. The most important asset is the prompt issue of the "hits" of the moment, and of a surety this consideration will ever determine the demand. Recognizing this salient fact not a few artists of my acquaintance have rejected offers for their exclusive service.

Points About the Copyright Act.

It is not denied that this bill removed a slight injustice under which composers suffered in the recording and publication of their works without monetary recognition from the gramophone industry, but it is safe to say that the amount of royalties paid during 1913 has far exceeded all preconceived estimates. As from July 1 last a large number of compositions automatically came under the benefits of the act, and the tax on record makers has, therefore, been phenomenal. Record sales have run into millions, and huge amounts are allocated each month for royalty stamps.

The act bristles with difficulty in the interpretation thereof, and some interesting law actions were heard during the last year, the result of which the trade as a whole is materially affected. One significant declaration to which the record companies have submitted is that an author is entitled to stipulate or control the form in which the score or libretto, as the case may be, shall be recorded. Even though his work or parts thereof have been recorded he can restrain the recording of any other version or mutilation which may not be in agreement. In other directions the tenets of the copyright act provisions have been sustained in law, and have made possible the avoidance of much difficulty, broadly speaking, in the smooth working of an act otherwise suggestive of future pitfalls for the record manufacturer.

One other source of considerable trouble and expense to manufacturers in connection with this act is the tracing of the rightful ownership of certain compositions and whether they are entitled to copyright benefit. Many works are invested in obscurity as regards copyright ownership, and

(Continued on page 46.)



To T.M. the King and Queen of Spain



To H.M. the King of Sweden



To H.H. the Khedive of Egypt



To H.M. the King of Italy



To H.M. the Shah of Persia



By Appointment To H.M. Queen Alexandra

"His Master's Voice"
—the trade-mark that is recognised throughout the world as the
Hall-mark of Quality

AUST-IA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.
BELGIUM: Cie. Francaise du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnens, Copenhagen.
FRANCE: Cie. Francaise du Gramophone, 115 Boulevard Richard Lenoir, Place de la Republique, Paris.
GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
HOLLAND: American Import Co., 22a, Amsterd. Veerkade, The Hague.
HUNGARY: The Gramophone Co., Ltd., IV, Kossuth, Lajos-Utca & Budapest.
SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona.
SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Appelbergsgatan, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect St. Petersburg; 9, Golovinsky Prospect, Tiflis; 30, Novis Svit, Warsaw.
EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
EAST AFRICA: Bayley & Co., 8 Beira, Lourenco Marques.
SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Rissik Street, Johannesburg; Mackay Bros & McMahon, 443, West Street, Durban.
INDIA: The Gramophone Co., Ltd., 39, Ballaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.
GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, London, E.C.



Great Britain:
The Gramophone Company Ltd
21 City Road London EC

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to a great extent the onus of discovery is placed on the firm desirous of recording the composition. This, of course, tends to considerable inconvenience, trouble and expense, and when the time comes manufacturers will have gathered a large experience upon which to base their claims for remedying the certain and many hardships inflicted by the copyright act.

It is worthy of mention that during the year, Newfoundland, Australia and other British Possessions passed legislation adopting the act.

The Year's Legal Troubles.

Aside from the important actions concerning copyright laws referred to elsewhere, the trade was unusually free from actions-at-law. Of course, quite a number of disputes arose during the year, but for the most part these were amicably settled outside the courts. There are one or two pending, I believe, although it is quite possible they will reach settlement without much legal aid. There were two trade-mark actions in 1913, and one or two other "name" disputes of comparatively unimportant interest. Of the former, the "H. M. V." trade mark was the subject of infringement by a suburban trader, the court ordering the destruction of the infringing apparatus, and an enquiry as to damages. The second case concerned the word "Invicta." W. A. Barrant & Co., Ltd., (in liquidation) made public claim to the word and threatened legal proceedings in any case of infringement brought to their notice. Objection was lodged by the Berliner Co. (Messrs. John Abraham & Sons, London agent), and it was proved to the satisfaction of the court that the name had never been registered. Application to register the word had been made by a third party who had allocated his interest in it to Messrs. Barrant, on whose behalf it was claimed they were under the impression the word had been duly registered. The Judge held that it had not and therefore the publicity was misleading. A nominal fine of forty shillings was imposed.

In the early part of the year the word "Lyric" was the subject of contention. The Columbia Co. had registered it some years ago, and they succeeded in restraining the now defunct Lyric Record Co. from using it.

Kalliope v. Blum, and Blum v. Kalliope, promised exceptional interest, but after a preliminary bout in the courts a compromise was reached to the satisfaction of all parties and beyond recording the fact, there is no occasion to enter upon a detailed account of the issue. Outside a few other minor legal disputes, the foregoing represents about the sum total of last year's appeals to the law of the land.

Advent of Cheap Records.

Under this heading I place the action of the trade in introducing the shilling record, for of all the year's happenings this must be ascribed the most important. Four months experience of the cheap record policy makes manifest that it cannot continue. Every new industry, by the law of competition, must sooner or later find a level. As things go ours is but a young industry, a matter of two decades, yet already it has been directed almost into the gutter. One's interpretation of a commercial "level" is the descent from the inflated-profit stage to a condition commensurate with reasonable trading returns for every section of the industry. Beyond that stage lies destruction, unless it were justified by economy in manufacturing costs and a cheaper channel distribution. In connection with the record trade an examination of the question reveals a most unsatisfactory state. Unprofitable alike for manufacturer, factor, or dealer, the persistence of the cheap record policy is calculated to undermine the stability of the whole industry, unless an immediate abandonment is possible. With such grave issues at stake, the rumor that the thirteen-penny and shilling records will be withdrawn, must—if it materialize—earn the gratitude of all who have the best interests of the trade at heart.

It may be argued by some that 1913 did not witness the birth of cheap records. That is partly true, but one must allow that those few in existence prior to last January were comparatively in-

significant and, moreover, it cannot be said they interfered to any appreciable extent with the sale of half-crown discs. On the other hand the marketing of the thirteen-penny record, immediately followed as it was by a host of shilling ones, disastrously affected the half-crown record sales. A large percentage of the public care nothing for artists and will not pay eightpence more for a particular title because it will be sung or played, as the case may be, by a performer of greater renown than the one responsible for the cheaper disc. It has been proved over and over again that given the record is good, the price determines the sale. Even so late in the day the immediate withdrawal of thirteenpenny and shilling discs would quickly operate in favor of the better priced records. There is much lost ground to recover, and the matter, to be successful, brooks no delay.

Cylinder Trade Depression.

Without descending into the realms of pessimism, an impartial view of the phonograph trade situation reveals a most unsatisfactory state of things. It is, of course, not entirely surprising in the face of recent events. For several years the phonograph business has been a declining one. But the curious part is that the very people who made and built up the one-time splendid trade in this country should themselves be largely responsible for its almost total extinction. The closing down of the Edison factory and now the Clerkenwell road premises and consequent disbandment of the staff, amounts nearly to a retreat from this market. The only remaining vestige of the business will be the recording department. Orders have now to be sent all the way to America, from where business arrangements are ratified. The difficulties of conducting trade over such a distance were soon unhappily apparent, for the policy which dictated centralization of the European business at Orange has done more to ease the phonograph trade over the precipice of destruction than the hundred-and-one new devices which were introduced too frequently on this unstable market. In short, the cylinder trade is practically dead. The largest British house, Edison Bell, has announced its intention of destroying all matrices; in itself the most significant confirmation of an all too obvious situation. It is an all-disc trade here and factors tell me the cylinder business is one long series of discouragement. With that I will pass on to a brief reference to one of two other items of interest.

The Dealers' Protection Association.

Little is there to say in reference to this matter, and it may therefore well include a mention of price-maintenance conditions during the year. In this regard 1913 stands for the most flagrant breach of the foundation of sound commerce; the worst year of all in the trade's history. Price-cutters have been having a ripping time, and they naturally protest that if manufacturers and factors indulge in the practice, what has the poor dealer to do? Anyway he does it—he "cuts" to the last halfpenny. An unusual number of failures among retailers during the year is the natural result. One had expected some activity on the part of the Dealers' Association, but if the truth be known, it is without sufficient membership strength to accomplish much. And not until a more wholeheartedly energetic policy obtains can it expect to wield a strong voice and make itself felt as a power in the land. Meanwhile, its influence is more or less nil, especially so in regard to its avowed object, the suppression of price-cutting. This, is I have said, is more or less a general practice. The unfortunate fact to remember is that outside "H. M. V.," Columbia, Marathon, Winner and Edison Bell, no patents cover the sale of disc records, and no infringement, therefore, obtains by selling below established prices. One or two other records are pretty effectually protected by price-agreements, but on the majority dealers fix their own price and for the most part protests are ignored. From the price-maintenance aspect the year has, therefore, been a most unprogressive one.

Miscellaneous.

The reduction of your general tariff will be to the advantage of almost any other industry but

ours. British record makers might build up a pretty good trade with the States were it not for your patent monopolies, which neutralize any good the tariff reductions might have conferred upon foreign manufacturers.

During 1913 the idea of issuing signed or autographed records became more in favor. It will doubtless be a stronger feature of the new year trade.

The Talking Machine Society movement is growing apace and received further stimulus last year. This feature is generally recognized as of some importance, and is encouraged by all manufacturers. The movement is spreading among users in the principal towns, and there now exists over a dozen different societies throughout the country.

Nineteen-thirteen credit conditions were exceedingly loose. Dealers take as much as three, six, or twelve months credit, or longer, if they can pass bills for these periods. The acceptance of bills is a growing practice, notwithstanding its unsound policy.

Business failures during the past year were unusually heavy among the retail fraternity and fairly normal in other directions.

Nineteen-thirteen witnessed the incorporation of about 15 new companies, most of which are now carrying on operations.

Several firms were forced to take larger or additional premises and among the more important removals may be mentioned Columbia, Lockwood, O. Ruhl, Ltd., Craies & Stavridi, and Hands' record factory.

Raw materials went up in price during the year and in almost every department an increased first cost is registered. An important financial issue was made public the early part of 1913. This was the Gramophone Company's £300,000 worth of debenture stock. At the time money was none too free, and it was accepted as a tribute to the financial standing and reputation of the "H. M. V." company that the whole amount and more was immediately forthcoming.

A noticeable tendency of the year was the prolongation of the so-called season, well into the spring months. That is a point well worth recording. One day, perhaps, we shall not talk of "seasons."

Nineteen-thirteen in one sense should be described as a year of amalgamations. Most of the big Continental firms now operate under one flag, and groups have been formed in other directions. All of which have been duly reported in these columns from time to time during the year.

The house-to-house canvassing trade is making great strides, one firm alone having a weekly turnover of £1,500. The policy of trading is the presentation of a machine upon a contract to purchase 60 half-crown records in 12 months; one a week at least. Contrary to the one-time opinion, this business opening up as it does a new field, confers a general benefit on the trade. Records additional to the contract are purchased from local dealers, and many users are encouraged to possess better machines than those supplied.

To sum up, 1913 might have been described as a good year had it not been for the introduction of unprofitable business in the shape of shilling records. Despite a greatly increased turnover, the financial aspect is not good, net profits being down as compared with the preceding season. Keener competition, higher cost of materials and reduced profits, mean that it costs considerably more, proportionately, to do the same amount of business. Which is altogether unsatisfactory. Fortunately the new year promises better prospect, for whatever may be said, the shilling and thirteen-penny records must go! To all my readers—"A prosperous and healthful New Year."

Records for January.

The new year opens up splendidly for "H. M. V." agents in the sense that a particularly attractive list of likely good selling titles is provided for the initial month. Each month since last September the Gramophone Co. has made a feature of issuing a combined record by two celebrated artists, that for this month being described as "perhaps the finest of the series." It is "Elegiac

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Mélo die," one of Massenet's masterpieces, sung by the great Caruso, in concert with the violin, in the hands of no less than Mischa Elman himself. That it is a wonderful record goes without saying.

In another class, a second "special" is "Another Good Thing You've Missed!" from the Drury Lane pantomime, "The Sleeping Beauty." The two original artists—George Graves and Will Evans—are responsible for the record, which is throughout full of laughter-raising fun.

The "H. M. V." Co. has achieved a triumph in the fine records they have secured of the much-talked-of Berlin Philharmonic Orchestra, under the baton of the equally famous Arthur Nikisch. The initial issues comprise Andante in two parts (two records) from the "Fifth Symphony" (Beethoven), which is beautifully interpreted by the great conductor's organization.

The complete issues for January are as hereunder:

Twelve-inch double sided.—Suite, "Bohemian," "The Appeal" and "The Caravan" and "The Tarantella" (Ord. Hume) Band of H. M. Coldstream Guards; Suite, "A Dream of Egypt," (2) "Within the Sphinx Solemn Shade"—"Pomegranate In Your Mouth," and (4) "I Wakened When the Moon" (Woodforde Finden, arr. by Percy E. Fletcher) Band of H. M. Coldstream Guards; "Destiny—Valse Lente" (Baynes), and "Dance of the Disappointed Fairies" (Air di Ballet) (La Touche) Mayfair Orchestra; "Je sais que vous êtes jolie" Two-Step (Christini), and "Maxixe Bresilienne" (Salabert) Mayfair Orchestra.

Ten-inch, double-sided.—"The Linnet" (Piccolo Polka) (Piccolo solo by Sergt. W. Valentine) (Brockett), and dance intermezzo "Sunbeams" (Gerald Lane) band of H. M. Coldstream Guards; "Little Grey Home In the West" (Cornet solo by Corp. G. Moran) (Löhr), and "Süsse Küsse" (Vollstedt) band of H. M. Coldstream Guards; "Swedish Wedding March" (Söderman), and "Prayer From Moses" (Rossini) (arr. by F. Godfrey) band of H. M. Coldstream Guards; "June" (Baldwin Sloane), and "Some Boy" (Dave Stamper) Mayfair Orchestra.

Twelve-inch, single-sided.—"Ireland" (Stanford) Edmund Burke; "The Kerry Dance" (Molloy) Charles Tree; "The Island of Roses and Love" (Morët) Miss Lucy Marsh; "Mother's Maxims" (Pellissier) Miss Margaret Cooper; "In a Garden of Roses" (Sanderson) Miss Perceval Allen and Robert Radford; "Rhapsodié" (in English) (De Koven) and "Serenata Inutile" (Op. 84) No. 4 (in Italian) (Brahms) Mme. Tetrizini; "Che Gelida Manina" "La Bohème" (Puccini) Guido Ciccolini; "Minuetto-Vecchio," (Op. 18) No. 2 (Sgambati) Mark Hambourg (piano solo); "Air" (Bach, arr. by Squire) W. H. Squire (cello solo); "Hunting Calls," The Rt. Hon. Viscount Galway, M. F. H.; "My Boy" (Kennedy Russell) Miss Florence Smithson; "Susie 'Oo" (Elton) G. H. Elliott and chorus; gems from "The Belle of New York" (Kirker) Light Opera Company.

Ten-inch, single-sided.—"The Foggy Dew" (Clay) John McCormack; "From the Land of the Sky-Blue Water" (Cadman) Miss Alma Gluck; "Down in the Forest" (Landon Ronald) Hubert Eisdell; "Cumley Down—Sons of the Devon Moor" (Oliver) Stewart Gardner; "Faust" trio from Prison Scene, Act. V. (Gounod) Grand Opera Trio; "Souvenir" (Morceau) (Drda) Miss Maud Powell (violin); "Just a Plain Girl" (Tennent) Tom Clare.

To Increase Society of Authors.

According to a contemporary a movement is on foot to increase the Society of Authors and to extend its benefits to British composers. Under the Copyright Act, 1911, the composers opportunities and responsibilities have been enlarged. For the past two years the composers' sub-committee has been sitting at the Society of Authors. This committee deals with all matters affecting the status of the composer. The society collects his fees at the lowest possible rate. It advises him in his dealings with publishers, exposes unfair and

sanctions fair contracts, supports him financially by maintaining actions-at-law in his interests and offers him an intelligence bureau and a trade protection society under expert management.

Gramophone as Professor of Tango.

A distinguished company gathered on Wednesday, December 10, in the White Room of the Savoy Hotel to see—and hear—demonstrations of the tango by famous dancers. Four pairs of dancers, including Destrées & Layunta and Roland and Marion Mitford, of the Palace Theater, showed both the Brazilian tango with its thrilling *èlan* and the highly graceful English version: the feature of the afternoon was the perfection of the "orchestra" impersonated by "His Master's Voice" cabinet grand gramophone and tango records.

Dancers complain bitterly of the inaccuracy of many orchestras where tango is attempted; first-class organizations often fail to get the tempo correct. These records are endorsed by the dancers themselves, who declare them perfect to dance to.

Some very tasteful brochures have been issued by the "His Master's Voice" people to announce these new records. Learners of the tango everywhere are using this instrument to attain proficiency.

Thomas Edens Osborne a Live Wire.

In concert programs, newspapers and many other publicity sources, the advertisements of that well-known Belfast talking machine factor, Thomas Edens Osborne, appear with unflinching regularity representing an example of enterprise which other dealers might well copy. At entertainments, charity and otherwise, Mr. Osborne with his Auxetophone is usually a welcome contributor to the evening's enjoyment, and almost every day there is a newspaper reference to his kindness. Such tributes have made quite a public man of him, and I do not doubt but that so prominent a personality is justly regarded as one of Belfast's institutions. The distinction is well merited, for Mr. Osborne never seems happy unless he is contributing to the entertainment of the community at some function or other.

New German Trade Mark Bill Held Up.

It may be of interest to traders generally to learn that the proposed new German trade-mark bill cannot be introduced into the Reichstag for some considerable time. As a matter of fact it is in an incomplete state, its exact provisions not having as yet been determined.

New Companies Incorporated.

Warroner's, Ltd., musical instrument manufacturers. Capital, £1,000. Office, 15 New Oxford street, London, W. C.

Roll Music Co., Ltd. Capital, £1,000. Office, 93 Worship street, London, E. C.

Independent Music Club, Ltd. Capital, £10,000. Office, 13 Pembroke Gardens, Kensington, London.

Columbia Issue "Aida" Complete.

The announcement of a complete edition of records of the famous opera "Aida" is conveyed to us in a handsome leaflet just issued by the Columbia Co. We learn that the opera is complete in 34 selections, making 17 double-sided 10-inch records. These records, says the announcement, have been specially sung by some of Italy's greatest artists, among whom we notice, Signors Armanini, Martino and Bettoni, and Signoras Anita, Chelotti, De Perez, Remondini, and others, the whole of the series, to ensure absolute correctness, being recorded in the Milan laboratory.

It is typical of Columbia policy that the issue is thoroughly carried out, this being specially noticeable in the presentation, with each set of records, of a copy of the published libretto giving the words in both Italian and English. The pages of the libretto are specially marked to show where the records occur.

But the thoroughness of the Columbia issue does not end here. For in addition to an art folder giving the cast as represented by the records, the whole series of records are enclosed in a fine art album, gold-lettered, and bearing on the front an inset panel photograph of the composer, Verdi. The libretto and art folder are accommodated in a special pocket at the end of the album.

It is quite evident that the Columbia Co. intends to capture the popular taste with this "Aida" album, for they have priced it at £3 complete.

Paul H. Cromelin's Achievements.

In view of the recent transference of all Edison business to the American headquarters, the London staff has been disbanded, and Paul H. Cromelin's resignation has been accepted. As managing director of the London office Mr. Cromelin concentrated every effort to stem the tide of adversity surrounding the cylinder trade in this country, but no power on earth could effect this in the face of circumstances, and of the trade exigencies. In every other department of the Edison business substantial progress has been registered under Mr. Cromelin's able guidance, essentially one of keen foresight and extreme commercial acumen.

In the comparatively brief period of his stay among us, Mr. Cromelin took a prominent part in all matters affecting the welfare of the industry, and in particular the valuable work he rendered in connection with the difficulties of the copyright bill, will alone ensure for him a warm place in the memory of the British trade. His arrival in this country happened at a most opportune moment, for at that time difficult negotiations were on foot; we were in the thick of the copyright skirmish, and the outlook altogether was not over bright. Mr. Cromelin's wide experience of legal matters combining the art of translating vaguely worded acts into understandable language, which he freely placed at the trade's disposal, proved of immense assistance in defining the exact position of the mechanical instrument industry. The subsequent joint representation made in official quarters, resulted in securing for the trade some beneficial modifications of the act. Mr. Cromelin's whole-hearted efforts in this direction have won for him general recognition from the leading men of the industry, and he has been the subject of many eulogistic references in the trade press. Largely the outcome of his initiative a company was formed under the title of Universal Copyrights, Ltd., for the protection of trade interests. It mainly disposes of all matters relating to royalty stamps, copyright-ownership investigation, and places much valuable advice in the hands of its members, which comprise practically all manufacturers or records. In addition the company holds contracts with upwards of 100 publishers and composers, and its sphere of influence is expanding rapidly.

In the course of conversation with your correspondent Mr. Cromelin referred to his return to Washington at an early date where he intends to repractice at the Bar, from which he has been sidetracked for so many years looking after the Columbia and Edison interests. Our best wishes go with him for a prosperous new year.

Another recent departure from the Edison Co. is their sales-manager, W. Denville Simons, who, I learn, we shall shortly welcome back to the fold with an entirely new proposition. A man of such genial personality and wide experience of the trade is predestined to enjoy a full measure of success, for which we tender our heartiest wishes.

Christmas-Week Advertisement.

Special praise is due the efforts of those manufacturers in the direction of taking newspaper space wherein to emphasize the claims of the most suitable gift for young and old—the gramophone. During Xmas week many attractive advertisements appeared, all telling the same story, making trade for the dealer, and incidentally bringing happiness and increased joy to many a family gathering, as the result of "somebody's" judicious outlay. Several effective announcements by the Columbia Co., Pathe Freres, Marathon, Edison, Bell, and others in lesser degree, carried the message, but special mention should be made of the "H. M. V." advertisements. These have been appearing in the best journals throughout the season, the last splash—half-pages in the Mail, Telegraph, Mirror, News and Leader—a few days before the 25th, creating unusual interest. They told how the Xmas gift problem had been solved and illustrated a series of instruments at various prices to indicate that there was "a present for all."



Marvelous Maggie Teyte—another Columbia exclusive—a popular favorite —a singer of records that sell—a magnet for your store.



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

Columbia Graphophone Company
Woolworth Building, New York

NEW YEAR OPENS WITH GREAT POSSIBILITIES

In the Cleveland Trade, Judging from Demand the Early Weeks of 1914—High-Priced Instruments and Records Formed Large Share of Holiday Business—Local Jobbers Took Good Care of Their Dealers—Few Complaints Heard Throughout the Trade.

(Special to The Talking Machine World.)

CLEVELAND, O., January 8.—The close of 1913, throughout the holiday season, found the talking machine dealers busier than they had ever been in any previous season. One thing that especially pleased was that practically without exception they had an ample stock of instruments and records to meet the unusually large demand. A noticeable feature of the sales was that while a very large number of the high-grade instruments and records were sold, about an equal number of the lower priced ones were disposed of, demonstrating that all classes are seeking this means of enjoyment.

The new year opened with large possibilities, as trade has continued in pleasing volume to date. Locally, as in other sections, during the fall months there was some depression in trade generally, which was reflected in the talking machine business, but the signs of the times are now hopeful, with the reopening of steel and iron mills of this section giving employment to thousands who were recently idle.

The Phonograph Co., distributors of the disc and cylinder Edison phonographs, garnered encomiums and ducats during the holidays. L. N. Bloom, secretary, said: "Our business was, and continues, very fine. We were kept busy day and night all last month in both the wholesale and retail departments. Everybody expresses the highest admiration of the Edison instruments. We are fully satisfied with results and prospects since opening our new store.

The Caldwell Piano Co. did a large holiday business and reports trade is excellent.

The popularity of the Union phonograph specialties is manifest in the general favor with which they have been received by dealers everywhere. The Union Specialty & Plating Co., the manufacturer, was rushed and throughout December was compelled to work a full force day and night and Sundays on orders from all sections of the country of which it is in constant receipt. The management states the business is phenomenal and that the company has orders in hand to keep it busy for several weeks. H. B. McNulty, general sales manager, is away on a trip East.

Manager Madson, of the local Columbia store, is around with an unusual satisfied smile. He states that business continued exceptionally fine through December clear up to New Year's, and that it still continues, bulking large in machines and records of all kinds. The year, he stated, was one of genuine prosperity, while the past month's sales were nearly double those of a year ago.

Business with the Eclipse Musical Co. has been booming ever since Thanksgiving. Especially has this been true in the wholesale department, under the management of P. J. Towell, who is one of the busiest men in the city.

Miss Young reports the biggest holiday and mid-winter talking machine business the McMillin's ever had. Profiting by the experience of former years, the company trebled its usual order for machines last June, so it was able to take care of all customers nicely and to accommodate a few fellow dealers who ran short.

The Victrola department of the B. Dreher's Sons Co. has been a busy place for a month past. The manager said sales were of the best grades of both instruments and records, and that the Victrolas were practically sold out.

The William Taylor, Son & Co. is making much of its talking machine department. The manager, T. A. Davis, Jr., says he was swamped with holiday business, which was surprisingly good. Sales, he said, were principally of the higher-grade instruments and up-to-date records, and that double the business of a year ago was booked.

The Taylor Arcade branch of the Phonograph Co. is doing fine. W. C. Troth, in charge, says he had a splendid holiday trade and prospects are daily increasing.

Among some of the distinguishing features of the holiday trade Mr. Friedlander, of the Bailey Co., mentioned the fact that trade in December was not only a large per cent. of gain over last year, but that there were many more spot cash sales and that collections were much easier. Edison sales are measuring up large, and together with the Victor and Columbia and the small musical instrument trade the company is doing an extensive business.

Phil Dorn, of the Collisler & Sayre Co., is always happy when fingering a pair of skates, baseball or other sporting paraphernalia, but when he is in the talking machine department he becomes at once a Victor enthusiast, and his persuasive manner reaches the heart of the Victor purchaser, who departs in the happy possession of a Victrola. Many a machine has been sold through his gentlemanly endeavor. Phil says he got a goodly share of the holiday trade.

A large increase in business, covering the holidays, over that of a year ago was scheduled by the W. H. Buescher & Sons Co.

Miss Vokes, manager of the talking machine department of the May Co., stated trade in both instruments and records was splendid. "We closed out nearly our entire stock of the best grades of both Victor and Edison instruments," she said.

The Euclid Music Co., Victor Victrola and Edison phonograph dealers, located on upper Euclid avenue, has been doing a splendid business since opening last November. The management reports good sales of instruments and records and is highly pleased with the prospects.

Charles I. Davis reports the most satisfactory conditions. He states he did the biggest holiday

business of any previous season, and that his present trade is of the best.

Norman H. Cook, manager of the talking machine department of the W. F. Frederick Piano Co., took a run down to Warren Pa., and ate Christmas turkey with his mother. He says the company had the Victor goods this year and that the sales were large, the volume of last month's business being twice what he expected.

The graphophone department of the Marks Co. has been doing a very satisfactory business ever since the opening of the new store. Mr. Robinson, manager, stated that business was very good and that the holiday trade was fine. It being a "woman's store," it is becoming a fashionable resort for both ladies and gentlemen, and the musical feature is attractive.

SPECIAL DANCE RECORD BOOK

Issued by the Columbia Graphophone Co. and Compiled Under the Direction of G. Hepburn Wilson, M.B.—Will Be Found Convenient.

In recognition of the country-wide demand for dance music the Columbia Graphophone Co. has just issued an attractive four-page booklet devoted exclusively to this class of records. It is designed in several colors, the illustrations being appropriate to the type of dance music which they represent. The front and back covers show the four latest dances as they are actually danced, and the color scheme is effective.

The lists of Columbia dance records featured in the new booklet are compiled under the direction of G. Hepburn Wilson, M.B., one of the authorities on modern dancing, and his detailed knowledge of the music appropriate for the new dances was most invaluable in listing the various Columbia numbers. One-steps, Boston hesitation waltzes, turkey-trots and tangoes are all presented in this new booklet, which should prove a timely addition to the Columbia dealer in promoting the sale of dance records among his clientele.

CATALOG OF REPAIR PARTS.

Under date of December 19, the Victor Talking Machine Co. sent out to its dealers a new catalog of repair parts for the Victor automatic brake, repair tools and improved Victor fiber needle cutter. This catalog, which is up-to-date in every detail, takes the place of the repair part catalog issued September 1, which has been used to good advantage by the trade. The latest catalog features the usual illustrations showing the various parts mentioned in the pamphlet.

TAKES ON COLUMBIA LINE.

Among the recent additions to the list of Columbia representatives in near-by territory, are Samuel Weinstein, 54 Morrell street, Brooklyn, N. Y., and Seaver Bros., Fifty-second street and Third avenue, Brooklyn, N. Y. The latter concern has placed an unusually substantial order for Columbia machines and records, and has already laid the foundation for an excellent Columbia business.

THE VALUE OF THE "FOLLOW UP" CAMPAIGN TO DEALERS.

At No Time in History of Talking Machine Trade Was It So Necessary for Dealers to Be Up and Doing in Order That There Should Be No Backward Movement in Their Business—Territory Must Be Worked Energetically to Insure the Best Results.

One often hears it said that the talking machine business is a profitable one, and so it is, but not to the retailer who puts a sample instrument in his window and then expects to be immediately swamped with orders. What is required is well-directed and persistent effort, which can be counted on to bring results. The retailer must work his territory and see to it that the people in his district individually know that he sells certain instruments and records and what their merits are. A lady said recently, "I would not give one of those things houseroom." The "thing" referred to was a splendid talking machine, and one with which she would be satisfied, but her conception of it was based upon a cheap instrument she had heard several years ago, before the numerous improvements of the last few years had been made. In this particular instance the local retailer was mostly to blame. The woman had often been in his store. He knew she was fond of certain compositions, and yet he never once told her that a particular record had come in the last shipment and had it played for her. An ordinarily aggressive dealer would have sold that woman a talking machine months before she had made the remark mentioned above. In commenting upon this subject a successful retailer said, "When you get out and endeavor to dig up business it often happens that you can make a sale where you least expect to."

The show window has its place—an important place. Other factors all help in selling talking machines, but nothing can take the place of "follow up." Impressing this phase of the business some time ago, Geo. P. Metzger, the well-known advertising expert, handed out some excellent points. Among other things he said: "The follow-up is one of the biggest business getters in the talking machine trade, as well as others, and rivals in importance advertising and the quality of the goods itself. In laying out a follow-up campaign the entire public may be divided into classes as follows: First, the man who is interested and comes into the store for the purpose of making further investigations; second, the man who wanders into the store, but is not interested; third, the man who telephones or writes for information; fourth, the man who, while interested, has not called, telephoned or written; fifth, the man who is not interested in any way, and hasn't made any effort to find out the possibilities of the instrument, and so on down the line. No prospect who has shown the slightest interest in talking machines

either by calling at the store or writing should be allowed to get away without at least giving his name and address, and should receive the constant attention of the dealer until the sale is completed. The talking machine dealer should have a leaf from the book of the shoe salesman who never starts to make a sale until he has removed the shoe of the customer, for by that means the customer is prevented from leaving suddenly if dissatisfied, except in his stocking feet, and the salesman can present many arguments and show additional styles while the shoe is being replaced. Such a system could be readily instituted in the talking machine store.

TRAVELING MEN WHO ADVANCE.

One of the Requisites Is an Examination of Conscience to Show Whether Progress Is Being Made—Timely Topic Opening of Year.

How does the average traveling salesman of today account for the great success some of his fellow members of the craft have made, while he has not moved forward so rapidly? Some say it is luck, and others say greater advantages, while still others attribute it to opportunity, but the true reason why you have not advanced lies with yourself.

We live in an age where all men have equal chance at least to show their worth, and if you fail, it is because you have not trained yourself to think out the problems which stand in your way.

Pause and ask yourself: "How much real thinking have I done in the last year? Have I allowed some one else to think for me, while I have remained a cog in the wheel instead of contributing to the motive power that turns it? Have I grown with my position, or have I allowed my position to grow away from me?" Not until you can answer "yes" to each and every one of these questions can you hope to advance.

You often meet on the road men who have grown gray in the service and who know every telegraph pole from Maine to California, yet who are just where they were twenty years ago, while other salesmen stay on the road a year or so, are advanced to manager and so along the line to the general offices, and perhaps in the firm. The answer is, the man who advanced trained himself to think of nothing but advancement and permitted no other thoughts to enter his mind. By sheer force of will backed by ability he reached the goal of his desires.

"The great majority of those who are not inter-

ested in talking machines remain in that condition simply because they have never been approached. I know of a whole street in a Connecticut city where everyone owns his own home, and where a talking machine salesman has never made his appearance for the purpose of introducing the talking machine directly into the home. I would wager that I could go into the territory of practically any dealer and call upon ten families at random and find that only two owned machines, and of the balance six had never been approached by a salesman for that dealer. It is to remedy such a condition that the dealer should adopt a careful and systematic follow-up. A good rule is for the dealer himself to make it a point to call upon at least one new family per day, and introduce his line with the accompanying offer to give a demonstration, either in the home or in the store, as convenient."

CO-OPERATIVE INVESTING PLAN.

New Scheme of Encouraging Thrift Among Employees Put Into Operation by an Ohio Department Store—Has Many Points of Merit That May Interest "Talker" Trade.

A new plan for encouraging thrift among its employes has been put into operation in a prominent Ohio department store which may interest talking machine men. It is a co-operative investment scheme, the object of which is to promote saving and to assist employes desirous of making investments on small capital. The movement is being carried on under the head of a savings bureau, and it began work with a pledged deposit of \$4,100. This amount consisted entirely of pledges made by the buyers of the store. This money, together with other deposits received from the employes, will be deposited with a trust company at 4 per cent. interest until it has grown large enough to be invested. In addition to the interest paid, it is planned to pay dividends semi-annually on deposits of three months or more from the future earnings of the fund. A regular weekly or monthly deduction from the salaries of the employes making use of the bureau may be arranged by them if desired. The store paymaster will apply the deducted amounts direct to the employes' account in the bureau.

The Mead Stationery Co., which is one of the dealers on the books of the New York Talking Machine Co., ascribes its success to several reasons, chief among which are the quality of Victor products, the national advertising of the Victor Co., and the newspaper advertising of the company itself. The Mead Stationery Co. is to be congratulated on its latest advertising campaign, which is deserving of excellent results.

IN the clinches you can rely upon the **Ditson Victor Service.** Profits are contingent upon *our fast work*—and we know it.

STOP saying to your customers: "We haven't got it," because you can get it from **DITSON.**

FAST Victor service is our aim, and that we hit the mark is proved in our rapidly growing clientele of dealers.

ALL Victor Styles, records and parts, with a complete line of albums, cabinets and needles.

WE specialize upon Victor goods exclusively, and correspondence with dealers desiring the best in Victor service is invited.

Oliver Ditson Company, Boston, Mass.



Whether looked at from the viewpoint of art, reproduction, volume or tone, the Columbia Grafonola "Colonial," \$150, table design, is a winner for any line.



(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

QUICK RESULTS WITH EDISON DISC.

Hardman, Peck & Co. Report Excellent Volume of Sales in New Line During the First Fort-night It Was Handled by This House.

"We have closed a remarkably good business with the Edison disc line in the few weeks that it has been established in our institution," stated Ashley B. Cohn, of the wholesale traveling staff of Hardman, Peck & Co., 433 Fifth avenue, New York, the prominent piano house. "We had expected that the Edison line would be accorded a favorable reception by our clientele, but the instantaneous response to our advertising and that of Thomas A. Edison, Inc., has pleased us greatly.

"Although our Edison disc department has been established but a short time, and our department has only been completed recently, we have already closed a number of sales of the more expensive models to music lovers, who were greatly impressed with the tonal beauty of the new Edison disc phonograph and the fine quality of the Edison disc record.

"On the Saturday preceding Christmas our Edison disc department resembled a bargain counter in a department store, as, in addition to the regular clerks of the department, it was necessary to request several of the officials of the company, two members of the wholesale piano staff and several members of the retail piano warerooms to assist in taking care of our Edison patrons.

"The selling arguments on behalf of the Edison disc line are so varied and so numerous that the salesman is permitted to avail himself of a wide field in the presentation of his talk on the merits of the machines and records, but as a matter of fact a demonstration of one or two records of various types is sufficient to close the sale without any extended salesmanship. We are enthusiastic over the future of the Edison disc line in our house, and feel sure that 1914 will be an Edison disc year, as the consistent advertising of the disc product cannot fail to extract inquiries which become ready sales as soon as the machine is demonstrated."

SCHOOL CONCERT INTERESTS.

Pupils of North Union High School Enjoy Victrola Recital by Courtesy of P. W. Simon.

(Special to The Talking Machine World.)

UNIONTOWN PA., January 6.—One of the live- wire merchants in this city is P. W. Simon, the well-known Victor dealer, who is always on the lookout for opportunities to present the Victrola through mediums that are off the beaten track. In line with this policy Mr. Simon recently directed the giving of a concert in the auditorium of the North Union High School, at which the Victrola was featured. Last year each one of the Uniontown schools enjoyed a recital, but this was the first Victrola concert given in a township school. The 145 pupils assembled in the auditorium, and a program in two parts—the first half devoted to musical appreciation, and the second to popular concert—was produced. The concert was a marked success, due to Mr. Simon's careful supervision of all details.

DEALERS COMPLIMENT SERVICE.

Express Appreciation of Manner in Which the New York Talking Machine Co. Took Care of Their Requirements During Holidays.

"December 26 was truly a day of compliments from our many dealers," stated V. W. Moody, sales manager of the New York Talking Machine Co., 81 Chambers street, New York, the prominent Victor distributor. "Telephone calls, letters and personal interviews have been the mediums used by our clients to express their appreciation of the excellent care we have taken of them throughout this time of marked machine shortage.

"Our ability to satisfy all our dealers this season was due to our method of handling all requests and orders on a sound, reasonable basis. We made it a point this year to give everybody what they wanted and to give no dealer what he really did not want. We made this well-nigh ideal condition possible by means of telephone calls and personal conversations with our trade, emphasizing all the time that we would gladly co-operate with them in every possible way to best solve their selling problems. Although some of our dealers were not taken care of until the eleventh hour, the later machine arrivals were as promptly disposed of and as much appreciated as if they had been received in the first part of the season.

"This has been a record-breaking December for everybody. We are receiving many letters from our dealers telling of the excellent results they achieved this month, one letter on the top of this morning's mail reading as follows being a fair example: 'This was the greatest December I ever had. I am over \$3,000 ahead of last December, with another week to go. Best wishes to all.' This is from a small but aggressive dealer up-State.

"We have a very keen sense of appreciation of the patronage that our dealers have given us during the past year, not only during the holiday season but throughout the whole year. Every man in our organization has contributed to the work of co-operation we carried on in 1913, and our plans for 1914 include a still more detailed method of working in complete harmony and keeping in close touch with all our dealers."

NEW BOOTHS FOR BLACKMAN.

The Blackman Talking Machine Co., 97 Chambers street, New York, the well-known Victor and Edison distributor, has just added to its wareroom space two new booths, making ten in all. These new booths were completed two days before Christmas, and rendered valuable assistance in taking care of the holiday trade. The company is now utilizing all of the extra floor space which it acquired recently.

WOULD CURB ADVERTISEMENTS.

Minnesota Congressman Urges More Stringent Mail Laws to Prevent False Ads.

(Special to The Talking Machine World.)

WASHINGTON, D. C., January 9.—Laws preventing distribution through the mails of newspapers and periodicals that publish advertisements falsely representing articles proposed for sale were to-day advocated by Representative Steenerson, of Minnesota, before the House Inter-State Commerce Committee. Steenerson urged the enactment of Federal statutes prohibiting the sale or transportation of misbranded and misrepresented articles of commerce. He instanced numerous articles made in Germany, England and Japan which bore American names and were sold in this country as products of American labor.

The fundamental purpose of such a law, he explained, would be to instill honesty in business.

IMPORTANCE OF THE MOTOR

The Subject of Some Valuable and Informative Pointers in Circular Sent Out by the Victor Co.—Necessity of Regulation.

Under a recent date the Victor Talking Machine Co. sent out to its dealers an interesting letter on the proper adjustment of governor springs and barrel caps in order to permit of the regular running of motors. This letter treats in detail of the various causes of the irregular running of the motors, and mentions the different means that should be adopted to make the motor run true to form.

Among other things the company calls attention to the fact that the talking machine must be regulated more closely than a watch or clock, and should therefore be very carefully adjusted. It is suggested that it is unreasonable to expect an instrument which is supposed to reproduce the human voice or the most delicate tones of the violin in perfect time and tone to operate properly after being thrown about roughly by freight "hustlers" time and time again.

ENLARGE VICTROLA DEPARTMENT.

The Foster Piano Co., Troy, N. Y., which recently put in a large Victrola department under the management of Leslie C. Hathaway, has remodeled the ground floor of its building to permit of the installation of several sound-proof talking machine demonstrating booths. In the piano line the company handles the Knabe, Haines Bros., Foster and other lines of pianos and player-pianos.

OPEN "TALKER" DEPARTMENT.

The Gus Blass Co., Little Rock, Ark., has opened a talking machine department, with S. M. Field as manager. The Columbia line is handled.

CHEMISCHE
FABRIK

E. SAUERLANDT

FLURSTEDT
bei Apolda i. Th., Germany

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

Gramophone and Phonograph Recording

Sole Manufacturer of Wax "P." the best recording material for Berliner-cut.

A MAN SHOULD HAVE A CLEAR VISION OF HIS VOCATION

Says John Wanamaker, the Prominent Merchant, in a Recent Address Before the Leaders' Club of Philadelphia—Business Not a Matter of Mere Machinery—A Man Must Love His Business to Succeed in It—Must Be Something More Than Merely Making a Living.

The opinions of men who have scored a success in the business world are always valuable—that is, the views of practical men who have worked their way from the bottom to the top. Hence the recent address of John Wanamaker before the Leaders' Club of Philadelphia makes good reading because it gives a mental picture of the speaker and the elements that have gone to make him a leader in the commercial sphere. He said:

"Business is not a matter of machinery; it is not a great granite building; it is not iron and steel and rock; it is the human force that is in it. It is the man. What you are after, I am sure, is to see that every man becomes a better man and has a greater sense of responsibility and a larger vision of things that ought to be done.

"I would like to say to you that no business can be conducted from the outside. You cannot get it out of the newspaper or from some theory. It is the thing that is on the inside of it. It has got to be within us. You cannot learn it all in this convention. You cannot learn it all next year. It is something that must be in the human mind and in the human soul if it is going to come to anything.

"The brain and the heart of the organization are first of all the brain and heart of each individual. The best music box that was ever contrived is easily gotten out of order. You let it stand and it rusts. If you fail to wind it up in the right way it plays discord. The human heart and mind are like that. They have got to be wound up. They have got to be kept from rusting. You cannot think that you know it all.

The First Thing Is to Be a Man.

"Progress is the result of self-development. It implies self-direction. God never made a man just because he wanted one more man. He wanted you. He started you with a different shaped head, different face, different thoughts.

"When Garfield graduated from college the boys stood together talking. They said to him, 'Jim, what are you going to do?' He replied, 'The first thing I am going to do is try to be a man.' They then asked, 'Well, what about the rest of it? What are you going to do?' He said, 'I don't know. In the first place I intend to try to find out God's plan for my life and then to run along with it and not across it.'

"Did you ever hear that? That is worth your remembering—not to run across God's plan, because after all we are God's children, whether we are Jews or Gentiles, white or black. God is our Father; He is our helper and He wants us to succeed.

"I want to say to you again, progress is the result of self-development, self-direction of the talents and energies which were given to you. Someone else cannot manage your energies. I wish someone else could manage some of mine, but one cannot. We go zigzag and crooked before we know it. Something down inside of you, when you think of a wasted day, haunts you and makes you wish you could go back and do the day over.

Efficiency Is All-around Application.

"Efficiency, it seems to me, is an all-around application to the work in hand and untiring energy and patience. These to me are the foundations of success. Each man must understand the game as a whole. He cannot just pick up a little corner of it. He may do something, but I think it is an absolute necessity for a man to put the whole of himself into anything if he is going to get the success that his Heavenly Father wants him to have; that his mother wants him to have; that his company wants him to have.

"It is not a game to be played, a game to be enjoyed; not just enough to satisfy, but to do the very highest thing that you can. It is a wonderful inspiration to greater success for you. It is an influence on another man.

"There are some men that have genius, that can read a page of a book to look at it. Some men

get a great thought or vision and they believe they do not have to work. These visions will come, and they are capable of doing something very wonderful; but in a long life I have never seen great success like that. Here and there one may stand out prominently.

"I should say the first essential for any man to succeed in any business is to love it. If he does not love it he is likely to get tired. A man very easily drifts off to something else. The other side of the road looks better to him. When he gets there it is the same thing. You have got to love a business more than simply making a living or the opportunity to lay up some money.

"A man should have a clear vision of his vocation and manfully and planfully—not playfully—work it out."

REGULATING SIGN ADVERTISING.

An ordinance designed to do away with the cloth signs used to exploit special sales of doubtful merits has been put into effect in Portland, Oregon. The ordinance was backed by the local advertising club, and was originated at the suggestion of and under the direction of A. G. Clark, a member of the national vigilance committee of the Associated Advertising Clubs of America. It is called the cloth sign ordinance, and reads as follows:

"That it shall be unlawful for any person, firm or corporation to construct, maintain or tack any sign, banner or card constructed or made up in whole or in part of any combustible material, upon the outside walls, front, rear, sides or roof of any building or other surface, or over or upon any of the sidewalks within the city of Portland, excepting as provided in Section 2 of hereof.

"Signs, banners and cards not exceeding twenty square feet in area are not prohibited by this ordinance; provided, however, that not more than one of such signs, banners or cards shall be constructed, maintained or tacked within every twenty lineal feet.

"Signs, banners and cards provided for in Section 2 of this ordinance shall be securely fastened and attached to the building or surface upon which they are placed. No sign, banner or card, as provided for in this ordinance, attached to the outside walls of any building, shall project higher than its blocking course or fire wall.

"Any person, firm or corporation violating any of the provisions of this ordinance shall, upon conviction thereof in the municipal court, be punished by a fine of not less than \$10 or more than \$250, or by imprisonment in the city jail not to exceed sixty days, or by both such fine and imprisonment.

"The police department is hereby authorized to remove any and all signs, banners or cards which are now in existence or which may be hereafter constructed, maintained or tacked in violation of the provisions of this ordinance."

TALKERS BY PARCEL POST.

So far as we know the first talking machine concern to advertise the shipping of talking machines by parcel post was the Crafts Piano Co., of Richmond, Va. No doubt others have fallen in line, and the business of shipping machines by parcel post will grow. The following facts concerning the growth of the parcel post business will be interesting:

It was announced recently from Washington that the profits to the Government from the operation of the new parcel post system during the calendar year 1913 would be about \$30,000,000. The new system became effective on January 1 last. It was estimated that the profits for the first year would be about \$15,000,000, but the actual figures now in possession of postal officials convince them that the profit, instead of being \$15,000,000, will be \$30,000,000 for the first year.

This will be interesting news to railway officials, who have been contending that their roads were entitled to extra remuneration for carrying the mails on account of the operation of the parcel post. It is said that, even assuming that the contention of the railroads was correct, there still would have been a good margin of profit at the end of the calendar year 1913 after the payment of extra remuneration to the roads. If a parcel post adjustment were made along the lines suggested by some of the railroads, probably not more than \$10,000,000 of this \$30,000,000 would be due to the railroads as extra pay. The total income from the parcel post for 1913 will be around \$80,000,000.

The whole question of railway mail pay, that is, compensation to the railroads for carrying the mails, is likely to be readjusted next year. Immediately after the meeting of Congress in regular session in December, a bill will be introduced providing for this readjustment. The measure is now being drafted. It will seek to establish an entirely new method of paying the railroads for carrying the mails and do away with the present archaic method of computing the payment to roads.

The name describes the needle and the needle fulfills its tone— The PURITONE Needle.

FURNISHED in Puritone or your own envelopes packed in different sizes. Quality guaranteed. Price popular. Dealers can secure a sample package free. Send jobber's name with letter. Remember, a quality needle will help you; it means a profit and a following.

THE following is a new selling idea for needles, packed exclusively by us:

Instead of selling 100 or 200 needles at once, sell a thousand. We pack 1,000 assorted needles in a box, each box containing 200 of Extra Loud, Loud Opera, Medium and Soft. This is the "Special" Dean Packing. You can sell 1,000 instead of 100 and thus get 10 times the business.

Want the Puritone Needle samples?

JOHN M. DEAN
PUTNAM, CONN.



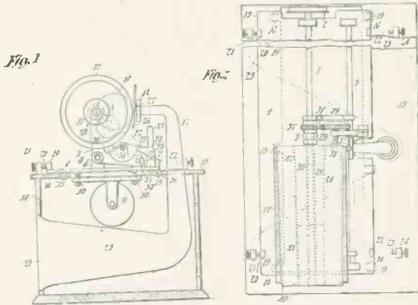
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

WASHINGTON, D. C., January 10.—PHONOGRAPH. Frank L. Dyer, Montclair, N. J., assignor to the New Jersey Patent Co., West Orange, N. J. Patent No. 1,081,374.

This invention relates to phonographs, and the chief object thereof is to provide a phonograph reproducer whereby cylindrical sound records of different diameters may readily be brought into adjusted position to be engaged by a reproducer stylus.

When it is desired to bring a cylindrical sound record of an external diameter different from that of a record for the reproduction of which the phonograph is adjusted into engagement with the reproducing stylus, the desired end may be encompassed either by movement of the phonograph mandrel or record-carrying support into proper position for the co-action of the record carried thereby with the reproducer stylus, or, the phonograph mandrel being stationary, the position of the reproducer may be adjusted so that the stylus carried thereby is brought into operative relation to the new record. In a companion application (Serial No. 509,040) filed on even date herewith, there are disclosed means operating by



the last-named principle, the mandrel having no movement toward and away from the reproducer, while the latter is carried by a sound conveying tube pivoted at such a point that the reproducer stylus may be brought into operative relation with records of different diameters by pivotal movement of this tube. In the present application, the reproducer is held in fixed position, while the adjustment for different sizes of records is obtained by movement of the phonograph mandrel toward and away from the reproducer.

Having this object in mind, this invention consists in the construction of parts and combinations of elements necessary or desirable for the carrying out of the desired objects.

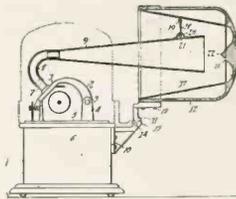
Figure 1 represents an end elevation of a phonograph embodying this invention, the inclosing cabinet being shown in section; and Fig. 2 represents a top plan view of the same, and a record of large diameter being shown in cross section.

PHONOGRAPH. Peter Weber, Orange, N. J., assignor to the New Jersey Patent Co., West Orange, N. J. Patent No. 1,081,352.

This invention relates to phonographs, and the object thereof is, broadly speaking, the production of a compact and efficient device for the conveying and dissemination of sound in the reproduction thereof.

More specifically, there is provided a structure wherein the cover for the phonograph is pivoted, and when in open position may be supported in such position that a sound conveying tube connected with the neck of the reproducer may deliver the sound waves set up by the vibration of the reproducer diaphragm into the interior of the said cover. The cover is provided in its interior with sound deflecting means, and means for conveying the sound so deflected smoothly to the open or bottom end of the cover, this sound conveying means within the body of the cover being of such a character as to amplify the sound.

Preferably, the open end of the cover, when the latter is in its open position, is forwardly directed, the cover being supported in a position at right angles to that in which it is placed when the cover is closed. The sound conveying tube connected to the reproducer is preferably supported within the cover and directs the sound waves against the inner side of the top of the cover, whence they are deflected forwardly with amplification to the open end of the cover and thence to the audience. By this construction, sound conveying and amplifying means of sufficient amplification are provided in a less space than would be



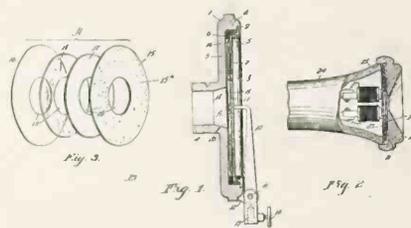
necessary if the sound amplifying horn were all in one structure, as is common, and a compact structure is thereby attained.

TONE-CLARIFYING ATTACHMENT FOR SOUND REPRODUCING OR TRANSMITTING INSTRUMENTS. Cora Stetson Butler, Cleveland, O. Patent No. 1,081,719.

This invention relates generally to tone-clarifying devices for use with sound producing instruments or machines, and has particular reference to a device of this character which is adapted to be employed within sound reproducers of prevailing types of gramophones, telephones and other such machines or instruments, and is capable of being applied thereto as an attachment without the necessity of making any change or modification in the sound reproducer.

The objects of this invention are to provide as an attachment for the sound reproducers of gramophones, telephones and other sound reproducing machines or instruments a tone-clarifying device which may be quickly and conveniently applied to existing types of sound reproducers; which controls the vibrations of the diaphragm, preventing its acting too violently and continuously and thereby eliminating the fluctuation or echoing effect of the tone which is usually present in the operation of the aforesaid machines or instruments; which is very durable; and which is simple and economical of production.

It is commonly known that, accompanying tones reproduced by machines or instruments of the



above class, there is an unpleasant grating or rasping sound which detracts materially from musical reproductions, and, in the case of the reproduction of speech results in a confusion of inarticulate sounds, and this very displeasing quality is most noticeable in tones of high pitch. In fact, it appears to increase in direct proportion to the rise in pitch, which would seem to prove that, as the vibrations of the diaphragm become more rapid and the sound waves produced thereby shorter, following each other in more rapid succession, there becomes an agitated condition of air and sound waves within the sound reproducer. In other words, the principal sound waves seem to be surmounted by smaller sound waves or false vibrations or fluctuations, the resulting effect of which is nothing more than a noise. It would seem to follow from this that if certain means were introduced in the sound reproducer which would obviate this confusion by keeping under

control the diaphragm and consequently the sound waves resulting directly from the vibrations thereof and which, at the same time, would interfere in no way with the delicate operation of the diaphragm, some, if not all, of the disagreeable qualities which are incidental to such instruments would be eliminated.

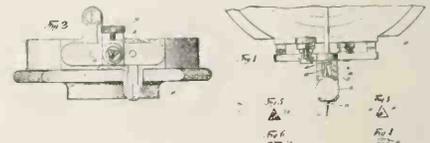
Whether the above theory is correct or not, it has been found by experiments that, by placing within the sound reproducers between the diaphragm and the parallel wall of the casing a device comprising a plurality of properly arranged discs of various sizes and materials, the reproduction of the tones are cleared of all impurities resulting from the false vibrations or fluctuations of the diaphragm, and the effect is practically the same in richness and clearness as the original production.

Figure 1 is a central vertical section through a sound box of a gramophone having a device of the invention applied thereto; Fig. 2 is a sectional detail of a telephone receiver, illustrating the manner in which the device is used with such instruments; and Fig. 3 is a perspective of the various elements which constitute the device, separated in order to show their relative sizes and positions.

DOUBLE-POINTED REPRODUCING STYLUS FOR TALKING MACHINES AND HOLDER THEREFOR. Edward T. Condon, Jr., New York, N. Y. Patent No. 1,080,328.

The invention has for its object to provide a one-piece reversible stylus having oppositely pointed ends, one of which may be of different character from the other if desired; and it has for a further object to suitably protect the inactive ends of such stylus.

Figure 1 is a front elevation of a sound box, stylus holder, partly in section, and the stylus



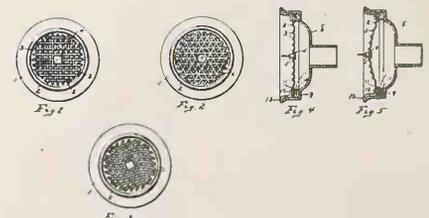
held thereby. Fig. 2 is a view of the under side thereof. Figs. 3 and 4 are respectively a plan and elevation of a guard for the stylus. Figs. 5 and 6 are respectively a plan and elevation of another form of guard.

Similar characters of reference designate corresponding parts throughout the several views.

The invention relates to a novel reproducing stylus or phonographic needle as employed in connection with rotating cylinders or discs in talking machines, and to a novel holder therefor.

DIAPHRAGM FOR SOUND BOXES. Pliny Catucci, Newark, N. J., assignor to Meisselbach & Bro., same place. Patent No. 1,080,953.

This invention relates to diaphragms for sound boxes used for recording and reproduction of sound upon the well-known phonograph, and more particularly relates to the form and structure of the diaphragm itself. Ordinarily, such diaphragms are made of glass, mica, celluloid, a thin sheet metal, as copper, bronze, etc., or any thin elastic membrane. It has been proposed to construct these diaphragms with concentric annular corrugations, or with radial corrugations, with the idea that such corrugations will more readily gather up and respond to certain sound vibra-



tions which a plain disc is incapable of responding to. From a series of experiments it has been discovered that by producing in the face of a metallic disc or diaphragm what is termed a grid formation of corrugation more delicate sound

vibrations can be recorded and reproduced than has heretofore been possible by the use of any of the special forms of diaphragms. In some cases it has been found that one shape or form of grid corrugation will respond more readily to certain delicate sound vibrations than a grid of another character, while such other grid will respond to sound vibrations which are apparently too gross for other forms of grid. Again, in some cases it is advisable to distort the disc from a true plain into a concavo-convex contour.

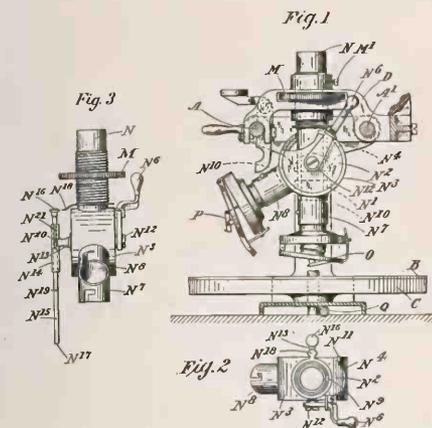
Fig. 1 illustrates the face of a diaphragm made in accordance with this invention with the rectangular form of grid. Fig. 2 is a similar view showing a triangular form of grid. Fig. 3 is a similar view wherein the grid is made up of curved corrugations so as to form the complete figure into rhombuses. Fig. 4 illustrates in cross section a sound box with a flat disc made in accordance with this invention. Fig. 5 is a view similar to Fig. 4, but having the diaphragm concaved outwardly.

TALKING MACHINE. Walter Hansen Rawles, London, Eng. Patent No. 1,080,231.

This invention relates to diaphragm carriers for talking machines and the like and is especially intended for use in that class of machine adapted to the immediate reproduction of matter recorded. In particular it is well adapted for use in the machine described in United States Patent No. 1,027,350.

The invention has for its objects to improve the working of such machine and to facilitate the general process of recording and reproduction.

It is known to provide a diaphragm carrier upon which reproducing and recording diaphragms are mounted upon a pivot at right angles to the plane of the diaphragms in order that either may



be swung around into position directly in front of the end of the speaking tube.

The present invention provides in a talking machine a diaphragm carrier comprising a holder for reproducing and recording diaphragms so supported as not only to be capable of being turned about an axis parallel with the planes of the said diaphragms to bring either into operative position upon the record tablet, but also to provide a straight, unbroken closed-in passage from the speaking tube to whichever diaphragm is in operative position.

The invention also provides for the employment of a fine adjustment for the diaphragm carrier whereby the recording and the reproducing stylus may be adjusted in relation to the recording tablet, and for the amount of adjustment necessary to be automatically indicated.

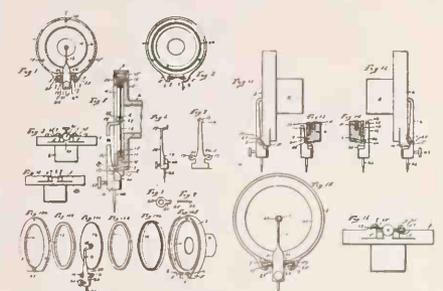
In the accompanying drawings, Fig. 1 is a side elevation of a disc machine upon which a diaphragm carrier according to the present invention is mounted. Fig. 2 is a plan of the diaphragm carrier dismounted from the machine, and Fig. 3 is a corresponding end elevation.

SOUND BOX. Pliny Catucci, Newark, N. J., assignor to A. F. Meisselbach & Bro., same place. Patent No. 1,080,954.

This invention relates to that class of sound boxes for the use in phonographs and talking machines wherein the disc record is commonly used,

although it may be used in connection with machines using the cylinder record; it relates more particularly to the improved form of stylus lever and its method of attachment to the body of the sound box, and is directed more particularly to the simplification of such parts with a view to the improvement of the results to be obtained, as well as the reduction of the cost of manufacture and quickness and facility of adjustment.

In the accompanying drawings forming a part of this specification, Fig. 1 is a front elevation of the complete sound box. Fig. 2 is a similar view with clamping ring and diaphragm removed. Fig. 3 is a side elevation of the complete box. Fig. 4 is a similar view of the box body. Fig. 5 is an enlarged sectional view on line 5-5 of Fig. 1. Fig.



6 is a side view of the stylus lever detached. Fig. 7 is a plan view of the stylus lever blank. Fig. 8 is a plan and Fig. 9 is a side elevation of the clamping washer. Figs. 10a, 10b, 10c, 10d, 10e and 10f are respectively perspective views of the several parts of the sound box arranged in the order in which they are assembled to form the complete box. Figs. 11 and 12 are respectively right and left side elevations of a modified form of sound box. Figs. 13 and 14 are sections through the right and left supporting lugs. Fig. 15 is a front elevation and Fig. 16 is an under plan view of said modified form.

STYLUS FOR SOUND-REPRODUCING MACHINES. James W. Owen, Lansdowne, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,080,924.

This invention relates to styli for sound reproducing machines, and particularly to those styli or needles which are adapted to be used in talking machines to reproduce sound from commercial sound record tablets.

It is customary, in reproducing sound in a sound-reproducing machine from sound record tablets with the use of an ordinary steel stylus or needle, to use the steel stylus but once, and when a steel stylus has once been employed in reproducing sound from a given tablet it is usual to throw it away and to replace it with a new steel stylus to reproduce sound from the same or another tablet.

After a steel stylus has been used to reproduce sound from a sound record tablet, the tip or point of the stylus is always worn to an appreciable extent and a sharp edge is generally formed thereon which tends to cut or unduly wear away the walls of the groove of another tablet, especially when that groove of the second tablet is not exactly of the same shape and size in cross-section as that of the first tablet, and particularly if that worn stylus would be placed at any other angle or in any other position than that which it occupied during the reproduction of sound in the first sound record tablet.

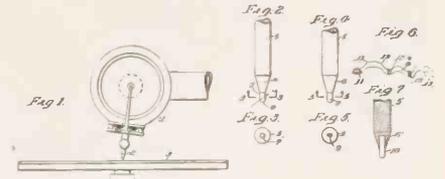
The object of this invention is to obviate the necessity of changing the stylus for each reproduction of sound from a sound record tablet, and to provide a stylus which may be used to reproduce sound from a large number of different tablets without substantial injury to the tablets. It has been discovered that when a sound-reproducing stylus is composed of tungsten, that stylus may be used repeatedly in reproducing sound from different sound record tablets without the necessity of re-forming the point of the stylus and without substantial injury to the walls of the sound groove.

Tungsten is considerably softer than steel, and,

generally speaking, would be expected to exhibit a much greater wear during the reproduction of sound from a sound record tablet, due to the abrasive action of the material of the sound record tablet upon that portion of the stylus in engagement with the tablet than would steel. It is found, however, that when a stylus is made of tungsten and is used in reproducing sound from a commercial sound record tablet, it exhibits peculiar and unexpected properties. Thus, during the first few revolutions of a sound record tablet, the groove of which is in engagement with a stylus made of tungsten does a new tungsten stylus wears more rapidly than does a steel needle of the same size and shape, but after that the tungsten stylus wears much more slowly than such a steel stylus does. As a matter of fact, after the first few revolutions of the sound record tablet, and the first wear has appeared on the surface of the stylus, the stylus wears so slowly as to be substantially negligible. The amount of wear which a tungsten stylus exhibits during the reproduction of sound from commercial sound records may be more readily understood when it is stated that when a steel needle is run only two or three times across a record the point of the steel stylus generally wears down sufficiently to form a shoulder and will injure the surface of the sound record groove to such an extent as will often render the reproduction of sound from the record very indistinct. A tungsten stylus, however, may be run over the same record 300 or 400 times before the reproduction begins to get indistinct.

After the tip of a tungsten stylus under the abrasive action of the material forming the sound record tablet has worn sufficiently to substantially fit the groove, the wear on the tip of a tungsten stylus is very slight. It would appear that after a certain amount of bearing surface between the end of the stylus and the walls of the sound record groove has once been obtained, the wear of the tungsten stylus is exceedingly slow.

Fig. 1 represents the sound box of a sound-reproducing machine provided with a stylus of



tungsten in engagement with a sound record tablet, the stylus being shown on an enlarged scale for the sake of clearness; Fig. 2 is a greatly enlarged view of one form of the improved tungsten stylus; Fig. 3 is a cross-sectional view through the tip of the stylus shown in Fig. 2; Figs. 4 and 5 show a modified form of tungsten stylus in which the tip is elliptical in cross-section; Fig. 6 is a diagrammatic view indicating a sound record groove on a greatly enlarged scale, and a cross-sectional view of the tips of the two forms of styli shown in Figs. 2 and 4 in the plans of the surface of the sound record tablet, and Fig. 7 is a further modified form of stylus.

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RECORD BULLETINS FOR FEBRUARY, 1914

VICTOR TALKING MACHINE CO.

POPULAR SONGS.

Table listing popular songs with columns for No., Song Title, and Size. Includes titles like 'You Need a Rag', 'Down in Monkeyville', 'I'm on My Way to Mandalay', etc.

Table listing various records with columns for No., Song Title, and Size. Includes titles like 'A Little Love, a Little Kiss', 'NEW DOUBLES OF FAVORITE SINGLE RECORDS', etc.

COLUMBIA GRAPHOPHONE CO.

SYMPHONY DISC RECORDS.

Table listing symphony disc records with columns for No., Song Title, and Size. Includes titles like 'Olive Fremstad Sings Wagnerian Numbers', 'Double', '12-in. Records', etc.

Table listing records from other companies like Prince's Band, Peerless Quartet, and others. Includes titles like 'Dreaming—Waltz (Joyce)', 'La Rumba—Tango (Brymn)', etc.

THOMAS A. EDISON, INC.

REGULAR LIST.

Table listing records from Thomas A. Edison, Inc. with columns for No., Song Title, and Size. Includes titles like 'Aida March (G. Verdi)', 'The Kerry Dance (James L. Molloy)', etc.

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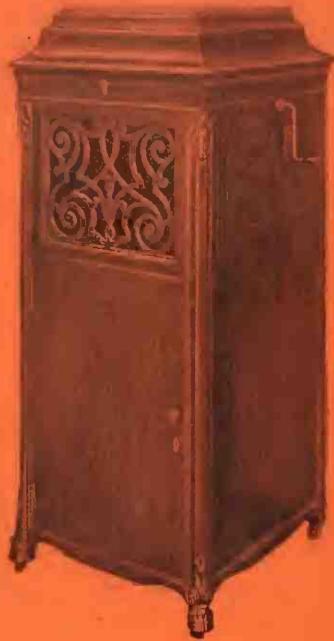
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