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.
Leading Jobbers of Talking Machines in America

Where Dealers May Secure

COLUMBIA Product

Ready, Full Stocks, and Prompt Deliveries from Convenient Shipping Centers all over the United States.

Distributors

- Atlanta, Ga.: Columbia Graphophone Co., 127 Peachtree St.
- Baltimore, Md.: Columbia Graphophone Co., 305-307 North Howard St.
- Birmingham, Ala.: Columbia Graphophone Co., 148-149 Fourth St.
- Boston, Mass.: Columbia Graphophone Co., 174 Tremont St.
- Buffalo, N.Y.: Columbia Graphophone Co., 622 Main St.
- Cincinnati, O.: Columbia Graphophone Co., 117-119 W. Fourth St.
- Cleveland, O.: Columbia Graphophone Co., 913 Euclid Ave.
- Columbus, O.: Columbia Graphophone Co., 153 W. 42d Street
- Detroit, Mich.: Columbia Graphophone Co., 114 Fourth St.
- New Haven, Conn.: Columbia Graphophone Co., 191-193 Whalley Ave.
- New York: Columbia Graphophone Co., 373 Fourth Avenue.
- Pittsburgh, Pa.: Columbia Graphophone Co., 231 Fifth Ave.
- Portland, Me.: Columbia Graphophone Co., 50 Huntington Ave.
- Providence, R.I.: Columbia Graphophone Co., 97 Washington St.
- Rochester, N.Y.: The Gratonola Company, 28 South Main St.
- Sacramento, Cal.: Kirk, Day & Co.
- Salt Lake City, Utah: New Mickey Co., 42 Main St.
- San Francisco, Cal.: Columbia Graphophone Co., 41 Main St.
- Seattle, Wash.: Columbia Graphophone Co., 131 First Ave.
- Springfield, Mass.: Columbia Graphophone Co., 818 Taylor St.
- St. Louis, Mo.: Columbia Graphophone Co., 100 Olver Blvd.
- Tiffin, Ohio: Tiffin Record Co.
- Washington, D.C.: Columbia Graphophone Co., 1222 O 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., 385-397 Sunnyside 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.

SANGER BROTHERS
Dallas, Texas

VICTOR Distributors

“We ship the same day.”

Southern Victor Dealers

Largest Stock VICTROLAS and RECORDS

Prompt shipment and low freight rates

Walter D. Moses & Co.
Oldest Music House in Virginia at North Columbus
RICHMOND, VA.

Edison Phonograph Distributors for the SOUTHWEST

All Foreign Records in Stock

Houston Phonograph Co., HOUSTON, TEXAS

NEW ENGLAND JOBBOURG HEADQUARTERS
EDISON AND VICTOR Machines, Records and Supplies
THE EASTERN TALKING MACHINE CO., 177 Tremont Street, BOSTON, MA.

PACIFIC COAST DISTRIBU TORS OF
VICTOR Talking Machines
STEINWAY PIANOS—LYON & HEALY "OWN MAKE" BAND INSTRUMENTS
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, 1878.
It is published every Saturday, and contains a thorough and exhaustive resume of all departments of the music trade industry.
Subscriptions are from 60 to 1250 copies.
It is conceded to be the most influential paper representing the music trade, and if you are interested in the music with which it deals, do not fail to receive this paper regularly.
Ask for a sample copy.
Regular subscription price is $1.00 per year.

EDWARD LYMAN BILL, Editor and Proprietor
373 FOURTH AVENUE, NEW YORK
FATTENING THE MAILING LIST.
How Dealers Can Double and Triple 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 before the Boy Scout limit, but (and this was the dealers thought), if Smith, Jr., ever heard that Ernest Thompson Seton record, Smith, Sr., would be very likely to dig into 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 Call. Patrol leader around to hear it," and clipped the card in the supplement in the list 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-600. Let us send you our collection of old 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 grandfather, or a schoolgirl. Some special suggestions went out with all sales. Lullabies were suggested for the baby, clam-bang band records for the schoolboy, plans of the new musical studies, war-time selections for grandfather, old-time melodies for grandmother, and always the choice of the "favorite selections" of the family. Out of this dealer's 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 warrooms, 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.—Robert L. Hollinshead has been appointed manager of the Victrola department of J. N. Adam & Co., the prominent department store in this city. Mr. Hollinshead, who was formerly with the L. W. Haussmann establishment, has accepted a position with Mason & Risch, Toronto.

ENTHUSIASTIC OVER TRADE OUTLOOK
H. B. McNulty, general sales manager of the Union Specialty & Plateing Co., Cleveland, O., manufacturer of the Union phonograph specialties, was a visitor last week to the offices of The Talking Machine Co., to receive personally information as to the progress of the business outlook, being enthusiastic over the rapid strides in popularization 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 office for the promotion 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 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 them and are said to be 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 month of waiting might have been endured by the dealer in the same way. At this time the consular reports will be readily seen that by the time a document had gone the round of the importing authority, it might be useless to those who had received it as a letter of interest."

Hollinshead Sees Miss Keller.
(In Advance of Press Announcement)
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. 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 investigations.

"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 electric 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 inverting an instrument, the phonograph, and playing 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 through the phonograph horn, and still better results were accomplished. The rapturous sounds seemed to afford Miss Keller the most enjoyment, probably because the vibrations of the music were clearer in the phonograph than could be achieved otherwise.

Mr. Edison did not place much importance on Miss Keller's impressions of 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., and who as company's 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 be received $25,000 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 was 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 received in the mail 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 in 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 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 nitrated celluloid is sufficient, a perfect replica of the record underneath is produced on the surface of the celluloid 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 celluloid as to cause it to follow the record without injury to it, which would be impossible 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, 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.

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY

EDISON

VICTOR

John Schoonmaker's Handsome Warerooms and Recital Hall.
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 Talking Machine Co.,
Camden, N. J., U. S. A.

Victor Distributors

Albany, N. Y. ..... Finch & Hahn
Altoona, Pa. ..... W. F. Frederick Piano Co
Atlanta, Ga. ..... Ehsen-Amstel Co.
Baltimore, Md. ..... Cullen & Hughes, Inc.
Binghamham, Ala. ..... Talking Machine Co.
Boston, Mass. ..... Oliver Dixon Co.
Brooklyn, N. Y. ..... American Talking Machine Co.
Buffalo, N. Y. ..... W. D. Andrews
Butte, Mont. ..... Orton Brothers
Chicago, III. ..... Lynn & Hearl
Cincinnati, O. ..... The Ault Co.
Cleveland, O. ..... The W. H. Busscher & Sons Co.
Columbus, O. ..... Perry & Whitla Co.
Dallas, Tex. ..... Sanger Bros.
Detroit, Mich. ..... Grundell Bros.
El Paso, Tex. ..... Emler Arms Co.
Galveston, Tex. ..... Thos. Guggen & Bros.
Honolulu, H. ..... Bergstrom Music Co., Ltd
Indianapolis, Ind. ..... Stewart Talking Machine Co.
Jacksonville, Fla. ..... Florida Talking Machine Co.
Kansas City, Mo. ..... L. W. Jenkins Sons Music Co.
Little Rock, Ark. ..... Rose P. Curnell Co.
Louisville, Ky. ..... Montgomerie-Richardson Music Co.
Moline, Ill. ..... W. H. Reynalds
Milwaukee, Wis. ..... Wisconsin Talking Machine Co.
Mobile, Ala. ..... Wm. H. Reynolds
Montréal, Can. ..... Berliner Gramophone Co., Ltd.
Nashville, Tenn. ..... O. K. Houck Piano Co.
New Haven, Conn. ..... Henry Morton
New Orleans, La. ..... Philip Weber, Ltd.
Nebraska City, Neb. ..... Standard C. M. L. Talking Machine Co.
Omaha, Neb. ..... A. Hope Co.
Peoria, Ill. ..... Putnam-Page Co., Inc.
Philadelphia, Pa. ..... Louis Burke
Portland, Ore. ..... Sherman, Clay & Co.
Richmond, Va. ..... The Corley Co., Inc.
Salt Lake City, Utah Consolidated Music Co.
San Francisco, Cal. ..... Sherman, Clay & Co.
Savannah, Ga. ..... Phillips & Crew Co.
Seattle, Wash. ..... Sherman, Clay & Co.
Spokane, Wash. ..... Sherman, Clay & Co.
St. Louis, Mo. ..... The Aeolian Company of Mo.
St. Paul, Minn. ..... The Aeolian Company of Minn.
Syracuse, N. Y. ..... The Whitney & Currier Co.
Toledo, O. ..... Robert C. Rogers Co.
Washington, D. C. ..... E. F. Dryer & Sons

Victor-Victrola XI, $100
Mahogany or oak
THE TALKING MACHINE WORLD.

UNIQUE RECORD ALBUMS
CONTAINING SIX PAGES OF INDEX

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

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.

CINCINNATI, O., January 9.—The local branch of the Phonograph Co., of Cleveland, which entered the holiday 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 one 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 Graflexola, '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 boom 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 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 Victrolas shows 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 Graa 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.

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.

(With Special to The Talking Machine World.)

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

In the regular period, that is, from December 1 to January 1, the demand was very well distributed, with one dealer reporting with beat his 1912 record, the margins being more than a hundred per cent. Then, to leave no doubt as to whether business was fair, everybody who received a new “talker” Christmas showed it to a “talkerless friend,” and frequently got on his coat and went downtown giving another in the same. And subsequent to this the demand for records overwhelmned dealers.

Manager Harry Rupp, of the talking machine department of Grinnell Bros., said: “We beat last year by about 80 per cent. This means much more than is considered. Grinnell Bros. are Victor dealers with a large mill to sell, both to local stores and their own, and last December did a holiday business that seemed to be beyond ordinary common. “The demand was very well distributed during this period, with no dealer being more than a hundred per cent. High-priced machines still maintained their good lead, though.”

“Mr. Strasburg was as busy as Mr. Rupp, though, like Mr. Rupp, he has a big force of salesmen. He is the talk of the floor in person, selling his machines. Mr. Strasburg had the advantage of having 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 low-priced machines, which is what 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 business, 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 to balance 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 $5 machines to the $200 ones. So we were in fairly good condition all along.

“We sold 90 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 space with Victorolas and Colombias, 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. Apparitions of new records are made, with the gift of the machines of the holidays, and the 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.

3 EASY SELLING SPECIALTIES

FOR EDISON MACHINES

EXTRA PROFITS are waiting for you, because every Edison owner 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 in Sound Box in jewel case, $5; nickel or oxidized, $4.
* Union No. 1 in Jewel Box, $5; nickel or oxidized, $4.
* Union No. 1, Nickel, $5; oxidized, $4.
* Union No. 1 and Union Sound Box, $5; nickel or oxidized, $4.
* Union No. 1 and Sound Box, in Jewel Case, $5; nickel or oxidized, $4.
* "Two Phonographs in One" and Dealers' Prices. Sent free on request.

THE TALKING MACHINE WORLD.
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.
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.

59 Lakeside Ave., Orange, N. J.
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 showwindow 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 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.

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. Hirshberg in the Philadelphia Evening Telegraph, “that music, like other emotion stirring stimuli, 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 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 paid upon them and irritate them when sick.”

He then speaks of Miss Alice E. Gettier, 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 follows: ‘The day she left the institution a request comes from a patient, whose recovery a few days before had been very short. He pleases to have her piano played near her room and to play Schumann’s ‘Traumerei’ (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 the phonograph out of the shop, you sell several to his patients 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 prosperity.

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 delicious sweetness. “When it’s that 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.

“There’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 red, by God! 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!”

“Wrong! I tell you!” decried the debaters with fierce wattles.

“Why, if every customer calls to hear a certain record, suppose there is a tough meal before you. The name of Irving Gillette is stamped upon the box lid.”

“I don’t give a ——!”

“Told you!”

“Told what?”

“Told you!”

“Wrong! I tell you!”

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 news is invaluable to you.

Oh, there is no doubt, Mr. Dealer, about this knowledge being a trade bringer. Just a bit of advice in conclusion: When your neighbors are so excited over a certain record 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 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

THE TALKING MACHINE WORLD.

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 Informatve 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., manufacturers 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. for an injunction to restrain the manufacture and sale of a German machine known as the Parlograph on the ground of patent infringements, it became plain that the new American field is now open to foreign talking machines."

The decision is said to form the spring wedge for the importation of all foreign talking machines and records, and marks a departure 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 American Graphophone Co., of 11 Wall street, and the Columbia Graphophone Co., of 142 Water street, are the two American firms that the Parlograph suit an infringement. The defendant referred the matter to the New York Supreme Court, 412 Vesey street, and made contract to sell 1,000 machines. Then the suit was brought.

The American Graphophone Co., through its attorneys, Mauro, Cameron, 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. McArthur, of Bridgeport, Conn., all of which patents are said to have been in force and effect, under which plaintiff relies, since the adoption of the plaintiff's machine on the market.

Shelby R. Cameron, a patent lawyer, counsel for the plaintiff, said in an affidavit that he has made a study of the art of producing sounds, and that he found in the parlograph every feature claimed by the Macdonald patent. Edward V. Easton, president of the American Graphophone Co., and the Columbia Graphophone Co., and the Columbia Graphophone Co., said that for years prior to 1896 his company was in litigation with the Edison companies. In 1890 this was settled and contracts entered into, which are still in force, under which the American Graphophone Co. is allowed to use the Edison patents.

The defendant then alleged that the alleged infringement of the Edison patent in the Parlograph suit an infringement. The American Graphophone Co. has recently brought suit to enforce them; and consequently there is no ‘prior adjudication’ 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 four other 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 handed 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 patent in question. No motion granted.’"

When seen by a representative of The Talking Machine World, C. A. L. Massie, of the firm of Cameron, Lewis & Massie, counsel to the American Graphophone Co., stated that the newspaper account was somewhat overwritten, 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 PHONOGRAPH 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 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 American Parlograph 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.

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SECURE EDISON DISC AGENCY.

(Hislop Co. has handled musical instruments, and it is making the public acquainted with its plans in imposing announcements in the local newspapers.

HISLOP CO. SECURES EDISON LINE.

(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.

"Standard" music needle

built like a watch

artistiC, clever, compaCt

toggle joinT, powerful

IT does noT sheeR

iT cuT she

retainS chipS

now iN the hands of your jobbeR

Standard Gramaphone
Aplpliance Co.

173 Lafayette St., New York
I realize: representatives of Germany and America: San Francisco: Philadelphia: Trade Representatives: business better for 1914?

business sense.

Money Order. means greater expansion of business for those whose financial in-

lyze our various policies and systems?

the talking machine as a product the existence of which would be

interested in disposing of these popular creations.

have become acquainted with good music.

IT means the best in music has been carried from the concert

ARTISTS internationaIly famous, in both the vocal and instrumental

That the present position of the talking machine has advanced

The industry has great possibilities and are we all making the

For quite a period a large proportion of our population viewed

Then, if we consider the manufacturing department, it must

I t means the best in music has been carried from the concert

we view the great plants, limited in number, but vast in space, it

must be admitted that the manufacturers of talking machines have

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 not be warranted by the con-

ditions which surround the talking machine industry.

Take, for instance, a public exploitation in which talking ma-

chines are offered on terms which are not in accordance with sound

business methods, and which seem to us to be superficial and un-

called 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 ma-

chine 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 these 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 get his money back. Can you beat it? Not

very well—machine, records, music for a month at no cost.
THE TALKING MACHINE WORLD.

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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 disastrous 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 chapel with which it 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 ragtime, 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 every receivables and then tries to get his money out of it is not grasping the 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.

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 sold as new machines? And the records, too, may be badly managed.

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 advertisements reach the smaller towns, and possible customers go into the talking machine merchant 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 arguments, or they have to make concessions which they could not be compelled to do in order to close sales.

Now, this unsatisfactory and unwholesome condition is useless, because there is no industry in the world that is as well protected, as classified in every way, affording ample protection to bother and retailers as the talking machine business. Yet, here are some houses that deliberately jump in, and while they do not advertise prices, they annihilate sound business principles by offering alluring terms which are not justified under the existing conditions.

Here are some business moves which we fail to understand, why is it necessary to emphasize too long a period in which the customers and simply a gamble on the man's keeping it. and even if he salesmen's time, the cartage both ways, the pro rata selling is not worth of records for a month for a five dollar note? The salesmen must be unprofitable for themselves, and which will have an adverse effect upon the entire trade.

Is there any profit in giving a man a $100 talking machine with 30 worth of records for a month for a five dollar note? There is no salesman's time, the cartage both ways, the pro rata selling is not worth of records for a month for a five dollar note? The salesmen must be unprofitable for themselves, and which will have an adverse effect upon the entire trade.

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The bait is too good-too alluring-and many will snap at it,

In other words, it is a perfectly fair proposition, and one 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.

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

Various notions are too good-too alluring—and many will snap at it, because it has been put forth by department stores of reputation and standing.

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THE TALKING MACHINE WORLD.

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.

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 Twin Cities 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. There is no question but that they were in clover, - much of the business was high grade.

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 looney business. We received six carloads of Edison instruments just before Christmas and one carload of 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.

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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. The 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.

SELECTED TO THE TALKING MACHINE WORLD.

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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

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.)

Indiansapolis, January 7.—Christmas trade in the talking machinery business here exceeded all expectations of the dealers, who assert that the holiday trade of 1912 was nearly twice as heavy as that of 1911. Talking machines and records were scarce articles around the stores when the doors closed on Christmas Eve. The Columbia Graphophone Co.'s local branch thrust out 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 warerooms 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 programs 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 Yasque, 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.
those words which appear on a little blackboard in the talking machine business a comparatively strides with the Columbia line. The firm has been enabled the firm to better handle the customers. have added to the attraction of the store and en- has put in two handsome soundproof rooms which been of the most encouraging character. is going some, for the reports right along have passed the sales for any previous month and this store show the December business to have latest records was extremely heavy. Roberts, of E. F. Droop & Sons Co., makes very thing else.

for December, 1912.

so happened during several months of the year of every year has been the banner month, while it for statistics show that the month of December when these words appeared, the sales force business holidays.

This statement means a great deal 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 every- thing 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 some, 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 en- abled 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.

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-sawn 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.

SALTER MFG. CO.

Makers of Salter's Patent Felt-lined Shelf Cabinets

BEST MONTH IN TWENTY-TWO YEARS

Says Manager Dennison of Baltimore Branch of Columbia Graphophone Co. When Talking About Business for December—His State- ment Coincides with the Views of the Lead- ing Talking Machine Men in That City.

(Special to The Talking Machine World.)

BOSTON, Jan. 16.—"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 every- thing else.

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The Sanders & Stayman Co., Inc., also had a fine showing on the Victor and Columbia lines which they handle. Hammann & Levin have put in two new soundproof booths for the benefit of customers for Vic- tor talking machines which they handle.

THE FIBRE NEEDLE MASTERPHONE.

Latest improvement introduced by the Master- phone 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. Clausen, president of the Masterphone Corporation, 157 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 talk- ing machine dealers throughout the country, as evidenced by the fact that we have on our books at the present time, the names of 300 aggressive deal- ers handling the Masterphone, with our clientele increasing every day.

"From the standpoint of the consumer, the Mas- terphone 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 Master- phone has prompted us to perfect another device which will be designated as the fibre-needle Mas- terphone, utilizing, as its name implies, a fibre needle, instead of a steel one. This latest Master- phone 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 per- fected 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 prop- er 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 enthu- siastic over the clear and natural sound of their own selections.

The basic principle of the fibre-needle Master- phone is the same as the original device with cer- tain 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, practi- cally has no wear on the record.

"The retail selling price of the fibre-needle Mas- terphone, 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 Wassamaker Expedition to the North American In- dians, 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 Presi- dent 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


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 in 1912, there is every reason to suppose that 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 sale of the $200 machine the past season, attributing it chiefly to the tightness of the money market, which is particularly noticeable in the East, and the predominance of the dance craze, for dance records is stretching out to all parts of the country, the strongest feature of the sales for the past year is the enormous sales of the lower priced machine, particularly during the Christmas trade of former years. The machines of the higher priced types, the $75 and $100 machines that the prospective buyers have asserted, on the other hand, that the manufacturers and distributors were in attendance at the Hardman, Peck & Co., 326 Broadway, New York.

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 the predominant feature of the trade with some of the dealers was not satisfactory manner, there is no doubt but that the Columbia trade with some of the dealers was not.

In Canada through Berliner Cram -o-phone Co. Cram -o-phone Co.

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

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 Pardee-Ellenberger Co., Inc.
BOSTON, MASS.
NEW HAVEN, CONN.
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 Co-
lumbia business during the holidays, and the pub-
llicity given the Grafonolas was due in no small
measure to advertising "stunts" which originated in the fertile brain of Manager Eris-
man, of the Columbia. Four good-looking young
women were stationed about the store, each wear-
ing 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 satisfied sales, and the large staff of clerks
felt a bit relieved that the holiday rush is over.

Edison Business Outfits in Demand.

The company's quarters are conveniently situated
in the downtown section of the city.

The Trade In Boston And New England

By J. W. Scott on his Recent Trip Through
New England in Behalf of the Edison Disc
Maker Of...NEEDLES W. BAGSHAW...ESTABILISHFD...1876...YALE, MASS., USA...WORLD'S LARGEST... W. BAGSHAW... NEEDLES... THE NEEDLE WITH TWO TONES... DESIGNED AND MADE OF DULPLEX TONE... MANUFACTURER OF TALKING MACHINE NEEDLES... W. BAGSHAW... THE NEEDLE WITH TWO TONES... MANUFACTURER OF TALKING MACHINE NEEDLES... W. BAGSHAW... THE NEEDLE WITH TWO TONES... MANUFACTURER OF TALKING MACHINE NEEDLES... W. BAGSHAW... THE NEEDLE WITH TWO TONES... MANUFACTURER OF TALKING MACHINE NEEDLES... W. BAGSHAW... THE NEEDLE WITH TWO TONES... MANUFACTURER OF TALKING MACHINE NEEDLES... W. BAGSHAW... THE NEEDLE WITH TWO TONES... MANUFACTURER OF TALKING MACHINE NEEDLES... W. BAGSHAW... THE NEEDLE WITH TWO TONES... MANUFACTURER OF TALKING MACHINE NEEDLES... W. BAGSHAW... THE NEEDLE WITH TWO TONES... MANUFACTURER OF TALKING MACHINE NEEDLES... W. BAGSHAW... THE NEEDLE WITH TWO TONES... MANUFACTURER OF TALKING MACHINE NEEDLES... W. BAGSHAW... THE NEEDLE WITH TWO TONES... MANUFACTURER OF TALKING MACHINE NEEDLES... W. BAGSHAW... THE NEEDLE WITH TWO TONES... MANUFACTURER OF TALKING MACHINE NEEDLES... W. BAGSHAW... THE NEEDLE WITH TWO TONES... MANUFACTURER OF TALKING MACHINE NEEDLES... W. BAGSHAW... THE NEEDLE WITH TWO TONES... MANUFACTURER OF TALKING MACHINE NEEDLES... W. BAGSHAW... THE NEEDLE WITH TWO TONES... MANUFACTURER OF TALKING MACHINE NEEDLES... W. BAGSHAW... THE NEEDLE WITH TWO TONES... MANUFACTURER OF TALKING MACHINE NEEDLES... W. BAGSHAW... THE NEEDLE WITH TWO TONES... MANUFACTURER OF TALKING MACHINE NEEDLES... W. BAGSHAW... THE NEEDLE WITH TWO TONES... MANUFACTURER OF TALKING MACHINE NEEDLES... W. BAGSHAW... THE NEEDLE WITH TWO TONES... MANUFACTURER OF TALKING MACHINE NEEDLES... W. BAGSHAW...
STANDARDIZING A SYSTEM OF TONE PRODUCTION.

The Efforts of Prof. Bertrand de Bernyz, Pres. den't 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 stronger 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 efforts 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 that he devoted all the time portion of the day to this interview, keeping score of waiting ones on the crowded porch of his laboratories, while that of Prof. de Bernyz explained in minute detail the success of tone production and its applicability to the natural laws. He also made demonstrations on his own, as a pupil, of the system.

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.

The extraordinary resemblance of E. A. Randolph, Vt., to Mr. Edison led the Edison \textit{Record Service} to send a new Columbia grand to the First Baptist Church, 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.

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 exceptiona deal. However, he states that he finds this no handicap in his business.

COLUMBIA GRAND FOR CHOR 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 \textit{EDISON CYLINDER} and \textit{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 Grafonolases 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 agency, 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 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 of Dallas. 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 agency, 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.

Two new artists will be introduced in the Edison new Amberol 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 represented in the March list by Punchinello, 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. Heim, 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. Heim later became connected with the Philadelphia Symphony Orchestra, and later was engaged as first trumpeter of the Boston Symphony Orchestra under Dr. Muck. Mr.- Heim’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.

TWO NEW EDISON ARTISTS

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

E. A. Jahn, Baritone. G. F. Heim, Trumpeter. represented in the March list by Punchinello, one of Max Heinrich’s famous songs, and he renders it in a masterly manner.

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MOTORS FOR TALKING MACHINES.

Gehrbruder 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.
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 enormous demand but our service was excellent and was appreciated.

New York Talking Machine Company
TALKING MACHINE INTERESTS OPPOSE THE KAHN LAW.


WASHINGTON, D. C., January 10.—Talking machine interests are very active in opposition to what is known as the Kahn Act. Indeed, a 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 law in the courts to prevent the fixing of a resale price on talking machines, records and accessories.

Already the talking machine manufacturers are up in arms 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, which is no longer enough of a menace. 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. It has not even 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. It touched the manufacturing interests of the country, and the injury it might do is real.

The Purpose of the Kahn Law.

The purpose of the Kahn law, as most of our readers are aware, is to protect foreign manufacturers and dealers in their protest against the American patent protection for their device, following the end of the exposition.

The present status of the new law is to prevent the manufacturers from exhibiting patented features abroad which they have patented under foreign patents.

According to the Kahn Act, which is known as the Kahn Act, the makers of the machines would be restricted in their ability to exhibit patented features abroad. This is because the act does not actually justify the resale price.

The Kahn Act has been introduced to prevent the manufacturers from exhibiting patented features abroad which they have patented under foreign patents. The Kahn Act is to protect foreign manufacturers from the competition of the American manufacturers.

The Oldfield Bill.

The Oldfield bill is set for opposition in the House of Representatives during the next few weeks. It is a bill to amend the Kahn Act by striking out the words "and other lines," which is to be considered by the Patent Office to unpopularity and injury, and not because he wanted to serve the manufacturers. However, the bill is set for opposition in the House of Representatives during the next few weeks.

The Oldfield bill as it stands. The Oldfield bill was introduced by Representative Oldfield in the House of Representatives during the next few weeks. It is a bill to amend the Kahn Act by striking out the words "and other lines," which is to be considered by the Patent Office to unpopularity and injury, and not because he wanted to serve the manufacturers. However, the bill is set for opposition in the House of Representatives during the next few weeks.

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The first sale of a Columbia Record is the beginning of a steady business that 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.)

Sr. 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.

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 city dealers were 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.

Koerner's Brunner Music Co., Victor jobbers, has erected a sound-proof booth at its wareroom as a part of its display of stock for sale. That is, the booths are for sale, rather than demonstration purposes.

The Thiebes 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. Twibbott, recently of the Scruggs, Vandervoort & Barney department, has joined the Thiebes talking machine sales staff.

Harry Levy, talking machine manager at Anselin Hall, Chicago, has found 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 talking machine 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 machines, the $75 model, but we and the dealers realized that in time to turn enough of this trade to the $100 styles to cover that on this. I think generally the last Christmas goes onto the record as a capital 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 Vander Voort 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 Segar'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 wareroom 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." Manager Robinson has the handsomest room of the lot and his 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 $675 tango dance machine, 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 the pianos and the larger values 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, III.; R. D. Wall, Mexico, Mo.; Humphrey Drug Co., Vandalia, Ill.

The Columbia Graphophone Co. closed arrangements recently with the prominent piano house of Otto Wisser, whereby this concern will install a Columbia department in its Jersey City store. Otto Wisser 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, 300 Grand street, Brooklyn, who closed negotiations recently for a complete line of Columbia products. He is enthusiastic over the prospects for business.
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 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.

**A NEW TALKING COMBINATION.**

Dictagraph, of Detective Fame, Hitched to Talking Machine for Purposes 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 used by the police in showing up graft and political corruption, both from business and social viewpoints.

Mr. Turner has been experimenting with several of the liveliest conventions ever held by the association, both from business and social viewpoints.

Following the meeting, it is the intention of the executive committee 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 factory to gain an idea of the increased facilities for turning out machines and records.

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 will serve to attract all those distributors who have the public good 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 seated, are, from left to right: W. H. Reynolds, Mobile, Ala., treasurer; George E. Mickel, Omaha, Neb., vice-president; J. C. Roush, Pittsburgh, Pa., president; Perry B. Whitstil, 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.
PAYER 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. Squier's son, G. Harry Squier, and indorsed Grace H. Squiers, Brill Brothers. Mrs. Squiers was the wife of G. Harry Squier. 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. Squiers. "The bank's notary did not know the address of Mrs. Squiers. He sent one notice to her, care of Henry Squier's Son, 20 Church St., the maker. It is alleged that this could not constitute due notice for her of reasonable diligence to satisfy the obligation of the bank. He also sent a notice addressed to Mrs. Squiers, with the address, "Clevedon" and a tuition stamp attached thereto. It was enclosed in the envelope addressed to Brill Brothers, 47 Conlandt 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 in so much the last time within which to give notice to the anteindorser that the holder had the same time within which to give notice to the anteindorser that the holder had a dishonor. They failed to forward the notice to the indorser. It is conceded that Mrs. Squiers 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. Squiers to Brill Brothers. It seems to us that if they had 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 pays that only thing he can see wherein the dealers could be bettered, would be the establishing of the rule for the charging of interest on deferred payments, and even that the believers 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 installment 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 of the Fleetwood 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.


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 committee looking towards an association of stockholders in railway and industrial corporations. I approve of this heartily, but I would go further and unite in a national league the manufacturers 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. The 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 intend 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 as it has never seen before. "Trade is the most important thing in the United States, and it is through enterprise 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 clientèle, 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 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 numeral is engraved 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 key lost and a new one 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 the fact he'd made for himself how much time and how many opportunities were wrong, and how much money was wasted by indefinite, as he called them. So he adopted for one of his mottoes: 'Guess quick and stick to it.'"
PRESIDENT HUERTA PLEASED

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 of one of my recent 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 Gramaphone 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 1913, 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


"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 Lippencott street, New York. "Although the year 1913 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, with all this, 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."
$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—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.
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 Under-cooperation Considered—Credit Co-operation Price Proportionately 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. As a result, 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 three days not a lawsuit, but power and lead.

The next step in the progress for the improvement of mercantile agency service consisted in the subscription of a number of associations for the show of twenty-five years ago, you see those who have been in credit work for a good many years can appreciate how the exchange of credit information has been developed.

We passed through a time in reaching present conditions where 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 overfervently 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; contrarywise, we find that such offense on the part of a member of our association to-day would be almost certain grounds for expulsion on the part of a member of our association.

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 and freely exchanging information for the 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 application he 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, he asked the 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 a lawyer. He realized that he could not get any good information, and had been told that the protection of 160,000 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 is not the exchange of information of larger interest in the same embraced 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. We have, see the new things that are proposed, can be filed away most conveniently.

The record albums are made by the National Publishing Co., have a large diameter of favor throughout the trade by reason of their durability, accuracy of design and finish. The joint 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 existing cabinets. We believe in all the psychological research possible, we believe in the tabulation of every bit of data that is in order and useful, that the facts are understandable to the ordinary man, we may make use of them. We believe in practical salesmanship, that is to say, in having men who understand what they are about. To succeed, the idea of putting them up to the man in front of them so that they will know what is being talked about, and that they will believe you in your own 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. To the salesmen as a class, the essential requirement of the salesman 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 have to have the psychological knowledge of the trade they call upon, consequently the teaching should be in the most simple language.

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., 220 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:

"Our 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 nothing to be lost by keeping New Year's resolutions; no, it is only a waste of time. Why not, 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."

"We carry on post-graduate schools. There are times when we are busy today 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 not only the inculcation of the facts, but the inculcation of the wisdom of the things and wise counsel in all their doings. We believe as these things are taught, 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 existing cabinets. In this respect they are the indexes for the trade, for through the aid of record albums they can be filed away most conveniently.

The record album trade is proving quite a trade to advance, by gradual steps, the rate limit 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 installment 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 in respect to interest on installment payments. However, Mr. Foster has encountered some opposition to the plan, but expects to convince the objections 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 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 dulness 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 $36 to $300. 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 are placing expanded orders, that they may get their stocks up in normal shape once more.

The outlook for the coming year seems to be bright at all points. 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. Hols, of Kenosha, Wis., who recently installed the Edison line, and W. J. Augustine, Fonda du Lac, Wis., and John R. Boll, 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., 792 Grand avenue, enterprising retail Victor concern, that it has put out two new outdoor 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 3108 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 surprisingly 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 Tapping Machine Co.

The Edmund Grain Music House met with unusual success during the holiday period and Victor sales climbed to a new high mark, says Paul A. Steeger, 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 room 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 Julie Steiner, manager of the 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 owner of a well-known house. This once 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 $216,310.08, and assets of $211,760.81.

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 all indications are that these gains will 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. The manufacturer recoups his losses on the cut price by the sale of other articles at or above reasonable price.

The manufacture of copy has 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 manufacture of inferior goods as a matter of 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. If 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 advertising.

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 practices involved in the particular actions were actual or virtual monopolies, and these decisions have stemmed 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 and marketed by Senor Alvaro Malbran, 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 TALKING MACHINE WORLD.

A HANDSOME ORDER BOOK.


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 curious 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 closing of many sales.


Mr. Dealer:

$witky $service $spells $success

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
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.

Marianne Matzenauer.

New York.

December 13, 1913.

Berlin, 1 pkg., $148; Budapest, 85 pkg., $8,061; Dublin, 1 pkg., $299; Guayaquil, 9 pkg., $372; Havana, 7 pkg., $970; Milan, 5 pkg., $456; Monterey, 49 pkg., $4,308; Port Arthur, 19 pkg., $904; Porto Porto, 12 pkg., $499; Rotterdam, 23 pkg., $149; St. Johns, 6 pkg., $160.

December 27.

Callao, 17 pkg., $1,083; Cardiff, 1 pkg., $179; Guayaquil, 14 pkg., $1,023; Havre, 4 pkg., $322; Lisbon, 14 pkg., $479; London, 287 pkg., $5,128; Manila, 7 pkg., $508; Milan, 9 pkg., $2,709; Murcah, 3 pkg., $113; Rio de Janeiro, 8 pkg., $587; San Chin, 4 pkg., $111; Vera Cruz, 31 pkg., $1,450.

January 3, 1914.

Malaga, 3 pkg., $463; Bahia Blanca, 9 pkg., $497; Belfast, 8 pkg., $211; Bradford, 7 pkg., $191; Brussels, 3 pkg., $142; Callao, 27 pkg., $1,305; Copenhagen, 22 pkg., $1,218; Havana, 28 pkg., $711; Havr, 6 pkg., $250; Liverpool, 27 pkg., $8,139; Manchester, 7 pkg., $495; Monte Carlo, 7 pkg., $618; Naples, 2 pkg., $207; Newcastle, 8 pkg., $287; Rio de Janeiro, 4 pkg., $318; Sheffield, 6 pkg., $319; Sobreroah, 9 pkg., $319; Valparaiso, 13 pkg., $411.

TELEGRAPH ERROR RULING.

Company Not Responsible Unless Gross Negligence is Proved.

Marianne Matzenauer.

New York.

Our Foreign Customers.

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


Made for the Talking Machine World, 373 Fourth Avenue, New York.

New idea in cabinet talking machine.

The Columbia Phonograph Company, New York, has secured the rights to a cabinet talking machine from the original inventor.

WANTED.

Wholesale man to sell Victor good, exclusive; must have a knowledge of the trade in New York City and surrounding countries; employment on a salary and commission basis. All communications held strictly confidential. Address: Messrs. West, Maynard Lane, 65 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.

Have an entirely new idea in a cabinet talking machine, and would like to hear from anyone 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 the position with chance of advancement; must be steady and a hard worker. Write giving full particulars. Address "No. 600," care The Talking Machine World, 373 Fourth Ave., New York.

Do you know how best to improve your business? Try pianos and player-pianos.

We have the best player-piano proposition in America, bearing 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 well.

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 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 illuminated 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

NORTHKEIN, NORTH SAY, WEST CHICAGO AVES AND C. M. AND ST. PAUL R. R., CHICAGO
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 decided 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 both with the Government and with his employes. The wage-earner is beginning to understand there is a limit to what he is entitled and can earn from an economic standpoint. The business man feels there is a limit to what he 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 employes. The Government is beginning to view the situation as calling for safe and sane legislation.

"In other words, during the past year or two, we have attempted to undo and straighten out a condition which has taken many years to develop, and extreme measures are now being recognized as indisputable. The so-called trust seems ready to submit its methods and show a disposition to peacefully adjust its affairs. The Government apparently invites such adjusting with the President as spokesman. The bankers, who have been so much agitated over its restrictions, has taken many ears to de-
F. H. Stillman, of the Pardoe-Ellenberger Co., Ways Whereby the Jobber Can Promote the Right Kind of Men on His Traveling Force.

Many men prominent in the phonograph trade have discussed this subject with various ideas. 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 between himself and his lines is to hire those kind of men on his traveling force, calling at regular intervals on the dealer.

The kind of traveling man I have in mind should have the exact same interest as my individual dealer, 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 information and 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 become the 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 provision, for the credit man; 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 the ways and means of 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.

PREVENTING FREIGHT LOSSES.

Caution on the Part of Consignor in Checking Weights and Rates and in Watching for Loss or Damage Will Save Much Trouble.

A large part of the delay and trouble experienced by shippers, in the matter of claims for freight overcharges and in the securing of prompt adjustment of claims for loss or damages, is attributable to negligence on the part of the receivers (consignees) of freight, who frequently are not interested in the overcharge or loss or damage, either knowing nothing of it or ignoring it.

With the purpose of securing co-operation and improved methods on the part of receivers of freight, they should weigh their freight and check their bills, and the records and their value as a permanent monthly provision, in the securing of prompt adjustment of claims for loss or damage.

The kind of traveling man I have in mind should study his territory in a thoroughly scientific manner, and make regular visits to his dealers at regular intervals on the dealer.

The receiver of freight should likewise require the proper notation to be made on the bill by the receiving agent in the case of loss or damage apparent at time of delivery, and in the case of concealed loss or damage he should make an immediate report to the delivering agent.

With the view of securing co-operation of the receivers of freight, we recommend the preparation of a small blank, six by three inches, to be used by the delivering agent in the transmission of bills of lading or shipping tickets of the following form:

Important—Weigh your freight and check your rates. Examine goods before accepting. Do not give clear receipt if damaged or short. We hold a clear receipt for the transportation company that the goods have been delivered to them in first-class condition.

To prevent overcharge carefully check the weights of bills received against those of the consigned freight. Have rates verified when you have reason to believe they are incorrect. Insist upon agent correcting charges to basis of actual weight.

Require agent to endorse upon original freight bill shortages disclosed at time of delivery, and in case of damage to make notation on freight bill of the time and extent of damage.

Concealed loss or damage disclosed after delivery upon opening a package should be immediately reported to the delivering agent, and an exception requested with statement of the facts disclosed.

A TRADE VETERAN HONORED.

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

An affair of much interest was held this week at the Carlos Hotel, 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, is a member of those who succeeded 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 & Atlin Co., until the latter concern was put to the millionaire. 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. Swiftly, who acted as toastmaster, and I. Davena. 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 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 featured, as the Columbia Tar Heel is generally recommended 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. Some of his conclusions are as follows:

"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 by one who made it by no means so prosperous, but he had succeeded beyond reasonable expectations. He was prominent in the world of science, and his statement was as follows:

"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 a little. 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."

We 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.


Ninety-five per cent. of the dealers of my acquaintances less worry than the world at large if you "help." It is an everpresent source of annoyance and trouble to them, and I have often listened to their really serious complaints 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 to help the dealers to understand them and make easier the journey to the goal of profit and success.

But first of all, I think it will do more harm than good if I do not speak the truth, and say that 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 Importance of Training.

To pay poor wages is the greatest extravagance that a man can be guilty of. The dishonesty of an employee 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 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 omissions in the hope of receiving a raise in pay, or to avoid the slow-moving trolleys.

It would surprise some of my friends if I knew that their clerks are just as dissatisfied with their work 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 may reply, "I would like to keep him."

Don't wait for your help to pick up knowledge. You must be constantly alert to train your help. You either tie strings around your customers at one time and to do sales must result.

You understand what I mean by 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 caliber.

About once a month I invite the entire force, from the manager to the youngest of the boys, to what at some remoter point 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 have been careful beforehand to try to bring to the meeting at least one new idea or suggestion of improvement to be discussed in open meeting.

The routine 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 threshed 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 deliberate on methods of 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 great and as agreeably surprised as I was. You will get valuable help from the errand boy who has been out in the street not only with wages, but you 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 invested your help's interest in his work. A 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 and pick it out and how you may cost some money at first to adopt many of their suggestions, but in the long run you profit by them.

It will surprise me, I confess, if you tell me that you have not noticed your help's interest in his work; you find pleasure in trying to bring their efficiency nearer to the 100 per cent. mark; you actually give them 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 comparison of competitive line products. Let them relate how certain difficulties were克服ed, 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 Appeared 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, four acts of living tableaux with characters in costume who pantomime the acting and singing of the principal 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, and rendered their respective selections as they would on the operatic stage, a Victrola furnished the actual voices of Caruso, Gadski, Dessin and the other famous artists. Accompanied by the pipe organ and piano.

It is interesting to note, by the way, that John Wanamaker is personally a Victrola enthusiast, and when, in his handsome daily paper, a new Victrola was 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.

Benjamin Switky.


The Importance of Training.

To pay poor wages is the greatest extravagance that a man can be guilty of. The dishonesty of an employee 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 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 omissions in the hope of receiving a raise in pay, or to avoid the slow-moving trolleys.

It would surprise some of my friends if I knew that their clerks are just as dissatisfied with their work 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 may reply, "I would like to keep him."

Don't wait for your help to pick up knowledge. You must be constantly alert to train your help. You either tie strings around your customers at one time and to do sales must result.

You understand what I mean by 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 caliber.

About once a month I invite the entire force, from the manager to the youngest of the boys, to what at some remoter point 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 have been careful beforehand to try to bring to the meeting at least one new idea or suggestion of improvement to be discussed in open meeting.

The routine 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 threshed 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 deliberate on methods of 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 great and as agreeably surprised as I was. You will get valuable help from the errand boy who has been out in the street not only with wages, but you 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 invested your help's interest in his work. A 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 and pick it out and how you may cost some money at first to adopt many of their suggestions, but in the long run you profit by them.

It will surprise me, I confess, if you tell me that you have not noticed your help's interest in his work; you find pleasure in trying to bring their efficiency nearer to the 100 per cent. mark; you actually give them 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 comparison of competitive line products. Let them relate how certain difficulties were克服ed, 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 Appeared 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, four acts of living tableaux with characters in costume who pantomime the acting and singing of the principal 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, and rendered their respective selections as they would on the operatic stage, a Victrola furnished the actual voices of Caruso, Gadski, Dessin and the other famous artists. Accompanied by the pipe organ and piano.

It is interesting to note, by the way, that John Wanamaker is personally a Victrola enthusiast, and when, in his handsome daily paper, a new Victrola was 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, Calif., 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 decided gain over previous seasons, notwithstanding the 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 those 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 especially hard after record business.

F. Anglemier, manager of the wholesale department at the local Columbia warerooms, says he managed to clean out on Christmas Eve, especially of the $60 types.

He was heavily stocked with the high-priced machines, and the more expensive styles moved well for instance, while he could still make deliveries at holiday time, his warerooms were practically swept clean on Christmas Eve, especially of the $60 types. For December he was left without a half-dozen 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 $60 machines, $100 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, manager of the wholesale Department at the Columbia Graphophone 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 Victorolas 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 Victorolas. A great many people are taking lessons and find the Victor a great aid in their home practice. 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 warerooms 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 $500 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. Dolebeer, 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 demonstrations 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 split the 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 bawling 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."
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
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 and practical cutting tool for the express cutter, and prevents waste and enables one to get from 12 to 15 per cent. faster. No. 2 is a popular cutter for anyone making the tool especially easy to operate and affording the most powerful cut of any tool made.

Order from your regular Distributor—we sell to Jobbers only

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

WADE & WADE, 3807 Lake Ave. Phone, Douglas 8105 CHICAGO, ILL.
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 good orders for both machine and records. You simply cannot stop this marvelous talking machine business."

**Have Good Exhibit**

Schem Brummm, president of the talking machine record, music and music roll cabinet, this city, have a most interesting exhibit of their extensive line at the furniture manufacturers exhibition building at 1477-1479 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 reside in the Western territories, 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 scalpels. 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 state of health. F. A. Wiswell, assistant manager of the house, will give the retail department his direct supervision in addition to his other duties.

**Klingersor Progress.**

In a chat with The World, Louis Schram, treasurer and general manager of the Klingersor Talking Machine Co. of America, said: "Everything indicates a position for a large number of taking orders for our machines by February 1. Theodore Isaac, our president, returned from Europe recently, where he made arrangements with the Klingersor Talking Machine Co. of Germany, whose works are at Hannau, for the construction of our American works. The key to the present sales is the tone production of the Klingersor machines, and this move assures our getting the remarkable reproduction in the machines we make here that has made the European Klingersor products famous."

**Lightning Tom** Dead.

Thomas W. Gray, well-known among Lyon & Healy customers as "Lightning Tom" because of his lightning dispatch as a cashier, died suddenly on Tuesday of this week of heart trouble. He had been with the talking machine department of Lyon & Healy for eight years, first as a helper, then as cashier and department head. He was a great favorite in the house and his death is keenly regretted. He was forty-three years of age and leaves a widow and a little daughter of thirteen. L. K. Cameron took entire charge of the arrangements for the funeral, which was held at the house. Manager B. B. Blackman and Miss Leasing, of the record department, sang. The pallbearers were Messrs. Fitzgerald, Marion, Nuppener, 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 cemetery.

**Remembered Their Dealers.**

The Talking Machine Co. sent to each of the dealers with whom they do business a handsome gift 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.

Miss Marion Cockrell is the latest addition to the visitors department. Miss Marion Cockrell is the latest addition to the visitors department.

L. K. Cameron, manager of the Chicago office of the Columbia Graphophone Co., will travel for them in the State of Iowa hereafter, succeeding E. W. Graham. J. W. Roose, secretary of the return order and stock goods department, succeeds Mr. Radix in the order department. Both men have been given well-deserved promotions.

**New Peninsula Avenue.**

The Salter Talking Needle Co. of this city, who has been making a special steel needle for some time, is now putting out on the market a diamond point needle for disc records, which is said to be indescribable. Last a lifetime and will not injure the record. It retails for $3. The diamond point needle, Mr. Soyer says, is covered by the patents covering his oil 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 for a big stock replenishing order from those who received gifts of "cabinet less" machines, and who will therefore soon be on the market for means for storing their records.

**Business Good.**

S. O. Wade, of Wade & Wade, and the inventor of the excellent fibre needle 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 1911 became a fact.

**Visitors and Personals.**

Among the visitors the past week or so were the following: Mr. Schmidt, of the Schmidt Music House, Mascotia, Ia.; W. H. Aten, Baraboo and Madison, Wis.; E. H. Jackson, proprietor of the Talking Machine Shop, Rockford, Ill.; Mr. Klauser, La Porte, Ind.; both members of the firm of Manor Bros., Hesbon, Ill.; Charles Heiman, Sturgis, Mich.; C. S. Visitors and Personals.

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L. K. Cameron, manager of the Chicago office of the Columbia Graphophone Co., received many Christmas presents with no doubt, but none that he values more than a diamond banded gold watch and a diamond banded gold chain, embroidered with the emblems of the Knights Templar of which he is a member. It was accompanied by a letter expressing some views not altogether favorable, to Mr. Beber. "Presented by employees of the Columbia Graphophone Co., Christmas, 1913," was the legend engraved on the beautiful mem-
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.
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. Wilmot'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 ad-

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 direc-

BIG RESULTS IN LOS ANGELES.


(Special to The Talking Machine World.)

Los Angeles, Cal., January 8—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, Max, 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 Geo. J. Birkel Co. also experienced an un-

THE TALKING MACHINE WORLD.

ECLIPSE PHONOGRAPH COMPANY
A. W. TOENNES & SON
203 Washington Street, Hoboken, N. J.
JOBBERS OF
Edison Disc and Cylinder Phonographs
Exclusively
Dealers of New York and New Jersey
Write for terms and discounts.

Shipping Edison Disc Phonographs to Customers in Fall River.

manager of the talking machine department of the Venturi, Los Angeles, and reports a good business for the season in both Columbia and Edison lines.

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. R. 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.

J. 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 E. G. Dun & Co., indicate a considerable expansion in the country's business mortality as compared with the preceding year. Total insolvencies numbered 13,667, and involved $972,280,068 of defaulted indebtedness, against 15,452 suspensions in 1912, when the liabilities were $203,117,291. As is customary, the heaviest losses of the year oc-

Failure for 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.

Failures by quarters for year 1913.

<table>
<thead>
<tr>
<th>Quarter</th>
<th>1912 Liabilities</th>
<th>1912 Liabilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>First quarter</td>
<td>$76,832,277</td>
<td>$65,919,183</td>
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<tr>
<td>Second quarter</td>
<td>$78,486</td>
<td>$56,018,794</td>
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<tr>
<td>Third quarter</td>
<td>$81,037,215</td>
<td>$44,990,000</td>
</tr>
<tr>
<td>Fourth quarter</td>
<td>$89,249,124</td>
<td>$35,522,127</td>
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</tbody>
</table>

Total, year 1912 $203,117,291, 1913 $198,590,061

LIGHT AND THE WINDOW DISPLAY.

Dark blue reflects 0 per cent. of the light falling upon it.

Dark green, about 10 per cent.

Pale red, more than 10 per cent.

Dark yellow, 20 per cent.

Pale blue, 20 per cent.

Pale yellow, 40 per cent.

Pale green, 40 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.
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 moat" for those dealers interested in quick and frequent turnover of capital.)

THE TRADE SITUATION IN PHILADELPHIA.

Trade for December Surpassed All Expectations, Being Almost a Third Larger Than It Was. Most Optimistic Regarding the General Outlook for 1914—Dealers, Without Exception, Exceedingly Well Pleased with the General Situation.

(Particularly in 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 about one 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 for what they believe is 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 popular range 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 that 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 organizers of the association are very anxious that the matter will be brought out in some way, for the companies do not use sufficient machinery for telephonic communication, and at a recent meeting it was suggested that the two signees shall be placed 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.

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 in comparison with last. Beginning December 1, Mr. Eckhardt sent 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 that 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.


Clifford K. Ely, the live-wire road ambassador for the Columbia Graphophone Co., arrived in 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 approval 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.
REVIEW OF TRADE CONDITIONS IN ENGLAND IN 1913.


(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 most important events it will be necessary for me to quickly survey the situation immediately preceding the festive period. 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 pressed 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 a necessity 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 four months ending December altogether has been a boom month for the Edison disc, which was expected last year, but has not appeared until this past year, yet credit is due the different efforts that have been put to practical use although doubtless the invention of Edison possesses far more claims to a place in the upper class of record than the Edison disc has. There is fiat accompli in America. One day we may see by this means the one-time prejudice and dislike of all mechanical music, entirely do away with the total satisfaction of the problem, and says complete success is not far distant. He claims that his "photo-phonograph" entirely do away with old machines and the ordinary solid record. Under his system they are entirely reproduced sounds, either in the media of light, electricity and compressed air. A practical demonstration of the invention is promised in the near future. There is good reason to think that it will succeed in producing a 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 that the real future of sound recording will be revealed with the perfection of the method of photographing sound. It is true that the Edison disc is at present the only one of its many points of practical interest, yet credit is due the different efforts that have been put to practical use although doubtless the invention of Edison possesses far more claims to a place in the upper class of record than the Edison disc has. There is fiat accompli in America. One day we may see by this means the one-time prejudice and dislike of all mechanical music, entirely do away with the total satisfaction of the problem, and says complete success is not far distant. He claims that his "photo-phonograph" entirely do away with old machines and the ordinary solid record. Under his system they are entirely reproduced sounds, either in the media of light, electricity and compressed air. A practical demonstration of the invention is promised in the near future. There is good reason to think that it will succeed in producing a 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.

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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 slides 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.

It must be regarded as a progressive step in machine construction. In any case it is more or less an expensive luxury.

A direct result of the ragtime craze, which pre-dominated 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—the record manufacturers generally to the listing of better-class records. This furnishes a remarkable index of the educational influence of the gramophone. Popular hits still are 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.

The volume and quality of the reproduction is excellent, and the instrument itself is as yet in Preconceived estimates. Many record makers have not received an amazing stimulus during last year.

The most important asset is not inconsiderable amount of the total issues. Out-of-print records, which at one time formed a rising ground. A direct result of the ragtime craze, which pre-dominated 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—the record manufacturers generally to the listing of better-class records. This furnishes a remarkable index of the educational influence of the gramophone. Popular hits still are 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.

The ordinary method of construction came under considerate notice in talking machine circles. Coming to records we find that much the same conditions exist on the mechanical side as in 1912. In any case it is more or less an expensive luxury.

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 activates 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.

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 of the most 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 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.

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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 many a firm has great difficulty in accruing experience upon which to base their claims for remedying the certain and many hardships inflicted by the copyright system.

It is worthy of mention that during the year, Newfoundland, Australia and other British Possessions passed legislation adopting the act.

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 several other "name" disputes of comparatively unimportant interest. Of the former, the "H. M. V." trade mark was the subject of infringement by a series of parties under court ordering the destruction of the infringing apparatus, and an enquiry as to damages. The second case concerned the name "Invicta," W. A. Barrand & Co., (Messrs. John Abrahams), as to damages. The application to register the word "infringement of the infringing apparatus, and an enquiry 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 al- located the word to Messrs. Barrand, 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 pending proceeding should be dismissed. 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. who had succeeded in restraining the now defunct Lyric Record Co. from using it. Kalloque v. Blum and Blum v. Kalloque, presided exceptional interest, but after a preliminary bout in the courts a compromise was reached to the satisfaction of all parties and beyond record- ing the fact, there is no occasion to enter upon a discussion of the case which has been the subject of various columns from time to time during the year. 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 the most important. Four months experience of the cheap record policy makes it manifest that it cannot continue. Every new industry, by the law of competition, must sooner or later find a level. As things go on it is a young industry, a matter of a few years, yet already it has been directed almost into the gutter. One's interpretation of a common policy is evident from the inflated prices of recent events. In this respect, the cylinder business is one long cry for its almost total extinction. The closing down of the Edison factory and now the Clerkenwell factory promises the immediate extinction of the one that had been affected by the utilization the word had been registered. The Judge held that it had not and therefore the pending proceeding should be dismissed. A nominal fine of forty shillings was imposed.

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Melodrama," one of Massenet's masterpieces, sung by Charles Lecocq, with the violin in the hands of no less than Michaa 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 represented in this pressing 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-about 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 follows:


Marvelous Maggie Teyte—another Columbia exclusive—a popular favorite—a singer of records that sell—a magnet for your store.

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

NEW YEARS 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 sellers 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 of P. J. Towell, one of the busiest men in the city.

Miss Young reports the biggest holiday and midwinter talking machine business the McMullin's ever had. Profiting by the experience of former years, the managers orders 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 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 Collister & 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 gets 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 manager, 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, basking 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.

Columbia Graphophone Company
Woolworth Building, New York

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 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 C. D. Shroy Bros., Fifth and 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 See Unopened Books of Salesmen. Territory Must Be Worked Energetically to Insure the Best Results.

One often hears it said that the talking machine business is a good 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 house-room."" 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 com- positions, 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 sub- ject 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 expert, said, "Have I allowed one some one else to think for me, while I have re- mained 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 every one of these ques- tions 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 ad- vanced to manager and so along the line to the general offices, and perhaps in the firm. The an- swer 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-

THE TALKING MACHINE WORLD.
Quick Results with Edison Disc.

Hardman, Peck & Co. Report Excellent Volume of Sales in New Line During the First Fortnight 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 trade. "Mr. Simon, 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 clients, 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 total 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 one of the most marked results of various demonstrations 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.

UNIONTOWN, Pa., January 6—One of the 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 music. He is of the opinion that the salesmen are not doing all that we would expect from their present methods 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.

Woud Curb Advertisements.

Washington, D. C., January 8—Laws preventing distribution through the mails of newspapers and periodicals that publish advertisements falsely representing articles proposed for sale were (so-advised 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 Victory 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 motors 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 remodelled 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 Bisss Co., Little Rock, Ark., has opened a talking machine department, with S. M. Field as manager. The Columbia line is handled.

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 W. V. 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 $1,000 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."


Columbia Graphophone Company
Woolworth Building, New York
A MAN SHOULD HAVE A CLEAR VISION OF HIS VOCATION

Says John Wamamaker, the Prominent Merchant, in a Recent Address Before the Leaders’ Club of Philadelphia, Business 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 sage advice of John Wamamaker 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 matter of quantity; it is not a mere list of 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 connection. You must learn all next year. It is something that must be in your human mind and in the human soul if it is going to come to any thing.

"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 got out of order. You can stand it rests. 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 wounded from within.

"When God created 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 to try to be a man.' They then asked, 'What about the rest of you? 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, but to run along with it. If you run across, you are going to get the second-best thing. You are going to 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 voca tion 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 passed by the City Council of Portland, Oregon. The ordinance was backed by the local advertising club, and was originated at the suggestion of and under the direction of A. C. 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 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 such sign, banner or cards shall be constructed, maintained or tacked within every twenty linear 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.

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

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 style.

When it is desired to bring a cylindrical sound record of an external diameter different from that of a record for the reproducer, the phonograph mandrel 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 tube pivoted at a point on the phonograph mandrel and when in open position may be supported in proper tube pivot movement of the reproducer whereby cylindrical sound record of different diameters may readily be brought into active relation to the new record.

In a companion application (Serial No. 508,040) filed on even date herewith, there are disclosed means operating by

preferably, the open end of the cover, when the latter is in its open position, is forwardly directed, the cover being at 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 reflected 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 obtained.

The objects of this invention are to provide as an attachment for the sound reproducers of phonographs, 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 fluctuating or echoing effect of the tone which is usually present in the operation of the aforementioned machines or instruments only and which is simple and economical of production.

It is commonly known that, accompanying tones of high pitch, there becomes an agitated condition of the air and sound waves within the sound reproducer. This invention relates to diaphragms for sound reproducing or transmitting 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.

This 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 another object to suitably protect the inactive end of such stylus.

This invention relates to novel reproducing styli or phonographic needle as employed in connection with rotating cylinders or discs in talking machines, and to a novel holder therefor.

Ordinarily, such diaphragms are made of glass, mica, celluloid, a thin sheet metal, as copper, brass, etc., or any thin elastic membrane. It has been proposed to construct these diaphragms with concentric annular corrugations 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 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 are obtained.

This invention relates to diaphragm carriers for talking machines 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 mode 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 plane of the diaphragms to bring either into 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, so that the amount of adjustment necessary to be automatically indicated.

In the accompanying drawings, Fig. 1 is a side elevation of a disc 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.


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 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 employment of a modified form of stylus lever and of the method of attachment of said lever to the box, as a means of effecting 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, Fig. 1 is a front elevation of the complete sound box. Fig. 2 is a similar view with the clamping ring and diaphragm removed. Fig. 3 is a side elevation of a modified form of 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 enlarged plan view of said modified form.


This invention relates to sound reproducing machines, and particularly to those stylus 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 ordinary steel styli or needles, to use the style steel but once, and when a steel stylus has been once employed in reproducing sound from a given tablet it is usual 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 recording tablets 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 wear 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. It is the object of the invention to produce a greatly enlarged scale for the sake of clearness; Fig. 2 is a greatly enlarged view of one of the improved tungsten styluses; Fig. 3 is a cross-sectional view through the stylus shown in Fig. 2; Figs. 4 and 5 show a modified form of tungsten stylus in which the said modified form of tungsten stylus is elliptical in cross-section; Fig. 6 is a diagrammatic view indicating a sound record groove, a greatly enlarged scale, and a cross-sectional view of the tips of the two forms of stylus shown in Figs. 2 and 4 in the plans of the surface of the said sound record tablet, and Fig. 7 is a further modified form of stylus.

No honest purpose is ever wasted and no honest desire ever remains unanswered.

THE TALKING MACHINE WORLD.
VICTOR TALKING MACHINE CO.

POPULAR SONGS.

1748 You Need a Rag (Kermit Moore)....Stir.
1749 You've Got a Including the Southern States (Harriet Parker)....Stir.
1750 I'm on Jimmie (Daniel Povey)....Stir.
1751 Arthur Collins-Byron G. Harrigan (J. W. Fulton)....Stir.
1752 Ukulele Jessie (Cuba Dancer)....Stir.
1753 Do You Want a Roll (J. W. Fulton)....Stir.
1754 By the Old Violin (Domino Pulcini)....Stir.
1755 That's True, M'Boy (J. W. Fulton)....Stir.
1756 You Did (You Know You Did) (Gilbert's-Maid)....Stir.
1757 All the Bells in Town (G. W. Bush)....Stir.
1758 You're a Pal and I (Gray-Vallette)....Stir.
1759 I'm Afraid I'm Beginning to Love You (Gonzo Wilkerson)....Stir.
1760 I Want a Little Pig (Jackie Clark-Jessie Welty)....Stir.
1761 I'm going to Call in the New Year (London and Byron)-Vocal Quartet (London and Byron)....Stir.
1762 New Year's Eve (Guitar band)....Stir.
1763 Missoula (C. H. Murphy)....Stir.
1764 I'm Just Crying for You (McCarthy and Murdock)....Stir.
1765 I'm Afraid I'm Beginning to Love You (Gonzo Wilkerson)....Stir.
1766 It's You-You Are (Byron G. Harlan)....Stir.
1767 The Lyricist (Kunz-Marget)....Stir.
1768 Behind the Scenes (H. G. Pane)....Stir.
1769 It's You-You Are (Byron G. Harlan)....Stir.
1770 New Years Eve (Guitar band)....Stir.
1771 Missoula (C. H. Murphy)....Stir.
1772 I'm Afraid I'm Beginning to Love You (Gonzo Wilkerson)....Stir.
1773 It's You-You Are (Byron G. Harlan)....Stir.
1774 The Lyricist (Kunz-Marget)....Stir.
1775 Behind the Scenes (H. G. Pane)....Stir.
1776 I'm Afraid I'm Beginning to Love You (Gonzo Wilkerson)....Stir.
1777 It's You-You Are (Byron G. Harlan)....Stir.
1778 The Lyricist (Kunz-Marget)....Stir.
1779 Behind the Scenes (H. G. Pane)....Stir.
1780 I'm Afraid I'm Beginning to Love You (Gonzo Wilkerson)....Stir.
1781 It's You-You Are (Byron G. Harlan)....Stir.
1782 The Lyricist (Kunz-Marget)....Stir.
1783 Behind the Scenes (H. G. Pane)....Stir.
1784 I'm Afraid I'm Beginning to Love You (Gonzo Wilkerson)....Stir.
1785 It's You-You Are (Byron G. Harlan)....Stir.
1786 The Lyricist (Kunz-Marget)....Stir.
1787 Behind the Scenes (H. G. Pane)....Stir.
1788 I'm Afraid I'm Beginning to Love You (Gonzo Wilkerson)....Stir.
1789 It's You-You Are (Byron G. Harlan)....Stir.

COLUMBIA SYMPHONY CO.

SYMPHONY DISC RECORDS.

15101 O Divine Redeemer (Frenzle). Chas. W. Clark, Tenor, orch. accomp. 10-in.
15102 Exsultate Jubilate (Handel). Agnes Kimball, Soprano, orch. accomp. 10-in.
15103 Rien a Dire (Saint-Saens). Evan Williams, Tenor, orch. accomp. 10-in.
15104 Romantic Scene (Paganini). Fernando Monteclaro, Bari.-Voice, orch. accomp. 10-in.

15142 Swan Lake (Tchaikovsky). Polk Miller's Old South Quartet, with organ accomp. 10-in.


15161 Sinfonietta in C (Sibelius). Arthur Quitz, Org., chorus, orch. accomp. 10-in.

15201 A Song Without Words (Goltermann). Ernestine Schumann-Heink, Contralto. 12-in.
15202 Hymn Without Words (Goltermann). Ernestine Schumann-Heink, Contralto. 12-in.

15205 Trotting Song (Shaw). Prince's Orchestra. 12-in.
15206 Waltz Without Words (Goltermann). Ernestine Schumann-Heink, Contralto. 12-in.

15210 Madame Butterfly (Scherick). William Halley, Tenor, orch. accomp. 9-in.
15211 Madame Butterfly (Scherick). William Halley, Tenor, orch. accomp. 9-in.

15213 Canzonetta (Donizetti). Polk Miller's Old South Quartet, with organ accomp. 10-in.
15214 Canzonetta (Donizetti). Polk Miller's Old South Quartet, with organ accomp. 10-in.

15220 Waltz Without Words (Goltermann). Ernestine Schumann-Heink, Contralto. 12-in.
15221 Waltz Without Words (Goltermann). Ernestine Schumann-Heink, Contralto. 12-in.

15225 Trotting Song (Shaw). Prince's Orchestra. 12-in.
15226 Waltz Without Words (Goltermann). Ernestine Schumann-Heink, Contralto. 12-in.

15230 Madame Butterfly (Scherick). William Halley, Tenor, orch. accomp. 9-in.
15231 Madame Butterfly (Scherick). William Halley, Tenor, orch. accomp. 9-in.

15233 Canzonetta (Donizetti). Polk Miller's Old South Quartet, with organ accomp. 10-in.
15234 Canzonetta (Donizetti). Polk Miller's Old South Quartet, with organ accomp. 10-in.

15240 Waltz Without Words (Goltermann). Ernestine Schumann-Heink, Contralto. 12-in.
15241 Waltz Without Words (Goltermann). Ernestine Schumann-Heink, Contralto. 12-in.

15245 Trotting Song (Shaw). Prince's Orchestra. 12-in.
15246 Waltz Without Words (Goltermann). Ernestine Schumann-Heink, Contralto. 12-in.

15250 Madame Butterfly (Scherick). William Halley, Tenor, orch. accomp. 9-in.
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