

The **TALKING** *AND*
MACHINE
WORLD *AND*

AND
NOVELTY
NEWS

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



A Corner of the Music Room
in the White House

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Creators of "The Fastest Victor Service." Let us tell you more about our service.

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Quick Service for all points in the Northwest. Machines, Records, Supplies.

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We carry the Largest Stock of VICTROLAS, RECORDS and CABINETS of any Distributor in the South.

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- Kansas City, Mo., Columbia Graphophone Co., 1112 Grand Ave.
- Lincoln, Nebr., The Grafonola Company, 1036 O St.
- Livingston, Mont., Scheuer Drug Co.
- Los Angeles, Cal., Columbia Graphophone Co., 420-422 S. Broadway.
- Louisville, Ky., Columbia Graphophone Co., 425 South Fourth St.
- Milwaukee, Wis., Albert G. Kunde, 516 Grand Ave.
- Minneapolis, Minn., Columbia Graphophone Co., 424 Nicollet Ave.
- New Haven, Conn., Columbia Graphophone Co., 25 Church St.
- New Orleans, La., Columbia Graphophone Co., 933 Canal St.
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- Sacramento, Cal., Kirk, Geary & Co.
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Write for particulars to the Columbia Graphophone Co., Wholesale Department, Woolworth Building, New York.

Headquarters for Canada:

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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 March List.

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

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THE EASTERN TALKING MACHINE CO.
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STEINWAY PIANOS—LYON & HEALY

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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, 1879.

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

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

Ask for a sample copy.

Regular subscription price is \$2 per year.

EDWARD LYMAN BILL

EDITOR AND PROPRIETOR

373 Fourth Ave., New York

The Talking Machine World

Vol. 10. No. 2.

New York, February 15, 1914.

Price Ten Cents

DANCE RECORDS SCARCE IN ST. LOUIS.

Heavy Demand for Such Records, with Dealers Unable to Get Sufficient Stock—Jobbers Between Two Fires—Remarks of Mr. Rauth.

(Special to The Talking Machine World.)

St. Louis, Mo., February 7.—The dance is the thing in the talking machine business in this section at present. Dance record sales are exceeding the factory speed limit, or at least they are trying to, but unfortunately for the dealers, they cannot sell more records than the factories will turn out. With this rush for dance records comes an accompanying demand for machines to play them. Perhaps this is the explanation of the excellent business that is being reported for January, but the movement of machines is too heavy to ascribe it to the dance demand alone; part of the demand must be ascribed to the general gain in business.

But seriously, there probably is not a dealer in this section that has had all of the dance records he wants. Some of them have revived some old records that will meet the demand, and have cleared out these when the ones that are called for are not at hand. This shortage is peculiar in that it affects all makes as far as this territory is concerned. A saving grace of the situation is that the new dances are so much alike that if the dance called for cannot be had, some other will do.

The wonderful jump of the talking machine business in December, and its maintained pace through January, has set a good many dealers in things musical thinking, who had not given really serious attention to this line before.

A letter received by the Koerber-Brenner Music Co., the well-known Victor distributors, a few days ago, illustrates the situation. E. C. Rauth, vice-president of the company, was on a trip through Kentucky and to other Southern points and varied his route to a town not heretofore visited. He got a very nice record order and a few days after his return home received a letter from the dealer thanking him for the prompt shipment, and concluding: "I gave you the records I could not buy of the two jobbing houses I have formerly patronized, and you filled it 50 per cent. Please accept my thanks." The fact that a dealer is willing to thank a jobber for a 50 per cent. filled order shows what the situation is in this section.

Concerning this trip Mr. Rauth says that the business accumulated for immediate shipment was surprising. "It all goes to show that the dealers are not overstocked after the holidays, and that they are appreciating the possibilities of this constantly growing business."

MAYERS BUYS ROONEY STORE.

Ninth Avenue Dealer Will Conduct This Establishment as a Branch Store.

The stock, assets and good-will of the talking machine store of John J. Rooney, 1983 Broadway, New York, recently adjudged bankrupt, was sold at a private sale February 2 by J. N. Blackman, receiver. The purchaser, who was the highest bidder at the sale, sold the store in turn to A. H. Mayers, the well-known Victor and Edison dealer at 790 Ninth avenue, New York, who will conduct the store at 1983 Broadway as a branch establishment.

LOWER DUTY ON RECORDING WAX.

The Board of General Appraisers this week upheld the claim of A. H. Ringk & Co., importers and customs house brokers, relative to their request for lower duty on importations of wax specially prepared for use in making records.

Collector Malone classified the article as a manufacture of wax not specially provided for, under Paragraph 462 of the old act, and exacted duty at 25 per cent. ad valorem. The importers said the wax was an unenumerated manufactured article, dutiable at 20 per cent. under paragraph 489.

GREAT BUSINESS INCREASE

In Talking Machine Department of J. W. Jenkins' Sons Co., Kansas City, Necessitates Erection of New Demonstrating Rooms.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., February 6.—To such proportions has grown the business of the talking machine department of the J. W. Jenkins' Sons Music Co., of this city, under the management of Burton J. Pierce, that it has been found necessary to remodel the company's store for the purpose of making room for four additional demonstration rooms. The new rooms, built of mahogany and plate glass and perfectly sound-proof, will be located on the ground floor, where there are already ten rooms, and when the new equipment is installed the company will have in all twenty-one rooms devoted exclusively to the demonstration of talking machines.

Michael Bard, who has been connected with the Jenkins house for the past five years as salesman, making some records in that line, has resigned for the purpose of entering another line of business.

NEW EDISON JOBBER IN SEATTLE.

Pacific Phonograph Co. Incorporated in That City with A. R. Pommer at Its Head.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., February 6.—The Pacific Phonograph Co., N. W., has been organized to engage in the jobbing business of Edison products, with headquarters in Seattle, Wash. A. R. Pommer, proprietor of the Pacific Phonograph Co. in this city, is head of the concern, and C. O. Baker is secretary and manager. Mr. Baker is new in the talking machine business and also new in Seattle, coming from Colorado, but he is taking hold of the enterprise in a creditable manner and is getting things started in very good shape, with the assistance of J. E. McCracken, the well-known traveler for the local company, who is up there at present for the purpose of directing matters where experience is needed. Mr. Schwab will act as traveling representative of the Northern house. In the future the entire Northwest will be covered from Seattle, instead of from this office, which will enable the Pacific interests to give better service in that section. The Seattle warerooms are at 310 Maritime building, where spacious quarters have been secured in a desirable wholesale section.

TALKER MUSIC FOR WAR DANCES.

Indians at Annual Meeting in Lincoln, Neb., Hear Their Native Music Reproduced.

(Special to The Talking Machine World.)

LINCOLN, NEB., February 5.—The monotonous, rhythmic thump of the Indian tom-tom with the quavering falsetto of the squaws as they danced the "Omaha" and "Sun" dances in circles of whirling war-bedecked savages were made realistic recently for 200 gray haired men and women who met at the Temple Theater in the annual meeting of the Territorial Pioneers' Association. The music was played on a talking machine. These wax impressions were secured by Prof. M. R. Gilmore, of the university faculty, who is arranging for their preservation in the university archives.

BARKER BROS. NEW QUARTERS.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., February 5.—Arrangements have been completed by Barker Bros. for new quarters for the talking machine department, which will give this department a much more prominent place in the business. A number of new demonstration rooms are being installed on the main center floor, where attractive and splendidly equipped quarters are being fitted up. J. H. Booth, manager of the department, expects to leave for the East shortly.

NEW STORE IN MILWAUKEE.

The Milwaukee Phonograph Co. to Open a Large Retail Store at 213-215 Second Street About March 1—Will Feature the Edison Line—Place to Be Attractively Fitted Up.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., February 9.—The Milwaukee Phonograph Co., jobbers in Wisconsin for the Edison line, has completed all arrangements for opening a large retail Edison store at 213-215 Second street about March 1, or soon after that date. William A. Schmidt, manager of the company, has had the plan in mind for several months, but has been waiting until he could secure the proper location. There are undoubtedly wonderful possibilities for a large downtown retail Edison store in Milwaukee, and Mr. Schmidt believes that the exclusive location which he has secured will insure a big business from the high-class trade. Two floors of the Second street building will be occupied and there will be more than 15,000 square feet of floor space available. Most of the first floor will be occupied by the new retail department, while the remainder of the space will be taken up by the wholesale department of the company, which will be moved from its present quarters at 347-349 Broadway. Offices of the wholesale department will occupy the first floor, while the second floor will be given up to stock rooms and demonstration parlors for dealers. Handsome parlors for the retail trade will be opened on the first floor. Several thousand dollars will be spent, according to Mr. Schmidt, in fitting up a complete and attractive Edison store which will surprise the people of Milwaukee. Mr. Schmidt has not selected, as yet, a manager for the new retail store, although he says that he has several men in mind for the place.

DRAFTING HYPOTHECATION BILL.

National Association of Credit Men Perfecting Bill Which Will Protect Manufacturers from Customers Who Secretly Hypothecate Their Accounts Receivable—Interesting Details.

The Legislative Committee of the National Association of Credit Men is still busy on the bill it is drafting to protect manufacturers and jobbers from customers who secretly hypothecate their accounts receivable. According to W. W. Orr, assistant secretary of the association, the committee is trying to draft a bill which will be protective to the creditors without being oppressive to the mercantile bankers and financial companies. It has been suggested to the committee, Mr. Orr said this week, that it make provision for amending the State law applying to chattel mortgages so that it will provide for compulsory filing with the County Clerk of records of accounts that are sold to financial companies. The main idea of the bill is publicity, and this is what many of the newer companies do not want. The amendment to the chattel mortgage law is being worked successfully in the Province of Saskatchewan, Canada, it is said this week, that it make provision for amending such provision is now in effect.

BUYS FULL SET OF OPERA RECORDS.

Unusual Sale of Victor Records Made Recently by Krausgill Piano Co., Louisville, Ky.

A record sale of particularly interesting character was made recently in Louisville, Ky., when the Krausgill Piano Co., of that city, sold to one man, R. T. Durrett, a complete set of Victor opera records for a present to a friend. The Krausgill Co. believes that the sale sets a new record, for although it is a frequent occurrence to sell all the records of one or even several operas, it is believed to be the first case where a single purchaser has taken a complete set of records of all the operas in the Victor catalog at one time.

SPECIAL CENSUS OF TALKING MACHINE INDUSTRY.

W. M. Steuart, Chief of Division of Manufacturers of the U. S. Census, Seeks Co-operation of and Suggestions from Manufacturers and Others Connected with the Talking Machine Trade to Insure Accuracy in Compiling Statistics Regarding the Industry.

(Special to The Talking Machine World.)

WASHINGTON, D. C., February 7.—Talking machine manufacturers as well as jobbers and dealers are invited to volunteer suggestions as to how the coming special census of the manufacture of musical instruments, which will include talking machines, may be made more complete and of greater value in the trade. The World is asked to carry this message to all the interests in the industry by W. M. Steuart, Chief of the Division of Manufactures of the United States Census.

The purpose of the special census of 1914 in the musical instrument field will be, like its predecessors, to show the absolute and relative magnitude of the different branches of the industry; the growth and decline of manufacture in the various lines; the size and character of the establishments, etc. Obviously, such information is of value chiefly to the persons who are engaged one way or another in the musical instrument business, and it is with the object of giving the trade just the class of information that would be of use to the Census Bureau officials who have asked The World to circulate a broadcast invitation.

There are a number of topics on which the officials want specific information, such as the matter of costs of material and other changes that have occurred during recent years in the talking machine as well as other lines of business in the music trade field.

The officials are in a quandary as to whether or not they should not henceforth in gathering statistics as to the manufacture of sound-producing instruments make separate tabulations of the horn machines and the hornless or cabinet machines that have latterly attained such vogue. They are waiting to hear from the trade on this score.

Again they would appreciate hints as to whether the trade would prefer to have separate statistics upon the manufacture of single-sided and double-sided records instead of having all disc records lumped as heretofore. In the last census, too, there was no attempt to separate, in tabulation, the cylinder records and blanks produced for entertainment purposes from those designed for office dictation work. The officials would like to have somebody "on the inside" tell them whether it would be well to specialize further in this direction.

Anxious to Meet Manufacturers' Wishes.

In all instances the Government officials are

anxious to as nearly meet the wishes of manufacturers as is possible. For instance, in speaking of possible changes in the scope of talking machine statistics, the expert in charge of this part of the work, said to The World: "Whereas we are anxious to compile all the statistics that would be of value, we realize that there are so comparatively few manufacturing firms engaged in this industry that we must exercise the greatest caution not to make public information that, if closely scrutinized, might disclose some of the business secrets of firms in this field."

Members of the trade may in some instances be a trifle mystified as to the early activity in preparation for the coming special census in view of the fact that this census is to cover the calendar year 1914, and consequently the actual compilation of the figures cannot commence until early in 1915. The explanation of the quest for advice a year in advance is found in the fact that the officials are now preparing the schedules—the lists of questions which will be sent to every manufacturer of musical instruments in the United States.

Revising List of Manufacturers.

If any change is to be made in the character of the information gathered—that is, if any new questions are to be put to manufacturers as to the volume of their business—it will be necessary to outline it on the printed blanks which will be mailed to manufacturers during the close of the present year. Meanwhile, as another preparatory activity the Census Bureau is revising its confidential list of the musical instrument and talking machine manufacturers of the United States.

One plan that has been formulated tentatively by the officials of the Bureau of Manufactures contemplates that the musical instrument census of 1914 shall embody a discussion and analytical study of the industry with reference to its trend and development and not a mere array of figures, as is the case with the census the returns of which have just been printed in permanent form. Ten years ago special reports of this kind were made in the case of a number of industries—although I believe that music trade production was not then included—but if men in the trade will urge such special study by an expert there is little doubt that the musical instrument business can have such representation in the project now taking shape.

The Chief of the Division of Manufactures expects to have complete figures regarding the industry on hand at the end of the present year, so that the full results of the census of all branches

of the music trades will be published during the summer or autumn of 1915—an unprecedented record in view of the fact that always heretofore it has required at least three or four years to complete the canvass and publish the data. It is expected that the coming census will show that the manufacture of musical instruments (including talking machines and phonographs) is one of the eight most important industries in the United States, and as such it will merit prompt analysis of the statistics and announcement of the results.

EUREKA PHONOGRAPH CO. CHARGE.

(Special to The Talking Machine World.)

CALUMET, MICH., February 6.—Among the shipments of freight recently received here was 480 pounds of talking machine needles, which were shipped to McLogan & Pierce, dealers in talking machines and other musical goods on Fifth street, Red Jacket.

Manager Logan, of this firm, stated that this is one of the largest shipments of needles ever made to one firm in the State of Michigan, or perhaps in any town in the entire Northwest. The shipment of talking machine needles covers all varieties, including soft tone, loud tone, wooden, fiber, nickel, steel, large and small, in fact every sort of a needle that is made for a talking machine.

The McLogan & Pierce concern covers a large territory, including the iron district, and its increasing business necessitated having a large stock on hand to meet supplies. They have just moved into large and spacious quarters in the old Keckonen Building on Fifth street, where they will have much larger quarters to meet the demands of their business, which is steadily growing despite the strike in the copper country, which territory this firm covers very largely.

KING CANS HIS SPEECHES.

Christian X. of Denmark Talks Into Phonograph for Posterity—Cablegram from Edison.

King Christian X., of Denmark, is the first monarch who has talked into a phonograph for the purpose of preserving his voice for the historic phonographic archives in the Danish Royal Library.

He repeated into the instrument his proclamations and his speech from the balcony of the Amalienborg Palace to a great gathering of cheering people when he received the crown after King Frederick's sad death in a Hamburg street.

The following congratulatory cablegram was received from Thomas A. Edison: "I am pleased to learn that the Danish nation should be a pioneer in preserving for posterity the methods and life of their ancestors."

It Requires No Great Stretch of the Imagination to Realize That Eastern Service Must Be Good

CONSIDER: The fact that we have been handling talking machines, records and supplies *exclusively* for nineteen years.

: That our entire time, energy and attention is devoted to one line.

: That constant application is given to the betterment of our service.

: That our stock is large, complete and up-to-date, and our shipping facilities unusual.

THEN YOU HAVE some of the reasons why EASTERN SERVICE is different from the ordinary.

The absolute proof is in the trying. Try it.

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

EDISON

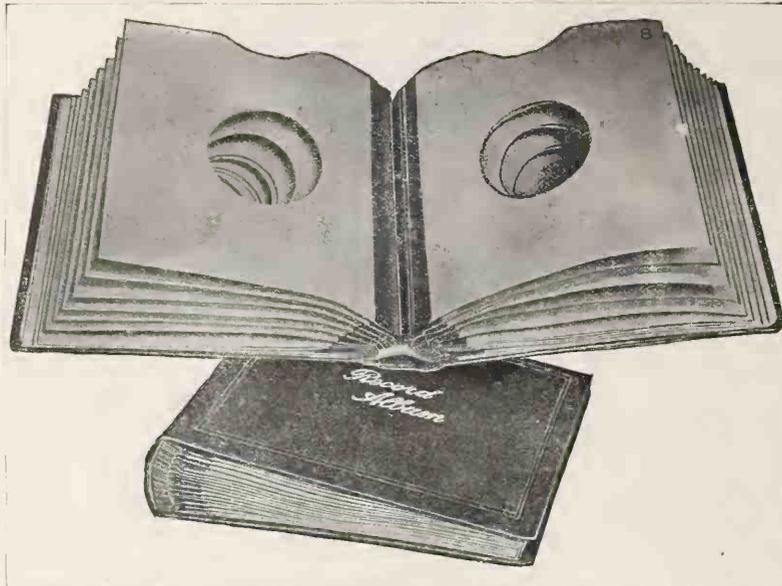
FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY

VICTOR

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 workman, and are first-class in every particular. We sell them at very low prices to meet competition.



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

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

OUR SUPERB ALBUMS ARE BEST FOR VICTOR, COLUMBIA AND ALL OTHER TALKING MACHINES
MADE IN TWO SIZES TO FIT ALL 10 AND 12-INCH DISC RECORDS

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

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

A LIVE TALKER DEPARTMENT.

Section of Main Floor of Store of F. G. Smith Piano Co., Washington, D. C., Given Over to Sale of Victor and Columbia Machines.

(Special to The Talking Machine World.)

WASHINGTON, D. C., February 7.—So rapid has been the development of the business of the talking machine department of the F. G. Smith Piano Co., at 1217 F street, this city, that it was recently

found advisable to move the department to the main floor of the company's building, where sound-proof and other special equipment was installed to facilitate the proper handling of the trade. The accompanying illustration affords an excellent idea of the general attractiveness of the department.

The F. G. Smith Co. handles both the Victor and Columbia lines of talking machines and records, and features both in an aggressive manner.

Complete stocks of both makes of records are always kept on hand. The business in both machines and records during the holidays was in excess of any previous record made by the company, while trade for January was in excess of same month last year.

In addition to the talking machine lines the F. G. Smith Co. also handles the Chickering, Bradbury and other makes of pianos and player-pianos with great success.

A RECIPE FOR "MAKING GOOD."

As a man's knowledge broadens to understand the relations between his own special work and the work of other departments, he tends to become inventive. He will probably see means of improving a method or process, some economy that could be effected, some difficulty in inter-departmental relations that could be smoothed away. Every time he succeeds in securing any such advantage, his interest in his work and his self-confidence



F. G. Smith Piano Co.'s Talking Machine Display Rooms, Washington, are increased. He grows. As soon as he begins to accept or to gather information beyond the special task entrusted to him, such growth begins in him. And when such growth begins, a man always wants more and more knowledge. He becomes absorbed in a satisfying pursuit. His part in the business will never be monotonous. Both that part and the entire business will be alive with interest.

FEATURING DANCE RECORDS.

Columbia Graphophone Co.'s Store in Boston Makes Capital Out of the Run of "The Sunshine Girl" and Sells Many Records of Argentine Tango from That Play—Miss Sanderson Uses the Grafonola—An Interesting Letter.

(Special to The Talking Machine World.)

BOSTON, MASS., February 7.—The Columbia Graphophone Co., 174 Tremont street, is closing a splendid dance record business, which has been aided considerably by the testimonial given in store by Julia Sanderson, the prominent actress, appearing in the successful play, "The Sunshine Girl." One of the most successful records in the Columbia catalog is the one featuring the Argentine Tango from Miss Sanderson's play, and this dance was rehearsed by Miss Sanderson with the assistance of a Columbia Grafonola.

Miss Sanderson's letter to the Boston store reads as follows: "It may please you to know that the Columbia Grafonola I am using at my hotel and theater is a wonderful help to me and Mr. Mudie in rehearsing before each performance the Argentine Tango. The music as rendered on your instrument is of better tempo than that furnished by the average orchestra. You are to be commended on the splendid tango selections made by the Municipal Band of the Argentine Republic. I should like to see more Bostonians learning this new dance, as it is especially beneficial to their health and figure. Anyone seeing my dance in 'The Sunshine Girl' at the Hollis Theater would know I liked 'The Tango,' but the beautiful grand opera selections and instrumental records made by your company give me an equal amount of pleasure."

As a rule, the man who is always hinting that a raise in salary would be appreciated is not to be looked upon as favorably by his employer as is the man who takes an interest in the business, does his best and depends on merit for a raise.

DANCE MUSIC HAS THE CALL ON THE PACIFIC COAST.

Present National Dancing Craze Has Good Effect on Volume of Record Sales—Wiley B. Allen Co. Business Shows Big Gain—Sherman, Clay & Co. Officials Visiting Branches—Bacigalupi Business Divided—Byron Mauzy Store Remodeled—Other Trade News.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., February 6.—Talking machine distributors and dealers here are very well satisfied with the way in which business has kept up since the holidays. In spite of stormy weather, retail sales have been fully up to normal, and the shipping movement has been gratifying. A strong feature of the business the past month has been the steadily increasing demand for dance music; San Francisco seems to have gone dance mad, and no one is profiting more by the craze than the talking machine interests. Everywhere a big demand is reported for dance records, and the trade anticipates an unusually large spring business on account of this particular demand, as it does not seem to interfere with the sale of other records. Naturally an increased demand for machines is expected also.

Heavy Gain in Talker Department.

George R. Hughes, assistant manager of the Wiley B. Allen Co., says the closing of books for the year while revealing that the volume of business in the piano department barely held its own, the talking machine department showed a decided gain, the holiday season being a banner one in that part of the business, both here and in San Francisco and at the branch stores. Jas. J. Black, manager of the talking machine department here, reports a strong demand for the Style XI Victor Victrola, and he says the popularity of the new dances has stimulated the demand for medium priced records to a noticeable extent.

To Visit Sherman, Clay & Co.

Andrew G. McCarthy, treasurer of Sherman, Clay & Co., and manager of their wholesale and retail Victor business, planned to visit the company's interests in the Northwest this month in company with Phil T. Clay and Geo. W. Bates, auditor of the company, when they made their annual trip of inspection, but did not get away with them, so will now make his trip a little later.

Big Demand for Columbia Dance Records.

At the local warerooms of the Columbia Graphophone Co. the year is reported starting off in a very encouraging manner, with a rapidly increasing demand for dance records. F. Anglemier, manager of the wholesale department, says he has already booked a good many orders for numbers appearing on the March list. A new man has been added to the local traveling force in the person of Clifford P. Le Roy, who has been in the office for some time. In future C. J. Moore will devote his attention to the city, and Mr. Le Roy will look after the country. Mr. Moore returned a short time ago from a visit of several weeks to his home in Kansas City, where he spent the holidays. While away he visited the Columbia interests there, in Denver and other cities where he stopped.

George P. Metzger a Visitor.

George P. Metzger, advertising counsel of the Columbia Graphophone Co., spent a few days in San Francisco the past month while on a tour of the country, making an inspection particularly of the retail situation. This was his first visit to California.

Bacigalupi Business Divided.

The talking machine department of Peter Bacigalupi & Son has been separated from the electric piano part of the business, the former having been taken over by Peter Bacigalupi, Jr., who has been in charge for a long time, and Mr. Bacigalupi, Sr., acquiring all interest in the other part of the business. In the talking machine department a jobbing and retail business is conducted in Edison and Victor products.

Byron Mauzy Store Remodeled.

Extensive improvements have been inaugurated at the store of Byron Mauzy on Stockton street including the enlargement of the ground floor space and the installation of an additional show window, which will afford opportunities for specialized win-

dow displays. Mr. Mauzy maintains a large talking machine department, and has just recently added the Edison disc phonograph, which he will feature in addition to Victor and Columbia lines. Chas. S. Mauzy, son of the proprietor of the store, has been made manager of the talking machine department. He has started to learn the music business from the bottom up, having spent considerable time since he left college at factories in the East, and for several months having been

THREE NEW EDISON ARTISTS

To Make Their Debut in the Edison Blue Amberol Record List for April—The Three Have Long Been Prominent in Church, Oratorio and Concert Work in the United States.

Month after month Thomas A. Edison, Inc., is increasing the roster of artists who are making Blue Amberol records. The April list will contain three newcomers in Beulah Gaylord Young, Grace Couch Embler and Frederick Gordon MacLean. The first named of the three singers has been a mem-



Beulah Gaylord Young. Grace C. Embler.

ber of the Victoria Ladies' Quartet, popular in club, concert and church work, and is also soloist at the Thirty-third Street Collegiate Baptist Church, New York. Her voice is of beautiful quality, perfectly placed and her first number for the Blue Amberol list is "My Chain of Memories," by Mrs. Herbert Ingraham, a pleasing selection.

The second artist, Grace Couch Embler, has

connected with the selling force of his father's store here.

Manager Beck Wants More Space.

P. H. Beck, who operates the talking machine department in the Kohler & Chase store here, is now negotiating for more space. He says the business has gone ahead very gratifyingly in the six months he has been there and that it has already become necessary to provide additional accommodations. He is now located on the mezzanine floor, but hopes to move to one of the upper floors of the building this spring.

A. A. Schell, general manager of the music departments of the Emporium, says business has kept particularly well in the talking machine department since the holidays. Here Columbia products are handled exclusively.

long been popular as a singer in prominent churches in New York and Brooklyn, and has also done oratorio and festival work with Nordica, Blauvelt and other noted singers. She has also been head



of the large glee club in Brooklyn called "The Emblar Glee." She makes her debut in the Edison Blue Amberol list in Wm. R. Chapman's "Lullaby." The third artist, Frederick Gordon MacLean, is a New Yorker whose musical career started when a boy, having been associated with some of the leading boy choirs up to the time he commenced to study singing. In recent years he has been con-

TO TRAVEL FOR COLUMBIA CO.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., February 6.—One of the recent additions to the local staff of the Columbia Graphophone Co. is H. C. Cloudsley, who will travel through Oklahoma and Kansas as the successor to John Ditzell, who has taken charge of the Columbia department of the Blass department store in Little Rock, Ark.

UNION SOUND BOX



Gold plated, Nickel or Oxidized \$20 per dozen net

3 THAT SELL ON FIRST SIGHT

At the left is the new UNION Sound Box just 'out, taking Fibre or any make of needle. It is the latest improvement in sound reproduction, and fits all Disc Machines.

UNION TALKING MACHINE SPECIALTIES

The upper right-hand illustration shows the UNION Modifier, a quick selling device, giving Edison, Victor and Columbia owners absolute control over the volume of sound. The lower illustration shows UNION No. 1 for playing Columbia and Victor records on Edison Machines. UNION No. 1 contains the UNION Modifier feature.

Write to-day for descriptive folders and prices on these three easy selling specialties.

All persons selling goods infringing our patents are liable to suit for such infringement.

THE UNION SPECIALTY & PLATING CO.
409 Prospect Ave., Cleveland, Ohio

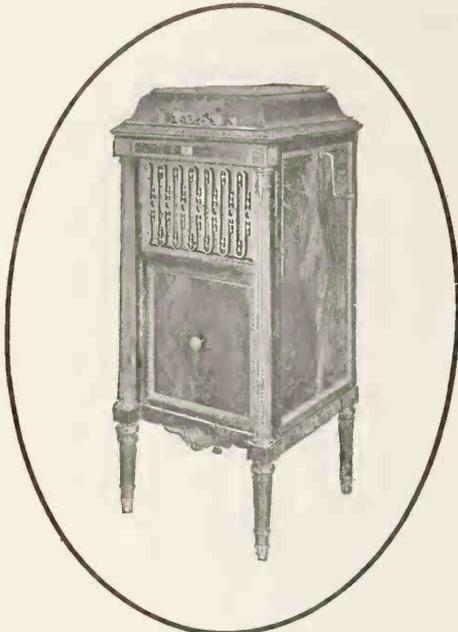
UNION No. 1
Gold Plated, Nickel or Oxidized, \$10 per dozen net



Patent No. 776-672, others pending.

UNION MODIFIER

Gold, Nickel or Oxidized \$5 per dozen net

**LOUIS XVI**

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

**SHERATON**

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



Model A80, Mahogany,
\$80.00

Why the Edison line meets every requirement

Every phonograph purchaser is influenced by two questions: How much can I afford to pay? Do I like the tone?

Every merchant who sells the Edison line has the right answer for both questions. He has a range of models that recognizes the man of modest income as well as the man who can afford to spend more. A purchaser can pay whatever he can afford. That's the answer to the first question.

But it's more important that every phonograph in the line is a true musical instrument—with a voice of mellow, rich quality that makes the Edison line unique on the basis of tone. That's the answer to the second question.

Some people have a preference for cylinder phonographs. Very well, sell them the

Edison Cylinder Phonographs

which have reached a degree of excellence that embodies every noteworthy recent advance in phonographs. In the Edison Laboratories the cylinder types are constantly kept up to the minute.

Thomas A. Edison, Inc.



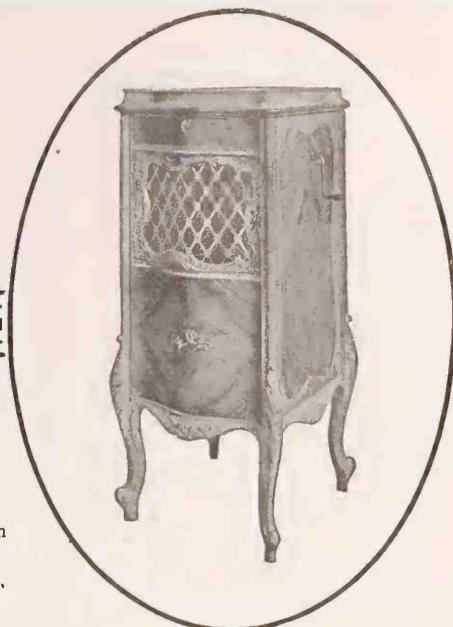
Model A200, Mahogany
and Oak, \$200.00



Model A300, Cir-
cassian Walnut,
\$300.00



HERATON
Model A290, Mahogany, Inlaid Marquetry, \$290.00



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

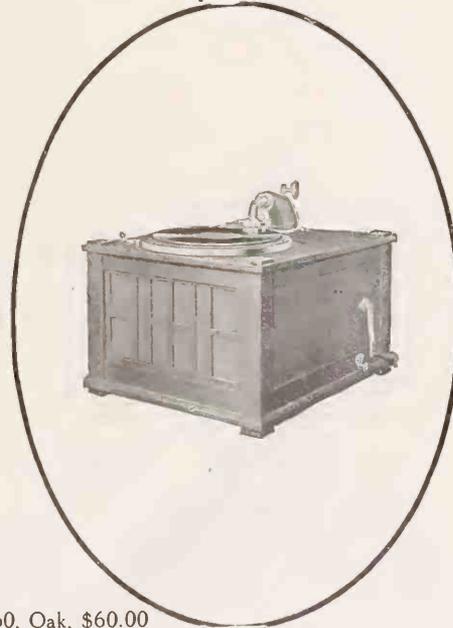
There is the added attraction of novelty about the

Edison Diamond Disc Phonographs

which are now being so extensively advertised. People everywhere are asking to hear them. They want to know about the new diamond reproducer, about the new records—so hard that they are impervious to wear, yet so sensitive that no sound, however minute, fails to be registered.

In a word, the merchant who sells the Edison line has every mechanical and musical argument on his side. He also is able to offer this mechanical and musical excellence at any price that his patrons prefer.

There is a jobber convenient to you. Write us for his name.



Model B60, Oak, \$60.00

9 Lakeside Ave., Orange, N. J.



Model A250, Mahogany and Oak, \$250.00



Model A150, Mahogany and Oak, \$150.00

HEAVY RECORD TRADE A FEATURE IN CINCINNATI.

Serves to Create an Excellent Post-Holiday Volume of Business—Branch of the Phonograph Co. May Be Made Permanent—What Various Houses Report Regarding Conditions and the Outlook—Big Run on Ysaye Records with Columbia Co.—Other News.

(Special to The Talking Machine World.)

CINCINNATI, O., February 7.—A tremendous volume of talking machine business is now falling to the lot of the Cincinnati dealers. During the past month the demand has been for records, which is only natural, following the sales of machines in December for the holiday season. The feature of the situation to-day is the amount of talking machine gossip that can be heard among the consumers. This, in itself, is a big item and will undoubtedly result in these buyers of the past inducing others to become purchasers.

Some of the friends of John Arnold, while still a young man, but is credited with being the oldest Edison dealer in this market, are much concerned over his physical condition. Arnold has been compelled to seek an absolute rest. He is now at Colorado Springs and is not expected back until shortly before March 1. Mr. Arnold suffered a breakdown during the Christmas rush, but managed to hold on until the latter part of January.

The Cincinnati branch of the Phonograph Co. continues to retail to cash customers and the trade here would not be surprised if the temporary house here was made a permanent one from both a jobbing and retail standpoint. Manager A. O. Peterson Saturday intimated that a vigorous advertising campaign would soon be started in this market. Peterson is preparing to make a personal visit to the factory at Orange, N. J., to see about shipments for his branch. During the past month M. W. Ehrhardt, Franklin; M. N. Billings, Chillicothe, and the Hutchinson Music Co., Portsmouth, O., became dealers for the Phonograph Co.

The Milner Musical Co. Sunday advertised some of the old style machines of all makes, with a collection of records, for \$5.

The talking machine shop at the Lyric Piano Co.

is now on a permanent basis and is attracting much attention. The booths have a snappy appearance and are spacious enough to accommodate a bunch of buyers.

Manager Dittrich, of the talking machine department of the Rudolph Wurlitzer Co., is in a most optimistic frame of mind about 1914. He believes the outlook is even greater than last year. His views follow:

"We have just passed a very busy month. The large number of Victrolas sold in December created a very vast amount of record business, which, when added to the unusually large demand among all Victrola owners, created a condition which is very hard to meet. Our facilities were taxed to the utmost, but we handled the situation with little trouble, and our record stock for a time at least was equal to the occasion. We look forward to the active record months of February and March with great hopes, and with every assurance of being able to cope with the situation.

"The machine situation has been, and is a great problem; every Victrola sold in December is an active salesman, and the machine business this month has been limited only by the amount of stock received from the manufacturer. There is no doubt that 1914 will be far in advance of the previous year, by virtue of the very fact that 1913 was the 'banner' year of the talking machine business."

The Columbia Graphophone Co. took advantage of the visit of violinist Ysaye to feature its product as follows: "Eugene Ysaye, world's supreme master of the violin, makes records exclusively for the Columbia. But if you happen to own a Victor talking machine you can still enjoy these wonderful records, because all Columbia records can be played on Victor talking machines. Likewise, all

Columbia instruments will play Victor records."

There was no hesitancy on the part of Mr. Whelen, Cincinnati manager of the Columbia Graphophone Co., when he said that business has been on the increase instead of on the decrease since the holidays. He said: "Unlike previous years, the opening of 1914 was marked by a wonderful demand for instruments of all prices, from the 'Eclipse' to the Columbia grand, whereas in previous years there has been a great demand for records, but not for machines right after the holiday season. We always expect record sales to double in January, but this year both sales in machines and records have shown a decided increase over the same period of 1913. Nineteen hundred and thirteen has been a phenomenal year, and it only goes to show that the public is realizing more and more the superiority of Columbia goods. Last year the Columbia Co. carried on a tremendous advertising campaign, but this year the advertising department is redoubling its efforts and results are already beginning to show. This 'boom' is not only local, but from reports throughout the territory and from what our traveling man tells us, all the dealers are very sanguine about the prospects for 1914."

Geo. W. Lyle, general manager of the Columbia Graphophone Co., was in Cincinnati for a day and was very enthusiastic about business in general throughout the United States.

January business at Aeolian Hall was most satisfactory, registering a large increase over a year ago. The record and machine departments show large gains, the \$100, \$150 and \$200 models being big sellers.

Manager G. R. Bethel, of the Victor department, has things moving in great shape and has surrounded himself with a most efficient organization. The location of three of the first floor record booths have been changed during the past week so as to give more floor space outside for machine display. The entire rear section of the first floor, formerly used for the general offices of the company, is now being used for Victor record stock.

The Aeolian Co. is a great believer in the efficacy of window display of Victrolas and Victor records. With the splendid location of Aeolian Hall and the large daily crowds of passers-by, the window becomes a very important consideration. Liberal window space is given the Victor line every week. Unquestionably many "drop-ins" result from the Aeolian policy of constant and forcible window display.

DISCUSS 1 AND 2 CENT POSTAGE.

H. T. Griffith, One of the Speakers Before the Publicity Division of the Indianapolis Chamber of Commerce on the Question of Postage for Advertising Letters.

The Publicity Division of the Indianapolis Chamber of Commerce, which was formerly known as the Adscript Club, recently discussed the proper use of one and two-cent postage for advertising letters. A number of prominent advertising men contributed to the discussion, relating their present experiences. Among others were Howard T. Griffith, of the Udell Works, talking machine cabinet manufacturers, who told of his successful use of the red one-cent parcel post stamp for circulars. It will be recalled that the red parcel post stamp is similar in size, color and general appearance to the Panama Exposition stamp. He mailed some circulars in a pink, open-end envelope with a red border, harmonizing in color with the red penny stamp, and found he did better than when he used another penny of postage, the cost considered, for there was practically no difference in the returns.

"TALKER" MANAGER IN ELOPMENT.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., February 5.—M. J. Corcoran, of the Oakland Wiley B. Allen talking machine department, was a principal in an elopement on January 27, at which time he and Miss Ruth A. Winter, daughter of a prominent Los Angeles contractor, were married. The romance is said to have had its inception in this New Year's eve festivities, which makes the wooing and wedding all come within a month.



Won't You Have a Lesson in Spanish?

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

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

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

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

International Correspondence Schools
Box 918, Scranton, Pa



The advertising Record is still adding names to Columbia Dealers' mailing lists. Its value is measured by the thousands of inquiries it is pulling. Are you getting your share?



(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

OPPOSE OLDFIELD PATENT MEASURE.

The Merchants' Association Acts Upon the Recommendation of Mr. von Briesen's Committee—Reasons for the Opposition.

Upon the recommendation of the committee on the protection of industrial property the board of directors of the Merchants' Association at its last meeting unanimously voted to oppose the enactment of the Oldfield bill revising the patent laws—H. R. 10153.

The committee, of which Arthur von Briesen is chairman, reached its decision in opposition to the bill after having given the measure extended consideration.

Its reasons, as presented to the board of directors, included the following:

"The proposed law would usurp the functions of the court.

"It deprives the defendant in a patent suit of all rights to prove the invalidity of the patent sued on in any motion by the plaintiff such as is referred to in the bill.

"The amount of five per cent. is arbitrary and

will in many cases be entirely inadequate, and in many cases entirely too high.

"The bill contains no provision for the repayment of the five per cent. in case at final hearing a decree against the plaintiff should be entered.

"The bill appears to deprive the plaintiff of all rights to a preliminary injunction. In many suits a preliminary injunction is the only fair and adequate relief.

"The bill makes possible a multiplicity of suits against one machine embodying different inventions owned by different interests, each of which would then be entitled to a separate five per cent. The bill is generally vague and uncertain."

The association will oppose the passage of the measure in Washington.

BUSINESS GAIN IN INDIANAPOLIS.

Trade During January Shows Big Advance of That for Same Month in 1913—Several Changes Among the Managers—Heavy Demand for Records of Dance Music—Activities of the Various "Talker" Concerns.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., February 9.—Business is so good in the talking machine lines in Indianapolis that it couldn't be much better. Notwithstanding certain conditions which tended to hamper business in December, a greater amount of business was done in that month than in the same month of the preceding year, and all dealers report that the January business almost equaled the December business.

Several changes have been made at the local branch of the Aeolian Co. at 237 North Pennsylvania street. W. P. Kreisler, formerly manager of the Aeolian Co.'s branch at Dayton, O., has taken charge of the branch here, succeeding J. T. McDermott, who had been manager for some time. Miss Lazarus, who was in charge of the talking machine department of the Aeolian Co. here for over a year, has left the employ of the company. Arthur C. Ruark has taken charge of this department.

Records of dance music are going like hot cakes in Indianapolis. The dealers cannot get enough of them. And with many new customers coming in for dance music the sale of other records has been increased to a noticeable extent. There is considerable opposition to the new dances in Indianapolis, but most everybody is letting the opposition "go hang." And the dance goes on. One newspaper here has employed a dancing expert to teach the tango, hesitation and other dances free of charge. Thus the sale of dance records will increase, talking machine men dope it out.

The talking machine department of the Aeolian Co. had the best January business in years, according to Mr. Ruark. The Columbia Graphophone Co.'s local store at 27 North Pennsylvania street, also reports an excellent January business.

The Stewart Talking Machine Co. is "snowed under" with orders from every nook and corner of the State. The rush started before the holidays and it has not stopped. W. S. Barringer, manager of the Stewart Talking Machine Co., and George E.

Stewart, son of Alexander M. Stewart, owner of the business, have returned from a visit to the Victor factory. Miss M. A. Parsons has been employed by the Stewart Talking Machine Co. as secretary for Mr. Barringer.

The Kipp-Link Phonograph Co. is making strides with the new Edison disc phonograph. This machine is proving to be a favorite among all classes of customers, and the sales records show that it is going into the homes. The Kipp-Link Co. has expended much effort and money to make its headquarters at 345 Massachusetts avenue attractive and comfortable for its patrons. The Kipp-Link Co. has one of the largest talking machine stores in Indianapolis.

OPEN OFFICES IN NEW YORK.

The Triton Phonograph Co. has opened offices at 41 Union Square, New York, where it will handle a line of imported phonographs and talking machine accessories. J. A. Kraus is the manager and A. L. Marks is his associate.

CHAS. BOBZIN DOING DOUBLE DUTY.

Chas. Bobzin, general manager of the Silas E. Pearsall Co., 16 West Forty-sixth street, New York, is working on a double schedule as we go to press, for not only is he fulfilling various duties at the warerooms, but the additional services of juror.

It is natural, therefore, for visitors to find him unusually busy, for all his executive work has to be done in the evenings, but as Mr. Bobzin says, the double work will soon be over and then concentrated effort will be given to seeing that Pearsall dealers get the right service.

The Waltham Watch Co. has appealed to the Supreme Court from decision of the New York Federal Court that its contract fixing resale prices of watches violates the Sherman law.

"Standard" Fiber Needle Cutter

Built Like a Watch
Artistic, Clever, Compact
Toggle Joint, Powerful
It Does Not Sheer
It Cuts
Retains Chips

NOW IN THE HANDS
OF YOUR JOBBER

**Standard Gramophone
Appliance Co.**
173 Lafayette St., New York

SEND FOR SAMPLES

De Luxe Model
Each in a box and every dozen in a display carton.
Retails for 50c each

"DUSTOFF" RECORD CLEANERS
Add life to records. Keep the tone pure and clear. Get into the minute sound grooves of the record and thoroughly remove all accumulated dust and dirt.
CLEAN ALL MAKES OF RECORDS
Jobbers everywhere and Columbia distributors can supply you. In Canada through Berliner Gramophone Co.
SAMPLES Sent postpaid, on approval, if you write on your business stationery giving jobber's name. Regular Model

Every dozen in a counter display carton.
Retails for 15c. each.
MINUTE SHINE CO.
179 Canal Street Providence, R. I.

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

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

Boston: JOHN H. WILSON, 324 Washington Street.
Chicago Office: E. P. VAN HARLINGEN, Consumers' Building, 220 South State Street.
HENRY S. KINGWILL, Associate.

Philadelphia: R. W. KAUFFMAN.
San Francisco: S. H. GRAY, 88 First St.
St. Louis: CLYDE JENNINGS.
London, Eng., Office: 2 Gresham Buildings, Basinghall St. W. LIONEL STURDY, Manager.
Representatives for Germany and Austria: VERLAG NEC SNIET, Berlin C. 19, Ross-Strasse 6, Germany. GEO. ROTHSCHESER, Director.

Published the 15th of every month at 373 Fourth Ave., New York.

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

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

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

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

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

NEW YORK, FEBRUARY 15, 1914

TO read some of the extraordinary advertising announcements put forth by some of the great mercantile emporiums, one would naturally think that the public would not be interested in advertised goods save they were offered at cut prices.

Perhaps we have been fed on this sort of pabulum so long that the buying system demands it! And why in the world the talking machine business should be conducted along the lines of a tiny little cash down and deferred payments extending over a long period we can hardly understand, more particularly when there are not enough machines to go around to-day.

We have very recently received communications from some leading jobbers in which they have expressed great regret that they are unable to secure stock. Now, with such conditions, should not talking machines be exploited on the cleanest kind of a basis without going to the extreme limit of time payments?

The editorial on bargain baiting advertising in last month's World, if we may be permitted to judge by criticisms which reach this office, has set the trade tongues wagging and the sympathy of our readers is entirely with the sentiments expressed in the editorial.

WHEN great mercantile emporiums in the larger cities offer talking machines and records for a month for \$10, and money back if you are not satisfied, they are putting up a kind of competition which is bound to be felt by every small talking machine man throughout the country, because the papers containing notices of such announcements reach the lesser towns and customers naturally ask the local talking machine man why he cannot do as well as the men in the larger cities, particularly as the product is price-safeguarded in every way.

If one has plenty of capital, leases of talking machines and pianos are a very nice investment indeed, but if capital is limited one is apt to tie up all available funds in a very short time, and if the small dealer sells on such ridiculous terms, the results are that his capital is entirely tied up in a very short period, and he will have no cash with which to meet his current obligations.

It takes a long time on the deferred payment plan to get enough machines out so that the intake produces cash sufficient to take care of running expenses.

Piano merchants have found this out—many of them to their sorrow, and in the collapse of the Henry Siegel stores it was shown that there was more than a half million of the assets of the Simpson-Crawford Co. in piano and furniture leases. Inasmuch as they run over three years' time it will be quite a while before this works out advantageously to the creditors.

IT seems to us that it is the poorest kind of advertising to emphasize time business in the talking machine trade, particularly when it is comparatively easy to get the cash. Cultivate the cash plan.

Cash payments count. Time payments are good if the machines are disposed of to reliable parties, but there is always an expense, and a certain percentage of delinquents which total quite a figure at the end of the year.

The talking machine trade should be the cleanest in the world and the most up-to-date, because it is price-regulated and is controlled by progressive, active forces, and yet notwithstanding that some of the concerns in their mad haste to do business will rush in and offer all kinds of allurements to dispose of goods simply to get them out—bulk business—when it would be just as easy, and perhaps a mighty sight easier, to get in a solid volume of cash, and cash is what counts in the talking machine trade, as well as in any other.

A good many of these houses are deliberately turning away cash business from their doors by their unbusinesslike methods.

What is the object of a man paying cash for a talking machine when he can get one for a trifle per month and no interest charge? What is the advantage—why cash, when time works much easier?

THERE are so many things to talk about in the exploitation of such a product that it seems as if terms should be the last thing, particularly when the hungry ones are clamoring for stock to-day.

Then people who have money—plenty of it—oftentimes decide that they will buy machines on the deferred payment plan when the facts are held out to them that there is no object in paying cash.

In the piano line it is a fact that the houses in New York, who have been offering ridiculous terms, have found that some well-known and wealthy people have taken advantage of these offerings—people who would undoubtedly pay cash, but when they have trifling payments, scattered over a term of years they figure why pay cash when cash is worth nothing!

Too easy payments, too little cash, are not good business points to emphasize.

THE training of salesmen is very essential, and Benjamin Switky, the well-known Victor distributor in New York, has made some very valuable suggestions along these lines which he has related to The World for the benefit of readers. Mr. Switky says: "I have heard men say that sales, like poets, are born, not made. But for the benefit of the many who cannot show a birth certificate testifying to their salesmanship, I want to say that I do not believe seriously in the foregoing statement. Every man of average intellect, pleasant personality, with an earnest desire to succeed and a willingness to learn, has within him the material necessary for the making of a salesman."

Now, that is a good, clean-cut expression from a practical business man.

There is no question, but that the training of salesmen is of vital importance to every employer in this country, and if, as The World as suggested at various times, it were a fixed policy with the houses employing a number of men, to get the members of the selling staff together and form schools of salesmanship, they would find the results obtained extremely valuable.

It is absurd to drift along in an indifferent manner, expecting the men to absorb knowledge from various sources when there is proper training talent right within easy reach who could be utilized in moulding so that they would become better money-makers for the house and increase their own salaries in a like proportion, because the average business man is fair, at least, we believe so. We are inclined to think that men are perfectly willing to pay salesmen what they are worth—to raise their salaries according to their increased earning capacity, and there is no other logical way in which salaries may be adjusted equitably, because it is impossible to fix a salary status, where the drone is on the same plane as the ambitiously active man. Surely there must be some incentive for the active, energetic, alert young salesman. His efficiency must count in his salary check even though the drone may be dreaming away his time at the warerooms wondering why he is not better appreciated.

Such men cannot draw the same salary and it is not right

that they should. One is earning profits for the company with which he is employed and the other is not. Now, they cannot be placed on an equal basis, and everything which will stimulate interest in work and which will teach salesmen so that they get out of the drone class and can present their arguments more intelligently should be encouraged.

Every salesman should know something about the technical or practical side of talking machines. At least he should have a fair knowledge of its mechanism. Then it is easy to absorb a knowledge of some of the operas. The development is along easy and pleasing lines—lines which are broadly educational because they will impart a great deal of interesting knowledge to the men who desire information which will be of real value to them.

Get out of the drifting habit—but if you must drift—drift with a purpose.

ALL America is dancing these days. The terpsichorean bug, or germ is in the air inoculating everyone with a desire to tango, to one-step, to maxixe, or indulge in some other of those wonderful contortional efforts which are to be witnessed in hotels, tea rooms, cabarets, theatres—in fact, wherever one turns in New York or other large cities throughout the country.

It goes without saying that one cannot dance without music, and here is where the talking machine is playing an important part. The demand for records for dancing purposes has far exceeded the supply during the past month, and this demand is certain to grow, judging from the growth in popularity of the modern dances.

Some remarkable figures are given by talking machine jobbers as to the output of records for dancing purposes—figures that seem staggering when the enormous numbers of records sold within a recent date is considered.

This demand for records, of course, has increased the call for talking machines, for one is useless without the other. As a result the past month has shown a good increase of business with the majority of talking machine houses throughout the country.

Nowadays the talking machine is indispensable not only for the dances, but for those who desire to hear their operatic favorites in the home, and there can be no question but that the growing attendance at the opera houses in New York, Boston, Philadelphia, Chicago, and other cities, is due to the increased appreciation of operatic music through the use of the talking machine in the home.

As we have said in these columns, time and time again, no one factor is contributing more to the uplift of music in America and its proper appreciation than the talking machine. The critics who sneer at this are evidently not in touch with the conditions or facts.

Like the player-piano the talking machine is fulfilling a great mission. Purchasers may start with rag time, or popular pieces, but they gravitate in time toward a better type of music—to appreciate the better class of songs from the leading operas sung by notable singers, and in due course they want to hear the operas and the singers in person.

This is an evolutionary process that takes place in the majority of homes, and it only needs an investigation by anybody concerned to find hundreds of thousands of instances such as this.

It is entirely in the hands of the talking machine dealers to augment the work of the manufacturers in placing the talking machine in a right light before purchasers everywhere—to treat of it from the elevating—educational—artistic viewpoints, so that its constituency of admirers may be broadened, and those who are still “outside the breastworks” in the matter of knowledge of talking machine progress, may be enlightened and interested.

THE National Association of Credit Men has been bringing to the attention of members the growing practice of secretly selling or pledging accounts. It has been pointed out that new companies are constantly springing up and older ones increasing their capital and constantly bringing pressure to bear on business men for the privilege of advancing cash on their open accounts.

It has been found that the system is proving productive of fraud, not only upon creditors who hypothecate their accounts, but upon the finance companies, for in some recent failures it was disclosed that all accounts receivable had been disposed of through hypothecation. Fraud was even practiced on the finance companies by the duplication of leases under the instalment plan by bogus shipments and other methods.

The question put to the association was, whether the pledge or sale of accounts receivable should not be a matter of public record just as is a chattel mortgage.

It is pointed out that legislation must not narrow the channels of money supply, but some method should be found of protecting creditors against the frauds which are being practiced through the hypothecation or sale of accounts receivable.

Members have been writing the association letters which encourage the exertion of special efforts along this line, and the secretary of the Canadian Credit Men's Association at Winnipeg writes that there has just been put upon the statute books of Saskatchewan a law compelling the registration of the assignment of receivables in the same manner as chattel mortgages, and mercantile agencies are publishing this information just as they do information relating to chattel mortgages. The idea is said to be working out so satisfactorily that the Canadian association intends to approach the legislatures of other provinces for like legislation.

Commenting on this, the editor of The Bulletin, published by the National Association of Credit Men, says that he has no doubt that an attempt to secure corrective legislation in the various States would be met with vigorous opposition, but believes the movement is so important to the protection of commercial credits, that legislatures could be made to see that public interest demands action at an early date.

THE fact that the human race is always dissatisfied has been its salvation, and the same thing applies to that part of the race engaged in the up-to-date business. Everlasting improvement is what we are after, and no sooner has one goal been reached than a longer vision and a wiser head spies out another to be won.

Thus the wide-awake inventor, manufacturer, jobber or retailer is never satisfied with things as they are—improvement is the cry all the time.



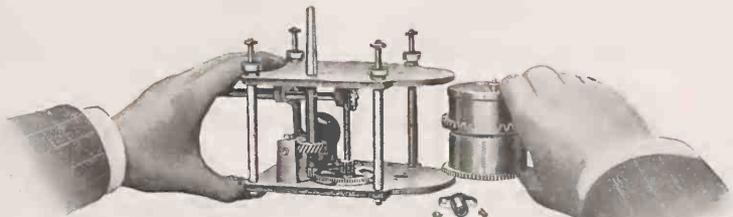
“DOLLAR” MOTORS

LATEST SENSATION—DETACHABLE SPRING CAGE

ARE UNQUESTIONABLY
THE BEST AND CHEAPEST

Without any dismantling of the motor, a **NEW SPRING** may be inserted within a few seconds.

Many patents both at home and in every civilized country applied for.



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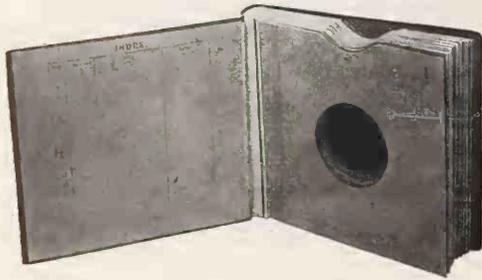
Our Export Catalogue in four languages, covering 30 styles of motors adapted for Talking Machines, sent free of charge, postage prepaid, for the asking.

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



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

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

LOSSES THROUGH SENDING GOODS OUT ON APPROVAL

A Big Factor in the Business of the House Adopting That Policy, Says Manager Ligon, of the Famous & Barr Department, St. Louis—Has Taken a Firm Stand Against the Practice from Straight Business Reasons—Handling the Edison Disc Line.

(Special to The Talking Machine World.)

St. Louis, Mo., February 7.—Manager Ligon, of the Famous-Barr talking machine department, was greatly pleased with the January business, announcing that his sales for the month would be the largest total in the department's existence except that for December. Another pleasing feature was the recent addition of the Edison disc machines to his line. Until his three new sound-proof booths are completed he will show only a sample line of the Edison machines, preferring to let his primary order that is coming from the factory be held back until he is ready to make a real display. He has sold some of the Edisons from the samples and is pleased to note how his customers accept them. Heretofore the department has handled only the Victor line.

Mr. Ligon has some very definite ideas about his department and is being allowed full sway in carrying them out. This department was his first experience in talking machines in this city. He says:

"In my talking machine experience in the South I saw plainly that repossess and returns of goods let out of the store on approval cut into the profits heavily and I resolved then that when I became the head of a department this would be reduced to a minimum. I have seen a department doing less business than we are here have at the end of a year a great stack of damaged records to be charged off the profit account and a dozen of more or less badly used machines on hand because they were permitted to go out on approval.

"I have firmly refused to permit any merchandise to go out of this store until it is sold. The only exchange I offer is where the merchandise does not come up to the standard we set for it. Then the purchaser can have either exchange or the money back. Also I have investigated my credit

accounts before the merchandise left the store, not after. The result is that I have had no repossess, my accounts are in good shape and I have a minimum of returned records. I had two brought back the other morning. One woman brought back a record that she had bought the day before. She said that 'it looked funny on her machine and did not play well.' I put it on a machine and found that it was warped. Of course, we exchanged. The other woman brought in a record that she had taken home four days before. One of the children had dropped a receiver with a needle in the record.

"I said: 'Madame, I cannot exchange that. Your request is the most preposterous thing I ever heard of.' She became indignant and said that the store exchanged damaged merchandise in all other departments. 'Why I can get gloves, wear them a week and return them if they have a rip in them,' she told me. I stood firm and she finally accepted my view.

"I can easily see where our record profits would go if we accepted such pleas. I am planning that as soon as we get our shelving extended back over the new booths to seal all records, play only the master record for demonstration and then deliver sealed records to the customer. When that seal is broken exchange will be impossible except for factory faults. Of course, if the customer buys a record and wants it proven perfect we will play it without being subject to approval as to the music."

The Famous & Barr in declining to send out machines on approval has taken a step that neither of the other department stores selling Victrolas has yet attempted. It is understood that this method of doing business has brought to this department the exclusive department store sale of the Edison disc machines.

In order to extend his department to meet with

business requirements Manager Ligon has been compelled to make a showing that would change the general plans of the store. First, he ousted Manager Vernon, of the piano department, and his office force from their office quarters. Mr. Vernon is Mr. Ligon's immediate superior, too. Now he is ousting the photographer from quarters next to the elevator. Just where he will spread to next is hard to see. The piano and talking machine departments now have a new office built, where their accounts will be handled and all collections will be made within the department, which makes them practically a special store in the big department establishment and gives to them control of every angle of their business.

RECORDS THREE TIMES A MONTH.

Columbia Graphophone Co. to Issue Lists Three Times a Month, Starting with March 1.

As announced in last month's Talking Machine World, the Columbia Graphophone Co. has perfected plans whereby new records will be offered to the trade three times a month instead of once. Starting March 1, this plan will go into effect, some special record or group of selections being issued on the 1st, 10th and 20th of each month. On the latter date the regular monthly supplement of new records will be issued, while the special popular records of various types will be issued on the 1st and 10th.

In accordance with this idea the company will issue the first of next month "Camp Meeting Band," one of the popular hits of the day. Appropriate literature and window posters will accompany each record, and the company feels certain that the new plan will be found a marked success.

A meeting of the creditors of John J. Rooney, talking machine dealer of New York City, who recently failed, and whose business, as reported elsewhere, was disposed of, was held in the offices of Seaman Miller, the referee in bankruptcy, 2 Rector street, on February 13.

READY REFERENCE OF GENERAL SUPPLIES

DEALERS

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

THE REGINA CO.

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

Mermod & Co.
505 Fifth Avenue New York

Manufacturers of
Talking Machine Supplies
Motors—Sapphire Points
Diamond Points a Specialty

Keep Your Record Stock with

THE
Heise
SYSTEM TRADE MARK

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

THE SYRACUSE WIRE WORKS,
SYRACUSE NEW YORK



The announcement of the Columbia Grafonola "Jewel" at \$35 is the most significant trade move since the announcement of the Columbia Grafonola "Favorite."



(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

DANCE RECORDS PROVE GREAT BUSINESS BUILDERS.

Enormous Sales of Dance Records and Machines by Columbia Graphophone Co. in St. Louis
—Dealers Complain of Scarcity of Records—Victor Business at Aeolian Hall—Many
New Edison Dealers Appointed by Silverstone Music Co. During Month.

(Special to The Talking Machine World.)

St. Louis, Mo., February 9.—There was by no means the usual break in the machine or record business following the holidays, according to Sales Manager Duffy at the Columbia. The Columbia store has been making a special advertising campaign on the dance music records, and they have proven a great business builder, as St. Louis has been, in common with the rest of the country, "dippy" over the new dances, and the sale of a dozen records of this kind to a single customer or to a stranger has not been unusual. Most of the advertising has been of the reading notice variety, and so placed in the newspapers that it was best calculated to catch the eye of the very reader sought.

"Our machine sales have been more than we expected, and the dance music records have given the record sales a big boost," said Mr. Duffy. "We have been busy all month and will make our usual showing by comparison with previous months."

The country trade is in good shape too, according to Manager I. W. Reid. "Collections have been very good," he reports, "and are improving. For a short time collections of mercantile accounts looked bad, but that soon blew over. Our salesmen have been booking good orders, from which it can be seen that they have not found the dealers overstocked after the holiday trade. Constant inquiries that reach us indicate the general growth of the business. They come from all parts of the trade territory and from all sorts of establishments. One of the recent ones was from a butcher and grocer in a small town, who declared that he had some business to deliver if he could get a merchandise stock. We absolutely have no fault to find with business under present conditions."

E. C. Rauth, of the Koerber-Brenner Music Co., is planning to start for New York February 10 and will remain in the East until after the meeting of the executive committee of the National Association of Talking Machine Jobbers.

Harry Levy, manager of the talking machine department at Aeolian Hall, says: "The talking machine business for January in all departments was simply phenomenal, and I doubt if any person anticipated that the trade would hold on as it has. In our jobbing and retail departments we have been doing all the Victor business the stocks would allow. The record business has been immense."

Manager Robinson, of the Thiebes piano department, is reaping a rich reward from some consistent and well displayed advertising he has been doing for his talking machine department. The advertisements have been in excellent taste and have been of a sort to put people to thinking. One of them was based on "Music as a means of development." It was illustrated with pen pictures of a boy and a girl listening to the music of a machine.

The opportunity to select the Victor or Edison disc in the Thiebes parlors has continued to be a drawing card. Service letters, properly timed, also have been a splendid means of drawing in names of prospects.

"There is only one fly in our ointment at present," said Mr. Robinson, "and that is the scarcity of records that are in demand. The situation has become somewhat embarrassing, and I am hoping that the situation will be cleared up in time to put the trade in a good humor for the summer. We retailers are certainly between two fires at present, because with this popular vogue, people are insistent on getting what they want when they want it."

The reports from the other dealers are in line with these quoted. Everybody appears certain that the gains already made in business are only a beginning of what is to come.

"The Edison disc business went forward in January just as it did in December. Each month sets a mark a little bit higher than the month before," said Marks Silverstone, president of the Silverstone Music Co., Edison jobbers for this territory. "We have this month been pushing our campaign for new dealers and we have met with remarkable success. Our object at present is to prepare for the extensive advertising campaign in conjunction with the advertising that will be put out from the main office. We are being flooded with applications for retail stocks and we are, in many cases, making a selection of the various stores offered in towns and accepting those which we are assured are energetic and willing to undertake a reasonable amount of publicity.

"Best of all, our new dealers are entering into the trade with enthusiasm and they have implicit faith in their merchandise. Also our machine sales, especially here in the city, have reached a volume where the record trade is beginning to be an item and because we have catered chiefly to persons who have been able to buy high-priced machines on short time payments, they are mostly in the market for the new records as they come out, and the neighborhood dealers appreciate this."

Some of the new dealers Mr. Silverstone mentioned were: Famous & Barr department store, St. Louis; Lehman Music House, East St. Louis; F. W. Rabbe, 1800 Cass avenue, St. Louis; Mauer Music House, 1926 Gravois avenue, St. Louis; F. C. Woolsey, Fort Scott, Kan.; Eastman Jewelry Co., Petersburg, Ill.; C. H. Hawke, Greenville, Ill.; M. Y. Rusk, Brookfield, Mo.; F. C. Haley, Louisiana, Mo.; Peoria Phonograph Co., Peoria, Ill., and Jenkins Music Co., St. Joseph, Mo.

O. A. Reynolds, traveler for the Silverstone Co., reports that on his recent trip through Missouri, a part of Kansas and a little of Illinois, he found dealers' stocks very low and everybody ready to place orders for immediate delivery. He reports the efforts to push the higher priced machines

meeting with great success everywhere and the appreciation of the instrument is largely that of a musical instrument.

Mr. Silverstone, who is preparing for a trip to the Edison factory to be a guest on Mr. Edison's birthday, is taking a good deal of satisfaction over the recent placing on the market by the company of a device for playing lateral cut records on the diamond disc machine.

Raymond J. Fischel has been installed as manager of the dictating machine department of the Silverstone Co.; vice-president J. K. Savage, who retired, will take up other property interests.

A new demonstration room has been completed at the Silverstone warehouses, and the office arrangement has been changed to accommodate the growth of that part of the business.

LETTER FROM VERNON CASTLE.

Epistle Written by the Internationally Famous
Dancer to the Columbia Co. Is a Tribute to
the Dance Records Made by This Company.

The Columbia Graphophone Co. is appropriately featuring the following letter sent to it under date of January 1 by Vernon Castle, the internationally prominent exponent of the modern dances:

"I want to congratulate you on the excellent dance records you have recently issued; they are the best I have heard. I am using a Columbia Grand Grafonola and Columbia records at Castle House, where they are attracting extraordinary attention. The records are played in perfect dance time and are frequently encored by our patrons.

(Signed) "VERNON CASTLE."

Mr. and Mrs. Vernon Castle have been appearing for the past few months in the leading vaudeville houses on Broadway, where they have been invariably featured as headliners, commanding salaries in excess of the sums paid world-famous vaudeville stars of many years prominence. Their act consists solely of a rendition of the modern dances, which have taken the country by storm, and their interpretation of the spirit and meaning of these dances is considered authoritative in all parts of the country. Mr. and Mrs. Castle have but recently determined to confine their art solely to private exhibitions, and they are in demand by the best-known members of society.

CHANGE IN EUREKA, CAL.

(Special to The Talking Machine World.)

EUREKA, CAL., February 6.—The Eureka Co., Eureka, Cal., has changed hands, W. B. Bailey and W. H. Heaseman assuming full control. They handle the Edison and Victor lines, and are doing a fine business. These gentlemen have the reputation of being first-class salesmen, and they are right when it comes to hustling business. Their trade is steadily increasing.

"Training may make the artist, but nature gives the voice," says Mme. Melba. When the prima donna was a child at school the other children used to say to her: "Nellie, do make that funny noise in your throat." The "funny noise" was the future prima donna's natural trill.

THE RECORD SITUATION

THE MAIN ISSUE OF YOUR BUSINESS TO-DAY

We have had a problem to meet in being **SHORT OF RECORDS.**

A customer came in yesterday. His first remark was: "ISN'T THE RECORD SITUATION AWFUL?"

Our reply was: "Has your business been larger up to date this year than last year's corresponding period?"

"Why—yes," said the customer.

"Then tell us just how is the shortage of records affecting you."

He answered: "Why, we cannot fill our orders."

"Then where does the increase in your record business come from?"

He replied immediately: "We are pushing the good **STOCK** records—the records **WE HAVE.**"

MR. DEALER—that same situation can be handled every month in the year. **SHORT OF RECORDS AND A CUSTOMER LOST**—but, **SHORT A FEW RECORDS AND YOU MAKE A FEW GOOD SUBSTITUTIONS**—THEN A **SATISFIED CUSTOMER.**

Our stock is the biggest in the country. In spite of the shortage, we are probably averaging the largest percentage in order filling.

No matter **WHERE** you are situated. **FORGET THE FREIGHT** and **GET THE GOODS.**

We won't claim to fill your order complete—but if we give you just a few of the ones you want—**isn't it worth while?**

New York Talking Machine Company

81 CHAMBERS STREET

NEW YORK CITY

OPERA HELPS TWIN CITY TALKING MACHINE TRADE.

The Prominent Dealers in Minneapolis and St. Paul Take Advantage of the Visits of the Chicago and Canadian Opera Companies to Give "Opera Concerts"—Activity Most Pronounced with All the Leading Concerns, Covering All Makes—News of the Month.

(Special to The Talking Machine World.)

MINNEAPOLIS and ST. PAUL, MINN., February 8.—Musical artists, of whom there have been a shoal in the Twin Cities during the present season, have done much to exploit and advance the sale of talking machines, and by a nice system of reciprocity the talking machines have done much for the artists to enhance their repute and mayhap line their pockets. The artists get their favors through the Victor, recitals arranged by the various houses, notably the Talking Machine Co., W. J. Dyer & Bro. and the Metropolitan Music Co. Archie Mathies, of the first-named company, issued a season's program of recitals in which he heralds the advent of every prominent musical star, whether in concert or opera. This week he gave a recital with numbers by Alma Gluck, William Bachaus and Kathleen Parlow, pianiste. Next week there will be a Marie Rappold concert, then "I Pagliacci," "La Traviata," John McCormick, Clara Butt and Mischa Elman and the programs of the Canadian Opera Company and the Chicago Grand Opera Company. If the artists and performances make a big hit there is a big run on their records. Hence the wise dealers push hard for the concerts and operas, for the returns are immediate.

W. J. Dyer & Bro., as a curtain raiser to the Chicago Opera Company season in April, will give "Rigoletto," "Manon," "La Tosca" and "La Boheme," programs with descriptive readings by Mrs. Berna Lapham Wells. A more instructive arrangement hardly could be made, and it is certain that these recitals will be well attended by music lovers and that they fully will appreciate the opportunity. The Dyers still have considerable difficulty in keeping their Victor lines filled and complain that they have been hampered a great deal during the past four months by inability to obtain goods.

Foster & Waldo had excellent trade in Victor machines and have more than doubled their sales. With a score of outside salesmen of the piano department also instructed to pick up the talking machine prospects, the Victor department has a mighty pulling power that brings in business in and out of season.

Laurence H. Lucker, of the Minnesota Phonograph Co., the Edison boomer, boasts of a 100 per cent. increase in the January trade as compared with that of January, 1912.

"We are selling the Edison disc machines to the best musicians and schools in the Northwest," he remarked. "Recently we have sold to the North Dakota Normal at Minot, the South Dakota Normal at Brookings, the State school at Faribault, Minn., St. John's University at St. Cloud and other institutions demanding the best music. We have sold Edison machines to Richard Czerwonky, con-

certmeister of the Minneapolis Symphony Orchestra, and Franz Dick, a member of the same orchestra. We sold a \$400 machine this week in North Dakota and one in St. Peter for \$425.

ARTISTIC VICTOR WINDOW

Featured by the J. W. Carter Music Co., of Houston, Tex., During Carnival Week—Reports Very Large Volume of Business.

(Special to The Talking Machine World.)

HOUSTON, TEX., February 8.—The accompanying photograph presents a portion of the show window



Carter Window During Carnival Week.

featured by the J. W. Carter Music Co., of this city, showing its artistic appearance during carnival week. This enterprising house, which handles the Victor line exclusively, makes a hobby of



Interesting Photograph Taken at Carter's.

its show windows, and its carnival window was certainly calculated to attract favorable comment and attention.

"One of our ladies, Miss Bessie Meyers, went up to Fargo, N. D., last week to give a concert and brought back orders for eight machines, all high priced ones. These incidents, taken in connection with the ordinary run of business, make us feel just a little proud."

The Columbia house, managed by Jay H. Wheeler, is having a nice line of trade. "We are putting out machines all the time, the record business rapidly is increasing and above all collections are fine. What more does a manager want?"

In the second picture shown herewith Clarence Whitehill, the well-known baritone and one of the most popular members of the Victor recording staff, is shown listening to one of his own records, entitled "In the Gloaming." Mr. Whitehill is an occasional visitor to Houston, Tex., and whenever he arrives here invariably calls at the Victrola showrooms of the J. W. Carter Music Co. On the right of Mr. Whitehill, who is standing beside a Victrola XVI, are shown J. W. Carter, president of the company, and C. D. Grubbe, manager of the Carter Co.'s Victrola department.

During the year just closed the Carter Music Co. closed the best Victor business in its history, and this is especially significant in view of the fact that the company's Victor trade has been increasing year after year. On a recent trip East, J. W. Carter, president of the company, spoke in the highest terms of the value of the Victor representation to the aggressive piano house, stating that the Victor agency offered an opportunity for increased business that no up-to-date piano merchant should permit to pass him.

In addition to catering to an extensive list of Victor patrons, the Carter Music Co. handles a splendid line of pianos, headed by the Knabe.

WHEN TO CUT OFF CREDIT.

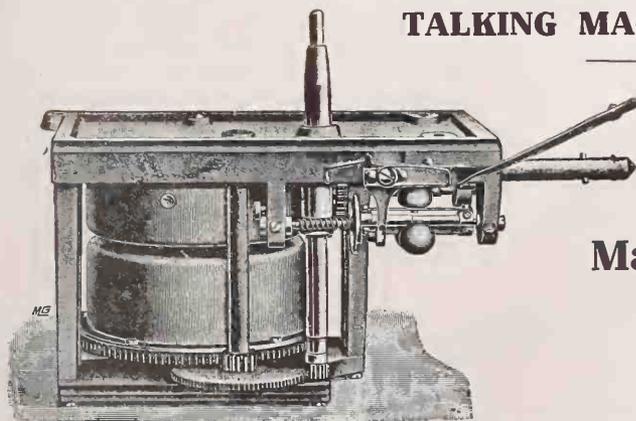
The small merchant, particularly in country towns, faces a serious question. If he has been extending credit to a customer liberally, it is only at the risk of losing all his future trade that he dare cut off that credit, and yet to continue extending credit after a man's account becomes dangerous often is fatal to business.

The best way is to have a fixed and certain rule at the opening of an account as to exactly how far you are willing to extend credit. Then, when the stipulated amount is reached, the customer has no right to feel aggrieved.

The Twenty-third street retail store of the Columbia Graphophone Co. is closing a phenomenal business in Columbia dance records which is due in a considerable measure to the original ideas of Hayward Cleveland, the veteran manager of this store. Mr. Cleveland recently sent out to his extensive mailing list a neat and attractive four-page booklet entitled "Modern Dancing and the Grafonola," which discussed in a brief, though informal way, the value of a Grafonola in the rendition of modern dance music.

Time is money, provided you don't spend a dollar's worth of time trying to save a penny.

HERMANN THORENS, Ste. Croix (Switzerland) TALKING MACHINE WORKS



Motors and Sound Boxes a Specialty

CONCEDED TO BE THE BEST MANUFACTURED

OVER THIRTY DIFFERENT STYLES

Machines with or without Horns

FIRST QUALITY ONLY

Noiseless Motors

HIGHEST RECOMMENDATIONS

WRITE FOR DESCRIPTIVE CATALOGUE

THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

BOSTON, MASS., February 9.—The talking machine business for January has been good, but of course does not compare with December, which always is the banner month of the year. Naturally all the prospects that could be developed during the holidays were taken care of, and with the expenditures of the Christmas month there is not much money left for January purchases. One of the interesting features of the talking machine business is the number of large houses that are making overtures to take on Edison, Victor or Columbia outfits. This is particularly true of prominent furniture concerns throughout New England, which heretofore had to be approached by the jobbers, and who in some cases took hold of the proposition reluctantly. Now the conditions have materially changed and all of them are viewing the proposition eagerly and expectantly, for they see in it something of permanent value, and that the talking machine proposition is something that is bound to grow rapidly.

A Time for Everything.

The World correspondent went into a Boston store on two Fridays lately—it was one of the largest concerns in the city—and found the janitor engaged in the process of cleaning up. Now it is most commendable to keep an establishment looking clean and neat, but there are proper times to do it, and that time is scarcely the middle of the afternoon. At the store in question all the Oriental rugs were off the floor and the sweeping that was going on was attended with more or less dust, which certainly was not pleasant for two women customers, not to mention several men, who were in the place at the time. What if Friday is the traditional sweeping and dusting day. Isn't the proper time to clean up a store before it is opened in the morning or after it is closed for the day?

Folk Dance Demonstrations.

Mrs. Soule, of the Carr School, Somerville, gave another of her folk dance demonstrations with a group of pupils from the ninth grade at the Grafonola parlors of the Columbia Company on Saturday morning, Jan. 24. Many of the numbers, some of them being Norwegian, Spanish, Swedish and American, were danced to the strains of familiar orchestral records. There was a large audience present and the value of the Grafonola as an inspirational and energy-saving aid was fully demonstrated.

Call from Dealers Very Large.

Manager Silliman, of the Pardee-Ellenberger Co., says the Edison disc proposition has just caught on in great shape. The call from dealers has been surprisingly large, and with the traveling staff out through New England the Boston office has about all it can do to handle the orders.

New Edison Representative.

Manager Silliman has made some strong connections lately throughout New England. Henry W. Berry & Co., of 436 Massachusetts avenue, Cambridge, a large furniture house, has just added the Edison disc line, and the manager of the department is pushing it for all it is worth. W. W. Ballard, of Salem, is another who has added Edison disc outfits to his department. Others who have made arrangements through Manager Silliman to handle this line are B. J. Kelly & Co., of Morrisville, Vt.; J. W. Johnson & Son, of Newport, N. H.; W. A. Allan, of Andover; the Atherton Furniture Co., of Pittsfield, and C. F. Wing & Co., of New Bedford, one of the largest concerns in Southern New England handling the talking machine proposition.

Good Advertising Stunt.

One of the advertising "stunts" of Manager Erisman, of the Columbia Co., was the issuance of cards advising its patrons to attend the concert at the Boston Opera House on Sunday night, February 1, when the contributing talent included Constantino, the celebrated tenor, and Jose Mardones, the great bass, both of whom sing for the Columbia. The airs that were mentioned on the card were those which could be procured on Columbia records.

Street Cars Help Sales.

Manager White, of the Victor department of the Henry F. Miller Co., has found a steadily growing demand ever since the surface cars were put back on Boylston street following the work of excavating for the subway. Lately he sent a good-sized consignment to a customer in Peru, South America, consisting of an expensive Victrola and a carefully selected assortment of records.

Keeping Things Hustling.

Herbert L. Royer manages to keep things hustling at the Arch street Victor quarters of the M. Steinert & Sons Co. Between the Boylston street store and the Arch street place the Victor business of the Steinert house is a large one. Manager Royer has now around him a carefully

selected staff of men, and with the frequent chats he gives them on business efficiency they are developing into clever and far-seeing salesmen.

Takes on the Edison Disc Line.

Walter J. Bates, of 170 Summer street, is one of the latest to become a distributor of Edison disc phonographs and outfits. He is near the South station in Dewey square, and if one prefers to consider the Columbia or the Victor proposition he can supply one with what he wants.

Reports Lively Demand.

George Lincoln Parker is finding a lively call for all the various kinds of talking machine outfits, and the fact that his quarters in the Colonial building are so easily reached by elevator makes them a very convenient place.

F. H. Thomas Co.'s Store Well Patronized.

Well equipped demonstration rooms on the Exeter street side of the F. H. Thomas Co. store at 691 Boylston street are the rendezvous of many Back Bay people who have become interested in the Edison disc machine. The fact that this place is near the Hotel Lenox is something in its favor, as many of the grand opera stars make that hotel their home while singing here.

Victor Outfits in the Schools.

Billy Fitzgerald, of the Eastern Talking Machine Co., says it is most surprising the way that outfits have been taken by the schools, and he adds that there is not a single private school in the city that is not equipped with a Victor outfit and the accompanying course on "What We Hear in Music," which is proving so valuable to music lovers and those bent on a finer appreciation of the art. And Billy is working hard with the public schools, too.

Demonstration of Sound Waves.

A most interesting demonstration of sound waves was made lately in one of the Lowell Institute courses of lectures at the Massachusetts Institute of Technology. The course was given by Professor Dayton C. Miller, and during his third lecture on "Sound Analysis" he used a flute, cornet, voice and Victrola, the latter being generously furnished the professor by the Eastern Talking Machine Co. The discs used included the "Rigoletto" quartet, a Caruso selection and a piccolo number. All the numbers were played through a horn into another horn, the sounds becoming graphically and clearly visible to the eye when thrown on a screen, showing conclusively how science has come to the aid of recording and

P-E
SERVICE

**Real Music
At Last**

P-E
SERVICE

The main thing that you sell when you are an Edison disc merchant is music—real music—the kind of music that makes a man long to spend his evenings at home. This is the reason why so little salesmanship is required of Edison disc merchants, and low selling cost means big profits.

It isn't even necessary that you should have any experience as a phonograph man, for part of our service to you is along educational lines in order that you and your salesmen may do the greatest amount of business. This is real service and co-operation that means results.

Boston, Mass.

**THE
PARDEE-ELLENBERGER
CO.**

New Haven, Conn.

THE TRADE IN BOSTON AND NEW ENGLAND

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

photographing sound waves. It is of interest that experimental work has been going on for some time at the Institute of Technology with a Victor which has been furnished by the Eastern Company, and the results arrived at through the use of different needles has been one of the many interesting developments of the experiments.

Takes a Star Part.

The dictagraph such as is used in "Under Cover," that intense play of adventure and detective ability that is crowding the Plymouth Theater at every performance, is on exhibition at the Eastern Talking Machine Co.'s Fremont street quarters, and is attracting much attention. Just what this remarkable instrument is able to do gets about the best demonstration in "Under Cover" that it possibly could have, and a study of the device whets one's desire to see the play.

Some Effective Publicity.

Joseph Santley and his musical show, "When Dreams Come True," are getting good advertisement through the postal cards which are being distributed through the Columbia Graphophone Co.'s offices. On these postals is a small disc record of one of the selections from "When Dreams Come True," which really plays fairly well. On the card is the stamp of the Columbia Co.

Larger Chickering & Son's Victor Rooms.

Since Manager Currier has taken hold of the retail quarters of Chickering & Sons the Victor department, so ably managed by Brother Batchelder, has been moved from the basement of the establishment to the second floor. The new quarters are approached by a flight of easy stairs, and at the rear of the store is the elevator if one wishes its use. The rooms are most attractive and much larger than the old quarters, and with

STANDARDIZING CATALOGS.

Effort to Make Them of Sizes Suitable for Filing Winning Approval in Business Institutions Throughout the Country.

The inconvenience of filing for purposes of reference catalogs of all sizes and shapes has prompted the Technical Publicity Association, whose membership comprises the advertising managers of many of the largest business houses in the country, to start a campaign for uniform sizes of catalogs. Definite proposals have been prepared by the association, and will be sent out this week to all of the leading manufacturers, wholesalers and retailers.

The chief recommendation is that two sizes be adopted as the standards for all catalogs, 6 by 9 inches, and 8½ by 11 inches. It is argued that if every house that issues a catalog will have it made up in one of these sizes, it can then be filed for reference with hundreds of other catalogs by any one receiving it. At present, the Technical association's circular points out, because of their varying sizes, catalogs unnecessarily take up valuable space, and cannot be filed and indexed in any way that will make reference to them easy.

The plan to standardize the catalogs has met with the approval of many advertising and catalog men associated with large manufacturing firms. The chief of the catalog department in one firm said recently that there was every reason for the adoption of the idea and none against it.

"Many catalogs," he said, "contain matter of permanent value, such as standard tables, decimal equivalents, engineering statistics and the like, and should be kept in a ready reference cabinet or closet by department managers. At present, however, it is practically impossible to keep them so that they can be of any use. I recently measured the catalogs of 700 houses and found 147 different sizes among them. They varied from pocket editions to immense books that would almost cover the top of a desk. How can such a collection of books be filed in any sort of systematic manner!"

"The only possible objection to standardization

the assistance of two able clerks Manager Batchelder is equipped to largely increase his business.

Victor on the Stage.

In "Years of Discretion," playing at the Tremont Theatre, next door to the Eastern Talking Machine Co.'s establishment, there is a Victor used, and this instrument has been furnished by Manager Taft, of the Eastern Co. The outfit plays an important part in the progress of the play.

Non-Partisan Meeting Place.

During the recent mayoralty campaign the Eastern Talking Machine Co.'s offices assumed the aspect of political headquarters, as several of the men prominent in the campaign, who happened to be Victor enthusiasts, dropped in on Billy Fitzgerald and the other boys quite often. Mayor James M. Curley (he then was only a candidate for the office) was a frequent caller, and a large picture of him and his family now adorns the desk of Fitzgerald. Collector Joseph A. Maynard was another of the political callers. Both the Mayor and the Collector possess Victor outfits.

Featuring the Columbia Grand.

Miss Mabelle Jones, who has been unusually successful in interesting patrons in the \$500 Columbia grand, has been spending a part of this month at the Atherton Furniture Co.'s place in Worcester, where she has been giving some successful demonstrations.

Visit Columbia Headquarters.

When Manager Arthur Erisman, of the Columbia, went over to New York a short time ago to confer with the home office officials, and he took with him C. A. Hewett, in charge of the graphophone department of C. A. McArthur & Co., of Boston. Mr. Hewett was thus able to come in personal touch with many of the Columbia officers.

of catalog sizes," he continued, "is that each manufacturer or wholesaler wants individuality in his catalog. But individuality can be obtained in color and thickness just as well as in size. With all catalogs printed in two sizes, each manufacturer can adopt a certain color and thickness that will distinguish his catalog from all others."

The difference between an optimist and a pessimist is that one believes in mascots and the other in hoodoos.

NEW VICTOR AGENTS IN BOSTON.

Wholesale Department of the Eastern Talking Machine Co. Make Many Successful Business Connections in Boston and Fall River.

(Special to The Talking Machine World.)

BOSTON, MASS., February 5.—Manager Chamberlain, of the wholesale department of the Eastern Talking Machine Co., has been most successful of late in being able to interest large concerns in the Victor proposition. Among the houses to recently take on these machines are the A. McArthur Co., of Washington street, this city, which already has developed a large talking machine business; Kraft, Bates & Spencer, Inc., of Boylston street, a piano house, which has had a talking machine department for some time, and George H. Munroe, of Fall River, one of the leading piano houses of that progressive city.

OPEN EDUCATIONAL DEPARTMENT.

The Outlet Co., of Providence, R. I., Perfecting Plans for Its School Campaign.

(Special to The Talking Machine World.)

PROVIDENCE, R. I., February 9.—An educational department recently has been opened at the Outlet Co.'s large establishment in this city, and its special work is exploiting the sale of Victor machines and special records in the schools. H. C. Johnson, the new manager in charge of this work, has met with marked success, due in large measure to his entirely original methods of procedure, and he has been able to convince any number of school principals and teachers of the wonderful results that can be attained by the Victor equipment in the education of children along music lines.

HOLD ANNUAL CONCERT AND DANCE.

(Special to The Talking Machine World.)

BRIDGEPORT, CONN., January 31.—The fire department of the American Graphophone Co. held its third annual concert and dance Wednesday evening at the Colonial Hall in this city. A number of prominent Columbia artists were in attendance, including Fred Van Epps, Ada Jones, Byron G. Harlan and Henry Burr.

There are many qualities of steel but only the best steel is used in making BAGSHAW NEEDLES

It took a lot of experimenting to secure the formula for the steel used in Bagshaw needles, for we know that the talking machine needle, while small, is one of the most important parts in sound reproduction. The temper must be exactly right, so that in manufacturing the point of the needle will be perfect. Examination of a Bagshaw-made needle under a strong glass proves this.

The steel must be firm enough to play on the record, and to do so without injuring the record. This needle quality is known to many jobbers and dealers, which is responsible for the fact that Bagshaw-made needles have the largest sale in the world.

W. H. BAGSHAW Lowell, Mass.
Established 1870—pioneer needle manufacturers

THE TALKING MACHINE AS CIVILIZER IN THE PHILIPPINES.

A story of unusual interest is represented in the accompanying photograph showing a group of natives in the far-away Philippine Islands listening to some of their own records, which had been made for the Columbia Graphophone Co by an

recording purposes. Dean Worcester also found the dictaphone of considerable assistance in the daily routine of his research work. Dean Worcester is shown at the extreme right of the photograph.



Members of One of the Philippines Tribes Listening to Their Own Records.

expedition under the guidance of Dean Worcester, who is famous for the constructive and uplift work that he has been doing in the Philippines. It may seem somewhat unusual to use a dictaphone for recording purposes, but in the absence of any regular Columbia dealer in this territory the dictaphone was found invaluable for

BALTIMORE'S BUSY MONTH.

Talking Machine Dealers All Enthusiastic Over the Fine Business Transacted in January—Almost Impossible to Supply the Demand for Records—The Outlook for the Spring Months Is Excellent and Is One of Optimism with Every Dealer in the Monumental City.

(Special to The Talking Machine World.)

BALTIMORE, Md., February 7.—Remarkable as it may seem, the dealers here announce that figures for January show a very unusual result for this month of the year. They not only pass those for January, 1913, but all hands declare that they show a substantial increase over those for any other month during 1913 than December. There are probably no more enthusiastic individuals than the talking machine men these days, and they are emphatic in their statement that they are going to bend every effort to make 1914 go 1913 one better. Judging from the results of the last month it would seem that they are on the right road to success.

Manager W. C. Roberts, of E. F. Droop & Sons Co., announces that both the wholesale and retail trade have taken a wonderful spurt and that January was a fine month. Of course, it did not equal December, and Manager Roberts declares that had it beaten December he does not know what he would have done to accommodate the customers and properly care for the stock necessary. The capacity of his store was taxed to the climax during December, and if this condition continues he will have to make substantial extensions.

Manager S. A. Denison's business barometer is still in its accustomed place, and this indicates that business with the Columbia line has not dwindled. Mr. Denison, of course, is manager of the local branch of the Columbia Phonograph Co., and the barometer in question is his little slate which hangs back of his desk, and which tells concisely and in

a few words just what results were obtained each month. The announcement this time is simple and to the point, and runs thus: January beat any month in 1912 and 1913, except December, 1913. Mr. Denison declared he is going to do his part to make 1914 the real year in talking machine annals.

Reports from the Sanders & Stayman Co., Inc.

state that both the Columbia and Victor lines were in big demand during the past month.

Joseph Fink, of the Fink Talking Machine Co., said that January was his biggest month, and he is most enthusiastic. He had a good run on the high-priced Victors and also had many calls for the latest records.

Another firm that was in the limelight during January was the Peabody Piano Co., who have been making steady strides toward the top in the talking machine business.

INTRODUCE NEW LABEL

For Victor Records Which Was Designed and Perfected After Extended Thought and Consideration—Space for Private Number.

Beginning with the Victor records presented in last month's supplement, the Victor Talking Machine Co. announced to the trade a new label on Victor records that was designed after extended thought and consideration. A change from the former label had been contemplated by the Victor Co. for some time, as there were several minor objections connected with this label that the company felt sure could be easily remedied. The new label is the result of this thought.

As announced by the company, the new label embodies the following improvements over the former one: "The word 'Victor' appears so boldly that there is no chance for uncertainty as to the source of the record, even at considerably more than arm's length. Again, the type used is what is now recognized more or less consciously as Victor type—the face that has been most consistently used in Victor advertising. There is a broadening of the gold circle on either side of the label at the top, which can be written on with black ink.

"Formerly there was no space provided in which the user might put his own catalog number on the record, and by providing such a space we have simplified the process of returning each record to its proper place in the private collection. These will be of especial benefit in all the black label series. There was formerly no way of marking such records except by attaching an unsightly sticker."

The red seal records issued by the Victor Co. had their labels changed some time since, and the new labels have won the unqualified approval and admiration of the trade. The simplicity and dignity of the new label, coupled with the improvements noted above, combine to make it most artistic.

Record Service

IS WHAT YOU NOW NEED

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

Send your order for RECORDS to

LOUIS BUEHN - Philadelphia

and be convinced.



The Columbia Grafonola is more and more being recognized as the supreme instrument of music. The greatest music lovers are buying the most perfect instrument. The Columbia Grafonola, "Favorite," for instance.



(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**

MANY FEATURES OF INTEREST IN PHILADELPHIA TRADE.

Elaborate Demonstration of Edison Disc Phonographs and Records Gets Prompt Results—Pennsylvania Talking Machine Co. Very Active—Progress of the New Dealers' Association—Record Supply Rather Low—Louis Buehn Reports Substantial Increase.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., February 9.—The beginning of the second month of the year finds the talking machine men of Philadelphia in the best of spirits, for they had an unusually good January. It was better than last year, every one reports, and the only unfortunate thing the dealers had to contend with was a difficulty in getting machines and certain classes of records.

Edison Disc Phonograph Demonstrated.

Several things of more than usual interest have transpired in Philadelphia recently. Last week Thomas A. Edison, Inc., gave a demonstration of its latest disc machine in this city at the Ritz-Carlton Hotel, for which they had issued 3,500 invitations. The exhibition lasted from 1 to 6 o'clock and more than a third of the invitations were accepted. Every one is most enthusiastic over the instrument and there are prospects that within the next ten days there will be a number of dealers in Edison disc phonographs in this city. After the hotel exhibition Mr. Stanton, of the Edison Co. remained in this city and gave exhibitions at several well-known piano houses. It is not unlikely that a number of prominent firms will take the Edison disc for sale here.

F. K. Dolbeer, William Maxwell and Mr. Stanton, representing the Edison Co., were here for the exhibition. They had upwards of forty of the latest and best Edison records with them. The Edison disc is at present handled here by two concerns, the most recent to take it being the Music Shop, No. 218 South Twelfth street.

Great Activity with Pennsylvania T. M. Co.

The Pennsylvania Talking Machine Co. has had the front of its building handsomely repainted with green enamel of a peculiar tint, which has been attracting a great deal of attention. They are contemplating numerous interior improvements and are now getting estimates on the building of a balcony over two-thirds of the store, with a large stairway leading up to it, and which will seat a great many people. Manager Eckhart reports that the business of his firm on the Columbia machines in January was nearly equal to that of December, and that they beat January of a year ago by more than 100 per cent. Mr. Eckhart was up the State several days this week and closed a very important deal at a very important point and secured a substantial order. He had Harold Lyle with him. He believes the firm will do a tremendous business. Among the visitors at the Pennsylvania store the past week were George Lyle, general manager of the Columbia Co., as well as Marion Dorian, the treasurer.

The Dictaphone business has also been most excellent, and they closed a number of important sales the past month and have some big things for February, one instalment being for close to 100 machines. "February," says Mr. Eckhart, "bids fair to be the biggest month in the history of the

Dictaphone in this territory." They have just had their delivery automobile painted in yellow enamel with gold letters, presenting a most striking appearance.

Hard to Get Enough Records.

G. F. Wurtele, of the Gimbel talking machine department, reports that its business in January has been most excellent and shows a big gain over last year. Plans are being formulated at present for a considerable enlargement of the department. Mr. Wurtele says that it has been unable to obtain many of the most popular of the records, otherwise it would have been able to do very much more business in January.

Weymann & Sons After High Class Trade.

Harry Weymann, of H. A. Weymann & Sons, reports that the demand for Victor Victrolas and records is almost phenomenal and their business during the year past was double that of 1912, and so far this year their sales will double those of last year. In the retail department, he says, they get most excellent results from their newspaper advertising, which is striking, and in which they illustrate the latest dancing fads and show how they can be satisfied in the home with the Victrola. They refrain from stating prices and they believe it has been the means of selling a much better class of goods, but instead they say: "Any of the Victor's new and improved styles may be purchased on convenient terms. Every instrument is guaranteed and is backed by our reputation of a half century as manufacturers and wholesale distributors of musical instruments of superior construction."

Mr. Weymann believes that this sort of advertising brings better results and a better class of people than that followed by so many houses who are continually advocating the old "small weekly payments."

New Association Making Some Progress.

It took a good while to get the thing started, but I am assured by some substantial men in the trade that the Retail Talking Machine Dealers' Association is going to go through. They are working it out on a little different basis than at first arranged. They were not able to get the signatures of all the representative dealers to become members of the association, but they have the promise of all of them, I am informed, that they are willing to sign a paper to adhere to the rule of charging interest on deferred payments. There will be another meeting within the next week or two, when those active in the organization have hopes that all the representative houses in the trade will be in attendance.

Increase in Business for Louis Buehn.

Louis Buehn reports that the business of his house in January was very good, being slightly in advance of last January in spite of the shortage of records and medium priced machines. "The shortage of records," he says, "makes it problematical as to how big our business would have been had

we been able to supply all demands. Conditions are a little better now, and the factory is supplying us in better proportion."

Machine Situation Improved.

The machine situation seems to be better all around, although I have noticed at some of the stores that there is still a shortage of the \$50, \$75 and \$100 types. Mr. Buehn believes that the indications are that business is going to be maintained for some time to come.

In the Edison dictating machine Mr. Buehn has done a splendid business and it is showing a marked improvement right along, the attitude of the big firms being much more friendly to the spending of money on devices of this kind for the facilitating of their business than they were during the last four months of 1913. They have closed some very nice business with the Linoleum Co., of Trenton; the Keystone Plaster Co. and the Tunis & Cookey Lumber Co., of this city, as well as other big concerns.

Take on New Salesman.

Strawbridge & Clothier have added to their selling force Otto Luedeke, who was formerly with a well-known talking machine house in this city. Their business has been very much better than it was last year.

LIVELY TRADE IN DENVER.

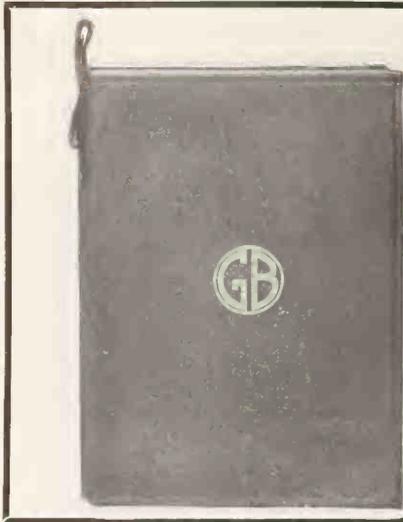
Chief Difficulty Lies in Securing Sufficient Quantities of the Popular Records to Meet Demands—Three Happy Managers and the Reasons—Other News of Month.

(Special to The Talking Machine World.)

DENVER, COL., February 6.—The talking machine trade in this city has kept up in a remarkable manner and the sales for the month of January were far in excess of the total sales volume for the same month last year, according to the reports of the various local talking machine houses. Record sales are particularly heavy and the main question with both the jobbers and dealers is that of securing a sufficient stock of records to meet the demands. The call for dance records to provide suitable music for the tango, maxixe and hesitation waltz is especially strong and the stocks of that class of records are at low ebb.

At the present time there are three local talking machine managers who are particularly happy, regardless of trade conditions. The happy ones are O. F. Kelso, manager of the talking machine department of the Denver Music Co., who is the father of a bouncing baby boy, who has already developed a pronounced taste for talking machine music; C. B. Arbenz, manager of the talking machine department of the Knight-Campbell Music Co., and W. C. Wyatt, manager of the talking machine department of the Denver Dry Goods Co., both of whom have had dainty feminine additions to their households recently.

The Denver Dry Goods Co. reports a big increase in the popularity of the Edison disc phonographs and records, for which the house has the jobbing rights. The company will be represented at the annual gathering of the Edison disc jobbers to be held in New York on the 9th and 10th.



Increase Your Record Sales

BY PLACING THIS HANDSOME FLEXIBLE COVER IN THE HANDS OF YOUR PATRONS

This attractive flexible cover is designed to hold the Victor or Columbia semi-annual record catalog, and is bound in mahogany colored imitation leather, and lined with black silk cloth.

The price of this flexible cover is so low that it permits you to give same free to your customers with the record catalog inclosed, thereby making a useful souvenir and a permanent advertisement; or you may charge a nominal sum for it if you desire.

In lots of 100 or more, your name will be stamped on face of cover in gilt lettering *free of charge*.

Send 20c. in stamps for a sample cover, with special trade prices.

NEW YORK POST CARD ALBUM MFG. CO., 23-25 Lispenard Street, NEW YORK
Makers of Talking-Machine Record Albums

F. K. DOLBEER HOME FROM TRIP.

Covers Principal Cities in Far West to Pacific Coast in Interests of Thomas A. Edison, Inc.—Business Conditions Generally Satisfactory Throughout the Western States.

(Special to The Talking Machine World.)

ORANGE, N. J., February 9.—F. K. Dolbeer, general sales manager of Thomas A. Edison, Inc., phonograph division, has returned from a two months Pacific Coast trip, during which he spent some time in Portland, Seattle, Vancouver, Spokane, San Francisco, San Diego, Los Angeles and other points. Leaving New York on the sixth day of December, he arrived in San Francisco inside of four days, which is a remarkably short time, particularly in winter, as stormy weather frequently retards railroad efficiency.

"I spent New Year's," continued Mr. Dolbeer, "at San Francisco and had a very enjoyable time. The city seems to go as wild over this holiday as New York, and although the rain interfered with the street processions, still the life at the hotels made up for it. This city is growing at a rapid rate and I am greatly impressed with its throbbing pulse of activity. The exposition buildings are being rapidly completed and it would not surprise me, if circumstances demanded, that the exposition could open as early as September of this year.

"As to business conditions on the Coast, it is difficult to think of a single word to cover the entire situation, for in some localities business was brisk and in others the visitor was told that general trade was not up to the usual standard. As a whole, however, the average is good and I should imagine that in some spots a slight depression were felt, the setback commercially is only temporary.

"I was very glad to witness the tremendous widespread interest on the Coast towards the Edison disc phonographs and records. Everywhere I went I heard only words of praise for the musical perfection that has been obtained in this latest product of Mr. Edison's genius. Naturally, the sales are growing very fast and there is every indication that 1914 will see a wonderful year for the distribution of these machines throughout the Coast States."

Mr. Dolbeer told about his visit to the home of Frank Hart, of the Southern California Music Co., Los Angeles, which is located eighteen miles from the city, and where he not only enjoyed eating fresh blackberries on January 11, but where he saw the most wonderful scenery. "Mr. Hart's home, comprising many acres of ground, is situated on a plateau, from which may be seen mountains, valleys, the cities of Pasadena and Los Angeles, the ocean, embracing a view that extends over many miles in all directions," added Mr. Dolbeer.

Mr. Dolbeer remained in Orange but a few days before leaving on a short trip that will take him to a number of Eastern cities.

RECEIVER FOR POOLEY CO.

Prominent Furniture and Record Cabinet Manufacturer of Philadelphia Sends Letter to Creditors Announcing Culmination of Financial Difficulties—To Continue Business.

The Pooley Furniture Co., manufacturers of fine furniture and talking machine record cabinets in Philadelphia, Pa., has sent out the following letter to the creditors of the company, under date of February 9, 1914:

"There were several merchandise suits pending against us which we have been unsuccessful in trying to get out of the way. As the suits would go to judgment on Tuesday of this week, the committee representing creditors decided, in the interest of all creditors, to apply for a receiver in equity. This was done of the 7th inst., and M. Weinmann was appointed by the court. He will continue the business, conserving all the assets in the interest of creditors.

"We regret very much that four or five creditors out of a total of 140 made this action necessary."

TAKES ON THE VICTOR LINE.

Hanford & Horton Co., Middletown, N. Y., Planning to Give the Victor Line a Live Representation in Orange County—Manager Visits New York to Complete Deal.

The Hanford & Horton Co., of Middletown, N. Y., closed arrangements last week with Thomas G. Green, representative of the Victor Talking Machine Co. in that territory whereby a complete line of Victor products will be handled. This company has been established in business for the past fifty years, during which time it has conducted a high-class leather goods, book and stationery business, catering to an extensive clientele in their part of the State.

The new Victor department will be under the general supervision of S. G. Shimer, with Mr. Kenney in personal charge. Both of these gentlemen were visitors to New York this week, calling at the offices of the New York Talking Machine Co., 81 Chambers street, New York, the prominent Victor distributor. They thoroughly investigated the stock methods and other interesting items of the business as conducted by this company and were so pleased with the ideas they obtained from this investigation that they placed a substantially larger initial order than they had originally planned.

"OFFICE MAXIXES" THE LATEST.

According to the New York World, "office maxixes" are the latest form of the dancing mania. Business men's wives have discovered that the hardwood floor of "hubby's" big office is excellent for dancing. There's no rent to pay and a talking machine furnishes the music. The office dances are generally held from 5 to 6.30 and are of frequent occurrence, especially in the automobile district.

THE SOUTHERN CALIFORNIA TRADE.

F. K. Dolbeer, of Thomas A. Edison, Inc., a Welcome Visitor—J. C. Berryman Appointed Manager of Eilers Department—Excellent Business Reports from the Smaller Towns—J. C. Clem Invents Tone Arm Amplifier.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., February 5.—F. K. Dolbeer, sales manager of the Thomas A. Edison, Inc., was a welcome visitor to this section recently. While in Los Angeles Mr. Dolbeer, with O. A. Lovejoy, manager of the Southern California Music Co., visited many of the city and suburban Edison dealers, and was very much pleased with the results obtained by them.

J. C. Berryman, who has been with the Eilers Music Co., of this city, for a number of years, has been lately appointed manager of the talking machine department. This position was formerly filled by S. C. Purier, who is now retiring from the talking machine line, and has taken interest in one of the large piano houses of this city.

The Baxter-Northrop Co. is much pleased with the volume of business done in its talking machine department within the past thirty days, of which B. H. Burke is manager.

W. W. Nash, Covina, Cal., has been doing splendidly with the Victor line in his progressive little town. The popular sellers has been the Victrola XIV. and XVI.

A. P. Neilson, of Taft, Cal., was in the city for a few days, and very much enthused over the outlook of the Edison line in that great oil center.

One of the best known authorities on tone reproduction is Amct, of Redondo, Cal., who has very recently perfected a new talking motion picture, and is now in Washington, D. C., with this device. Prof. Amct has more than one hundred patents relating to talking machines.

Bowman Merritt, Fillmore, Cal., has taken on a complete line of Victor goods, also Oscar Glanville, Mojave, Cal., who increased his Victor stock.

Harry H. Clubb, an old-time talking machine man of Los Angeles, is again back in the harness selling talkers for the Wiley B. Allen Co.

C. W. Betty, Maracopa, Cal., and C. C. McGregor, of McGregor Bros., Ventura, Cal., were in the city recently. Both are live wires with the Edison line.

J. C. Clem, has produced a tone arm amplifier, 12 x 4 inches at the mouth, and giving a tone equal to that of a large wooden horn. This arrangement can be placed on any style or make of machine, the object being to increase the volume of the tone in a small space.

A. J. Morse, manager of the branch store at San Diego, Cal., of the Southern California Music Co., spent a few days in this city, much elated with the growth of business within the past few weeks.

Worthy of all acceptance and constant reiteration is this. "The ideal of modern advertising is to exalt the standard of your product in the mind of the public so that you can get your price."

EDISON DISC JOBBERS' ASSOCIATION ORGANIZED

At Meeting Held at Hotel Knickerbocker, New York, on February 9—H. H. Blish Elected First President—Objects of the New Association—Jobbers Visit Edison Factory and Are Entertained by Officials of Company—Most Enthusiastic Over Conditions.

An association of Edison disc jobbers, regarding which there has been much speculation throughout the trade, and especially since the informal meeting of a number of the jobbers in New York last August, became an accomplished fact this week when on Monday a score of the leading jobbers of Edison disc phonographs from various sections of the country gathered at the Hotel Knickerbocker, New York, and formally organized the Edison Disc Jobbers' Association, for the purpose of developing and maintaining harmonious relations between the jobbers and between the jobbers and the factory and for encouraging and aiding in all such matters as may prove of benefit to any or all branches of the trade at large.

The first officers of the new association are H. H. Blish, Harger & Blish, Des Moines, Iowa; vice-president, C. B. Haynes, C. B. Haynes & Co., Richmond, Va.; treasurer, F. H. Silliman, Pardee-Ellenberger Co., Boston, Mass., and secretary, H. G. Stanton, R. S. Williams & Sons Co., Toronto, Ont. The usual committees will be appointed by President Blish at a later date.

The jobbers as they reached New York were a most optimistic lot, full of enthusiasm regarding the manner in which, in every instance, their business had developed and of the volume of trade already handled, especially during the recent holiday season, the first season they have been really equipped in the matter of stock to go after the business energetically and to take care of it properly. Each jobber expressed supreme faith in the future of the Edison disc phonograph and cited the recent additions to his list of dealers and his plans for the future to back up his beliefs in a convincing manner.

The informal meeting called by Mr. Blish last August proved such a success and so beneficial to every one who attended that in answering this latest call the jobbers all came fully prepared to enter into a permanent organization and to give the association their strongest support. The entire day was practically given over to the perfecting of the organization and to a discussion of the constitution and by-laws and there was little time for general discussion of trade subjects, though such matters as came before the meeting were considered carefully and decided harmoniously.

When the new association gets into full running order it is the purpose of the officers to keep in close touch with every branch of the trade—factory, jobber and retailer—in order that it may exert its influence in the right direction and at the time when it will prove most helpful to the trade as a whole, and the body will take up such matters as the securing of the most favorable freight rates on phonographs, records and accessories and the general discussion and endorsement of methods that will tend to further the Edison disc interests in all sections of the country.

It is confidently expected that the few jobbers who were, for one reason or another, unable to attend the meeting will be quick to join the ranks of the association and lend their support to that body as well as benefit by the work of a representative trade organization. For some time at least no regular annual convention of the new association will be held, but the members will be called together at such times as are most convenient and when the most good can be done.

Following the adjournment of the meeting the jobbers were the guests of the officials of Thomas A. Edison, Inc., at an informal dinner at the Knickerbocker and later at the New Amsterdam Theater, where they witnessed the performance of "The Little Cafe," the representatives from the Edison factory including General Manager Charles H. Wilson, Second Vice-President William Maxwell, Sales Manager G. K. Phillips, Manager of Phonograph Sales Frank K. Dolbeer and his assistant, A. C. Ireton, Charles Edison, son of Thomas A. Edison, and others.

On Tuesday morning the jobbers made an early start and were escorted to the Edison factories in Orange, N. J., where they held a long conference with the officials of the company, with results most satisfactory to all concerned. They were then escorted through the various departments of the factory, where they witnessed the improved processes for increasing the output, especially of records, without in any way detracting from the high quality of the product. The jobbers were much gratified to learn that arrangements had been made to take care of all possible demands from them for stock in the future with little or no delay through the development of new and more rapid manufacturing systems.

One of the imposing features of the visit to the factory by the jobbers was their meeting with Mr. Edison on the eve of his sixty-seventh birthday anniversary, which occurred on Wednesday, February 11. The jobbers presented to Mr. Edison a specially prepared resolution congratulating him on his anniversary and which was accompanied by a handsome bouquet of roses. Mr. Edison was quite overcome by the tribute and could not apparently do enough to express his appreciation to his guests.

After a luncheon at the Essex County Country Club the jobbers returned to the factory, where they spent some time with Mr. Edison in his laboratory and then left for New York, either to spend a few days in the metropolis or to rush home and again take up their business reins with increased enthusiasm.

Those present at the meeting and who enrolled as charter members of the Edison Disc Jobbers' Association were: Laurence H. Lucker, Minnesota Phonograph Co., Minneapolis, Minn.; H. H. Blish and H. H. Blish, Jr., Harger & Blish, Des Moines, Iowa; Marks Silverstone, Silverstone Music Co., St. Louis, Mo.; L. N. Bloom, The Phonograph Co., Cleveland, O.; B. W. Smith, The Phonograph Co., Cincinnati, O.; H. G. Stanton, R. S. Williams & Sons Co., Toronto, Ont.; F. H. Silliman, W. C. Pardee and E. L. Ellenberger, Pardee-Ellenberger Co., Boston, Mass., and New Haven, Conn.; N. D. Griffin, American Phonograph Co., Gloversville and Albany, N. Y.; J. N. Swanson, Houston Phonograph Co., Houston, Tex.; C. B. Haynes, C. B. Haynes & Co., Richmond, Va.; Walter Kipp, Kipp-Link Phonograph Co., Indianapolis, Ind.; D. W. Shultz, Shultz Bros., Inc., Omaha, Neb.; F. B. Bolway and F. B. Bolway, Jr., Syracuse and Oswego, N. Y.; Percy Ashton, American Phonograph Co., Detroit, Mich.; W. A. Myers, W. A. Myers Sporting Goods House, Williamsport, Pa.; A. W. Toennies, Eclipse Phonograph Co., Hoboken, N. J.; Albert Buehn, Buchn Phonograph Co., Pittsburgh, Pa., and C. B. Harris, Southern Talking Machine Co., Dallas, Tex.

YOUR OPPORTUNITY

HERE IT IS

If you are one of those VICTOR DEALERS who has not tried "BLACKMAN SERVICE," can you AFFORD to not try it NOW?

Will You Ignore It?

Will you simply GO WITHOUT records you need, or will you TRY BLACKMAN? We can't give you everything wanted, BUT our service will AT LEAST be a BIG LIFT.

Send a Trial Order

Make it two or three for A TEST, and we will take a chance on OUR SERVICE, when compared with others, making you a REGULAR BLACKMAN DEALER.

DON'T DOUBT UNTIL YOU TRY

Very sincerely

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres.

97 CHAMBERS ST., NEW YORK





The pleasure derived from music and Columbia Grafonolas is identical—unending and increasing.



(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

TO WORK KEEN-O-PHONE PATENTS.

Rex Talking Machine Corporation Leases Plant Equipment and Patents of Philadelphia Concern and Will Manufacture in a Big Way.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., February 9.—The Rex Talking Machine Corporation was recently incorporated in this city for the purpose of manufacturing talking machines. Capitalization is \$1,200,000, divided equally between preferred and common stock. Philip Wohlstetter is president and H. W. Stoll is treasurer. It will be several weeks yet before the entire permanent organization can be announced definitely.

The Rex Talking Machine Corporation has leased the entire plant, equipment of the Keen-O-Phone Co. for a term of years, where it will manufacture a medium-priced line of talking machines and records, the complete line of which will be shown in the new machine and record catalogs that are now in preparation.

Thomas Kramer is superintendent of the factory, while the recording end of the business is under the charge of Frederick W. Hager and Charles L. Hibbard.

Philip Wohlstetter, president, in chatting with the representative of The Talking Machine World, said: "At the present time matters are in such a preliminary shape that it is almost impossible to tell the trade just what we are planning to do, although our policy is practically outlined. We hope to be able to make an announcement in March and in the meantime it can be said that we will manufacture and distribute a line of machines and records of medium price, catering more particularly to people in moderate circumstances."

SIGN UP MANY DEALERS.

Eclipse Phonograph Co., of Hoboken, N. J., Doing a Large Edison Disc and Cylinder Business—High-Class Trade Emphasized.

"Business has been keeping up remarkably well for this time of the year," stated A. W. Toennies, of the Eclipse Phonograph Co., 203 Washington street, Hoboken, N. J., the well-known Edison disc and cylinder jobbers. "Although there is a shortage in certain types of machines and in the more popular records, shipments are coming from the factory in a very gratifying manner.

"One of the pleasing features of the Edison disc business is the fact that the great percentage of this business is based on the machines selling at \$150 or over. This high-class trade is naturally very satisfactory to the Edison disc dealers in our territory, all of whom predict an excellent spring trade with the Edison disc phonographs and records. We have signed up quite a large number of new dealers during the past month, and, contrary to the pessimistic predictions of some members of the trade, the cylinder business is also going along very nicely."

If you can learn to meet to-day's trouble with a placid soul, to-morrow's problems will come to you with their answers in their hands.

FLORIDA FOR THE VACATIONISTS.

Max Landay Now a Strong Booster for the Land of Flowers After Recent Visit to St. Augustine and Other Popular Southern Resorts.

From the oldest city in America, St. Augustine, Fla., The World recently received on a post-card, portraying Max Landay, the popular Victor distributor, in the role of a vacationist rather than a Victor hustler, as will be noticed. Mr. and Mrs. Landay are pictured in one of the beautiful orange groves of Florida, and judging from all indications, are having the time of their lives picking the luscious fruit.

Mr. and Mrs. Landay returned to New York a few days since from this very enjoyable Southern



Mr. and Mrs. Landay in Florida.

vacation, but the memory of those Florida oranges still lingers, notwithstanding the fact that Mr. Landay has been working day and night to prepare for the opening of Landay Bros. newest store at 427 Fifth avenue, New York. Garnett Grove, St. Augustine, Fla., was the scene of the illustration herewith, and Max Landay recommends this spot to all tired Victor enthusiasts who are desirous of securing a store of renewed energy for their busy seasons.

"I hed a dickshonary oncet," said Uncle Zeke, "but after I found it didn't spell words th' way I did, I give it to th' depot agent. It holds his door open durin' the hot weather fine!"

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

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

JANUARY 10.

Algoa Bay, 17 pkgs., \$357; Ceara, 8 pkgs., \$490; Colon, 10 pkgs., \$362; Demerara, 4 pkgs., \$108; Glasgow, 4 pkgs., \$135; Guayaquil, 4 pkgs., \$179; Havana, 13 pkgs., \$1,324; 34 pkgs., \$1,436; La Guaira, 6 pkgs., \$250; Manila, 10 pkgs., \$438; Sydney, 469 pkgs., \$29,758; Valparaiso, 3 pkgs., \$175; Vera Cruz, 710 pkgs., \$1,984; Vienna, 1 pkg., \$100.

JANUARY 17.

Antigua, 11 pkgs., \$127; Bergen, 8 pkgs., \$179; Berlin, 20 pkgs., \$617; Buenos Aires, 96 pkgs., \$1,550; Cienfuegos, 38 pkgs., \$1,864; Colon, 3 pkgs., \$292; 5 pkgs., \$137; Dublin, 2 pkgs., \$118; Guayaquil, 51 pkgs., \$2,762; 10 pkgs., \$447; 14 pkgs., \$1,639; Havana, 24 pkgs., \$2,660; Kingston, 5 pkgs., \$362; La Guaira, 12 pkgs., \$478; Limon, 9 pkgs., \$130; Liverpool, 19 pkgs., \$1,075; 9 pkgs., \$256; London, 108 pkgs., \$4,340; 1 pkg., \$300; 1 pkg., \$125; Manzanilla, 2 pkgs., \$985; Puerto Barrios, 4 pkgs., \$112; Port of Spain, 15 pkgs., \$521; Rio de Janeiro, 4 pkgs., \$788.

JANUARY 24.

Antofagasta, 10 pkgs., \$700; 2 pkgs., \$170; Baranquilla, 21 pkgs., \$2,201; Callao, 5 pkgs., \$1,146; 8 pkgs., \$339; Caracas, 7 pkgs., \$548; Christiania, 2 pkgs., \$200; Copenhagen, 2 pkgs., \$60; Havana, 2 pkgs., \$172; Havre, 8 pkgs., \$708; Kingston, 13 pkgs., \$355; La Paz, 6 pkgs., \$214; Liverpool, 9 pkgs., \$193; London, 113 pkgs., \$3,640; 14 pkgs., \$1,090; Manaos, 4 pkgs., \$128; Maracaibo, 1 pkg., \$127; Rotterdam, 14 pkgs., \$1,720; Singapore, 37 pkgs., \$1,761; Vera Cruz, 108 pkgs., \$4,055.

JANUARY 31.

Antofagasta, 35 pkgs., \$731; 12 pkgs., \$185; Buenos Aires, 80 pkgs., \$8,522; Cartagena, 13 pkgs., \$394; Colon, 25 pkgs., \$379; Delagoa Bay, 2 pkgs., \$100; Gibara, 4 pkgs., \$124; Hamilton, 3 pkgs., \$108; Havana, 15 pkgs., \$588; 8 pkgs., \$458; Liverpool, 18 pkgs., \$345; London, 177 pkgs., \$5,388; 13 pkgs., \$256; Manchester, 3 pkgs., \$169; Manila, 54 pkgs., \$2,905; Macoria, 4 pkgs., \$315; Piraeus, 2 pkgs., \$350; Rio de Janeiro, 12 pkgs., \$811; Vera Cruz, 26 pkgs., \$1,048.

FEBRUARY 7.

Bahia Blanca, 2 pkgs., \$256; Belize, 12 pkgs., \$352; Buenos Aires, 119 pkgs., \$15,492; Callao, 5 pkgs., \$162; Cardiff, 4 pkgs., \$163; Colon, 2 pkgs., \$162; Cuidad Bolivia, 6 pkgs., \$250; Genoa, 2 pkgs., \$150; Hamburg, 3 pkgs., \$195; Havana, 7 pkgs., \$239; Limon, 8 pkgs., \$437; London, 36 pkgs., \$1,389; St. Petersburg, 10 pkgs., \$220; 3 pkgs., \$705; Trieste, 3 pkgs., \$455; Valparaiso, 3 pkgs., \$141; Vera Cruz, 20 pkgs., \$759.

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

ATLANTIC CITY WINS FOR 1914.

Annual Convention of the National Association of Talking Machine Jobbers to Be Held at Popular Seaside Resort This Summer—Elaborate Program Being Arranged for the Meeting—Planning for Big Attendance from All Sections of the United States.

Under date of January 16, Secretary Whitsit, of the National Association of Talking Machine Jobbers, sent out to all members a communication informing them that the executive committee at its meeting last September endorsed Atlantic City as the place for holding the 1914 convention. A return postal was enclosed with instructions to check Atlantic City if the member favored it and if not to express his choice of other cities. To date about 75 per cent. of the membership have responded and the choice is all but unanimous for Atlantic City, there being just two dissenting votes.

Now that the meeting place has been decided on work will begin at once arranging for the convention. If the 1914 gathering does not eclipse any previous one it will not be the fault of the officers in charge. Already President Roush and Chairman Wiswell of the arrangement committee have had their heads together and they have passed the word along that not only will there be more doing from an entertaining standpoint, but there will also be several innovations in the association business meetings. In other words, these gentlemen have adopted as their slogan, "something doing extraordinary in '14," and the members knowing their caliber seem to be perfectly satisfied to leave it to them.

A special effort is going to be made this year to get to the convention the heads of all houses jobbing the talking machine line, as well as their department managers.

Prior to this time a great many jobbers have considered their talking machine department as merely a side line, but association officials have reason to believe this condition no longer exists; in fact, when comparisons with other departments are made of the 1913 business it is thought that the talking machine line will have forced its way ahead of most of their other departments. This being true, there is no good reason for the heads of these concerns ignoring longer the National Association of Talking Machine Jobbers, and much pressure is going to be brought to bear to convince them of this fact. It sounds reasonable.

President Roush and Secretary Whitsit spent a day together in January talking over the important things to take up February 16, when the executive committee will confer with the Victor directors.

Once when Mischa Elman arrived at a certain city to give a recital he hailed a conveyance at the station and requested to be driven to the concert hall. "Not a bit of good—the house has been sold out this last fortnight," retorted the driver. "That is rather awkward," replied the young violinist. "But never mind, drive me there all the same. I'll take my chance of getting in."

NEW QUARTERS FOR C. W. LINDSAY.

Will Erect New Building for Quebec Branch and Give Added Prominence to Victrolas in Quebec Province—Work to Begin in May.

(Special to The Talking Machine World.)

QUEBEC, QUE., February 9.—Greater prominence will be given the Victrola line in this city as a result of the decision of the firm of C. W. Lindsay, Ltd., to erect new premises for its local branch in the city of Quebec. The results of its negotiations was the purchasing of property on St. John street, opposite its present store. This property gives it 4,252 square feet of ground on which it proposes to build a five-story steel building, containing an attractive front and all conveniences. Work will be begun on the new building in May.

FIBRE NEEDLE MASTERPHONE.

Wins Much Praise from Trade and General Public—Promises to Have a Big Demand.

"The reception accorded our new fibre needle Masterphone has been very gratifying," said M. B. Claussen, president of the Masterphone Corporation, 187 Broadway, New York. "Since announcing our new Masterphone late last month we have received orders for it from all parts of the country, as the trade having derived entire satisfaction from our steel needle device, felt confident in the success of our fibre needle Masterphone.

"Notwithstanding the fact that the new Masterphone has only been on the market for a week or two, we are already in receipt of a number of communications from music lovers who are enthusiastic over the tonal results obtained by the use of the fibre needle Masterphone. The true, natural tone of the record is not only brought out, but augmented by the use of the Masterphone, and with the endorsement of a number of famous artists who have listened to their own records as played with our new device, we naturally feel certain that music lovers throughout the country will appreciate its true musical value."

TO HANDLE THE EDISON LINE.

Two Companies Incorporated, One with Headquarters in Chicago and the Other in Kansas City—Latter to Act as Phonograph Distributors—Will Also Open Retail Store.

(Special to The Talking Machine World.)

CHICAGO, ILL., February 9.—The San Francisco Phonograph Co., which has conducted a store in this city for some time past, has been incorporated with a capital stock of \$15,000 for the purpose of handling Edison phonographs. The incorporators are: Morris Cohen, Fred Barth and Clyde E. Shorey. The same people have also incorporated the Western Phonograph Co., which will act as distributor for Edison phonographs and records, with headquarters in Kansas City. The Western Co. will open a retail store on Grand avenue, Kansas City, under the management of W. P. Hope.

CELEBRATES 65TH ANNIVERSARY.

R. S. Williams & Sons Co., Ltd., Jobber of Edison Phonographs, Holds Interesting and Successful Reception to Mark Business Anniversary—Its Sixty-fifth, by the Way.

(Special to The Talking Machine World.)

TORONTO, ONT., February 9.—A most successful anniversary reception was held on Tuesday, January 20, by the R. S. Williams & Sons Co., Ltd., of Toronto, who is the Canadian distributor of Edison phonographs and records. The occasion was the firm's sixty-fifth anniversary, and the crowds that inspected its ten-story "Home of Music," showed their appreciation of the programs rendered in the recital hall. Both the afternoon and evening concerts presented a variety of music furnished by Miss Estelle J. Carey, soprano soloist, Esther Smith's concert orchestra, the Edison disc phonograph and others. The building was most suitably decorated throughout and each floor was inspected by throngs of interested visitors. The event was announced by invitation cards and well-written daily paper announcements. This completes the first year of the R. S. Williams & Sons Co. occupancy of its splendid new building.

WIN SUCCESS WITH COLUMBIA LINE.

Music Supply Co., of Toronto, Ont., Forced to Move to Larger Quarters to Handle Growing Business at 36 Wellington Street, East.

(Special to The Talking Machine World.)

TORONTO, ONT., February 9.—The rapid increase of the sale of Columbia products in the province of Ontario has meant such expansion in the business of the Music Supply Co., Columbia jobbers for this province, that it has been forced to take larger premises, and accordingly has moved from 88 Wellington street, West, Toronto, to 36 Wellington street, East. A new feature of the Music Supply Co.'s trade is the introduction of the foreign language disc records. These give dealers a field for selling courses in French, German, Spanish and Italian, for which both the proprietors of the firm, John A. Sabine and Charles R. Leake are convinced is a very large one in Canada, and one that should yield good results to live retailers.

SUCCESS WITH DAILY CONCERTS.

(Special to The Talking Machine World.)

PLYMOUTH, N. H., February 8.—Fred W. Brown reports that his Edison cylinder business is making rapid strides. A very attractive window display of the new Amberolas has done much to draw trade, and daily concerts are the rule. During the visit of the Edison representative a number of prospects were closed, including one Amberola III to a prominent merchant of the town who is most enthusiastic over its musical and constructive merits. Business generally is excellent.

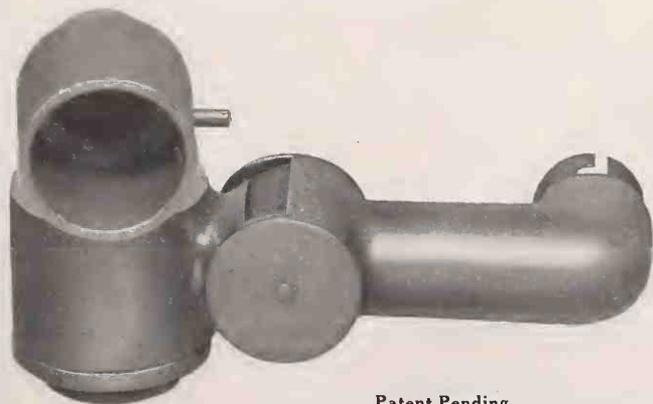
A little push will often be more effective than a lasting spell.

IMPORTANT NOTICE TO EDISON DISC DEALERS**The New
Thomas Attachment**

Plays lateral cut records on the new Edison Disc Machine. It has a patented ball bearing joint, which makes it work flexible and free. You should not fail to have a quantity of these attachments in stock, as it will greatly add to your machine sales.

Write to your jobber for a sample,
if he hasn't it write to us.

F. H. Thomas Co., 689 Boylston St., Boston, Mass.



Patent Pending.

This Cabinet is built to match the machine case, and gives the impression that the two are a unit. It is a masterpiece of cabinet making, and is furnished in the various woods and finished to match. The compartments are lined with felt in the Salter style, giving perfect protection to records.

Similar cabinets for the "Columbia" line and some beautiful new cabinets for the Edison line.



Salter Cabinet for No. IX Victor Machine.

What would you say of a dealer in Talking Machines who did not handle Records?

You would say that he was like his stock—"Not all there."

How About Cabinets?

No Talking Machine business is realizing nearly what it should unless profits from cabinet sales play a big part in the dividends.

We have looked at things from the dealer's standpoint as well as our own and have designed our cabinets with you in mind. With the Salter line profits are sure.

Have Our Catalog Handy.

SALTER MFG. CO.
337-43 N. Oakley Blvd. CHICAGO

H. J. THOMAS APPOINTED MANAGER

Of Talking Machine Department of Hobart M. Cable Co. Store in Clinton, Ia.

(Special to The Talking Machine World.)

CLINTON, IOWA, February 11.—H. J. Thomas has been made manager of the talking machine department of the branch store in this city of the Hobart M. Cable Co., of La Porte, Ind. The talking machine department is a new feature of the store and a large space will be fitted up for its accommodation, with several handsome demonstrating booths. Mr. Thomas is a talking machine man of experience, having been for four years with the Chicago branch of the United States Phonograph Co., of Cleveland, starting as a local salesman and promoted as traveling salesman and was later in immediate charge of the sales of the Chicago branch. The opportunity offered Mr. Thomas to locate in Clinton was an exceptionally fortunate one for him, as it is his old home town, and he was but recently married to Miss Jennie Lee Fairchild, an accomplished young woman of this city.

ADVERTISEMENTS NOT COPYRIGHTED

Artistic and Literary Devices May Be Protected, Not Advertising Articles, Rules Judge Foster in Decision Just Handed Down.

(Special to The Talking Machine World.)

NEW ORLEANS, LA., February 7.—That advertisements are not subject to copyright unless possessed of sufficient artistic and literary merit, is the substance of an opinion handed down by Judge Rufus E. Foster, of the United States District Court, last week, in the case of Stone & McCarrick, Inc., vs. the Dugan Piano Co., Ltd., in which the motion to dismiss was sustained. In the original bill complainant alleged that he had published and copyrighted a book entitled "Manual of Instruction, in Use of Stone & McCarrick System of Salesmanship"; that the book was specially intended for use by its subscribers for reprinting parts thereof in a series of articles intended for advertising purposes and was printed in such forms as to be specially adapted for use as "copy" for advertisements in newspapers, magazines, periodicals and other literature, and that the Dugan Co. and its officers had infringed the copyright of the said book by publishing substantial parts of the copyrighted work as advertisements of the wares offered for sale by the said company.

Defendants moved to dismiss the bill on the grounds that advertisements are not copyrightable, and hence advertising copy is not copyrightable, and that the copyright of a textbook or manual of instruction of a useful art, science or system does not confer upon the proprietor of the copyright the exclusive right to make use of the art, science or system explained in it.

The decision of the court, which will no doubt have a far-reaching effect on the right of merchants to insert advertisements designed and originated by others, is as follows:

"As to whether advertisements may be copyrighted there are cases both ways, but conceding, for the sake of argument, that advertisements in the forms copyrighted by the complainant would possess sufficient artistic and literary merit to be the subject of copyright, it seems to me that the second ground of objection is destructive of complainant's case.

WANTED

Job lots of any make talking machines and records.

Will buy for cash second-hand machines, shop-worn records and supplies. Correspondence strictly confidential. Address "Cash Buyer," Talking Machine World, 220 So. State Street, Chicago.

WILL BUY Edison two or four-minute records, also Victor or Columbia regular or cut-out stock records; will also buy machine stocks. Give full particulars and lowest prices. L. Paradis, P. O. Box 356, Chicago, Ill.

"Complainant has copyrighted a book and not an advertisement. Defendants have published an advertisement and not a book. The book is in the nature of a manual of instruction and is designed to teach piano dealers how to attractively advertise their wares, and contains forms, or models, or diagrams of advertisements, just as we may choose to term them.

"If complainant had published or copyrighted a manual of instructions designed to teach a piano maker how to build the instruments any person would be entitled to follow the instructions and diagrams to construct a piano. I can see no distinction between a system of instruction as to how to make a piano and a system of instruction as to how to draw an advertisement. The copyright of the book did not prevent the general public from making use of the book for the purpose for which it was designed, notwithstanding such use results in the publication of a part of the book in the form of an advertisement. In my opinion the case is on all-fours with the decision in Baker vs. Seldon, 101 U. S. 99. The motion to dismiss will be sustained."

PROSPERITY IS COMING FAST

Says Secretary Redfield of the Department of Commerce—Tariff Found Not Harmful as Foes Feared—Business Conscience Awakened and Readjustment Welcomed.

Before the Chamber of Commerce at New Haven, Conn., last Saturday night, Secretary Redfield, of the Department of Commerce, made an address in which he stated that business conditions are rapidly working toward prosperity in this country. Reminding his hearers that trade depression has been world-wide and less acute here than abroad, and that the rising tide is first felt in America, he turned to the political reforms recently made effective by legislation and their promise of abundant benefits.

"It was perfectly proper," he said, "that business men whose output was affected more or less by the new tariff should give thoughtful heed how to readjust themselves to it. Now they are saying that the readjustments are over and the new tariff at its worst is nothing like so bad as they feared, and at its best is helpful.

"Big business has often failed to see that its methods have aroused a justly popular resentment, and that many of its past purposes were impossible and intolerable in a democracy. Business conscience has now awakened, and men of might in finance are becoming men of light in the necessary readjustments that are pending.

"The sense of what is fit, the knowledge of what is due to their own honor are now so keenly alive in the business community that when the achievements of our recent discussions shall have been finally wrought into law business men will be found ready for such further work as may remain to be done."

IT CAN BE DONE.

Somebody said that it couldn't be done,
But he, with a chuckle, replied
That "maybe it couldn't," but he would be one
Who wouldn't say so till he tried.
So he buckled right in, with the trace of a grin
On his face. If he worried, he hid it.
He started to sing as he tackled the thing
That couldn't be done—and he did it.

There are thousands to tell you it cannot be done;
There are thousands to prophesy failure;
There are thousands to point out to you, one by one,
The dangers that wait to assail you;
But just buckle in with a bit of a grin,
Then take off your coat and go to it;
Just start in to sing as you tackle the thing
That "cannot be done" and you'll do it.

Cleverness may, after all, be merely an ability not to attempt the things we know we can't do.

FOR SALE OR EXCHANGE.

4,000 10-inch double face Zonophone records (brand new) in Spanish. What have you in disc talking machines and supplies for spot cash? Correspondence invited.

ROSEN'S TALKING MACHINE EXCHANGE
3 School Street Boston, Mass.

EDISON PRAISES MACHINES.

They Aid the Working Man and Shorten Hours, Says the Great Inventor in the Course of Some Recent Interesting Remarks—Will Enable American Manufacturers to Compete Most Successfully with Europeans.

Thomas A. Edison expressed the opinion at West Orange recently that the Ford profit-sharing plan was the beginning of a new period in industrialism and was due to high efficiency with machinery. If generally adopted, he said, it would do away with labor unions.

"This great scheme of Mr. Ford's will do a world of good," he said. "When we use machines instead of humans and have a single apparatus to do the work of 250 men, then employes will enjoy real benefits. This is already true in the Ford factory in Detroit. It is a case where scientific management has rolled up enormous profits, because an article can be very cheaply manufactured on that plan.

"Mr. Ford struck the right note when he found he could sell his car for \$50 cheaper some time ago. Then, when efficiency in manufacture made it possible to complete the car for another \$50 less, he decided that his employes should reap the benefit. It is a good scheme, while the Ford people are prosperous, but I suppose if their business decreases it is only natural that the wage of the employe will decrease.

"The time is passing when human beings will be used as motors. We are to-day putting brains into machinery, and are replacing by machinery the energies of thousands of humans with only a few men to see to it that the apparatus keeps working. If other concerns were to set about to study the question of efficiency and reduce operation to the minimum cost, then employes would profit."

Improved machinery, went on Mr. Edison, would necessitate men working fewer hours, and at the same time would enable them to accomplish much more. He said that he had perfected a machine, used in the manufacture of his storage battery, which could be operated by a girl and which did the work of forty men.

Continuing, Mr. Edison said that in a few years, with the new machinery, American manufacturers would be able to undersell the Germans and other manufacturers.

"Machinery is the salvation of the American manufacturer," he said, "and will result in the United States leading the world commercially in a few years."

Mr. Edison also had a few remarks to make about the present system of education, saying that it was a remnant of the old Latin institutions and was too involved.

"What we should have," he said, "is education by demonstration."



Write today for our new catalogue giving you rock bottom prices of our specialty.

Springs for any kind of Talking Machines

No doubt you will find it interesting.



EMIL RIEDEL

Sächsische Sägen- u. Federstahlwaren-Fabrik.

Chemnitz-Gablenz, Postfach 10, Germany

The present dancing a thing to be

No other Company has gone to the expense or given the time to make their dance records so authentic as the Columbia Company.

So, we have the goods—got them right, too. Tangos, One-Steps, Hesitation Waltzes, Bostons, Turkey-Trots—every one of them in approved dance tempo, made under the personal direction of the greatest authority in this country on modern dancing—G. Hepburn Wilson, M. B., who dances while the band makes the records.

Which, being the case, we are taking two full pages in the Saturday Evening Post this week, in addition to the Columbia publicity in numerous other publications, to feature Columbia dance records.

This advertisement is all dance—and modern dance at that. These records have the real spirit that no dancing enthusiast can resist. For home dancing they are in a class by themselves—beyond the reach of serious competition.

THE SATURDAY EVENING POST February 14, 1914

Columbia

Fit Your Machine!
Pay your dealer 25 cents for our "sample" record or send the coupon to us.
Yes, no matter if it is not a Columbia. (Get our "sample" record from your dealer or send the coupon.)
If you prefer regular standard discs records you can play Columbia records on it. (Get our "sample" record from your dealer or send the coupon.)

DANCE!

If you think you have danced to the best dance music that your talking machine can produce, have your dealer play any one of these—many dealers should be able to supply them, and every Columbia dealer certainly has them ready now.

TANGOS

- A. 1413 GOOD FELLOW (Ten Dance Steps Played by the International Syncopated Orchestra)
- A. 1414 FANGORIA (Ten Dance Steps Played by the International Syncopated Orchestra)
- A. 1415 CL. COUCHON (Played by the International Syncopated Orchestra)
- A. 1416 ALICIA (Played by the International Syncopated Orchestra)

These records were recorded in the Columbia Laboratory of Buenos Aires, Argentina, under the personal supervision of G. Hepburn Wilson, M. B., who dances while the band makes the records.

ONE-STEP and TURKEY TROTS

- A. 1417 TOO MUCH MUSTARD (Ten One-Step and Turkey Trot)
- A. 1418 ON THE MESSAGE (Ten One-Step and Turkey Trot)
- A. 1419 LA BUNGA (Ten One-Step and Turkey Trot)
- A. 1420 MAURICE CREDIBILITY (Ten One-Step and Turkey Trot)

BOSTON and HESITATION WALTZES

- A. 1421 THE ONE (Ten Boston and Hesitation Waltzes)
- A. 1422 NED HALEY (Ten Boston and Hesitation Waltzes)
- A. 1423 THE POSE (Ten Boston and Hesitation Waltzes)
- A. 1424 OFF ANCHOR WALTZ (Ten Boston and Hesitation Waltzes)
- A. 1425 THE G. W. WALTZ (Ten Boston and Hesitation Waltzes)
- A. 1426 REMOVED TO ANOTHER PLACE (Ten Boston and Hesitation Waltzes)
- A. 1427 LOVE'S TALK (Ten Boston and Hesitation Waltzes)

Send me your special sample record with "Good-Night, Little Girl, Good-Night" on one side and the musical experiment on the other. And give me the name of the nearest Columbia dealer.

I own a machine.
NAME
ADDRESS

Fit your
even if it is not a



Columbia Graphophone

Woolworth Building

g craze is too good e passed by

And the demand for records of this kind is actually shouting.

If you are not yet sharing in the Columbia dance record dividends, step around to the handiest Columbia dealer. Ask him to play Columbia Record A-1458. When you have heard it, just ponder over the fact that that's the kind of dance music he is selling to his customers—and *yours*, too, don't forget that—for *65 cents*.

THE SATURDAY EVENING POST

Records

65 Cents

each is the price of a full thousand ten-inch Columbia Double-Disc Records—quality, tone, reproduction and durability unequalled and so guaranteed to you. Other Columbia records all the way up to \$7.50.

Now get that new "sample" record for 25 cents from your dealer—or send us that coupon with 25 cents in coin or stamps, and we will send it to you ourselves. It goes what at best we can only print here.



THE NEW CATALOG of Columbia Records is now in the hands of every Columbia dealer. Send for your copy today!

Columbia Graphophone Co.
New York Toronto
Box 428, Washington, D.C. 365-367, London, W.C.2

Manufacturers of the Dictaphone



The Columbia Grafonola "Favorite" \$50
The standard of all talking machines, equipped like all Columbia Grafonolas, with the exclusive Columbia "improved" "bass" which has made the price of the "48 double-disc plus other Columbia Gramophone from \$15 to \$200 and, of course, they will all play records of any standard make.

alking machine
Columbia Grafonola

VERNON CASTLE

originator of "Castle Walk" and many other modern dances, endorses Columbia records.

Columbia Graphophone Co.
Woolworth Building, New York City

Gentlemen:—

I want to congratulate you on the excellent dance records you have recently issued; they are the best I have heard. I am using a Columbia Grand Grafonola and Columbia Records at Castle House where they are attracting extraordinary attention. The records are played in perfect dance time and are frequently encored by our patrons.

Vernon Castle

phone Company
g, New York



NEW EXPRESS RATES OF MUCH INTEREST TO TRADE

Will Prove of Benefit to Talking Machine Jobbers and Dealers Throughout the Country—
Schedule of New Rates as They Apply Between the Principal Cities of the Country.

The new express rates, ordered by the Interstate Commerce Commission, and which went into effect throughout the country on February 1, and particularly interesting to the talking machine jobbers and dealers as affording a means for facilitating rapid shipments and deliveries and much reduced expense. The express companies take machines and other packages much heavier than the

parcel post limit, and in addition provides a receipt that takes the form of free insurance. The sweeping reduction in the express rates is indicated by the accompanying tables prepared by the express companies, and showing charges of specified weights between two prominent cities of the country, the rates being based on fixed distances instead of the mileage plan.

Between New York and	Insurance up to Fifty Dollars					
	5 lbs.		10 lbs.		20 lbs.	
	New Rates	Old Rates	New Rates	Old Rates	New Rates	Old Rates
Chicago	.31	.60	.42	.75	.64	1.00
St. Louis	.32	.65	.44	.80	.68	1.10
New Orleans	.41	.75	.63	1.10	1.06	1.40
Dallas	.45	.75	.70	1.15	1.20	1.65
Denver	.47	.80	.75	1.25	1.30	2.00
San Francisco	.71	.80	1.22	1.50	2.24	2.85

Between Philadelphia and	Insurance up to Fifty Dollars					
	5 lbs.		10 lbs.		20 lbs.	
	New Rates	Old Rates	New Rates	Old Rates	New Rates	Old Rates
Portland, Me.	.27	.50	.34	.60	.48	.75
Buffalo	.27	.40	.34	.50	.48	.60
Cincinnati	.29	.50	.38	.60	.56	.75
Milwaukee	.31	.60	.43	.75	.66	1.00
Mobile	.38	.75	.55	1.00	.91	1.30
Seattle	.67	.80	1.14	1.50	2.09	2.85

Between Atlanta and	Insurance up to Fifty Dollars					
	5 lbs.		10 lbs.		20 lbs.	
	New Rates	Old Rates	New Rates	Old Rates	New Rates	Old Rates
Jacksonville	.28	.60	.35	.75	.51	1.00
Memphis	.30	.60	.40	.75	.60	1.00
Cincinnati	.31	.60	.41	.75	.63	1.00
Richmond	.31	.60	.43	.75	.66	1.00
Baltimore	.33	.70	.46	.90	.72	1.20
New York	.34	.70	.48	1.00	.77	1.25

Between St. Louis and	Insurance up to Fifty Dollars					
	5 lbs.		10 lbs.		20 lbs.	
	New Rates	Old Rates	New Rates	Old Rates	New Rates	Old Rates
Detroit	.28	.55	.36	.70	.52	.85
Birmingham	.30	.65	.39	.80	.59	1.10
St. Paul	.30	.65	.41	.80	.62	1.10
Philadelphia	.32	.65	.43	.80	.67	1.10
San Antonio	.40	.75	.59	1.00	.99	1.30
Los Angeles	.62	.80	1.05	1.40	1.90	2.50

Between Chicago and	Insurance up to Fifty Dollars					
	5 lbs.		10 lbs.		20 lbs.	
	New Rates	Old Rates	New Rates	Old Rates	New Rates	Old Rates
Boston	.31	.60	.43	.75	.65	1.00
Oklahoma City	.36	.70	.52	1.00	.85	1.25
Jacksonville	.36	.75	.52	1.10	.85	1.40
Galveston	.39	.75	.59	1.15	.98	1.65
Salt Lake	.52	.80	.84	1.25	1.48	2.00
Portland, Ore.	.63	.80	1.06	1.40	1.93	2.75

Between San Francisco and	Insurance up to Fifty Dollars					
	5 lbs.		10 lbs.		20 lbs.	
	New Rates	Old Rates	New Rates	Old Rates	New Rates	Old Rates
Houston	.63	.80	1.06	1.40	1.93	2.30
Minneapolis	.63	.80	1.07	1.40	1.94	2.75
Chicago	.65	.80	1.11	1.40	2.02	2.75
Cleveland	.67	.80	1.14	1.40	2.09	2.75
Washington	.70	.80	1.21	1.50	2.22	2.85
Boston	.71	.80	1.23	1.50	2.26	2.85

TALKING MACHINE EXPORTS.

The Figures for December Presented—Reports Show Falling Off for the Month.

(Special to The Talking Machine World.)

WASHINGTON, D. C., February 9.—In the summary of the exports and imports of the commerce of the United States for the month of December (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for December, 1912, amounted to \$232,900, as compared with \$236,426 for the same month of the previous year. The twelve months'

exportation of talking machines, records and supplies amounted to \$2,792,667.

LEIPZIG FAIR OPENS MARCH 2.

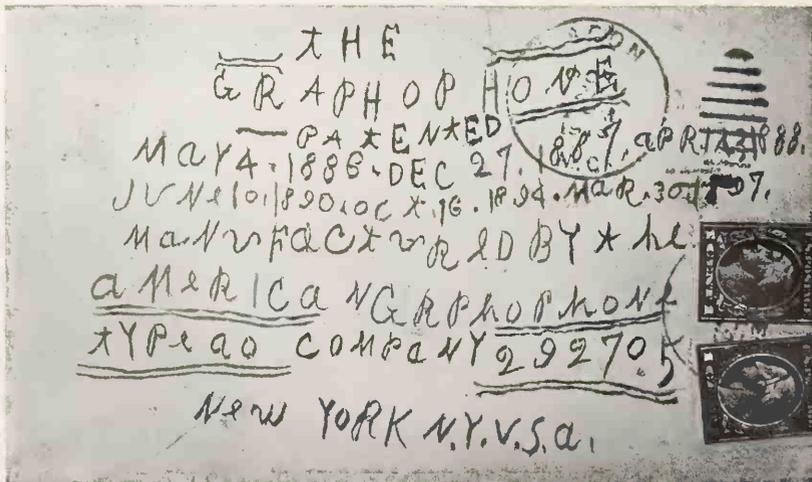
(Special to The Talking Machine World.)

LONDON, ENG., February 3.—On March 2 the Leipzig Fair commences and, as usual, will continue for one week; that is, the commercial side of it. The Leipzig City Council has been advertising the business attractions of the Fair pretty thoroughly in the leading London newspapers, and all indications point to a record number of visitors. Gramophone men usually attend the spring gathering in large numbers, but at the time of writing, while most of them speak of the probability of going over, few will commit themselves to a definite decision so many weeks in advance.

AN ODDITY IN ENVELOPES.

The Columbia Graphophone Co. received recently an envelope addressed in a truly distinctive

and unique fashion. Every possible detail, including patent numbers, was shown on this envelope, which is presented herewith, and any danger of miscarriage was apparently eliminated.



"HEARING" TYPE BY MACHINE.

New Invention for Benefit of the Blind, That Causes Different Printed Letters to Indicate Their Character by Sound.

A blind man may some time be able to read the daily newspapers, books or all printed matter with no aid except that of a machine. Such a machine has now been devised, but it is still far from perfect. Posters furnish about the only reading that can be done with it now.

What the apparatus does is to sound musical notes or chords in the blind man's ear for each printed letter. With experience the blind man will be able to tell the letter each combination of notes is intended to represent.

The inventor of this machine is a London scientist. Over a year ago he perfected an instrument that would enable a blind man to detect the source of any light near him—to find the window of a room, for instance. A box that looked something like a camera was held in the hands of the blind man and wires connected the box with a telephone receiver at the blind man's ear.

A selenium unit in the box detected any light and sent a current to the telephone receiver, thus making a sound in his ear. The blind man could point his box or camera in any direction. When it was pointed at light the telephone receiver vibrated, the loudness of the noise being dependent on the strength of the light.

The new device is a development of this box—or optophone, as it is called. Words in large type—on a poster, for instance—are passed in front of the new instrument. A strong light is thrown on the type, part of this light being reflected back from the white paper and part of it not being reflected—where the rays strike the black ink. The returning rays are detected by a checkerboard group of selenium cells. Each of these checkerboard cells will cause a musical note to sound in the telephone receiver at the blind man's ear, and each cell has its own individual musical note.

When the letter M is passed in front of the instrument, for instance, there is first a crash of a whole scale of tones, as the upright line at the left comes along; then, as the slanting middle lines pass before the instrument, the notes first run down the scale and then up the scale; and then the right-hand upright line causes another crash of many notes. The blind man quickly learns that this combination of sounds means M.

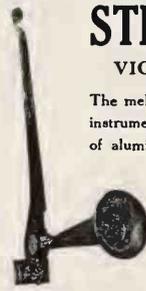
The inventor hopes it will be possible to perfect his apparatus eventually so that it can be used on ordinary type. On the face of it, the apparatus needs only refinement to enable blind men to read newspapers; but it is extremely difficult to obtain that refinement.

The Kelley Music Co., Jersey City, N. J., is a recent addition to Columbia agencies.

STROH VIOLS

VIOLIN, VIOLA, ETC.

The mellow and matured tone of these instruments, which are constructed largely of aluminum, yet possess none of the characteristics of the gramophone or wind instrument, is only one of its many points which are fully set out in an illustrated booklet which will be mailed free on request to the sole makers.



String Fiddle



Violin

GEO. EVANS & CO.
94 Albany St. London, Eng.

OR

in U. S. A. to their sole representatives
OLIVER DITSON CO.
150 Tremont Street BOSTON
NEW YORK and PHILADELPHIA

GRAND OPERA AND THE TALKING MACHINE.

The Importance of Their Relations and the Influence Exercised in the Matter of Public Taste Set Forth in Article Written for The Voice of the Victor by Albert Grau, Brother of the Famous Impresario—Interesting Reminiscences of Early Opera.

It does not seem so very long ago that grand opera was regarded as the most precarious line of endeavor with which men of nerve and capital could tempt fate, and even so intrepid an impresario as Colonel Mapleson predicted that the ultimate destination of his kind was either the county jail or the poorhouse.

But Colonel Mapleson and his colleagues, such as the Strakesches, Maretzek and the indefatigable Henry E. Abbey, all of whom died penniless, were unfortunate in that their period of activity antedated the advent of a scientific era in which, as a result of the amazing evolution of the talking machine, the scores of masters, and the world's greatest singers have been brought into our homes, and this has gradually created a nation of opera-goers, so that the spectacle of three majestic opera houses opening simultaneously in New York City, which as recently as ten years ago would have meant sure disaster, may now be viewed with complacency by impresarios, artists and public.

Even during the régime of Maurice Grau, ending in 1904, the Metropolitan Opera House had established the first operatic dividends known to American musical history, and this impresario was quick to observe that a new musical public was being created. Crowded balconies and galleries were solving grand opera's difficult problems, and the day when the works of Wagner, Verdi, Gounod, Puccini and their colleagues could attract only the social set was already passing.

But the talking machine, up to the time of Mr. Grau's retirement from the operatic field, was yet regarded as a mere toy. From 1904 to the year of 1913 were nine years of persistent musical uplift, in which the Victor Co.'s extraordinary enterprise had caused the musical map to change from coast to coast. It mattered not whether it was Caruso,

Tamagno or any of the famous singers who are paid thousands a night, they all capitulated to the inducements held out to them. But let no man doubt that this was greatly due to the astonishing development of the Victor, and not solely to the financial benefits. Moreover, there is no record of any protest in recent years on the part of the impresarios of grand opera, all of whom were brought to realize that the influence of the Victor was being felt in the box offices. This is so true that although the world's greatest singers were now adding to their annual income prodigious sums of money, while their artistry was being perpetuated scientifically, their compensation has been constantly growing larger in the opera houses, while a third source of income, also greatly due to the Victor, has resulted from the tremendous demand for their services for concert tours, song recitals and festivals galore all over the country.

I can remember when there were not over thirty cities where a famous diva could attract a paying audience, and even ten years ago not more than five or six musical celebrities could procure sufficient bookings to justify a tour. To-day there are as many as sixty well-known vocal and instrumental soloists who can attract an audience representing anywhere between \$1,500 and \$6,000 at each appearance.

It is a fact that the demand to hear and see the famous musical stars by a new and increasing public is so great that while the distinctly dramatic or theatrical business all over the country has had an awful slump, the prosperity in the musical field is everywhere conceded. Mme. Schumann-Heink has attracted audiences in cities of about 20,000 population representing from \$2,500 to \$4,000, while in the larger cities the larger sum is an ordinary achievement. Yet this same Schumann-

Heink came hither from Berlin under my brother's direction at a weekly honorarium of \$250. If you would ask the great German contralto her opinion, she will tell you that the Victor has accomplished more to make the nation musical than all other influences combined.

When it was announced that opera in the language of the nation was to become a permanent attraction in the theater endowed by New York's multimillionaires, this writer ventured to predict that the outcome would be successful from the outset, and now when the pessimists are confronted with the spectacle of capacity audiences night after night and week after week, the fear is expressed that with the advent of the regular opera season at the Metropolitan Opera House and the inauguration of a third régime—that of Oscar Hammerstein—the gold-laden box office of the Century Opera House must show the effects instant; but it will be found that New York with its 6,000,000 souls can, and will, provide a public for all three, provided that the artistic offerings are wholly worthy, and surely there is nothing to indicate a reaction in the near future in the neighborhood of Central Park West, where the advance subscriptions are already assuring prosperity for months to come.

The Messrs. Aborn know from experience that popular-priced opera is a necessity in our larger cities, and they have publicly acknowledged that this is principally due to the thousands of new music lovers who, having heard in their own homes the voices of celebrated singers and the melodies over which they have raved, now flock to the opera house or theater where they are held fast, and this is a condition which explains why in the heat of summer, when the playhouses usually are closed, the Messrs. Aborn have prospered in a half dozen cities simultaneously.

But even now the influence of the Victor is in the infant stage. The Victor Co. is not resting on its laurels; one may see evidences at every turn of expansion and productivity and an effort to embrace newer fields in which its conquest a few years ago would have been difficult to accomplish.



To T.M. the King and Queen of Spain



To H.M. the King of Sweden



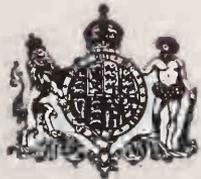
To H.H. the Khedive of Egypt



To H.M. the King of Italy



To H.M. the Shah of Persia



By Appointment To H.M. Queen Alexandra

"His Master's Voice"
—the trade-mark that is recognised throughout the world as the Hall-mark of Quality

AUSTRIA: Oesterr. Gramophon-Gesellschaft, m. b. H., 8 Krugerstrasse, Vienna.
BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
DENMARK: Skandinavisk Gramophon-Aktieselskab, Frihavnens, Copenhagen.
FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.
GERMANY: Deutsche Gramophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
HOLLAND: American Import Co., 22a, Amsterd. Veerkade, The Hague.
HUNGARY: The Gramophone Co., Ltd., IV., Kosuth Lajos-Utca 8, Budapest.
SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona.
SWEDEN: Skandinaviska Gramophon-Aktiebolaget, 52, Appelbergsgatan, Stockholm.

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



Great Britain:
The Gramophone Company Ltd
21 City Road London EC

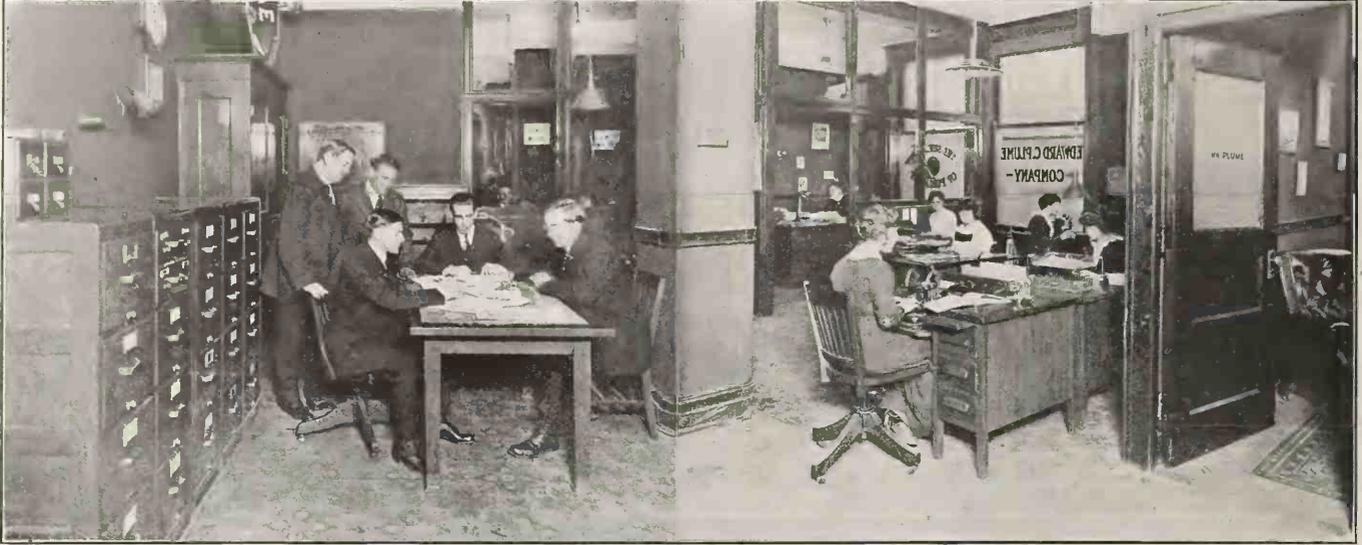
UP-TO-THE-MINUTE "PURE ADVERTISING" LABORATORY.

The Interesting Story of the Edward C. Plume Co., a House Which Creates Strong, Ethical, Convincing Advertising Matter for Talker Merchants and Those in Other Lines of Trade—Some Excellent Views of the Model Establishment in Chicago and Its Trained Staff.

(Special to The Talking Machine World.)

CHICAGO, ILL., February 10.—The World takes genuine pleasure in presenting views of the general office, copy and art rooms of the Edward C. Plume Co., of this city. The reason for the "pleasure" is that the company is doing a work thoroughly in

slides for the use of the merchant in exploiting his product in moving picture theaters. Reproductions of some of the advertisements put out by the Edward C. Plume Co. have already appeared in The Music Trade Review. The series is a remarkable one in that the announcements while forceful,



General Offices of the Edward C. Plume Co., Chicago.

accord with the private convictions and public propaganda of The World along the lines of "pure advertising."

The Edward C. Plume Co., as the readers of The World well know, was founded several years ago by E. C. Plume, who was for a number of years the Western wholesale manager for the Columbia Graphophone Co., and in that capacity came in contact with many talking machine and

convincing and calculated to get results, are absolutely ethical and are such as to exalt the standard of the individual merchant and the trade in the mind of the public.

The first of the three views here presented shows the company's general offices, which occupy a large part of the third floor of 417-421 South Dearborn street and the entire street frontage. Mr. Plume's office is in the front on the right hand side. Mr.

NEW VICTOR DANCE RECORDS.

Interesting List Issued to the Trade Recently by the New York Talking Machine Co.

The New York Talking Machine Co., 81 Chambers street, New York, the prominent Victor distributor, sent out to its clientele a fortnight since a special list of new Victor dance records which was compiled after due consideration. These rec-



The Laboratory.

piano dealers and naturally is conversant with conditions in this trade. In the period between his resignation from the Columbia Co. and the founding of his present business Mr. Plume had associated with him B. T. Kelley in an advertising concern, and his experience in that line opened his eyes to the wide field for the right kind of advertising matter in the talking machine and other lines of trade. The Edward C. Plume Co. was established with ample financial backing, with Mr. Plume as president and Mr. Kelley as assistant treasurer and secretary.

While the activities of the company along advertising lines run in various channels, it features high grade newspaper advertising copy handsomely illustrated, artistic mailing folders and advertising

Kelley can be seen in his office at the right in the rear, and to the left is shown the office of J. L. Fraser, sales manager. The copy and art room is next to Mr. Plume's office, but is not shown in the general view. In the second view Mr. Plume is seen in his private office in consultation with W. F. Schramm, the advertising manager. We cannot just recall whether this picture was taken at the time when they were discussing the securing of the services of "Penny" Ross, in devising a series of Mamma's Angel Child folders, or whether it was when the Plume Co. bought out a large Cincinnati advertising service concern. After careful reflection, however, we are inclined to think that it shows the presidential and copy-creating brains working on an important extension of the com-



The President's Private Office.

ords were listed on a specially printed sheet, and labeled "The New York Talking Machine Co.'s Extra Special."

The company had expected that the list would be favorably received by its dealers but were unprepared for the remarkably large number of orders that were received within two days after the list was mailed. Many dealers ordered 100 apiece of all the records listed, and some of the company's patrons used the telephone and telegraph to place their orders at the earliest possible moment. The success of the list was a significant indication of the popularity of Victor dance records, and an impressive endorsement of the live-wire methods of the New York Talking Machine Co.

A DEALER WHO GETS RESULTS.

George J. Lenth, Although Located in a Town of Only 1,300 in Iowa Orders Full Carload of Edison Disc Machines and Records and Gets Right After the Business—Shipment Well Advertised En Route to His Town.

When a phonograph dealer in a town of 1,300 population orders a solid car-load of machines, in the parlance of the street, he is certainly "going some." This was the splendid record achieved by Geo. J. Lenth, a hustling and progressive Edison disc dealer in Elkader, Clayton County, Ia. It is a safe bet that many talking machine dealers in the East have never heard of Elkader, Ia., but there is no doubt that Elkader will be well acquainted with the Edison phonograph before Mr. Lenth gets through.

The solid carload of Edison disc phonographs and records intended for Mr. Lenth left the Edison factories on January 21, and in order that cities and towns along the route of shipment could be fully acquainted with Mr. Lenth's enterprise and energy, the following large-sized sign was placed on the side of the car: "Solid carload of the wonderful new Edison diamond disc phonographs, bought by George J. Lenth, Elkader, Ia., population 1,300." The mere fact of the carload shipment leaving the Edison plant was nothing unusual, but the 1,300 population was the impressive part of the sign.

It is understood that Mr. Lenth, who is a firm believer in the value of personal solicitation, has also arranged for the giving of several concerts in the Elkader churches and places of amusement to feature the Edison disc phonograph. It is safe to say that if these concerts meet with the same degree of success that Mr. Lenth's personal efforts evidently have, there will be another carload of Edison phonographs and records very shortly.

ORIGINAL PUBLICITY PAYS.

How Brodie & Bro., of Waverly, Ia., Are Bringing the Victrola to the Attention of the People of That City with Excellent Results.

(Special to The Talking Machine World.)

WAVERLY, IA., February 9.—Taking advantage of all opportunities offered from a publicity standpoint is well illustrated in the postcards and circulars being sent out to their clientele by A. A. Brodie & Bro., of this city, the hustling representatives of the Victor Talking Machine Co. in this territory. These postcards and circulars are the subject of general comment and attention, as they are decidedly original in their design.

The purpose of this literature was to illustrate the extent of the company's business, as the scene presented was that of a wagon-load of Victrolas

being taken through the streets of Waverly, en route to the store of A. A. Brodie & Bro. The wagon was snapped in front of the store, and underneath the picture was printed: "Your Victrola is in this load. Come on in." It is pleasing to note that this up-to-the-minute publicity produced excellent results commensurate with the distinctiveness of the idea.

AID TO INCREASED RECORD SALES.

Special Cover to Hold Standard Record Catalogs Just Issued by the New York Post Card Co. and Meets with Immediate Demand.

We are now ready to announce to the talking machine dealers throughout the country, something new that we are certain will prove a boom to their record sales," stated George Bates, of the New York Postcard Album Manufacturing Co., 23 Lispenard street, New York, manufacturers of talking machine record albums.

"Our latest product consists of a handsome flexible cover arranged to hold the Victor or Columbia six-months' record catalog, and one monthly supplement if desired. This cover is artistic in its appearance, being bound in mahogany colored imitation leather and lined with black silk cloth. The catalogs are placed in the cover by means of an adjustable cord which permits of easy and quick insertion. The cover being flexible, is convenient to a degree, forming a permanent reminder of the record catalog inclosed, and the dealer's name thereon will naturally mean increased record sales.

"In my travels around the country, many dealers have often expressed the thought that the handsome record catalogs issued regularly by the companies are not properly handled by their clients. As the catalogs are only made of paper, it is but natural that they should soon tear or curl up, and not presenting the artistic appearance so desirable in a music room, are soon hidden out of sight. These dealers felt certain that something should be designed that would permit of the inclosing of the record catalog in an attractive flexible cover, which the talking machine owner would always keep near at hand, instead of placing it in some drawer or out of the way place, as is the case with the present paper-covered catalog after it has been in use a short while.

"Working along these lines we experimented for some time until we arrived at the decision that a catalog cover that would be really successful must not be bulky or ugly, but contain only two strings, one for the regular catalog and the other for one monthly supplement if desired. Our new cover is the result of our experimenting.

"We have arranged to print the dealer's name on the face of the cover in gilt in lots of 100 and more, thereby making the cover a permanent ad-

vertisement when placed in the hands of his clients. The price of the cover has been placed so low that dealers will find it profitable to give one away with the first record catalog given to a client, or if they desire they may charge a nominal sum for the cover either on the first distribution or when the customer desires more than one cover. These are all details which the dealer can arrange in the way which will give him the most profit and advantageous publicity. Advance orders indicate the success of our new cover, as it forms a useful souvenir and a permanent advertisement."

WHEN "NEXT" IS A PLEASANT WORD.

Barbers and Bootblacks Appreciating Value of the Talking Machine in Keeping Their Overflow of Customers in Good Humor.

The Italian has long been a strong devotee of the talking machine as a means for his own entertainment and as affording him an opportunity to listen to his favorite operas in his home, no matter how humble, and at his own convenience. He has also discovered that the talking machine is an excellent business partner under certain conditions, and recently in many sections of the country "talkers" with a plentiful supply of records have been found in barber shops and bootblack parlors. The man who is being shaved or having his boots blacked or is waiting his turn to receive the attention of the "artist" in charge is not likely to lose patience over the delay if he is able to enjoy music during the wait.

SELECTED AS OFFICIAL MACHINE.

Dictaphone Installed in Offices of Panama-Pacific International Exposition for Use of Officials in Various Departments—Many Machines Required.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., February 9.—As announced in The World two months ago, the Dictaphone has been installed as the official dictating machine of the Panama-Pacific International Exposition, and many of these machines are now in use in the various departments, we understand.

It is planned to secure for permanent record speeches delivered by Commissioners and distinguished visitors to the Exposition. This will be done by having them dictate their speeches or messages on a cylinder, which will be kept, and later made a part of the Columbia Graphophone Co.'s exhibit at the Exposition.

W. S. Gray, Pacific Coast manager of the Columbia Graphophone Co., declares that the exhibit of graphophone and dictaphones in the Palace of Liberal Arts, will be a remarkable one.

JOBBERs intending to **IMPORT**
Talking Machines, Motors,
Disc-Records should visit

OUR SHOW ROOMS
AT THE

LEIPZIG FAIR

AND INSPECT OUR
NEW MODELS

POLYPHON - MUSIKWERKE, A.-G.

Representative: A. B. NEWCOMBE, New York, 71 West 23rd St.

Works: LEIPZIG-WAHREN 41

Show Rooms: LEIPZIG, PETERS STR. 281



Columbia dealers' record business during the first forty-five days of 1914 has been twice any previous sales record. Did you share in this?



(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

DEMAND FOR DANCING RECORDS ALSO HITS DETROIT.

Incident in Store of Columbia Co. Indicates That the Craze Hits All Classes—Machine Sales Keep Up Well—Salesmen Enrolled in Efficiency Course of Board of Commerce—Piano Houses Find Profit in Talking Machines—Other Interesting News of Past Month.

(Special to The Talking Machine World.)

DETROIT, MICH., February 9.—The correspondent of the Talking Machine World stopped and took a second look as he entered the Columbia branch store the other day for his usual confab with Manager K. M. Johns. Skipping about the floor with all the abandon of a primary grade school girl, was a fashionably attired man, apparently having the time of his life, but nevertheless, as sober-faced as a magistrate in a murder case. The cause of his skipping was a hesitation waltz record, being played by City Sales Manager S. E. Lind, who also was impersonating, facially, an owl. Following the music painstakingly, missing not a step, and apparently fearful of being interfered with, the dancer persisted until the record was finished. Then he spoke up briskly: "I'll take that one. And I think that'll make enough, for this time."

After he went out Mr. Lind explained: "He's the head of a dancing academy, William J. Garand, selecting a new orchestra for this month. In the past few months we have sold a good many grafonolas to parties who wanted them for dancing in their homes, but not until a few weeks ago did we sell one to take the place of the orchestra in a dancing academy.

"He wasn't dancing in here just to be gay, but to ascertain if the tempo of the record was right throughout. He tries every record he buys in that way. They must be a pretty good lot of records, for he never has turned one down."

The sale of records is the feature of the talking machine business in Detroit just now. It is so tremendous that it makes the sale of the machines a matter of secondary consideration. The dealers are generally agreed that the wonderful stimulus is the craze for dancing. It was a craze two or three months ago, as mentioned in this correspondence at the time, but it has become more pronounced every week. Perhaps three-fourths of the records sold are dance records, mostly hesitation, one-step and tango. As the business in the other classes of records has not diminished, some idea of the general increase can be had.

The sales of machines have not slumped, however. "As a matter of fact," said Harry Rupp, manager of the talking machine department of Grinnell Bros, "the late highly prized holiday trade turns out to have been but an incident. If it were not for the calendars we might think that January and February were the holiday months. A year ago January and February were almost as good as December, and this year we have double the space and all the rooms are occupied most of the time. For Christmas we sold a lot of machines, which created a tremendous demand for records, and the records, heard by friends of the owners, creates a demand for more machines. The consequence is that we are short of records, and I

guess everybody else is in the same position."

Out in the State conditions are largely similar. Piano houses who took on talking machines a few years ago just as a little side line, are now handling them on equal terms with the pianos, if not actually as the leaders. They are attractive because sales are easier made at the lower prices, and the money is turned over more quickly.

The J. L. Hudson Co. will soon make alterations in its talking machine department, which will almost double the space devoted to it. Another row of demonstrating rooms will be built and the number of record cases will be about tripled. A complete catalogue of Victor and Columbia records will be carried hereafter.

Manager E. K. Andrew, of the talking machine department of the Hudson Co., recently duplicated S. E. Lind's feat of selling a Columbia to a dancing academy owner. Another notable sale by him was a \$200 Victrola to William B. Thompson, twice mayor of the city, and one of the best known among Detroit's business men. A. J. Fedewa, one of the company's talking machine salesmen, who has been ill since last May, returned to his work February 1.

The talking machine salesmen are all participating in the "Efficiency Course" of the Detroit Board of Commerce. This is a series of lectures by prominent business and professional men, on the various features of commercial life, salesmanship being a strong leader. Most of the companies pay the attendance fees for their salesmen, considering it a good investment.

All sections of the city are now well covered with talking machine stores. Detroit's suburban business is spread out over a wide area, and the talking machine jobbers have looked up every cluster of business houses worth while, and have established an agency in the neighborhood. All these stores begin with the talkers as a side line, but most of them, in the course of a year, find that it is more profitable to make the talking machine business the mainstay, and carry the other things as side lines.

"The situation resembles the automobile situation a good deal," said one of the jobbers. "People are just finding out that they are able to have something which they want very much. Perhaps there are a couple of million families in the country that have talking machines. They represent million of our hundred million population. Of the other ninety million, count out about twenty million as unable to buy a machine, and that leaves us about seventy million prospects, all getting ripe fast. That is why we do not consider what seems to be a phenomenal trade now, as phenomenal at all, but only what we ought to expect, and which we have every reason to expect will be doubled in a year from now."

The talking machine business is attracting some

of the best piano houses which hitherto have not designed to consider this line of the musical trade. J. Henry Ling, head of the oldest piano house in the city, stated recently that he was seriously considering closing out one of his piano departments and substituting talking machines in its stead.

"I have practically determined on this course," he said. "I want to make one little inquiry to satisfy myself on a certain point, and I am going East soon to do it. Talking machines are becoming one of the biggest forces in the music trades, and affairs have reached a stage that makes it bad policy for a piano dealer to ignore them longer."

EMPLOYES' ASSOCIATION A SUCCESS.

The Victor Co-operative Beneficial Association Makes Excellent Record During First Few Months—An Example of Victor Co. Generosity—Big Increase in Membership.

The manner in which the Victor Talking Machine Co., of Camden, N. J., has the interests of its thousands of employes at heart is indicated by the first report of the Victor Co-operative Beneficial Association, covering the period from its organization, on April 15 of last year, to December 31, and the best proof of the success of the new venture and its appreciation by the employes of the company is found in the fact that the membership in the association, commencing at 1,647, during the first weeks following the organization, rapidly increased until at the end of December there were 4,210 employes enrolled.

Since the launching of the association, the Victor Co., as per its agreement with its employes, has contributed to the treasury, dollar for dollar in proportion, the amount paid by the employes up to December 31 being \$8,359.50, and by the company an equal amount. With accrued interest the amount raised last year for the association was nearly \$17,000, all of which was devoted exclusively to requirements of the association, the Victor Co. paying all the operating expenses of the association, which amounted to nearly \$2,000.

In less than nine months the association paid to 208 sick members, benefits totaling \$5,861.75, and paid death benefits aggregating \$900 for six members, leaving nearly \$10,000 in available funds in the treasury. All cases of sickness are carefully investigated by the proper officer of the association and when any doubt exists as to the right of the member to receive benefits, the matter is placed before the trustees. Where possible the member is given the benefit of any doubt that may exist.

All concerned acknowledge the Victor Co-operative Beneficial Association as a powerful factor in cementing the cordial relations existing between the Victor Co. and its employes.

The officers of the association appointed for 1914 are: Trustees—A. W. Aikinson, I. F. Burton, C. S. Wickes, E. T. Kieffer, E. K. Smith, W. B. Fulghum; president, R. L. Freeman; vice-president, E. F. Haines; treasurer, G. W. Jagers; secretary, E. K. MacEwan; visiting secretary, M. W. H. Holden.

STOCK SHORTAGE CHIEF TROUBLE IN NEW YORK CITY

Local Dealers and Jobbers, However, Losing Few Actual Sales for Machines and Records—Dance Craze Leaves Mark in Heavy Record Demand—Some Lively Advertising Campaigns Help Business—What Some of the Prominent Local Houses Have to Report.

A shortage of both machines and records of the most popular types has been the most important feature of the local talking machine trade the past month. Shortage of product around the holiday season is expected, but the prosperity of the talking machine industry as a whole is well evidenced by the continued demand that has existed for machines of the more popular prices, and records of practically every type. Although the shortage has not been so marked that the dealers have been forced to lose many sales as a result, at the same time the jobbers and dealers are unanimous in stating that they could easily handle considerably more machines and records than are now being turned out by the factories.

General business conditions the past month have been very satisfactory from every standpoint. Trade has kept up remarkably well and, what is more important, collections have been excellent. There is no doubt in the minds of the members of the local trade but that 1914 will be the banner year in the history of the talking machine industry, and this optimistic prediction is verified by the reports of the factories, which proclaim the month just ended as the best January they ever experienced. The jobbers and dealers throughout the country were responsible, of course, for this record-breaking business, and New York and vicinity have certainly shared in this general prosperity.

Dancing Craze in Full Blast.

The dance craze continuing at full blast, it was to be expected that the demand for dance records would be correspondingly heavy, and in view of this expectation the majority of the dealers naturally ordered what they considered exceptionally large quantities of this class of records. To their great surprise, however, their stocks in most instances fell far below the demand and they are finding themselves in the position of reordering records which they expected would be in stock for at least the next two or three months. The country-wide popularity of the modern dances is beyond adequate explanation, but the talking machine dealers are not trying to solve it, as they are finding it sufficiently difficult to take care of the trade that this dance craze has created.

The Victor and Columbia factories are working to full capacity to turn out enough of the popular priced machines to take care of the needs of the trade, while the Edison disc factory cannot supply its dealers with sufficient stock in the machines retailing at \$150 and over. All three companies are behind in their record shipments, but are doing their utmost to catch up with their trade.

Steady Advertising Campaign.

A steady advertising campaign in the local newspapers has been carried on by the trade during the past month, and the talking machine advertisers, taken collectively, have probably used as much space within the past few weeks as many of the merchandise fields that far outranked them in earlier years. The advertising is well conceived and impressively worded, many of the separate advertisements utilizing educational selling arguments as well as straight-from-the-shoulder "reason-why copy."

A Talking Machine Block.

With the opening of the new store of Landay Bros., at 427 Fifth avenue, there will be presented the spectacle of two Victrola stores and one Edison disc establishment on the same street, and within two doors of each other. This condition is common in several other large cities, but this will be the first instance in New York of three talking machine stores and departments being situated on one of New York's business streets. The new Lord & Taylor store, which will open next week, is located on Fifth avenue, between Thirty-eighth and Thirty-ninth streets, directly opposite the new Landay store, and will have a handsome Victrola department, equipped with about ten sound-proof demonstration rooms. At 433 Fifth avenue, New

York, a few doors north, is the beautiful home of Hardman, Peck & Co., the prominent piano house, which recently opened an Edison disc department on the fifth floor of its building. There is doubtless plenty of business for all three stores on this one street, as with the opening of the Lord & Taylor store this particular location will be traversed by thousands of shoppers who concentrate their purchases on the highest class of goods and pay cash almost invariably.

High-Priced Machines in Demand.

"We are more than satisfied with the success of our Edison disc warehouses," stated Ashley B. Cohn, vice-president of Hardman, Peck & Co., 433 Fifth avenue. "Our clientele has always been an essentially high-class one and in establishing our Edison disc department we placed before them a line of phonographs and records which appealed to their love for the beautiful and the best. Practically all of our sales of Edison phonographs have been confined to the types selling at \$150 and over, and we find that our patrons are sufficiently impressed by the musical and artistic qualities of the Edison disc product to order the more expensive machines in preference to the cheaper ones. We have heard nothing but praise for the Edison disc record, which, many of our visitors have stated, is the acme of musical perfection in a disc record."

Record Demand Is General.

"No, the dance record is not the only class of record that is selling particularly well," answered V. M. Moody, sales manager of the New York Talking Machine Co., 81 Chambers street, Victor distributor, in response to a recent inquiry. "The present record demand is far from being confined to any one type of record, but, on the contrary, embraces practically every class of record in the Victor catalog. Take, for instance, this red seal, light classic record sung by John McCormack. During the past ten days we have sold more of this one number than we did in the entire month of October last year. Bear in mind also that October is the time of the year when dealers are popularly supposed to be stocking up for the holiday trade, while January and February constitute a straight sales business. On another light classic record we sold twice as many in January as we did in November last year at the height of the holiday trade. We are very short of machines of certain types, and with our shortage in records, I need hardly state that we are busy—in fact enjoying the best February in our history."

Columbia Trade Very Active.

"We cannot get enough of many of our new machines," states R. F. Bolton, manager of the Columbia Graphophone Co.'s wholesale and retail store at 89 Chambers street. "Our stock is practically exhausted on the following machines: 'Leader,' at \$75; 'New Mignonette,' at \$100; 'Nonpareil,' at \$150, and 'De Luxe,' at \$200. All our dealers report a demand for these machines that is simply remarkable, and it is certainly a tribute to Columbia quality to note the complete satisfaction that our machines and records are giving. We opened a number of new accounts during the past few weeks that give promise of closing an excellent all-the-year-round business, and everything in general points to 1914 as the banner year for our institution."

January Beyond Expectations.

"January business was beyond all our expectations," states Dana F. Parkhurst, manager of the Edison department of the Tower Manufacturing and Novelty Co., 326 Broadway. "We are adding new names to our list of clients day after day, and with our location in the heart of the business district we are in a position, of course, to make an impressive appeal to the downtown business man. This has helped our business considerably, as, in addition, this class of trade has no use for a low-priced machine and very seldom think of purchasing a machine for less than \$100. The Edison disc

machine retailing at \$150 is our big seller and is gaining in popularity rapidly."

Landay Bros. New Store.

"When our new store is completed we will have one of the finest Victor shops in the country," recently remarked Max Landay, of Landay Bros., the prominent Victor distributors, with four stores in the best shopping districts in the city and a new one at 427 Fifth avenue now in course of construction. "We expect to be open for business about the 1st of next month and are leaving no stone unturned to make this new store distinctive and artistic to a degree. We are using a new process for sound-proofing our eleven demonstration rooms that is guaranteed to shut out the slightest outside noise, and this all-important problem was only solved after lengthy experiment and considerable expense. The front of our new store will be absolutely original, consisting of an illuminated glass front that has never been shown in this city, and, as far as I can learn, will be the first one of its kind constructed in this country. All our decorations and furnishings will be dignified and refined to a degree"

Difficult to Get Enough Records.

"We simply cannot get enough records to handle the demands of our patrons," stated Hayward Cleveland, manager of the Twenty-third street store of the Columbia Graphophone Co. "From our operatic selections down to our dance records, we are behind in filling our orders, and the true musical value of Columbia records is becoming more and more appreciated by music lovers in all parts of the city."

Blackman's Satisfactory Business.

The Blackman Talking Machine Co., 97 Chambers street, Victor and Edison cylinder jobber, is closing a steady, satisfactory business in both its lines, as indicated by President Blackman's cheery report: "The month of January showed a substantial increase over the corresponding month of last year and February business to date is equally as good. Victor records and certain types of Victrolas cannot be supplied to our trade in sufficient quantities, which fact certainly seems to indicate a general prosperity in the Victor business that is very gratifying."

What Others Say.

"We are gaining new customers for our piano warehouses every month through the medium of our Columbia department," is the pleasing report of F. G. Smith, the prominent piano house, 142 Fifth avenue. "We are convinced that the Columbia division of our business has not only proven successful on its own account, but has also helped our piano and player business."

"All our twelve booths are filled during the greater part of the day," states Miss Ruby Spaulding, manager of the Victrola department of the Aeolian Co., 29 West Forty-second street. "Last month was the best January in our history and the outlook is very encouraging."

Other optimistic reports were received by The World's representative from the following: Benj. Switky (Victor), Krakauer Piano Co. (Edison disc); Fuller, Bagley & Beers (Columbia), Bremner Co. (Victor), Guy Warner (Edison disc), F. G. Smith, Brooklyn (Columbia).

F. K. DOLBEER IN SEATTLE.

Sales Manager for Thomas A. Edison, Inc., Attends Opening of Pacific Phonograph Co., Northwest, Edison Distributors in That City.

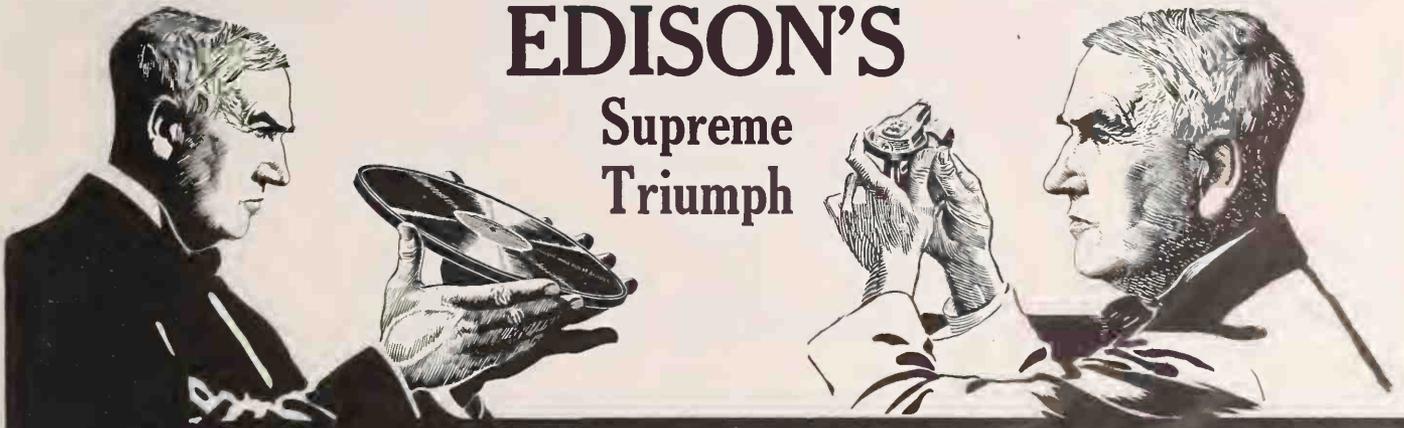
(Special to The Talking Machine World.)

SEATTLE, WASH., February 6.—F. K. Dolbeer, sales manager of Thomas A. Edison, Inc., was recently in the city in connection with the establishment of the Pacific Phonograph Co., Northwest, which will be distributors of the new Edison disc line of the machines and records. A. R. Pommer, of Los Angeles, is interested in the company. C. O. Baker will be the resident manager.

INCREASES CAPITAL STOCK.

The North Chicago Talking Machine Co., Chicago, increased its capital stock recently from \$1,000 to \$6,000.

EDISON'S Supreme Triumph



A Sensational Success

After four years of constant labor, Thomas A. Edison has reached his great goal—**PERFECT REPRODUCTION OF SOUND.**

Everywhere the new instrument is shown public interest is aroused to such a high pitch that the stores of the Edison dealers are crowded with people who want to hear this new marvel of Edison's ingenuity and patience.

They Come—They Listen—They Wonder—They Buy

The tremendous sales made in Chicago during the past few months is absolute proof of a genuine interest in the New Edison.

The wonderfully perfect tone of this superb new instrument is just what the public has been waiting for.

No Needles—no scratching—no destruction of sound waves. The smooth, highly polished diamond key is exactly fitted to the groove and slides lightly without the slightest wear on the record.

Record stock does not become second hand by demonstrating.

Send the coupon to-day and get our special dealers' proposition.

The New ^{Diamond} Disc Edison

The new diamond reproducer—the new Edison double disc records—the perfect Edison motor—the automatic stop—the scientifically designed sound conveyer that has no leaks—the automatic oiling system—the new designs of cabinets—and what is more important—the perfect reproduction of sound, are brilliant selling points that make big sales.

AND REMEMBER: the new Edison can be made to play all makes of records (foreign or domestic), and play them as you have never heard them played before on any other instrument.

Service

Service is a much abused word. But our service is real service—prompt, efficient, intelligent. You get what you want when you want it.

Advertising Aids

You get the full benefit of our strong advertising service plan. It will help you to make quick sales and big profits. Learn about it.

Send this Coupon To-day

It brings you full information about the special proposition to new Edison dealers. Edison wants the liveliest man in every locality. He is not going to be satisfied with anyone else. Get the details of the special advertising plan that will assist every Edison Dealer to make money.

Send the coupon to-day—right now.

THE PHONOGRAPH CO.

229 Wabash Avenue

CHICAGO, ILL.

Dealers' Coupon

THE PHONOGRAPH CO.,
229 Wabash Ave., Chicago, Ill.

GENTLEMEN: Please send me full information about the new Edison and the special dealers' proposition. Also about your service and the advertising plan.

Name

Address

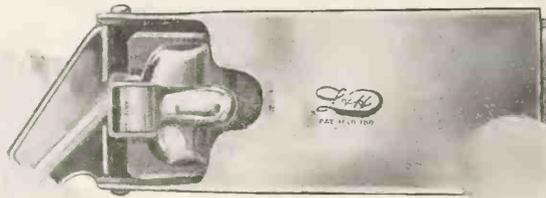
.....



Over 50,000 Satisfied Users

Lyon & Healy

FIBRE NEEDLE CUTTER



EXACT
SIZE

The wonderful success of the Lyon & Healy Fibre Needle Cutter in the last two and a half years is due to the following facts about the cutter:

The Blades of the Lyon & Healy Fibre Needle Cutter are made of the finest grade of properly tempered tool steel. The upper blade is pivoted above and back of the cutting edge of the lower blade. It is held in place by a very high tensioned spring to insure correct leverage and a perfect point at every cutting.

The cutter is fitted with a guide that prevents the cutting away of too much of the needle, and also has a receptacle that receives all the waste. It is very simple and easy to operate, and with ordinary usage should last indefinitely without sharpening.

This cutter is invaluable to all users of the Fibre needle, as a needle may be used twelve to fifteen times where one of the cutters is in use.

Now is the time to get your order in and share in the profits.

Retail Price \$1.50

GET
YOUR
ORDERS
IN NOW

Lyon & Healy

CHICAGO

Largest Victor Distributors

LIBERAL
DISCOUNT
TO THE
TRADE

FROM OUR CHICAGO HEADQUARTERS

CONSUMERS' BUILDING, 220 South State Street, E. P. VAN HARLINGEN, MANAGER.

(Special to The Talking Machine World.)

CHICAGO, ILL., February 9.—The local talking machine trade was a bit startled recently when the Talking Machine Shops came out in liberal space in certain of the dailies and announced with characteristic enterprise that two of the best professional dancers in Chicago had been secured for the benefit of the patrons and friends of the Shops and that a series of afternoon tangos would be given.

The announcement continued as follows: "The dancers are Claude Wickham Kucker, former pupil of Maurice and of Cassell, who is said to be out-dancing his teachers, and Miss Buckley, formerly a solo danseuse of the Chicago Grand Opera Ballet.

Between the dances the salespeople would canvass each of the audience, inquiring, "Are you enjoying the dancing? Are you interested in dancing yourself? Have you a Victrola? Have you any of the latest dance records? Would you like to be put upon our mailing list?" and so on, depending upon the answers given by the visitor.

The dancing of Miss Buckley and Mr. Kucker was most excellent and they received hearty applause from the spectators, who were entertained between the dances with some of the Red Seal records and others of the more "popular" class.

The result of the efforts of the salespeople and the favorable impression made by the dancers was made evident when the program had come to an

makes his home in Chicago, has made arrangements with talking machine dealers in other cities

The Chicago Office of The Talking Machine World has removed to new and larger quarters at 1024 Consumers' Building, 220 So. State Street.

whereby he and his partner will be taken away from their home city for some time.

How Mr. Easton Impressed Us.

Edward D. Easton, president of the Columbia Graphophone Co., was a recent visitor to Chicago and inspected the fine new Michigan avenue quarters of the Chicago branch, which he pronounced very good. Mr. Easton directs the destinies of a big corporation, but he is a man whom it is a distinct pleasure to meet. Courteous and kindly he is, and one feels a warmth in the region of his heart long after having come in contact with him. Somehow one loses any daily newspaper inculcated prejudice against big business when its representatives are men like the Columbia's president.

As the above paragraph lay on the desk of The World, a clipping containing a report of an address made by the manager of one of the big State street department stores at a meeting of its buyers, general salesmen and assistants. It seems to work in nicely with a reference to a man of Mr. Easton's ability and personality, vide this:

"Devotion to duty leads inevitably to a mastery of all of the intricate demands of any position. The man who is sufficiently engrossed in his duties, to become master of his position, cannot help but compel his employer's consideration for his success, providing the latter is of the right type. The big, broad-minded virile man of the hour, and only such men can succeed to-day."

Boss the "Talker" Business, Too?

Oh, yes, we escorted our wives and our sweethearts to the registration polls last week, and dreamed dreams of the coming age when the feminine contingent will run politics and Government literature, science and art, boss the trade papers, chase news items and hustle for the festive ad vertisement *Vive la femme!*

(Continued on page 40.)



Tango Dancing at the Talking Machine Shops.

They will dance the tango, the maxixe and the hesitation to Victrola accompaniment. The object of these afternoon dances, of course, is to assist the thousands of people who own a Victrola in making use of it as an orchestra for these new steps. And undoubtedly many delightful home parties will be the result of this innovation."

Did the scheme work? It certainly did. People came by the scores and the average daily attendance for the week was in the neighborhood of 250 persons, with dozens turned away for lack of space to hold them.

Our illustration shows only one corner of the big room. From every side the crowd looked on and also carried chairs into the record rooms, where they could stand on them and look over the heads of those in front.

end, for the crowd lingered for some time and, breaking up into little groups, entered the demonstration booths, there to buy records or perhaps a machine.

"While the direct results and sales of machines are alone sufficient to warrant the expense," said G. W. Davidson, "the most pleasing part is the large number of record customers we are making. In a city of this size the general advertising effect is very beneficial and we are making regular patrons of people who before were hardly aware of our location and our facilities for serving them. I am very much pleased with the way things are going and we are re-engaging the dancers for the coming week."

The success of the novelty has evidently made itself known in other cities, for Mr. Kucker, who

The Practical Fibre Needle Cutter—THE WADE

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

The WADE cutters are made of the best steel and are absolutely guaranteed.



The Wade
Fibre
Needle
Cutter No. 1

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

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



The Wade
Fibre
Needle
Cutter No. 2

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

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 39).

Rename Station Healy.

Officials of the Chicago, Milwaukee & St. Paul Railway have decided to rename the station called Pennock, to Healy, in view of the fact that the new factories of Lyon & Healy are within a stone's throw of the station, and the most important feature of the neighborhood. Already there is a vast change in the little suburban neighborhood, and it is quite evident that the big new buildings of the famous music house have started a boom very profitable to real estate owners in the vicinity.

A remarkably good business has favored the Lyon & Healy retail store the past month and all records for January sales have been broken. Steinway pianos and Victrolas have been especially well favored. The Clark Irish harps have also been much favored in the wholesale as well as the retail departments.

Good for Record Shipments.

The Interstate Commerce Commission rates on express shipments within the State became effective February 1 by an order issued by the new Illinois Public Utilities Commission. By this order the old mileage system of computing rates is substituted for the direct distance system. It means a cut in rates, especially on long distance shipments in Illinois.

Uhl Gets Committee Appointment.

E. H. Uhl, manager of the Chicago house of the Rudolph Wurlitzer Co., has been elected to serve on the subdivisional committee representing musical instruments and musical interests of the Association of Commerce. E. C. Barnes, whose place on the committee Mr. Uhl takes, has been transferred to the office appliance committee on his own request. Mr. Barnes, who is the Chicago representative of the Edison dictation machine, thought that he should be classified as a piece of office equipment rather than a musical instrument.

Turns Back to Go Forward.

B. C. Wilt, formerly a Wisconsin traveler for the Talking Machine Co., who a year ago resigned to go into another line of business, has returned to the company's service, and will represent the company in Iowa and Illinois. Mr. Wilt's former work with the Talking Machine Co. was of the most successful nature, and the trade will be glad to know that he is back in his old environment.

Columbia Expansion in Elgin.

The Kimball-Dietrich Hardware Co., Elgin, Ill., which has been handling Columbia goods for some little time, is preparing to enlarge its operations, and this week has placed a \$2,000 order with E. O. Zerkle, the Wisconsin traveler for the Chicago office of the Columbia Graphophone Co., and who ran down to Chicago and then shot out via the Aurora and Elgin Electric to fix up the order.

The Kimball-Dietrich Co. has taken the entire second floor of its building for what will be known as the Columbia Music Store, which will occupy a space of 41 x 50 feet. A large part of the space will be taken up by handsome booths for the graphophone business and the rest of it will be used by Herman Bohnenstengle, well-known musician of Elgin, who has also had a sheet music and small goods department in the store of the Bower Jewelry Co.

Mr. Bohnenstengle will put in a line of the well-known Bush & Lane pianos, handle sheet music and musical merchandise on his own account, and will also manage the graphophone department for the Kimball-Dietrich Co.

Mr. Dietrich, who placed the order, is a progressive young man, who is thoroughly alive to the possibilities in the talking machine business.

T. M. Pointers for Dealers.

One of our largest customers keeps track of just where each sale comes from. When a sale is made, he asks the customer: "Would you mind telling me just why you came to buy your machine here?"—explaining to him that he would like to know how his advertising and circular work are pulling.

"He found 84 per cent. of his sales originated by old customers—satisfied customers—sending in their friends. Every time he found this to be so, he wrote the old customer and thanked him cordially, endeavoring to show his appreciation of

their interest in him. In many incidents you would be able to telephone the old customer and thank him. You know it is a fact the biggest asset in this business is satisfied customers and their good will."

The above is just a sample of the ammunition which the Talking Machine Co., of this city, is continually supplying its customers for their selling campaigns. It is from its circular letter of advice of February 21. Here is another cartridge from its bulletin of January 22:

"Capitalize the Dancing Craze.—An offer to loan a Victrola and a selection of dance records for a tango tea or turkey trot dance, has been productive of many a good sale. We have some excellent sample letters for mailing to just such prospects."

The company recently sent to its dealers a copy of one of the ideas developed by a Chicago advertising concern, and on which the dealers can get estimates through the Talking Machine Co. if he desires to adopt it to his own use. It consists of a cover for the monthly bulletins, to be sent to the retail customer. The cover is full of good Victor advertising matter, exploiting the individual dealer and also contains an approval record order, which can be torn off, stamped and sent to the dealer by the recipient. The write-up will be changed each month, appropriate to the new list and the color scheme will match the Victor supplement.

We Are.

Are we musical out here in the wild and woolly? Are we? The board of directors of the Chicago Grand Opera Co. desires to announce at this time the continuance of the opera for the coming year, and the permanence of the organization in its annual performances in Chicago * * * The board of directors is pleased to state that for the season just closing, the sale of season tickets for seats was considerably higher than during any previous year, indicating that the interest in grand opera in Chicago is not only surely and rapidly increasing, but is permanent. And the Mason & Hamlin was used and probably ever will be.

Moreover we have got one of the largest, if not the largest musical colleges in the world, all sorts of civic music plans are cooking and the new Chicago office of The Talking Machine World has fine mahogany-fixed quarters.

Baer on Biz.

C. F. Baer, manager of the Chicago office of the Columbia Graphophone Co., is very optimistic about business, past, present and prospective. The wholesale business of the Chicago office was way ahead of the corresponding month of last year. The record business, in fact, nearly doubled. The orders for the new 25 cent. demonstrating records are something phenomenal, and as a result the lists of users of Columbia records is being increased by hundreds.

When the Columbia moved over to Michigan avenue, many people predicted that the retail business would fall off. In fact, some of the Columbia contingent themselves had a few doubts on the subject, but Mr. Baer says that the unexpected has happened, and notwithstanding the disorganized condition of things incident to moving, the deterrent advertising of the erection of a new building near-by, the retail business is way ahead. If there has been any loss on the sale of the cheaper class of goods, it has been compensated for by the increase in the high-grade business. In the new location they are selling very few machines under \$75. Probably after the location becomes better known and people get rid of their timidity regarding Michigan Boulevard, more lower price business will come, but as it is, sales in dollars and cents, both in machines and records, is far ahead of the Wabash avenue store.

How Hath the Mighty Fallen.

The store formerly occupied by the Columbia Graphophone Co., corner of Wabash avenue and Washington street, now exhibits a giant fish, 30,000 pounds in weight, forty-five feet long, twenty-three feet in circumference, eight feet in diameter. Its mouth is thirty-eight inches wide and forty-three inches deep, and its tongue forty inches long. The

liver weighed 1,700 pounds. It is not a whale, but a fish, because it has gills. Earnest research has failed to find any relics of Jonah in the giant's inside, but archaeologists and ichthyological experts have their suspicions nevertheless. Some people say that this exhibition is almost a desecration of the quarters so long and honorably occupied by the Columbia Graphophone Co., but it must be remembered that the fish is dead, while the Columbia Co. in its new quarters on the automobile-crowded Michigan avenue is very much in the swim.

National Association Plans.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, returned a few days ago from the East. He visited the Victor factory at Camden, and reports that the record plant is working night and day with greatly increased capacity.

Mr. Wiswell stopped at Pittsburgh and had a conference with J. C. Roush, of the National Talking Machine Jobbers' Association regarding the arrangements for the coming convention at Atlantic City. It was decided that everything possible shall be done to avoid a bad taste in the members' mouths after the convention. In other words they will not sit around and wonder what it was all about. Plans are working for a program that will be constructive in its character so that the members will feel that they have learned something of benefit to them in their business.

A very strong effort will be made to have not only the department managers, but the owners and chief officers of the various jobbing concerns present at the convention.

This will have the effect, Mr. Wiswell and Mr. Roush believe, of making the heads of houses take the business more seriously and cultivate profound respect for the association and its accomplishment.

Along this line it may be stated that there is a probability of a surprise or two for the members in the way of the presence at the convention of dominant figures in the industry. It is very likely that there will be a meeting of the arrangements committee called for some time this month in Chicago.

Visitors and Personals.

H. C. Baish, recently of the talking machine department of Lyon & Healy, has returned to the Victor Talking Machine Co., from whence he came, and is covering Nebraska for them.

E. F. (Doc) O'Neill, of the wholesale department of the Victor Talking Machine Co., paid one of his angel visits within our pearly gates recently.

Thomas Butler, Wabash, Ind., was in buying machines and records.

Columbia Polyglot Department.

The Chicago office of the Columbia Graphophone Co. has installed a department for the marketing, both in wholesale and retail, of the Rosenthal language system for which the Columbia Co. makes the disc records. The German, French and Spanish courses are offered. The linguistic onslaught from the disc records is large in volume and clear in enunciation, and evidently if the prospective tourists cannot parlez-vous, sprechen sie, or usted habla—as a result of his Rosenthal-Columbia disc lessons, he is hopeless.

R. G. Winter, who has for some time successfully conducted the campaign waged from the Chicago offices for the installation of Columbia graphophones in the public schools, is also in charge of the new language course department. He is working the two lines practically in unison and is getting mighty good results.

Absolutely!

A Chicago daily made the remark that the exports of canned goods from the United States reached an enormous figure last year, and that it didn't include canned music either. "We" might add that canned music decidedly *does* "count," nevertheless.

Visits Lakewood.

W. H. Sajewski made a trip to Lakewood, Mich., a short time ago to superintendent the work upon a large dancing pavilion that he is erecting there.

(Continued on page 42.)

The Biggest, Healthiest Growth in the Talking Machine Business

¶ Eight years ago a business small, and weakened by attempting a retail mail order business and half-hearted wholesale business.

¶ Then a re-organization—retail thrown out entirely. ALL EFFORTS CONCENTRATED ON A DISTRIBUTING BUSINESS.

¶ Since then a steady growth made possible by a definite effort to build up our business by building up that of our customers.

¶ Ours is a concern in which exists the strongest loyalty between employer and employee. The concern's employees have never worked FOR the Talking Machine Company—but WITH that concern.

¶ These facts—no doubt—have brought us to that point which makes us to-day the LARGEST EXCLUSIVE VICTOR WHOLE-SALER in the country.

¶ But—MR. DEALER—while these are days of wonderful successes in the Victor line—still through shortages we have had great disappointments.

¶ We are all MAKING MORE MONEY than we ever did before—but we see shortages which make us think how much more money we could have made—forgetting OUR WONDERFUL GAIN in spite of certain shortages.

¶ The Talking Machine Company is probably filling its orders more completely and with greater dispatch than others.

¶ TRY US.

¶ If we can't fill all of that order—the portion we do fill will make you forget your transportation charges wherever you are.

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 40).

Builds Demonstration Booths.

A. H. Dannemark, of Wilmette, has just completed three new demonstration booths, which add greatly to the attractiveness of his store. Mr. Dannemark is an enthusiastic Victor representative, and he also recently installed the new Edison disc.

New Dance Records Expected.

Dealers are anxiously awaiting the extra special dance records that are being issued by the Victor Co. Calls for the Tango, the Maxixe and the Hesitation continue unabated, and buyers of this class of records will find a good deal of pleasure in "Some Smoke" and "Leg o' Mutton" which are played by Europe's society orchestra, composed entirely of colored talent.

Secures Dean Agency.

James Lyons, 25 West Lake street, has secured the Western distributing agency for the John M. Dean "Puritone" needles.

Music for the Children.

Beginning last Saturday morning Lyon & Healy instituted a series of recitals for children in their recital hall, using the "Educational Series" of the Victor Co. Miss Elsa Stein was in charge of the selection of the records and talked to the children and visitors to the series were very much pleased with her efforts to instruct as well as to entertain the children, who ranged from six to fourteen years of age. Many beautiful standard works of musical art are thus presented to the children in such a way as will aid greatly the development of their young minds.

Orders Stock.

George Eichholz, one of the big dealers of Milwaukee, Wis., visited Lyon & Healy's recently to see about the replenishment of his stock.

New Lyon & Healy Traveler.

L. A. Cummings, formerly one of the star travelers of the Victor Co., is now traveling for Lyon & Healy, succeeding J. B. Ryde, who will come into the house to take charge of detail work in the wholesale sales department. Mr. Cummings will have Illinois for his territory as well as river towns in Iowa. He is well known to the trade generally, and will be welcomed by a number of friends.

Personals and Visitors.

Arnold Lockerby, who was formerly connected with a prominent talking machine company in Grand Rapids, Mich., and later in charge of the talking machine department at Hillman's, has returned to his home in Grand Rapids and has entered the furniture business.

Expert Decorator at Wurlitzers.

Ellis P. Hansen, formerly window dresser expert of the Victor Talking Machine Co., is now associated with the Rudolph Wurlitzer Co., and has in preparation many novel window displays, which attract the passer-by to the already busy talking machine department of that company.

Assistant Manager Fred Siemon reports that this January is far ahead of previous Januarys and that the record business is "really great." "The higher priced machines are certainly selling far more rapidly," said Mr. Siemon, and the \$100 and \$150 machines seem to be holding the center of the stage at the present time. This is as we would like to have it, and the buyers of the bigger machines are, of course, more liberal in their record purchases."

The New Manager.

Ella Lentz is the new manager of the talking machine department at Hillman's. Miss Lentz is an old employe at Hillman's and received her knowledge of the business while in the employ of that company.

Selling Large Edison Machines.

C. E. Goodwin, manager of The Phonograph Co., is wearing a broad grin these days, which is due to a great extent to the large volume of business which has followed the liberal advertising campaign which this company has recently launched. "The Edison has proved that high-priced machines are the ones that carry the profits with them. We are selling more of the \$250 machines than all of the other instruments put together.

This is profitable in more than one way and the customer who is in a position to buy such a machine is naturally better able to own a comprehensive library, and then again, there is no more effort nor no more time and fuss required to sell a \$250 instrument than a \$50 machine.

"There is still a shortage in the supply of records, although the completion of the new record factory at Orange has alleviated the unfavorable conditions. Although the supply is still inadequate, we have fared very well, and hope to be filling all orders before very long."

Installs Foreign Record Stock.

F. J. Bukowitz, manager of the talking machine department of the F. G. Smith Piano Co., has installed a comprehensive stock of foreign records. He has also arranged for the services of a linguist who can speak five of the foreign languages, including Polish and Croatian. Mr. Bukowitz has also arranged for agents in certain of the thickly populated foreign districts, and is already reaping a rich harvest of orders from these sources. January was exceptionally good at the F. G. Smith store, the total of Columbia records and machines reaching seven-eighths of the December business.

Double January Business.

Wade & Wade, manufacturers of the Wade fibre needle cutter, nearly doubled their business last month, as compared with the corresponding month

of 1913. The Wade cutter was handled by the majority of the jobbers of the country, and in the last few weeks quite a few of the remaining ones came into line. The further additions to the equipment of the firm's up-to-date factory are being made.

Talking Machine Co. Sales.

January was one of the best first months in the history of the Talking Machine Co., both in the sale of machines and records. The business on the latter was something enormous. Sales Manager R. J. Keith called attention to the very large number of responsible merchants who had recently made application for the Victor line, but who had not been signed up on account of the shortage in Victor goods, or because the line was already well represented in their locality. A large stack of letters of inquiry that were temporarily held up for the reasons above stated was shown the caller.

Mercer With Columbia Co.

J. P. Mercer has joined the Chicago branch of the Columbia Graphophone Co. as assistant to Manager Ryers of the retail department. Mr. Mercer is an old piano man, and many years ago was the Steinway agent at Dayton, O. He also handled talking machines in those days, and tells interesting stories of his experiences with the first Edison phonograph of the old barrel tin foil type.

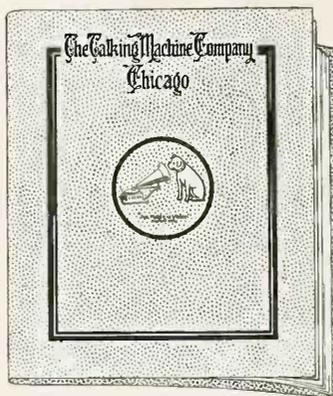
A BEAUTIFUL PRESENT.

Something About That Leather-Bound Order Book Given by the Talking Machine Co. to Its Dealers and What the Latter Think About It—Should Act as Spur to Recipients.

(Special to The Talking Machine World.)

CHICAGO, ILL., February 9.—Brief reference was made in the January World to the handsome order books which were sent by the Talking Machine Co., Victor jobbers of this city, to their dealers. A photographic reproduction of the cover of the book is presented in this connection.

It is extremely artistic, bound in gray flexible



Cover of Talking Machine Co. Order Book.

leather cover and lined on the inside with moire silk. The order pad, which is removable, contains twenty-five order blanks in triplicate, with a place for the carbon in the back of the book. The additional order pads can be obtained from the company upon application as required. As will be seen, the Victor trade-mark and the name of the Talking Machine Co. form integral parts of the embossed design. The World was given the privilege of running over some of the acknowledgements written to the Talking Machine Co. by pleased recipients. They are of interest not simply because of the kind words said about the order book, but owing to the evidence of its hearty spirit of co-operation between enterprising dealers and vigorous, up-to-date wholesale houses with a particularly high reputation for the excellence of its service. Here are extracts from some of the letters:

"We want to thank you for the beautiful leather-bound order book which you sent us for Christmas. It will be an inspiration to keep our orders in better shape than ever before, and we must say

that you remembered your customers in fine shape."

"Your 'order blank cover' and greetings received, for which please accept our thanks and good wishes for your success in the future, especially during the new year, that of 1914."

"Please accept my cordial thanks for the very beautiful order book cover. Hope to be able to send you many orders from it during the coming year."

"Please accept my thanks for the lovely leather cover sent with the season's greetings."

"Enclosed please find acknowledgement of receipt of your Christmas gift. It you will give the acknowledgement as quick attention as I have the gift, the service will be O. K."

"We wish to thank you for the fine leather-covered order book, which we expect to use quite extensively."

"The cover is artistic and 'classy,' to say the least."

"It is a beautiful piece of work, and we shall make it useful as well as ornamental."

"Very 'swell' book, thank you."

"We are in receipt of your order book of recent date, for which accept our thanks. We trust our business for the coming year will be of such volume that we will have use for it many times."

"It is very neat and artistic in design. Wishing you a happy and prosperous new year—"

"Accept our sincere thanks for the fine order book you sent us. Hope we can fill out all the order sheets for records and machines."

"We beg to acknowledge receipt of your exceptionally attractive and practical order sheet booklet, and with reciprocation of your good wishes, we remain—"

"Thanks very much for the leather cover—it's a dandy."

"We are having a great Christmas business and wish to thank you for your promptness in filling our orders. Your Christmas present of an order book cover was received yesterday. Thank you for remembering us."

"We desire to thank you for the order book sent us. Wishing you a prosperous new year, we remain—"

"Both the Victor and Edison Companies are giving recognition at last to Boston song composers," declared a member of one of the Boston companies. "Compositions of several of these are now to be had on cylinder and disc, among them the pieces of Leo Feist, Tommy Allen, through their manager, Billy Lang, and these are now on the market. 'Chick' Story is another who will get good representation next month."



Have you investigated the margin of your profit on Columbia 65c. double disc records? You should.



(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

REPORT SHORTAGE OF STOCK IN MILWAUKEE TRADE.

Jobbers for Leading Lines Say They Are Meeting with Brisk Demand for Machines and Records, but Find It Difficult to Fill Orders Owing to Shortage—Many Changes and Enlargements in the Leading Stores to Meet Expanding Business—The News in Brief.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., February 10.—The only question that is troubling talking machine jobbers and dealers all over Wisconsin is the shortage of machines at the present time. Jobbers for all the leading lines say that they are meeting with a brisk demand from retailers for machines and records, but that they are finding it difficult to fill orders because of the inability of the factories to turn out the goods fast enough. Dealers in Milwaukee and about the State met with a big holiday business and stocks were reduced to a low stage in most lines. Jobbers are looking for a good business for the next few months, as they realize that it is going to take some time for dealers to get their stocks back in normal condition.

Business Shows Improvement.

Prospects for the coming year are much brighter at this time than they were a month ago. General business in Milwaukee and about the State has shown decided improvement, and this has reacted favorably upon the talking machine trade. Most of the large, heavy machinery manufacturing concerns in Milwaukee are increasing their working forces and are again operating on almost full time. Money is somewhat easier and confidence is more widespread. Collections have been improving since the first of the year.

The demand for the higher priced machines is still strong, but the sale of cheaper machines is increasing, now that industrial conditions are resuming a normal stage and people have work once more.

Finds It Hard to Get Stock.

"Dealers all over the State have been ordering freely since the middle of January," said Harry T. Fitzpatrick, general manager of the Wisconsin Talking Machine Co., jobbers for the Victor line. "The only trouble is that we are finding it hard to get enough stock from the factory to meet the demands of the trade. The Victor Co. seems to be rushed and is finding it impossible to turn out the goods fast enough. We have secured a large number of new Victor dealers about the State since the opening of the new year. The prospects for 1914 are unusually bright and we are con-

dent that business will attain a new high mark." McGreal for Congress.

Lawrence McGreal, sheriff of Milwaukee County, for many years a prominent talking machine jobber of Milwaukee and a former president of the National Association of Talking Machine Jobbers, will be a candidate for Congress from the fifth Congressional district on the Democratic ticket. Mr. McGreal will make the formal announcement of his candidacy within the near future.

Gain of More Than 23 Per Cent.

L. C. Parker, enterprising manager of the Victor department at Gimbel Bros.'s Milwaukee store, experienced a gain of more than 23 per cent. in the business received during 1913. Business during January made a new high gain of 47 per cent. Victor machines have been sold to several more of the public schools by Mr. Parker and his sales force.

To Double "Talker" Department.

Before the coming fall season there will be a big change made in the Victor talking machine department at the Boston store, steps having already been taken for doubling the size of the department. Manager C. W. Abbott has felt for some time that even greater possibilities in the way of increased trade might be attained if larger space and better facilities were to be provided. Manager Abbott has added a new outside salesman, F. W. Holtz, who is spending most of his time in calling upon the city trade in Milwaukee. The Victor business at the Boston store during January showed a gain of 50 per cent. over the corresponding month a year ago.

May Sue the Creditors.

The First Savings & Trust Co., of Milwaukee, trustee in the case of the bankrupt Heller Piano Co., is considering the advisability of bringing a preference suit against certain creditors of the concern, on the grounds that unfair tactics were followed in securing an early settlement on certain claims. The Heller concern carried the Victor line of machines.

High-Priced Goods in Demand.

Paul A. Seeger, manager of the Victor depart-

ment at the Edmund Gram Music House, has been meeting with an unusually fine demand for high priced Victrolas of late. The Victor business with the Gram house is more than double what it was a year ago.

Making Attractive Window Display.

The J. B. Bradford Piano Co., Milwaukee's oldest piano house, which now maintains a highly successful Victor department, has been featuring the Victor goods in window displays and in its daily newspaper advertising with exceptionally good results. The salesmen in the piano department all lend their aid to the Victor end of the business, and these men bring in many good sales in connection with their visits to piano prospects.

Big January Gain.

The Columbia business at the downtown store of A. K. Kunde, 516 Grand avenue, Columbia jobber and retailer, is said to be the best in the history of the establishment. Business during January showed a gain of 60 to 70 per cent. over the same month in 1913. J. H. Ellis, the inventor of the "Real Tone" diaphragm, who is now the manager of Mr. Kunde's new branch store at 3410 North avenue, is confined in the hospital at this writing suffering from a severe attack of pneumonia.

Business Is Steadily Expanding.

The Gensch-Smith Co., operating an exclusive Victor retail store at 730 Grand avenue, met with a business during January which was more than double that received during the same period a year ago. Two new outside salesmen to cover Milwaukee and Milwaukee County were secured last month, but Mr. Gensch says that he is seriously considering the advisability of making other additions to his sales force.

How the Automobile Helps.

Henry Saak, proprietor of an exclusive Columbia store at 1602 Vliet street, has been meeting with an exceptionally fine business in Columbia machines and records. Mr. Saak uses an automobile to a good advantage in "rounding up" his sales.

EDISON PREPARES TO GO SOUTH.

Thomas A. Edison shipped on Monday chemicals and other paraphernalia to his winter home at Fort Meyer, Fla., where he is having his laboratory renovated and made larger. He celebrated his sixty-seventh birthday on February 11, and on February 21 will leave with his family for his Southern home.



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

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

May be adjusted to both Columbia and Victor disc machines. Order from any Columbia Distributor.

THE CREDIT PROBLEM

Between Talking Machine Jobber and Dealer
Discussed by Louis Buehn, of Philadelphia,
in the Edison Phonograph Monthly.

The credit feature of every business is one that is most important, as many careers have been wrecked by the granting of credits too liberally, particularly to small merchants who did not have the right conception of business, and who brought about losses to the grantor of credit.

It has always been my aim to safeguard the credit situation, in so far as I was personally concerned, by never failing to ask for remittances when an account became due, and to politely but firmly insist upon settlement when the account was past due.

This condition, of course, was largely brought about in the beginning by necessity, but the rule has been so satisfactory that I have continued the practise up to the present day, although liberality also is part of my creed when the condition or situation warrants it.

Many dealers are prone to think that the principal item of consideration in the granting of credit is the amount involved, but in this they are mistaken, for the reason that any jobber will grant any amount of credit to any dealer provided he discounts his bills or pays them promptly on the terms agreed, but should a man owe an amount of money, even though very small, and exceeds the terms agreed upon, the jobber will rightfully refuse to extend an additional amount of credit.

It should be the aim of every dealer to discount his bills, for until he is in position to do this, he is not taking full advantage of the possibilities of the business, and not getting everything out of it to which he is entitled. It should be the jobber's aim to help the dealer realize this condition and the writer has always tried to lend the necessary assistance through advice and the proper extension of credit accommodations to bring this condition about.

It has been my good fortune to see a number of dealers brought from a slow paying basis to dis-

counters and there has always been a feeling of satisfaction on my part of having been partially instrumental in bringing this condition about.

The dealer should not abuse his credit by asking unreasonable things, for by so doing he not only brings down upon himself the condemnation of the jobber, but will usually bring upon himself in time a condition which will mean the giving up his right of dealership. In like manner the jobber should be careful in the extension of credit not to make the terms burdensome or irksome. He should grant credit intelligently and give every dealer all the help possible and should act generally as a constructive force for the good of the entire business.

BUSINESS OUTLOOK PLEASES.

H. L. Willson, assistant general manager of the Columbia Graphophone Co., returned recently from a short trip to the most important trade centers of the Middle West, and is pleased with the general business outlook. Mr. Willson discussed business conditions with a number of prominent financial and industrial men, and the consensus of opinion was decidedly encouraging. While in the West Mr. Willson closed arrangements for the leasing of a larger store at Toledo, to be located a few doors above the present one, and also renewed the other leases.

HOW CO-OPERATION HELPS.

A recent example of the co-operation offered by the educational department of the Columbia Co. was evidenced in an advertisement that was staged last week in Public School 23, Jersey City, N. J., under the auspices of the Columbia educational division. This school had for some time been desirous of purchasing a Columbia outfit, but no funds being available, the purchase was necessarily deferred. The Columbia Co., however, lent assistance by preparing an excellent record concert which, by the charging of a small admission price, produced sufficient funds to buy a Columbia machine and a goodly supply of records.



NYOIL

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

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

NEW COLUMBIA DEALERS.

A. Lasus, of New Rochelle, N. Y., is a recent addition to the lists of Columbia representatives in near-by territory. He has placed a substantial initial order and has perfected plans for the development of an extensive clientele.

Other recent additions to the lists of Columbia dealers in near-by territory, include: William Damrau, Jr., 96 Flatbush avenue, Brooklyn, N. Y., and A. Hammel & Son, Suffern, N. Y.

A special letter sent out to Columbia dealers this week called particular attention to a recent popular Columbia record featuring the latest song hit "I'm on My Way to Mandalay." The surprising demand for this record warranted the sending out of this special letter to dealers.

Another Example of \$witky \$ervice

Victrolas XI Growing Scarce

But Our Dealers Need Not Worry

☐ Last summer we foresaw the condition that is coming. We took in all the Elevenths that the Victor factory could ship us, besides buying up a lot from other sources during the dull season.

☐ Although warehouse charges, interest and insurance have cut into the margin of profit, it was your benefit only that we thought of.

Order Now—Order Liberally.

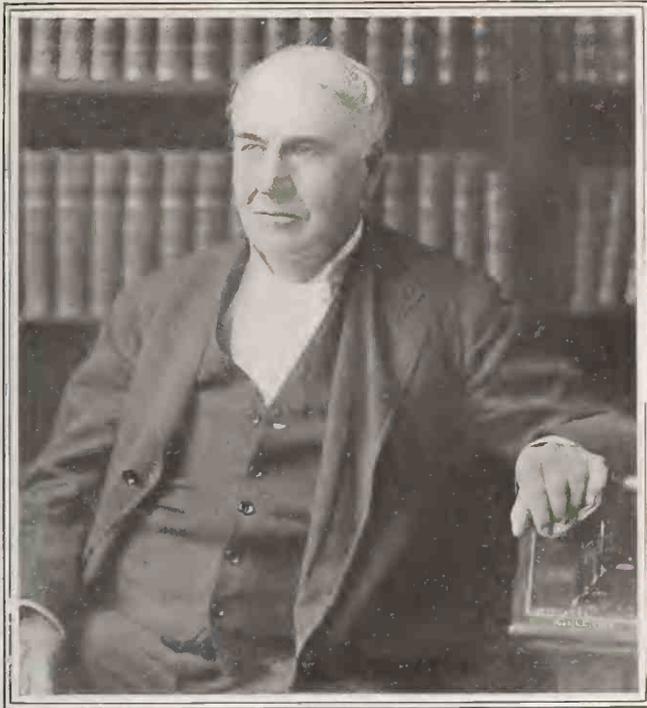
Telephone! Telegraph! Write! Get Busy!

BENJ. SWITKY, VICTOR DISTRIBUTOR
NEW YORK CITY

EDISON SIXTY-SEVEN YEARS OLD.

Time Has Dealt Gently with the Great Inventor After Forty-Five Years Spent in Laboratory Work—His Latest Portrait—Planning to Spend Vacation in His Home in Florida.

Sixty-seven years old and working steadily for 120 to 140 hours a week on occasions, an exhibition of energy that would break the health and spirit of a far younger man, is the record that still maintains Thomas A. Edison on a pedestal as one of the foremost figures, if not the foremost figure, in the field of electrical and mechanical invention and development to-day. Mr. Edison's work is indicated by his time eard, which he punches just the same as would the ordinary employe, and the results are shown in numerous



Latest Photograph of Thomas A. Edison.

ways, most recently by the perfection of the disc phonograph. No better proof of the energy of the man is to be desired than his remark upon his return from a recent vacation, enforced by a slight illness, to the effect that forty-five years in the laboratory had so tuned him to hard work that he was sick if away from it.

Mr. Edison is beginning to feel, however, that

**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.

his work in the past has entitled him to an occasional vacation without necessitating apologies, and consequently late this month he will leave home for a seven weeks' vacation in Florida in company with Henry Ford, the well-known automobile manufacturer, and John Burroughs, two close friends.

The anniversary of Mr. Edison's sixty-seventh birthday fell on February 11, and the accompanying portrait, his latest, shows that the years have dealt lightly with "The Wizard" and that he still appears to be fit to develop fresh surprises for the scientific and mechanical world.

SUCCESSFUL IN CONCERT WORK.

(Special to The Talking Machine World.)
KEOKUK, I.A., February 6.—C. H. Wolfe, an enterprising Viotor dealer in this city, is closing an excellent business through the medium of original ideas in both his publicity and his sales methods. Mr. Wolfe is a great believer in offering the public something different from the average advertising and he also presents the Viotor products by means of concerts held in various parts of the city.

On a recent occasion Mr. Wolfe prepared an elaborate program for a Viotor concert at St. Paul's German Evangelical Church, at which sacred music was featured exclusively. The extent of the Viotor record library was well evidenced by the splendid list of sacred records which was offered by Mr. Wolfe. This concert is but one of a series that Mr. Wolfe is planning to offer during the next few months, for the experiment has proven a decided success in increasing sales.

LATEST RECORD BY MAGGIE TEYTE

Announced by Columbia Co. in Special Letter Sent to Dealers—Sings Her Big Hit.

The Columbia Graphophone Co. sent out to its dealers this week a special letter announcing another record sung by Maggie Teyte, the famous English soprano, in addition to those featured in the regular March list of records. The company had originally planned to issue this third record in April, but as Maggie Teyte is scoring a most impressive success in her present tour of the country it was deemed to the best interests of Columbia dealers to release the third record by Miss Teyte at the earliest possible date.

This record contains Miss Teyte's famous hit, "Mifanwy," which is considered the most popular song in her repertoire. The issuance of this song in record form should prove very popular with Columbia dealers.

"TALKING MACHINE SPECIALISTS."

Burley & Biesinger, "the talking machine specialists," who opened a new store last October, at 278 West Ferry street, Buffalo, N. Y., are handling a full line of Viotoras and Edison Amberolas, records and supplies, and report a very excellent business. Both of these gentlemen were connected with the Neal, Clark & Neal Co.

George W. Lyle, general manager of the Columbia Graphophone Co., left Monday for a ten days' trip through the West. H. A. Yerkes, manager of the company's wholesale department, left Tuesday for a short trip through New England territory.

**Make
Every
Business
Day
Count**

That is the only way to succeed, and if you realized how you could improve your business with the right player-pianos you would lose no time in communicating with us.

We can offer you a player proposition which is brimful of business-building possibilities for you. That means money-making possibilities.

If there is a sub-cellar under the basement we can put you right there, so the foundation is firm; not merely on the ground floor of the player business, but better than that. We can aid you in your business enterprise so that it will show a substantial increase in profits before the year is very old.

We have a player-piano proposition that you should not overlook.

One of the largest piano enterprises in the world could not have been built up within a few years unless the profits had been there—unless we had meant exactly what we said when it came to the question of values.

The question is, are you interested in values?

Are you interested in something unusual in the player line?

Then take it up with us!

**H.P. NELSON
COMPANY**

Makers of Grands, Uprights and Player-Pianos

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

STABILITY OF THE TALKING MACHINE INDUSTRY.

History of Trade Shows That the Industry Has Grown in a Broader Way Than Anticipated by Those Associated with Its Early Development—Industry Will Live as Long as Music Is Loved, Which Is Forever, Says Benj. Switky, in an Interesting Article.

"How long will the talking machine business last?" This question was frequently asked by dealers and jobbers themselves, as well as by laymen, only a few years ago. Why? Because the phonograph and primitive talking machine were hailed by the entire world as almost supernatural wonders—and wonders, you know, are supposed to last only nine days. As novelties, their only purpose was amusement. Hence it seemed but natural that they should eventually decline in popularity, the amusement lessening with the wearing off of the novelty.

Even those who succeeded in making modest fortunes seven or eight years ago believed that their prosperity would be short lived. They looked upon it as a sort of orange from which they were to squeeze out the juice, then throw the pulp away. The Victor distributor to whose jobbership I succeeded about eight years ago, accepted \$250 bonus as a consideration for the transfer—a mere mess of pottage for a birthright.

Few of the phonograph pioneers would have dared to assert, while looking at the Berliner Gramophone or the little cylinder machines, that these had within them the possibilities of a great industry. How many could have believed that these toys were but the foreword, their sale but the foundation upon which was to be reared a mighty, magnificent structure that within a decade would tower like a serene Alpine peak, loftily above industries whose lineage dated back centuries!

Although our greatest interest lies in the present, and our fondest hopes are concentrated upon the future, it will do us all a great deal of good to contemplate the past, and, while indulging in reminiscence, draw from past performance our inspiration for future accomplishment.

The ancient minstrels sang of the valorous deeds

of still more ancient knights and warriors; and their songs enkindled the fires of courage and loyalty in the breasts of the new generations.

The old men of the talking machine business are still very young; yet the autobiographies of these men would make very interesting reading.

They would be an inspiration and encouragement to the newer members of the fraternity.

Only ten years ago one of our foremost New York distributors, whose present Fifth avenue shops are the acme of elegance and prosperity, began his talking machine career by doing house-to-house selling.

On every hand we see prosperous manufacturers, dealers, jobbers—men recruited from many different walks of life, who within a very few years have built up establishments that are remarkable for their progressiveness and self-evident appearance of success.

Our manufacturers, the captains of the industry, have on every occasion proven their personal courage, their prophetic foresight, and their ability to perpetuate the business. They have lifted their machines out of the toy and novelty class and planted them in the front rank of musical instruments. They have taken their machines, which formerly were stowed away in closets when not in use, and demanded that they be given a place of honor in the parlor, where they eloquently plead our cause. This was done by clothing the instrument in beautiful red and gold, with artistic figure. They are even now spending vast sums of money and immeasurable energy to impress upon the school principal and teacher, and the board of education, that the talking machine belongs in every classroom; that a graded course in music through the medium of the records, should logically be made part of the school curriculum. After that

we will have no difficulty in making the talking machine as necessary in the household as is the sewing machine.

The manufacturers are maintaining expensive laboratories and experimentors so as to improve their product. Following each improvement they point out to us new uses to us for which the machines are adaptable; opening up for us new fertile fields, and spending millions to create the demand.

While there are certain flaws in our business methods that are sadly in need of correction, policies that pinch and hurt, these are but "growing pains." The manufacturers' ideas for the preservation of the dealer and his profits are still a little crude and incomplete, but even these will be righted in time.

The talking machine business will outlive its creators. It will last just as long as music claims its corner in the human breast—which means forever. The present types and styles and mechanical construction may undergo radical changes, but the industry will continue. It can truthfully be compared to the little brook of which the poet Tennyson wrote:

"Men may come and men may go, but I go on forever."

PREPARING NEW WINDOW POSTER.

The Victor Talking Machine Co. is now preparing a window poster and four-page folder to advertise a special list of Victor records for Easter which are detailed on an order blank sent to Victor dealers under date of February 2. This list, which was chosen with particular reference to the adaptability of the records listed to the musical requirements of the Easter season and contains a number of excellent selections that should prove very popular during that season.

Accompanying this list the Victor company sent out a short letter calling the attention of its dealers to the advantage of properly featuring special season records, as this publicity never fails to result in increased sales for the dealer's record department.

The Masterphone

GIVES

Perfect Detail

Rich Tone

Full Volume

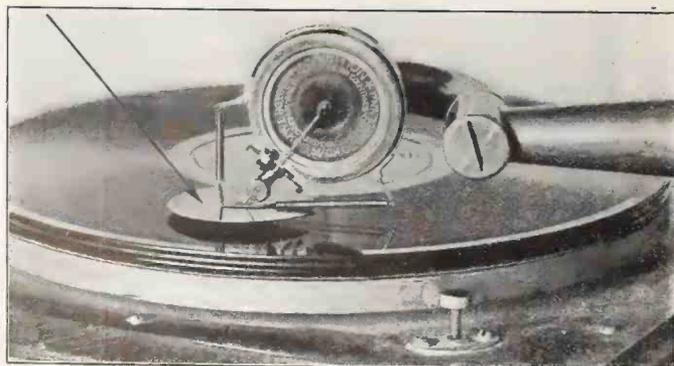
Records remain perfect forever, as Victor Fibre Needles are used.

Your customers will like the Masterphone, for it adds immeasurably to the value of their instruments.

YOU EARN ADDITIONAL PROFITS.

Write for Sample and Discounts.

Steel
Needles
Masterphone
\$1.00



Fibre
Needles
Masterphone
\$1.50

THE MASTERPHONE CORPORATION, 187 Broadway, New York City
Telephone: Cortlandt 1872

Eclipse Phonograph Company

A. W. TOENNIES & SON

203 WASHINGTON STREET HOBOKEN, N. J.

JOBBER OF

Edison Disc and Cylinder Phonographs Exclusively

Dealers of New York and New Jersey

Write for terms and discounts.



A-150



A-80



A-200



A-250

VALUE OF WINDOW DISPLAYS

Emphasized by the Success of M. Sonnenberg Piano Co., Yonkers, N. Y., in Featuring the Columbia Line So Artistically.

The enterprising methods of the M. Sonnenberg Piano Co., Yonkers, N. Y., are well illustrated by the accompanying picture of a recent window display presented by the company on behalf of its



Attractive Sonnenberg Window.

Columbia graphophone department. This photograph, which was taken at night, hardly does justice to the beauty of the display, which was used as a follow-up of the Columbia Co.'s advertising

in the Saturday Evening Post. The Favorite is the machine featured in this display, and the dolls attached to the machine by ribbons made a most attractive setting for the machine.

J. Bareuther, who is manager of the Yonkers store of the M. Sonnenberg Piano Co., is a firm believer in the value of artistic window displays, and the fact that the Columbia business in this store is steadily increasing can be attributed in a considerable measure to Mr. Bareuther's energetic and live-wire publicity and sales policies. The Columbia line is handled exclusively in this store.

CHARGE INTEREST ON VICTROLAS.

Minneapolis Dealers in Victor Talking Machines Sign Agreement to Charge Six Per Cent. Interest on All Instalment Sales.

(Special to The Talking Machine World.)

MINNEAPOLIS, MINN., February 7.—All Victor dealers in Minneapolis, some fourteen in number, have signed a pact to charge interest on deferred payments as is done with pianos sold on the instalment plan. The pact includes two department stores, who were expected to balk on the proposition, but apparently there was little difficulty in signing them. The matter of obtaining the signatures to the agreement was turned over some weeks ago by several dealers at an informal gathering to Robert O. Foster, of Foster & Waldo, former president of the National Association of Piano Merchants.

It is agreed that the interest rate will be 6 per cent., that being the current rate on loans of various kinds in Minneapolis.

MOVE TO NEW FACTORY.

The Schafford Album Co. Has a Modern Equipment in New Plant at 27-29 Walker Street, New York—Manager Skinner's Report.

The Schafford Album Co., formerly on Lispenard street, New York, is moving to a larger factory at 27-29 Walker street, where, with new machinery

and modern equipment, it is planning to increase its output to a considerable extent.

This concern makes a specialty of talking machine record albums and carrying cases, and its business now reaches all over the country, due to the high quality of its goods, consistent with reasonable prices.

General Manager Skinner, in speaking to The World representative, said: "Of course it took a week to move, and during that time we were a little delayed in shipping orders, but we are now settled and, with the additional output, we are in an excellent position to care for the orders of the trade. It is these orders that are making our rapid growth, and we aim to give the best satisfaction both as regards quality, price and deliveries, so that the business may continue to grow."

COLUMBIA CO. TRADE IN BUFFALO.

Business in Both Wholesale and Retail Departments Practically Doubled—Better Grade Machines in Demand at All Stores.

(Special to The Talking Machine World.)

BUFFALO, N. Y., February 7.—According to W. L. Sprague, manager of the Columbia Graphophone Co., in this city, the business of the local store has increased considerably during the past month.

The retail business of the store in this city has increased about 55 per cent. and the wholesale business has been doubled.

One of the unusual features of the marked increase is the fact that Buffalo people are purchasing more \$75 and \$100 graphophones than \$50 machines.

A window, artistically trimmed, adorns the front of the store which is located in Upper Main street in the heart of the music trade center of the city.

Sometimes when duty calls we can't hear it because pleasure keeps up such a racket just around the corner.



**New records—*three* times a month.
This is the latest Columbia innovation
meeting the demands of record buyers.**



(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**

A REAL LIVE WIRE IN COLORADO.

E. Frank Winfield, Proprietor of the Outing Shop, Grand Junction, Col., a Firm Believer in Persistent Advertising and Aggressive Salsmanship—A Window Display of Particular Interest That Tells Its Own Story.

(Special to The Talking Machine World.)

GRAND JUNCTION, COL., February 5.—One of the most progressive and up-to-date talking machine dealers in this section of the country is E. Frank Winfield, proprietor of the Outing Shop, who is also a great believer in aggressive and consistent

herewith was prepared by Mr. Winfield to properly present to the people of Grand Junction the new advertising record recently introduced by the Columbia Graphophone Co. In this connection the Outing Shop certainly met with gratifying success, as the window attracted general attention and was the direct cause of several substantial record and machine sales.

It is interesting to note that the Outing Shop has achieved exceptional success with this new advertising record, considering the limited scope of its working possibilities. When this record was first introduced, Mr. Winfield had a mailing list of seventy names, to whom he mailed regularly Co-

NEW VICTROLA DEPT. IN BUFFALO

Opened in Store of Neal, Clark & Neal—Special Sound-Proof Demonstration Booths Provided.

(Special to The Talking Machine World.)

BUFFALO, N. Y., February 6.—The Victrola department of the store of Neal, Clark & Neal, at 645-649 Main street, has just opened. All the modern improvements and artistic designs are embodied in the new addition to the store, which has been located on Main street for many years. One of the features of the new department is the installation of soundproof demonstration booths, which enable the purchasers of Victrolas to hear, without interference, the machine they wish to purchase. W. J. Bruehl is manager of the new department.

MUST ABIDE BY THE CONTRACT

When the Contract Provides That the Employee Shall Satisfy the Customers of His Employer.

When a contract for employment provides that the employee shall satisfy the customers of his employer, it is sufficient to show on a trial of his suit for breach of contract that the customers were dissatisfied. The question whether they had good grounds for their dissatisfaction is not material, and any verdict predicated upon such a theory may be set aside, the Appellate Division ruled recently, sustaining the appeal of the Henry W. Boettger Silk Manufacturing Co. against a Supreme Court judgment in favor of William Messmer, a silk finisher, discharged by them. Messmer's contract provided that he should be employed while his work gave satisfaction to the company's customers. The court observed that the jury had probably been actuated by sympathy, since they gave Messmer a verdict for half of what he would have been entitled to, if entitled to anything.

PLEASING NEW YEAR'S SOUVENIR.

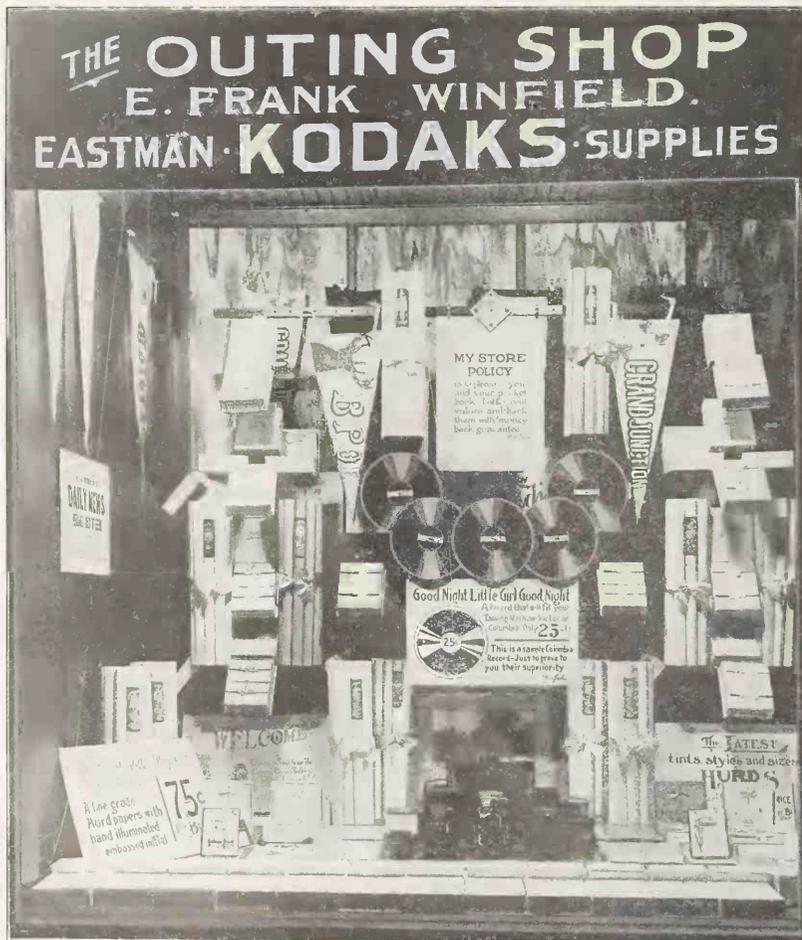
The International Phonograph Co., a successful Victor and Columbia dealer, with stores at 101 Essex street, and 196 East Houston street, New York, is sending out to its many patrons a very attractive 1914 calendar that should serve as a year-round reminder of the company's establishments. The calendar shows the trade-marks of both the manufacturers the company represents, together with an appropriate center illustration in several colors.

INCORPORATED.

The LaGrange Talking Machine Co., LaGrange Ill., has been incorporated with a capital stock of \$25,000, to manufacture and deal in talking machines.

THE MAN WHO STICKS.

Look around among the men you know and observation will teach you that, in the majority of cases, the man who wins in any vocation in life is the man who sticks to it. He may be a plodder, but if he is endowed with perseverance, he may surpass the versatile or brilliant man.



Attractive Window of the Outing Shop, Grand Junction, Col.

publicity and solicitation, regardless of the size of the city wherein his establishment may be located. Mr. Winfield handles the complete line of the Columbia Graphophone Co., in addition to doing an excellent business with Eastman cameras and photographic supplies.

The accompanying illustration of a recent window display at the Outing Shop gives a fair idea of Mr. Winfield's ideas relative to this important phase of retail merchandising. The show window

lumbia bulletins and various forms of literature. With the introduction of the advertising record, however, Mr. Winfield was enabled to increase his mailing list nearly 100 per cent., adding fifty live-wire names to his prospect file as a result of the value represented in the Columbia advertising record.

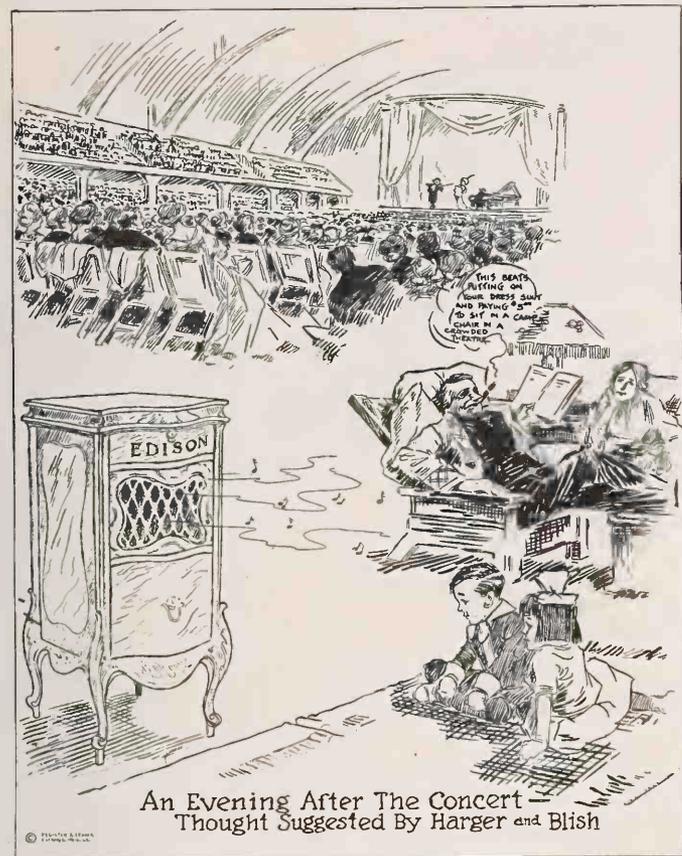
The mailing list of the store is now 120, which is an admirable one for a city of Grand Junction's size and population.

A RESULT GETTING ADVERTISEMENT.

Attractive Manner in Which Harger & Blish Exploited the Advantages of the Edison Phonographs to the Music Lovers of Des Moines—Artistic Newspaper Advertisements.

(Special to The Talking Machine World.)

DES MOINES, IOWA, February 7.—One of the most successful and result producing advertisements for the Edison phonograph ever published



A Clever Edison Phonograph Advertisement.

by Harger & Blish, the prominent Edison jobbers with headquarters in this city and branch stores in Dubuque and Sioux City, is that reproduced herewith, and which occupied a full page in the Des Moines Evening Tribune on the day that Mme. Melba and Jan Kubelik gave a joint concert here.

The fact that the Edison phonographs, both

cylinder and disc, offer the opportunity of having the best of the world's music brought directly to the fireside with a minimum of expense and trouble was strongly impressed upon both those who attended the Melba-Kubelik concert and those who stayed home.

PHONOGRAPH TALKED BACK.

J. B. Benton, a veteran engineer and mechanic, who was associated with Thomas A. Edison a generation ago, at the time the phonograph was just beginning to evolve as a commercial proposition, recalls, with a chuckle, the following historic incident to the memory of the "Wizard."

One of the first machines that went out of the laboratory was delivered to Charley Cheever, son of the well-known belting manufacturer. Charley couldn't make it work, and finally sent for Edison.

The great inventor himself worked over the phonograph, reciting "Mary had a little lamb" into it distinctly for nearly an hour without audible result. At last he lost patience, and slammed the thing down with a jilt, exclaiming: "Talk, d—n you! Why in blazes don't you talk?"

Then, suddenly, the phonograph broke its long silence, and squeaked out to Mr. Edison's horror:

"D—n you! Why in blazes don't you talk?"

VICTOR DOG HAS A RIVAL.

Alfred W. Meldon, a lawyer of Jamaica, is reported by one of the local papers to be considering the effort of a talking machine concern to make records of songs of his dog, Caruso, which sings to the accompaniment of the piano, and is said to have a cultured voice.

SELL 16 VICTORS IN ONE HOUR.

This Was the Achievement of Benesch & Son, of Annapolis, Md., During a Recent Day.

(Special to The Talking Machine World.)

ANNAPOLIS, MD., January 31.—The enterprising Victor representatives in this city, Isaac Benesch & Sons, closed the best year in their history. The company maintained a consistent advertising campaign from one end of the year to the other, and this publicity, coupled with the unceasing efforts of the capable sales staff resulted in the closing of this banner year's business.

Some idea of the splendid business closed by this aggressive dealer may be gleaned from the fact that in one hour on a Saturday recently, Wm. McCurdy, manager of the store, sold sixteen Victrolas, a record to be proud of, considering the size of the city, and its population, which totals about 9,000. The company's clientele is going a pace, and judging from the record business closed so far this month, the machines sold during the past fall season are giving perfect satisfaction.

OPENS STORE IN UNION HILL, N. J.

Andrew Brunton, the prominent piano dealer with stores in Jersey City and Perth Amboy, opened recently a new store in Union Hill, N. J. Mr. Brunton is featuring in this new establishment his leaders—the Kranich & Bach and Hardman lines—in addition to several other well-known pianos and Columbia talking machines and records. Large and attractive signs are prominently displayed on the new building, calling the attention of the public to the high-grade character of the instruments handled by Mr. Brunton.

LOOK OUT FOR THIS MAN.

A man who has given various names when seeking employment, and who recently worked for the Chase & West Talking Machine Co., of Des Moines, and for another concern in Iowa, has disappeared. Wherever he has been employed, it is stated, he borrowed money, or got it under false pretenses. The last case was with Herman Marks, of Emmetsburg, Ia., where he sold a \$300 piano for \$100 cash, pocketed the money and skipped.

This man is about five feet high, weighs 110 pounds, dark brown hair, has a scar on the left side of his face from the corner of his mouth to the lower end of his cheek bone. He also has a wen about the size of a thumb nail on the side of his right ear. The Chase & West Talking Machine Co. has sent us these facts for the purpose of warning the trade. This man is supposed to have left for Chicago or Seattle.

Many a man has been undone through undue influence.

IN the clinches you can rely upon the **Ditson Victor Service.** Profits are contingent upon *our fast work*—and we know it.

STOP saying to your customers: "We haven't got it," because you can get it from **DITSON.**

FAST Victor service is our aim, and that we hit the mark is proved in our rapidly growing clientele of dealers.

ALL Victor Styles, records and parts, with a complete line of albums, cabinets and needles.

WE specialize upon Victor goods exclusively, and correspondence with dealers desiring the best in Victor service is invited.

Oliver Ditson Company, Boston, Mass.



The Tango and Columbia Records are linked in the public's mind. Swing this public into your store by advertising Columbia Dance Records.



(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

INTRODUCING THE ARTIST TO THE CUSTOMER.

A Series of Receptions He'd at Your Store, Mr. Dealer, Where the Talent Meets Your Patrons Socially, Will Prove the Greatest Tonic Ever Prescribed for a Languid Business—It Will Make Weak Trade Strong and Strong Trade Stronger.

Have you ever noticed, Mr. Talker Man, when a prominent phonograph artist, who is also popular upon the stage, plays an engagement at a theater near your store, how it facilitates the sale of that particular artist's records? To illustrate: While Harry Lauder was playing in Philadelphia a short time ago the talker shops in that city were besieged with orders for his selections, the greatest demand centering naturally upon the songs he sang at his concerts. Even now, a full week after Mr. Lauder's Philadelphia engagement, I find, on glancing through my daily paper, that Louis Buehn is still interested in the event as a trade stimulant. In a conspicuous advertisement bearing the title, "You Missed Hearing Harry Lauder? But you may still hear him any time you like; the Victor makes it possible," he publishes a list of thirty-seven records made by this great entertainer.

Now then: If the mere proximity of the artist to your establishment will boost sales several hundred per cent., why not go further and arrange for a series of receptions where the talent will come in personal contact with the customer upon a social basis.

It appears to the writer that the manufacturer might be induced to meet the dealer half way in this matter, it being mutually advantageous. It could be arranged between the manufacturer and the artist, at the signing of their contract that a series of receptions be held at the stores of various dealers, and provisions for the same incorporated in that document. These affairs could be given, in a great many instances, very easily and inexpensively for this reason: A large proportion of the talent are en route during a part of the year upon concert, operatic or vaudeville tours, and their itinerary could be furnished in advance to the talking machine men along their line of march, so that the artists' professional and social engagements in a certain town might take place simultaneously.

When we pause to consider the vast sums—in some cases reaching six figures—spent annually by the makers of talking machines in advertising their wares, the matter of artists' receptions seems small in a financial sense, even though the entire burden be borne by the manufacturer. Inasmuch as the artist is already well paid for his record making, he should see that getting in personal touch with his phonographic audience cannot but have the effect of increasing the demand for his services, thereby adding to his already substantial remuneration. This being the case, he should carry out the reception idea with enthusiasm and be willing to accept a modest return in dollars and cents for his services in this field.

It would be as well at first, perhaps, to introduce the talent whose voices have been familiar to the users of phonographs for a great many years. Whom among all your customers would not be among those present were Messrs. Collins, Harlan,

Hooley or Stewart announced to meet them at your salesrooms? The "standing room only" sign would be conspicuously displayed, I am sure. Of course, it would add very materially to the success of the occasion to have a piano and accompanist in attendance in order that those who had heard Messrs. Collins, Harlan, Hooley and Stewart perform phonographically for fifteen years could have the pleasure of hearing them at least once in the flesh; but even though a pleasant word and a hearty hand clasp were the only numbers upon the program, the event would still be a huge success from a trade-stimulating standpoint, and the demand for coon duets, basso solos and Yankee stories would aviate.

Our old friend Cal would, I think, be the gentleman to introduce the reception idea, for who is there, from the snow-clad hills of Maine to the sun-kissed groves of Florida, or even to the shores of the balmy Pacific, that has not heard the quaint Yankee drollery of Uncle Josh Weathersby? A long time ago—fourteen years, perhaps—Uncle Josh appeared in the guise of host and entertainer at a Philadelphia talker shop, and he was welcomed by several hundred phonographists with open arms and gusts of merriment. I know, for I was there.

As I write, there is one incident in connection with that Stewart reception that remains fresh in my memory through the years.

Cal had just finished telling a story, which at that time had not been recorded, in reference to an aching molar.

"I went into one of them there tooth distractin' parlors," he explained, with the laugh that is his and his alone, an' the feller asked me if I'd take gas. I told him that up at Punkin Center where I come from we didn't know much about gas, an' if 'twas all the same to him, I'd take kerosene."

The laughter was still surging through the room as a result of this bit of rare humor when an elderly Quaker lady, in a sugar-scoop bonnet, asked meekly but curiously, "Calvin, does thee sing?"

"Gosh all hemlock, madam!" replied Mr. Stewart, mournfully, "I couldn't carry a tune if I had it in a satchel."

Just why the artist reception idea did not bear fruit at that time, I am not prepared to say, but this much is certain: A proposition attended by abundant success fourteen years ago and lying dormant from that time to the present day, if handled with the snap and vim that characterizes modern business methods, cannot but succeed mag-

nificently. In conclusion, Mr. Dealer, we will indulge in a brief resumé of just what this artist reception idea means to you.

Let us suppose that the theory has been put in practice, and you have received word from your manufacturer that Cal Stewart will hold a reception at your store for the benefit of your patrons on the twenty-fifth of February. You immediately send out announcement cards bearing a half-tone cut of Mr. Stewart and worded thus:

"You are cordially invited to be present at a reception given by Mr. Cal Stewart to his phonographic friends at the salesrooms of the Elite Talker Shop on Wednesday, February twenty-fifth, at three."

Upon the occasion of the reception you have your store attractively decorated with potted plants, an adequate number of easy chairs placed invitingly, a great deal of literature pertaining to all your goods in general, and the Josh Weathersby records in particular, displayed within easy reach of your guests—and I think that is all.

Necessarily, your show window should cry aloud to the housetops for at least one week previous to the reception that the premier delineator of the way down East type of rural citizen is to hold forth within, the decorations consisting of a large portrait surrounded by a tastefully arranged assortment of agricultural accessories, etc.

The setting thus ably prepared, the reception follows. Mr. Stewart is introduced, chats with your patrons, tells a few yarns no one has heard before and suggests certain of his records as being particularly attractive. Then refreshments are served while orders for Uncle Josh records are taken, and the show is over.

Very little trouble, small financial outlay, and big returns. In fact, everything may seem diminutive, but Cal, the crowd and the profits, which is as it should be.

HOWARD TAYLOR MIDDLETON.

VISITING SWITZERLAND FACTORY.

Marc K. Mermod, of Mermod & Co., 505 Fifth avenue, New York, manufacturers of supplies for talking machine makers, is now at the Switzerland factory for a few weeks' visit, getting his line of goods ready to take with him on the trip that he is planning to make through China.

E. L. Cuendet, a man well experienced in the importing line, and also the talking machine business, is now in charge of the New York offices, where visiting manufacturers may see him.

Many people confuse the term "efficiency with the word "effectiveness," and while there is a current usage in which the two terms overlap, yet the difference is easily capable of detection, and it is important too.

CHEMISCHE
FABRIK

E. SAUERLANDT

FLURSTEDT

bei Apolda i. Th., Germany

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

Gramophone and Phonograph Recording

Sole Manufacturer of Wax "P." the best recording material for Berliner-cut.

HANDSOME TALKING MACHINE QUARTERS IN EL PASO

Conducted by the Southwestern Talking Machine Co. in That Go-ahead City—Now Controlled by Rafael Cabanas, President of the Mexican Phonograph Co.

(Special to The Talking Machine World.)

EL PASO, TEXAS, February 8.—The accompanying illustration, showing the main floor of the Southwestern Talking Machine Co.'s headquarters in this city, gives a fair indication of the up-to-date ideas of this hustling Columbia representative. Sound-proof demonstration booths furnished

Columbia Graphophone Co. Raphael Cabanas, president of the Mexican Phonograph Co., and an ardent Columbia admirer, is at the head of the new company, while Robert R. Souders is general manager with headquarters in Dallas. J. M. Spain, who is well-versed in Columbia selling details, is in charge of the local store.



in a dignified and refined manner are included in the artistic appearance of the company's warehouses, which are tasteful and refined to a degree.

The Southwestern Talking Machine Co. is the new name of the company, which recently purchased the Dallas and El Paso stores of the Co-

The El Paso store of the Southwestern Talking Machine Co. is located at the corner of Stanton and Texas streets, one of the best spots in the business section of the city. During 1913 the store closed an excellent business, which bids fair to be exceeded month by month during the ensuing year

VICTOR LINE FOR HALLET & DAVIS.

This Line to Be Presented in Pleasing Environment in New Forty-second Street Store of the Hallet & Davis Co. in New York.

Arthur D. Geissler, vice-president of the New York Talking Machine Co., 81 Chambers street, New York, the prominent Victor distributor, in a chat with The World recently stated that Hallet & Davis Piano Co., one of the best-known piano houses in the country, will carry a complete line of Victor products in its attractive building at 18 East Forty-second street, New York. Hallet & Davis already handle the Victor line in their Harlem store, and the excellent results they achieved in this uptown branch prompted their decision to handle the Victor products in their new building.

When the Victor line is installed in the Forty-second street building there will be constructed several attractively furnished demonstration booths on the main floor, which will display the Victrolas to excellent advantage. There will also be constructed in the basement of the building a number of record-demonstration rooms which will be furnished and decorated to completely harmonize with the prestige of the store and the Victor line.

FIRE CAUSES \$4,200 DAMAGE

To the Stock of Pianos and Talking Machines of the Bates Music Co. in Greeley, Colo.

(Special to The Talking Machine World.)

GREELEY, COLO., February 4.—In a fire which swept through the Unity building, at Ninth street and Ninth avenue, this city, recently, the stock of the Bates Music Co., in a store on the ground floor of the building, was damaged by smoke, heat and water to the extent of about \$4,200. Over a half dozen pianos were badly wrecked and a new consignment of Victrolas and Grafonolas were damaged beyond repair. Several hundred talking machine records were damaged.

The Imperial Phonograph Co. has been organized at Portland, Me., with a capital of \$50,000. The officers of the new corporation are as follows: Hiram Knowlton, president; W. J. Knowlton, treasurer; Hiram Knowlton, W. J. Knowlton and Bertha B. Huston, directors.

DANCE RECORDS IN GREAT DEMAND.

The Present Craze for Dances Throughout the Country Exemplified in the Demand for Records, Which Is Really Exceeding the Supply—Interesting Chat with V. W. Moody.

Referring to the present demand for dance records, V. W. Moody, sales manager of the New York Talking Machine Co., 81 Chambers street, New York, the prominent Victor distributor remarked as follows: "Many people have expressed their doubts as to the real status of the dance craze and have asserted that the demand for this type of music is not nearly as pronounced as the newspaper, talking machine record manufacturers and sheet music publishers would have us believe.

"As a matter of fact, however, the actual call for dance music is greatly in excess of the apparent demand for this class of record. In all sections of the country, the dance craze is gaining rapidly in popularity, and judging from the reports of Victor distributors throughout the West and South, Victor dealers are reaping a harvest in the sales of these records.

"In actual figures, the dance record sales in our own establishment are almost unbelievable. Taking as a basis of comparison the sales of one of the most popular records in 1908, our total sales this month of one dance record in the Victor library would equal a little more than 100 times the sales of the 1908 popular favorite. This figure furnishes the best possible evidence of the extent of the dance record business, and in my opinion will probably be distanced very materially in the very near future."

The New York Talking Machine Co. is devoting a considerable portion of its window space to a number of attractive dance record cut-out displays, which call attention to the most popular records of this type in the Victor library. These displays are also being used to excellent advantage by the company's dealers, who report a number of sales as a direct result of these suggestions to passers-by.

BIG TALKING PICTURE CO. FORMED.

(Special to The Talking Machine World.)

DOVER, DEL., February 5.—The Talking Machine Film Co. of America, with capital of \$2,500,000, has been chartered here. The incorporators are E. J. Forhan, F. B. Knowlton and D. A. Cassin, all of New York. The incorporation papers say the concern will manufacture, buy, sell and deal in films, photographs and other reproductions of scenes and dramas.

Special

Send for a package of our Improved Half-Tone and Loud Tone Needles in New Style Envelopes.

If you want to advertise yourself, we will put your own name or trade-mark on the envelopes, or will pack in Puritone envelopes.

Quality Guaranteed

The Best Needles mean profit and satisfaction.

If you want to sell 1,000 Needles at a time instead of 100, use the "Dean-packed" Needles. Five boxes of 200 each, Extra Loud, Loud, Opera, Medium and Soft packed in a carton. The best package and fastest seller on the market. Write for samples.

JOHN M. DEAN, CORP.

Talking Machine Needle Manufacturers

PUTNAM, CONN.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

WASHINGTON, D. C., February 8.—PHONOGRAPH REPRODUCER.—Achille Luciano, Bloomfield, N. J., assignor to the Nightingale Reproducer Co., Newark, N. J. Patent No. 1,080,839.

This invention relates to an improved gramophone reproducer and is of the type that is arranged with the sound box vertical to the record and is adapted for use with its stylus projecting in substantially the same plane as the diaphragm and having its stylus adapted to be moved transversely by the groove so as to transmit its vibrations directly to the diaphragm.

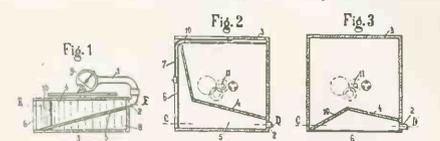
The reproducer comprises a sound box in which the diaphragm is mounted in any usual manner, the stylus rod being pivoted by means of a pivotal connection that permits a limited transverse movement at the pivotal point, the stylus rod thus rocking normally at its pivotal point, but yielding to an extent under undue strain in a transverse direction.

The invention also resides in the stylus, which is mounted on the end of the rod, and which submits successive portions of its periphery to the groove whereby the groove is not subjected to undue wear and the friction is minimized, while the sound reproduction is not impaired.

Fig. 1 is a front view of the improved stylus, and Fig. 2 is a vertical section of the same through the center, the pivotal post being shown in elevation.

DISC TALKING MACHINE.—Rezso Preszter, Budapest, Austria-Hungary. Patent No. 1,076,643. The object of this invention is to obviate the necessity of employing a trumpet with disc talking machines.

It is well known that sound trumpets generally used affect the purity of the sound and make the machine more difficult to handle and to transport. It was already proposed to cover the trumpet of talking machines or to conduct it through the casing of the machine. Thereby the trumpet was only disguised, but substantially maintained so that the sound effect was not improved by this way. As on the other hand the dimensions of the casing should not be increased too far, the dimensions of the trumpet were reduced, whereby the sound



strength was decreased. But as the dimensions of the trumpet could not be decreased too far, the dimensions of the casing resulted larger than the usual casings of talking machines.

This invention does away completely with the usual trumpets without increasing the usual dimensions of the casing. According to the disclosed embodiments of this invention the free space of the casing containing the gear is subdivided by means of resonance boards in a way to form laterally from the gear a sound chamber of substantially the shape of pyramid and to form adjacent resonance boxes.

The annexed drawing shows as examples two embodiments of the invention. Fig. 1 is a diagrammatical vertical section of the machine according to line C—C of Fig. 2. Fig. 2 is a horizontal section according to line E—F of Fig. 1 and Fig. 3 is a similar section of a modified form.

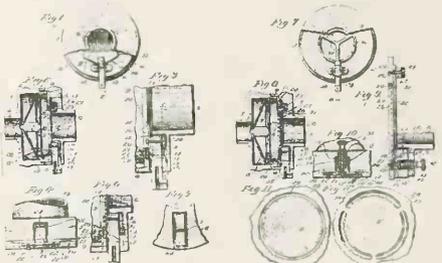
SOUNDBOX FOR TALKING MACHINES.—Wilburn N. Dennison, Merchantville, N. J., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,084,319.

This invention relates more particularly to

pneumatic soundboxes for talking machines and includes improvements in which a valve is provided, the movable member of which is positioned within and very close to the soundbox casing so that the air passing through the valve is caught or trapped between the movable member and the casing to cushion or balance the movable member.

The main objects of this invention are: to provide in a pneumatic soundbox a valve having a movable member of delicate construction which will respond readily to the vibrations of the stylus bar and which will be cushioned or balanced by the air passing through the valve; to provide an improved mounting for the stylus bar and the movable member of the valve, whereby the valve may be adjusted with great accuracy and whereby the balancing effect of the air after it has passed through the valve will not be impaired; to provide adjustable means for holding and tensioning the movable member upon its mounting; to provide a improved form of opening through the valve to permit the air to pass freely therethrough.

In the accompanying drawings, Figure 1 is a fragmentary front end view of a soundbox constructed in accordance with this invention; Fig.



2 a longitudinal section on line 2—2 of Fig. 1; Fig. 3 an enlargement of a portion of Fig. 2; Fig. 4 an enlarged fragmentary sectional view on line 4—4 of Fig. 1; Fig. 5 a fragmentary sectional view on line 5—5 of Fig. 3; Fig. 6 a fragmentary sectional view corresponding to Fig. 3 showing a modification of the invention; Fig. 7 a view corresponding to Fig. 1 of a modified form of this invention; Fig. 8 a longitudinal section view taken on line 8—8 of Fig. 7, parts thereof being omitted. Fig. 9 an enlarged fragmentary longitudinal central sectional view of the soundbox shown in Figs. 7 and 8; Fig. 10 a transverse sectional view of the soundbox shown in Fig. 9; and Figs. 11 and 12 are enlarged fragmentary front and rear elevations respectively of the valve seat shown in Figs. 7 to 9.

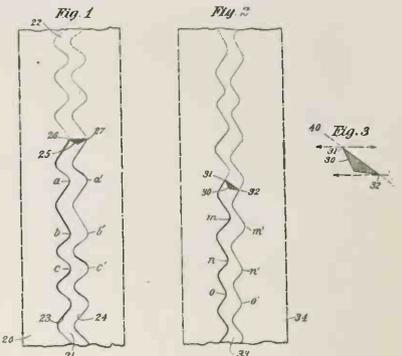
SOUNDBOX AND REPRODUCTION THEREOF.—Victor H. Emerson, New York, assignor to the American Graphophone Co., Bridgeport, Conn., Patent No. 1,084,415.

This invention relates to sound record having laterally undulating record groove of substantially uniform depth, commonly known as "zigzag" records. The object of the invention is to produce a record of this type which will have improved acoustical qualities. Such "zigzag" records are commonly manufactured as discs with the record groove arranged spirally thereon, but they may also be made as cylinders carrying the record groove in a helical line around the cylinder; yet, for convenience of consideration, such record groove may be regarded as continuing in a straight line, with the lateral undulations on either side.

The underlying thought of this invention is to provide a (zigzag) record groove of such character as to produce a duplication or immediate repetition of each impulse imparted to the reproducing stylus, so that theoretically there should be expected a sort of "echo" as it were; yet in actual practice no echo will be observed by the listener, but merely increased fullness or roundness of tone. This duplication or repetition is accomplished by making the original record by means of a recording stylus having its two oppositely extending recording edges disposed diagonally with respect to the direction of

travel of the record groove (instead of transverse thereof as heretofore). As the result of this arrangement of one recording edge is slightly advanced in front of the other, and each concavity produced in one side wall of the record groove will have its complementary (and simultaneously produced) convexity located diagonally therefrom in the opposite wall of the groove (instead of directly across therefrom).

This invention, then, consists broadly in providing a diagonally disposed pair of oppositely facing recording edges for making the original sound groove; further, in the simultaneous production of diagonally disposed and complementary concavities and convexities corresponding to sound waves;



and also in a sound record having such diagonal arrangement of its complementary concavities and convexities.

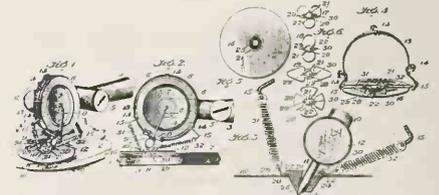
This invention will be best understood by reference to the annexed drawings, which are on a greatly exaggerated scale, to illustrate the same diagrammatically.

In these drawings: Fig. 1 represents conventionally a plan of a portion of a flat record tablet having an ordinary zigzag record groove, and indicating in cross section an ordinary recording stylus. Fig. 2 is a similar view, indicating the new record groove, and indicating in cross-section the new recording stylus; and Fig. 3 is a horizontal section, on a still larger scale, of the stylus.

CLARIFYING ATTACHMENT FOR TALKING MACHINES.—Walter J. Burchett, East Orange, N. J., assignor by mesne assignment to the Masterphone Corporation, New York. Patent No. 1,084,570.

This invention relates to clarifying attachments for talking machines, and constitutes an improvement on the general type of apparatus illustrated in the pending application of Matthew B. Claussen, Serial No. 779,004, renewed July 14, 1913.

This object is the provision of a simple, inexpensive and durable attachment which can be quickly and easily applied to or removed from the reproducer of a talking machine, particularly one of the disc type, which will increase the volume of sound, clarify the tone, and enable a needle of small diameter to be used in sound reproduction, thereby increasing the life of the record, and these objects are accomplished by substituting a less rigid connection between the needle of the standard



talking machine reproducer, and the thin, freely vibrating sound amplifying body or disc of the said Claussen application than is employed in the specific form of construction illustrated in said Claussen application, and supplementing the engagement between the needle and disc by a second, elastic connection between other parts of the reproducer and the disc, whereby the disc is held against the needle with sufficient firmness to absorb the vibrations thereof when the reproducer is in operation, but may yet be easily removed from contact with the needle (when the latter is to be removed from the reproducer), without entirely disconnecting the disc from the reproducer as a whole

In the accompanying drawings and following description, is shown a form of the invention illustrating its mode of operation and which carries out the foregoing objects, but such disclosure is to be considered as illustrative, rather than restrictive, of the scope of the invention and the invention is susceptible of modification without departing from the spirit and scope thereof.

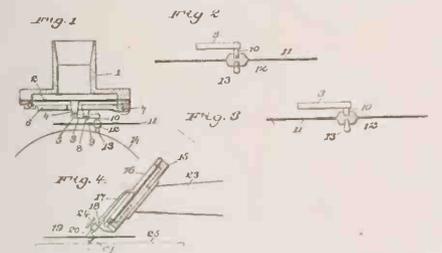
In the accompanying drawings: Fig. 1 is a perspective view showing the invention applied to an ordinary talking machine reproducer and disc record; Fig. 2, a side elevation thereof; Fig. 3, an enlarged detail, partly in section, showing the cooperation of the device with the needle; Fig. 4, a detail perspective of the attachment alone; Fig. 5, a view looking toward the lower face of the thin, freely vibrating sheet or disc; and Fig. 6, detail plan views of other shapes of thin, freely vibrating sheet or disc that may be used.

TALKING MACHINE.—Matthew B. Claussen, New York, assignor by mesne assignments to the Masterphone Corporation, New York. Patent No. 1,084,571.

This invention relates to the reproducing apparatus of talking machines and comprises a modification of the invention illustrated and described in my pending application Serial No. 670,146, filed January 9, 1912.

The present apparatus is designed especially to co-operate with records having grooves of uneven depth, the sound waves being recorded in the bottom of said grooves instead of in the sides of said grooves.

The best form of apparatus embodying the present invention, together with certain modifications thereof, are shown in the accompanying sheet of drawings in which, Fig. 1 is a vertical central section of a soundbox adapted for use on cylindrical

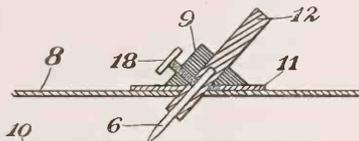


al sound records. Fig. 2 is an enlarged detail cross section of the disc which forms the novel feature of the invention. Fig. 3 is a similar view of a modification, and Fig. 4 shows the modification adapted for use on disc records having grooves of uneven depth.

TALKING MACHINE.—Matthew B. Claussen, New York, assignor by mesne assignments to the Masterphone Corporation, New York. Patent No. 1,084,572.

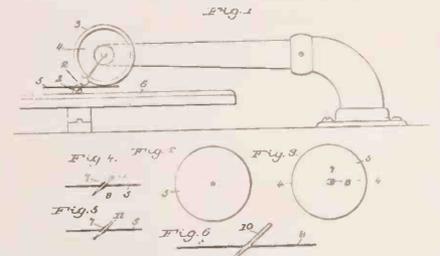
This invention relates to improvements on the particular form of attachment to talking machines illustrated and described in application Serial No. 670,146, filed January 9, 1912, in which is shown a thin sound amplifying disc rigidly mounted on the stylus of the reproducer of a talking machine. In the one particular form of the invention selected for illustration in said prior application the reproducing needle is clamped into the socket on the end of the stylus arm in the usual way, and the disc is held on the needle by being bored to form an opening of an internal diameter equal to or slightly less than the external diameter of the needle. This requires the needle to be forced through the disc before using, and, as it is not safe to use a needle on more than one record, it is necessary to pull the needle out of the disc every time a new record is put on, and stick a new needle through the disc before fastening the needle to the stylus arm for the next operation of the machine. While this can easily be done with a small pair of tweezers, the entire operation can be avoided by the use of the present invention, which comprises means for permanently attaching the disc to the stylus arm, and means for mounting the needle in this attaching means by any simple device such as a set screw. Consequently when a needle is worn it can be loosened from the disc, removed and a new one fastened to the disc without unfastening the disc from the reproducer.

The drawing shows a vertical central section of the preferred form of apparatus embodying the invention.



TALKING MACHINE.—Matthew B. Claussen, New York, assignor by mesne assignments to the Masterphone Corporation, New York. Patent No. 1,084,573.

This invention relates to talking or sound reproducing machines in which a stylus travels in a groove in a tablet or cylinder having variations of surface corresponding to sound waves. It is well known that in apparatus of this kind heretofore in use the loudness of reproduction may be increased by increasing the stiffness of the reproducing stylus, as by making said stylus of greater cross-section, but this results in a disadvantage in that the reproduction is then less clear and faithful. On the other hand it is recognized that the clearness, delicacy and faithfulness of the repro-



duction may be enhanced by making the reproducing stylus light, as by reducing its cross-section, but this reduces the volume of sound.

The inventor has discovered an improvement which may be applied to any of the standard forms of talking machine by which both the volume and clearness, or faithfulness, of the sound reproduction, are markedly increased and improved.

Briefly stated, this invention in its simplest form comprises the rigid attachment of a disc of convenient form to the standard form of reproducing stylus or needle.

Fig. 1 is a side elevation of a portion of a talking machine showing the reproducer with invention attached. Fig. 2 is a plan view of the simplest form of disc attachment constituting the novel element of the invention. Fig. 3 is a similar view of a modification. Fig. 4 is a vertical central section on line 4-4 of Fig. 3 showing also the reproducer stylus or needle in position. Fig. 5 is a similar view with a different kind of stylus, and Fig. 6 is a similar view of a modification.

SOUNDBOX ARM FOR TALKING MACHINES.—William W. Zackey, Philadelphia, Pa., assignor of forty-nine one-hundredths to Chas. B. Hewitt, Burlington, N. J. Patent No. 1,083,045.

This invention relates to the sound amplifying devices and has for an object to provide an amplifying arm and horn which are capable of transmitting and reproducing the sound with a minimum of variation from the original.

It has for a further object to provide a novel means of eliminating the scratching and scraping noises which are produced by movements of the sound arm caused by vibrations of the sound record or irregularities in its surface. To this end a construction has been devised wherein the amplifying arm is maintained substantially in equilibrium, or floating condition, above the record but is so adjusted and arranged as to permit an extremely sensitive action of the needle with respect to the record.

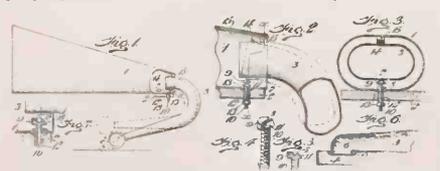


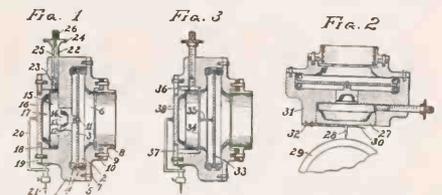
Fig. 1 represents a side elevation of a sound

reproducing device, embodying the invention, the same being shown partly in section. Fig. 2 represents an enlarged section of a portion of the device. Fig. 3 represents a section of line x-x, of Fig. 2. Fig. 4 represents a perspective of the supporting device for the sound arm. Fig. 5 represents a section of a portion of the same. Fig. 6 represents a section of a portion of the sound arm showing its connection to the soundbox. Fig. 7 represents a section of a modified form of the device.

SOUNDBOX.—Peter J. Mukautz, Chicago, Ill. Patent No. 1,085,354.

This invention relates to improvements in soundboxes for use in connection with sound recording or reproducing machines.

The principal object of the invention is to provide a soundbox, which will so actuate the needle or stylus as it travels over the surface of the record, that clean-cut, smooth grooves will be traced therein; and in reproducing said record, the tones obtained will be intensified, clear and free from harsh or grating sounds. This is accomplished



by confining air or a liquid between a pair of oppositely arranged cupped pistons of different diameters.

Another object of this invention is to provide means for regulating the air or liquid pressure between the pistons, in order to get the best results from the soundbox either in making a record or reproducing the same.

In the drawings, Fig. 1 is a sectional elevation of a soundbox constructed in accordance with the invention, for use in connection with a laterally undulating record groove machine. Fig. 2 is a similar view showing a soundbox for an up-and-down record groove machine, and Fig. 3 illustrates a modification of Fig. 1.

BUYING AND SELLING POINTERS.

Buy with one end in view, to sell.
 But remember, to sell means more than one sale.
 Therefore keep an eye open for quality, as well as price.
 Buy as near home as possible. You will gain in time of delivery and in price as well.
 If you are to sell, it will be necessary to buy. But remember that the selling depends largely on the buying.
 Buy with both eyes wide open. Then when you sell you won't fear to meet the steady gaze of your customer.
 The man who buys goods without taking selling into consideration reminds one of Br'er Rabbit and his experience with Tar Baby.
 Don't treat your jobber as if you distrusted him. Remember he is probably as anxious to hold your trade as you are to keep one of your customers.
 If you have a call for something you haven't got, and it's in your line, get it. But don't buy a gross unless you have more than one call for the article.
 The merchant who buys, without first studying his local market, is like a traveler without a map; he is likely to end his journey at the wrong destination.
 Buy early so that you can display the goods just before the season opens, thus securing the first orders, and also the reputation of being the leader in your lines.
 Buy with due regard for the taste of your patrons. Cater to the trade of the "upper ten," but don't forget that the "lower" ten thousand are the people who spend the greater volume of money annually.

No honest purpose is ever wasted and no honest desire ever remains unanswered.
 Many a man's best friends are those who know him least.

RECORD BULLETINS FOR MARCH, 1914

COLUMBIA GRAPHOPHONE CO.

Table listing Columbia Graphophone records with columns for No., Title, and Size. Includes sections for Symphonic Double-Disc Records, Blue-Label Double-Disc Records, and Song Hits for March.

Stop Thief (A. Von Tilzer). William Halley, Baritone, orch. accomp. 10

VICTOR TALKING MACHINE CO.

Table listing Victor Talking Machine records with columns for No., Title, and Size. Includes sections for Popular Songs, New Dance Records, and Educational Records.

Table listing records from other companies with columns for No., Title, and Size. Includes records like Berceuse, Thais, and Dnorah.

THOMAS A. EDISON, INC.

CONCERT LIST.

Table listing concert performances with columns for No., Title, and Soloist/Ensemble.

REGULAR LIST.

Table listing regular record releases with columns for No., Title, and Soloist/Ensemble.

VALUE OF PRICE STANDARDIZATION.

Every article that is really cheapest for man or woman to-day is really standardized. A thoughtless buyer may think she buys most carefully where she buys most cheaply. She studies the bargain columns.

In a standard article quality, cost and production go through the most minute scrutiny. It is first brought up to a standard and then sold at the very lowest price consistent with good materials, with good wages to the worker and a fair profit to the maker.

A good suit, for instance, made of honest materials that will last, made by a skilled workman who is paid decent wages so that he can do good work, can be made for just so much money, can be sold for just so much, and not a penny less.—Semi-Ready Special.

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



READ your trade paper! Get The Talking Machine World regularly—It is worth many times to you its annual cost.

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

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

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

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

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

Do not delay but send on your dollar now.

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

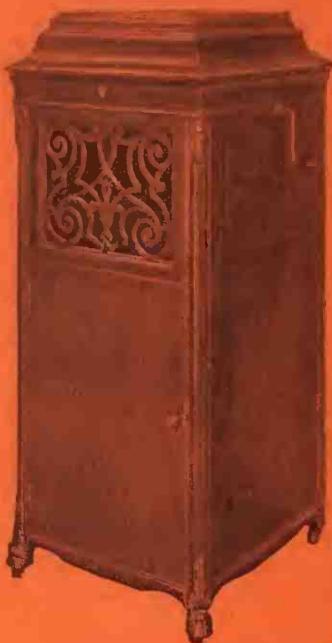
Do not overlook such a valuable contributing factor to your business success.

EDWARD LYMAN BILL

PUBLISHER

373 Fourth Avenue,

New York City



In the Edison line there are a great many models and a great many prices, but there is just one standard of musical excellence—the standard that the master of sound reproduction has set for himself.

To the merchant that means a real musical instrument for every customer, irrespective of the price paid. And that means satisfaction.

Thomas A Edison
INCORPORATED

59 Lakeside Ave., ORANGE, N. J.