Victor-Victrola XVI, $200

Mahogany or quartered oak

The instrument by which the value of all musical instruments is measured
Leading Jobbers of Talking Machines in America

Where Dealers May Secure

COLUMBIA Product

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

Distributors

Atlanta, Ga., Columbia Graphophone Co., 155 Peachtree St.
Batimore, Md., Columbia Graphophone Co., 505-507 North Howard St.
Birmingham, Ala., Columbia Graphophone Co., 1320 Forest Ave.
Boston, Mass., Columbia Graphophone Co., 174 Tremont St.
Buffalo, N.Y., Columbia Graphophone Co., 242 Main St.
Cincinnati, O., Columbia Graphophone Co., 211-213 W. Fourth St.
Cleveland, O., Columbia Graphophone Co., 913 Euclid Ave.
Dallas, Tex., Southwestern Talking Machine Co., 1407 Main St.
Denver, Colo., Columbia Stores Co., 506-507 Fifteenth St.
Detroit, Mich., Columbia Graphophone Co., 114 Brush St.
Indianapolis, Ind., Columbia Graphophone Co., 37 S. Pennsylvania St.
Kansas City, Mo., Columbia Graphophone Co., 201 S. Fifteenth St.
Linden, N.J., The Grafonola Company, 1108 Union St.
Livingston, Mont., Columbia Doye Co., 707 New York Ave.
Los Angeles, Cal., Columbia Graphophone Co., 200 E. Seventh St.
Louisville, Ky., Columbia Graphophone Co., 435 Broadway.
Milwaukee, Wis., Albert K. Kunde, 161 Grand Ave.
Minneapolis, Minn., Columbia Graphophone Co., 431 Fifteenth Ave.
New York, N.Y., Columbia Graphophone Co., 32 Church St.
New Orleans, La., Columbia Graphophone Co., 933 Canal St.
New York City, Columbia Graphophone Co., 98 Washington Ave.
Pittsburgh, Pa., Columbia Graphophone Co., 105 Fourth Ave.
Portland, Ore., Columbia Graphophone Co., 918 Congress St.
Portland, Ore., Columbia Graphophone Co., 971 Washington St.
Wilmington, Del., Elmer Mule House, Providence, R.I., Columbia Graphophone Co.
Rochester, N.Y., The Grafonola Company, 23 South Main St.
Sacramento, Cal., L. N., Grafonola Company, 111 Olive St.
Salt Lake City, Utah, Denver-Beebe Music Co., 172 Main St.
San Francisco, Cal., Columbia Graphophone Co., 925 Grant Ave.
Seattle, Wash., Columbia Graphophone Co., 1211 First Ave., Ellinwood Music House, 32 and University Ave.
Springfield, Mass., Columbia Graphophone Co., 111 West Fourth St.
St. Louis, Mo., Columbia Graphophone Co., 200 Market St.
St. Louis, Mo., Columbia Graphophone Co., 17 East 21st St.
Tampa, Fla., Columbia Hardware Co.
Terre Haute, Ind., 56 Wabash Ave.
Toledo, O., Columbia Graphophone Co., 220 Reposaic Ave.
Washington, D.C., Columbia Graphophone Co., 1230 0 St., N.W.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented. Write for particulars to the Columbia Graphophone Co., Westport Department, Westminster Building, New York, for catalogs. For Canada: Columbia Graphophone Co., 305-5-7 Success Ave., Toronto, Ont.

SANGER BROTHERS
Dallas, Texas

VICTOR Distributors

"We ship the same day."

Southern Victor Dealers

Commercial VICTOR and RECORD Distributors

WALTER D. MOSES & CO.

Older Model Machines in Florida in North Carolina.

RICHMOND, VA.

Edison Phonograph Distributors for the SOUTHWEST

All Foreign Records in Stock

Houston Phonograph Co., HOUSTON, TEXAS

NEW ENGLAND JOBBER HEADQUARTERS

EDISON AND VICTOR Machines, Records, and Supplies.

THE EASTERN TALKING MACHINE CO.
177 Tremont St. - BOSTON, MASS.

PACIFIC COAST DISTRIBUTORS OF VICTOR TALKING MACHINES

STENWAY PIANO-LYON & HEALY "OWN MADE" BAND INSTRUMENTS

Sherman, Clay & Co., San Francisco Portland

L. W. OLIVER

Largest VICTOR Talking Machines Distributor East of Chicago.

OLIVER TALKING MACHINE COMPANY
BOston

W. J. DYER & BRO.
Saint Paul, Minn.

VICTOR & EDISON Distributors

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

VICTOR DEALERS TRY US FIRST
We carry the Largest Stock of VICTROLAS, RECORDS and CABINETS of any Distributor in the South.

THE CORLEY COMPANY, Richmond, Va.

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 April List.

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. Its editions vary from 60 to 150 pages.

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
TO OPEN NEW RETAIL STORE SOON.

Milwaukee Phonograph Co. expects to get into new quarters late this month—Manager for Retail Department Not Yet Selected.

(The special to The Talking Machine World.)

Milwaukee, Wis., March 9.—The Milwaukee Phonograph Co., jobber in Wisconsin for the Edi-

son line, has met with some delay in opening its big new retail Edison store, but Manager Will-

iam A. Schmidt expects that the new establish-

ment will be formally opened before the latter part of March. Workmen are now busy remodel-

ing the quarters at 213-215 Second street, where two floors will be occupied by the new retail store and by the wholesale department, which will be removed from its present location at 317 340 Broadway. No money will be spared in making the store one of the finest retail talking machine establish-

ments in Milwaukee, and the local trade will await with interest the opening of the new store.

Mr. Schmidt says that he has not fully de-

cided as yet upon a manager for the new retail department, but the Milwaukee Phonograph Co. has started several new Edison dealers about Wisconsin, and business at the present time is three times what it was a few months ago.

BIG FIRE IN PITTSBURGH.

Store and Stock of Columbia Graphophone Co. Completely Destroyed—Loss Estimated at $90,000—Temporary Quarters Secured.

(The special to The Talking Machine World.)

Pittsburgh, Pa., March 5.—The store and stock of the Columbia Graphophone Co., located in the Fulton building, 106 Sixth street, was totally destroyed by fire which broke out Sunday and got beyond the control of the firemen, owing to the high wind and zero weather. The firemen esti-
mated the loss at $90,000 but the company offi-
cials, who are at present taking an inventory, believe that the total loss will not exceed $50,000. Despite the fact that the local branch was an active distribut-
ing center and a large stock was carried. The loss is fully covered in 34 insurance and the local trade will await with interest the opening of the new store.

On Monday morning Manager S. H. Nichols se-
cured temporary quarters in the Bexonner building, directly opposite the burned building. All the im-
portant records and machines were locked in the safe and were saved from destruction.

THE GRAFTONF OR THE STAGE.

Plays Important Part in First Two Acts of "The Spendthrift" and Pleases Audience.

(The special to The Talking Machine World.)

Atlanta, Ga., March 6.—The Columbia Gra-

fonsa was used to excellent advantage in per-

formances of "The Spendthrift" which were re-
cently given at the Princess Theater in this city. The apparatus of the machine was of such general interest and its musical qualities were con-

vincing by many of the newspaper critics.

The play called for the use of the Grafonsa in several ways and in the second act the curtain rises while the machine is playing "Gillo." The machine plays for nearly five minutes, and the applause from the audience was demoralized well evi-
denced by the fact that the machine held the at-

tention of every person in the audience and was even encored.

McGREAL TO RANK FOR CONGRESS.

(The special to The Talking Machine World.)

Milwaukee, Wis., March 5.—Lawrence Mc-

Greenal, a former president of the National Association of Talking Machine Jobbers, is being urged by his friends to make the formal announcement of his candidacy for the United States Congress from the Fifth Con-

gressional District on the Democratic ticket. Mr. Mc-

Greenal, who is now sheriff of Milwaukee County, has just returned from California.

KILL PROPOSED INSTALMENT BILL.


Talking machine dealers throughout New York State were given notice that the hearing which was held February 25 before the Committee of General Laws of the Assembly, at Albany, N. Y., relative to a proposed amendment to the Personal Property Law which was known as Assembly Bill 286, and introduced by Assembly-

man Sufrian, had for its purpose the adding of another section to the Personal Property Law which would force the vendor in a conditional sale to pay back to the vendee 80 per cent. of the money paid on the contract before starting to re-
cover the goods in case of default of payment. This is the same bill that was introduced last year, and which made no progress before the Assembly session came to a close.

In view of the rapid growth of instalment sales in the talking machine business, the proposed bill loomed up as a most important matter, as it prac-
tically made the sale of talking machines on an instalment basis an impossibility. E. K. Camp, the able counsel for the Columbia Graphophone Co., attended the hearing before the committee, as did representatives of the piano and other interested trades.

The hearing as a whole was decidedly one-sided, no one appearing in favor of the bill except As-

semblyman Sufrian, who drafted it. The utter ab-
surdity of the 80 per cent. clause was brought out early in the hearing, and after listening to sev-
eral of the spokesmen for the furniture industry and Mr. Sufrian's plea for the bill, Chairman Smith of the committee, after which Mr. Sufrian, publicly, ad-
tended the members of the committee if any one of them was in favor of the bill, and receiving no response in the affirmative indicated that he thor-

oughly understood the details of the situation, and required no further arguments in opposition to the bill.

Assemblyman Sufrian, at the start of his argu-

ment, stated his desire to offer several proposi-
tions, including the elimination of musical instru-

ments from the provision of the bill, limiting the bill to necessaries only, but was not quite certain as to what exactly constituted "necessaries." The apparent unanimous opposition of the General Laws Committee to the bill practically eliminates any chance of its becoming a law, and there is every indication that the present provisions of the Personal Property Law will not be changed during the session.

VICTROLA MAKING YOUNG MOZARTS.

Grondall Hendershot Becomes a Vocalist at the Age of Three, Thanks to the Victrola.

(The special to The Talking Machine World.)

Cleveland, Feb. 8.—Miss Ida S. Hendershot, of the suburban town of Chardon, who is an enthusiastic admirer of "the

Victrola making young Mozarts.

Grondall Hendershot becomes a vocalist at the age of three, thanks to the Victrola.

The world is changing its

spheres today—past and present compared.

The advertising man then be-

comes his telephone number, and the

musician tells him the truth.

McGreah to run for congress.

ColleCts INDIAN TRIBAL SONGS.

Miss Frances Densmore Makes Records of Indian Tribal Songs and Greatly Interested Members of the Anthropological Society at a Recent Session—Some Remarkable Results.

Sioux war songs were sung and war stories were recently shown before the members of the Anthropological Society by Miss Frances Den-

smore, the National Museum in Washington. Miss Densmore has been making a special study of Indian music for the Bureau of Ethnology for some years.

She goes into the field with a Columbia cylinder graphophone and a musical note book, and col-

lects the tribal songs and their accompanying legends almost as a botanist would collect flowers. The series presented to the Anthropological So-

ciety was the result of a season's work among the Sioux. There was a phonograph record of an Indian woman singing a death song for her hus-

band, who had been killed the previous evening. The songs were wild, quavering minors, and some had strange changes of time and curious "accidentals" in the score.

PHONOGRAPH FOR HIGH SCHOOL.

North Des Moines High School Selects a $250 Fumed Oak Edison Disc Phonograph.

(The special to The Talking Machine World.)

Des Moines, Ia., March 7.—About a year ago the people interested in the welfare of the North

Des Moines High School (which is one of three of our big high schools) decided to raise a fund for the purchase of a phonograph. When the money had been brought up to the required amount they looked around to make their choice. After having submitted to them in a competitive test the various makes of phonographs, the music salesman "came home with the bacon," having sold them not a $200 instrument, which they had de-

ended to spend, but a $250 fumed oak Edison disc phonograph. Every teacher, principal, and member of the school, and everyone around the school

interested in this matter is highly delighted.

SOMETHING WORTH EMPHASIZING.

A man may have a lot of sand without ever let-

ting you suspect it, but the fellow with nerve al-

ways lets you know he has it.

THE GOSPEL OF COMMERCE.

This Is How Modern Advertising Is Considered by Thinking Business Men—Harmonia and Honor Keynotes of Success in Commercial Sphere Today—Past and Present Compared.
QUESTIONS OF VITAL INTEREST WERE DISCUSSED

At the recent Annual Meeting of the Chamber of Commerce of the United States Held in Washington on the Talking Machine Trade—Oldfield Bill Denounced and the Maintenance of Retail or Resale Prices to Be Investigated Officially.

WASHINGTON, D. C., March 6.—At the second annual meeting of the Chamber of Commerce of the United States which was held in this city late last month, not only were many topics of national interest affecting every phase of business discussed, but questions of immediate moment to talking machine men, such as the Oldfield bill and the matter of resale of prices were up for consideration.

It was perhaps the most representative gathering of the leading business men of the country ever assembled, and the discussions and reports were carried on in a broad plane with a splendid spirit of good will on all sides, the aim being to arrive at conclusions that would tend to uplift the commercial affairs of the United States and elucidate many of the perplexing questions that are now up for consideration.

The Oldfield Bill Denounced. The talking machine trade interests were concerned when on the very first day of the Chamber meeting the committee on patents, trade-marks and copyrights brought in a report vigorously denouncing the Oldfield bill, which strikes at price maintenance and recommending the amendment of the Kahn act, which is a measure looked upon with suspicion by many manufacturers of musical instruments of a class that are liable to involve a conflict of foreign and American patents. Recommendations were made for the creation of an expert commission empowered to investigate the patent laws and for the establishment of a court of patent appeals, to which cases may be taken by either party to a patent suit. This court of patent appeals would do away with confusion such as has, on certain occasions, being precipitated in the music trade. Mr. Ingersoll was particularly engaged in an exhaustive study of the question from an economic point of view. It is our purpose to make that investigation fair and impartial, without preconceived bias, prejudice or judgment. We are collecting our information from both sides and with equal fairness. We are meeting with cooperation in this investigation and we ask your continued aid as business men in our work.

Protection from Price Juggling. "Protection from Price Juggling" was discussed by William H. Ingersoll, of New York, a member of the American Fair Trade League, which has enrolled members from the talking machine and music trade. Mr. Ingersoll was particularly severe in his denunciation of price cutting and "bargain offers," saying that this form of advertising tended to undermine public confidence in advertising statements of all kinds. Said he: "In all of this advertising goods are offered at approximately one-third less than they are said to be worth, and such a perpetual avalanche of bargains would tax our credulity unless substantiated by very tangible evidence that real bargains of such proportion are possible. Where a reduction from price is sold at a cut price, the first effect is a stimulated demand, if the offer is bona fide. Oftentimes such offers are made with a very limited stock on hand, however, and 'something else' is offered to those who arrive after 10 o'clock. The secondary effect is that people are led to believe that they ought to get the goods regularly at the reduced price and that those who charge more are expecting exorbitant profits; the goods are cheapened in their estimation; they are no longer satisfied to pay former prices, so that the good will of the maker is seriously impaired."

Men engaged in the various branches of the trade may find food for reflection in an attack which this speaker at the Chamber made upon the present system of quantity discounts. His statement on this score was: "It is worthy of note that the present unsound, unfair scale of quantity discounts allowed generally to large buyers is turning the retail business into a mere merchandising, but of financial manipulation to combine outlets so as to gain buying power and be able to underbuy the general run of merchants. A premium is put upon mere size, permitting wastefulness of management through unearned buying advantage, penalizing the small independent dealer, closing the way to the newcomer and making it impossible for the individual retailer to compete regardless of how capable he may be. Quantity discounts should be reduced to a scientific scale or abolished, as rebates for quantity freight shipments have been abolished under the law."

The so-called anti-trust bills which are now before Congress were strongly opposed, and it was the general belief of those present that in their present form they would work a distinct hardship and harass the business of the country.

There was also an interesting discussion upon the effect of the "chain store" upon modern business conditions, and in order to indicate the spread of the chain store idea it was stated at the meeting that Boyd's Dispatch now lists more than 10,000 separate chain store systems in this country, and the fear was expressed by some speakers that the power which resides in the great chain store systems is a decided menace if there is any possibility that it will be used for price dictation or for the elimination of the individual retailer.

JULIAN ELTINGE FALLS IN LINE. C. S. Calverd, manager of the Victrola department of the Montenegro-Riehm Music Co., Louisville, Ky., recently closed a sale of unusual magnitude of the Victor. JULIAN ELTINGE FALLS IN LINE. C. S. Calverd, manager of the Victrola department of the Montenegro-Riehm Music Co., Louisville, Ky., recently closed a sale of unusual magnitude of the Victor. JULIAN ELTINGE FALLS IN LINE. C. S. Calverd, manager of the Victrola department of the Montenegro-Riehm Music Co., Louisville, Ky., recently closed a sale of unusual magnitude of the Victor.

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
VICTOR-VICTROLA

The Victor-Victrola combines all the best qualities of all musical instruments. It is a leader of music and of all things musical—the vital force of the musical world. Its unequaled tone and its artistic appearance have put the Victor-Victrola into homes of culture and refinement everywhere.

The commercial triumphs of the Victor-Victrola have been in keeping with its musical successes. It has turned the stores of Victor dealers into the modern and impressive places of business they are today, and raised the entire musical industry to a higher and more substantial basis.

And the unprecedented opportunities for prestige and profits keep on growing larger and larger with every new development of this wonderful instrument.

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

Victor Distributors

Albany, 4. Y........ Finck & Hahn
Altoona, Pa. ...... W. F. Frederick Piano Co
Atlanta, Ga....... Elmore & Eastin Co.
Phillips & Crew Co.
Austin, Tex........ The Talking Machine Co. of Texas
Baltimore, Md........ Cohen & Hughes, Inc.
E. P. Dobbs & Sons Co.
H. H. Richland & Sons
Bangor, Me........ Andrews Music House Co.
Birmingham, Ala..... Talking Machine Co.
Boston, Mass........ Oliver Dutton Co.
The Eastern Machine Co.
M. Steiner & Sons Co.
Brooklyn, N. Y....... American Machine Company
Buffalo, N. Y....... W. D. Andrews
Neil Clark & Neil Co.
Burlington, Vt........ American Phonograph Co.
Butte, Mont........ Grant Brothers
Chicago, III........ Lyon & Healy
The Talking Machine Co.
The Ludlow-Orchard Co.
The Ludlow-Victor Co.
Cincinnati, O......... The W. H. Batcheller & Sons Co.
The Cincinnati & Dayton Phonograph Co.
Cleveland, O......... The Cincinnati & Dayton Phonograph Co.
The H. H. Dutton & Sons Co.
The Superior Machine Co.
Columbus, O......... Perry B. Wollam Co.
Dallas, Tex........ Baumer Bros.
Denver, Colo......... The H. H. Dobbs Co.
The Knight-Campbell Music Co.
Chicago & West Talking Machine Co.
Miehle Bros. Co.
Des Moines, Ia........... Chas. M. St. John & Co.
Detroit, Mich......... Grassl Bros.

Elmira, N. Y.............. M. H. Arno Co.
El Paso, Tex........... W. G. Wink Co.
Galveston, Tex......... Thos. Goggin & Bros
Honolulu, T. H........... Bergstrom Music Co., Ltd.
Indianapolis, Ind........ Stewart Talking Machine Co.
Jacksonville, Fla........ Florida Talking Machine Co.
Kansas City, Mo........ J. W. Jenkins & Sons Music Co.
Schwab & Co.
Lincoln, Neb............ Ross P. Curtis Co.
Little Rock, Ark......... O. K. Horns Piano Co.
Los Angeles, Calif........ Sherman, Clay & Co.
Louisville, Ky........ Montenegro-Rich Music Co.
Memphis, Tenn........... O. K. Horns Piano Co.
Milwaukee, Wis........... Wisconsin Talking Machine Co.
Mobile, Ala............. Wm. H. Reynolds
Montreal, Can............ Berliner Gramophone Co., Ltd.
Montreal, Can............ Berliner Gramophone Co., Ltd.
New Haven, Conn........ Henry Horton
New Orleans, La........ Philip Werlein, Ltd.
New York, N. Y........... Blackman Talking Machine Co
New York, N. Y.............. Blackman Talking Machine Co
Obio, Moro, Inc.
Emmanuel Blott
C. H. Hors & Co.
J. R. Hors & Co.
J. R. Hors & Co.
J. R. Hors & Co.
Lundy Brothers, Inc.
Silas E. Pearsall Co.
Bern, Switzerland
Omaha, Neb............ A. Hope Co.
Peoria, Ill............. Potwin-Pate Co., Inc.
Philadelphia, Pa........ Lewis Buck
W. J. Hase & Son
E. F. Droop & Sons Co.
The Talking Machine Co.
H. A. Weymann & Son, Inc.
Pittsburgh, Pa......... C. C. Meller Co., Ltd.
Richmond, Va............ The Curley Co., Inc.
W. D. Moses & Co.
Roanoke, N. Y .......... E. J. Chapman
The Talking Machine Co.
Salt Lake City, Utah Consolidated Music Co.
San Antonio, Texas............ Thos. Goggin & Bros.
San Francisco, Calif........ Sherman, Clay & Co.
Savannah, Ga............ Phillips & Crew Co.
Seattle, Wash............ Sherman, Clay & Co.
Spokane, Wash........... Sherman, Clay & Co.
St. Louis, Mo............ The Axleine Company of Mo.
Kroeker-Brenner Music Co.
St. Paul, Minn............. W. J. Dyers & Bros.
Kocher & Milerich
Syracuse, N. Y............ W. D. Andrews Co.
Toledo, O................. The Whitney & Carrier Co.
Washington, D C........ Robert C. Rogers Co.
K. F. Droop & Sons.
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.

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

TRADE ACTIVITY IN CLEVELAND CONTINUES.


(Central to The Talking Machine World.)

Cleveland, O., March 9.—March, ushering in spring, though it came in like a lion, finds the various talking machine jobbers and retailers in the very best of spirits. All through the winter months trade continued good, and generally satisfactory, but with the coming of mild weather, good walking and sunshine, trade has taken on new life, and there is great expectancy of a brisk, good walking and sunshine, trade has taken on new life, and there is great expectancy of a brisk, good walking and sunshine, trade has taken on new life, and there is great expectancy of a brisk, good walking and sunshine, trade has taken on new life, and there is great expectancy of a brisk, good walking and sunshine, trade has taken on new life, and there is great expectancy of a brisk, good walking and sunshine, trade has taken on new life, and there is great expectancy of a brisk, good walking and sunshine, trade has taken on new life, and there is great expectancy of a brisk, good walking and sunshine, trade has taken on new life, and there is great expectancy of a brisk, good walking and sunshine, trade has taken on new life, and there is great expectancy of a brisk, 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Oliver Jones, of the Victor Talking Machine Co., was a visitor here on the first of the month. He was on his way West and stopped over for a few days.

The retiring from business of the Marks Co., eliminates the talking machine department, which seemed to be in a prosperous condition. Other departments of the store failed to respond profitably, and a receivership resulted.

The monthly concerts given by the Eclipse Musical Co., under the direction of Fred E. Lane, are decidedly interesting. The store is filled to capacity each month.

R. A. Alpers, manager of the Taylor Arcade branch of the Phonograph Co., is handling a large amount of business. He is an ardent Edison adherent.

The expanding business of the Eclipse Musical Co., is an indication of the prosperity of the Victor dealers. P. J. Towel says business in the wholesale department would be limitless if he could only get all the goods he wanted when he wanted them. The shortage is more especially in the line of records, the demand for which is growing beyond the resources of the manufacturers.

T. H. Towel, who has just returned from a visit at the Victor factory, where he spent several days, expressed himself astonished at the magnitude of the diversified business the Victor Company is handling. He says that if the company had the facilities to turn out ten times its present output, the goods could be sold, as it already has orders for that amount ahead.

The business of the Phonograph Co. has demonstrated that the Edison disc phonographs are formidable competitors. The business of the company has steadily increased since the opening of the distributing store, and for the month of February exceeded that of December last. The manager says the retail business has exceeded all expectations.

A number of new dealers have been signed up. Among the more prominent are: L. Weir, Clark avenue, city; the Hunter Jewelry Co., St. Clair avenue, city; Hunter S. Williams Co., Youngstown; the Wickins Co., Lorain and Yingling Bros., Newcomerstown. The above named joined the "Edison Disc Association" as charter members.

L. N. Bloom and B. W. Smith, of the company, recently spent a few days at the Edison factory, and Mr. Bloom says the visit was most interesting and profitable one.

Notwithstanding that Wm. Taylor, Son & Co. are adding several stories to the building, business is going on as usual. Mr. Davis, manager, says trade is better than ever, and sales of both Victor and Columbia goods are fine.

The Victrola display of the Caldwell Piano Co. is attractive, and the business of the department is continually increasing. The fine demonstration rooms are usually crowded.

Everything musical is being called for at McMillan's, and the Victrolas and Edision phonographs are leading the procession. Mr. Kellogg said business was very much better than had been anticipated, and that the prospects looked good.

That business is pre-eminently good in the talking machine department of the W. F. Frederick Piano Co., is self-evident. The store is usually crowded with customers, and Manager N. H. Cook is pleased with the outlook.

The department stores report very satisfactory business in the talking machine departments. Mr. Friedlander, of the Bally Co., says the company closed the largest February sales of Victor and Edisons it ever had. Miss Ethel M. Voke, of the May Co., reports machine and record sales away ahead of last year.
GENERAL CONDITIONS FAVORABLE ON PACIFIC COAST.

Crop Prospects Excellent Owing to Plenty of Rain—Distributors of Victor, Columbia and Edison Products Enjoying Increasing Demand—Opening of Opera, Wiii Help High-Class Trade—Appointment of New Edison Dealers—News of Month Worth Recording.

(Special to The Talking Machine World.)

SAN FRANCISCO, March 5.—The talking machine trade here, as well as business men generally, are very well pleased with the situation in California at present. The State has been thoroughly soaked with rain for the first time in three years at least, and consequently the crop outlook is better than for some time past. With general conditions favoring, talking machine dealers anticipate a banner year. The general tendency on their part is to get their stocks in very good shape, both in respect to records and machines, and there is every indication of increasing popularity for the talking machine in this section, rather than a falling off in demand or even a standstill. Distributors of Victor, Columbia and Edison products, all three, report a steady increasing demand. As to dance records, they are still demanding a great deal of attention, and are undoubtedly the principal feature of their business at present. This has led to the appearance of several artists in this vicinity the past month, and others due in the next two weeks, has as usual stimulated the demand for their records, and these have been getting better and better. Exhibitors have taken full advantage of their engagements, by arranging special window displays featuring their records. With the grand opera season opening in San Francisco the middle of March, an increased demand for operatic selections is anticipated in the next few weeks. On the whole the outlook for record business for the coming months is particularly good.

February Business Proves Excellent.

W. S. Gray, district manager for the Columbia Graphophone Co., and F. Angelmer, manager of the local wholesale department, reports a very good month's business in San Francisco, in spite of the interference to traffic in certain parts of the State on account of washouts. Locally, the demand for both records and machines has been gratifying to them. Realizing the important position of the popular dance records and also the advantages of co-operation, Mr. Gray has inaugurated a plan for monthly meetings of the forces concerned with this class of business, where attention is divided between business and pleasure. They are held as soon as possible upon the receipt of the month's new records, and these are all tried out for the benefit of those concerned with the establishment, so that when a record is mentioned everybody will know exactly what is being talked about. These meetings are of an informal nature, and open for good discussions, such as to stimulate enthusiasm all around.

A. Glenn to Return to Business.

Word has been received here that A. Glenn, manager of the Columbia Graphophone Co.'s head office in Portland, Ore., who has been out on leave of absence for some little time for the benefit of his health, will visit in San Francisco before resuming his duties in the North, which, during his absence, are being looked after by I. D. Haeager, traveler for the company in the Northwest.

Increasing Demand for Victor Goods.

Andrew G. McCarthy, treasurer of Sherman, Clay & Co., who devotes particular attention to the talking machine department, says the demand for Victor goods continues to increase steadily. This week the company received a request from the Los Angeles distributing station for more space, in order to provide better facilities for supplying an increasing demand for Victor products in the southern part of the State. Here the appearance of Kreisler, John McCormack, Harry Lauder, Tetzrinni and other Victor artists during February and March, has been observed by Sherman, Clay & Co., by making special features of their records, and with very good results, according to Mr. McCarthy. He says the craze for dance music continues unabated, and that Victor dealers are having difficulty in keeping their stocks complete.

GROWING POPULARITY OF EDISON LINE.

J. B. Haley, manager of the local branch of Bab- son Bros., reports business keeping up in fine shape since the first of the year. He says his greatest difficulty at present is to get enough disc records. He finds interest increasing rapidly in the Edison disc products, and has no complaints to make about cylinder business.

Returns from Honolulu.

L. V. Ridgeway, the well-known representative of Edison & Healy, stopped over in San Francisco for a few days recently upon his return from Honolulu. Many New Edison Disc Dealers.

A. R. Pommer, of the Pacific Phonograph Co., reports a very good month's business in Edison products for February. A number of new dealers have taken on the disc line, including J. T. Bow- ers & Son, here; the Hale Piano Co., in Medford, Ore.; the Silvers Piano Co., in Tacoma, Wash., and Ramaker Bros., in Seattle. Wash. J. E. Mc- Cracken, traveling representative for the San Francisco house, is still in the Northwest, assisting in getting things started at Seattle. He is now making a trip over Oregon in company with Mr. Schwab, traveling for the new Seattle firm, which will look after that territory in the future. Another traveler has been engaged by the Pacific Phonograph Co., N. W., in the person of C. E. Lyman, formerly special representative of the phonograph department of Thomas A. Edison, Inc. He is making his initial trip around Seattle.

Interesting Personal Items.

Special representative, E. V. Chandler, of Thomas A. Edison, Inc., has been calling on the trade in southern California for the last two weeks, and upon leaving here expected to cover Arizona before returning.

A. McDowell, dealer of Petaluma, Cal., was a recent visitor at local talking machine warerooms, placing orders for stock, also Mr. Logan, of the Logan Music Co., Salinas, Cal.

Peter Bacigalupi, Jr., started in several months ago to do a cash business in talking machines, and is resuming his duties in the South, after a fit of his health, which will visit in San Francisco before the appearance of several artists in this vicinity the past month, and others due in the next two weeks, has as usual stimulated the demand for their records, and these are all tried out for the benefit of those concerned with the establishment, so that when a record is mentioned everybody will know exactly what is being talked about. These meetings are of an informal nature, and open for good discussions, such as to stimulate enthusiasm all around.

AN ORIGINAL SERIES OF RECITALS.

Held in Wanamaker Concert Hall, New York, Feature the Victrola in a Prominent Way—"The Study of Music" Well Presented.

The Victrola played a prominent part last month in a "Study of Music," which was featured in the auditorium of the New York store of John Wanamaker. This interesting and original series of recitals purposed to present a chronological study of music, accompanied by interpretations of the dance in various forms. The Angelus player-piano was also presented as an important incentive to the present revival of dancing.

Elaborate program of the most interesting recitals had been prepared, and the Victrola appeared to excellent advantage as a medium for furnishing the correct music to illustrate the dances of various periods. In certain selections the Victrola and Angelus were played in conjunction, the effect being most delightful.

The "Study of Music" had been advertised extensively in the daily newspapers, and as a result, it was necessary to turn away many music-lovers who had been attracted by the originality of the concerts and the appreciation of value of hearing the Victrolas in such appropriate surroundings. So- pianos solos, violin solos and duets were also included in the daily performances, which were given the large windows of the store. In addition to the unique presentation of this "Study of Music," these concerts served to impress on the minds of the music-lovers, the true value of the Victrola as an important factor in the cultivation of musical tastes. The musical prestige of the Victrola was never more emphatically pre- cited than at this series of Wanamaker recitals, and it is interesting to note that the store's Victrola section closed a number of sales of expensive machines to visitors to the concerts who had been impressed with the character of the Victrola's performance.

The New York store of John Wanamaker has now in preparation several other original plans which will serve to still further illustrate the musical standing of the Victrola.

PHONOGRAPH HIS GREAT SOLACE.

An Affecting Story of the Late Col. Ralph B. Eads and His Admiration for the Phonograph.

Instead of the reveille to which he had long been accustomed in the army, Col. Ralph B. Eads (re- tired), of Newton, Mass., each morning had his word from the Victrola. At first he just liked to have his favorite hymns on the new device, but he was so fond of it that he started to study the effects of phonograph records, and was particularly fond of the word "with Me." Triste, the second stanza, "Fast Falls the Eventide," seemed to make it more of a sunset than a sunrise hymn; nevertheless, the Colonel wanted to hear each morning his favorite hymn on rising and was particularly fond of the last stanza. "Heaven's Morning Breaks at Last." At last it did break; the Colonel was dead, and among his effects was found a request that this favorite hymn of his should be played once more on an Edison at his funeral. His wish was complied with, and among the mourners present were several army officers who had been particular friends for these years. To an observer the scene suggested that wonderful painting entitled "The Last Mustering." No honest purpose is ever wasted and no honest desire ever remains unanswered.

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

SHERATON
Model A275, Mahogany, Inlaid Plain, $275.00

Model A80, Mahogany, $80.00

Model A200, Mahogany and Oak, $200.00

Model A300, Circassian Walnut, $300.00

Sell the Edison line because it meets every requirement, and—

because it *more than satisfies* every patron.

It isn’t enough for you to carry a line of phonographs which will satisfy any one class of people. There is no profit in handling merely expensive instruments or merely those of moderate price. There is no satisfaction in selling a phonograph which finally gets over by the force of your talking ability, and which fails to satisfy later in the home because you aren’t there to boost for it.

Thomas A. Edison, Inc.
Sell Edison Disc and Cylinder Phonographs

because each one can speak for itself better than any amount of argument. Sell them for their clear, sweet, unique tone, their broad scope of repertoire, which is as broad as the history of music.

Sell them because their mechanical excellence will never send a purchaser back to you with a kick, because in the wide range of models there is bound to be not only one, but two or three which will suit any prospective buyer.

Sell them for their musical superiority, which has been a revelation to the most exacting music critics, and because you know that no matter how well informed a person may be, he will be more than satisfied.

You owe it to yourself to give your business the benefit of the best obtainable line. That line is the Edison. Ask your jobber.

59 Lakeside Ave., Orange, N. J.
The trade in Detroit still sticks to the higher-priced machines, generally speaking. Grinnell Bros., as Victor jobbers, have had considerable call from country points, and from outlying Detroit stores, for the cheaper machines, and just as present are pretty well cleaned out of all grades below the $75 ones. The Max Strasburg Co. and the J. L. Hudson Co., on the other hand, no longer pay more than passing attention to the lower priced machines. If a patron desires one, they will obtain it for him. But primarily, they offer the large machines, and tell why they are worth the price.

Two Detroit influences which have been supposed to affect all sorts of business quite noticeably, have had no visible effect at all on the talking machine business. One of these is the unusually large number of unemployed here this winter. Very few men who have purchased talking machines have missed payments with the explanation that they were out of work. There has been no diminution in sales, such as would be certain of the problem of the unemployed had reached a vital stage. This fact tends to prove a theory now quite generally accepted that the music business in and around Detroit are men who were lured to the city by stories of Detroit's great prosperity, and especially by the story of Henry Ford's munificence in declaring a ten million dollars' dividend among his employees.

The Ford announcement is in itself the other influence. Undoubtedly the talking machine merchants are making some sales directly because of the Ford influence. There is no flood of such business, but the influx is not noticeable. No since the summer of 1911, almost three years ago, has there been a dull spell in the talking machine business in Detroit. The constant increase has been so steady and big that it has come to be accepted as the normal condition. So even a big swelling of sales through Ford channels would be regarded as nothing out of the ordinary. At the same time, it is realized by all the dealers that the Ford employees are not being put on the advanced scale payroll without investigation as to their habits and domestic policies. Ford's agents let it be known to the employees that thrift means either a savings bank account or an investment in real estate. This naturally militates against the purchase of talking machines by the employees until they have nest eggs saved up.

The Max Strasburg Co. has just completed a rearrangement of record racks by which room for ten thousand additional records has been provided. This company now carries in stock about thirty thousand records, constantly. The company will establish a motor car delivery of its own within a few days.

The company has been trying, ever since it took on the Columbus line more than a year ago, to obtain more space adjoining its store, but has been unable to do so. It has been decided to take basement space, in lieu thereof, and a contractor is now figuring on how to make an underground palace of the downstairs floor turned over to him. About five more demonstrating rooms will be built.

The original store has been redecorated and the demonstrating rooms fixed up with beamed ceilings.

Olive Jones, credit man of the Victor Co., was a visitor in Detroit the week of March 1.

**NEW UNION REPRODUCERS**

Made by the Union Specialty & Plating Co. in Great Demand—Plays Edison Records on Victor and Columbia Machines.

(Courtesy of The Talking Machine World.)

**The DITSON Pledge**

Is to see that our clientele has a better service than ever—setting a new standard in Victor jobbing deliveries. The demands of alert Victor dealers—the kind that grow—are many and varied, and we furnish the "first-aid" in every instance.

We believe this year's Victor business will be of tremendous proportions, and it will pay you to have

**The Fastest Victor Service**

which is a requisite in this hustling age. We possess the largest stocks, the best organization and most up-to-date equipment in the Eastern half of the country.

This covers Victor machines, records and supplies of every kind, not to mention cabinets, needles and trade-marked accessories.

Will you let us tell you more about Ditson co-operation? A postal gets this information!
The "Leader" at $75 has quality—quality of appearance, quality of workmanship, quality of tone. That is enough to ensure a market for this Columbia instrument.

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

COLUMBIA GRAPHOPHONE COMPANY
Woolworth Building, New York

NEW DEALERS IN INDIANAPOLIS.


(Special to The Talking Machine World.)

INDIANAPOLIS, Ind., March 6.—Plans are being made by the Kipp-Link Phonograph Co., 340 Massachusetts avenue, jobbers for the Edison machines, to place Edison departments in three or four of the large music houses and department stores of Indianapolis. Up to this time the Edison machine could be only obtained at the Kipp-Link store but that is to be changed.

The demand for the new Edison disc machine is growing every day, and with the opening of branch departments in the downtown stores it is expected that all of the public will become better acquainted with Edison's latest masterpiece. Business with the Kipp-Link Co. is rushing.

Walter E. Kipp, of the Kipp-Link Co., in a talk with the representative of The World, asserted that the growth of the talking machine business to him was simply wonderful. While the talking machine is regarded as a luxury by many, said Mr. Kipp, still it becomes a necessity in the relief that it affords the workers of the city and the country.

We refer to another music house handling the Victor talking machine—the E. L. Lennox Piano Co., 311 North Pennsylvania street. This makes the seventh spot in Indianapolis where Victor talking machines and records can be had. Notwithstanding the number of places where the Victor machine is on sale, all are doing as much business as they can look after, that is, as much business as they can take care of with the limited number of machines and records. All are crying for more, more, more!

W. S. Barringer, of the Stewart Talking Machine Co., was scratching his head gazing ruefully at an order before him when the writer called on him. He pointed to a short order for twenty-five records. One half the records were out.

"That's the way it goes," declared Barringer, "we wish we had a continuous supply. The demand is greater than the manufacture can afford.

The very best of attention and service can be relied on.

NEW QUARTERS IN WINNIPEG.

Winnipeg Piano Co. Holds Formal Opening of New Building in That Live Canadian City—Handsome Grafonola Department a Feature.

(Special to The Talking Machine World.)

WINNIPEG, Canada, March 7.—Interest in matters musical cannot be said to be on the wane in Winnipeg, where the enormous crowds that attended the formal opening of the Winnipeg Piano Co.'s new piano and music store.

The orchestra, vocal quartet, and soloists assisting had a very large and appreciative audience, and many flattering remarks greeted their efforts.

Numbers of old friends were in evidence, congratulating the two proprietors, John Smith and A. E. Grasby, on having been able at last to make the change of stores so long desired, which all goes to prove that business conducted in a businesslike way, is bound to succeed, especially in a country of such promise and opportunity as Western Canada.

Starring in their old store in Manitoba Hall over ten years ago, with only one line of pianos, this house has certainly made great strides, as is evidenced by their new quarters, and their many lines of high grade pianos, including the following exclusive agencies: Angelus, Autopiano, Bechstein, Bell, Chickering, Gerhard Heintzman, Gourlay, Haines Bros., Sherlock Manning, Smith & Barnes, and the Columbia line of talking machines.

For several years since their business outgrew the capacity of their old store, the Winnipeg Piano Co. has in vain tried to secure suitable quarters, but when the Canada Furniture Co. moved from its big store at the corner of Hargrave street and Portage avenue, the Winnipeg Piano Co. was not slow to take advantage of this, the finest store in the city without exception. The interior of the store is very attractively laid out, a large mezzanine floor having been built at the rear to afford several beautiful Grafonola parlors above and piano parlors beneath, so as to avoid the necessity of taking patrons into the basement.

The Winnipeg Piano Co. is well known as the largest Columbia retailer in Canada and now that it has seven Grafonola parlors instead of three only, under the management of Joseph Tees, it will no doubt give a better account of itself than ever before.

Separate departments are provided for pianos and a large player roll library.

The smaller musical instruments and sheet music departments are in the capable hands of Mr. McLaskey, and it is probably unnecessary to add that the very best of attention and service can be relied on.

VICTROLA WIRELESS RECITAL.

A Novel Entertainment Prepared for the Patrons of the Famous & Barr Store in St. Louis Caused Much Favorable Comment.

The Famous & Barr Co., St. Louis, Mo., provided a novel entertainment recently for its patrons in the nature of a Victrola wireless recital. The wireless Victrola was created by combining the wireless telephone and the Victrola. Music was transmitted from the Victrola department on the sixth floor to the women's rest rooms on the fifth floor. The latest Victor records were played to the delight of the listeners. It is intended to continue the demonstration. The receivers in the rest room are attached to the chairs and davenport, and the music being played on the floor above is plainly heard. The receivers are small and simple and can be concealed on parts of furniture.

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
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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.

NEW YORK, MARCH 15, 1914

Our attention has been drawn to a recent article appearing in the columns of a daily paper published in southern Illinois, in which a prophecy is made of the triumph of the talking machine over the piano as the instrument of the home.

This is simply another case of the uninformed going off at half cock—just another of the many absurd statements which are made in the columns of the daily papers concerning special industries of which the writers are in total ignorance.

Such a prophecy is absurd, and the writer probably has not even a superficial knowledge of the fundamentals of either of the industries to which he referred in a prophetic manner.

The growth of the talking machine industry in this country has been one of the most remarkable developments which has occurred in any trade, and it is probably natural to suppose that a lot of writers and business men will be free to make all kinds of predictions regarding its future.

If a piano merchant finds business dull and he finds his more enterprising neighbor is doing business, who, by the way, may handle talking machines, he attributes the slowness of trade with him to the talking machine, and when a newspaper man drops in he is liable to say that the talking machine is cutting out pianos, and so, perhaps, the writers are not wholly to blame when they make ridiculous prophecies concerning the future of musical instruments.

The talking machine has become, within a very brief time, such a great factor in the musical life of the nation that many people are apt to make most ridiculous comments regarding its future without taking the time to investigate just what effect it may have upon the sale of other musical instruments.

We recall the time when some of the old piano manufacturers figured that long before 1900 the entire population of America would have been supplied with pianos and all of the factories would be put out of business by reason of lack of demand for instruments.

That was the limited vision with which many men contemplated the piano horizon years ago.

What is the result?

More pianos are being made and distributed than ever before, and it is reasonable to suppose that a population of 100,000,000 has an absorbing piano capacity of 300,000 pianos annually.

Now, let us take up the question as to the serious invasion of the talking machine upon the piano field, and how much it has reduced the demand for pianos.

Of course, there are instances where people of limited income dealate seriously as to whether they will purchase a piano or a talking machine.

It is admitted that the talking machine has many features of attractiveness. It supplies a variety of music which no other creation of human brain and hand can supply, but still it creates a demand for something more. It awakens a true musical spirit, and every talking machine which is sold is simply carrying on educational work for a greater demand for music, just the same as pianos wherever placed are adding their share to the musical love of our people.

Does anyone for a moment suppose that the talking machine business could have reached the position which it has achieved within such a brief time were it not for the educational work carried on through the mediumship of the piano in former years? The demand for music has been stimulated by the sales of all musical instruments.

We are inclined to the belief that the piano market would be lessened if the talking machine were removed entirely from our modern life.

Why?

Simply because there would be a lessened desire for music, and piano manufacturers and piano merchants would have to work just so much the harder to instill the love of music into their clientele.

The facts are that piano and talking machines are both powerful developers in stimulating a love for music in the home circle, and when a customer shows an uncertainty as to which instrument he will purchase it is simply an incident in our business life.

A good many piano merchants find that customers from time to time make inquiries in their stores for talking machines, expecting to find them therein. The inquiry is natural, because it is logical to associate the talking machine as a musical instrument with houses which deal in all kinds of musical accessories.

There are more people who look in a music store for talking machines than in exclusive talking machine stores; but so far as the talking machine itself curtails the sale of pianos by acting as a deterrent force is too absurd to seriously contemplate for a moment.

The statement, too, has been made that the sale of talking machines has decreased the sale of what we colorfully term small goods. In other words, musical instruments of lesser value than pianos, and yet inquiry at the great music trade emporiums in the principal cities brings forth the information that the stores which are thoroughly progressive are selling more banjos, mandolins, guitars, accordions, etc., than before for years.

To our minds, this increased demand for musical instruments has come largely through the influence of the talking machine in cultivating a love for music in many ways.

To illustrate: a person who owns a talking machine puts on fine banjo, violin or mandolin records. The audience listens to them with pleasure, and as a result of this kind of educational work some of the listeners will visit nearby stores and make purchases of instruments so that they can themselves learn to play upon them. Here is where the great educational power of the talking machine comes in. It places the finest music of the world within reach of all.

The world's greatest singers and instrumentalists are, through the agency of the talking machine, brought directly into the home circle.

If we had a great catalog of world renowned piano solos and selections it would increase the sales and interest in that instrument just as the vocal talking machine records have given hundreds of students to music teachers, who have personally admitted that their pupils have been encouraged to take up the higher study of music simply by the talking machine arousing ambitious instincts within them.

The men who claim that the talking machine is seriously affecting the piano business have not carefully studied the fundamentals, because the demand for pianos is steadily increasing, and with the growing advent of the player-piano a new factor has been introduced which will still further make for healthy progress.

Again, there is another point which is well to make in this
connection, and that is that the talking machine has proven a splendid aid to piano merchants everywhere, because it has enabled them to make quick and easy profits. It has helped them to tide over trying financial conditions and has been the means of drawing customers to their stores who would not have purchased pianos, and it has helped them out very materially in the financial showing of their business.

After all, perhaps, the criticism that the talking machine has interfered with the piano business is quite natural when we consider that the talking machine as a selling force has broken all records.

It has come within a few years and is to-day conceded to be a powerful factor in the musical life of the nation; but its stimulating musical features, however, are not wholly understood or appreciated by those who thoughtlessly criticize.

The talking machine is helpful in many ways to the musical business, and piano merchants as a whole are not slow in giving to the talking machine fair credit for the success of their business. There are, of course, some few who allege that it has curtailed piano sales, but these are the ones who are uninformed and who usually lack ability to successfully conduct their own enterprises.

THERE is no trade or business that is completely lacking in sentiment, whether it be the making of carpet tacks or the manipulation of stocks. The man who is engaged in trade sees something before him besides the mere making of so much more money, especially if he has sons to whom he desires to leave a business that is sound in every particular. The matter of tradition in business is recognized as a valuable asset by thousands of business houses who boast of the fact that the business has been handed down from generation to generation, and has always been in the family. And yet, with all the value of the family name, there is something in being the pioneer, the man who entered into a new field, conquered and built up something to leave to posterity.

A prominent talking machine dealer, in discussing trade questions, the other day remarked that he had just taken his son into the business with him, and stated it as his belief that the talking machine business was the only one of its extent and stability in the country wherein immense jobbing and retailing houses had been built and yet had not marked the passing of a single generation. The head of practically every talking machine business houses who boast of the fact that the business has been handed down from generation to generation, and has always been in the family. And yet, with all the value of the family name, there is something in being the pioneer, the man who entered into a new field, conquered and built up something to leave to posterity.

The next generation may see the trade rise to its uppermost pinnacle of importance or may see it dwindle, but in meeting the conditions as they come to light they will have the advantage of the experience of those who were in the business before them, an advantage that the talking machine man of to-day didn't enjoy.

Speaking of credits in commerce, Charles D. Joyce, of Philadelphia, recently made some remarks of interest and exceeding pertinence when he said: "No risk should be accepted, no project should be furthered without investigating the character, capability and capital back of that risk or that project. When all three of these essentials are satisfactory, aid should be liberally extended. But if a man has the two greatest assets of character and capability, of capital he may have little or none, credit supplies its place. Money seeks labor, and all it asks is that the laborer shall double the talents furnished him. He dares not be slothful or afraid, his all depends upon his integrity, his diligence and his originality. Thinking after other men never puts him first. The trader, like the poet, must have a vast imagination, he must see into the future, must have his ideal, must have faith in its realization, and then work for it without ceasing.

"The captains of industry to-day are the men who, a quarter of a century ago, read between the lines and saw the possibilities of the future, and then took advantage of those possibilities.

"The practical man 'prone to value none but paying facts' has been a blessing to civilization and to Christianity. Not only has commerce charted the sea and opened up the wilderness, but it has through the successful prosecution of its own work also exercised a civilizing and uplifting influence."

The newly enacted currency statute will not let down the bars so far as credits are concerned, as many people have stated, and some very pertinent remarks of interest to the trade were made recently on the subject by W. C. Cornell, an authority, who said: "The class of paper available for rediscount at the Federal reserve banks must be of liquid character. The maturity of ninety days does not, of course, mean that only paper made for that length of time can be used, no matter for how long originally drawn. The tendency among banks, in order to be equipped with plenty of available paper, will be to encourage their customers to avoid renewals. Loans which are not liquid, even though well secured, will not be looked upon with as much favor. All this will, of course, tend to make the banking assets of the country sounder.

But if a man has the two greatest assets of character and capability and capital back of that risk or that project. When all three of these essentials are satisfactory, aid should be liberally extended. But if a man has the two greatest assets of character and capability, of capital he may have little or none, credit supplies its place. Money seeks labor, and all it asks is that the laborer shall double the talents furnished him. He dares not be slothful or afraid, his all depends upon his integrity, his diligence and his originality. Thinking after other men never puts him first. The trader, like the poet, must have a vast imagination, he must see into the future, must have his ideal, must have faith in its realization, and then work for it without ceasing.

"The captains of industry to-day are the men who, a quarter of a century ago, read between the lines and saw the possibilities of the future, and then took advantage of those possibilities."
INTEREST CLAUSE IN INSTALMENT LEASES UPHeld

By Appellate Division of New York Supreme Court in Case Fought to Finish by Pease Piano Co.—Ruling of Lower Court Reversed—Decision of Importance to Talking Machine Dealers Throughout State Who Charge Interest on Instalment Accounts.

The talking machine trade as a whole will view with gratification a recent decision handed down by the Appellate Division of the State of New York in favor of the Pease Piano Co., of New York, in connection with a case that had been decided against them in the lower courts. The Pease Piano Co. also handles Victor and Columbia talking machines.

The Pease Piano Co. had asked for judgment in the Municipal Court against Mrs. Miriam Fiske for an unpaid balance of $34 on a piano that was sold under a conditional sale for $325, together with interest as provided for in the sales agreement, amounting to $38. Mrs. Fiske was willing to pay the $34, but refused to pay the interest charge, claiming that the company's contract was ambiguous.

Judge Murray, of this court, decided in her favor regarding the interest clause, assessing the Pease Piano Co. with the costs of the action, directing that Mrs. Fiske pay only $34, and not the amount charged for interest.

Deeming the point of issue an important one, the Pease Piano Co. immediately appealed and as a result received a unanimous decision in its favor. Judge Lehman, of the Appellate Division, wrote the decision, which vitally interests all members of the trade, as the most successful talking machine dealers are fast realizing that an interest clause should be inserted in every instalment sale, in order to protect their own interests.

Judge Lehman's opinion follows:

"The plaintiff delivered to the defendant a piano under a written agreement upon a printed form which provides that the plaintiff leases to the defendant a piano for a period of forty-five weeks at a rental of $10 for the first month, and $7 for each succeeding month. The contract contains also the following clause:

"And said company hereby agrees with Mrs. Miriam Fiske that if she shall pay said company the sum of $325 with interest at 6 per cent, per annum on all unpaid balances, said company will sell said piano to Mrs. Miriam Fiske for that sum and give a bill of sale thereof and credit upon said price all moneys which have been received from said Mrs. Miriam Fiske as rent of said piano.

"It appears plainly, both from the contract and the parol testimony, that the contract was intended as a contract of conditional sale upon instalments, and the plaintiff now brings its action to foreclose its lien for the unpaid balance.

"The defendant has paid the sum of $311, and the sole dispute between the parties is whether absolute title was to be pass upon payment of the additional $14, or whether the plaintiff is entitled to this sum plus interest.

"The rights of the parties must be derived from the written instrument, and even the oral testimony admitted without objection must be disregarded if it is in conflict with the plain terms of the written contract.

"The contract clearly provides that the title to the piano was to pass only upon payment of the sum of $325 with interest at 6 per cent, per annum on all unpaid balances, and the words italicized by me are printed in black capitals across the page. The payment of 6 per cent. on all unpaid balances is part of the purchase price of the piano, and the only question of construction is as to the meaning of the words 'all unpaid balances.'

"The contract provides that the payment of $10 and $7 per month shall be the rent of the piano, but shall be credited upon the purchase price if defendant shall purchase the piano. Since the purchase price is $325, the balance remaining unpaid at any time is that sum as diminished from time to time by the so-called rental payments, and the defendant can obtain full title to the piano only upon the payment of interest on these unpaid balances of the purchase price.

"Judgment in favor of the defendant should, therefore, be reversed with costs, and judgment ordered for the plaintiff foreclosing its lien of $14 with interest at 6 per cent. upon all unpaid balances."

Francis C. Brown, 70 William street, New York, presented the case for the Pease Piano Co.

DANCING CRAZE REACHES SPOKANE.

(Special to The Talking Machine World.)

SPOKANE, WASH., March 6.—The dance craze found its way into the Northwest about three months ago. The Columbia Co. has been doing splendid advertising on dance music and Willis S. Storms, manager of the local store has been backing it up with lots of good live copy in the local papers.

"The result has been positively phenomenal," said Mr. Storms. "In our entire history we never have done the record business that we are doing to-day. Everybody is dancing. The Columbia Co.'s store seems to be one of the central meeting places of everyone who is interested in dancing. Last Saturday evening we were visited by one of the 'shining lights' of the Methodist Church. There was the music to be heard on every hand and it proved to be so contagious that when he left our store he had six tangos under his arm and we had his money in the cash drawer. Our dealers are also realizing the splendid profit that can be had from the sale of dance records, and they are certainly taxing us to our utmost capacity to keep them supplied."

THE SIX BEST SELLING RECORDS.

A rather pertinent suggestion was made recently by the well-known magazine, System, in discussing the selling of talking machine records when it said: "I would announce—as the bookstores do—the six best-selling records for the month. Many patrons cannot visit the free concerts of latest records, so they ask, 'What do people say about this selection?' I would include with every record sold a post card upon which the customer was asked to write his opinion of the piece. I would publish from time to time a summary of these opinions. They would make new advertisements, or would form an interesting window exhibit."
HARGER & BLYSH SUPPLY GRAND OPERA IN DES MOINES.

Take Up Dates Left Vacant Through the Dissolution of the Canadian Grand Opera Company by Supplying Those Musically Inclined with Edison Phonographs and Records in Their Homes—Some Striking Advertising That Has Won High Praise.

(Special to The Talking Machine World.)

Des Moines, Ia., March 7—Harger & Blish, the prominent Edison distributors of this city, wide-awake to every opportunity which helps to feature the Edison in a dignified and effective manner, have been adding to their fame as novel advertisers.

The Canadian Grand Opera Co., which disbanded in Denver, Col., and which was scheduled to give performances for three days in Des Moines, and for which there was an enormous ticket sale, manner in which Harger & Blish are bringing it to the attention of the public of this city, as well as in Dubuque and Sioux City, where they also conduct establishments.

The "blow up" of the Canadian Grand Opera Co. gave the firm a splendid opportunity, for no other event was so much talked of for years, the subject being discussed in the news and editorial columns, as well as in the cartoons in the local papers, showing how the appetite of the musical people of Des Moines had been whetted for grand opera, but Harger & Blish relieved the disappointment by notifying them that their wants could be supplied very effectively by means of the Edison disc phonograph.

The pertinence of the advertisement to the situation aroused tremendous comment, and added an increase to the public interest in the Canadian Grand Opera Co. It was timely advertisement that caused a veritable sensation in Des Moines.

The climax, of course, was the advertisement reproduced above, being conceived and published in the Register and Leader, two of our leading papers. It occupied a half page.

The pertinence of the advertisement to the situation aroused tremendous comment, and added another laurel to the rapidly increasing fame of Harger & Blish, as up-to-date advertisers.

Indeed, it would be impossible to conceive of any better means of concentrating attention on the new Edison disc phonograph than the progressive way by side with the preliminary advertisements of the National Grand Opera Co., Harger & Blish also carried advertisements emphasizing the merits of the Edison in a forceful way. The climax, of course, was the advertisement referred to above, which shows that the members of this company are alert to every development.

A launch in the Opera's Career

When Verdi was putting the last touches to "I Trovatore," he was visited in his study by a privileged friend. The friend was one of the ablest living musicians and critics. He was permitted to look at the score and run over the "aïvîl chorus" on the piano forte. "What do you think of that?" asked the master. "Trash!" said the connoisseur. Verdi rubbed his hands and chuckled, "Now, look at this and this," he said. "Rubbish!" said the other, rolling a cigarette. The composer rose and embraced him with a burst of joy. "What do you mean?" asked the critic. "My dear friend," cried Verdi, "I have been making a popular opera. In it I resolved to please everybody except the parrots, the great judges, the classicists, like you. Had I pleased you I should have pleased no one else. What you say assures me of success. In three months 'I Trovatore' will be sung all over Italy."

VITAL FORCE THAT MAKES SUCCESS.

Some Remarkable Advertising by Curtis Publishing Co. in Public Ledger, Philadelphia, Cites Development of Victor Co. as Example of What Can Be Accomplished by Meritorious Products and Persistent Advertising.

Under the heading of "When these men can't afford to stop, can you afford not to begin?" the Public Ledger of Philadelphia, Pa., recently published a most interesting tribute to the surprising and remarkable growth of the Victor Talking Machine Co. In addition to presenting a forceful array of facts, this advertisement, which was inserted by the Curtis Publishing Co., owners of the Public Ledger, showed at the top of the page the small one-story building that marked the humble start of the Victor Co., as contrasted with a bird's eye view of the present immense plant occupied by the Victor Talking Machine Co.

As illustrated of the advertising policies of the Victor Co., this page, which reads as follows, is well worth perusal:

"In Philadelphia there are ten or a dozen manufacturers to whom, every time they pick up a newspaper or magazine, the advertisement placed there by a fellow manufacturer just across the river ought to be a flaming rebuke. Some of those men will recognize, at the top of this page, the birthplace of the Victor Talking Machine Co.

"All of them will identify the picture below of what it has become—chiefly through wise employment of the power of advertising. "The little sign over the door of Mr. Johnson's machine shop was his first advertising. "To this shop, in 1894, was brought for his help one of the early experimental models of talking machine. It sounded, he says, "like a partially educated parrot with a sore throat and a cold in the head."

"Genius—or inspiration—sensed the possibilities latent in that crude device. "Infinite perseverance slowly shaped it into a delicate musical instrument. "But it was only a bold, unflinching faith that first took the lion's share of the capital of the little company and turned it into advertising. "Faith in the product. "Faith in human nature. "That faith, justified, has never been lessened. "During the financial score of 1907, when curtailment was the accepted program elsewhere, the executive board of the Victor company, without one dissenting voice, added $207,000 to the year's advertising appropriation. "They went through the panic and into 1908 facing a demand far in excess of factory capacity. "In 1913 this company again made its heaviest investment in advertising and again had the biggest year in its history. In October alone its sales were $1,260,000 greater than the preceding October. "They say 'Our success has been built by advertising. Next to manufacture, it is our chief consideration. We can't afford to stop.'"
THREE NEW EDISON ARTISTS

Make Their Debut in May List of Blue Amberol Records—These Include Albert Quesnel, Tenor; Merle Tillotson, Contralto; and J. E. Walbank, Tenor—Possess Charming Voices.

Albert Quesnel, who has sung with the Opera Comique, Paris, and the leading orchestra organizations of Paris, London and New York, such as the Column, Lamoisreux, Wood, Bridge, Danroche and others, with great success, heads three artists who will make their debut in the May list of Blue Amberol records issued by Thos. A. Edison, Inc. Mr. Quesnel is a tenor of authority and distinction and his singing of Jules Gratier's "Hosanna" and Adolphe Adam's "Cantique de Noel" in French is an admirable recording of two great numbers. Mr. Quesnel's voice is of splendid range, volume and brilliancy which he uses like the trained artist he is. His records will be welcomed by users of Edison phonographs, for his fine artistry has won compliments from the critics of the leading papers in this country (where he has spent the greater part of his life, although born in France) as well as those of Europe.

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The second newcomer in the Edison May list is Merle Tillotson (Mrs. B. Alcock), who possesses a contralto voice of exceptional quality for recording purposes. Her singing of Sir Arthur Sullivan's classic, "Let Me Dream Again," is a delight, particularly for its clear, finished enunciation, a trait unfortunately too uncommon among our singers. This record will find a host of admirers as will the artist who made it.

ARTISTIC VICTOR DEPARTMENT

Feature of New Lord & Taylor Store Which Was Opened Late Last Month in New York—New Quarters Are Handsomely Fitted Up:

With the opening of the new Lord & Taylor store, on February 24, one of the most artistic Victor departments in the local trade was added to the imposing list of Victor dealers in this territory. Although Lord & Taylor had maintained a Victor department at its old store for some time prior to its removal to Thirty-eighth street and Fifth avenue, that department in no sense compared with the beautiful show rooms that now form a substantial part of the Lord & Taylor "Music Rooms" on the seventh floor of its new building. This Victor department is under the direction of the Musical Instrument Sales Co., the Lord & Taylor store being a member of the Clillin chain of stores. Five large display rooms presenting all the popular types of Victor and Victrola are devoted to the exclusive demonstration of machines, while five tastefully furnished smaller rooms are used only for the demonstration of Victor records. C. R. Wagner is head of this new department, and, assisted by an unusually capable sales staff, is already making sales records that would be gratifying as an excellent holiday business, instead of a spring trade.

LUMBER DEALERS ENJOY VICTOR.

(Milwaukee, Wis., March 5.—One of the leading features of the program offered at the annual convention of the Wisconsin Retail Lumber Dealers' Association, held at the Hotel Wisconsin, in Milwaukee, February 17 to 19, was a demonstration of a Victrola, from the attractive retail shop of Miss Gertrude F. Gannon. The lumber dealers were favorably impressed and it is pretty safe to say that many a Victor will be sold.

THE TALKING MACHINE WORLD.
Your customers are rapidly learning this— that all Columbia Records play on Victor Talking Machines just as Columbia instruments play all Victor records.

"A Concert in the Home." is honest. Honesty has many loopholes through which a business man may shoot poisoned arrows at his customers supposedly to his own betterment. He may achieve a small measure of success through this lawful dishonesty, if I may speak paradoxically, but he is sure to meet his Waterloo at last. His more fortunate fellow dealer, however, who takes sincerity for his motto, talks calmly onward toward wealth and happiness.

I am not sure that I am making myself clear. What I mean to convey is this: Do not delve between the morocco covers of Blackstone to ascertain how far you can go toward skimming your customers and still remain an honest man. You will undoubtedly find innumerable recipes, but disregard them. Be sincere and you will not need to follow a crooked road to the land of promise.

A short while ago I happened to be walking on Bedford avenue, Brooklyn. Arriving at No. 1291, I found myself gazing in at the attractive window display of a talker shop. An artistically lettered card invited me within to hear "The new Edison Disc, the most wonderful Musical Instrument." I also discovered through the medium of the exhibit in the window that the Victor and Edison cylinder lines were also handled by this firm. As I had never made a careful comparison of the rival machines, face to face, I took advantage of the opportunity so agreeably presented and walked in.

A young fellow of good address came forward and cheerfully inquired my business. I told him I had accepted the invitation in the window to hear the new Edison, and that I would like to go further, if agreeable to him, and compare it with the Victor.

At the outset I wish it understood that I did not enter this store as a prospective purchaser; in fact, I made it plain that I was a mere investigator. Notwithstanding this fact, I was treated with the utmost courtesy during my stay, which must have filled at least an hour of time. I was made to feel thoroughly at home; was entertained by hearing the same selection by the same artist on all three machines, which, of course, is the only true test, and, during the entire competitive concert in the superiority of one make of instrument over another was not discussed by my host.

By the way, I want you to know him. "Mr. Greenglick, gentleman," a sales expert well worthy of your acquaintance. I asked Mr. Greenglick why he did not eulogize one machine above another. "You have an individual preference, no doubt," I suggested.

"I do not consider it good business to do so," he answered. "You see, we handle all three machines, and if I should form an opinion as to which was the best, that same opinion might crop out at an inopportune moment, and, perhaps, spoil a sale or cause an old customer to become dissatisfied with his outfit, which is just as bad. I endeavor at all times to be absolutely sincere, which is my case. So far as the different makes of machines is concerned, signifies neutrality; I really have no choice. After demonstrating each instrument thoroughly, I leave the choice to the purchaser. And, I continued Mr. Greenglick, after he had returned from an errand of salesmanship, "I really consider sincerity the keynote of success in the talking machine trade."

"Our customers are decidedly enthusiastic about the treatment they receive at our hands, and it is due largely to the fact that we never lie to them. We do not promise records before we can deliver them, and we do not claim anything of our wares beyond their capacity to make good. We are busy and prosperous and our business is moving in the right direction."

"And you attribute all this to sincerity?" I asked to make sure.

"Absolutely, yes!" came Mr. Greenglick's answer, given most emphatically.

The above, Mr. Dealer, is a true example of what sincerity is doing for one very much alive talker man. Is it doing as much for you? Very often the dealer himself may be sincere to a fault, careful in every possible way, so far as he is concerned individually, to act squarely and above-board with his patrons; but through the insincerity of, perhaps, just one of his employes, have his establishment acquire an unsavory reputation. There is nothing, believe me, that will injure a business more quickly than false pretense. If a customer is trifled with in this regard a few times he loses confidence and hies himself to another store. Like the proverbial Steve Brody, he takes a chance. Rather than remain and suffer from dishonest business methods, he moves on. Can you blame him?

Did you ever visit a talker shop where sincerity is practiced in order that you might ascertain the state of mind of the patrons? I have done so, and the result proved a revelation to me. They invariably enjoyed themselves thoroughly, and their countenances were free from that hint of doubt which is wont to cloud the faces of those who frequent some talking machine emporiums. These people knew that they were being treated right, and they were happy in consequence. Their selection of records was left, in a large degree, to the folks of the salesman, and this procedure showed good judgment on their part. Through his close association with the different kinds of music he could take their orders and cater to their tastes to the best advantage. A sincere salesman catalogues not only his customers' names but their tastes as well, and when they call upon him he is in a position to give them what they want, very often, without playing a single selection. Imagine the satisfaction and pleasure to be derived from a concert in the home where the listener is assured beforehand that the records are free from flaws and the repertoire an artistic triumphant throughout.

I think it might be well, Mr. Talker Man, to give this matter of sincerity in trade your very careful consideration. There are a great many of you, I know, who already practice this fine art to the full, but to those who have thoughtlessly neglected to give it quite all the attention it deserves I would say, in closing, that if you will make up your minds to conduct your business along strictly sincere lines, and have your employes co-operate with you in the good work, your popularity among the folks who buy from you will increase by leaps and bounds.

The year is young yet. There is still ample time for the carrying out of good resolutions. Inscribe a card with the axiom "Be Sincere." Place it conspicuous on your desk where your eyes will encounter it often. It may help you out of many a difficulty.
THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

BOSTON, MASS., March 9.—With the extension of Avery street from Washington street to Tremont street, the one concern above others that will benefit by the new thoroughfare, is the Columbia Graphophone Co., for while the extension will take off a few feet from the side of the establishment, there will be a large gain through the splendid windows which the store will have for a distance of eighty-four feet, which is practically the depth of the store. This will give the Columbia unusual opportunities for the display of its machines and records, and it will keep Manager Eisman busy devising attractive window displays, something for which this store long has been more or less conspicuous. The city has not begun the work as yet, but will in a few weeks, and once it is under way there will not be any time lost in getting the job completed, and then the Columbia should blossom forth in its new glory late in the spring. Business with the Columbia has been of surprisingly large proportions; and so large a type of stock is necessarily kept on hand that storehouse quarters have been taken on the third floor of the building at the corner of Chauncey and Essex streets, where 4,000 square feet of space are kept filled with equipment.

F. T. White with Harvey Co.
The C. C. Harvey Co., of 144 Boylston street, which has been the specially forced Victrola department, has started upon a new era, and it has appointed as the manager of this department, Francis T. White, formerly of the Henry F. Miller Co. Mr. White is familiar with the talking machine business and possesses many friends in the business. The department will always contain a complete stock of Victrolas and records, and Mr. White will pay especial attention to sending records on approval. This department of the Harvey Co., is comfortably fitted up and quite attractive.

Gilchrist Co. Takes on Columbia Line.
The Gilchrist Co.’s large store, which lately has come under new management, has become convinced of the value of a talking machine department, has installed Columbia quarters on the fifth floor, where 2,000 square feet of space are given over to Columbia equipment. There are three sound-proof rooms and from the start the department has been popular, and on the first day 159 different sales were made. The department is in charge of James C. Mason, brother of Norman Mason, the indefatigable representative of the Columbia Co.

More Room for Talking Machines.
Two new rooms have been added to the suite occupied by George Lincoln Parish, of the Colonial Building, for his talking machine business, and although in use only a fortnight, they have already proved their usefulness, for Mr. Parker’s business has been quite large in the past fortnight, and is growing fast. The manager of this department is John H. Allen, a man of courtesy and ability. He lately has added to his staff Joseph Carlson, who is taking hold of the business most intelligently. Through a re-arrangement of some of the other rooms occupied by Mr. Parker, better facilities are afforded for the storage of diacs, many new racks having been installed. These quarters, where one may find a large array of Victor, Edison and Columbia outfits, are among the best-equipped of any in the city.

How Gaby Deslys Was Entertained.
The daring storm which New York experienced the end of February, played its part at the Tremont street quarters of the Columbia Graphophone Co., for as Gaby Deslys could not play her engagement at the Shubert Theatre because of the non-arrival of her wardrobe and scenery, the passers-by were apprised of the situation by means of a big bulletin board in the window. The news was changed frequently according to latest experiences of the environs of Camden, N. J., where the train bearing the paraphernalia was stalled. While she was in town, her opening performance was not without a little excitement. She had been using a $250 model, and many of the professional people of the city have become interested in this type of music almost exceeds the supply.

Speaking of the tango, the “boys” of the Eastern company have been in great demand the past fortnight as teachers of this and other of the popular dances. Harry Rosen, the famous counter-tenor, who has been using a $250 model, and many of the professional people of the city have become interested in this type of music almost exceeds the supply.

To Concentrate on Pianos.
Charles F. Atwood, of the Walker Building, has given up his Victor representation, and hereafter will devote his time entirely to his piano business, in which he has been doing quite well since removing from his other quarters in Tremont street.

Edison Demonstration in Worcester.
H. R. Skelton, traveling man for Thomas A. Edison, Inc., who makes his headquarters when in Boston at the Pardee-Ellenberger Co.’s offices, has been spending a fortnight in Worcester, where he has been giving demonstrations of the Edison disc machines at the new Hotel Bancroft. He has been using a $800 model, and many of the prominent people of the city have become interested in this type of music almost exceeds the supply.

Visitors to Eastern T. M. Co.’s Quarters.
Visitors at the Eastern Talking Machine Co.’s quarters have been W. A. Condon, of New York, and Will Oakland, the famous counter-tenor, who has been signing at Keith’s beautiful playhouse a few doors away. This singer records for the Vic-
In chatting about the Thomas attachment, notice of which appears elsewhere in this issue, Chas. P. Trundy, the inventor, said: "The special feature of it is the ball bearing 'joint,' which permits a free and flexible lateral motion without the aid of a mechanical feed. The reproducer joint is of peculiar formation, and is built to allow 'up and down' play, taking care of inequalities of recording or warping of the record. The device is made of cast brass with a five-eighth inch core. It reproduces the full tone and is giving excellent satisfaction to the trade."

EDISON DISC SHOWN IN NEW HAVEN.

(Special to The Talking Machine World.)

NEW HAVEN, Conn., March 18.—Among the demonstrations of the Edison disc machines, one in this city has been creating the greatest interest. It is being conducted by J. W. Scott, the well-known Edison traveling man and the palm room of the Hotel Taft is crowded at every recital. Among the audiences one may see many of the Yale professors and their families. One of the pleasant results of the demonstration has come in the form of a personal interview sent to the A. B. Clinton Co., 33 Church street, New Haven's oldest Edison retail dealer, from Professor B. Jepson, supervisor emeritus of music in the New Haven schools. Professor Jepson writes: "I must confess that I was never before so taken with a phonograph as when I looked around the room in rapture at the soloists. I supposed, of course, that I would find the lady in the center of a group of men gathered at the rear end of the room. I was really astonished to find that the beautiful voice emanated from a phonograph. To sum it all up, I must say that Edison's new diamond disc phonograph is the 'last word' in the rendition of vocal or instrumental music."

FIRE IN MONTPELIER.
Bushwell's Book Store Badly Damaged—Loss $10,000—Temporary Quarters Secured.

(Special to The Talking Machine World.)

MONTPELIER, Vt., March 9—Bushwell's Book Store, which suffered severely from the flood a year ago during the spring freshets, has again undergone a loss, this time by fire. A fortnight ago a fire was discovered in the building, and before it was extinguished the store was badly damaged. During the progress of the fire there was considerable playing, but it was by the hose and not by the records, hundreds of which were destroyed as well as some valuable machines. The store's loss was figured at $10,000, on which there was an insurance of $7,500. Mr. Bushwell immediately after the fire secured temporary quarters near his old location, and in the meantime the burned structure will be rebuilt and in a few months Mr. Bushwell should be installed in more beautiful and convenient quarters than before.

Skill'd Workmanship Costs More
In BAGSHAW-MADE Needles

FROM the time the steel enters our factory (made according to our exact formula), it goes through the various processes in the most efficient manner. Most of the work is done by machinery, but the pointing of the steel before it is cut off into needle lengths is done by skilled workmen.

It is this personal attention to making needle points that gives the quality touch to Bagshaw-made needles, and you can prove the value of this statement by playing Bagshaw-made needles in comparison with needles of any other make.

If you don't know Bagshaw-made needles, we'll send you a package for your personal use. Larger quantities may be obtained through your jobber.

Established 1870
Pioneer Needle Makers

W. H. BAGSHAW
Lowell, Mass.
R. NEWTON JONES' CLEVER WORK.

Takes Advantage of Visit of Arthur Friedheim, and This Famous Pianist Listens to His Own Columbia Records in Mr. Jones' Store.

One of the most enterprising dealers on the books of the Columbia Graphophone Co. is R. Newton Jones, of Oshawa, Ont., Can. Although located in a small city off the beaten tracks of large city industry, Mr. Jones has nevertheless achieved a reputation for energet and business acumen that would be a credit to a dealer in the larger cities in the United States.

As indicative of Mr. Jones' policy of up-to-date-ness, the advertising department of the Columbia Co. recently received from him the interesting photograph shown in the accompanying illustration.

In this picture Arthur Friedheim, the prominent pianist, is shown listening to one of his own records as played on a Grafonola in Mr. Jones' store, and although Mr. Friedheim made but a few hours' stay in Oshawa, Mr. Jones was successful in securing this photograph which he is using to excellent advantage in his publicity work.

HORN MACHINES STILL POPULAR

In Australasia and Demand for Hornless Types Has Had No Serious Effect on Sales—The Views of S. J. Jackson, of Sydney, N. S. W.

We have become so accustomed to talking machines of the hornless type in this country that it is interesting to note that in other countries the talking machine with the horn is still a factor of importance and decidedly popular with buyers. This is true of many countries in Europe, but more particularly it is true of Australia. S. James Jackson, of Jackson & Macdonald, Sydney, N. S. W., who rank among the largest wholesalers of talking machines in Australasia, in writing The World recently, remarked:

"Up to the present the hornless talking machine has had no serious effect on the sale of horn type machines in Australia, but this is possible because the bulk of the disc machines sold are of European manufacture, and until the litigation regarding the Holzweissig patents is definitely decided there will be some restriction in the manufacture of hornless machines."

As a consequence of the conditions in Australia there is a great demand for horns, and many inquiries are reaching The World office for the names of manufacturers who can supply our friends in the Antipodes.

Australians have long been ardent supporters of the talking machine, and few countries outside of the United States, population considered, have been larger purchasers of records and talking machines. The people are most musical and are keenly appreciative of the remarkable advances made by the manufacturers of the United States in presenting such perfected products, both in machines and records, as are turned out to-day by our manufacturers.

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.

Be convinced and send your order for RECORDS to

Louis Buehn
Philadelphia
"Tone plus tone-control" comes as near as ever you will get to a nutshell definition of what the Columbia is offering and what Columbia customers are wanting.

Columbia Graphophone Company
Woolworth Building, New York

LECTURER ATTACKS "CANNED MUSIC"

Percival Chubb's Lecture Provides Player-Piano and Talking Machine Dealers with Arguments Showing the Widespread Influence of Those Instruments—Dealers Discuss Lecture.

(Special to The Talking Machine World.)

ST. LOUIS, Mo., March 8.—Percival Chubb, formerly of New York and now lecturer of the Edison Society here, was on hand to counter the latest wranglings of the talking machine dealers and player-piano enthusiasts.

In a recent Sunday morning lecture on "The Menace of Low-Class Amusements and the New Hope Inspired by the Coming of St. Louis Pageant," he denounced player-pianos, talking machines and moving pictures.

The pianos, he might be explained, are planned as a gigantic out-of-doors show that will demand the services of 3,000 actors and will illustrate scenes in St. Louis history.

When he got back to talking machines, Mr. Chubb introduced this part of his lecture with the statement that the craftsman of a century ago was much happier than the workingman of to-day who has to make one part of a shoe, and when he loses his job cannot again work unless he finds a job running the same sort of a machine. He said: "He no longer sings at his work, as did old Hans Sachs, the cobbler poet of Nuremberg. He knows nothing of St. Crispin, his patron saint, and no longer celebrates the saint's day with his fellow journeymen in dance and song and ceremony. His domestic life is narrowed to a small dimension. He is an absentee father. Compared with that of the old-time shoemaker, his culture is almost nil. His amusements are those of patronage and of participation—bought and not self-provided; as a consequence it shows a steady tendency toward the machine-made type."

"The phonograph gives music, but it spells death to the home arts of song and instrumentation, to the family amateur performances, solos, choruses and instrumental music. The moving picture play banishes the living presence, the speaking person—""

MINNEAPOLIS AND ST. PAUL, March 9.—The extensive talking machine department of Kohler & Heinrichs has been taken over by W. J. Dyer & Bro., the Minneapolis, St. Paul and Kansas City distributing agents of Victor goods in the Northwest until their business was taken over by their creditors. In the re-organization the talking machine department was eliminated. The addition of this stock, of course, is another feather in the cap of the old house of W. J. Dyer & Bro.

Following the example of two Minneapolis competitors, one of the big department stores in St. Paul is planning to install a talking machine department. As a matter of fact, deals already are closed, but the house is not ready to make a public announcement. Both Victor and Columbia machines will be handled. It is understood that the Minneapolis and Powers stores in Minneapolis are doing very nicely with their experiment with talking machines and phonographs.

The Columbia Grafsofianos continue to increase in popularity in the Twin Cities and the Northwest, the $100 Mignonette being a tremendous seller both in Minneapolis and St. Paul. Over in St. Paul, Manager C. P. Herdman is stocking up for the grand opera season.

It happens that many of the principals are Columbia artists, notable among them being Mary Garden, Maggie Teyte, Margaret Reye, Henri Scott and Hector Dufranne. With such an array of artists in the city for more than a week, it will be strange if the record sales do not increase.

Archie Mathies, of the Talking Machine Co., is carrying on his educational recitals with both Victor and Edison machines in expectation of a successful opera season in April. Trade with this house has been uniformly good even during the dull period of February, and it is confidently expected that the coming year will show much greater results than did 1913.

"We have one big complaint" declared Laurence Lockert, head of the Minnesota Phonograph Co., "and that is that we can't get goods fast enough. Since concentrating our talking machine department solely on the Edison instruments our business has been on one of our best periods ever, and we are not sure that we can provide them with stocks."

TO ERECT MONUMENT TO EDISON.

A movement was launched at Sandusky last week with the object of having erected a monument to Thomas A. Edison, the memorial to be constructed at Milan, O., his birthplace. It is planned to dedicate the monument on Mr. Edison's seventieth birthday.
The Most Attractive Stock Record System on the Market

The Most Attractive Stock Record System on the Market

It is Practical—An Attractive Fixture—And Made in any Finish

A ragged looking record stock unnecessary. Record envelopes will soil—but they need not be visible. MOST COMPACT RECORD RACK EVER DEVISED. Each Section accommodates 1,000 records—size 6", 4" high, 14" deep at the base, and only 36" while 5,000 RECORDS IN THE 15 RUN-NING FEET shown in cut. PRICE $27.50 per section—F.O.B. New York.

DELIVERY BAGS

STOP BUYING WRAPPING PAPER AND TWINE. We have SOLD MILLIONS of these delivery bags. Each bag has a popular record list on it. Record buyers MUST READ this list—either in taking records home or unpacking the parcel.

Our Dealers who are using these wrapping envelopes endorse them most highly, and give us reports of LARGE CASH SALES made of records selected from just ONE of these envelopes. PRICE $1.00 per thousand, including imprint of Dealer's name.

STOCK SYSTEM

The record stock system, which has been installed by 90% of our larger Dealers, is something that would pay you to investigate. It is a system which makes you buy JUST WHAT YOU NEED—and in making you know your record stock better, gives you a GREATER SELLING CAPACITY.

Write us for the system that will DECREASE YOUR INVESTMENT IN SLOW SELLING RECORDS—and PUT THAT MONEY IN YOUR CASH DRAWER.

NEW YORK TALKING MACHINE COMPANY

81 Chambers Street, New York City
More complete stocks available in Philadelphia


(Special to The Talking Machine World.)

Philadelphia, Pa., March 10.—The Philadelphia trade during the months of February was most satisfying, and in every case the dealers report a considerable increase over last year, some of them having almost doubled business of a year ago in spite of the very bad weather that prevailed during the end of the month.

About the only change in the situation during the month was the taking on, by several of our most substantial firms, of the Edison disc phonograph. Ramsdell & Son were the first of the piano houses to the part in which, as the result of a long series of orders by the public, they have built no booths for its display, they have rearranged the warerooms in such a way that they can handle a full line of the Edison as well as a complete library. Already they report a most satisfactory sale of these instruments.

The Cunningham Piano Co. has entered into the business on a large scale. It has given out to several of its one side of its floor wareroom, and has built several very attractive booths, and is advertising the Edison in many different ways, notably with an attractive effect. The Philadelphia Cigarette Co. never does anything in a half way, and it will give the Edison a representation which will be bound to bring it success. It has added Mrs. Ramsdell & Son to Mrs. May was formerly in charge of the Edison store on South Twelfth street, and is an enthusiastic Edisomite, and well capable of looking after the Cunningham department.

These are the only two firms who thus far have gotten in a stock of Edison, but there will be a large number who will follow. N. Stetson & Co. will handle the Edison, but they have not yet made the necessary preparations. Strawbridge & Clothier will handle it if they will be able to get the required space. As it is they are very much crowded for room, for they now have a complete stock of Victor and Columbia machines as well as records made by both companies.

Strawbridge & Clothier will make a number of changes in their department. They have at present four large hearing rooms, entirely too large for the required space. As it is they are very much crowded for room, for they now have a complete stock of Victor and Columbia machines as well as records made by both companies.

H. A. Weymann & Sons report that they have received shipments from the Victor in good quality phonographs which has enabled them to fill a good portion of the orders that have been placed on schedule. They report that their Victor business in February was more than double that of the corresponding month last year, which is considered remarkable when taking into consideration the scarcity of the supply. When placing their advance order with the Victor Co. for March, they anticipated special demand for records, they anticipated re-orders from their dealers and ordered their stock accordingly, which enabled them, much to the satisfaction of their dealers, to fill all their repeat orders in full and make shipment the day the orders were received.

Silas E. Pearsall Company

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MUCH INTEREST IN EDISON DISC JOBBERS' ASSOCIATION.

Jobbers Throughout the Country Quick to Realize the Importance and Desirability of the New Organization and to Apply for Membership—Association Headed by Men of Recognized Standing in the Industry and in a Position to Accomplish Much Good.

The formation in New York last month of the Edison Disc Jobbers' Association, as was announced in the February World, has aroused great interest on the part of Edison disc jobbers and dealers throughout the country as marking a distinct forward step in the presentation of the new Edison product to the trade and to the public.

Organized by a group of jobbers recognized as representative of the most substantial and best element of the trade, the new association has impressed the trade with its importance, with the result that those Edison disc jobbers who were unable for one reason or another to attend the sessions in New York last month have been quick to advise the officers of the organization of their interest and desire to become affiliated with the body.

The result of concerted effort on the part of the Edison disc jobbers throughout the country in presenting the new disc proposition to the dealers and to the public is evidenced in the wonderful success that has attended the campaign up to this point, both in the matter of signing up dealers of standing and also in reaching the retail buyers. In all this the jobbers and the factory have worked together, following the meeting of the Edison disc interests held in New York last fall, and the value of a permanent organization for the discussion and development of campaigns and for taking up any other matters of interest and importance to the trade at large is to be appreciated.

As announced in The World last month, the association is headed by H. H. Blish, one of the prime movers in its organization, and whose company, Harger & Blish, of Des Moines, la., has for years been a recognized factor in phonograph circles throughout Iowa and a large section of the Middle West. F. H. Stillman, of the Pardee-Ellenberger Co., New Haven, Conn., and Boston, Mass., has for years been one of the most active figures in the trade throughout New England, and H. G. Stanton, the secretary, is with the R. S. Williams & Sons Co., Ltd., Toronto, Ont., one of the most prominent concerns in talking machine and phonograph fields in Canada. C. B. Haynes, head of C. B. Haynes & Co., Richmond, Va., and the vice-president of the association, is one of the pioneers in the trade in Virginia and the Carolinas and enjoys an enviable position in that field.

In addition to the four officers named, the executive committee includes Laurence H. Luckey, of the Minnesota Phonograph Co., Minneapolis.

H. H. Blish, President.

F. H. Stillman, Treasurer.

N. H. Goodwin, of the Phonograph Co., Chicago, and B. W. Smith, of the Phonograph Co., Cincinnati, O., all men of recognized standing in the industry.

The Edison disc jobbers have at the head of their association men with ideas who have proven their ability to accomplish the results desired. The future of the organization will be watched with interest.

FROM WINTER TO SUMMER.


J. H. Dodin, in charge of the talking machine department of Gimbel Bros., under Manager George W. Morgan, who has been spending several weeks at Hamilton, Bermuda, accompanied by Mrs. Dodin and a party of friends, returned to "Old New York City" just in time to "enjoy" the worst storm of the winter. There was quite a little convention of talking machine men in Bermuda about the middle of February, the "conventioners" being E. Paul Hamilton, manager of the piano and talking machine departments of Loeser & Co., Brooklyn, N. Y., with Mrs. Hamilton, Sol Lazarus, the well-known dealer of New York, and Thomas Green, the popular Victor Co. salesman, accompanied by Mrs. Green.

In all your dealings, remember that to-day is your opportunity; to-morrow some other fellow’s.

IMPORTANT ALBUM IMPROVEMENTS.

George Bates, of the New York Album and Card Co., Inc., tells of the improvements recently made in Company’s specialties.

"After extended experimentation and tests we have decided to equip our talking machine record albums with leather-covered ring pulls in the future, instead of metal ones," said George Bates, of the New York Album and Card Co., Inc., 23 Lispenard street, New York. "In addition to being considerably more attractive than the metal pole, these leather-covered ring pulls eliminate any possibility of scratching the talking machine cabinet or furniture, as happens so frequently when the metal pull is used. This new ring pull is made by the Columbia perfectly in color, making it most attractive and doing away with the glare of the metal pull, which has been the cause of considerable annoyance to talking machine owners. The elimination of all chances of scratching the highest polished cabinet or piece of furniture is in itself an advantage that will doubtless be recognized by the dealers throughout the country."

The New York Album and Card Co., Inc., which was incorporated last month, takes the place of the New York Post Card Album Manufacturing Co., continuing the business at the same address with the same officers and organization.

NEW YORK’S EDISON JOBBOING CENTER

Will Be Located at 473 Fifth Avenue—Will Not Be Ready for Occupancy Until Late in the Summer—Lease Signed This Week.

A ten-year’s lease of the property 473 Fifth avenue, between Forty and Forty-first streets, New York, was signed this week. When the building is reconstructed it will constitute the Edison jobbing headquarters in New York City. The lease was signed by Babson Bros., of Chicago, but it is said that the new jobbing center in New York will not be operated under this name. Full details of this new Edison move, which is of interest to New York talking machine men, will appear next month. The building will not be ready for occupancy until late in the summer.

NEW COLUMBIA "JEWEL."

The Columbia Co. will make the first public announcement of its new "Jewel" machine through the medium of a striking advertisement in the March 21 issue of the Saturday Evening Post. In addition to featuring this popular $35 machine, this advertisement will offer a special $50 combination, including the "Jewel," twenty records, two record albums and 1,000 needles. In a letter to its trade the Columbia Co. suggested the advisability of placing orders for "Jewels" immediately.

A VISITOR FROM MIDDLETOWN.

One of the many visitors last week to the offices of the Columbia Graphophone Co. was President Holmes, of the Holmes Music Co., Middletown, N. Y., an enthusiastic Columbia representative. Mr. Holmes placed a substantial order for Columbia products, as he contemplates enlarging his Columbia department in the very near future to accommodate a fast-growing business.

OPTIMISTIC OVER CONDITIONS.

John Dorian, the popular treasurer of the Columbia Co., returned Tuesday from one of his frequent trips through the South and West. A keen student of industrial conditions, Mr. Dorian’s optimism regarding his recent trip is a certain indication of good times with the Columbia dealers.

The Morse clarifier, made by Morse Bros., of Minneapolis, Minn., is, an attachment for talking machines that consists of a number of small graduated cones, so calculated in length as to bring vibrations to a hearer’s ear up to the point where resonance occurs. It is built in several models so that it can be attached to all talking machines, where its function is to clarify sound reproduction.

Many a man mudds himself trying to splash his competitor.
CLEVER WINDOW DISPLAY


(Special to The Talking Machine World.)

Cleveland, O., March 7.—The accompanying photograph will give a fair idea of the originality and beauty of the latest window display presented at the local store of the Columbia Graphophone Co., 913 Euclid avenue. George R. Madison, manager of this store, has been congratulated by many prominent business men on the exceptional characteristics of the display, and J. McClelland, of the local sales staff, who designed the window, has been the recipient of general praise and commendation from local members of the trade.

The window consists of a flooring of moss, with gravel walks, and contains the following arrangement of dolls and kewpies illustrating various records. Beginning at the left, there is a doll dressed in a gingham gown, with the label, "The Girl in the Gingham Gown"; directly in back of this doll is a toy express train containing three kewpies, with the name of "Honeymoon express." Then follows dolls dressed and arranged to illustrate the following records: "What Do You Mean, You Lost Your Dog?" "You're a Great Big Eye-Eyed Baby," "Peg o' My Heart," "Oh, You Million Dollar Doll," "Where Did You Get That Girl?" "Kiss Me Good Night," "On the Old Front Porch," "Get Out and Get Under," "Sit Down, You're Rocking the Boat," "When Silas Did the Turkey Trot to Turkey in the Straw."

The window has been in use for the past two weeks, and Mr. Madison states that it has been an absolute business-getter, the particular records mentioned having met with a remarkable sale. The cost of the window was exceptionally low, $110 being the entire expense for this beautiful display.

William Taylor, Sons & Co., Columbia dealers in this city, furnished and dressed the dolls and were very glad to do so, as the window has been an excellent advertisement for them in connection with their doll and kewpie department. The dolls are designed in a dressed fashion, bearing apt reference to the songs they represent.

The window has been the recipient of general praise and commendation from local members of the trade.

The Southern California Music Co. reports through its manager, O. A. Lovejoy, a very good wholesale and retail trade. A very unique and attractive window display from February 9 to 16 marked the celebrating of the sixty-seventh birthday of Thomas A. Edison. In one window was displayed the Edison disc machine, the Edison cylinder machine and the Edison home kinetoscope. The other window showed the equipment of a modern office using the Edison dictating machine. Another feature was the giving away of several thousand buttons with just the figures "67," indicating the sixty-seventh birthday of Mr. Edison. An attractive demonstration of the same goods was given at the Los Angeles Business Show the week following.

W. F. Stidham, manager of the Columbia Graphophone Co.'s local branch, reports a very active February business, the results being a material increase over the business of the same month of last year. The demand leans very strongly to the higher priced instruments. G. Stewart Pooler, connected with the selling force in the talking machine department of the Geo. J. Birckel Co., has been shipping over some of the best deals of the season in the Victor line.

The Edison Coast representative, A. V. Chandler, did a few weeks in Los Angeles, then leaving for the Imperial Valley and Arizona. Throughout his travels Mr. Chandler has found great interest in the Edison disc line, which he would be much pleased to give the privilege as a dealer in his section.

Newton I. Hancock, traveling representative for the Columbia Graphophone Co., of this city, returned from a trip through all Southern and Arizona, reporting a very satisfactory condition of the talking machine trade.

INTRODUCE AUTOMATIC STOP

Standard Gramophone Appliance Co., Exhibits New Stop at Industrial Show in Brooklyn—Described in Detail by Manager Thomas Kirkman—Simplicity a Strong Feature.

The Standard Gramophone Appliance Co., 173 Lafayette street, New York, manufacturers of the Standard fibre needle cutter, which has scored a most gratifying success in the short while it has been on the market, placed on the market last month a new automatic stop, which has been designated as the Standard. This new stop was exhibited for the first time at the Loeser & Co. booth at the Brooklyn Pure Food and Industrial Exposition, which took place the first two weeks of this month, and attracted considerable attention and praise.

In introducing this new stop, Thomas W. Kirkman, manager of the Standard Gramophone Appliance Co., remarked: "One of the most important features of our new stop is its extreme simplicity, which is indicated by the fact that it weighs but one and one-half ounces. This stop does not mar the appearance of the machine in the least, as its mechanism is so arranged that all the screws are invisible and leave no marks on the machine itself. We have tested this stop thoroughly before placing it on the market, and can now assure the trade that the new Standard automatic stop will positively perform all that is claimed for it.

The new Standard stop is manufactured in two styles, nickel-plated and gold-plated, the former is marketed to retail at $2, and the latter at $3, with the usual discounts to the trade.

A CANADIAN CORPORATION.

The National Talking Machine Co., Ltd., Winnipeg, Man., has incorporated as wholesale, retail and jobbing dealers in talking machines and accessories, with capital stock of $40,000. Incorporators: Aylmer Everett Dilts, Alexander B. Alexander, David Wilson, Herbert E. Seall and Albert C. Ferguson.

WANTED

Job lots of any make talking machines and records.


EXPERIENCED RECORDER WANTED

Wanted, a high-class, experienced recorder. State experience and salary. Address Martin Connor, 156 West Washington St., Chicago, Ill.

RECORD MAKER WANTED

Wanted, a high-class, experienced record maker. State experience and salary. Address Martin Connor, 156 West Washington St., Chicago, Ill.

THE TALKING MACHINE WORLD.
INTEREST ON INSTALMENT SALES

Formed the Subject of Discussion at a Meeting of the Managers of the Leading Talking Machine Houses in Chicago—Sense of Meeting That Six Per Cent. Interest Rate Should Be Charged on All Deferred Payments.

(Special to The Talking Machine World.)

CHICAGO, Ill., March 12.—Pursuant to a call by L. C. Wiswell, a meeting of talking machine managers in the loop district was held at Kuntz-Remmler's this afternoon to consider various matters affecting the retail trade. The principal subject of discussion was the matter of interest on instalment sales. It developed that some concerns have been charging interest invariably while others have waived it providing the entire amount was paid up in a specified number of months or if in the monthly payments a stipulated minimum amount was maintained.

It was the general sense of the meeting that all such exceptions were against the best interests of the trade, and that in the future a 6 per cent. interest rate should be charged on all deferred payments. It is believed that all of the concerns in the loop will take the same view. In fact, since the meeting several of the absent managers have been communicating with and have so expressed themselves. Those present were: L. C. Wiswell, Lyon & Healy, F. A. Siemens, Wurlitzer Co.; Ed. Smith, Kimball Co.; George Davidson, Talking Machine Shop; G. H. Bent, George P. Bent Co.; P. T. Stark, P. A. Stark Piano Co.; Leonard Hall, John A. Bryant Piano Co.; E. A. Fearn, Tressch, Fearn & Co., and George C. Vining. Other matters were suggested, but lack of time prevented adequate discussion. Another meeting will be called in the near future at which the matters of terms of instalment sales and allowances on second-hand machines will be considered. The formation of a permanent association was not broached at the meeting, but it is not improbable that such an organization may result.

This movement has nothing whatever to do with the old Chicago Talking Machine Dealers Association composed entirely of dealers outside the loop district.

THE GRAFONOLA CO., INC.

Organized in Cleveland—Takes Over Columbia Store at 913 Euclid Avenue, Cleveland, and Will Feature Columbia Goods Exclusively.

(Special to The Talking Machine World.)

CLEVELAND, O., March 10.—The present Columbia store, at 913 Euclid avenue, has been purchased by the Grafonola Co., Inc. C. A. Routh, who was assistant manager of the Columbia, is at the head of the new company, and will handle Columbia goods exclusively.

Hereafter, the Columbia Co. will confine itself to the wholesale and distributing business exclusively. The new store is on the fourth floor of the new mammoth Kimney & Levan Building.

The H. M. Brainard Piano Co. will open at 1317-19 Euclid avenue on April 1, with a complete line of Columbia goods.

JOHN Mc CormACK WAS GUEST

Of the Southern California Talking Machine Men's Association at Banquet at Union League Club on Way East from Australia—Given a Great Welcome—Eventing Was One of Keen Enjoyment to All Present.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., March 7.—The Southern California Talking Machine Men's Association gave a banquet at the Union League Club on the evening of February 18 in honor of Mr. and Mrs. John McCormack, the great Irish tenor, who is just making his tour through the entire country. Aside from Mr. and Mrs. McCormack there were present Chas. F. Wagner, manager; Donald Macbeath, violinist, and Vincent O'Brien, pianist; L. E. Belymer, impresario, and his private secretary, Miss Rene McDonald. After the sumptuous repast short talks were given by E. P. Tucker, manager of the Wiley B. Allen Co.; C. H. Ruedell, secretary of the Southern California Music Co., and Impresario L. E. Belymer. Mr. McCormack gave a very interesting talk pertaining to the value of educating the people to a higher standard of music, stating that Irish music was not all jigs and reels, but real folk lore of Ireland. Mr. McCormack says this was the first time he was ever entertained by any talking machine association of this kind. So impressive and congenial were the characteristics of this great artist and his little wife that it made a strong impression upon the members, their wives and friends of the association, that they unanimously elected Mr. and Mrs. McCormack to honorary membership.

Through the courtesy of Mr. Belymer all members of the association that were present at the banquet were given tickets to the McCormack concert, which was immensely enjoyed by all who attended.

This Talking Machine Men's Association, under the official direction of Shibey G. Pease, president; B. H. Burke, vice-president; H. H. Fish, secretary and treasurer, and Lorenz Dornseiff, assistant secretary, has proven to be a great help in the talking machine trade. It is a little over three years old, with a membership of nearly a hundred, composed of both employers and employees. General questions pertaining to the welfare and condition of the trade are always under discussion and advisement, which has proven to be a great civic center for the talking machine trade.

APPOINT NEW EDISON AGENTS.


Reference is made elsewhere in this issue to the success scored by J. W. Scott, special representative of the phonograph sales department of Thomas A. Edison, Inc., in New Haven, Conn., where he has interested thousands of people in the new Edison disc phonographs. His recitals have attracted a great deal of interest and have been the subject of considerable mention in the New Haven papers.

During his stay in New Haven Mr. Scott closed a number of new agencies for the Edison line, among others the Calder Music Shop, one of the best equipped establishments in New Haven, which will give the Edison line a strong representation; the Alfred Fox Piano Co., which has stores in Stamford and Bridgeport, and C. L. Pierce & Co., of New Britain. These establishments placed large initial orders for Edison disc phonographs and records.

Mr. Scott is quite a veteran in the phonograph field, having been associated with the Edison interests for over fifteen years.

MASTERPHONE POPULARITY.

Demand for Fibre Needle Masterphone as Well as Original Steel Model Is Enormous—Prominent Dealers Are Placing Large Orders.

"The demand for the Masterphone is steadily in increasing both in the original steel model and the fibre needle styles," said an official of the Masterphone Corporation, 387 Broadway, New York. Although the fibre needle Masterphone has been on the market but a short time, we have been unable to supply the demand for it, and at the present time are behind on our orders. From all parts of the country we are receiving letters from prominent talking machine dealers, speaking in the highest terms of the improvement that is noticeable by the use of the Masterphone on all classes of records.

"The steel needle Masterphone is now being marketed by dealers in practically every fair-sized town in the country, and the consistent advertising that we have been placing in the national mediums has been of considerable benefit to our patrons in producing inquiries that resulted in ready sales."
RELATIONS OF DEALER AND JOBBER AND VICE-VERSA.

W. E. Kipp, President of the Kipp-Link Phonograph Co., Indianapolis, Discusses "What Should a Dealer Expect of a Jobber; and What Should a Jobber Expect of a Dealer" in Current Issue of Phonograph Monthly—His Views Are Interesting to the Trade.

When asked to write on this subject, I knew it was one of the big topics—how to cover many good points.

If I may be permitted a position as a jobber, and as the larger and more staple items on a times to furnish all of the smaller repair parts as oil whom he depends always for complete informa-

tion regarding the line, as well as to furnish the details which so often the dealer needs help on. The greatest handicap that the dealer can pos-

sibilities of having bona fide sales on these goods; all of which robs him of profits that is justly en-

tied to.

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tied to.
When a customer wants a "Jewel," he is a mighty hard customer.

The announcement of the Columbia Grafonola "Jewel," $35, was the most significant trade move since the announcement of the Columbia Grafonola "Favorite."

The "Jewel" has the hinged enclosing lid. It has the exclusively tone control leaves at the front which have supplanted the old idea of small doors. It has the new Number 6 Columbia reproducer. It has the regular standard Columbia motor—double spring drive. And it is all of $15 better than the market price of instruments of other manufacture.

And the "Regent": to begin with, there's nothing else on the market that even looks like it.

In figuring up the reasons for the great Columbia advance during 1913, it becomes powerful evident that the Columbia Grafonola "Regent" tables had a lot to do with it. Every dealer in the country who shut his doors against the $100, $150, $200, and $225 "Regent" models lost money on the deal. Shut his own daylight out. Lost his own money.

But there's a big field open and we have only just begun to plot. Show us how we can put the stronger, and you will still be inside the mark.

And all the way between we have a magnificent line of product—instruments and records both. But the product to be sold is no more important to the man who sells it than the selling policy behind it and the demand in front of it.
"or a "Regent" Grafonola he
or to sell something else

The Columbia "Jewel" Grafonola
—A genuine Columbia Grafonola,
completely enclosed, equipped with
a lid, complete with all the details
of the modern disc Grafonola equip-
ment, for $35.

One of the famous Grafonola tables—the Columbia "Regent"
Grafonola—with tilting record trays—$225. Other
"Regent" tables at $100, $150 and $200.
We are living in what might be called the "Instalment Age." To-day, about the only thing that cannot be had on credit is a ride on a street railway. In fact, a report that a store that sold on the instalment plan was in a class as known as instalment houses; and families that cared for their reputation in the neighborhood were careful not to have goods offered "on the instalment plan." The name of a well-known instalment firm.

How things have changed! The tendency toward instalment buying is growing stronger each year. The best of stores, those that did not argue with consumers to avail themselves of the "club plan" in buying furniture, musical instruments, hats, caps, shoes, clothing—indeed, everything. Of course, we must concede that the drifted into easy-payment selling only as a result of the pleasantry of"application blanks"—a regular printed form, which can be made up very cheaply. (Specimen application blank follows.)

APPLICATION BLANK.

<table>
<thead>
<tr>
<th>Name in full</th>
<th>Residence</th>
<th>How long?</th>
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<tbody>
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<td>(No Contract executed with a minor.)</td>
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Fifty per cent. of the delinquents yield to the "second request" statement. Of those cases rejected, most of them have been referred to me, and I have found that positively nine out of ten respond with a remittance. The receipt of a registered letter, also the fact that they are required to sign the return of the letter, impresses them with the seriousness of the whole matter. You will find some of them waiting for you when you open the store the following morning.

So far it has cost you either two, four or sixteen cents to obtain the remittance. In the last ease it is still cheaper than spending time and carfare.

Handing collections by mail I have found to be better in many cases than through collectors. Personal contact with the debtor makes it hard for the collector to deal sternly with some cases, and gives an unscrupulous customer’s chance to jolly in on him.

While I do not advocate harshness or heartlessness in handling instalment collections, nevertheless, in view of many experiences, I think it well that you emulate the proverbial landlord in the matter of exacting prompt payment. It is an uncommon occurrence for a collector to make fifteen calls and find only five "at home." Once we lost track of a customer. Statements were returned by the postoffice marked "removed—address unknown." After diligent search we located her. She had changed addresses twice in the city and now lives on the outskirts of Brooklyn. Of course she was glad to see us. She claimed to have worried greatly because we did not call, although she overlooked notifying us of her change of address. She said that her husband was working as a motorman, but she could not pay anything that day. (Friday). However, she very generously explained that if we would call even the following Monday, she would give a dollar regular every week thereafter. To quote the lady herself: "If only, oh, if you would call Thursday, or thin calls as Thursday afternoon between one and three o'clock gets their money."

As it was impossible to make a special trip every Thursday, I suggested that she send us a letter in order to call on accounts ninety per cent. of which could be handled from the office. Others, again, employ irresponsible collectors, placing themselves at the mercy of persons who at the time cannot afford to pay liberally because it eats too deeply into the margin of profit.

In the last Chapter, an "idea" was conceived that the demand is growing. The manager spoke of the remarkable success achieved since the introduction of the "Balance" sound box, adding that the demand is growing.

SOME IMPORTANT SUGGESTIONS ON THIS VITAL DEPARTMENT OF BUSINESS PRESENTED BY BENJ. SWITKY, THE WELL-KNOWN TALKING MACHINE DISTRIBUTOR, WHO HAS GIVEN MUCH SERIOUS THOUGHT TO TOPICS OF THIS NATURE—VIEWS PRESENTED BELOW ARE OF MUCH VALUE.

If the remittance has not arrived within the time allowed, mail another statement showing the amounts of payments due. If the remittance will not be sent, send the "Second request. Please remit." Allow from three to five days. If even then you have received no remittance, mail another statement, on which you write "Final request. Unpaid remittance received by return mail we shall be obliged to take action." This third statement should be sent by registered mail. Mark your envelope so that the postman will send you a card showing the signature of the addressee.
LIVELY TRADE IN BALTIMORE.
February Business Proves Excellent and March Starts Off with a Rush.—F. A. Dennison, elected member of Rotary Club—New Columbia Dealers—What the Various Prominent Houses Report Anent Business. (Special to the Talking Machine World.)

The A to Z Business Bureau has just opened up its branch of the Columbia Graphophone Company, according to the report of Manager Albert Joseph Fink, proprietor of the Fink Talking Machine Store. Manager Dennison of the Columbia Co. was elected a member of the Rotary Club past the month. The business in all lines of the trade was in excellent shape during February; and dealers in talking machines will doubtless be interested in the figures showing the exports of our foreign customers.

FEBRUARY 21

 contrat, 43 pkgs., $165; La Guayra, 10 pkgs., $1,984.

FEBRUARY 25

MARCH 7

Here Is A Chance For You

Mr. Talking Machine Dealer, if you are wide-awake, you are looking for a way to increase your business! Most progressive business men are so inclined, and right here is a point for you.

You can handle pianos very nicely in conjunction with your present line, but the main thing is to get the right piano.

Now, we have built up one of the largest piano manufacturing enterprises in the world within a brief period of time, and we have done it by the delivery of values—\textbf{the largest kind of values to our customers.}

We can deliver the same kind of values to you, and we can help you to show bigger profits at the end of the year.

The year is young yet, but do not let it get old before you take up this profit making plan with us.

We can supply you with pianos and player-pianos which will fit in admirably with your line.

H. P. NELSON COMPANY

Managers of Grands, Uprights and Player-Pianos

North Kedzie, North Sawyer, West Chicago Aves. and C., M. and St. Paul R. R.; CHICAGO.
ABSOLUTELY NEW
Everlasting Dustless Record Cleaner
PATENT APPLIED FOR

The Everlasting Dustless Record Cleaner is made of the finest grade of carefully selected wool skin with the wool cut short.

It polishes, cleans and prolongs the life of records. Makes them look like new. It positively cannot scratch or mar records in any way, and can be cleaned with benzine, gasoline or cleaner preparation.

Retails for 15 cents. Write us to-day.

Sold to dealers in dozen lots only.

$1.25 per dozen

You can order through your Jobber. He will supply you; if not, send your order to us.

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

SEND US YOUR ORDER TODAY

Largest Victor Distributors

LIBERAL DISCOUNT TO THE TRADE

CHICAGO
THE TALKING MACHINE WORLD.

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

The Wade cutter is the most economical cutter. It has a self-adjusting stop which prevents waste and enables one to get from 12 to 15 perfect cutting points.

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

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

Order from your regular Distributor—we sell to Jobbers only
The Chicago Edison Jobber

The perfection of Musical Instruments—THE EDISON diamond disc PHONOGRAPH with EDISON double disc records.

THE PERFECTION OF SERVICE—Our Service. The perfection of advertising for the dealer — Our plan.

The Phonograph Company
229 So. Wabash Ave. CHICAGO

LYON & HEALY AD. THAT HAS ATTRACTED MUCH ATTENTION.

(Special to The Talking Machine World.)

Chicago, Ill., March 10.—An advertisement that might serve as a model for talking machine dealers, not only in Chicago, but in a number of other cities in the country, is the one hereewith reproduced, which was shown in the Chicago daily papers a few days ago.

The ad is laid out in a masterly fashion and the argument is convincing and sincere. The illustration by Earl Hildebrand is good, and there is not too much of it. A number of advertisements might be criticised because of the fact that the illustration, by reason of its preponderance, has detracted from the “puling power” of the copy.

Resources of the VICTROLA

for Dancing

A Special Service

We are prepared to deliver genuine victrolas to every corner of the globe. We have made a special offering of the VICTROLA Stock Machine in the most popular model. The price, F.O.B., Victor store after present stock is exhausted. The price does not include freight.

Chicagans deprived of Victor records for weeks learn that Victor victrolas are nearer than ever. The Perfection of advertising for the dealer — Our Service.

Miss McClelland Marries.

Miss Ella McClelland, who has been connected with the Victor department of the Bisell-Wesset Co. for quite a length of time, has resigned her position and will be married soon. Miss Blatch, formerly of Lyon & Healy’s, has taken Miss McClelland’s place.

Opens New Store.

The Wulschner-Stewart Music Co., of Indianapolis, Ind., has opened a general music store at 38 South Wabash avenue. An extensive stock of talking machines and records is displayed. Stock has evidently been brought from Indianapolis, and in all probability, the store will not continue as a Victor store after present stock is exhausted.
Are You On Our Mailing List?

If not, you are missing several letters a month in which are embodied different SALES IDEAS collected through the broad experience of the LARGEST EXCLUSIVE WHOLESALER OF VICTOR GOODS.

The above illustrations give you an idea of regular pamphlets we are issuing from time to time to our dealers.

EACH LETTER BRINGS SOME SALES IDEA—some new thought that we have gathered from our dealers. All may not be new to you and probably you have used a majority of them successfully—but ONE NEW IDEA GAINED IS WORTH THE EFFORT of writing us now and asking us to PUT YOUR NAME on our list of INTERESTED Victor dealers.
USES VICTROLA IN CHURCH.

Chicago Congregation Much Pleased with Novelty—Rector Testifies to Musical Qualities of Instrument in Interesting Letter.

(Special in The Talking Machine World.)

CHICAGO, ILL., March 10.—One of the most interesting uses to which the talking machine has been put in Chicago for a long time was when the four-day services of the Pilgrim Congregational Church of this city, held its regular Sunday service, at which a Victrola did a great part of the work.

Many of the items in the service that were rendered through the use of the talking machine were as follows:

**EVENING SERVICE, 7:45.

Hymn Solo—"My Jesus, I Love Thee." Sung by Frederick C. Perrin.

**HYMN SOLO—"One Sweetly Solomon Thought." Sung by Harry C. Meek.

Prayer—"Pardon Some—"Lord, I'm Coming Home." Sung by Frederic C. Freeman.

Piano Solo—"Beethoven Symphonie Concertante, Opus 77." Sung by Frank LaForge.

Duet—"Canon in D Major," Sung by Frank LaForge and Scott Ford.

**OVERTURE—"Festival Te Deum, E flat." Sung by Fred B. Shaw.

**EVENING SOLO—"Ring Out Wild Bells." Sung by David Bispham.

Serenade from "Coronation Overture," Sung by David Bispham.

Duet—"Arioso," Sung by Terrisol, C. Evers, and David Bispham.

Benefit Performance—"Cavatina," Sung by Terrisol.

**BENEDICTION—Sung by the Trinity Church Choir, New York City.

**OFFERTORY SOLO—"Cavatina." Sung by Terrisol.

Sung by David Bispham.

Hymn Solo—"My Jesus, I Love Thee." Sung by David Bispham.

The machine was supplied by the George P. Bent Co. and was operated by Harry C. Meek.

It so happened that the manager was broad and level-headed and he proceeded to show the salesmen, the shipper, what his policy was. He explained how foolish it was to try to hide anything about a machine which was on the market and could be seen, studied and even measured in a dear shop; how, if the competitor really wanted to know, he would buy a machine and take it apart, as is often done. He tried to make clear the utter foolishness of attempting secrecy and the advantage of an interchange of ideas.

If a machine will not bear the inspection and criticism of competitors it had better never see the light of day, as they will find its weak spots anyway, and not forget to mention them either. Secrecy in the great majority of cases is unwarranted, unsuccessful, and goes hand in hand with inefficiency. Those who fear that others will steal their ideas seldom have anything which the really up-to-date shop can use. And many devices which are now jealously guarded were long ago abandoned by others.

**AFTER CHINESE RECORD TRADE.

Chicago, Ill., March 10.—Sim Law, of 2209 Princeton avenue, this city, has built up an immense record trade among his constituency and his lines, which he describes as his "China policy," are most interesting. For instance, the accompanying is a list of Edison Blue Amberola records which he recently obtained.

The great tones of Caruso will turn on "Casey Jones," or thirty minutes past.


Will make a tooter toot.

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**THE CONCERT.

The night shall be filled with music, and the cares that infest the day shall be multiplied by twilight. In a most amazing way, the strain of "Traviata" shall float around the square, and many other opera houses shall reawaken from the last 9 o'clock or thirty minutes past.

The man in No. 7 will play "The Magic Flute," and the fellow on the corridor will make a tooter too.

The great tones of Caruso shall fill the air, and the din shall last till 9 o'clock.

With consequential groans.

The eight shall be filled with music, and the cares that infest the day shall be multiplied at twilight.

In a most amazing way.

From the St. Louis Post-Dispatch.

BUILDING UP A SUCCESSFUL BUSINESS IN CHICAGO.

Joseph Klinenberg's Store on Ashland Avenue.

INSPECTING MECHANICAL DEVICES.

Secrecy is a lost art, says the editor of the American Machinist. It is useless to go over the arguments, real or alleged, for no matter what we may think about it personally, secrecy, at the present time, is as impossible in most shops as in the fourth dimension. There is a lot of good energy wasted in attempting to preserve secrecy in the shop, and this is doubly true of the machine after it is on the market. A recent occurrence showed the way in which salesmen lose their heads, and incidentally, customers. A visitor to an exhibition evinced considerable interest in the machine shown, and he began a large machine building contract with the result that he was promptly invited to go elsewhere.

NEW DEVICE TO IMPROVE TONE.

The "Clear-a-phone," the invention of a Chicago man, embodies a number of new ideas—much claimed for it—patent applied for.

(Special in The Talking Machine World.)

CHICAGO, ILL., March 10.—A novel device along comparatively new lines that is designed to improve the tone and volume of the talking machine is the "Clear-a-phone" the invention of L. K. Scotford of this city.

The "Clear-a-phone" consists of a pneumatic cushion, circular in form that is made of first quality rubber 1/8 inches in diameter, one-thirty seconds of an inch thick. It has an aluminum base and there is an air space between the base and the rubber top three-eighths of an inch deep.

We claim that it clears up the tone of the instrument such as no other improvement can. It brings out the quality of each voice or instrument, removes the hissing and blasting of the high notes, improves the resonance and otherwise takes the 'can' out of 'canned' music. It also counteracts the natural vibration of the record.

"We have our device in the Patent Office now and hope to market it in a short time."

The inventor, Mr. Scotford, is president of the Superior Type Supply Co. and also has large interests in the East.

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From the St. Louis Post-Dispatch.
A continued scarcity of machines and records, together with the closing of the best February business the trade has ever experienced, have been the most important factors of business in the past month. The word scarcity is used advisedly, as many of the local jobbers and dealers have drawn a distinction between a shortage and a scarcity of goods. They state that a shortage of products would necessitate the closing of less business than last year, while with a scarcity of machines and records the trade can still transact a better business than that closed in 1913, owing to the fact that there have been heavier shipments from the factories than ever before.

Aside from the scarcity of product, the most discussed topic among the local members of the trade has been the phenomenal demand for records. In addition to the dance craze, which shows no signs of abating, the dealers have been developing both from choice and necessity, their trade in operatic and light opera records. The swamping of the factories with dance records orders has been so great that the up-to-date and aggressive dealers are beginning to realize that their record trade will show a comparative loss if they do not pay attention to all classes of music and give the factories a chance to catch up with the back orders for dance records. In the meantime practically every dealer in the local trade closed in February that any business whatever was done.

The situation in machines has cleared up somewhat during the past few weeks, the factories receiving more orders than they are able to fill. In many instances were shipped from the sidewalk to the dealers without being unpacked or placed in the distributor's stock room. The sale of machines is all the more remarkable in view of the fact that the manufacturer is offering no special discounts.

The past month has witnessed an unusual increase of machine sales as the result of considerable advertising by the manufacturers to close dealers' agreements with many of the local jobbers and dealers who had closed their business a few months ago.

Despite the scarcity of records and machines, the dance record craze has been of such magnitude that the manufacturers are being forced to produce an increased supply, and the dance records have been the hardest to get. The dealers throughout the State report the same phenomenal demand for dance records as was a feature of January business.

It is believed that the dance record craze will be with us for some time, and all indications point to an excellent summer business because of it. There will be very few house parties during the summer that will care to dispense with the latest dance music, and the live-wire dealer should be in a position to handle this summer business to the best possible advantage. Aside from its influence on record sales, this dance craze has evidenced itself in the steady increase of machine sales now being reported by the factories. This is of the most gratifying character, as the large order for machine sales is offered no better investment than that of a Grafonola with a selection of the latest Columbia dance records to satisfy his love for the modern dances, and, judging from the reports of our dealers, 'The Favorite,' 'Leader' and 'New Mignomette' are heavy sellers among dance lovers.

Why W. V. Moody is Optimistic.

Notwithstanding the phenomenal activity of Victor machines and records, there is one optimism in the local Victor distributing trade in the person of W. V. Moody, sales manager of the New York Talking Machine Co., 81 Chambers street, New York. Mr. Moody is the owner of one of the largest show rooms in the city, and is a lover of the modern phonograph so that his old friend, Robert Ingersoll, the famous philosopher and writer, who makes history for future generations. Why, V. V. Moody is Optimistic.

Excellent Edison Disc Trade.

Our sales of machines during the past few weeks have been remarkable," said H. N. Purdy, of the Edison disc department of Hardman, Peck & Co., 485 Fifth avenue, New York. "We have really been pleased at the extent of our Edison disc machine trade, notwithstanding that weather conditions were detrimental to retail trade during February, we closed a splendid machine business. The favorite Edison machine in our department is the $200 type, and this preference of an Edison disc machine is probably one of the finest Victor establishments in the country. The favorite Edison machine in our department is the $200 type, and this preference of an Edison disc machine is probably one of the finest Victor establishments in the country. The favorite Edison machine in our department is the $200 type, and this preference of an Edison disc machine is probably one of the finest Victor establishments in the country. The favorite Edison machine in our department is the $200 type, and this preference of an Edison disc machine is probably one of the finest Victor establishments in the country. The favorite Edison machine in our department is the $200 type, and this preference of an Edison disc machine is probably one of the finest Victor establishments in the country.
Jeanne Gerville-Reache, the famous French contralto, is the latest exclusive Columbia artist. Her “Samson and Delilah” record is already being talked about.

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

CALL FOR DANCE RECORDS FACTOR IN ST. LOUIS TRADE

Craze for the One-Step and Tango Serves to Increase Both Machine and Record Sales—Records of Popular Music Becoming Strong

ST. LOUIS, Mo., March 10.—The dance records are still holding high favor with local buyers, and are the feature of the talking machine business as it is running to-day. The demand simply seems to be insatiable, and both Victor and Edison d i c shelves show a pitiably degree of barrenness. The Columbia stocks thus far have been equal to demands.

It is reported among talking machine dealers that some of the tango parties that are given with the aid of a talking machine as an orchestra would make excellent Sunday magazine feature stuff. The tendency of the present vogue dances to undersize appearance has raised such a storm of criticism that all such as are conducted in public are strictly proper, but with a talking machine, a bunch of records and a select party of trusted dancers all things are possible, and guests are careful about their selection of lingerie.

There is a story told of a local talking machine house that has some well-secluded record demonstration rooms. A party of wealthy and well-known women were left in one of these rooms by the busy salesman to pick out a selection of tango records. Later the manager was hurriedly sum-mon ed by a very youthful and very serious sales-man to go to the demonstration rooms, “where a bunch of women were acting plumb nutty.” The manager was busy and tried to turn away the sum-mon s, but the salesman insisted, and finally he went there. As he appeared the hilarity stopped and the women explained that they were merely trying out some tango records and hoped they “had not disgraced the house, but we did not think that nice boy would tell on us.”

But the business is not altogether records. There is a fine, healthy machine demand, mostly for high-priced machines. The dances are but a part of the impetus that has been given the talking machine trade, and dealers who in the past have set their mark at doubling the last year’s business are looking forward to a treble amount for 1914 over 1913.

Manager Robinson, of Thiebes, proudly reported the sale of a horn Victor machine the first of the month, the first new machine of this kind sent out for some time. Its appearance in the delivery room caused consternation. It was a street car delivery and none of the force knew anything about carrying horns on a street car. They had forgotten the days when a delivery boy on a car platform with horns was a familiar sight.

L. Benton Prince is a recent addition to the Thiebes Piano Co. talking machine sales staff.

Weekly meetings have become a fixed feature of the salework of the Victor department at the Vandervoorst Salon. Manager R. A. Seagar has a force of twenty-two persons, and he finds the interchange of ideas very profitable. One of his recent business getters is a force of seven men to

LONG CABINETS

Occupy a strong position. They have many friends.

The Geo. A. Long Cabinet Co.

Write for Circulars of RECORD CABINETS and PLAYER ROLL CABINETS

Address

Clement Beecroft, Sales Manager

309 W. Susquehanna Avenue
PHILADELPHIA, PA.
canvass a district to ascertain what homes have talking machines and to pick up prospects. Behind this force are two expert salesmen, who close the deals and put in the machines. H. J. Harrison, of the sales force, is devoting his entire time to the schools.

Mr. Seagar announces a series of Tuesday afternoon concerts under the auspices of Victor Light-

ers who will sell the disc machines to the million-

and all talked of the wonderful machine they were

brated the birthday with a banquet for the sales

force at the Silverstone Edison Shop cele-

made an excellent story coupled with an informal

language that sometimes required dashes.

the man who was entirely human and who talked

about.

the great State.

of the firm will be centered.

ditional of his department with that of the piano

department, where the musical instrument interests

of Sunday magazine pages that are

filled, and of Sunday magazine pages that are

many thousands of admirers.

try "BLACKMAN SERVICE," can you AFFORD to not try

it NOW?

..that the St. Louis list is practically complete.

the jobbing business, Mr. Silverstone says, will

show an increase each month, not excepting the

December business, which Mr. Silverstone regards

as material progress.

One of the recent would-be purchasers of an

Edison machine offered to trade two town lots

in Reno, Tex., for a suitable instrument.

WHY HE WANTED HYMNS "MADE."

A Danville, Ill., Man Offers Some Suggestions to the Columbia Co. Which Are Interestingly Put and Referred to the Record Department.

There is more logic and common sense to the

following letter recently sent to the Columbia Graphophone Co. than would appear at first

glance. The appeal for music that can be easily

understood is, undoubtedly, an excellent sugges-

tion, but the company regretted its inability to

record hymns to suit the fancy of each one of its

many thousands of admirers.

"DANVILLE, ILLINOIS."

Messrs. Columbia Graphophone Co.:

"Please let me know how much a dozen you

would charge me for your double disc records of

the hymns that I will send to you with music

aloud and plain, some that I will mark sung

slow solmn. When the disk will not record the

whole hymn be sure and use the last verse. The

trouble with music is the words of the Hymn

cannot be well understood, and there is no com-

mon sense in music that cannot be understood.

Yours respectfully."

TALKING MACHINE IN CHURCH.

Chicago Pastor Illustrates Talk on Edison in a Thoroughly Effective Manner.

(Names to The Talking Machine World.)

CHICAGO, ILL., March 7—The Rev. Arthur J. Francis, pastor of the Pilgrim Congregational

Church, 6001 Harvard avenue, made use of a talk-

ning machine at his service last night to harmonize

the musical program with his sermon on "Edison—

His Value to Society."

"It was a great success," said Mr. Francis, "I

shall probably use the machine at my evening serv-

ices every other week from now on."

The church was packed.

In closing, the pastor said: "Where there is no

vision the people perish," it is said. So long as

America produces men like Thomas Edison, there

is little danger of our perishing.

CATALOG OF REPAIR PARTS.

The Victor Talking Machine Co. sent out to its dealers this week new repair catalogs for Victrola

XIV and XVI. The company also announced that

it has secured a new style patented spring binder,

which will accommodate about 300 pages, and is

provided with an inside folder for retaining the

repair part catalogs. This binder is much superior

to the one formerly used.

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
HOWARD T. GRIFFITH HONORED.

Advertising Manager of the Udell Works recently elected a Director of the Chamber of Commerce—Holds Other Important Offices.

(Special to The Talking Machine World)

INDIANAPOLIS, Ind., March 10.—Howard T. Griffith, advertising manager of the Udell Works, of this city, has been re-elected a member of the board of directors of the Indianapolis Chamber of Commerce for another year. The Chamber of Commerce of this city has been in existence for one year, with ninety-five directors, but this year the number was reduced to forty-five, and of the forty-five directors chosen at this time only twenty-nine were re-elected. So it seems that Mr. Griffith in his re-election has achieved an unusual distinction.

Mr. Griffith is also vice-chairman of the publicity division of the Indianapolis Chamber of Commerce, and will be one of the reception committee to entertain the central division convention of the Associated Advertising Clubs of America, to be held in this city April 9 to 11. Some of the biggest men in the advertising field will be present.

The Santa Fe Watch Co., Topeka, Kan., hustling Edison disc representative, is displaying in its show window an attractive photograph of Governor Hodges of Kansas listening to an Edison disc phonograph in his home. The Governor's son, also shown in this photograph, apparently enjoys good music equally as well as his distinguished father.

EXHIBIT AT BROOKLYN SHOW.

Frederick Loeser & Co. Has Attractive Display of Victrolas and Various Well-Known Accessories at Pure Food and Industrial Show in That Borough—Closing Many Sales.

A complete line of Victrolas is being displayed this week by Fred'k Loeser & Co., Brooklyn, N. Y., at its exhibit at the Pure Food and Industrial Exposition, which opened March 3 at the Thirteenth Regiment Armory, Brooklyn, N. Y. This show, which is visited by thousands of people during the two weeks that it is presented, is an ideal place for a Victrola display, and a number of sales of expensive machines have been closed during the course of the two weeks.

E. Paul Hamilton, manager of the Victor and music departments of Fred'k Loeser & Co., secured the exclusive rights to the musical instrument section of the show this year, and paid particular attention to the display of Victrola products. Demonstration booths were constructed for the Victor exhibit, and every possible convenience is afforded visitors to the show. The new Victor dance records are meeting with a ready sale, and the prestige and musical standing of the Victrola is featured to excellent advantage.

Other exhibits in the Loeser Victor display in- clude a number of accessories, among which are the Standard automatic stop, Standard fibre needle cutter, "Masterphone" and others. These are all attracting favorable comment.

THE WINDOW A TRADE DEVELOPER.

Unusual Window Display of the Phonograph Co., Cleveland.

Attractive Display at the Phonograph Co.'s Store in the Taylor Arcade, Cleveland, Wins Praise from Visitors and the General Public.

(Special to The Talking Machine World)

CLEVELAND, O., March 10.—The illustration herewith conveys an excellent idea of the window of the Phonograph Co.'s branch store in the Taylor Arcade of this city. The design is elaborate and attractive, and appeals unfailingly to the thousands who daily pass through the Arcade. The value of a well-considered window display is accentuated by the way this window attracts and holds people, thus proving an advertising medium of tremendous value.

You must learn not to overwork a dollar any more than you would a horse. Three per cent, is a small load for it to draw; six, a safe one, when it pulls in ten for you it's like working some place where you've got to watch to see that it doesn't back.

Another Example of $witky Service

VICTROLAS XI GROWING SCARCE

But Our Dealers Need Not Worry

į 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.

į 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!
TO REMODEL ST. LOUIS QUARTERS.

Elaborate Plans Made for Housing Columbia Co. Employees in a Better Arrangement.

—Recent Visitors—Managerial Changes.

(Special to The Talking Machine World.)

St. Louis, Mo., March 9.—Manager Irby W. Reid, of the Columbia warehousers here, announces that he has had a satisfaction that his building will not be compelled to hunt new quarters, as has been expected for several months. A year or more ago tenants of the property of which the Columbia store at 1008 Olive street is a part were informed that the buildings there were going to be wrecked. Several stores, including the Detmer Music Co. and the Jewelstone Music Co., removed as their leases expired.

Now the prospect has changed and the Columbia Co. not only is going to stay in the present quarters, but is planning to build an overhanging building to be remodeled and made into an attractive and convenient store. The location is in the center of the district that has been known as the St. Louis headquarters for talking machines for a long time. The change also will give to the Columbia the additional space that has been needed for a long time. Recently this company has been leasing additional warehousers in the neighborhood.

Among other changes will be the removal of the Discophone department to the second floor. The offices in the present building, however, will be remodeled for economy of space and efficiency. Stock and showrooms will be on the second floor.

Walter L. Eckhardt, of the Pennsylvania Talking Machine Co., has been appointed the first of the month on a social visit and assisted Mr. Reid in making the plans for his new store with a view of getting the most out of the space.

J. J. Bennett, traveler for the Columbia Co., is back from a Northern trip and reports excellent trade. He reports new contracts with Allen Jewelry Co., Rose House, the George W. Brown, Jr., Hillsboro, Ill.; G. S. Smith, Jr., Edwardsville, Ill., Lomard Piano Co., 5340 Olive street, St. Louis.

Mr. Bennett says one of the marked developments of recent trade is the demand for foreign records and that his business in these records has increased fully 50 per cent. within three months.

R. N. Odell, of the Columbia sales staff, has been engaged as manager of the talking machine department at the F. G. Smith Piano Co. in the place of C. W. Smith, who left the Smith Co. to take charge of the talking machine department at the Sommers Furniture Co., also an exclusive Columbia agency.

Mr. Odell will continue the policy of the F. G. Smith Co. to give occasional concerts, his next one being announced for March 27.

LISTS OF CREDITORS TOO LONG.

Causes That Lead Merchants to Expand Business to the Danger Point—Better to Be Strong with Few Than Weak with Many—Suggestions Regarding Credit.

It is a rare business failure that does not show a list of creditors at least twice as long as it should be. It may be that a credit stringency was the cause; that in order to "keep going" it became necessary to go from one house to another until the list was swollen beyond all reasonable proportion. But it is very often the other way round; the many creditors who are first, and the stringency follows swiftly enough.

The thing to do is to confront your business to as few firms as you can with justice to your stock. The merchant who does this makes his business important to his wholesalers. They are ready to give him of their very best efforts; he has their complete satisfaction that he will cooperate with him in every possible way because it is to their best interests to do so.

Don't split your business. Be strong with the few rather than weak with the many. This does not mean that you should not have two or possibly three lines of the same grades; that may be necessary in order to meet the selection you want. But it does mean that you should not have six or seven or more of the same grades—a smattering of everything. That is not necessary; it weakens credit and is an injustice to every line represented.

A. D. MATTHEWS' SONS IN LINE.

Brooklyn Department Store Opens Columbia Department with Harold Tuers in Charge.

The Columbia Graphophone Co. further increased its strong representation in Brooklyn, N. Y., last week, by closing arrangements with A. D. Matthews' Sons, Inc., whereby this prominent disc goods and department store opens a handsome Columbia department on the third floor of its building in the center of Brooklyn's busiest shopping section.

It is planned to have a complete stock of machines and records on hand in this department at all times, and to end this unusually large record racks and display rooms have been constructed. The department will feature six booths for demonstration purposes, all furnished in a comfortable home-like manner. Harold Tuers, formerly connected with the Twenty-third street store of the Columbia Co., is in charge of this Columbia department.

VACATION WEARIES EDISON.

Inventor Orders Phonograph Records Sent to Him in Florida.

Thomas A. Edison wrote to his personal representative, William H. Meadowcroft, in West Orange, N. J., this week, to send a large consignment of disc phonograph records and a machine to Mr. Edison's winter home at Fort Myers, Fla.

"I can't feel right until I have some records and a machine with me," he wrote. "My friends here, Mr. Ford and Mr. Burroughs, I guess, will think me a quitter, but as soon as I have listened to the phonograph for a while, I will go with them to the Everglades and study bird life there."

EDISON DISC OUTFIT FOR ELKS.

The Elks Lodge of Green Bay, Wis., purchased an Edison disc phonograph last week after the members by a vote of 53 to 14 had expressed themselves in favor of this machine.

HOW ADVERTISING PAYS.


The advertising campaign being waged by the Columbia Graphophone Co. is undoubtedly one of the features of the talking machine industry at the present time. Impressive and strong in appeal, this advertising has been generally commended by many members of the trade and has even attracted the attention of advertising experts throughout the country.

That this publicity campaign has been successful is indeed a tribute to its force and strength, but in the achieving of this success probably the most important factor has been the aggressiveness of the company's follow-up campaign. It is the motive of the advertising department of the company to make sure that everything that goes out reaches the place where it is sent, and to this end a well-nigh perfect and particularly comprehensive follow-up system is maintained at the executive and advertising offices.

The company has for some time been in receipt of communications from well-known dealers relative to the sales value of advertising campaign, but the following letter received this week from an enthusiastic dealer in Ohio furnishes an illustration of the influence of present day Columbia advertising:

"For some time past we have been getting your advertising and must say that it is very convincing. But why we have been getting it is a mystery to us, as we are not Columbia dealers but —— dealers. But as I say above, your advertising is convincing and we are writing you with a view to putting in a stock of your records. Now you have another dealer or perhaps two in this city and you may not care to consider us. But if you do send us your complete record list and discount by return mail. Kindly let us hear from you by return mail, and, if you can't consider us, let us have a reply to our letter any way."

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

No More Scratching of Cabinets and Tables by Record Albums

Our Albums are now equipped with LEATHER COVERED RING PULLS

This ring pull, which matches the album in color, makes the handling of the book easier than with the plain leather pull, and has all the practical advantages of the metal ring. This ring pull being leather covered cannot mar or scratch the highest polished cabinet or table.

NEW YORK ALBUM & CARD CO., Inc.,

23-25 Lispenard Street - New York
(Formerly New York Post Card Album Mfg. Co.)
GETTING RESULTS WITH "SERVICE."


The man who serves the man who wins, and this is a point well worthy of consideration by jobbers and dealers alike. Service is the key that unlocks the interest of patrons, wins their custom and endures fidelity to an establishment. This point of view was well elaborated on by the Victor Co. some time since in the following pertinent preachment: "Don't think I'm sore, for I'm not. I'm only curious. Our goods are the equal of So-and-So's. Our prices are right. Our deliveries are prompt. I know, too, that you are a friend of mine and want to treat me right. Now what gets me is how you ever happened to swing your recent orders over to So-and-So. Do you mind telling me?"

Thus spoke a salesman recently while aiding in the office of a manager who makes large purchases. In this, and in the rest of the story the Victor dealer should take a keen interest. Just imagine yourself in the place of the salesman and a good customer of yours in the place of the manager.

"The manager hesitated a moment, then he said: "I believe you are broad-minded enough to hear the truth. So here it is. Yes, all you say about your goods and deliveries and our friendship is true. You have come to me in the past and sat here as you are doing now, and secured orders. But we are all learning all the time. And I have learned from this incident something vital about salesmanship which had never occurred to me before."

"Take this fellow So-and-So. He came on the scene while you were spending your time talking me into buying your goods. I will be frank with you and say that I hardly gave a thought to his existence at first. He didn't bother me at all. Just stayed around with my men—going out with them on their jobs—telling them little things, you know, and taking off his coat when occasion offered to help them out. Never saying anything about selling goods, mind you. Just helping. Next thing they knew my men were leaning on him. Were wishing he was around when they got stuck in some little detail or other. And he had a way of turning up at just such times, but never saying much. An unpretentious chap. Only happy, it seemed, when he could be tinkering with something—finding a better way to do a thing."

"That's enough of the manager's story—comes pretty close home, doesn't it?"

"Now, then—how much effort do you really expend in helping your customers to get more joy out of the Victor you sell them? Don't, for goodness sake, get the notion that because you have sold 'em a machine that's the end of it. The more those people enjoy the Victor, the more Victor will you sell to others."

be sure, they are not danced so very much in the ballrooms of the country, but they are being danced in thousands upon thousands of private homes, and that's vastly better business for you. On state occasions an orchestra is used—when a little coterie of friends get together evenings to dance, the Victor is the ideal thing. That's no joke. There are reasons beyond very definite reasons for it, which were set forth last month.

"Now then, why not send a little note to the leaders of your smart set, suggesting that you'll be very glad to send a Victor and a demonstrator whenever miladi would like to give a little "the dansant" "tango tea" to her friends. That's helping people to get more joy out of the Victor, or helping more people to get joy out of the Victor, as the case may be—and incidentally that sort of thing can make all the difference between a big success and a partial one."

COLUMBIA WITH KRANICH & BACH.

Famous Piano House in Harlem Secures the Representation of the Columbia Line—Will Be Featured and Exploited in a Progressive Way—Constructing Attractive Booths.

One of the most important deals consummated in some time was that made by the Columbia Graphophone Co. last month, whereby the retail store of Kranich & Bach, the prominent piano house of New York City, will handle a complete line of Columbia machines and records. This store, which is located on West 125th street, in the heart of the Harlem shopping district, is one of the most attractive piano establishments in that vicinity, catering to a high-grade clientele.

Approximately one-half of this spacious store will be devoted to Columbia products, a number of sound-proof demonstration rooms having been constructed for the accommodation of Columbia patrons, and a refined scheme of decoration characterizes the entire department. H. W. Acton, formerly connected with the Columbia retail department, is in charge of the Columbia department at Kranich & Bach.

Kranich & Bach, whose factory and executive offices are located at 237 East Twenty-third street, New York, is one of the best-known and oldest established piano houses in the industry. Their instruments are considered among the highest-grade pianos and player-pianos manufactured, and the firm sells its products through the leading dealers throughout the country.

FEBRUARY A RECORD MONTH.

"February was a splendid month, exceeding all the Februarys I have known," remarked A. W. Toennis, of the Eclipse Phonograph Co., 203 Washington street, Hoboken, N. J., Edison disc and cylinder jobbers exclusively. "Both in quantities and records our disc sales have been excellent, and our dealers are all well pleased with the newspaper advertising that Thomas A. Edison, Inc. has been using, with the names of the dealers prominently displayed."

"Shipments of disc records are being received from the factory more promptly than ever before, and disc dealers state that all the records in the disc library are meeting with a ready sale."

STRONG EDISON AD CAMPAIGN.

Persistant and Attractive Publicity in Behalf of New Disc Phonographs and Records—Getting Results Throughout the Country.

Thomas A. Edison, Inc., is continuing its splendid newspaper campaign on behalf of the new Edison disc phonographs and records. These advertisements, which are designed along somewhat different lines than the average talking machine newspaper ads, are producing excellent results for the dealers mentioned in the copy, and many of the Edison disc representatives are enthusiastic in their reports of the impression which are being received from the individual advertising. The present newspaper campaign is based along invitation lines rather than any attempt at direct sales. No prices are mentioned, but an invitation is extended to the public to visit any of the dealers listed on the lower part of the advertisement to hear the new Edison disc phonograph and records.


PRESIDENT EASTON RETURNS.

Edward D. Easton, president of the Columbia Graphophone Co., accompanied by Mrs. Easton, returned to New York Thursday equipped with renewed energy and vigor after a short vacation in Bermuda.

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.

(Special To The Talking Machine World.)

LONDON, E. C., ENGLAND, March 3.—Gramophone trade is in a rather tense condition at present. Indeed, the amount of nervousness, chiefly in relation to ruling prices for disc records. There is little or no cause for complaint on the ground of actual sales, for in this respect trade is undeniably good, good time of year considered, but it requires an enormous turn over in order to ensure a reasonable amount of profit under present circumstances. Things were worse through the holiday period as the real-time months prior to Christmas, but now that business has settled into a gradual decline, as we approach the summer season, traders are forced to abandon the policy of drift and concentrate on putting their house in order, if it is not already too late.

In some cases this tardy realization of their serious position is in the nature of a perpetual and inevitable fatigue. In prevalent in trade circles, and it will require more than ordinary commercial genius to find a successful solution of present difficulties. Time has revealed in no uncertain manner the futility of the policy which constituted the issuance of cheap records. The object aimed at may yet be achieved to some extent in the near future, indeed, if I read certain signs correctly, but to the detriment of the general public interest. It is certain that nothing can undo the irreparable damage sustained by the gramophone industry as the result of "arrangements and undertakings," which are not being carried out as absconded by the "arrangers and undertakers." It is a question of continual complication by reason of the Act itself, which is a source of much confusion, and I am open to say it has not come in for the share of criticism which it justly deserves.

In the action of the record publishing house, I am not speaking of the present case—and trust, however, for the respectable retailing houses to an extent in which it might be anticipated trouble in the direction of the record publishing house, the manufacturing producer, the retailers, and the customers. The result is that in this direction the manufacturer is not in a position to supply the public with the type of records which are required. The distressing aspect of our whole situation is that it is not only his fault as that of the Act itself, which is a source of much confusion, and I am open to say it has not come in for the share of criticism which it justly deserves.

Great significance in the light of present conditions. A large public has sprung into existence for the sale of medium-priced discs, and it is to be expected that the times that these firms should now cater for this demand.

There are rumors that the Zonophone Co. would withdraw from this market before next season. There are also reports elsewhere the reduction of the Favorite record to the same level, and as reported elsewhere the reduction of the Favorite record from a half-a-crown to eighteen pence, accompanied by the statement that the records will be largely advertised. The fact is, it is not without considerable importance to the trade.

The defendant, in selling these records without a copyright, is not only guilty of infringement of copyright, but is also guilty of infringement of copyright committed by the manufacturer, I am open to say it is not without considerable im-

There is little or no cause for complaint on the ground of actual sales, for in this respect trade is undeniably good, good time of year considered, but it requires an enormous turn over in order to ensure a reasonable amount of profit under present circumstances. Things were worse through the holiday period as the real-time months prior to Christmas, but now that business has settled into a gradual decline, as we approach the summer season, traders are forced to abandon the policy of drift and concentrate on putting their house in order, if it is not already too late.

In some cases this tardy realization of their serious position is in the nature of a perpetual and inevitable fatigue. In prevalent in trade circles, and it will require more than ordinary commercial genius to find a successful solution of present difficulties. Time has revealed in no uncertain manner the futility of the policy which constituted the issuance of cheap records. The object aimed at may yet be achieved to some extent in the near future, indeed, if I read certain signs correctly, but to the detriment of the general public interest. It is certain that nothing can undo the irreparable damage sustained by the gramophone industry as the result of "arrangements and undertakings," which are not being carried out as absconded by the "arrangers and undertakers." It is a question of continual complication by reason of the Act itself, which is a source of much confusion, and I am open to say it has not come in for the share of criticism which it justly deserves.

In the action of the record publishing house, I am not speaking of the present case—and trust, however, for the respectable retailing houses to an extent in which it might be anticipated trouble in the direction of the record publishing house, the manufacturing producer, the retailers, and the customers. The result is that in this direction the manufacturer is not in a position to supply the public with the type of records which are required. The distressing aspect of our whole situation is that it is not only his fault as that of the Act itself, which is a source of much confusion, and I am open to say it has not come in for the share of criticism which it justly deserves.
records. The German trade press seem to resent this, claiming that the word is a generic term, as in England.

Increasing Demand for Music from Japan.

The recently published particulars of export trade with Japan indicates that with the Japanese European music is becoming increasingly popular. The 1910 figures show that Great Britain exported to that country instruments and records to the value of only £380, but two years later, 1912, we find that the figures have risen to the extraordinary total of over £5,000, notwithstanding the active operations of new record factories in Japan. The German export figures for the years mentioned were £5,025 and 119,910 respectively.

Double Sided Records Most Popular.

There is no question of the popularity of double-sided records, as against the single-faced in the United Kingdom, despite the difficulty of mating two titles acceptable to the buyer. In Germany, however, it has been a subject of question and representations for a return to the single-faced records have been notified. To test the matter, the Deutsche Grammophon Co. intend to issue identical titles on both kinds of discs. Some permanent policy will result if it is shown that there representations are based on the proved requirements of the market. The verdict will be awaited with keen interest.

New Columbia "Regal" Record.

The Columbia Graphophone Co. have now entered the field with another new record—ten-inch double-sided, styled the "Regal," at eighteen pence retail. The official news reached me just in time to miss the mail for last month's issue. The announcement has caused much comment throughout the trade.

In announcing the "Regal," the company says (in part): "It is generally acknowledged in the trade that during the past twelve months the immense number of cheap machines and records sold has created an entirely new buying public for records.

"This new public, accustomed to a low price for records, at the same time realizes that it cannot expect on the cheaper records artists of acknowledged fame, and would therefore willingly pay a few pence more for artists whom it is possible to give on cheap records. ** The Regal catalog consists of 597 records transferred from the famous Columbia-Rena records, and fifty-five records of new recordings. ** Regal records will be sold under strict price maintenance covered by our patents. Supplements will be issued monthly. ** * The name 'Regal' is well known in the trade in connection with the famous Regal instruments." A few of the well-known artists in the Regal catalog are: John Baridsey, Robert Howe, Jones and Van Buren, Collins and Harlan, I. Gillette, Bella Berkes Orchestra, Austin, Kitchen, Beth Tate, May Moore, Dore, Loricine, Cunliffe, Sheridan, Will Evans, Champion, Jack Mills and company.

In connection with the "Regal" record issue, the titles deleted from the Columbia catalog are exchangeable on the basis of an order for twice the value in Columbia-Rena records, or three times the value in Regal records. The exchange ended February 15, and only new records were accepted.

Marketing the Edison Disc Line in England.

Considerable interest is evidenced by authoritative statement from Orange concerning the marketing of the Edison disc products in England. "The Chairman," Jack Mills and company.

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Marking the Edison Disc Line in England.

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The verdict will be awaited with keen interest.

Farewell Dinner to Paul H. Cromelin.

No better proof of the good fellowship that exists amongst members of the trade could be found than the complimentary dinner which was given to Paul H. Cromelin recently at the Connaught rooms by the Kinematograph Manufacturers' Association as a farewell following his retirement from the service of the Edison Manufacturing Co. after three years in England.

The feature of the evening was the presentation to Mr. Cromelin of a "All British" Old Spark Guinea from the members of the association, which was followed by the passing around of the loving cup with all due formality. The chair was occupied by H. A. Browne in the absence of the official chairman of the association. J. F. Brockett. Telegrams of regret were read from Messrs. A. Reed, H. Paulson, G. H. Smith and H. Hayman. Will Jury proposed the first toast of the evening, namely, "Our Guest," and referred to length in most complimentary terms to Mr. Cromelin's connection with the trade and his fairness in all matters of business. The toast was supported by Messrs. Will Barker and H. A. Browne. In closing, Mr. Cromelin replied with much feeling, especially when speaking of the kind treatment he had received at the hands of his British associates and competitors. A toast to "The Chairman." and the response by Mr. Browne brought the evening to a happy close.

Thorpe Bates' First Columbia Records.

In announcing the first records by Thorpe Bates, the Columbia Co. states that it considers them the finest examples of baritone recording yet issued. Thorpe Bates is one of the best known concert artists of the day, and he has built a reputation of strength upon the rich qualities of his voice and his own artistic versatility.

Thorpe Bates is represented by two records as his first Columbia contribution—a 10-inch record of "Youth" and "To Anthea" and a 18-inch record of Amy Woodforde-Finden's lovely song, "O
Flower of All the World," paired with the favorite ballad "Sincerity."

in the improvement in Reproducing.

It is, I think, generally admitted that under presen
t methods we must look for gramophone im
division, not so much from the side of record
ing, as well as in the range of reproducing.

inventors have exhausted all efforts in the for
direction, but the fact remains that greater atten
tion must now be bestowed upon the reproducing
dound, as witness the progress made in the last few
years by a few of our leading concerns.

ach is ministered unto with a range of titles of great

ii, by Mr. Hoffay's machine. The new instru

tion includes the following:

the idea of the quality offered this month by the H. M.

for "A Birthday" (Cowen), and the lady tenor,

variety.

is ministered unto with a range of titles of great

variety. Numerous titles are at present on the mar

 test I found the Syrena Grand a record of pleas

The invention is Jose Hoffay, whose extensive ex

experience with the American Columbia Co. at once

invests his claims with all the weight of a man who

knows! Your correspondent was recently ac

knowledge the importance of a first confidential dem

Communication from our London headquarters.

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

The March Columbia Supplement.

The March Columbia supplement in its new colors affords the trade a magnificent opportunity to boost the popular Columbia-Rena series. It is a

THE TALKING MACHINE WORLD.
Nine out of ten people who hear record

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

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

The famous American prima donna, Alice Nielsen, furnishes a beautiful record in the Columbia "De Luxe" series this month of Tosti's "Goodbye" and "Sweet Genevieve." Orville Harrell, who has been enjoying the distinction of being pitted as an attraction against Caruso in New York, has his first ten-inch record in the Columbia Celebrity series this month, being heard in two English songs—"For You Alone" and "Abend." Ysaye—the world's master of the violin—has a new record on Columbia this month, it being that lovely tenor aria, the prize song from "The Meistersinger." American Maids—Important Alterations. It is announced that the British Postmaster General has relieved the Cunard Co. from collecting mails at Queenstown (Ireland) owing to the risk incurred in entering the harbor there with their large ships during violent weather. All the Cunard packet boats, including the "Lusitania" and "Mauretania," will therefore proceed direct from Liverpool to New York. In consequence it is now necessary for all correspondence intended for conveyance by these steamers to be posted on Fridays before midnight at the London General Post-office, the times of posting at other London offices and in the Provinces being similarly advanced.

The Progressive Quality of Half-Crown Records. It is significant of trade conditions in this country that the various companies still manufacturing records at two shillings and sixpence (they—the companies—are a diminishing quantity, by the way) would seem to be concentrating upon the production of lists which each month represent a higher standard of quality over preceding issues. This is doubtless as wise a provision as it is necessary, having regard to the growing influence of records priced below this one-time standard rate. Be that as it may, it cannot detract from the recognition which is due the enterprising policy, for instance, of the Zonophone officials in catering to a select public with records of increasingly high merit and general value each succeeding month. Space precludes a detailed mention of the various items comprising the latest supplement, but I am moved to these thoughts because of its generally superlative quality, which throughout offers a typical example of the progressive nature of present-day recording in conjunction with all that goes to the production of good records.

TO SUPERVISE DANCE RECORDS.

Mr. and Mrs. Vernon Castle engaged by the Victor Co. to Supervise Records for Dancing.

In a letter enclosing an advance copy of the Victor records of the month of April, the Victor Co. sent out to its trade last week an important notice to the effect that Mr. and Mrs. Vernon Castle, the prominent exponents of the modern dances, had been engaged to supervise the making of all Victor dance records. The first records produced under this supervision are included in the April list. Mr. and Mrs. Vernon Castle have acquired a country-wide reputation for their splendid interpretation of the modern dances, and Victor dealers are afforded a valuable selling argument in this announcement by the Victor Co. that the new Victor dance records will not only meet with the approval of Mr. and Mrs. Castle but will be recorded under their direct supervision.

John Cavanaugh, the popular manager of the Edison disc department of A. I. Namm & Son, Brooklyn, N. Y., is being congratulated on the addition to his family recently of a bouncing baby boy. Mr. Cavanaugh's enthusiasm over the Edison disc line is proven by the fact that the new arrival was named Edison Cavanaugh.

Oreste Vestella, the famous bandmaster, has opened a talking machine store at 1486 Atlantic avenue, Atlantic City, N. J.
CINCINNATI, O., March 4.—During the past month the local talking-machines trade has been swamped with demands on the part of record fiends. The volume of business of this class has been tremendous. The manager and assistants of the various places, while happy over the sales, would be willing to have a little rest. This is the state of affairs in Cincinnati. Even during the unusual blustery days of February, the customes found their way down town and loaded up.

The local situation, as a whole, appears very satisfactory. The arrival of the Cincinnati branch of the Phonograph Co., attracted much attention at once, but there is now a take-off in sales, which is evidenced in the ranks. Manager Peterson claims his main trouble is to secure sufficient supplies. J. B. Sims has joined the traveling forces of this branch. The company now has four local dealers. John Arnold, one of the latter, is still in the West, seeking health. Encouraging news comes from the little hustler, according to word given out at the store. Arnold is expected back about March 28.

Manager Dittrich, of the Rudolph Wurzitzer Co., said:

"Referring to the February business in our Victor department, we can only say that the demand was practically as great as that experienced during December, not including the holiday week, and that the results were extremely gratifying, notwithstanding the great shortage of machines and records. The business has reached a basis where the supplies of instruments and records on hand determine the volume of business, and it looks as though this situation will continue indefinitely.

"The dance records have opened up a tremendous field for sales of Victrolas at all sizes, and this, together with the increasing popularity of the machines as a general entertainer, has opened new avenues which will make the business during the year 1914 grow far in advance of that of 1913. "Applications for Victor agencies are coming in larger quantities than ever known before, and the initial orders are exceptionally large and usually include sufficient stock to guarantee the dealers being able to start from the very beginning with proper equipment for pushing the Victrola business successfully. "Yes," said Manager Whelen, of the local Columbia Graphophone store, "business continues good. February sales went far beyond our expectations, and every department ran ahead of any previous February in the history of the Cincinnati store. Record sales have been phenomenal and, despite the fact that we daily received large shipments of records, we ran out of certain records for which there is a great demand. The Columbia dance records have certainly filled a long-felt want among the dance enthusiasts, and those who have tried them are unanimous in their opinion that the tempo is simply perfect, which of course is the most important feature.

When Mr. Whelen was asked about the school proposition, he was all smiles when he said: "Well, we certainly have got the schools acknowledging the desirability of Columbia instruments and records for that purpose. We have just closed with more schools, the last sale being at the Windsor School, in competition with two other makes of instruments."

The Columbia Graphophone Co. states that it has closed with a large number of new dealers during the month of February, and the traveling salesmen report that business is apparently good throughout the entire territory.

The Lyric's talking machine shop made a very good showing in February, according to Manager Ahans. This, he said, was particularly true of the last week, when the big rush came.

The Victor department of the Otto Grau Piano Co. is doing very well. The company is gradually enlarging the line and expects to do quite a business this year.

Victor business continued at high tide all during the past month at Aeolian Hall. The exceptional showing of December and January were maintained; in fact the only complaint was about the difficulty of securing goods—both machines and records.

The Aeolian Victrola department is unquestionably the most efficient, and well equipped in every way. The record service especially has been developed to a high point. All styles of machines went big indeed; it was largely a case of customs accepting any styles that could be gotten, as the shortage on some styles was keenly felt throughout the month.

The demand in records ran mainly to dance music, of which it was impossible to secure enough stock. The lists of special dance records scored a pronounced hit. The European one-steps and tangos scored heavily. Prospects at Aeolian Hall are for a continuation of boom business. The company continues to advertise Victrolas heavily.

BIG AUSTRALIAN SHIPMENTS

Of 240,476 Blue Amberol Records Within a Period of Six Weeks.

That Australians appreciate phonograph music is more and more evidenced every day. "The Star of India" recently sailed with one order alone for 110,476 Blue Amberol records. Another shipment of 100,000 has just been made by Thos. A. Edison, Inc., making 210,476 in the space of six weeks. And this is the dull or summer season in Australia, too.

THE TALKING MACHINE WORLD.
The only change in Columbia dealers' profits during the last month has been an improvement.

(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

STOCKS STILL REPORTED SHORT IN WISCONSIN.


(Milwaukee, Wis., March 9.—The shortage of machines and records which has been experienced by Milwaukee jobbers and dealers since the opening of the new year does not seem to have been overcome and the complaint is heard on all sides that more business than is being received could be handled if the goods were only available to fill orders. Stock of Victor machines and records seem to be especially low, and dealers are having trouble in meeting the demands of the trade. Stocks in dealers’ hands were badly reduced by the Christmas trade, and they have been trying to replenish ever since.

Dealers in Milwaukee and about the State say that the February business was unusually good, but that their stocks have been badly depleted as a result. General business conditions have shown decided improvement since the first of the year, and this has reacted with favor upon the talking machine trade. General confidence is more widespread, money is a little easier and collections have naturally improved.

“Business has been very good during the past month or so,” said Miss Gertrude F. Gannon, head of the Wisconsin Talking Machine Co., for the Victor line. “We would probably be locating more new dealers if we were able to get more machines and records for distribution.”

Miss Gannon recently returned from a short business trip in New York and other Eastern points.

The sale of high-class Victrolas at the Edmund Gram Piano House during February, more than doubled the number of machines sold during the corresponding period a year ago. The record business at the store has been unusually good, according to Paul A. Seeger, manager of the Victor department.

L. C. Parker, the enterprising manager of the Victor department at Gimbel Bros’ Milwaukee store, has been making some more good sales of the Victor V and the small Victrolas to the Milwaukee schools. Mr. Parker was recently called upon the Milwaukee trade.

Mr. Becker has not completed his plans for the future as yet, but it is expected that he will again enter the Victor field at some point after he has enjoyed a short vacation.

U. P. Gibbs, well known traveler for the Rudolph Wurlitzer Mfg. Co., of Cincinnati, O., recently called upon the Milwaukee trade.

MAKE MOST ATTRACTIVE DISPLAY.

The Furnishing and Decoration of the Store of the Columbia Co., Inc., in Norfolk, Va., Has Won High Praise from Critical Visitors.

(Milwaukee, March 4.—One of the most attractive stores in the local talking machine trade is that of the Columbia Co., Inc., at 67 Plume street, Norfolk, Va. The furnishing and decoration of this store is in accord with the high ideals of dignity and taste, and the many out-of-town visitors who have called at the headquarters of the company while on a visit to the city, have been unanimous in their praises of its artistic appearance and comfortable and home-like atmosphere.

As will be seen by the accompanying illustration, the Columbia Co., Inc., makes a specialty of displaying the popular table machines that form such an important part of the Columbia Graphophone Co.’s line. In addition to the sales value of this type of machines, there is no doubt that table machines lend themselves peculiarly to the distinctive arrangement of a store display, and this is well evidenced by the distinctive appearance of the company’s main display room.

The Columbia Co., Inc., is closing an excellent business with Columbia machines and records which is aided considerably by its aggressive advertising campaigns in the daily newspapers. In addition to this consistent advertising, the company features informal concerts at its store, where the beautiful Columbia “Grand” is presented to excellent advantage.

To the credit men, with their ears glued to the ground, there is beginning to be very audible a growing rumble that presages a wave of good business and good collections. It’s on the way, and the fellow that is ready is going to ride its crest to increased success.)
THE TALKING MACHINE WORLD.

TALKING MACHINE JOBBERS IN SESSION.


(Special to The Talking Machine World.)

PHILADELPHIA, Pa., March 2—The regular mid-winter meeting of the executive committee of the National Association of Talking Machine Jobbers was held at the Bellevue-Stratford, on Sunday, February 15, with a second meeting with the officers of the Victor Co. at the factory at Camden on Monday, and the sessions proved to be among the most interesting and resultful of any ever held by the governing body of the association.

The meeting was attended by a full executive committee, including President J. C. Roush, Pittsburgh; Vice-President Geo. E. Mickel, Omaha; Treasurer W. H. Reynolds, of Mobile, Ala.; Secretary Perry B. Whitsit, Columbus, O., and Jas. F. Bowers, Chicago; R. H. Morris, Brooklyn, N. Y.; O. K. Hewitt, Memphis, Tenn.; T. H. Towell, Cleveland, O., and E. C. Rauth, of St. Louis, this being the second time since the convention that the full committee has convened, the first meeting having been held in Chicago. In addition to the committee members, there were also present of the members at large E. F. Taft, of the Eastern Talking Machine Co., of Boston; J. N. Blackman, Blackman Talking Machine Co., New York; Louis Buehn, Philadelphia; L. J. Gerson, with John Wannamaker, New York and Philadelphia; C. A. Bruce, president of the Standard Talking Machine Co., Pittsburgh, and Chas. F. Bruno, of C. Bruno & Son, New York, who took occasion to file an application for membership in the association.

The session on Sunday occupied all day and was given over to a general discussion of the problems that confront the jobber in the trade at large, including the completion of plans for the coming convention at Atlantic City, for which July 6 and 7 has been selected as the dates.

On Monday morning the jobbers went to the Victor factory, where they were met by Louis F. vanamaker, New York and Philadelphia; C. A. Blackman, Blackman Talking Machine Co., Pittsburgh, and Chas. F. Bruno, of C. Bruno & Son, New York, who took occasion to file an application for membership in the association.

The arrangement committee of the association, represented by L. C. Wiswell, E. C. Rauth, A. A. Trostler, held its first meeting in Chicago later in the same week, for the purpose of making preliminary plans for Atlantic City sessions.

MILWAUKEE CONCERN EXPANDS.


(Special to The Talking Machine World.)

MILWAUKEE, Wis., March 9—The Gensch-Smith Co., operating an exclusive Victor shop at 70 Grand avenue, has extended its field of activity and has launched into the piano field. The company has secured the Wisconsin agency for the Wurlitzer pianos and foot-operated players, and will henceforth give considerable attention to this phase of the business. An adjoining store has been leased, a connecting arch has been cut through and the Wurlitzer line will be displayed in the new quarters, which are 30 x 16 feet in dimensions. Another new outside salesman has been secured, making three men now covering the city of Milwaukee and the surrounding territory. The company has just installed a large show case, where needles, talking machine supplies and a small line of musical merchandise have been placed on display.

WM. P. HOPE APPOINTED MANAGER.

Popular Milwaukee Talking Machine Man in Charge of New Kansas City Concern.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., March 7—William P. Hope, traveling representative in Wisconsin and upper Michigan for Thomas A. Edison, Inc., for the past eight or nine years, and one of the most popular talking machine men in this section of the Northwest, has been made manager of the Western Phonograph Co., at Kansas City, Mo., a jobbing branch which is handling the Edison line. Wisconsin and Michigan dealers and the Milwaukee Phonograph Co., jobber for the Edison line in this territory, regret Mr. Hope's departure, but they all wish him the best of success in his new field. Mr. Hope's successor on the road has not been announced as yet.

A good guesser is generally a man who prides himself on his superior judgment.
The Columbia Grafonola "Favorite"—$50.
Still the most popular talking machine in the industry.

(Columbia Graphophone Company
Woolworth Building, New York)

COLUMBIA GRAPHOPHONE CO. INVADES FIFTH AVENUE.

To Have Splendid Quarters in Heart of Shopping District at Fifth Avenue and Thirty-third Street—Full Line of Instruments and Records to Be Displayed in Artistic Environment—The Booth Equipment Throughout Will Be of the Latest and Best Procurable.

The Columbia Graphophone Co. is invading upper Fifth avenue, New York City. By arrangement with its dealers, the F. G. Smith Piano Co., there is to be a Columbia corner at Fifth avenue and Thirty-third street.

Here, opposite the Waldorf-Astoria, and in the heart of New York's most fashionable shopping district, the Columbia Graphophone Co.'s product is to be displayed in a store conspicuously hand-some even on that great avenue of handsome stores. There is tremendous spread of plate glass show window facing on Thirty-third street and also on Fifth avenue, permitting a magnificent display of talking machine products.

The basement, ground floor, and mezzanine of the store provide 7,500 square feet of space for the display of talking machine products. There is to be a Columbia corner at Fifth avenue and Thirty-third street.

This move may be regarded as an eloquent indication of the vigor with which the Columbia Graphophone Co. is strengthening its position in retail service in keeping with the locality.

The Columbia Graphophone Co. is invading upper Fifth avenue, New York City.

Here, opposite the Waldorf-Astoria, and in the heart of New York's most fashionable shopping district, the Columbia Graphophone Co.'s product is to be displayed in a store conspicuously handsome even on that great avenue of handsome stores. There is tremendous spread of plate glass show window facing on Thirty-third street and also on Fifth avenue, permitting a magnificent display of talking machine products.

The basement, ground floor, and mezzanine of the store provide 7,500 square feet of space for the display of talking machine products. There is to be a Columbia corner at Fifth avenue and Thirty-third street.

This move may be regarded as an eloquent indication of the vigor with which the Columbia Graphophone Co. is strengthening its position in retail service in keeping with the locality. This move is being reconstructed, refurnished, and redecorated, and the three essentials that have been adhered to in this work are the comfort of customers, the efficiency of the service and artistic presentation in all things. It is safe to say that all three are being most satisfactorily achieved.

The scheme of decoration followed is distinguished by artistic elegance and studied attention has been paid to the most effective display of product in every detail. There will be, of course, an absolutely complete line of instruments and records. Demonstration booths are being built on each floor and every facility has been provided for the maintenance of a retail service in keeping with the locality.

In dismissing the application for the injunction the court here held that it was contrary to public policy to permit a patentee to prescribe the terms of resale.

HAS WON A MARKED SUCCESS.
Miss Clara B. Elting, Manager of the Victor Department of E. Winter's Sons in Kingston, has introduced several new sales ideas.

(Special to The Talking Machine World.)

KINGSTON, N. Y., February 28—Miss Clara B. Elting, who was recently appointed manager of the Victor department of E. Winter's Sons, the prominent piano house of this city, is achieving a very pleasing success. Although her connection with this firm is her first experience in the talking machine trade, she has already shown a peculiar aptitude for this line of work that seems to insure her an excellent sales record in a very short time.

In addition to maintaining a Victrola department that is in perfect accord with the high standing of E. Winter's Sons in the piano industry, Miss Elting has introduced several new sales ideas that have proven of considerable assistance in the conducting of her department. One of her recent selling helps was the thumb-indexing of the Victor red seal catalog so that it is possible to tell a customer at a moment's notice just what records are presented by Caruso, Paderewski, Elman, etc.

Another idea was the introduction of a very short demonstration, which is possible to tell a customer at a moment's notice just what records are presented by Caruso, Paderewski, Elman, etc.

Miss Elting has already shown a peculiar aptitude for this line of work that seems to insure her an excellent sales record in a very short time.

NEARLY FOOL-PROOF.
Advertising is nearly fool-proof. No persistent advertising of an article of merit has ever failed in the United States.
NEAL, CLARK & NEAL CO.'S NEW HOME

One of the Handsomest Talking Machine Establishments in the East, If Elsewhere—Artistically Appointed—Business is Excellent.

(Special to The Talking Machine World.)

BUFFALO, N. Y., March 7—The new store occupied by the Neal, Clark & Neal Co. is one of the handsomest talking machine establishments in this city. Nearly $10,000 has been spent fitting up the premises.

The photograph showing one of the views of the establishment, which is reproduced here, does not do justice obviously to the color and decorative scheme employed and which makes the establishment one of exceeding attractiveness, with an atmosphere that tends to make one at home.

The booths are of French gray, ivory and dark, and the walls are finished with blue burr-lap. The rugs used are genuine Oriental, with color effects in harmony with the general decorative scheme.

The business of the establishment is excellent and B. E. Neal of the firm stated to The World that their retail business had increased wonderfully, fully since the work on their new quarters had been completed. There is an enormous demand for records of all kinds with dance numbers.

NEW MISBRANDING BILL.

Congressman Rogers Applies Law New Covering Only Food Products to All Articles Sold.

WASHINGTON, D. C., March 9—Congressman Rogers of Massachusetts has introduced the improved bill embodying the results of considerable research into the laws of this country and Great Britain to prevent the manufacture, sale or transportation of misbranded articles and for the regulation of the traffic therein. Mr. Rogers said today:

"The bill I have drafted is a misbranding act; that is, it protects the customer against fraud or negligent misrepresentation on the part of manufacturers or dealers. It differs from most of the proposed legislation, which applies only to fabrics and clothing, in its universal in its application, covering all articles; I can see no reason why the purchaser of a piano or a watch should not be cared for as well as the purchaser of a pair of shoes. We have had since 1906 on our statute books a pure food law which prohibits the misbranding of food-stuffs. The pure food law has been extremely effective in its operations and its validity has been sustained by the courts. The proposed law, as it seems to me, supplies an inexplicable shortcoming in our Federal legislation by in effect extending the provisions of the pure food law to all commodities.

"Great Britain has had on its statute books since 1887 an analogous misbranding act which has worked very well. So far as applicable I have adopted the language of the pure food act and have embodied much of the very broad and detailed definitions in the British act of what shall be deemed misbranding."

VOICE CULTURE WITH PHONOGRAPH.

After a conference with Thomas A. Edison, Signor Uribe, of New York City, a teacher of voice culture and a grand opera singer, announces that he has adapted an Edison phonograph to aid him in his classes, and that the result is remarkable in promoting true tones and correct enunciation. The value of many of the grand opera and concert selections as examples of fine vocal power is readily conceded. So enthusiastic has the Signor become that he plans to give a public recital at an early date, showing how the Edison assists him in his classes.

Welcome trials, for remember it is usually difficulties and responsibilities that bring a man to the fore.
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., March 19.—SOUND Box.—Henry C. Miller, Waterford, N. Y. Patent No. 1,087,035.

This invention relates to improvements in sound boxes for talking machines.

Fig. 1 is a plan view of the attachment with the accompanying drawing, which forms a part of this application, and in which


This invention relates to talking machine attachments, and the principal object of the invention is to provide a simple and efficient device for automatically stopping the rotation of the record and for lifting the needle therefrom.

A further object of the invention is to provide a device of this character which may be adjusted for use on different sized records and for use on different types of machines, so that the attachment may be sold for universal use.

Further objects of this invention will appear as the following specification is read in connection with the accompanying drawings, which shows a side elevation of the improved sound box. Fig. 2 is a view looking from the opposite side. Fig. 3 is a transverse section on the line 3—3. Fig. 4 is a detail perspective view of the sound box, showing the position of the parts when operated.


In the manufacture of phonograph records as carried on by modern processes, it frequently happens that the record groove is slightly distorted; that is to say, it does not follow a theoretically correct helix around the surface of a cylindrical record, or a correct spiral around the face of a disc record.

This invention is to provide means whereby the stylus may oscillate in a vertical plane where the entire sound box is held against movement in any direction. Unless some provision is made for a slight lateral movement of the stylus under the conditions above named, the stylus itself will not track properly in the record groove, with the result that the disagreeable scratching and the jumping of the stylus from the one groove to the next will take place.

The purpose of this invention is to provide the stylus and its connection with the diaphragm of the sound box without whereby said stylus may oscillate laterally and thus be caused to follow the record groove no matter how distorted such grooves may be or how unevenly the mandrel upon which the record is wound.

The structure whereby this result is accomplished is applicable to either form of sound box; that is to say that form in which the sound box is mounted to oscillate bodily toward and away from the record, or that form in which the sound box is held rigidly against movement in any direction.

This invention is also shown as applied to both forms of sound boxes and in the accompanying drawings the full detailed views of so much of said sound boxes will be set forth as will enable persons skilled in the art to which the invention pertains, to make, construct and use the same.

In the accompanying drawings forming a part of this specification, Fig. 1 is an enlarged side elevation of a detail view of the sound box showing the position of the parts when operated. Fig. 2 is a side elevation thereof. Fig. 3 is a plan view of the attachment applied to an ordinary disc talking machine. Fig. 4 is a detail perspective view of the sound box, showing the position of the parts when operated.

Fig. 5 is a plan view of the improvement with the reproduction of a sound box and its connection, designed to oscillate about a pivot in a plane perpendicular to the axis of a cylindrical record. Fig. 6 is a bottom plan view of the same. Fig. 3 is a detached vertical section through the stylus arm bearing and stylus lever. Fig. 4 is a plan view of the stylus lever showing the tubular bearing for the stylus arm. Fig. 5 is a vertical section of a sound box which is designed to be held rigidly fixed. Fig. 6 is a bottom plan view of the floating weight. Fig. 7 is an end view of the connection between the floating weight and the sound box body. Fig. 8 is a view partly in section of the sound box body and the metallic retaining washer for the gaskets.


This invention relates generally to talking machines and more particularly to the construction and mounting of the sound conveying tube or tone arm employed in connection with such machines.

The object of the invention is to simplify the construction and dispense with small parts in the same that the arm may be used in connection with such machines.

The accompanying drawings will serve to illustrate several forms suitable for carrying this invention into effect. It should be understood, however, that the inventor does not limit himself to the exact constructions shown in the drawings, as various changes may be made therein without altering the principle of the present invention.

The drawings, Fig. 1 is a view in elevation, partly in section, showing the application of improved form of mounting to a modern talking machine. Fig. 2 is a side elevation partly in section illustrating another form which the invention may assume.


The principal object of this invention is so to improve the construction of a phonograph as to variously increase its efficiency for the reproduction of musical and other sounds, but also to reduce its cost of manufacturing to the lowest possible point, consistent with good material and workmanship.

In the development of the phonograph art it has been found that there is an increased demand for what is called the four-minute cylindrical record. The two-minute record—that is, a record that requires a period of two minutes to reproduce the entire matter placed thereon—has necessitated the use of a feed screw having 100 threads to the inch. The extreme fineness of this thread has laid it open to the objection that, in use, the thread was easily uncoiled or damaged by coming in contact with other hard substances, and thereby the delicacy and efficiency of the machine was very much impaired. If the pitch of the thread was decreased to say fifty to the inch, the thread would be materially strengthened and much more capable of withstand the hard usage to which such an instrument is usually put. Such a reduction in the pitch of the thread would correspondingly reduce the length of time occupied in reproducing the matter upon the cylindrical phonograph records.

By the former methods of construction, if a four-minute record was desired, it was necessary to correspondingly increase the number of teeth on the feed screw from 100 to 100. It will be readily seen that a feed screw of this extreme fineness would be too delicate for the practical application of the phonograph to ordinary use.

By this improvement, the inventor is enabled not only to reduce the number of threads upon the feed screw to fifty to the inch, and thereby correspondingly increase their strength and resistance to a rough usage, but other features of the improvement enable him to utilize both the two-minute and four-minute records.

Fig. 1 is a view of the improvement with the cover for the motor removed to disclose the interior. Fig. 2 is a side elevation partly in section of the complete structure. Fig. 3 is an end elevation partly in section of the motor, and its governing mechanism. Fig. 4 is a sectional view on line X, X, of Fig. 5. Fig. 5 is a vertical view on line Y, Y, of Fig. 4. Fig. 6 is a diagrammatic section of the subframe gear train for repro-
THE TALKING MACHINE WORLD.

DURING two-minute records. Fig. 7 is a similar view showing the gear shifted to reproduce the four-minute records. Figs. 6 and 7 are taken in substantially the same positions as represented in Fig. 5, in the full line and dotted line positions of the shifting lever 57.


This invention relates to phonographs for use in connection with the reproduction of sound by means of records, and has for its object the general improvement of the various details of the phonograph, and is intended broadly to include means for separating the sound box from the record support at a predetermined point or position, which is practicable and is fixed at the end of the selection upon the record. This separation of sound box and record may be by permitting the record support to rest at a relatively fixed position and providing means for elevating the sound box and its stylus free from the record, or on the other hand, the sound box itself may be made to occupy a relatively fixed position with the stylus point resting upon the face of the record, with means for withdrawing the record and its support from contact with the stylus and providing such means with additional parts whereby such withdrawal will stop the motor and consequently the rotation of the record support.

Other features of improvement relate particularly to the motor and the means for winding up the motor spring; the turn table and the method of mounting the same, whereby the table itself has a flexible connection with the drive shaft upon which the sound box is mounted, and important improvement is made in the sound conveyor whereby the sound box may be rotated through an angle of substantially 90 degrees from the styli of the sound box out of and into position for engagement with the record disc; another important feature resides in the sound conveyor, the same being much

modification contemplated the omission of the automatic elevating device as illustrated in the other figures. Fig. 18 is an end view of the modification illustrated in Fig. 12 showing the handle lever for elevating the sound box and telescoping sound conveyor by hand. Fig. 14 is a front elevation of the sound box showing the details of the stylus lever. Fig. 15 is a vertical sectional view of the same. Fig. 10 is a detached view in perspective of the operating rock shaft hereinafter referred to. Fig. 17 is a detached perspective view of one end of said shaft. Fig. 18 is a vertical sectional view of a still further modified form of a sound conveyor. Fig. 19 is a sectional view through the hinge structure for the amplifying part of the phonograph. Fig. 20 is a horizontal sectional view of the hinge through its axis. Fig. 21 illustrates the parts of the hinge structure separated to show their details. Fig. 22 is a rear view of the door section of the hinge. Fig. 23 is a sectional view of one of the hinge members. Fig. 24 is a sectional view similar to Fig. 19, showing the limiting position of the door and its various adjustments. Fig. 25 is a sectional view of one of the hinge members. Fig. 26 is a sectional view of the structure shown in Fig. 3.

BLANK FOR TALKING MACHINE RECORDS.—John Schumacher, Chicago, Ill., assignor to Joseph Sand¬
er, Patent No. 1,082,700. The objects of the present invention are to provide a record blank which is less expensive, of less weight, and less liable to break¬age than blanks made wholly of shellac or of a composition of shellac or the principal ingred¬ient, or of other plastic material.

With this object in view, the invention makes the blank of a body or core of some flexible porous material, such, for example, as cardboard or blot¬ting paper. This body or core is first sized in a manner that wholly prevents the shellac from pene¬trating it. The body or core is coated on one of both of its faces with a plastic material, such as shellac or a composition containing shellac, which is adapted to receive and retain impression. The helical groove of the record is only an almost in¬finiteimal fraction of an inch in depth, and in order to meet the requirements in this respect it is

only necessary that the coating be of sufficient depth to receive the groove.

In its completed condition the blank is a normally flat disc of sufficient rigidity to maintain or sub¬stantially maintain its shape in substantially parallel and substantially flat condition and facilitate handling. That is to say it may be handled pre¬cisely as the above described blanks or records at present in use are handled and if held at one side and in horizontal position, it will not bend appreciably under its own weight. At the same time it does not have the rigidity and therefore does not have the frangibility of the records of commerce. In the accompanying drawing which is made a part of this specification: Fig. 1 is a face view of a record blank embodying the invention, portions of the record and playing coating being broken away. Fig. 2 is a transverse section thereof. Fig. 3 is a section of a fragment thereof, thickness being ex¬aggerated. Fig. 4 is an exaggerated section of a fragment of a blank, and is intended to form, embodying some features of the invention.

NEW WONDERS PREDICTED.

London Editor Says That Improved Phonographs Will Recount the Events of the Day to a Public Too Lazy to Read.—Every Re¬porter of the Future to Have a Portable Wire¬less Telephone Outfit.

Robert Donald, editor of The London Daily Chroni¬cle and President of the Institute of News, said he painted a striking picture of the newspaper of the future in his Presidential address at the annual meeting of the institute held recently in York. Mr. Donald said that the future newspaper would be a wireless machine, and that in the future he would say that newspapers would be fewer in number. The tendency toward com¬bination would increase and circulative circulation would continue to grow. He added:

"The newspaper of the future will not contain less reading matter, but its pages will be smaller, methods of distribution will be quicker, and circulative circulation will cover greater areas."

"Airships and aeroplanes will be used for the most distant centres. Electric trains and railways will be on running on special tracks will also be used. In all the chief centres of population papers will be delivered by electric or pneumatic tubes. Morning and evening newspapers will be merged and editions will come out almost every hour of the day and night.

"News will be collected by wireless telephone and a reporter will always have a portable telephone with him which he will communicate with his paper without the trouble of going to a tele¬phone. The wireless telephone messages will be delivered to the sub-editors in printed column form."

"At people's recreation halls, with the cinematog¬raph and the gramophone or some other more agreeable instrument of music, the news of the day will be given hot from its source."

"People may become too lazy to read, and news will be laid on to house or office just as gas and water are now. Occupiers will listen to an ac¬count of the news of the day read to them by much-improved phonographs while sitting in the garden, or a householder will have his daily news¬paper printed in column form by a printing ma¬chine in his hall just as we have tape machines in offices now."

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