

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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



The best-known trade mark in the world

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Leading Jobbers of Talking Machines in America

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VICTOR JOBBERS Exclusively
What you want always in stock
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DISTRIBUTERS
VICTORS EXCLUSIVELY

We make a specialty of getting the order out on time—every time.

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CINCINNATI and CHICAGO

Two points of supply; order from the nearer.

CHASE & WEST DES MOINES IOWA

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

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

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PERRY B. WHITSIT CO.,
213 South High Street, Columbus, Ohio.

Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

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Largest **VICTOR** Talking Machine Distributors East of Chicago.

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

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Distributors

Quick Service for 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.



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Product

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

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 - Lincoln, Nebr., The Grafonola Company, 1036 O St.
 - Livingston, Mont., Scheuber Drug Co.
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 - Louisville, Ky., Columbia Graphophone Co., 425 South Fourth St.
 - Milwaukee, Wis., Albert G. Kunde, 616 Grand Ave.
 - Minneapolis, Minn., Columbia Graphophone Co., 424 Nicollet Ave.
 - New Haven, Conn., Columbia Graphophone Co., 25 Church St.
 - New Orleans, La., Columbia Graphophone Co., 933 Canal St.
 - New York City, Columbia Graphophone Co., 89 Chambers St.; Columbia Graphophone Co., 35-37 W. 23d St.; Columbia Graphophone Co., 39 W. 15th St.
 - Philadelphia, Pa., Pennsylvania Talking Mach. Co., 1103 Chestnut St.
 - Pittsburgh, Pa., Columbia Graphophone Co., 101 Federal St.
 - Portland, Me., Columbia Graphophone Co., 550 Congress St.
 - Portland, Ore., Columbia Graphophone Co., 371 Washington St.; Eilers Music House.
 - Providence, R. I., Columbia Graphophone Co., 119 Westminster St.
 - Rochester, N. Y., The Grafonola Company, 38 South Ave.
 - Sacramento, Cal., Kirk, Geary & Co.
 - Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
 - San Francisco, Cal., Columbia Graphophone Co., 334 Sutter St.
 - Seattle, Wash., Columbia Graphophone Co., 1811 First Ave.; Eilers Music House, 3d and University Sts.
 - Spokane, Wash., Columbia Graphophone Co., 818 Sprague Ave.
 - Springfield, Mass., Columbia Graphophone Co., 174 Worthington St.
 - St. Louis, Mo., Columbia Graphophone Co., 1008 Olive St.
 - St. Paul, Minn., Columbia Graphophone Co., 17 East Sixth St.
 - Tampa, Fla., Tampa Hardware Co.
 - Terre Haute, Ind., 840 Wabash Ave.
 - Toledo, O., Columbia Graphophone Co., 229 Superior St.
 - Washington, D. C., Columbia Graphophone Co., 1210 G St., N. W.

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

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

Headquarters for Canada:
Columbia Graphophone Co., 363-5-7 Spadina Ave.
Toronto, Ont.

SANGER BROTHERS
Dallas, Texas

VICTOR
Distributors

"We ship the same day."

Southern Victor Dealers
Largest Stock VICTROLAS and RECORDS.
Prompt Shipment and Low Freight Rates.

WALTER D. MOSES & CO.,
Oldest Music House in Virginia or 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 Street BOSTON, MASS.

PACIFIC COAST DISTRIBUTORS OF

Victor Talking Machines and RECORDS
STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS

Sherman, Clay & Co. San Francisco Portland
Oakland Los Angeles

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

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 May List.

The Talking Machine World

Vol. 10. No. 4.

New York, April 15, 1914.

Price Ten Cents

GRAND OPERA IN ATLANTA.

Engagement of the Metropolitan Opera Company Booms Talking Machine Sales in Gate City—Fifth Engagement Under Auspices of the Atlanta Music Festival Association.

(Special to The Talking Machine World.)

ATLANTA, GA., April 6.—Although it is some weeks before the Metropolitan Opera Co. stars will make their Southern flight, Atlanta and indeed the whole South is centering its attention on the seven performances that will be given beginning the evening of April 27 and closing the evening of May 2.

The operas to be given are: Massenet's "Manon," "Il Trovatore," "Der Rosenkavalier," "Un Ballo in Maschera," "Madame Butterfly," "Lohengrin," "Cavalleria Rusticana," "Pagliacci."

Indications point to the largest attendance and the most successful engagement that has yet been filled, and already the seating capacity of the immense Auditorium is taxed to its utmost.

The local talking machine dealers are experiencing great benefit from the coming engagement and the sale of grand opera records and talking machines has been very much stimulated.

M. Rich Bros. & Co. are giving recitals from the opera on each Friday afternoon, using the Grafonola grand for playing the records, and at the first recital given on the afternoon of March 27 the recital room was filled to overflowing. The recital is accompanied by explanatory readings and a brief outline of the stories of the different operas.

Beginning with Tuesday, April 7, each evening the Cable Piano Co. will give in its Vietrola rooms similar recitals of the opera with interpreted readings by Miss Dora Hood, one of the best known musical critics in the South and also a talented elocutionist.

In lighter vein there is one thing that stands out alone, "dance music." They buy it in person, they send for it by the children, they write for it, telephone for it and even telegraph for it. We tango the first thing in the morning, before meals, after meals, between meals and the last thing at night. No, the talking machine dealer doesn't worry. He simply plays "Too Much Mustard" on his cash register and offers a fervent prayer that their shoes and energy will not wear out.

INNOVATION IN CHURCH SERMONS.

Phonograph Used in Place of Minister for Delivery of Sermon—Creates Quite a Sensation and Wins Most Favorable Comment.

(Special to The Talking Machine World.)

SPokane, WASH., April 4.—An innovation in church services in this city was the phonograph sermon at the Bethel Presbyterian Church, Seventh avenue and Sherman street, last Sunday night. Owing to the church being without a pastor the phonograph occupied the pulpit, taking the place of the regular evening sermon.

The phonograph sermon, which was preached for phonograph use by the Rev. Dr. Wm. H. Morgan, of Pittsburgh, Pa., was greatly enjoyed by the congregation, an intense silence prevailing throughout its delivery.

The phonograph used was the Edison Amberola V loaned by Mr. Nat Dumphy, of the Graves Music Co., of this city.

Moving pictures have been used in some churches, but the phonograph sermon is the latest. It has been used in other cities with great success, and judging from the way it was received here it will be utilized more frequently in local churches.

One price! The fixed, uniform, fair price is the one strong protection of the small dealer against his big competitors who can afford to slaughter prices to control trade. Price-cutting in its essence is in restraint of trade. Let Congress make note of this fact.

TELEGRAMS AS TRADE DEVELOPERS.

Suggestion That Live-Wire Dealers Could Reap Considerable Benefit from Timely Display of Telegrams in Show Windows—How Idea Can Be Utilized in Divers Ways for Publicity.

It was suggested recently by a prominent talking machine man that live-wire dealers could reap considerable benefit from the timely display of telegrams in their show windows. In connection with this idea it is interesting to note that a manufacturing firm in the Middle West recently sent out a series of telegrams to its dealers dealing with appropriate bulletins or messages of interest that it deemed the dealer could utilize to profitable advantage. Accompanying this series of telegrams the firm sent out the following explanatory letter:

"The psychological effect of a telegram is too well known to explain here. We have made inquiry of a number of our agents to whom during the last month we have sent out telegraphic bulletins on the small regular telegraph blanks such as are furnished by the telegraph companies. Those dealers who displayed these telegrams in their windows have been so enthusiastic over the results achieved that we have decided to send you regularly a telegram similar to the one enclosed. Paste this, with the stickers provided for the purpose, in your window and watch the crowds stop and read. It will draw people, and once you get them in your store it's up to you."

There is undoubtedly sound logic to this letter, as there is a certain attractive influence attached to telegrams that make a peculiar appeal to the general public. It is probably curiosity that is the most powerful factor in this attitude, but whatever it may be, it attracts crowds to the dealer's show window and this in itself is excellent publicity.

The talking machine dealer can utilize this telegram idea in divers ways. For example, he can simply give instructions to his distributor to wire him at frequent intervals regarding some new record or some particular feature of a forthcoming or just issued supplement of new records. As soon as these telegrams are received the dealer should paste them inside his window, not with care of position as if by design, but in a careless, off-hand manner that will appear natural and unstrained. These telegrams will surely attract passers-by and prove an excellent publicity medium.

HERE'S A LIVE "TALKER" DEALER.

(Special to The Talking Machine World.)

WEST PALM BEACH, FLA., April 9.—The recent visit to this hustling city of Maud Powell, the famous violinist, was turned to good advantage by Frank Idner, an aggressive and up-to-date Victor dealer. Mr. Idner as soon as he learned of Miss Powell's visit to West Palm Beach trimmed his window along artistic and attractive lines, featuring Maud Powell and her excellent records in the Victor library.

In addition to this show-window, Mr. Idner mailed a postcard to each person attending Miss Powell's concert, showing a splendid portrait of Miss Powell, together with a partial list of Victor records corresponding with the evening program. This timely and appropriate publicity had its desired effect as Mr. Idner closed many sales of Maud Powell records, in addition to securing the names of several live machine prospects.

THINGS NECESSARY TO SUCCESS.

To know every detail, to gain an insight into each secret, to learn every method, to secure every kind of skill, are the prime necessities of success in any art, craft or trade. No time is too long, no study too hard, no discipline too severe, for the attainment of complete familiarity with one's work and complete ease and skill in doing it. As a man values his working life, he must be willing to pay the highest price of success in it—the price which severe training exacts.—H. W. Mabie.

OPEN ATTRACTIVE DEPARTMENT.

The Rhodes-Mahoney Furniture Co., Victor and Columbia Dealers in Chattanooga, Tenn., Has Handsomely Arranged Quarters—Large Attendance on the "Opening Day."

(Special to The Talking Machine World.)

CHATTANOOGA, TENN., April 5.—With the opening of the new talking machine department of the Rhodes-Mahoney Furniture Co. to-day, one of the most complete, best arranged and most attractive departments in the South was created. The Rhodes-Mahoney Furniture Co. has long been one of the most prominent Victor and Columbia dealers in Tennessee, and with its new quarters and improved facilities for handling stock and for demonstration purposes there is no question that its already large business will experience a gratifying increase. On the opening day the rooms were tastefully decorated with immense vases of pink and white carnations and the walls banked with beautiful ferns. From 2 to 6 o'clock the patrons of the department were entertained by a recital on the Grafonola grands and tea was served to several hundred visitors who called to inspect the new department and to congratulate members of the firm and Manager Neece on the opening of the new booths.

One of the features of the day was the playing of the first Columbia double-disc record by Oscar Seagle, the brilliant young baritone, himself a native of Chattanooga. The selections, "Prologue from Pagliacci" and the famous "Drinking Scene from Hamlet," were well received by Mr. Seagle's fellow townsmen.

PHONOGRAPH GETS GIRL CONTRACT

At the La Scala Opera House in Milan—Prodigy Discovered by Bonci During His Visit to San Francisco—Had Records of Her Voice Made from Which Engagement with Italian Opera Company Resulted.

Charmed with the voice of a young girl which they have heard only as produced by a phonograph record that has been sent to Milan, the management of the world-famous La Scala Opera House has by cable offered her a contract to sing in grand opera there.

The girl, who is only eighteen years old, is of Italian parentage, and comes from San Francisco. Her name is Iole Pastori, and she was discovered with her brother singing in the streets of the Golden Gate City by Alessandro Bonci, the renowned tenor, during his visit there some time ago. Mr. Bonci was greatly impressed with the wonderful natural coloratura voice of the young singer, and sent for her. He questioned her and made her sing for him everything that she knew. The result was that Bonci pronounced the child as destined to be one of the greatest prima donnas the world has ever known.

He succeeded in getting a wealthy Italian resident of San Francisco to agree to defray the expense of the child's musical training and brought her to this city, where he placed her under the tuition of Mme. Valeri. The progress the girl has made in her vocal and musical studies has been remarkable, and a month ago Bonci had her make several records for the Columbia Phonograph Co. One of these records, the "Caro Nome" from "Rigoletto," was sent to the managing director of La Scala, and when he heard it he promptly cabled an offer of a contract.

The girl herself has sung for Caruso, Toscanini and Gatti-Casazza, of the Metropolitan Opera House, who all declare that she is a marvel. It is predicted that she will make a sensation when she appears in Milan.

WILL JOB TRITON PHONOGRAPHS.

A. M. Fiske has been appointed State jobber for New Jersey by the Triton Phonograph Co., 41 Union square, New York.

HOUCK'S DANCE EXHIBITION CAUSES SENSATION.

The O. K. Houck Piano Co., Victor Distributer in Memphis, Tenn., Engages Two Professional Dancers for Window Exhibition, in Which the Latest Dances Were Exploited to the Music of the Victor, Arousing the Greatest Possible Interest.

(Special to The Talking Machine World.)

MEMPHIS, TENN., April 5.—The O. K. Houck Piano Co., the successful Victor distributor of

The crowds grew from day to day until Saturday night, when they put on an extra and special performance between 7 and 9 p. m., and that evening the crowd was so large that it extended all the way from the window across to the pavement on the opposite side of the street, and once or twice the regular policeman on the block had to move the crowd to let the cars pass by.

Saturday afternoon there was a strong counter attraction for about 30 minutes. A man drove by in his automobile and was so much interested in the dancing that he inadvertently turned into the street car, resulting in the dismantling of his machine, but did not do any very serious

injury to himself or the street car.

The company expects to place this attraction



Dancing to Victor Music in O. K. Houck Co.'s Window.

this city, which has on a number of occasions put over advertising stunts that have made Memphis sit up and take much notice, capped the climax last month when the company arranged to have two of the best amateurs in Memphis illustrate the various new fashioned dances in one of the large show windows of the company's store each afternoon for a week. The exhibitions lasted two hours each day and the repertoire of dances included the following: One-Step, Two-Step, Turkey Trot, Horse Trot, Lame Duck, Tango, Memphis Tango, Waltz, Waltz Boston, Waltz Hesitation, Hesitation a la Memphis, and Maxixe.

The couple danced three, four or five minutes; then retired to a small dressing room and remained there until some of the crowd moved on. In order to keep their identity unknown, both the lady and the gentleman wore wigs and masks.

In order to eliminate any chance of having the sixteen foot glass in the front window broken, a carpenter built a very substantial wooden rail all around the front of the window, and, as a further safeguard, the company had the Commissioner of Police detail two of the best looking and best dressed policemen, who were on guard every minute during the two hours' entertainment.



Crowd Around Window to See Dances.

for a week's engagement at its Nashville Store and another week at its Little Rock Store, and these two engagements will be followed by one in our Concert Hall in Memphis, which will accommodate about 150 people, and the dancing will be done on the stage.

At one time it was rumored that the genial O. K. himself was to illustrate the Boardwalk Limp direct from Atlantic City and a flock of the belles of the city headed for the Houck Co. store with hearts fluttering and ambitious to be selected as dancing partner for one of the most prominent and eligible bachelors in Memphis. Mr. Houck didn't come across with the dance, however, and the result is that he will probably stay single for some time to come at least.

MAKES RECORDS OF BIRDS' VOICES.

Thomas A. Edison, Upon Return from Vacation in Florida, Brings Most Interesting Collection of Records of Birds' Songs—Secures Special Record Carrier.

Thomas A. Edison, who returned to his home in Orange a few days ago, after a sojourn of several weeks with his family at Fort Meyer, Fla., brought back with him an unique and most interesting collection of records of birds' voices. Mr. Edison is a bird lover, as well as his companions on his vacation—Henry Ford, the automobile man, and John Burroughs, the aged naturalist.

Several weeks ago they set out in the underbrush of the Florida Everglades a number of machines which could be set in motion by a push button a mile away. These were for the purpose of catching the songs of the shy swamp birds. The experiment was successful, and scores of strange bird songs were obtained.

To bring them back Mr. Edison will use a new record-carrier which he invented while away and was made at West Orange from his written specifications. It will also be used in the future for the transportation of delicate records so that they will not crack or chip.

The carrier consists of an iron receptacle, which is fur-lined. The records are placed in this, with soft rubber between them. Then they are screwed down compactly and pneumatic coverings are placed over the top and bottom so that the records cannot move in any direction.

TO CONTINUE THE BUSINESS.

The Pooley Furniture Co., bankrupt, has made application through its receiver, M. Weinmann, to be permitted to continue the business for five months, or until such time as it may be turned over a going business, under pending negotiations. In this way it is estimated the best results will be secured for the creditors, as the sale of the property at this time would be disastrous.

The Success Of Your Talking Machine Department

Is to a *large* extent dependent upon the service your distributor gives you.

This admitted makes it important that you secure the best service obtainable.

AND THAT IS EASTERN SERVICE

To use it is to swear *By* it not *At* it.

May we not have the opportunity to convince you that our service is exceptional?

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

EDISON

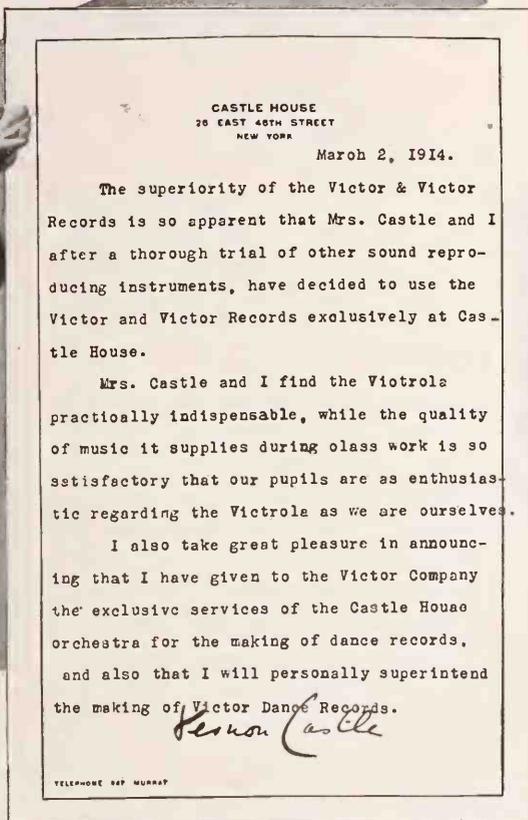
FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY

VICTOR

The foremost dancing authorities endorse the Victor and Victor Records



Mr. and Mrs. Vernon Castle, teachers and greatest exponents of the modern dances, use the Victor exclusively, and superintend the making of their Victor Dance Records.



Further evidence of why the Victor is the world's greatest musical instrument—another important asset for every Victor dealer.

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

Berliner Gramophone Co., Montreal, Canadian Distributors

Always use Victor Machines with Victor Records and Victor Needles—the combination. There is no other way to get the unequalled Victor tone.

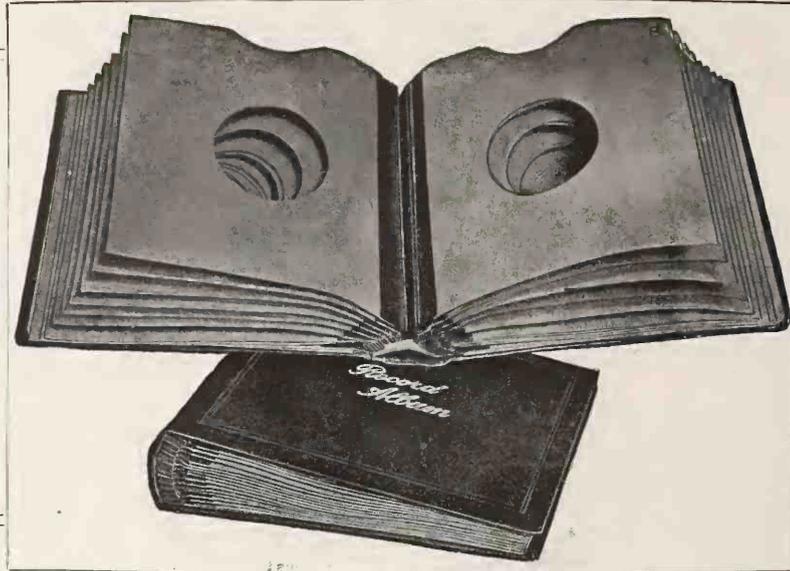


FAMOUS RECORD ALBUMS

AT VERY LOW PRICES TO MEET COMPETITION

For Durability, Artistic Design and Finish, our Albums have no equal. They are made in the most substantial manner by skilled workmen.

Our Albums are first-class in every particular, and are sold at very low prices.



OUR SUPERB ALBUMS SHOWN OPEN AND CLOSED.

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 HOLDS ITS OWN ON THE PACIFIC COAST.

Two Weeks of Grand Opera Stimulate Interest in Operatic Records—No Falling Off in Demand for Dance Records During Lent—New Quarters for the Pacific Phonograph Co. and Also for Babson Bros.—Columbia Co. Expansion—Other Items of Interest.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., March 31.—Talking machines seem to have held their own remarkably well the past month, in view of the fact that general business was rather slow here during March. The extreme hot weather the first half of the month, when the thermometer registered higher than it has been in March in the San Francisco Bay district for twenty-two years, was not conducive to great activity in retail business, especially when school children were enjoying spring vacations and a good many families were out of town. However, complaints about business did not emanate from talking machine quarters in many instances. Two weeks of grand opera stimulated interest in operatic records, and no great falling off in the demand for dance records has been noted during Lent. As evidence that the talking machine business here is in a healthy state, two houses have announced their intention of moving to more desirable quarters within the next few weeks.

Leases Quarters in the Sachs Building.

The Pacific Phonograph Co., of which A. J. Pommer is proprietor, has taken a lease on a large floor space in the Sachs building in Geary street, which is a modern structure centrally located, with excellent shipping facilities, as well as special elevator accommodation and other features of importance in connection with a jobbing business in talking machines. Mr. Pommer will occupy the entire third and fourth floors of the building with his Edison business, and will have them fitted up in first class shape for occupancy at an early date. He says orders came in in satisfactory volume from the travelers the past month.

Babson Bros. to Move.

The other move already referred to happens to

be an Edison proposition also. New quarters have been secured at 235-237 Geary street for the local branch of Babson Bros., which afford much better facilities than their present location at 65 Post street. The Geary street store is to be thoroughly renovated before occupancy, and will be fitted up as modern phonograph parlors, with special accommodations for the demonstration of the disc products. The move will take place some time in May.

Conditions with Columbia Co.

The local headquarters of the Columbia Graphophone Co. were visited the past month by E. E. Robinson, representative of the Columbia Co., on his way to New York after a year in the Orient. Coast Manager W. S. Gray has been making short visits to near-by points the past few weeks, and reports Columbia dealers in very good spirits generally. He has just returned from San Jose, where conditions are especially favorable in view of the prospects for unusually heavy crops in the Santa Clara Valley, which suffered greatly last year from lack of moisture. Mr. Gray is devoting considerable attention now to preparations for the Columbia exhibit at the exposition. He has received preliminary plans for the display, which, if carried out, will undoubtedly make a splendid showing.

Medium-Priced Machines Popular.

F. Anglemier, local wholesale manager for the Columbia Graphophone Co., says country trade has kept up in fine shape the past month. Dealers in the Bay cities have also ordered quite freely, bringing up the totals for the month to a satisfactory figure. He notes a particularly strong demand for the \$75 and \$100 machines, and finds the demand for dance music on the increase.

Prominent New Columbia Agents.

W. S. Gray closed a deal with the Weil Furniture Co. at Modesto, Cal., recently to handle Columbia

DISC RECORD ALBUMS

ARE WHAT EVERY

Talking Machine Owner

NEEDS AND MUST HAVE

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

goods in that district, and he considers the company in position to give the line very good representation. He says talking machines and furniture are being featured together quite extensively now with very good success. The Sonoma Valley Furniture Co. at Santa Rosa, Cal., took on the Columbia line also a short time ago.

Expansion in San Jose.

The Columbia department of the Madsen Furniture Store in San Jose, Cal., has been greatly improved. It has been given more floor space on the second floor of the establishment, and a manager has been appointed to devote his entire attention to that part of the business. He is A. L. Hascall, who has been connected with the business in another capacity for several years. He is a Columbia enthusiast, and has already inaugurated Thursday night concerts and other special features to get the people interested. Mr. Hascall was a recent visitor in San Francisco.

LECTURED ON "THE MESSIAH."

Great Oratorio Explained with Aid of Victrola by Rev. Henry R. Ross.

(Special to The Talking Machine World.)

NEW BEDFORD, MASS., April 8.—The Rev. Henry R. Rose, a prominent clergyman of this city, has been giving an interesting lecture on "The Messiah" before the leading clubs and organizations of New Bedford at which he uses the Victor Auxetophone in connection with a stereopticon to illustrate the lecture. His lecture has attracted the attention of the leading newspapers of this city who have commented on it at length, paying particular attention to the important part that the Auxetophone plays in the success of the lecture.

A salesman should never cease studying the possibilities of his goods. He should know them from start to finish; everything connected with their manufacture. In this manner he will gain knowledge and confidence in his line, and knowledge in any line is power.

PROCESS FOR ENLARGING AND REDUCING DISC RECORDS

The Invention of M. Georges LeRoy, Director of the Chemical Laboratories of the City of Rouen, France, Interestingly Described—Of Exceeding Importance to All Engaged in the Manufacture of Records—Technique of the Process Set Forth in Detail.

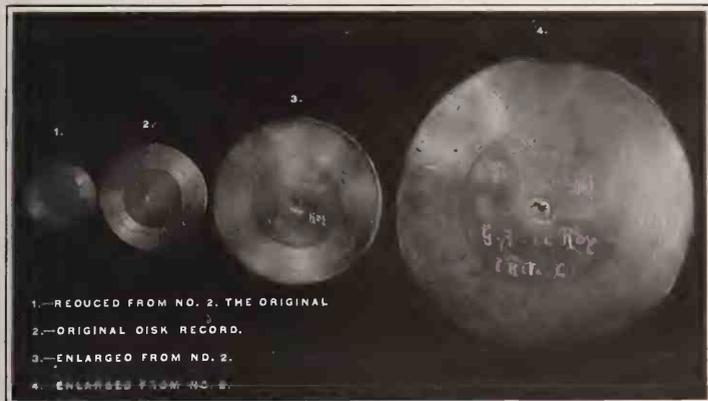
A new, original and ingenious process for enlarging or reducing the size of disc talking machine records, the invention of M. Georges LeRoy, director of the chemical laboratories of the city of Rouen, France, is described as follows by R. Arapu in a recent issue of the Scientific American:

Phonograph records, i. e., the traces made on wax discs or cylinders by the needle of a recording phonograph, can be enlarged or reduced by the following physico-chemical process, without the aid of the pantograph, by which such reproductions have hitherto been made exclusively. In the first place it should be observed that the new process is superior to the pantographic method because it excludes the employment of levers and other mechan-

attained the desired size it is made insoluble by immersion in a solution of formol, and is then molded in wax or plaster. From the wax or plaster mold is made a galvanoplastic copper matrix, or master record, with which the working records are stamped. The diameter of the soft gelatine disc can be tripled by immersion, and the enlargement can be increased indefinitely by repeating the process on gelatine copies of the enlarged plaster or copper matrices.

For reduction the copper plate made from the primary wax record is used to produce a copy in weak gelatine, containing 10 to 25 per cent. of dry gelatine, which is dehydrated by immersion in dilute alcohol, a solution of sodium sulphate or of

Rochelle salt, by exposure to a current of dry air, or by the action of a vacuum desiccator. The gelatine record, thus contracted and reduced, is copied successively in wax or plaster and in copper, in the manner described above. The diameter of the gelatine disc can be contracted to 60 per cent. of its original value, and the reduction can be continued indefinitely by contracting gelatine discs made from the reduced copper plates. In the accompanying photograph No. 2 represents an original record of 120 millimeters diameter, No. 1 a reduction to 80 millimeters, No. 3 an enlargement to 190 millimeters, and No. 4 a second enlargement to 340 millimeters.



How a Talking Machine Record May be Magnified or Reduced in Size

1. Shows a reduction to 80 millimeters diameter. 2. The original record of 120 millimeters. 3. An enlargement to 190 millimeters. 4. A second enlargement to 340 millimeters.

ical organs, which inevitably affect the record by means of their own vibrations and reactions. On the other hand, the record may be improved by employing the new process. In current practice, the primary wax record is made by means of sounds of exaggerated loudness in order to produce a strong impression, and injurious secondary vibrations are thus evoked and recorded. By the new process a record made with tones of moderate intensity, free from disturbing secondary vibrations, can be enlarged until it produces tones as loud as may be desired. Conversely, a record made with loud tones can be reduced, and thereby softened, in addition to being compressed into smaller compass.

Principle of the Process.—The enlargement is effected by the dilatation of molds of the primary record, made of material which is greatly dilated by prolonged immersion in appropriate solutions; for example, gelatine immersed in aqueous solutions, or vulcanized rubber immersed in carbon disulphide. Conversely, the reduction is effected by the contraction produced in similar molds by appropriate treatment, as by the desiccation of a mold composed of highly hydrated gelatine.

Technique of the Process.—From the primary wax record a copy is made in copper by galvanoplasty. For enlargement a mold of this copper record is made in a concentrated solution of gelatine, containing 30 to 50 per cent. of dry gelatine. The gelatine mold is immersed in cold or tepid water, pure or containing substances that promote the expansion of the gelatine. When the mold has

WHY THE SALESMAN WORRIES.

Often Forced to Use Quick Wit in Understanding Customers' Translation of Names.

Quick wit in selling a customer is exemplified by a salesman in California who was approached by an intelligent customer asking for a record called "Pork and Beans." After thinking a moment, without saying a word or expressing any surprise, the salesman asked his patron to be seated. Then as he went to rear of the store to get the record he bethought himself of which record it might be. In a flash it dawned upon his memory. "Ciribiribin—that's it," he said to himself. (Pronounced Cheer-ee-beer-ee-bee-an.) The name suggested the nickname, "Pork and Beans." Then he looked up the catalog number (1,825), put the record on the cylinder machine and played it. It filled the customer's expectations, and was sold. Then another record was asked for and sold, says the Edison Phonograph Monthly. Now that customer always asks for Mr. Schwartz because she gets intelligent service. The clerk is to be commended for his quick wit and for his acquaintance with the list.

SPECIAL LECTURE-CONCERT

Given by Mrs. Erwin Craighead in the Grafonola Parlors of the Smith Piano Co., Mobile, Ala., Attracts a Large and Fashionable Audience of Local Music Lovers.

(Special to The Talking Machine World.)

MOBILE, ALA., April 3.—During the past month the Smith Piano Co., one of this city's leading piano houses, has been conducting an energetic campaign on behalf of its talking machine department that has produced excellent results. This company handles the products of the Columbia Graphophone Co. in this department, and has been cultivating a clientele that would appreciate the musical worth of Columbia operatic and semi-classic records.

To properly introduced this class of music the company issued invitations to a select list of this city's music lover's inviting them to attend a special lecture-concert given by Mrs. Erwin Craighead in the company's Grafonola parlors. Mrs. Craighead's concert was a marked success, and the lecture she delivered on the musical beauties of Columbia records proved a treat.

To further increase the sales possibilities of its operatic record department, the company also sent out a four-page folder giving a few pocketbook arguments on the excellence of Columbia opera records. A feature of this circular was the listing of a number of the famous artists whose recordings for the Columbia Co. have met with emphatic success. These operatic and concert stars included Emmy Destinn, Olive Fremstad, Alessandro Bonci, Leo Slezak, Mary Garden and many others.

INTERESTING PRIZE CONTEST

Inaugurated by the Voice of the Victor for the Best Talk on the Victor.

An interesting prize contest in the nature of three original talks on Victor records was announced recently in the "Voice of the Victor," the house organ of the Victor Talking Machine Co. The first prize in this contest will be \$20, the second prize, \$15, and the third prize, \$10.

The contest is open to all Victor dealers and salesmen or saleswomen and was conceived so that the members of the selling staffs of the Victor dealers could exercise their knowledge of the Victor library in describing any chosen Victor record. There is no limit to the number of words that the competitor may use in this contest, but is suggested by those in charge of the contest that from two to three hundred words should prove sufficient for an excellent descriptive story. It is also suggested that the competitor assume that he is talking with a prospect and wished to present a particular record interestingly and informatively. The results of this contest will be announced in the May issue of the "Voice of the Victor."

SINGER HEARD 125 MILES.

Successful Test from Brussels to Paris of New Wireless Telephone.

An interesting experiment in wireless telephony was made between Brussels and the Eiffel Tower in Paris one night last week, when by a new microphone invented by Signor Marzi, an Italian engineer, a tenor singing at Laeken, a Brussels suburb, could be heard in the French capital.

The shrill notes were clear, but the words were indistinguishable. The distance is about 125 miles.



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, Ma-
hogany, Inlaid
Plain, \$275.00



Model A80, Mahogany,
\$80.00

Three Edison Salesmen want jobs with you today

Tone, Variety and Mechanical Excellence are three Edison Salesmen that your customers can't get away from.

Edison Sweet Tone is *Head* Salesman—don't forget that. The others help but Tone *makes* the sale.

Then Variety steps in with *three* convincers—prices for every purse—*two* types of machines—eight distinct cabinet designs in Disc Phonographs alone.

Mechanical Excellence closes, and he's able to close on *any* feature—Blue Amberol Records, Diamond Reproducer, Diamond Disc or New Motor. Whether he signs them up for a \$250 Diamond Disc Cabinet or an Edison Gem at \$15 you'll say his is a snap job.

Put all three of these salesmen to work for you—*to-day*.

Thomas A. Edison, Inc.



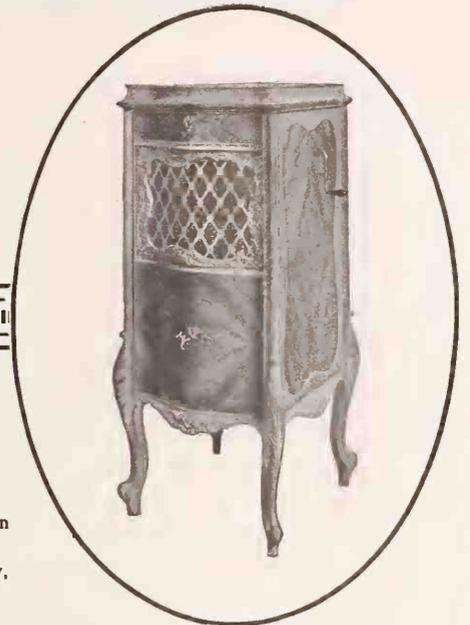
Model A200, Mahogany
and Oak, \$200.00



Model A300, Cir-
cassian Walnut,
\$300.00



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

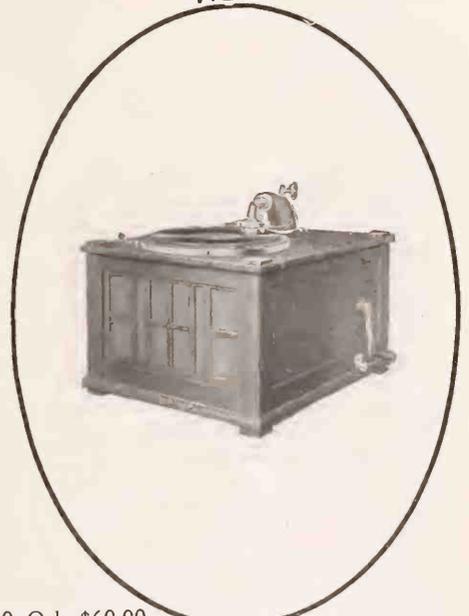


LOUIS XV
Model A425, Circassian Walnut, \$425.00
Model A375, Mahogany, \$375.00

These are the Points that sell Edison Goods

- (1) No bothersome needle to be constantly changed.
- (2) Diamond Disc Phonographs alone can render *everything* in the world of music.
- (3) Diamond Disc Phonographs alone reveal the overtones.
- (4) Diamond Disc Phonographs alone have the diamond reproducing point that never wears and the New Disc that is never worn.
- (5) Diamond Disc Phonographs have the New Motor of constant speed that gives a perfect, constant pitch.
- (6) Blue Amberol Cylinder Records play 4 minutes—are renowned for the sweetness and great volume of their tone.
- (7) There is an Edison Phonograph of a type, finish or price to suit everyone who comes into your store.

Talk over the complete Edison Line with your jobber. Send him word *to-day*.



Model B60, Oak, \$60.00

59 Lakeside Ave., Orange, N. J.



Model A250, Mahogany and Oak, \$250.00



Model A150, Mahogany and Oak, \$150.00

QUANTITY ORDERS FOR STANDARD BIG SELLERS

Should Be Placed by Dealers Who Desire to Keep Ahead of Record Demand, Says V. W. Moody in Discussing Record Situation—Reasons Why Many Dealers Have Not Sufficient Stock on Hand to Fill Substantial Percentage of Their Record Business.

In connection with the tremendous scarcity of Victor records at the present time, there is no doubt but that many Victor dealers have realized that the placing of their record orders must be in accord with current conditions, and instead of ordering two or three records of a number several times in the month they have placed one large single order, knowing that they can easily dispose of the shipments of this number as based on the factory output at the present time. Many other Victor dealers, on the other hand, have not given due consideration to this feature of their business, but have continued along as in former years, with the result that they have no stock to fill a substantial percentage of their record business.

To the latter dealers the recent remarks by V. W. Moody, sales manager of the New York Talking Machine Co., 81 Chambers street, New York, one of the best known Victor distributors in the country, should prove of particular advantage and interest.

"Many of our dealers are ordering records to-day along the same lines as they did a year or even six months ago," said Mr. Moody. "They are ordering the exact same quantities, and in accordance with their methods of some time since, are placing orders for one of a certain selection, regardless of how good it may be. They are even ordering the same selection eight or ten times a month, just as they have in the past. But to-day, on account of the tremendous record shortage, the dealer who is doing any considerable amount of business is working at a serious disadvantage and is badly handicapping himself by ordering in that way.

"Last week we received an order from a dealer who is selling over \$30,000 worth a year. His order covered three closely written pages and totaled about 350 records. He had ordered certain records in quantities of one to five apiece, according to the record's popularity. Realizing the situation in the record field, we had our representative make a special trip to this dealer in order that he might explain the status of the Victor record business to him and impress upon the dealer the necessity of ordering along the proper lines, emphasizing the following points:

"Because of the extreme record shortage the majority of Victor distributors are out of the same selections and, due to this fact, each distributor is receiving requests from numerous dealers who ordinarily would have called on some other distributor to fill their orders. This means that when

the distributor receives a quantity of a popular record, sufficient ordinarily to last him about ninety days, they are disposed of within a few hours, because of the multiplied dealers' requests and the fact that all dealers are in need of that particular number.

"To a large extent we anticipated tremendous record sales this spring, and in December and January ordered accordingly, and these orders are being shipped by the Victor Co. in small quantities almost daily. We have received as high as 2,000 of a single dance number, which, by the way, was issued last year, and disposed of them all within less than twenty-four hours, whereas the sales of this same number last year averaged about 300 a month with us. This particular lot of records was received on Tuesday at 2 p. m. In other words, this means that the dealers' orders for this number that were received on Monday and up to noon Tuesday were *not* filled. The entire lot was sent out by noon on Wednesday and therefore, even had the dealer followed out a system of ordering small quantities three times a week he would not have received any of this particular number. Moreover, we had had none of this number in stock for more than a month previous and have received none since.

"In view of the foregoing the absolute necessity of ordering large quantities of the standard big sellers is apparent, and the necessity of 'back-ordering' these numbers is even more obvious. By back-ordering we mean the placing of a general order for records with instructions to ship such numbers as are in stock at that time and transferring the unfilled portion to be shipped as rapidly as deliveries from the factory will enable the distributor to make shipments to the dealers in sufficient quantities to justify transportation charges.

"Our Mr. Doty was the representative who made the special trip to the dealer referred to above, and the morning following his visit we received this dealer's revised order, which was condensed to a single sheet instead of three, and totals 3,465 records instead of the 327 records on the original order. Since that date we have shipped this dealer large quantities of such popular numbers as 17,222, 17,231, 17,311, 35,295, 35,304, 35,346, 64,311 and 64,343, and we shipped enough of these records to last him several months."

Here Mr. Moody remarked to the representative of The World, "As you continue on your rounds suppose you just ask the dealers and distributors that you call on what the condition of their stock

is on these numbers and the service we are rendering this dealer will be fully appreciated.

"Just think of the amount of work that the dealer incurs in ordering the same numbers over and over again, where he might better order the numbers once, lay aside his empty envelopes, mark them 'ordered' and forget them until the distributor receives factory shipments which will fill up the holes in the dealer's stocks. Few dealers realize that distributors are receiving twice as many records from the factory as ever before. This fact is overlooked because the distributor is out of so many numbers. Many dealers are complaining because of the 'horrible condition that exists,' but it is not difficult to make most of them smile by inducing them to admit that they are doing the biggest business they have ever closed, and asking them what it is they are selling if they are not receiving more stock than ever before.

"The Victor Co. is not to be blamed, neither is the distributor, nor is the dealer, but it is the public who is to be most severely criticised. It seems impossible to satisfy the public. It is the consumer who loudest of all is shouting 'records, records, records and more records,' and I wonder if the dealers or distributors or the Victor Co. would be pleased to hear them stop shouting just that very thing. I know that I would not."

NOVEL PLAN OF WINNING BUSINESS.

Louis Gilman, Eastern representative of the Philadelphia Press, tells Printers' Ink how he obtained some Edison business for his paper by means of a phonograph record sent by parcel post to the advertising department of Thomas A. Edison, Inc., Orange, N. J.

Mr. Gilman explains that for the day on which the Edison business was to be placed he had an engagement with a client in Pittsburgh. As he couldn't be in both places, Mr. Gilman dictated a solicitation to his machine and sent the record to L. C. McChesney, advertising manager of Thomas A. Edison, Inc.

The Press secured some of the Edison business and the "canned" solicitation is credited with having obtained it.

HAS WON HOST OF ADMIRERS.

Admirers of Lucretia Bori, the remarkably clever soprano of the Metropolitan Opera House, and they are legion, will be delighted with her latest Edison records. She is represented by three double records in the disc line and one in the Blue Amberola catalog. Miss Bori has scored a phenomenal success during the opera season now coming to a close.

When a man gets old enough to take advice and wise enough not to give it, he isn't on earth to profit by either.

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!

OLIVER DITSON CO., Boston, Mass.



Much of the success of Columbia opera recording is due to the personal interest of Mr. Henry Russell, director of the Boston Opera Company.



(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

CREDITORS TAKE CHARGE OF BUSINESS OF J. ARNOLD

Take Step to Protect Their Own Interests Following Financial Difficulties of Cincinnati Talking Machine Dealer—Ill-Health Largely Responsible—General Trade in Cincinnati Very Good—Record Sales Heavy—What the Various "Talker" Houses Have to Report.

(Special to The Talking Machine World.)

CINCINNATI, O., April 7.—During the past week creditors of John Arnold, talking machine dealer at Fifth and Elm streets, took charge of their stock and in that manner closed out the business of this dealer. The action is the outcome of a series of misfortunes which have befallen Arnold, and it probably leaves his penniless, without even his homestead exemption.

Arnold has been laboring under difficulties for months. Illness at his home, then located in Hyde Park, took up a greater part of his capital. Besides looking after his business, Arnold tried to nurse his wife back to health. The two conditions resulted in his becoming a nervous wreck, and he was compelled to leave his affairs in the hands of an employe at his store. Developments show that Arnold did not make the necessary arrangements to protect his affairs. No instructions were given to any of his friends, and it is intimated that not even the creditors knew of what was transpiring.

After Arnold left town suit was brought to foreclose on a mortgage on his home. He placed this matter in the hands of an attorney but did not confide anything about his business. Notes which were due the latter part of last month could not be taken up, and it is asserted that those who made an investigation found that no books were kept nor a bank account existed during the absence of Arnold. The Kipp-Link Co., of Indianapolis; the Phonograph Co., Cleveland, and the Rudolph Wurlitzer Co., this city, were the principal creditors. The amount of their losses could not be learned. The firms simply stepped in and closed out the business. One business man intimated that failure on the part of Arnold to establish a more confidential relation with the houses that he did business with brought about the drastic steps. The difficulties of Arnold were intimated in this column several months ago. Arnold is now at Denver trying to recover his health. So far as is known, he has not taken any steps towards a future career. He is still a young man.

While the individual reports would indicate an exceptional business yet, in a general way, the trade suffers from the general condition of the labor market. There have been a few repossessions. The smaller houses are holding their own. The large firms are bothered with a shortage of records, which has proven a serious handicap to the trade at a time it needs the most encouragement.

One of the features of the local market during the past month was a monthly display at the Columbia store favoring the \$35 Grafonola. Small cuts, showing a reproduction of the instrument, were pasted on the window, forming a border. The case contained several "Jewels" and a bunch of records. It was a neat combination and an attractive talking machine display.

When Manager Whelen, of the local Columbia store, was asked the usual stereotyped question,

"How is business?" he said: "The sale of records seems to have been the principal feature of our business this past month. I personally believe that this wonderful stimulus is due to the dancing craze, and the craze becomes more pronounced each week. Perhaps one-half of the records sold are dance records, and when you consider that the demand for the other class of records has not diminished; in fact, has increased, you can get some idea of just how good this end of the business is. Never in the history of the Cincinnati store has the demand been so great, and I tell you it kept us humping some checking in shipments to keep our racks even partly up to date. This wonderful record business also stimulates the machine business and on a whole March was a record breaking month. If we had had twice as much room and double the number of booths there were many times every day when we could hardly handle the trade. It looks like a case of 'everybody's doing it.'" Mr. Whelen concluded by saying: "We get similar reports from all over the territory, and during the last month we have opened up some very attractive accounts and added many new names to our list of dealers."

Mr. Brown, the assistant manager of the local Columbia store, who has been specializing on the school proposition, says that he is more than satisfied with increase in the school sales and has closed quite a few competitive trials, winning out in every case on the merits of the Columbia instruments for school purposes.

One month has passed at the Rudolph Wurlitzer Co. without carpenters and other members of the building fraternity pounding away making changes in the talking machine department. Manager Dittrich has summarized the situation in the following interesting manner:

"The month of March was very good in spite of the bad weather conditions, but as the conditions this year are so infinitely better than last year there is absolutely no complaint to make in that respect. Last year at this time the Ohio Valley was under water and many dealers were absolutely ruined financially. To-day these dealers have prosperous stores, and are enjoying a greater volume of business than they have ever had before. Reports from throughout our territory indicate that the Victrola business is in splendid condition, although the shortage of records has caused some loss of trade. However, the retail consumers have taken very kindly to the dealers' explanation as to the cause of the shortage, and it has impressed every one with the vast growth of the Victrola business and the tremendous future which is in store. The shortage has accomplished one thing, and that is it has proven to the dealer that there are other records besides the selected list which are known as the best sellers. In that way it has proven a vast benefit to the talking machine trade at large." Victor business picked up with a rush at Aeolian Hall during the past

two weeks, the most gratifying feature being the large sale of the most expensive styles and the amount of cash taken in. In fact, the percentage of cash sales during the month was about the largest on record.

A very large increase of business is looked for immediately following Easter, when the dancing season, interrupted by Lent, will be resumed.

A great deal of special sales effort was put forth at Aeolian Hall the past few weeks. The Victor department is unquestionably at its highest point of efficiency right now. The company is undoubtedly making good on its "Aeolian Victor Service," which is so much advertised.

Aeolian Victor advertising has not slackened one iota because of ante-Lenten dulness. On the contrary, the store has used more newspaper space on the Victrola and Victor records than ever before and results have been perfectly satisfactory.

TAKE ON EDISON DISC LINE.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., April 6.—Clark Wise & Co. have added the Edison disc line and are featuring it quite extensively as well as Victor and Columbia goods. Mr. Wise says business has kept up better in the talking machine department since the first of the year than pianos.

J. T. Bowers & Son, who took the agency for the Edison disc line a short time ago, are now pretty well stocked. Heretofore they had confined their attention to pianos, but F. T. Bowers is very well pleased with the interest shown in the new department. He made a pleasure trip to Honolulu the past month, accompanied by his wife and an Eastern piano manufacturer and his wife.

If the whale were a more persistent advertiser he wouldn't get in so bad. As it is, he comes up to blow about himself, and gets the harpoon.



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

Springs for any kind of Talking Machines

No doubt you will find it interesting.



EMIL RIEDEL

Sächsische Sägen- u. Federstahlwaren-Fabrik.

Chemnitz-Gablenz, P. O. Box 10, Germany



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

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

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

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

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

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

NEW YORK, APRIL 15, 1914

A YEAR ago a great section of the Middle West was just recovering from one of the worst floods ever experienced in this country. The receding waters had left wreck and ruin behind. Scores of towns suffered losses of life as well as staggering property losses, and many business houses were placed in a very serious position by reason of the staggering losses endured.

In fact, it was a very serious condition, and many, in viewing the flood-swept districts, figured that business would suffer in those localities for years to come; but such is the recuperative powers of Americans that in the very sections where business interests seemed to have been most seriously affected trade has been particularly brisk, and it serves to illustrate that Americans lose no time in bemoaning what they have lost.

There is no use in losing time in bemoaning past conditions and business losses, because "the mills will never grind with water that is passed." It is the active present and ambitious future which interests the men of to-day.

And sometimes adversity brings out the best that is in a man.

Some of our great business leaders all graduated from the University of Hard Knocks, and while they received some good heavy blows, they were not of the down-and-out class. They possessed courage and were resourceful.

Many a man has been developed by reverses. His best qualities probably would not have been brought out under ordinary conditions.

It, however, is to be hoped that the courage of the men in the flood-devastated districts of 1913 may not be put to the test in a similar manner for at least a long time to come.

THE talking machine men are getting to understand more and more the benefit of advertising. Surely they have the best kind of examples constantly before them in the publicity campaigns carried on by the great manufacturers.

Advertising has made the talking machine business, and there is no question that if the great national campaigns were abandoned in six months business would slump very materially, notwithstanding the tremendous impetus which it now has. The directors of the great enterprises fully understand the advantage of this, and the dealers themselves, even in the smaller districts, are waking up to the fact that they must do their share in the great campaign. They are putting out advertising, some of which is most attractive.

THE advertising field is constantly changing. Years ago advertising smacked of dishonesty—of misrepresentation; in fact, much of the public exploitation was simply to lure people into the stores and strip them of their money after they had arrived.

To-day, however, the successful business man tells the truth in his advertising, else he is not successful.

If a man tells an untruth in advertising he is quickly found out.

In New York there has been a lot of dealers in various lines who have misrepresented in their advertising, and some of the daily papers have refused to carry the announcements of such concerns, knowing that they misrepresented.

How a man must feel to be turned down by a newspaper because he has gained the reputation of being a dishonest advertiser!

So far as talking machines are concerned, a man is advertising a single product, and one that has individual advertising powers. It talks for itself, to use the colloquial saying; but there are so many attractive ways to put forth advertising matter, so that it is pleasing to observe that the dealers themselves are advancing along lines of public exploitation.

WE are in constant receipt of communications from readers of The Talking Machine World in every part of the universe expressing their admiration and approval of the policy of this paper, and its power as a constructive force in the industry.

It certainly is very pleasing to note the approbation of a widespread clientele of readers, and it shows that our policy has been appreciated and has received the stamp of universal approval.

We have always contended that a trade paper must be constructive in its work, else its true functions would be lost. That The World is a splendid advertising medium is generally conceded.

We have received letters from advertisers commending the business building powers of this publication, and below is one received recently from the New York Talking Machine Co., 81 Chambers street, New York, large and important Victor distributors:

"We wish to express our entire satisfaction with the service rendered us by you in the last issue of The Talking Machine World advertising our record cabinets. We have received many nice responses and a number of orders for cabinets and envelopes, together with a large number of inquiries from good, substantial dealers who read the advertisement.

"Kindly accept our compliments on the pulling power of your organ. It is not alone a good advertising medium, but, in our opinion, a good, live root of the talking machine industry."

That communication shows what a power The World is to the jobbers, and yet there are but few jobbers out of the entire list who avail themselves of the splendid opportunities which The World presents for the exploitation of their wares.

Every talking machine jobber in this country should be represented in every issue of The Talking Machine World.

It is the only publication which thoroughly and completely reaches the small dealers as well as the large ones. It is working for them day and night. It not merely aids the dealers, but makes suggestions to them along advanced lines, so that it is a constructive power of virility and strength.

Now it would seem as a natural sequence that the jobbers themselves should appreciate, as a whole, the advantage of such a publication, and not permit a few men to monopolize the business opportunities offered by the paper.

If the talking machine jobbers of America desire such a paper as The Talking Machine World—and they all admit its strength—then the next question that logically comes up is why should they not patronize its columns to a greater extent?

WE are desirous that The World shall be close to its readers everywhere, and we shall be pleased to receive at any time either criticism or comment from our readers, no matter where located.

If there are any paths which we can make smoother by suggestions we shall be pleased to do so. In other words, The World is the forum of the trade, and all are invited to enter as close as they like into a discussion of matters of interest and business importance.

The closer a trade paper comes to its constituency the more aid it can be to them, provided it is fairly conducted, and unless it performs a useful mission it is missing its opportunity, and we do not care to miss any opportunities which may come to us in any particular way to serve our constituency in a better manner.

THERE is no part of America, so far as we are able to learn, where the dance craze has not appeared, and talking machine dealers are asking if the abnormally large demand for dance records is to continue.

Why should it not?

Old men and women have joined the youthful army of dancers, and the talking machine is used by teachers of the art all over this country.

The tango mania has certainly created new business, not only for dance records but for the machine themselves, because a new profession has sprung up and dancing teachers now have regular studios where machines are installed and are almost swamped with people who are anxious to be taught the art.

Here is a new and astonishing field developing, and it does not look as if it would be temporary.

Talking machine dealers write us that it is difficult to keep up with the demand for dance records, and the factories are rushed to the utmost, and they cannot keep up with the orders that the new tango mania has brought about.

In thousands of homes where the talking machine was only used at intervals, to-day it is being used daily and nightly to

produce music for an ever increasing army of family dancers.

It certainly has developed the demand not only for records, but for machines in every part of the land.

IN the January issue of The World a remarkable offer was made of a \$250 outfit by the Columbia Graphophone Co. to The World reader who would suggest the best method by which closer and more profitable relations might be enjoyed with talking machine customers. This offer resulted in bringing in hundreds of communications embodying suggestions from every part of the country.

This Columbia move is along the lines of business uplift which is decidedly commendable. It means that on the part of the Columbia Co. there is a definite effort to get in closer touch with their dealers, seeking to get from them an expression of opinion as to how their interests could be served in a manner which would result in more profitable business.

The reward offered was simply made with the purpose of drawing out opinions from the men who are on the firing-line, and for opening up ideas which might help in a general distributive plan.

It may be said that many valuable suggestions have been received and while it is not possible to put them all into practice, yet many of them are being put into use so far as practicable.

The advantage of this kind of work will be seen when we understand that this offer did not apply exclusively to Columbia dealers, but to everyone in the talking machine trade.

There is no reason why we should follow out certain business plans simply because they may have been in use for a number of years. The whole world is changing and men change their business organizations to conform with this change.

The talking machine industry is young. It has much to learn and an interchange of ideas is bound to bring out some thought along advanced lines which will be for the benefit of all.

GIVE DANCING EXHIBITION.

Illustration of Latest Dances in Recital Hall of Fulton Music Co. Store, at Waterbury Conn., Attracts Much Favorable Attention—Victrola and Edison Disc Phonograph Featured.

(Special to The Talking Machine World.)

WATERBURY, CONN., April 4.—The Fulton Music Co., the prominent piano and talking machine house of this city, which recently occupied its handsome new building at 158-162 Grand street, created a distinct sensation late last month by arranging for the appearance of Miss Lesley L. Hyndes and her partner, Elton Goldsmith, in a complete repertoire of the latest dances.

The dancing exhibition took place in the recital hall of the Fulton Music Co.'s building on Saturday afternoon and the dance music was furnished by a Victrola and an Edison disc machine phonograph. An impromptu concert filled in the intermissions between the dances and afforded an opportunity for the featuring of the latest records. Admission was free to the public, and as a result the recital hall was crowded to capacity by an audience of over three hundred people.

During the course of the afternoon Miss Grace

Gaylord, of Waterbury, and Kendrick Brown illustrated some of the latest society dances.

So successful was the first dancing exhibition that the Fulton Music Co. was compelled to repeat the feature the following Saturday for the benefit of those who were unable to attend the first performance, and the effect of the novelty upon the sale of dance records was immediately apparent.

BACK TO THE SOIL FOR MUSIC.

South Carolina Paper Claims That by Producing Denatured Alcohol from Potatoes and Farm Waste the Farmer Really Makes Talking Machines Possible.

Everything comes to the farmer these days. Even the new dances promise to pay him tribute. The popularity of these dances has created enormous demand for phonograph records of dance music. Now phonograph records are made out of a composition into which denatured alcohol largely enters, and the demand for it is causing manufacturers to look around for new sources of supply. This according to the Charlotte, N. C., Observer, means new locations for factories. But denatured alcohol is strictly a farm product, be-

ing made from potatoes and farm waste. And so it comes to pass that the farmers exert themselves to produce a larger supply of some of the ingredients of denatured alcohol, in order that more phonograph records may be manufactured, in order that more people may have music to which they may dance the new dances—which many a farmer holds to be an abomination.

HELPFUL IDEAS FOLLOW EACH OTHER

The results obtained by Victor dealers from the distribution of the lithographed folders entitled "Will you open your door" and "Will there be a Victrola in your home this Christmas," were so highly satisfactory that the Victor Co. has just issued a third lithographed folder named "After dinner introduce your guests to," the inside double page showing a beautiful scene in many colors wherein a Victrola XVI. is the center of attraction in the drawing room of a fashionable home while a distinguished party of guests is present. This is the same drawing which has been reproduced by the company for use in national advertising. This folder forms a valuable addition to the comprehensive line of Victor folders already issued.

Beka Records

IN ALL LANGUAGES OF THE WORLD

High grade selections in

German, English, Italian, Spanish, Portuguese, French, Swedish, Slavonic, Ruthenian, Danish, Norwegian, Russian, Polish, Hungarian, Bohemian, Rumanian, Tschechisch, Croatian, Servian, Hebrew, Turkish, Persian, Arabic, Chinese, Malay, Japanese and seventeen different Indian dialects.

The cheapest and best machine on the market for \$2.50 upward

BEKA-RECORD AKT. GES., Berlin, S. O. 36 (Germany)

CATALOGUE IN FOUR LANGUAGES SENT FREE ON REQUEST



Each buyer and each seller of a Columbia "Favorite" is always satisfied—the one with the quality, the other with the profit.



(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

BIG BOOST GIVEN THE TALKING MACHINE BUSINESS

By the Southern Indiana Teachers' Association in Indianapolis—Acknowledge Its Educational Value in the School Room—E. L. Lennox Piano Co. Takes on Edison Disc Line—Stewart Co.'s Great Victor Business—Columbia Activities—Other Items of Interest.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., April 8.—Talking machine men of the Hoosier capital are still rejoicing over the boost given the talking machine business by the Southern Indiana Teachers' Association at its annual convention here, when it went on record as favoring talking machines and player-pianos.

Use of the talking machine in bringing direct to the schoolroom the voices of the master singers of the world was advocated. Men who have made a life-long study of bringing learning to the pupil in the most direct manner asserted before the convention that the talking machine is a modern step in the education of the young of Indiana.

Talking machines are being used in the schools all over the State, both for the purpose of entertainment and for the purpose of studying the voices of the great singers.

Walter E. Kipp, president of the Kipp-Link Phonograph Co., jobbers for the Edison machines, has won over E. L. Lennox, of the E. L. Lennox Piano Co., 311 North Pennsylvania street. Mr. Lennox is the first downtown piano dealer to put in a line of the new Edison disc machines. Praise for the new Edison disc has been heard often in the Lennox showrooms in the last week.

The E. L. Lennox Piano Co. occupies artistic quarters in the Meridian Life building just opposite University Park, and Mr. Kipp is happy over the acquisition of the Lennox store as one of the downtown depots for the new Edison disc machine. Mr. Kipp says he is making arrangements to have two or three other downtown houses put in the Edison disc line of talking machines.

W. S. Barringer, of the Stewart Talking Machine Co., distributors of Victor machines, says the line of orders waiting to be filled are so far ahead of the stock that everybody around the Stewart house is afraid to look back. It's the same old story with the Stewart Co.—it's got that Oliver Twist appetite for talking machines and records.

Morley Somers, of the Victor Talking Machine Co., is working in Indiana for a few weeks.

Business conditions with the Columbia Graphophone Co.'s local store at 27 North Pennsylvania street, are also way beyond "par," according to A. W. Roos, manager. Business so far this year has been about three times as good as it was in the same period of last year, Mr. Roos says.

Morris Stegner, in charge of the wholesale department of the Stewart Talking Machine Co., recently made an extended trip through the South.

Mrs. Agnes Kimball-Affleck, formerly of Indianapolis, who has made a number of records for

COLUMBIA GRAND AIDS AT BANQUET.

Affords Pleasing Entertainment at Banquet of Department Heads of Butler Bros. to Their Manager—Diners Express Appreciation.

"I wish to thank you personally for the use of this beautiful instrument which did a great deal toward making the evening a complete success. It fitted in very beautifully with the evening's entertainment and was appreciated by every one present."

That's what Daniel D. Otstott said to R. R. Souders, who had lent a Columbia "Grand" to help along the festivities at a recent banquet given by the department heads of Butler Bros., in Dallas, Tex., to A. M. Mason, their manager, who recently returned from a European trip.

AGAIN IN HARNESS.

Chester Beekman, of the traveling staff of the New York Talking Machine Co., 81 Chambers street, New York, Victor distributor, resumed his work on Wednesday of last week, after a month's absence from his territory pending his convalescence from an operation for appendicitis. Mr. Beekman was given a hearty welcome.

the Victor Co., sang in public for the first time since she was married last December, when she appeared Tuesday night, March 31, in Aeolian Hall here.

Many were unable to see the singer, since their seats were on the stairways and the floors above and below the concert hall. It was a genuine "over-flow" meeting. B. F. Traub played the concert numbers for the instruments and the accompaniments for the singer. Mrs. Affleck's pure, clear soprano voice was at its best as she sang "Belletella," from "Il Pagliacci." For her second group of songs Mrs. Affleck selected "Down in the Forest," the "Mattinata," by Leoncavallo, and lastly, another ballad by Ronald, composer of "Down in the Forest."

The management of the Aeolian Co.'s local store here has asked Mrs. Affleck to appear at an invitational concert in one of the city's larger auditoriums, that all of her friends may have the opportunity to attend.

ENTHUSIASTIC VICTOR YOUNGSTER.

(Special to The Talking Machine World.)

HARRISBURG, PA., April 9.—O. F. Baker, energetic Victor dealer in this city, numbers among his best patrons one of the youngest Victrola enthusiasts in this section of the State and probably in the country. His name is Harvey Beaumont, and although he is but fourteen years of age, he is the personal owner of a Victrola and an extensive library of Victor records, including quite a number of Red Seal selections. The machine and records have all been purchased from his own savings, and Harvey makes several trips a month to Mr. Baker's store to keep in touch with the latest developments in the Victor record library. His enthusiasm in the Victrola is unbounded, and, moreover, he is a real music lover.

TO MAKE AND SELL PHONOGRAPHS.

The Cumberland Royal Phonograph Co., Portland, Me., has been incorporated with capital stock of \$250,000 for the purpose of manufacturing and dealing in phonographs, records, etc. The officers of the new company are: T. A. Sanders, president, and R. A. Worth, treasurer.

READY REFERENCE OF GENERAL SUPPLIES

DEALERS

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

THE REGINA CO.

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

Mermod & Co.

505 Fifth Avenue New York

Manufacturers of

Talking Machine Supplies

Motors—Sapphire Points

Diamond Points a Specialty

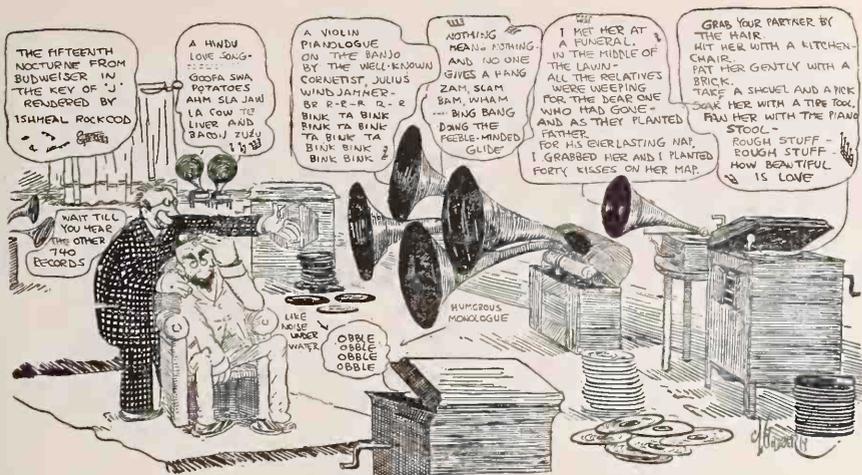
Keep Your Record Stock with

THE
Gfelse
SYSTEM
TRADE MARK

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

THE SYRACUSE WIRE WORKS,
SYRACUSE NEW YORK

BREAKING EVEN—A DIABOLICAL REVENGE.



R. L. Goldberg in the New York Evening Mail. (Copyrighted.)

Cartoonist's Idea of How to Get Square With the Man Who Always Starts His Talking Machine as Soon as You Get in the House.

H. B. RAY NEW ADVERTISING CHIEF.

Of the Columbia Graphophone Co.—Experienced in This Field, Having Been Assistant Advertising Manager of the Company for the Past Three Years—Has Assumed Duties.

Herbert B. Ray has just been appointed advertising manager of the Columbia Graphophone Co., New York, succeeding George P. Metzger, who has become a partner in the Hanff-Metzger Co.,



Herbert B. Ray.

New York, a very successful advertising agency. Mr. Ray has assumed his new duties.

Herbert B. Ray has been assistant advertising manager of the Columbia Graphophone Co. for

the past few years, and his promotion to the management of the advertising department is in line with the policy of the Columbia Graphophone Co. to promote men from their own forces to the most responsible positions in all departments. Mr. Ray filled the position of assistant advertising manager with signal ability and success, and his intimate familiarity with all the details incidental to the Columbia Co.'s country-wide advertising insures his achieving a gratifying success in his new and important post. As advertising manager of the Columbia Graphophone Co. Mr. Ray occupies one of the most responsible positions in the company, as the advertising appropriation of the Columbia Co. has steadily increased each year until it now totals an immense sum that is being distributed to the best possible advantage of Columbia dealers throughout the country.

Mr. Ray has been connected with the Columbia Co. for the past fifteen years, occupying various positions of responsibility. Most of this time was spent at the factories in Bridgeport, Conn., where he secured a detailed practical knowledge that he has found invaluable in the preparation of result producing advertising matter.

J. G. BREMNER TO SUPPORT BILL.

J. G. Bremner, president of the Eastern Talking Machine Dealers' Association, is one of those representing trade organizations who will appear before the Interstate and Foreign Commerce Committee at Washington for the purpose of supporting the Stevens Bill (H. R. 13,305), which, among other features, is aimed to prohibit price cutting.

Any new business idea that offers to help a man get more profit out of his business is hailed with welcome—mixed with suspicion of the motives of the man offering it.

NEW COMPANY IN CLEVELAND.

Incorporation of the Grafonola Co. of That City Marks Success of C. A. Routh in the Talking Machine Field—Store Handsome and Well Located in City's Best Business District.

(Special to The Talking Machine World.)

CLEVELAND, O., April 6.—The incorporation of the Grafonola Co. is a good example of a youth starting with ambition and vigor and working up from the lower ranks to be president and manager of a company. C. A. Routh started as a boy working for the Starr Piano Co., of Richmond, Ind., learning action regulating, etc. He left the factory work and engaged in the sales department, and was considered one of the foremost salesmen in the piano line. At that time piano men generally could not see anything in the talking machine business, and Mr. Routh's associates were very much surprised at his going into it. He, however, looked ahead and is now reaping the benefits of his foresight. Mr. Routh had been with the Columbia Co. for some time as assistant manager, and when the company decided to close out its retail business in Cleveland, in his own words, he "immediately saw a great light," and laid his plans accordingly to get control of the old location; the result is that the Grafonola Co. was incorporated, with C. A. Routh, president and manager, and F. S. Federman, secretary and treasurer, with a capitalization of \$15,000.

The Grafonola Co. is handling Columbia goods exclusively, and carries a complete stock of machines, records and accessories. The store is centrally located in the business heart of the city, and is considered the largest retail talking machine store in Cleveland. During Mr. Routh's long association with the Columbia Co. he has made a host of acquaintances and friends, all of whom he will retain and make many more.

GIVES ELABORATE RECITAL.

Fred H. Ponty Features Victrola and Edison Disc Machines and Other Instruments in His Line at Elaborate Affair Held in His Recently Opened Store in Port Chester, N. Y.

(Special to The Talking Machine World.)

PORT CHESTER, N. Y., April 7.—Fred H. Ponty, the well-known piano and talking machine dealer of this city, attracted much attention to his business last week through the medium of an elaborate musicale, at which a number of prominent artists from New York appeared. The lengthy program consisted of piano and violin solos, vocal selections and grand opera gems by famous stars through the medium of the Victrola and the Edison disc phonograph. The musicale was given in the afternoon and repeated in the evening, and on both occasions the recital parlor in the store was crowded by a select and appreciative gathering of local music lovers.

From the interest displayed in the music furnished by the Victor and Edison machines, the musicale will result in a number of profitable sales.



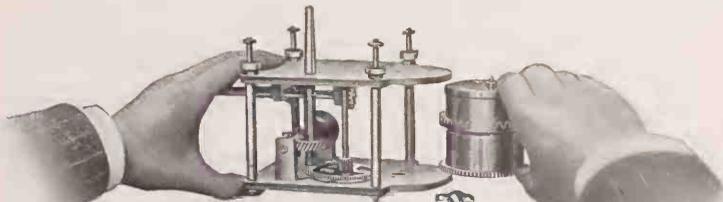
"DOLLAR" MOTORS

LATEST SENSATION—DETACHABLE SPRING CAGE

ARE UNQUESTIONABLY THE BEST AND CHEAPEST

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

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



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

Advantages of our Motors :
Noiseless movement
Supreme accuracy
Highest grade of materials
Greatest money value

Exhibited at the Leipsic Fair, No. 20 1 Peterstrasse, Hotel de Russie, Zimmer No. 6.

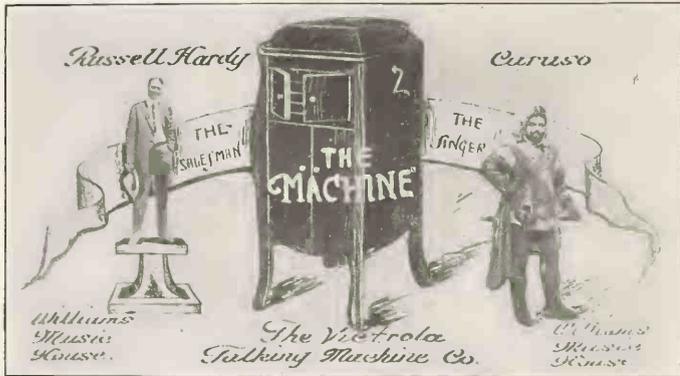
GEBRÜDER STEIDINGER, Fabrik für St. Georgen (Schwarzwald), Deutschland

Cable Address: Gebrüder Steidinger Sanctgeorgenschwarzwald.

A NOVEL POSTAL CARD

Is That Used by Russell Hardy with the Talking Machine Co., Birmingham, Ala.

A novel postal card is being used by Russell Hardy, a clever salesman associated with the Talk-



Clever Post Card Designed by Russell Hardy.

ing Machine Co., representative of the Victor and Edison lines in Birmingham, Ala. Mr. Hardy has proven his right to be considered an A1 salesman, for his average sales per month for the last three or four months have reached the \$1,000 mark.

BENJ. SWITKY IN BERMUDA.

Prominent Distributor Visiting Talking Machine Man's Haven of Rest.

Benj. Switky, the prominent Victor distributor of 9 West Twenty-third street, New York, accompanied by Mrs. Switky and their two children, sailed for Bermuda on Wednesday, April 1, for a vacation of several weeks. In view of the number of members of the local trade who have visited Bermuda during the past couple of months it would appear that the name of the resort should be changed to "The Talking Machine Man's Haven of Rest."

"LIVE" DISPLAY OF DANCE RECORDS.

(Special to The Talking Machine World.)

NEW ORLEANS, LA., April 9.—The Victrola department of Philip Werlein, Ltd, the large piano house in this city, is still being congratulated on a novel idea which it introduced a short while since in connection with the craze for dance music. The many dance records in the Victor record library suitable for all the latest dances furnished the firm with material for an unusually clever stunt which took the shape of a personal demonstration of the adaptability of Victor music to the proper performing of the latest dances.

A show window measuring 9x12 feet was decorated elaborately to give the impression of a fashionable ballroom, and in this space a well-dressed couple, masked, danced all the new dances to the music of a Victrola. Cards were displayed announcing each dance, and the grace and skill of the couple as they danced to the strains of Victor records formed a topic of general discussion that was both sales productive for the Werlein Victor department and the best kind of advertising.

GIVING MACHINES DOUBLE VALUE.

Success of the Union Devices Testifies to Their Value—Factory of the Union Specialty and Plating Co. Very Busy.

(Special to The Talking Machine World.)

CLEVELAND, O., April 6.—The prosperity and popularity of the Union Specialty and Plating Co., attachments, affording the owner of any kind of a



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

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

talking machine the privilege of playing any kind of a record, is evidence of their great value. Business at the factory is brisk. Mr. McNulty stated they were daily filling lots of orders and that they were receiving volumes of praise from users of Unions No. 2 and No. 3, which of course is very gratifying to the company.

H. B. McNulty, of the company, who recently made a flying trip to Iowa, and covering Chicago, states he found business very good and that the Union line of specialties was selling "like hot cakes."

The Columbia export department has been issuing some splendid publicity during the past few years which is being used by the company's dealers in South America and Europe to excellent advantage.

The Masterphone

GIVES

Perfect Detail

Rich Tone

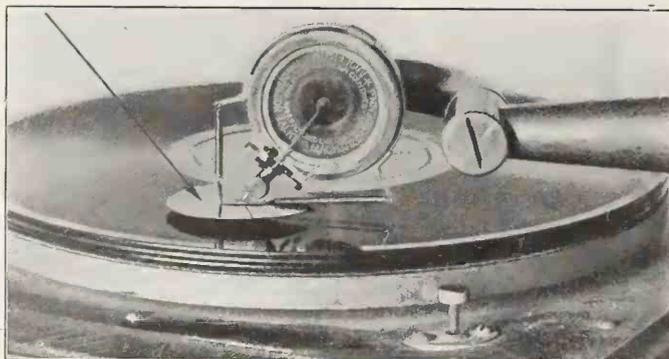
Full Volume

Records remain perfect forever, as Victor Fibre Needles are used.

Your customers will like the Masterphone, for it adds immeasurably to the value of their instruments.

YOU EARN ADDITIONAL PROFITS.

Write for Sample and Discounts.



Steel
Needles
Masterphone
\$1.00

Fibre
Needles
Masterphone
\$1.50

THE MASTERPHONE CORPORATION, 187 Broadway, New York City
Telephone: Cortlandt 1872



Columbia records of song hits are real hits—hits as songs and hits as sales.



(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

T. H. E. PUBLIC, ESQ., THE GENTLEMAN FROM MISSOURI.

Prospective Purchasers of To-day Demand Lucid and Reasonable Explanations from Merchants in Place of the Old-Style Meaningless Generalities Regarding Products to be Bought—Something of the "Department of Detail" for Talking Machine Stores.

The age of lavish explanations has arrived, Mr. Dealer, and in order that you may retain the patronage of the supercurious, you must expound your trade gospel exhaustively as well as entertainingly. You must also develop your Department of Detail to a state of high efficiency. The times demand these things from you.

To-day, in order that a talking machine salesman may take his place in the proficiency class, he must be a veritable encyclopedia of phonographic lore. He must be able to speak the 'ola language as fluently and exactly as a college professor emits Tschechisch or Croatian. Summing up concisely, he must know it all.

Every establishment where talkers are dispensed should pay particular heed to the development of its Department of Detail. Never before was attention to the smaller things of such vital importance. This situation has been brought to light largely through the medium of various worthy sundries which, when attached to the talking machine, add to its musical excellence. I have found in my tramps along the trade trail that this subject of detail is not given the care it deserves. I have visited a half dozen talker shops in Brooklyn, New York City and Philadelphia within the past few weeks where the matter of sundries was a dead issue. Does not this illustrate my point that the detail end of the talking machine business is being neglected?

Such a state of affairs is a menace to trade for this reason: When T. H. E. Public, Esq., reads in a popular magazine an attractively displayed advertisement regarding an article that promises to make his Musicola more melodious at the modest outlay of a dollar or two, he determines to investigate. He calls forthwith upon John Jones, proprietor of The Graph & Phone Co., Inc., and asks for the article he has seen advertised. He goes further than that; he demands a demonstration, and he desires it in a hurry. Then, by way of making his remarks emphatic and acquainting Mr. Jones with his identity, he shouts that he is from Missouri. To his supreme disgust, he finds that not only has Jones neglected to put the attachment he is interested in in stock, but has never heard of it. He departs amid vituperative fireworks, and his opinions regarding The Graph & Phone Co., Inc., are not publishable.

It seems to the writer that the best and easiest way to overcome this difficulty would be to peruse more carefully the pages of your trade journal. If you made it a rule, Mr. Dealer, to pass The Talking Machine World among your employes when you were through with it, and made it clear that you desired it read carefully, good results could not but accrue. The salesman who makes a practice of becoming thoroughly familiar with the contents of such a publication monthly will find himself in a position to answer any question put to him lucidly and to the point.

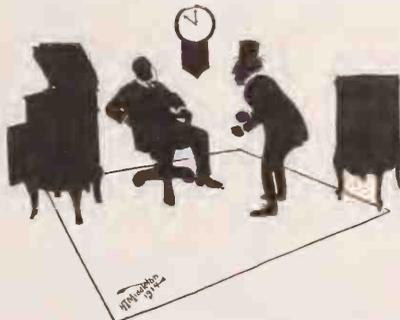
One dealer of my acquaintance keeps a tabulated list of sundries on hand for the use of his salesmen. His stenographer has charge of this work, and as The World arrives she looks it over and adds to her list whatever invention of moment has come to life during the month. She simply writes down the name of the article, together with the volume and month of the magazine in which it was advertised or described. Carbon copies of this typewritten list are posted in conspicuous place throughout the store.

A few items from one of the pages of this sundry list follows:

LIST OF TALKING MACHINE SUNDRIES FOR USE OF SALES FORCE.

Automatic stops:	
Columbia	T. M. W., Vol. X, No. 3, page 7
Standard	" " " " " 31
Bagshaw Needles	" " " " " 19
Delivery bags	" " " " " 22
Dollar motors	" " " " " 15
Fibre Needle Cutters:	
L. & H.	" " " " " 32
W. & W.	" " " " " 33
Heise System	" " " " " 14
Masterphone	" " " " " 16
Nycol	" " " " " 16
Union T. M. Specialties	" " " " " 27
Unique Record Albums	" " " " " 6

As the trade journal subscribed to by this dealer is carefully filed, it is easy for the salesman to ar-



He Demands a Demonstration.

rive at the desired information at a moment's notice. By adopting this method, Mr. Dealer, it is practically impossible for a patron to go away from your store without having learned all about talking machines and their accessories.

Another page in the salesman's book of knowledge that is seldom read is the one which deals with the care of the "talker." Most chaps are so saturated with the mania for making sales that they do not give a thought to anything beyond the disposal of the outfit. The dealer of sundry list renown has a repair catalog for the various makes of machines. This, too, is displayed at different points in the store where the eyes of the salesman can reach it, and by consulting it he is very often enabled to prescribe successfully. Of course, where the condition of the patient is such that an operation is necessary, the services of the surgeon from the Department of Restoration are

required. Where a dose of oil, graphite, etc., administered in just the correct proportions, is sufficient to renew activity, the repair catalog is invaluable.

A salesman can sell goods much more intelligently if he has seen them in the making. This being true, would it not be advantageous to manufacturer and merchant alike if some arrangement was arrived at whereby salesmen were given access to the factories and laboratories of the builders of talking machines and the entire process of production witnessed and described? Henry Ford, of profit-sharing fame, has adopted this method of educating not only the folks who are interested in his car as a business proposition, but T. H. E. Public, Esq., as well. He even goes so far as to include a moving picture show in the course of instruction.

What will work out successfully in the world of automobiles should apply to the talker fraternity also, and it would aid him very materially, I am sure, if every young man who derives a livelihood from the sale of talking machines could pay a visit to the producing plant in order that he might become enlightened as to the practical side of their creation.

Do not take my word for it that the matter of a comprehensive knowledge of talking machine manufacture is non-existent in the mind of the average salesman. Take your star sales expert aside and ask him about it. Methinks I hear the echo of his answer: "I'm sellin' goods, not makin' 'em. 'Isch ga bibble!"

HOWARD TAYLOR MIDDLETON.

ANNUAL DINNER OF DEALERS.

Eastern Talking Machine Dealers' Association Making Elaborate Plans for Annual Gathering on May 6—Meeting to Be Held a Week Later to Elect Officers and Hear Reports.

The annual dinner of the Eastern Talking Machine Dealers' Association will be held on May 6, according to plans announced following a meeting of the Executive Committee of the association held at Keen's Chop House on April 6. The place for the dinner has not yet been selected.

John G. Bremner, president of the association, announces that the program for the dinner will be particularly interesting, and a number of speakers of note, including at least one man of national importance and prominence, will be present.

The annual meeting of the association, for the election of officers and for the transaction of other regular business, will be held on the week following the dinner in order to avoid the confusion that would arise by having the dinner and meeting on the same evening.

If Terpsichore were to return to earth and watch a tango tea some evening, she'd probably apply to the Olympian courts to have her name changed the next morning.

It's a modest man who doesn't think the photographer could have made a better looking picture of him if he'd only tried.

THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

BOSTON, MASS., April 10.—Beginning on April 2 and continuing through to-day there has been a Business Efficiency Exposition at Mechanics' building, and among the notable exhibits were the dictaphone, shown by the Columbia Graphophone Co., and the Edison business phonograph, exhibited by Mershon & Klinefelter, of 18 Tremont street. Both of these exhibits were in the main aisle of the hall, their locations being about the best among the 100 exhibitors of time and labor saving devices. The Columbia exhibit was in the midst of handsome mahogany furnishings, these including tables, chairs and desks, and the machines sent over to illustrate the facility of dictating were the best that the home office could exhibit. Palms and plants helped to make the display attractive. Andrew Atwell, the manager of the dictaphone department of the Columbia, was in charge of the exhibit. Similarly the Edison dictagraph was in artistic surroundings and it received its share of well-merited attention.

Reports Good Month's Business.

Manager Batchelder, of the Victor department of the Henry F. Miller Co., reports a very good month's business. The April list of records has proved especially popular, and the office staff has been busy attending to the wants of many customers.

Will Continue Columbia Department.

Mr. Navin, of Navin & Kelley, of 757 Washington street, has bought out the Columbia department in the Henry Siegel Co.'s store, which recently went into insolvency. The new firm of W. & A. Bacon, an old-established Roxbury house, which bought out the Siegel store, has been agreeable to the proposition that the Columbia department be continued there, and Mr. Navin has some progressive ideas as to how the department should be conducted. William L. Dunn, of the Columbia offices, has been chosen to be the manager and he starts in with high endorsements.

George W. Lyle a Visitor.

George W. Lyle, general manager of the Columbia Graphophone Co., was a hurried visitor to the Boston warerooms a fortnight ago, and he found Manager Erisman right on the job. Another Boston visitor was H. A. Yerkes, the Columbia's wholesale manager, whose trip to Boston was of a meteoric character.

To Visit the Victor Factory.

Business at the Eastern Talking Machine Co.'s establishment continues good, and already there

is considerable of a call for equipments suitable for country homes and shore cottages. Billy Fitzgerald, Mark Reed and Mr. Splaine are looking forward expectantly to their trip over to Camden and Philadelphia on the 18th of this month, where they are going to inspect the Victor laboratories and study the manufacture of machines and records. The trip will give them a renewed fund of knowledge as to Victor workmanship. They will be away three days.

Renewed Acquaintanceship.

H. A. Beach, of the Victor Co., came over to Boston for a few days and renewed acquaintanceship with the boys of the various Victor distributors, those of the Eastern Co. in particular. Mr. Beach is the general representative of the factory.

More Room for Ditson Department.

Henry A. Winkelman, manager of the Victor department of the Oliver Ditson Co., has been forced to make several changes in his second floor suite because of the rush of business. Most of the records are now kept at the rear of the floor in rooms especially prepared for them, and by this rearrangement space is allowed for an additional demonstration booth toward the front half of the suite. Mr. Winkelman's bland smile tells the story of good business. His many friends enjoyed meeting him at the dinner of the Boston Music Trade Association at the Hotel Lenox a few weeks ago.

Columbia Dance Records in Demand.

Manager Arthur Erisman, of the Columbia Co., reports that it is an even toss up between school propositions and dance music, for the latter, since the tango and other modern forms of dancing came in, has made heavy demands on the Columbia equipments. Although Manager Erisman laid in a large stock of this kind of dance music he is constantly obliged to send over to headquarters for fresh invoices of records.

Talks with Sales Staff.

A busy man is Manager Royer of the Victor department of the M. Steinert Co.'s Arch street quarters, these days, especially as he had been away for several days paying a visit to the Victor laboratories. During his absence business piled up so he has had to bend all his energies to get it dispatched with some degree of promptness. Mr. Royer lately has held two sales talks with his staff, discussing business methods and getting an exchange of views from the men as to new ideas that will aid in promoting business. At the conclusion of these conferences the boys all repaired to a near-by hotel for supper.

Changes in Columbia Co. Quarters.

When the changes are completed in the two floors of the Columbia Co. made necessary by the cutting off of a few feet of the store for the Avery street widening, which was referred to in last month's issue of The World, the establishment will be almost new. Just now Manager Erisman and his large staff are working under adverse conditions, Mr. Erisman's private office in particular being quite inadequate for present needs. On the second floor two new demonstration booths will be installed, which will greatly facilitate business.

Rosen Artistic Quarters.

Henry Rosen, of School street, has taken a lease of a large apartment at 246 Huntington avenue, opposite Symphony Hall, as mentioned briefly last month. He is equipping the room in a highly artistic manner, and will place this branch under the management of a competent man, but at this writing the right man has not been selected.

Take on the Edison Line.

The Shawmut Furniture Co., of 269 Tremont street, has lately taken on the Edison line and its rooms devoted to these goods are visited by all the patrons of the store whose attention is directed to the value of Edison equipments.

W. E. Getchell III.

W. E. Getchell, who has charge of the New Hampshire and Vermont business of the Columbia Co., has the sympathy of his hosts of friends because of his long continued illness. Mr. Getchell was taken sick in Brattleboro, and on the advice of friends went over to New York to consult a specialist and hospital treatment followed.

Increase Sales Staff.

Manager Erisman has made several additions to his already large staff. A. G. Haskell and S. B. Bowman have been taken on at the retail department, and E. W. Graham has come East from the Chicago office to travel for Manager Erisman's branch of the Columbia. All three are excellent men.

Signs Up Many New Accounts.

W. O. Pardee, of the Pardee-Ellenberger Co., was in town a few days ago and he told your correspondent that he had signed up a number of good accounts at New Haven, Norwich, New London, Bridgeport, Stamford and New Britain. He says that everywhere he goes he hears the most enthusiastic things said of the Edison disc machines.

Columbia Brieflets.

Miss Mabel Jones, who has been doing splendid work for the Columbia in demonstrating the Co-

**Real Music
At Last**

RIGHT from the announcement of the new Edison Diamond Disc Phonograph came orders; orders are coming in more plentifully and all the time, which shows the immense possibilities for profits in your section. This machine practically sells itself, and at a price that is in every way satisfactory, running from \$60 to \$450. Records

help swell profits after you sell the machine.

As a business the foregoing should appeal to you, and we'll be glad to add the complete story if you'll ask for it.

The Pardee-Ellenberger Co.

Boston, Mass.

New Haven, Conn.

THE TRADE IN BOSTON AND NEW ENGLAND

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

lumbia grand, was taken ill at Nashua, N. H., lately, and her condition was such that she has been ordered by her physician to take a long rest. Accordingly she has gone to her home in Maine, where she will spend the summer.

John L. Gately, the New England representative of the Victor, has been quite ill at his home in Somerville, but last reports were that he was well on the road to recovery.

These fine spring days are when Manager Erisman, of the Columbia, tries to get a few hours in the afternoon for a game of golf, and he often finds himself matched up with some of the most prominent players of the day. Erisman is pretty good with the sticks, too.



CANNED 'POSSUM A LA EDISON.

Brer 'Possum's name is famous;
He's known throughout our land.
Milady pays good money for
His hide when it is tanned.

II.

The muff that nestles softly
Against her dimpled cheek,
Was once this midnight prowler's coat
So smooth, and gray, and sleek.

III.

"He's good to eat," says Rastus,
"When roasted, stewed, or panned."
Behold him in his latest role:
His voice is being canned.

HOWARD TAYLOR MIDDLETON.

HEAVY DEMAND FOR NEEDLES.

Products of W. H. Bagshaw Popular in All Parts of the World—An Up-to-Date and Well Equipped Plant.

(Special to The Talking Machine World.)

LOWELL, MASS., April 9.—In a chat with C. H. Bagshaw, general manager of W. H. Bagshaw, of this city, he spoke enthusiastically about the condition of business and the demand for Bagshaw made talking machine needles. No doubt this house will do the largest business that has ever been transacted in its career—not only shipping their production to this country, but to South America, Australia, Japan, Argentine, England and other foreign countries. The plan of this organization in creating a high grade line of products and catering only to the class demanding this character of goods shows the success of a sane merchandising plan.

Recently was installed a machine at the Bagshaw plant capable of automatically counting needles operated by the force of one needle, which shows how delicately it must be adjusted in order to fulfil requirements of the machine.

The house of Bagshaw is continuously adding new and efficient machinery in order to always better the character of its production.

ENLARGE EDISON DEPARTMENT.

E. P. Hart & Co., of Great Barrington, Mass., Preparing for a Large Summer Business.

(Special to The Talking Machine World.)

GREAT BARRINGTON, MASS., April 7.—E. P. Hunt Co. of this town has lately enlarged its department store so as to make adequate room for a well-equipped Edison department and this enterprising house now takes its place among the leading Edison dealers of Western Massachusetts. The company is preparing to do a large summer business among the many who annually go into the Western part of the State for their vacations.

VISIT MARKETS MORE FREQUENTLY.

Wholesale Buyers Visit Big Centers Several Times a Year Instead of Once or Twice, as Formerly—Taken to Indicate the Passing of Seasons in the Placing of Orders.

Twenty years ago, according to experienced local wholesalers, it was only on the rarest occasions that a retail merchant came to this market more than twice a year. At that time, they say there was by no means the number of individual buyers there are to-day, which usually meant that the merchant himself did all, or nearly all, of the buying. In those days the individual purchases were much larger than they are now, despite the increased population of the country and the greater number of retail outlets. Then a whole season's merchandise was often contracted for at one time, and if the merchant were not a good buyer he paid for his ignorance or ill luck.

With the separation of stores into departments and the resultant increase in the number of buyers per store, the individual purchases became smaller and more frequent. Buyers used to come to market twice a year, or they came three or four times if they were not too far from Boston. Now they come more frequently, and it is not a rare thing for many out-of-town buyers to visit this market every month. Never before have the hotel registers borne the names of so many buyers at this time of the year. In some quarters this is taken as a definite sign that the retail distinction between the seasons is passing, but in other quarters the delayed visits of buyers.

FULTON MUSIC CO. IN NEW QUARTERS

(Special to The Talking Machine World.)

WATERBURY, CONN., April 7.—The Fulton Music Co. has just moved into larger quarters in the central part of this city and on one of its floors it has installed a large talking machine department where it is featuring the Edison line. The rooms are attractively furnished and many persons have paid the place a visit which has resulted in many sales and numerous good prospects.

"TOO BUSY TO READ."

He is a familiar type—the fussy, fretful man who imagines that he is about the busiest fellow in town. He often dumps in the waste basket, unwrapped copies of business or technical magazines that contain valuable articles bearing directly on his problems. He fondly believes that he is too busy practicing to bother with what others are "preaching."

The trouble with this type of man is that he has not learned that the real executive is the man who so plans his work as to leave a reasonable amount of time for reading and planning, says Printers' Ink. There are shoals and breakers ahead when the accumulation of new ideas ceases. The man who declares he has no time to read is unconsciously advertising his small caliber, his slavery to detail, his arrested development.

ADD MORE SOUND-PROOF ROOMS.

(Special to The Talking Machine World.)

NEW HAVEN, CONN., April 7.—The A. B. Clinton Co. of this city has just completed some radical changes in the interior of its establishment, and several sound-proof booths are proving highly advantageous to customers. In the last few weeks the company's business has developed to large proportions.

HOW COULD HE?

The Girl—Do you enjoy music with meals?
The Man—Rather!
The Girl—What do you prefer, a waltz?
The Man—No, a chew-step!—London Opinion.

It requires tremendous energy to handle millions economically

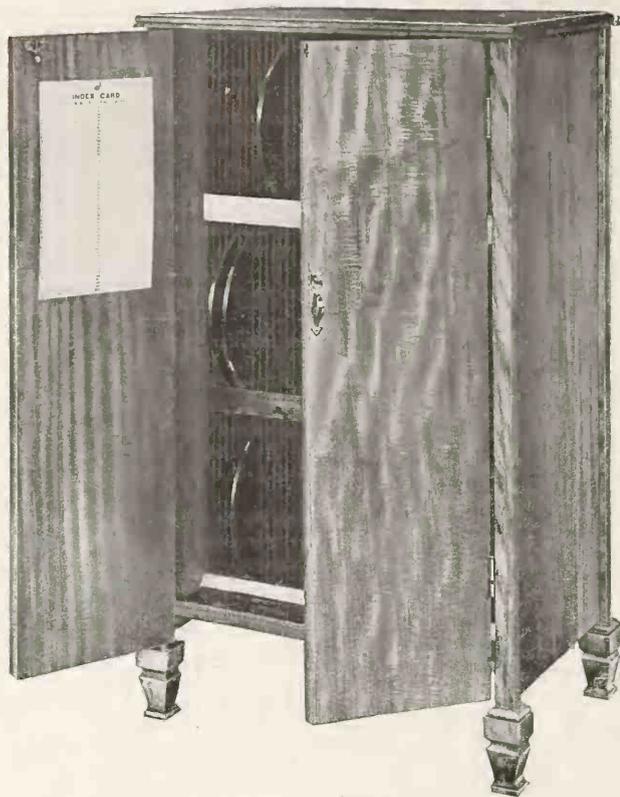
WHILE brains count to the fullest degree, still in making talking machine needles it is necessary to have the most modern equipment, for the tiny needles have to be handled in lots of millions. This branch of our business is receiving constant attention by our engineers who are continuously improving our machinery and enabling us to MAKE THE BEST NEEDLES.

Established 1870

Pioneer
Needle Makers

W. H. BAGSHAW
Lowell, Mass.

A NEW SALTER STYLE



SALTER STYLE No. 20.

Separate sections for 10-inch and 12-inch records.

THAT EVERY DEALER
SHOULD KNOW ABOUT—

is this elegant and novel cabinet that our designer has just completed and which we now offer to the trade.

This new Salter feature has been designed to match the EDISON Disc Phonograph, and holds 132 Edison records in separate felt-lined compartments. It is also constructed with 159 such compartments to receive VICTOR or COLUMBIA records.

Many owners of the latter named machines are using this cabinet as a "record stock" or "overflow" cabinet, and it fills the bill most satisfactorily.

The Style No. 20 is 44 ins. high and $17\frac{1}{4} \times 24\frac{1}{2}$ ins. across the top. It has a simple and accurate indexing device. It is finished in beautiful mahogany and oak veneers in a number of different shades.

Ask for complete catalog.

Salter Mfg. Co.
337-43 N. Oakley Blvd. CHICAGO

MARCH A RECORD MONTH FOR CLEVELAND TRADE.

Excellent Increase in Business Reported by the Majority of the Talking Machine Houses
—Columbia Co., Disposes of Retail Business and Opens Exclusive Wholesale Quarters
—H. M. Brainard Piano Co., Moves—All Lines of Machines and Records in Demand.

(Special to The Talking Machine World.)

CLEVELAND, O., April 6.—March was a month of uncertainty and hesitation in business generally, yet in that month Cleveland made a fine record in several important phases, particularly in the substantial status of the talking machine trade. The increase in bank clearings and in the number of building permits issued, all showing remarkable evidence of exceptional vitality. The supply of machines is apparently ample, although there is a scarcity of two or three types, while the complaint of a shortage of Victor records is general. The fact is the growth of the business has created a demand for records far in excess of the supply, and which is likely to continue.

The recent notable event in talking machine circles was the disposal by the Columbia Phonograph Co., of its retail business, and the establishing of an exclusive wholesale quarters for Columbia graphophones and records and the dictaphone, at 1375 Euclid avenue. The new store is located on the fourth floor of the Kinney & Levan building, which has a Euclid frontage of 100 feet, and extends 450 feet to the rear. The store has been fitted up in fine style for the business purposes of the company. Mr. Madson, manager, says the business is growing by leaps and bounds.

Another event was the removal of the H. M. Brainard Piano Co. from 6525 Euclid avenue, to 1317-19 Euclid avenue. The company has fitted up a magnificent store for the piano and talking machine business. Six large talking machine demonstration parlors have been installed, together with manager and cashier's offices. The company handles the Columbia goods exclusively, and the manager says he expects to do as large a talking machine as piano business.

In a talk with T. H. Towell, president of the Eclipse Musical Co., he said everything was very satisfactory, except that they were handicapped by a shortage of both machines and records, especially the latter. P. J. Towell, brother of the president, and who looks after the interests of the Eclipse Musical Co., generally, said business was good and would be 50 per cent. better, if he could get the goods. His birthday (he is still a boy) occurred a few days ago, and a luncheon was tendered him by the employes of the store. He was presented with a beautiful diamond pin by his brother.

"Notwithstanding the fact that our record stock has been in awful conditions since January 1," said Wm. G. Bowie, manager of the Victrola department of the B. Dreher's Sons Co., "our business this year to date is almost double that of 1913."

"Business is very good," said Norman H. Cook, of the W. F. Frederick Piano Co.—"in fact, is of such volume as to exceed our expectations."

The magnificent window display continues to attract the attention of crowds daily at the Caldwell Piano Co.'s store. R. W. Schirring, manager of the Victrola department, said trade in the talking machine line, along with the piano business, was very satisfactory, but would be much more so if a sufficient supply of machines and records were obtainable.

The Victor department of the Wm. Taylor Son & Co., is one of the attractive sections of the store. T. A. Davis, Jr., reports trade as brisk and constantly increasing.

O. E. Kellogg, manager of the piano and Victrola department of the H. E. McMillan & Son Co., reports a very fine business for the month of March. He said several \$200 machines were sold during the month, also a number of \$100 ones.

Evidence of increasing business is quite manifest at the store of the Phonograph Co. There has been an addition to the clerical force and activity prevails in all departments. L. N. Bloom, secretary, stated that trade, both wholesale and retail, during the past month, had been unusually good. "There were," he said, "a number of the high-grade Edison disc machines sold in the best homes in Cleveland during the month, and a number of new dealers were assigned to handle the Edison goods, among others, the Moorehouse-Martens Co., Columbus, O.; H. Ackerman, Galion, O.; the National Phonograph Co., Steubenville, O., and Cooley & Bentz, Wheeling, W. Va."

Trade is reported excellent and conditions generally very satisfactory at W. H. Buescher & Sons Co., as well as at the Bailey Co., the May Co., Collister & Sayle Co., and the Euclid Music Co.

EFFECTIVE DITSON ADVERTISING.

One of the most attractive Victor advertisements that has appeared recently in the daily newspapers was that used this week by Charles H. Ditson & Co., 8 East Thirty-fourth street, New York, the well-known musical instrument house, whose Victrola department has been steadily enlarged to handle a fast-growing trade.

This advertisement took cognizance of the widespread demand for dance records, and, in addition to an appropriate cut, mentioned the various dances, such as the maxixe, hesitation, tango and Boston, by name under the heading, "A Victrola for Every Home." The different models of Victrolas were featured with their respective style numbers and prices and attention was called to some of the most important records in the new April list. As a whole the text in this advertisement was interesting and convincing and well calculated to produce excellent results, in addition to forming strong publicity.

Sometimes it seems as if a man ran for office merely to find out from his enemies how utterly outrageous his past life has been.



We still talk the Columbia "Leader" Grafonola, because it is the biggest thing in the industry to talk about.



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

Columbia Graphophone Company
Woolworth Building, New York

THE REAL REASON FOR THE SHORTAGE IN RECORDS.

Present Conditions Reflect Tremendous Volume of Business That Has Been Handled and Should Be Cause for Rejoicing Rather Than for Condemnation, Says Benj. Switky, the Prominent Victor Distributer of New York—Situation Carefully Analyzed.

For the past two or three months Victor dealers have suffered from a shortage of records never before witnessed in the history of the trade. This condition, which on the face of it would seem to be unfortunate, is the direct result of the tremendous record sales enjoyed by all prior to and during the holiday season. Therefore it is self-evident that there should be rejoicing instead of condemnation over the present state of affairs. A little mature reflection would prove to us that the present is no time for pessimism.

Let us analyze the causes leading up to the shortage, and then try to realize what it all means. I am sure that from the analysis we will be able to draw much comfort and inspiration, and that the gloom and discontent that have enveloped the minds of some will be dispelled, giving clearer vision and more cheerful disposition; likewise, we owe it to the manufacturers to express appreciation of their valiant efforts to relieve the situation.

On November 1, 1913, all jobbers' stocks were ready for the anticipated holiday demands. The record bins at the factory were loaded with hundreds of thousands of records that had been pressed during the summer and fall. By December 15 it seemed that nothing had been overlooked in the way of preparedness to supply the demand, no matter how great it might be.

But, lo and behold, the country's record sales of the next two weeks were like the breaking loose of a fierce Western cyclone sweeping everything before it! The standard sellers were in tremendous demand; the dance craze, which had been gathering momentum during the several months preceding Christmas broke in upon us like a volcanic eruption. We were prepared for an abnormal demand, but no one could foresee a condition such as confronted us on December 24.

The factory poured forth its reserve record stock in tremendous shipments, but they were powerless to stem the rush of the flood. The record business of December, 1913, was unique. It surpassed all other years.

A Comparison with Other Industries.

Let us pause to see what we can see. What was the condition of the country in general at about this time? How were other industries faring? What was the tone of the money mart? Were stocks going up or were values decreasing? What was the condition of the labor market as a whole? The answers are all negative. In some quarters there was despair, in others gloom, and in still others uncertainty that boded no good. Capital stood idle, trembling, undecided. There were advancing clouds and distant rumblings that foretold the approach of a storm. Men were speculating as to whether the clouds would pass or whether the storm would break over their heads. All sorts of causes were blamed for the general business depression: the November elections, the tariff tinkering, the currency bills, proposed anti-trust legisla-

tion, international complications, the unseasonableness of the weather, etc., etc., etc.

Wherein lies our lesson? It is this: The popularity of talking machines and records is so great that even unfavorable times cannot dim the brilliance of our prosperity. There seem to be no barriers tall enough or strong enough to retard the onward march of our progress. When we think of the records sold in December, 1913, in spite of hard times, what may we not expect for our harvest when the country shall bathe in the sunshine of general prosperity?

There is no room for pessimism. To complain because of the present shortage is equivalent to finding fault with last December's business on the ground that it was too big.

The Problems of the Factory.

But some men may ask, what is the factory doing to refill the empty record bins? Very little, we must admit. This is not because the presses are idle—on the contrary, they are working to full capacity—but because the orders for the new monthly records are so great that there is very little chance left to press catalog stock. The jobbers, having discovered that they cannot count with certainty on receiving duplicate shipments on reorders of popular sellers, have adopted the plan of plunging when placing initial orders for monthly records. Instead of ordering conservatively, and then reordering every three or four weeks, they now try to corner a three or four months' supply. This, of course, works additional hardship on the factory and delays the refilling of the bins devoted to the older selections.

It has been suggested that relief would be had by eliminating one of the monthly lists; but the factory does not deem it wise to withhold from the buying public for a period of sixty days certain hits that are in great demand and which should be issued as quickly as possible. Besides, it is better to give the trade records that are in immediate demand than to press a lot of staple records merely for the sake of replacing old numbers.

If I had my way I would grasp the present as an opportune time for performing a radical operation upon the Victor record catalog. There are many selections in the catalog that sell so slowly that it is a waste of jobbers' and dealers' capital to carry them in stock. The needless repetition of the same selection by many different artists serves no other purpose than to squander capital and make retail selling more burdensome.

There seems to be a feeling among the trade that the present record shortage has another and deeper significance; that the failure on the part of the factory to replenish stocks during the past three months is part of a plan to prepare for the introduction of new product—possibly a new record composition, or something of that sort. Although the factory has given assurance that such a move is not now contemplated, it will do no harm

to discuss the attitude of the factory toward such a contingency.

That there would some day be certain radical changes and improvements in Victor products was announced at the jobbers' convention at Atlantic City not quite two years ago. Louis F. Geissler, general manager of the Victor Co., in the course of his address made it plain to his audience that the Victor Co. was prepared to defend and retain its title of champion against all newcomers and oldcomers. I cannot quote him verbatim, but the essence of his talk was this: That the Victor Co. did not believe in making changes or issuing new product faster than the public could digest them; but that there were several hundred patents filed away for future reference of which it had not yet availed itself; and that when the proper time came the Victor Co. would issue product that might necessitate making a bonfire of then existing machines and records.

And when that time comes the trade can depend on it that everything possible will be done to prevent a radical depreciation in the value of the salability of its stocks. The Victor Co. has in the past year given many evidences of its ability to cope with situations requiring heroic treatment. The welfare of its dealers has always been uppermost when changes were found necessary.

The Victor Co. can be depended upon. It has never offered a sink-or-swim proposition to its trade when important changes were imminent.

Therefore, with an illustrious selling career behind us, with present good conditions prevailing, and with such bright prospects confronting, can any man say that he is justified in being aught but an optimist? A little patience at the right time accomplishes a heap of good.

NEW MUSICAL INSTRUMENT

Announced by J. Hoffay, of London, Exciting Much Interest in the Trade.

Jose Hoffay, who is well known in the talking machine trade in the United States and South America, and who is now residing in London, makes an important announcement on page 47 of this issue of The World regarding a new musical instrument which will play every kind of disc record and in a most perfect manner.

The English trade seem very much interested in this new instrument which was referred to in the London correspondence of The World last month, and great things are expected of it.

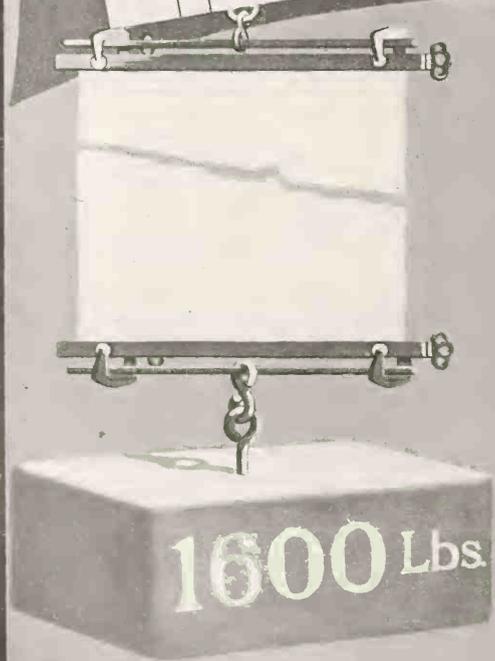
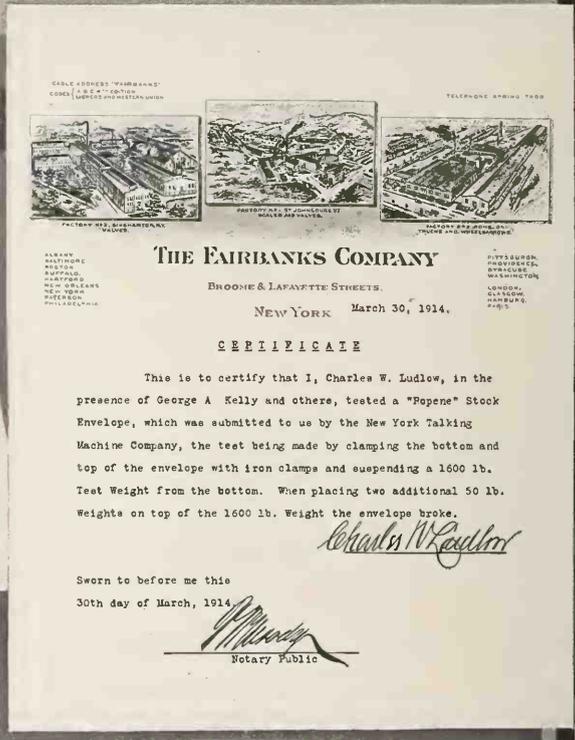
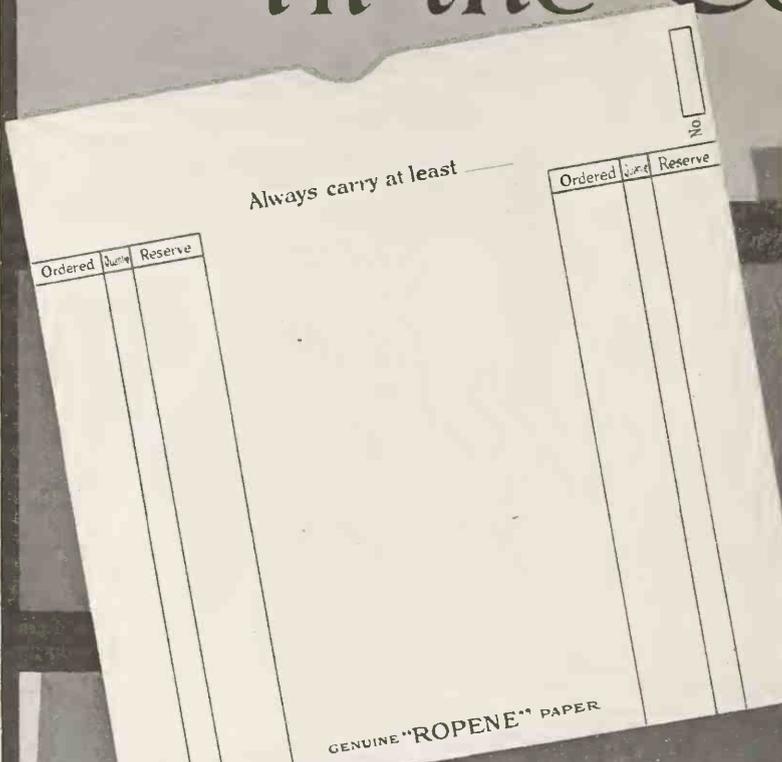
NAME PLATES
DECALCOMANIE

Why not apply a transfer nameplate on your talking machine cabinets?

WRITE FOR SAMPLES AND PRICES. SKETCHES FREE

GEO. A. SMITH & CO. INC.
74 CORTLANDT ST., N. Y.

Strongest Envelope in the Country



As stated in the affidavit—
This envelope actually raised 1600 lbs.
from the floor before breaking.

It's three times as strong as any envelope
on the market—and will wear three times as long.
It won't show finger prints that are noticeable on
other manila and highly colored envelopes.

Our data covering the use of this envelope, makes
the ordering of records automatic.

Envelopes

	LIST PRICE
10 in. size per thousand - - -	\$12.00
12 in. size per thousand - - -	15.00

Discounts to Distributors and Dealers

NEW YORK TALKING MACHINE COMPANY
81 Chambers Street - - - - - New York

NEW YORK CITY TRADE CLOSES GOOD MARCH BUSINESS

Despite Continued Shortage of Records and Some Types of Machines—Dance Craze Still an Important Trade Factor—With the Advent of the Summer Season a New Demand Will Materialize—What Leading Dealers Report to The World—News of the Month.

Despite the continued shortage of all types of machines and records, talking machine dealers in New York City with practically no exception reported the closing of the best March they ever experienced, but nevertheless could not refrain from commenting on the sales totals they might have reached if more machines and records had been available. Here and there is a dealer who remarks point blank that neither the manufacturers nor the distributors are to blame for the tremendous shortage in all lines, but rather the public, who recognizing the value of the talking machine as a medium for the ideal interpretation of the modern dances, has swamped the dealers with orders for machines and records.

In connection with the modern dance craze, those pessimists who a few months since voiced the opinion that this craze would not last after the first of March are finding themselves greatly mistaken, as judging from all present indications, the dance craze has not yet reached its summit by and means, but is gaining and gaining month after month. With the advent of the summer season outdoor life will undoubtedly mean a continued heavy demand for appropriate dance music with corresponding machine orders, and the local talking machine dealer is indeed a confirmed pessimist who feels that the coming summer will not be a profitable one from a business standpoint.

The Question of Publicity.

One noticeable feature of the past month's business was the absence from the daily newspapers of a goodly percentage of the talking machine advertising that is usually found in local advertising columns. This was particularly true in the middle and last week of March, when the dealers realized that they could not supply the demand for dance music, and felt that it was too early to spend money advertising appropriate Easter music. With the approach of the Easter season, however, newspaper advertising showed a marked increase from the talking machine dealers, and this advertising produced splendid results. The live-wire local dealer realized some time since that with the scarcity of dance records it would be advisable and profitable to educate the public to the real beauties of the many kinds of music in the record catalogs, and this publicity has resulted in marked increases in the demand for opera, light opera and musical comedy selections.

Opening of Landay Bros.' New Store.

One of the events of the local trade the past month was the opening of the new store of Landay Bros., the prominent Victor distributors at 427 Fifth avenue. This store is undoubtedly one of the finest Victrola establishments in the country, and is indeed a credit to the remarkable strides being made by the Victor products. The furnishings and decorations are beautiful and decidedly unique, and, as one newspaper account remarked, really baffle adequate description. Landay Bros., upon the opening of this new store, which is their fourth in the best shopping centers of New York, were accorded the unique honor by the local newspapers of having their store described in detail in the Sunday newspapers following the formal opening day. Such newspaper recognition has been accorded very few local establishments, and indicates the standing of the Victrola and Landay Bros.

New Columbia Store Doing Well.

The Columbia department in the new F. G. Smith store at 335 Fifth avenue is already closing an excellent business, although it has been open but a few weeks. Hayward Cleveland, the popular Columbia veteran, is in charge of this department, the Columbia store on Twenty-third street having closed coincident with the opening of the new department on Fifth avenue. This latest Columbia department marks the entrance of the company on the best sales district of Fifth avenue, and when all improvements and changes are completed these Columbia warerooms promise to form one of the most attractive talking machine departments in the local trade. Additional booths are being constructed to adequately handle the department's high-class trade.

Excellent Condition of Business.

"Business is really splendid," said H. N. Purdy, of the Edison disc department of Hardman, Peck & Co., 433 Fifth avenue. "During the past few weeks our machine sales have been steadily increasing, and the new Edison dance records are achieving a splendid success. Our \$150 and \$200 types of machines are still proving the best sellers in our line, but we expected this in view of the high-grade clientele that our institution caters to. Practically our entire business is conducted on a cash basis, only a very small percentage of our sales calling for deferred payments."

Co-operating with the Dealer.

"In these times of record shortage we are co-operating with our dealers in every possible way," remarked V. W. Moody, sales manager of the New York Talking Machine Co., 81 Chambers street, New York, Victor distributor. "We explain to them in detail how they can increase the efficiency of their record department, and co-operate with them in the proper selection of their record stocks. This co-operation is proving of real value to our numerous clients."

Opened Many New Accounts.

"Probably the most important feature of our business the past month has been the large number of new accounts that we have opened," said R. F. Bolton, manager of the Columbia Co.'s wholesale store, 80 Chambers street, New York. "Aside from the many new Columbia agencies entered on our books the past few weeks, the marked shortage of dance records is one of the trade's features. The prestige and standing of many of our new accounts is indicative of the rapid strides that Columbia products are making in the minds of the city's leading retail establishments. Our gain over last March was 60 per cent, which we are naturally very proud of, considering general business conditions."

New Edison Disc Records Admired.

"The new Edison disc records are being praised by each and every one of our customers," said Dana F. Parkhurst, manager of the Edison department of the Tower Manufacturing and Novelty Co., 326 Broadway. "These new disc records are proving welcome additions to our patrons' record libraries, as they are typical of the true musical qualities of the Edison disc product. The most popular seller in our line is the \$200 machine, which bids fair to take its place as one of the standard sellers of the phonograph industry."

Reports Good March Business.

Charles Bobzin, manager of the Silas Pearsall Co., 16 West Forty-sixth street, New York, Victor distributor, reports the closing of an excellent March business, particularly in the wholesale department, where the company gained many new accounts in the past few weeks.

What Others Report.

The talking machine department of the Pease Piano Co., 128 West Forty-second street, handling Victor and Columbia products, is being enlarged to handle the company's fast-growing trade. Additional soundproof booths are now being constructed for this department.

At the Victrola section of the John Wanamaker store two well-known dancers have been appearing in interpretations of the modern dances, the music for which is furnished by a Victrola. These dances have attracted city-wide attention.

Among the local dealers and talker departments reporting satisfactory March business were the following: Benj. Switky (Victor), Cowperthwait's (Columbia), Blackman Talking Machine Co. (Victor and Edison cylinder), Krauch & Bach (Columbia), Hallet & Davis (Victor), Eclipse Phonograph Co. (Edison disc and cylinder).

OTILIE METZGER MAKES RECORDS

Of Her Wonderful Contralto Voice for the Columbia Graphophone Co.—A Valuable Acquisition Owing to Her International Fame.

The Columbia Graphophone Co. made one of the great conquests of the season in arranging with Mme. Otilie Metzger, the distinguished German contralto from the Hamburg Opera House, to have her voice perpetuated for the benefit of her admirers in this country through the medium of Columbia records.

Mme. Metzger has just closed one of the most successful concert tours of any artist in the United States, and has won the unanimous approval of leading critics in New York and other cities. The visit this year followed her special engagement for two appearances with the Philharmonic Society Orchestra in New York last year. She made such a favorable impression that the concert tour this year resulted.

Mme. Metzger has demonstrated conclusively her claim to a place in the front rank of lieder singers. She possesses a genuine contralto voice of great depth, power and range, which is, moreover, of unusual richness and charm. Her interpretations and diction are impeccable. Indeed her English serves as a model for our native singers, and this may also be said of her enunciation in French, as well as in German.

Such a large, vibrant, powerful voice, with its uncommon purity and capable of potent expressiveness, should afford delight to the admirers of Mme. Metzger when heard through the medium of the talking machine, for few artists have made such a host of friends as has Mme. Metzger during her present concert tour.

An unusual feature of Mme. Metzger's engagement by the Columbia Graphophone Co. was the fact that she met the representatives of the company at 9 a. m. on March 30, signed a contract at 9.30 a. m. and was recording in the company's laboratory at 10 a. m., probably breaking all records.

If you happen to think you really don't know a lot more than the boss about the business, you're probably on the way to promotion.

Send 50 cents in stamps for sample "Standard Fibre Needle Cutter." The easiest selling accessory ever offered the trade. Appeals to the women buyers. Retains chips. Artistic. Built like a watch. Compact. Powerful. Liberal discounts. Order through your jobber.

**STANDARD GRAMAPHONE APPLIANCE CO.
173 LAFAYETTE STREET, NEW YORK CITY**



ECLIPSE PHONOGRAPH COMPANY

203 Washington Street

A. W. TOENNIES & SON

Hoboken, N. J.

Jobbers of Edison Disc and Cylinder Phonographs Exclusively

Dealers of New York and New Jersey
Write for terms and discounts.



COLUMBIA GRAPHOPHONE CO'S. 25th ANNIVERSARY

Celebrated on Saturday Night at the Arcola Country Club, Arcola, N. J.—Dinner in Evening Presided Over by Edward D. Easton, President of the Company.

A party of fifty, including directors, officials and employes of the Columbia Graphophone Co., foregathered at the Arcola Country Club, Arcola, N. J., on Saturday night in order to celebrate the twenty-fifth anniversary of the founding of the Columbia Graphophone Co.

Most of the guests arrived at Arcola in the afternoon, and the club held open house indoors and out. In the evening Edward D. Easton, president of the company, presided over a dinner, at the conclusion of which many of those present

made speeches of congratulation and compliment. The feature of the evening's oratory was the large and sincere tribute paid to Mr. Easton as the man who had founded the company, and whose inspiring personality had been such a dominant factor in its development to its present magnitude. The guests included employes of the company from all parts of the country as well as England. The latter country was represented by Louis Sterling and G. L. Funnell, of London, while A. G. Farquharson, of Toronto, represented Canada.

CALL FOR DISC RECORD ALBUMS.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., April 8.—The National Publishing Co., of 230 South American street, this city, is having a constantly increased demand for its disc record albums, due undoubtedly to their distinctive merits. For they are artistic in design, most durable and well finished.

Leading talking machine men throughout the country are handling them with satisfaction to themselves and to their customers, and a big trade is being built up with these albums, which are suitable for Victor, Edison, Columbia and all other makes of records.

Jobbers can greatly increase their sales to dealers by a free use of the large record album circular, which is supplied in quantities by the National Publishing Co. with the name and address of the user, as well as the prices at which the albums can be sold. Sales have been doubled by using this literature and sending it out with the regular lists of records, as well as by distributing them to callers. The circulars have four pictures on them showing the record album open and closed. These can be supplied to retailers and used to good advantage in soliciting orders.

The six-page index in every album facilitates the instant location of any record, for the labels are seen through the openings and the titles of the records can be read without removing the records.

The National Publishing Co. offers to send a sample album by parcel post for examination, so confident is it that the album will at once interest talking machine men.

A NOTABLE DINNER.

Edward D. Easton, president of the Columbia Graphophone Co., and Mrs. E. D. Easton tendered a dinner Wednesday, April 1, to Miss Gertrude Lyle, daughter of George W. Lyle, general manager of the Columbia Graphophone Co., and her fiancé, Richard Arnault, who were married at Hackensack on Wednesday of last week. The dinner was given at Mr. Easton's beautiful home in Arcola, N. J.

A noteworthy feature of this dinner is the fact that there were present four engaged couples, representing the families of Edward D. Easton and George W. Lyle. These four couples were Miss Gertrude Lyle and Richard Arnault, Miss Frances Ogden and Harold Lyle, a son of George W. Lyle; Miss Helen Easton, daughter of President Easton, and Norris Mumper; Miss Mary Rankin and Mortimer D. Easton, a son of President Easton. Other guests at the dinner included Mr. and Mrs. George W. Lyle, Mrs. Rankin, C. W. Woddrop, secretary of the Columbia Graphophone Co., and Mr. and Mrs. E. D. Easton, the host and hostess.

The table decorations were unusually tasteful and charming and each guest received an appropriate favor with a snatch of poetry contained therein. The dates of the other three weddings in these two prominent families have not yet been announced.

UTILIZING VICTOR PUBLICITY.

V. W. Moody Has Some Recent Illustrations Framed Which Tell an Impressive Story of Victor Enterprise and Advance.

V. W. Moody, sales manager of the New York Talking Machine Co., 81 Chambers street, New York, Victor distributor, recently had framed an interesting picture that makes a valuable piece of publicity for the live-wire Victor dealer. This picture shows the \$500,000 yacht "Vanadis," belonging to C. K. G. Billings, the multi-millionaire, and internationally prominent. Four views of the yacht's interior are shown, including the lounging room, the gymnasium, a bedroom and the smoking room, wherein is prominently displayed a Victor talking machine. These pictures appeared in a recent issue of the New York Sunday Times, and when framed present an artistic appearance.

Alongside of this picture Mr. Moody has displayed a number of framed colored pictures that represent to what excellent advantage the splendid publicity sent out by the Victor Co. may be utilized. One of these pictures shows the famous McCutcheon painting used in the Victor advertising in the national magazines, while others show the Christmas folder sent out last year and the group of operatic artists that has been used in the Saturday Evening Post and other national periodicals.

TALKER MEN HELD FOR GRAND JURY.

H. A. C. Howard and A. D. Pilpot, Organizers of United States Phonograph Co., Held on Charges of Fraud Brought by Railroad Man—Defendants Emphatically Deny Guilt.

(Special to The Talking Machine World.)

CHICAGO, ILL., April 13.—Following charges of fraud brought by James F. Dartt, a local railroad man, who stated that they had induced him to invest money in the United States Phonograph Co. under false pretenses, Harry A. C. Howard and Albert D. Philpot, organizers of the United States Phonograph Co., were held for the Grand Jury on Friday of last week by Judge Wells. The phonograph company retired last summer, but the defendants emphatically deny the charges of fraud and look for a speedy acquittal.

\$25,000,000 MUSEUM OF INDUSTRY

Planned in New York—Projectors Guarantee Amount for Stadium and Other Buildings.

A scheme was projected at a meeting in the Lawyers' Club, 115 Broadway, early this week for an industrial museum, to cost about \$25,000,000, to be devoted to the study of practical subjects by the public. The idea is to have a circle of buildings enclosing a stadium, the stadium to be partially covered and used for assemblage. Within the buildings would be housed permanent exhibitions of twenty branches of industrial and peaceful arts.

It is intended to establish the museum as a memorial of the centenary of peace among English-speaking people. Three sites are in prospect, one in an old reservoir basin in Central Park, another north of Ninetieth street and the third on property the owner of which offered it some time ago for public use by the city.

It was announced at the meeting by John A. Stewart that the financial undertaking will be one of the factors most easily handled in the development of the project, because the money can be raised among the projectors, if need be.

An association has been formed and the meeting was of the directors, those present being George F. Kunz, Frank A. Vanderlip, Charles H. Strong, A. Barton Hepburn, Calvin W. Rice, Prof. Martson Taylor Bogart, Thomas Commerford Martin and John A. Stewart. Elbert H. Gary, Henry R. Towne, Thomas A. Edison, H. E. Huntington, Theodore N. Vail and H. J. Hardenberg are among the other directors. A committee on plan and scope was appointed to report April 23.

This museum would be similar to those in Germany and France, but on a much larger scale.

THE ILLINOIS CALLOPHONE CO.

(Special to The Talking Machine World.)

CHICAGO, ILL., April 11.—The Illinois Callophone Co. has been incorporated with a capital stock of \$100,000 to sell callophones and enunciators. This is a subsidiary of the International Callophone Co. of New York, and offices will be opened May 1.

The parcel post weight limit has been increased. But nothing has been done to give the purchaser of stamps by wholesale an inside price! in the New York Life Building.

TRADE REACHES NEW HIGH POINT IN MILWAUKEE.

Considerably Ahead of a Year Ago and Would Be Larger if Jobbers and Dealers Could Secure Sufficient Talking Machines and Records—A Visit to the Leading Stores Reveals a Spirit of Hustle and Optimism That Bodes Well for Summer Trade.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., April 9.—The talking machine business in Milwaukee seems to be holding up unusually well, considering the fact that general business conditions are still a little quiet. Both jobbers and dealers report that trade is considerably better than at this time a year ago, while most of them believe that the outlook is good. The sales of machines and records during the month of March climbed to a new high point, and the indications are that this activity will be kept up during April.

The total volume of business up to this time this year would have been much larger but for the shortage of machines experienced with all the leading lines. Jobbers have been doing their best to get larger shipments from the factories, but they have been only partly successful, and stocks are remarkably low all along the line. The shortage seems to be especially noticeable in the Victor field and dealers handling this line say that their stocks, especially in Victrolas, are far from being equal to the requirements of the trade. Some of the leading houses have only two or three Style XI Victrolas in their stores, while the supply of Styles IX and XVI is getting low.

L. C. Parker, enterprising manager of the Victor department at Gimbel Bros.' Milwaukee store, has had his responsibilities doubled by having been made manager of the Gimbel piano department. E. S. Bridge, who has had charge of the piano sales at the Gimbel store for several years, resigned recently, and the management of the store decided that Mr. Parker had met with such remarkable success in handling the talking machine business that he was the only man to take charge of the piano department. In order that Mr. Parker might more readily handle the piano business, the department has been moved down from the sixth to the second floor, where it has been given quarters adjoining the Victor hall at the Gimbel store. Mr. Parker has built up a live, enterprising sales force and the business of both departments is climbing to a new high point.

A. G. Kunde, Columbia jobber and dealer, 516 Grand avenue, proved recently that he is a real philanthropist by donating a big Columbia machine to the patients of the Blue Mound tuberculosis sanatorium, located just west of Milwaukee. The main building of the sanatorium was destroyed by fire recently and the patients lost their talking machine, a pool table and various other means of pastime, and Mr. Kunde's sympathy was aroused.

D. C. Preston traveler in Wisconsin and Minnesota for the Talking Machine Co., of Chicago, will henceforth be a citizen of Milwaukee. Mr. Preston, whose wedding was scheduled to take place on Easter Sunday, is establishing a home of his own, and he believes that Milwaukee offers the most central location and best railroad facilities of any city in his territory.

Paul A. Seeger, manager of the Victor department at the Edmund Gram Piano House, has been meeting with such a brisk demand for Victrolas that his stock is lower than at any time since the department has been opened at the Gram store. Mr. Seeger says that the call has been especially strong for Victrolas IX, XI and XVI.

One of the display windows at the store of the Hoeffler Manufacturing Co. blew in during a heavy wind storm on March 25 damaging a Victrola and an automatic piano, which were on display.

E. F. O'Neil and Sam Goldsmith, traveling representatives of the Victor Talking Machine Co., recently called upon the Milwaukee trade. W. P. Gibbs, traveler for the Rudolph Wurlitzer Manufacturing Co., of Cincinnati, O., was another recent Milwaukee visitor.

D. M. Groulx, Victor dealer at Green Bay, Wis., has established a successful branch agency at Oconto, Wis., with Oscar C. Watterich. Mr. Watterich, who is a jeweler of Oconto, is carrying a large stock of Victor goods and finds Oconto

offers an excellent field for talking machines.

The Edison line has been placed with two well-known Milwaukee houses by the Milwaukee Phonograph Co. Edison jobber in Wisconsin and Upper Michigan. Charles H. Schefft & Sons, 849 Third street, also carrying the Victor goods, have put in a full line of Edison machines and records and are featuring them in special quarters. C. Niss & Sons, Inc., one of the leading retail furniture concerns of Milwaukee, 697-709 Third street, is opening a new talking machine department and has taken up the agency for the full Edison line. It is understood that several other Milwaukee houses are negotiating for taking on the Edison line. Since the opening of the new year the Milwaukee Phonograph Co. has secured eighteen new dealers in Wisconsin for the Edison disc line.

William Idle, special traveling representative of Thomas Edison, Inc., has been in Milwaukee for some time, assisting Manager William A. Schmidt, of the Milwaukee Phonograph Co., in establishing new Edison dealers in this city. Mr. Idle expected to give a special Edison recital at the Hotel Pfister in Milwaukee on April 15, when several of the new Edison disc machines were to be featured.

Invitations were issued to several thousand Milwaukee people.

The Gensch-Smith Co., 730 Grand avenue, handling the Victor line, has met with such an increase in business since it opened its new piano department, where it features the Wurlitzer pianos and players, that it is planning on increasing its sales force once more.

Henry Sask, who has conducted a successful Columbia store at 1602 Vliet street for several years, has opened in handsome new quarters on Vliet street, between Sixteenth and Seventeenth streets. Mr. Sask has considerably more space than in his old store, while everything is new and modern. His window displays at the new store are attracting much favorable attention.

The Victor business at the Boston store during March established a new high record, according to C. W. Abbott, manager of the Victor department. The demand for high-grade machines was so strong that Mr. Abbott has been unable to keep his stock up to the normal point.

Victor sales at the J. B. Bradford Piano Co.'s store have been climbing to a high mark of late, due to the fact that every salesman in the piano department has been taking an interest in the talking machine end of the business. The salesmen are encouraged to sell all the machines that they can and most of them have been making good use of their opportunities. The Bradford house regularly gives up half its window display room to exhibiting the Victor goods.

WE DON'T—DO YOU?

Do You Believe These Claims?

What does it mean to say, "We are the largest"—"We are the best"—"We always ship complete the same day," etc., etc.?

"Bosh"—Idle, Careless Claims

Who wants them? We don't know who is the "BIGGEST," etc., because it is not possible to get the details of a competitor's business.

You Want A Jobber to "Make Good"

We are here to SERVE YOU and have you JUDGE by what WE DO.

Try It Now—Send An Order

Let it be MACHINES or RECORDS. Don't let your Competitor be a "BLACKMAN DEALER" at your expense.

Very sincerely

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres.

97 CHAMBERS ST., NEW YORK



RETURNS FROM ORIENTAL VISIT.

E. E. Robinson Places Important Columbia Agencies in Java, Ceylon, Singapore, Hong Kong and North China—Pleased with the Results of His Trip—Trade in Hawaii Expanding—Recuperating After His Extended Trip.

E. E. Robinson, one of the Columbia Co.'s traveling representatives in its export department, returned to New York late last month after nearly a year's trip to various parts of the Orient. While this was Mr. Robinson's first extended trip since he joined the Columbia export department some time since, he achieved a very pleasing success, establishing several important new connections and



E. E. Robinson.

securing large-sized orders that indicate the popularity of Columbia records and machines in this part of the world.

Among the countries Mr. Robinson visited was Java, where he placed a number of new agencies for Columbia products, particularly for the sale of native records. In Java one class of dealers handles the usual types of machines and records, while other dealers concentrate on native records, for which there is a large demand. At Ceylon Mr. Robinson closed arrangements with one of the best known retail merchants in that country to handle the Columbia line. At Singapore he also made a valuable connection for both native and English trade.

At Hong Kong, one of the greatest ports in the world, Mr. Robinson established a new Columbia agency which promises to be a very successful and prosperous one. In North China Mr. Robinson found that Mustard & Co., Columbia dealers for this territory, had been closing an excellent busi-

ness both in machines and records, and notwithstanding the difficulties of transportation, had sent Columbia machines far into the interior, sometimes on the backs of camels. Columbia products in Hawaii are maintaining a long-established popularity that bids fair to be steadily augmented in future years.

VICTROLAS IX AND X IN FUMED OAK.

The Victor Talking Machine Co. made the following announcement last week, which is of considerable interest to all the company's distributors and dealers:

"To meet a growing demand, due to the steady increase in popularity of the fumed oak finish in home furnishings, we have decided to furnish the Victrolas IX and X in fumed oak. We probably will be in a position to make shipments in this finish some time in June, but suggest that the dealers and distributors place their orders immediately so that we may determine to some degree what percentage of our output to devote to this finish."

The machines referred to in the above letter, Victrolas, Nos. IX and X, are among the most popular models in the Victor catalog, retailing at \$50 and \$75 respectively. These machines in fumed oak finish should prove welcome additions to the Victor dealer's line.

INCREASE FLOOR SPACE.

The Columbia Co.'s wholesale establishment at 89 Chambers street, New York, has found it necessary to increase its floor space to adequately handle its fast growing business. To this end a half of another floor in the same building was leased this week. This extra room will be used for storing purposes, permitting of the store's keeping considerably more stock on hand than is now possible with its present floor space.

SECURE IMPORTANT CONTRACT.

New York Board of Education Closes Contract with Columbia Co. for Supplying Graphophones and Records to the Public Schools—Initial Order Is for Sixty Machines.

The educational department of the Columbia Graphophone Co. has been awarded the contract by the New York Board of Education for supplying the New York public schools with graphophones and records during 1914. The Columbia department secured this contract last year, and

Mr. Robinson is now recuperating from the strain of his long and arduous trip, which although it was a very successful one, was naturally fatiguing and tiring to a degree. Needless to say, Mr. Robinson returned to this country a still more enthusiastic admirer of and believer in Columbia goods than when he left these shores a year ago.

TAYLOR'S VICTROLA STORE.

In Jackson, Miss., Is One of the Liveliest and Most Successful in That Section—Doing an Enormous Business with the Victor Products—Catering to a High Class Trade.

(Special to The Talking Machine World.)

JACKSON, MISS., April 6.—One of the liveliest talking machine concerns in this section of the State is Taylor's Victrola Store at 244 East Cap-



M. E. Taylor's Store in East Capitol Street, Jackson, Miss.

tal street, this city, of which M. E. Taylor is proprietor.

Mr. Taylor has been in the talking machine business for about ten years, most of that time as manager of the department for the E. E. Forbes Co., in this city, and when that concern closed out the local branch Mr. Taylor took over the talking machine department under his own name. He carries a complete assortment of machines and records and caters to a high-class trade with much success. Incidentally, it may be stated Mr. Taylor is an enthusiastic reader of The Talking Machine World, from which he has received great benefit in many ways.

the local schools in 1913, we are convinced that the recent school award to our company was based on the excellent service that we rendered during 1913. The New York school contract is, in my opinion, the most important school contract in the country, and the recognition of Columbia prestige and service is indeed a gratifying tribute to our progress in this special division of our business.

"This award indicates conclusively the recognition by boards of education and educational authorities that the talking machine is an indispensable article in the school room as an educational

Talking Machine Dealers

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

The Music Trade Review

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



Columbia Machine in Use by New York School on Field Day.

supplied a large number of Columbia school Grafonolas and Columbia records to many of the local schools. That this school equipment gave perfect satisfaction in every respect is indicated by this new contract for the 1914 equipment. An initial order for sixty Columbia school machines and an adequate supply of records was received by the Columbia Co. last week.

In discussing the awarding of this important contract, Frederic Goodwin, head of the Columbia Co.'s educational department remarked as follows: "We are naturally greatly pleased to receive the contract for furnishing the school equipment for the New York schools during 1914. In view of the fact that Columbia school product was used in

factor, and not merely as an entertainment. Our slogan from the very start of this department has been to impress upon the school authorities the educational value of the Grafonola in the school room. The entertainment feature was but a minor consideration in our estimation, and by continually aiming to emphasize the true educational value of the Grafonola we have secured prestige and standing in the eyes of the school world that we would otherwise have been impossible to secure. Columbia dealers throughout the country should use this New York award to excellent advantage, as the recognition by the New York school authorities of the value of Columbia school products is worthy of the widest publicity."

TO MANUFACTURE IN GERMANY.

E. N. Burns Who Recently Returned from Europe States Plant Has Been Secured at Biersfeld, Saxony, to Make Columbia Machines to Supply the Trade in All Points Outside the United States—Columbia Business Active in Europe, Says Mr. Burns.

Edward N. Burns, vice-president of the Columbia Graphophone Co. and manager of the company's export department, who returned to New York late last month after a three months' trip abroad, made the important announcement this week that the Columbia Co. had completed arrangements to manufacture machines in Germany to take care of the demands of its export trade. These machines will be ready for shipment some time this month,



One of the "Columbia-Europa" Styles.

and will be distributed to Columbia dealers in all parts of the world outside of the United States.

The Columbia factory abroad is located in Biersfeld, Saxony, Germany, in the "Black Forest," where manufacturing and shipping facilities are ideal. This factory is now working to full capacity both day and night, and sample machines were brought over by Mr. Burns on his trip home.

These machines, which will be known as the "Columbia-Europa" product except in England, where they will bear the name of "Regal," are designed to permit Columbia dealers to successfully compete with the cheaper types of machines made in Europe at the present time, and will be furnished in two styles, horn and hornless. One attractive model that is undoubtedly destined to achieve world-wide popularity sells at \$3 net for the hornless machine and \$3.50 net for the horn machine, f. o. b. Bremen or Hamburg.

The machines will be furnished in three colors—mahogany-colored cabinet with brown panel and mahogany-colored horn; oak-colored cabinet with oak panel and oak-colored horn; black cabinet with a light panel or one with gold medallions carrying a dark red or black horn. These panels are ten centimeters in width and encircle the entire body of the cabinet, and the horns are decorated with gold lines. The machines are packed in individual corrugated containers and will be packed twenty to a case. The horns will be packed sixty to a case. There are at present six models in the Columbia-Europa line and four more will probably be added in the near future. One of these will probably be cheaper than the \$3 model, while the others will be more expensive. The machines carry a ten-inch turntable and the motor will play a twelve-inch record. Coincident with the introduction of these new Columbia machines for export trade the following machines are withdrawn from export distribution: BZ, list \$17.50; BWT, \$18 list, and Harmony, \$15 list.

"These machines will be carefully made in every particular," said Mr. Burns, "and will afford the Columbia export trade a splendid sales proposition that will give them substantial profits and place them in a position to meet any and all competition.

"Business conditions in Europe are generally satisfactory. Our London house closed the best year it ever experienced, while our business in Austria Hungary was very gratifying. Europe is fast recovering from the disastrous effects of the Balkan wars and the outlook is decidedly encouraging.

"American music is scoring an emphatic success abroad, and wherever one goes, England, France

or Germany, the popular American songs are the ones that are continually heard. For example, on one song, 'You Made Me Love You,' over 250,000 records were sold, making it one of the best selling records ever introduced."

NEEDLE COMPANY INCORPORATES.

The Velvetone Wood Needle Co., 509 Hall Building, Kansas City, Mo., has been incorporated with a capital stock of \$20,000 for the purpose of manufacturing and marketing a new form of wood talking machine needle. The officers are: F. Alexander, president and manager; Clarence Alexander, vice-president, and O. A. Schramm, secretary and treasurer.

Clifford R. Ely, the popular traveling ambassador for the Columbia Co.'s wholesale department, left Sunday night for an extended trip through the South. Mr. Ely has been spending the last few weeks in New York, and during this time had closed arrangements with a number of prominent

local concerns in various mercantile lines to handle the Columbia products.

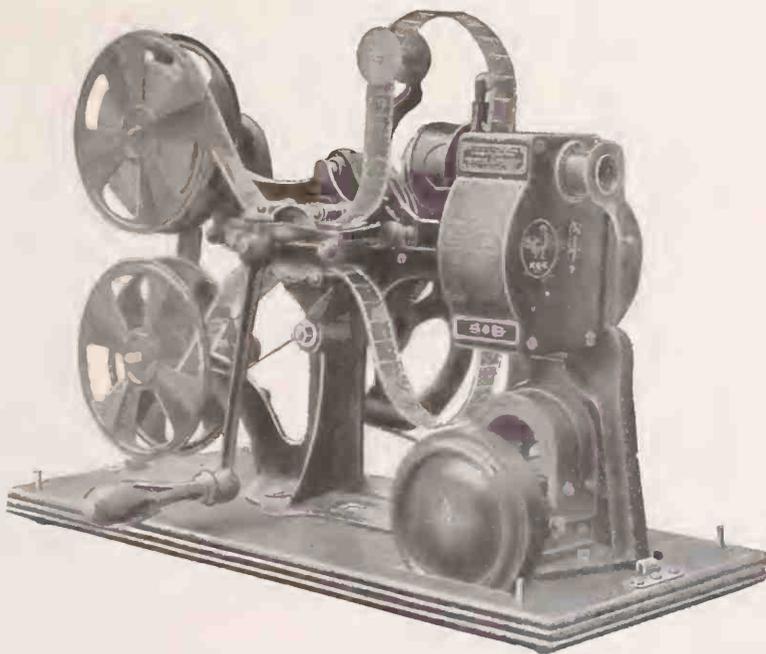
SUPPORT THE STEVENS BILL.

Dealers Should Write Their Senators and Congressmen in Favor of Fair Trade Principles.

The Victor Talking Machine Co. sent out a letter to its dealers this week calling their attention to the importance of the measure now before Congress known as the Stevens bill (H. R. 14,305). The letter to the Victor dealers reads in part:

"You know, of course, how important it is that this bill should become law, as it would be national recognition of the fair trade principle, and effective prohibition of the predatory price-cutting methods that are ruining so many dealers and creating trade monopolies. We trust that you will promptly take similar action and write immediately to your Senators and Congressmen in favor of this bill, mentioning it by name and number—Stevens bill (H. R. 14,305)."

Announcing the Pathéscope



YOUR ATTENTION IS RESPECTFULLY INVITED TO THE LATEST AND GREATEST INSTRUMENT FOR HOME ENTERTAINMENT, INSTRUCTION AND AMUSEMENT—
THE PATHÉSCOPE,—A DRAWING ROOM CINEMATODGRAPH.

THIS INSTRUMENT, FOR THE PROJECTION OF MOTION PICTURES, RECENTLY INVENTED BY MESSRS. PATHÉ FRÈRES, OF FRANCE, CONSTRUCTED WITH THE SKILL AND PRECISION OF FRENCH ARTISANS, BEING SELF-CONTAINED, THE LIGHT INCANDESCENT, THE FILMS NON-INFLAMMABLE, INSURES THE SIMPLICITY AND SAFETY WHICH ENABLES ITS EFFECTIVE OPERATION BY A CHILD. IT IS PARTICULARLY APPRECIATED BY AN INTELLIGENT AND DISCRIMINATING CLIENTELE, WHO DESIRE TO GRATIFY THEIR INDIVIDUAL PREFERENCE IN THE SELECTION AND ENJOYMENT OF THE BEST IN CINEMATOGRAPHY—CONSTANTLY AVAILABLE TO EVERY OWNER THROUGH THE PATHÉSCOPE FILM EXCHANGE.

FOR DEMONSTRATIONS OR CATALOGUES, ADDRESS
PATHÉSCOPE, SUITE 1632, AEOLIAN HALL, NEW YORK

THREE NEW VICTOR ARTISTS.

Emmy Destinn, Lucrezia Bori and Julia Culp to Be Represented by Important Musical Numbers in the Victor Library.

The Victor Talking Machine Co. has just closed arrangements with Emmy Destinn, the famous soprano of the Metropolitan Opera Co.; Lucrezia Bori, the new soprano of this same prominent opera company, and Julia Culp, the great Lieder singer, and announces that these internationally prominent artists will record exclusively for the Victor Red Seal library. The first recordings of these celebrated artists will be announced in a supplement of the Red Seal catalog to be issued in the near future.

Emmy Destinn's first Victor recordings consist of a lovely air from the first act of "Mignon" and a highly dramatic air from Act II of "Madame Butterfly." Both of these selections are admirably well suited to Mme. Destinn's beautiful soprano voice, which is heard at its best in these two familiar and popular operatic airs.

Lucrezia Bori, the popular operatic soprano, is well known both here and abroad, her interpretations of many difficult soprano roles having been highly praised by musical critics. Her latest success at the Metropolitan was the portrayal of the wife in "L'Amore die tr re," in which she scored one of the greatest successes in the history of opera in America. Mme. Bori has chosen for her first Victor records two numbers from Verdi's "Traviata" and Leoncavallo's "Pagliacci," both of which are charmingly sung.

Mme. Julia Culp, the distinguished Holland mezzo-soprano, has won fame on the concert stage in all parts of the world, and famous critics have praised her warm, rich tones in the most eulogistic terms of appreciation. Mme. Culp has chosen for her first Victor recordings a favorite German cradle song and an old English ballad, "Drink to Me Only," which is exquisitely sung in the clearest of English, while the singer's rendering of Brahms' beautiful "Lullaby" is a tender and lovely one.

AGAINST FALSE STATEMENTS.

National Association of Credit Men Back of New Federal Bill That Would Prohibit the Mailing of False Statements for Purposes of Obtaining Credit—Text of the Bill.

The National Association of Credit Men, which was largely responsible for legislation strengthening the bankruptcy law, has recommended to Congress the enactment of a law prohibiting the transmission through the mails of false statements for the purpose of procuring credit. A bill (H. R. 14,328) to that effect has just been introduced by Representative Sabath. It reads as follows:

"That any person who shall deposit or cause to be deposited in any post office or station thereof, branch post office or street or other letter box of the United States, or authorized depository for mail matter to be sent or delivered by the post office establishment of the United States, or shall knowingly cause to be delivered by mail according to the direction thereon, any letter, writing or circular containing or being a materially false statement and known by him to be materially false respecting the financial condition or means of himself, or any other person, firm or corporation, in whom he is financially interested or for whom he is acting, for the purpose of procuring, either from the person, firm or corporation to whom such statement shall be delivered or addressed, or from any other person, firm or corporation, either the delivery of personal property, the payment of cash, the making of a loan or credit, the extension of a credit, the discount of an account receivable, or the making, acceptance, discount, sale or endorsement of a bill of exchange, or promissory note, for the benefit either of himself or such person, firm or corporation in whom he is interested or for whom he is acting, shall be punished by a fine of not more than \$5,000 or by imprisonment of not more than one year, or both by fine and imprisonment, at the discretion of the court."

The National Association of Credit Men, in conjunction with the American Bankers' Association

in 1909, prepared a draft of the so-called uniform false statement law. This statute, substantially in the model form, has been enacted in New York, California, Connecticut, Delaware, Indiana, Louisiana, Maine, Missouri, New Jersey, Pennsylvania, Rhode Island, Utah and Vermont. In other States there are in force statutes dealing with this question, though differing considerably from the model statute. Until such time as the uniform statute has been generally adopted the false statement act by States, while adequate in punishing offenses wholly within a State having the law, is not protective against false statements in interstate commerce, which is usually consummated through the agency of the mails. This difficulty, it seemed to the association, could best be met through the enactment of a law by Congress prohibiting the transmission through the mails of false statements in writing for the procuring of credit thereon.

HOLD GRAND OPENING.

Cowperthwait & Co. Celebrate Opening of Its Talking Machine Department.

Cowperthwait & Co., the prominent furniture house with stores at 103 Park Row and 121st street and Third avenue, New York, held the grand opening of its new Columbia department on April 4. Edward Woolley, connected with the Columbia Co. for several years, has been appointed manager for the two departments, and his lengthy experience with Columbia policies and products well equips him to achieve a pleasing success in his new position. The Columbia department in the uptown Cowperthwait store is an unusually attractive one, the company having spent considerable money to make the numerous demonstration rooms sound-proof and artistic. Cowperthwait & Co. cater to an extensive and fast-growing clientele, and should find Columbia machines and records a valuable addition to their business.

Some men believe the almanac; some think the weather bureau accurate; still others have a hunch that this year the home baseball team's going to win the pennant, you betcha!

THE "OGDEN" RECORD SECTIONAL UNIT and FILING SYSTEM

The First and Only Satisfactory Record Cabinet on the Market. Simple and Inexpensive.

THE most complete record filing system ever offered. It enables you to file records so you can put your hands on any record in stock in four seconds. Equipped with spring in each compartment that holds all records in upright position regardless of quantity of records filed and keeps them from warping.

Simple, adjustable signal system for quick filing and keeps record of duplicates before you at all times. Enables you to put your hand on any kind of record without reference to catalog, and work off dead records.

Requires small space and has big record capacity. Cut shows three-section cabinet, each section having 300 record capacity. Accessory and supply drawer at base. Base furnished without legs if desired.

Whether you stock the full catalog or just a few records you need this cabinet—and you need it now! Cabinets finished in all standard woods.

Write for Descriptive Folder and Price List.
Special Proposition Offered Jobbers.

J. B. OGDEN Lynchburg, Va.



THE "OGDEN"

(Patent Applied For)

ENTER JOBBING FIELD IN NEW YORK.

Phonograph Corporation of Manhattan, Recently Incorporated, Opens Wholesale Headquarters at 433 Broadway, with Frank K. Dolbeer in Charge as Manager—To Handle the Entire Edison Line at Wholesale—Retail Quarters to Open on Upper Fifth Avenue.

Frank K. Dolbeer, for the past fifteen years manager of phonograph sales for Thomas A. Edison, Inc., and its predecessor, the National Phonograph Co., and who is well known and popular in the trade throughout the country, resigned recently from that position for the purpose of becoming manager for the recently organized Phonograph Corporation of Manhattan, jobbers and retailers of Edison machines and records in New York City.

As recently announced in The Talking Machine World, the new company, which has the backing of Chicago and New York capitalists, has leased the building at 473 Fifth avenue, in the heart of the exclusive musical and business district near Forty-second street, of which possession will be taken on May 1. Contracts are now being let for the re-



F. K. Dolbeer.

modeling of the structure throughout in a most elaborate manner, with a conspicuous but artistic tile front, a commodious recital hall in the rear of the first floor and other fittings in keeping. The cost of the work will be in the neighborhood of \$50,000, and it is expected to be finished in time for the company to occupy the quarters about the middle of August.

The Phonograph Corp. of Manhattan has already taken possession of a large floor at 443 Broadway, running through to Mercer street in the rear and including over 10,000 square feet of floor space, which will be used as a storage and shipping center for the jobbing end of the business. Only sufficient goods will be carried in stock at the Fifth avenue quarters to meet the demands of the retail trade.

Mr. Dolbeer and G. L. Babson, one of the Babson family of Chicago, well known in the phonograph trade, his assistant, opened for business at the Broadway address on April 6. A stock of sample instruments were placed upon display at once and shipments of disc and cylinder machines and records have been coming from the factory in a steady stream since that time. A number of pleasing orders for goods were received from local Edison dealers during the first week, and Louis F. Barg, of 7810 Third avenue, Brooklyn, was the first dealer to be signed up by the new company.

In speaking of the plans of the Phonograph Co. of Manhattan, Mr. Dolbeer said: "New York is practically a virgin territory for the exploitation of the Edison phonographs and records of the newer types, and it is the plan of our company to go after the business in a most aggressive manner. When our uptown quarters are opened the offices of the company will move to that address and a campaign of advertising will be carried on in the broadest sort of way and in a manner that will not only aid our own business, but will tend to benefit materially the business of every concern in New York and vicinity handling the Edison products. From our own experience and that of other Edison jobbers already established we are on the threshold of a new era in the talking machine trade."

DINNER TO FRANK K. DOLBEER.

Tendered a Farewell Banquet by the Heads of the Various Departments of Thomas A. Edison, Inc., Upon His Resignation as Manager of Phonograph Sales for the Company.

The esteem in which Frank K. Dolbeer is held by his former associates with Thomas A. Edison, Inc., was indicated on Saturday evening, April 4, when, following his resignation from the post of manager of phonograph sales for that company, which he held for fifteen years, to become manager of the newly organized Phonograph Corp. of Manhattan, the heads of the various departments of the Edison Co. to the number of thirty-six tendered him an elaborate farewell dinner at the Hotel Washington, Newark, N. J.

During the course of the dinner Mr. Dolbeer was presented with a handsome gold watch of the latest model, suitably engraved, which was accompanied by a valuable chain of platinum, set with pearls. The presentation speech was made by Charles H. Wilson, vice-president and general manager of Thomas A. Edison, Inc., to which Mr. Dolbeer responded and expressed his sincere appreciation in his usual enthusiastic manner.

Wm. H. Meadowcroft, who has been private secretary to Thomas A. Edison for the past thirty-five years; E. H. Phillips, credit manager, and N. C. Durand, manager business phonograph department, made brief speeches. At the conclusion of the dinner Mr. Dolbeer was the recipient of an elaborate autographed menu, which contained a photograph of Mr. Dolbeer, with a little history of his life, and "moving pictures" of some of the striking moments of his career.

The dinner broke with the drinking of the following expressive toast:

Here's to you, Frank Dolbeer,
Here's to you, our jovial friend!
And we'll drink the toast before we leave the company,
We'll drink before we part,
Here's to you, Frank Dolbeer.

A. C. IRETON PROMOTED TO MANAGER

Placed in Charge of Phonograph Sales Department of Thomas A. Edison, Inc.

A. C. Ireton, who has been connected with the Edison phonograph interests for seventeen years, most of that time as assistant to the manager of phonograph sales, has succeeded Frank K. Dolbeer as head of the phonograph sales department, following the recent resignation of the latter to be-

come manager of the Phonograph Corp. of Manhattan. Mr. Ireton is well known to the Edison jobbers and dealers throughout the country and is well fitted to fill his new and responsible position in a most capable manner.

DEATH OF GEORGE A. LONG.

Head of Long Furniture Co. and George A. Long Cabinet Co., Hanover, Pa., Passes Away After a Brief Illness—A Prominent Business Man and Citizen—No Change in Conduct of Business.

(Special to The Talking Machine World.)

HANOVER, PA., April 3.—George A. Long, head of the Long Furniture Co., and of the George A.



George A. Long.

Long Cabinet Co., of this city, died at his home here last week after a very short illness. He was fifty-six years old and was born in Hanover, where he spent his entire lifetime. The Long Furniture Co. was established thirteen years ago and the George A. Long Cabinet Co. was organized several years later for the purpose of making talking machine cabinets for the prominent manufacturers and also record cabinets for the general trade. With both classes of cabinets the company met with particular success, due largely to the business ability of Mr. Long in manufacturing and marketing his product.

Mr. Long was one of the most prominent citizens of Hanover, took a lively interest in the civic and social affairs of the city. He was one of the organizers of the Hanover Trust Co., a member of the Masons and other orders, and a pronounced lover of music, which influenced him to organize the local choral and oratorio societies.

Mr. Long was highly respected by his friends and associates as a man of high principles and whose word was as good as a written contract in any transaction. The funeral on Tuesday was largely attended.

The business of both the Long Furniture Co. and the George A. Long Cabinet Co. will continue as before the death of Mr. Long with Clement Beecroft continuing to represent the latter company in the talking machine trade.

UNION SOUND BOX

PRICES:
Gold plated, \$5.00.
Nickel, or oxidized, \$4.00.

4

EASY SELLERS—

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

UNION TALKING MACHINE SPECIALTIES

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

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

List prices shown here, usual discount to dealers for such infringement.

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

THE UNION SPECIALTY AND PLATING CO.

409 Prospect Ave., N. W. Cleveland, Ohio

UNION No. 1
Patent No. 776-672, others pending.

PRICES:
Gold plated.....\$5.00
Nickel or oxidized..... 4.00

UNION MODIFIER

Pat. Pend.

PRICES:
Gold plated...\$1.50
Nickel or oxidized... 1.00

UNION NEEDLE BOX for Edison Machine.

PRICE:
Finished in Mahogany, Circassian Walnut or Fumed Oak, any finish, 50c.

WRITE FOR NEW FOLDERS

What Vernon Castle says and Columbia

COLUMBIA GRAPHOPHON

Gentlemen:—"I want
dance records you have recently
heard. I am using a few
Columbia Records at Castle
extraordinary attention.
dance time and are frequently

and when Mr. Castle writes
in our

Columbia Graphophone Company
Woolworth Building, New York



of Columbia Grafonolas dance records

CO.

congratulate you on the excellent
 issued; they are the best I have
 mbia Grand Grafonola and
 use, where they are attracting
 records are played in perfect
 ored by our patrons."

Simon Castle

ote this letter he was not
employ



Creators of the talking machine industry. Pioneers and leaders in the talking machine art. Owners of the fundamental patents. Dealers and prospective dealers, write for a confidential letter and a free copy of our book, "MUSIC MONEY."

A COMPANION EDUCATOR

To the Talking Machine is the Pathscope, a Compact Home Cinematograph—Will Interest Trade—Chat with Willard S. Cook.

Many talking machine dealers in New York and nearby territory recently visited The Pathscope



The Pathscope in Operation—An Entertainer and Educator.

Salon in Aeolian Hall, 33 West Forty-second street, New York, in response to an invitation sent out by Willard B. Cook, manager of this salon. The Pathscope, which is a very simple and compact home cinematograph, is manufactured by Pathé Frères, the world-famous moving picture house, and has already achieved considerable popularity abroad.

In a talk with The World Mr. Cook remarked that the talking machine dealer furnishes the ideal distributor for the Pathscope, as it forms a companion entertainer to the better grades of talking machines. "While investigating the sales of Pathscopes in Great Britain and France, where many thousands are in daily use, I found that the dealers in talking machines were the most successful distributors. After a year spent abroad, I came back convinced that the Pathscope will become as popular here as the phonograph. Our first shipment was sold out before it arrived here, and the cable order we placed for the second shipment has already been doubled. Inquiries are coming from

dealers from Maine to California, and we are enthusiastic over the future of the Pathscope in this country."

Mr. Cook also pointed out that the Pathscope, by means of an ingenious arrangement, generates its own (incandescent) electric light. This is done by the simple action of turning a handle. Other

larger models for use where electricity is available take current from any electric light socket, doing away with the use of a crank. The Pathscope uses a special narrow-width film that is absolutely non-inflammable and may be handled without the slightest danger, which is responsible for its being approved for home use by the fire authorities. The owner of a Pathscope may exchange films purchased with the machine as often as desired by the payment of a small fee through the Pathscope film exchanges which are being established in all principal cities.

A BUSY NEEDLE FACTORY.

Plant of John M. Dean Corporation in Putnam, Conn., Forced to Work Nights to Meet Demands for Products of This House.

(Special to The Talking Machine World.)
PUTNAM, CONN., April 10.—"We have been running nights until 10 o'clock trying to keep up with our orders, but are still a little behind on them as

The Winner of The Columbia \$250.00 Prize

In the January issue of The Talking Machine World the Columbia Graphophone Co. offered a \$250 prize for the best suggestion made by any World reader, following which it would be possible to secure closer and more profitable relations between manufacturer and dealer.

The offer included every dealer in the United States and Canada, and it afforded an opportunity to get original, co-operative suggestions into a definite, concrete form.

Inasmuch as I was appointed by the Columbia Graphophone Co. to act as a judge in the matter, I have concluded, after going over hundreds of letters received, that H. W. Gray, of Wilton, N. Dak., should be awarded the prize.

EDWARD LYMAN BILL

yet. The first three months of this year have been the best in the history of the concern. We believe our output is now the largest of any organization in the world that is devoted to the manufacture of talking machine needles."

If anybody wants to see optimism in the talking machine business the foregoing example of the John M. Dean Corporation, of this city, shows that the energetic work being done by this house is proving resultful.

The Dean Corporation is making a specialty at the present time of its improved half-tone and loud tone needles in new style envelopes. It will put a jobbers name on these envelopes or will pack them in Puritone envelopes, guaranteeing the quality. It also features the "Dean-packed" needles, in which 1,000 are sold at a time instead of 100, for there are five boxes of 200 each, extra loud, loud, opera, medium and soft, all packed in one carton.

MANUFACTURE A LARGE LINE.

The Triumphon Co., Ltd., of Berlin, Makes Not Only an Immense Line of Talking Machines, but Accessories of All Kinds for Present or Prospective Manufacturers.

(Special to The Talking Machine World.)

BERLIN, GERMANY, March 30.—One of the busiest concerns in this country, devoted to the manufacture of supplies and talking machine accessories, is the Triumphon Co., Ltd., of this city, who has long made a specialty of supplying motors, sound boxes, tone arms, as well as complete talking machines built along novel and interesting lines.

They turn out forty different models of complete talking machines, with or without horns, giving expression to almost every line of taste. Their advertisement (which appears on page 41 of this issue of The World) is well worth reading, as those engaged in the manufacture of talking machines will find news of interest therein. The Triumphon Co. claim to meet all competition in the matter of price, quality and facility of output. A new catalog, No. 32, has been gotten out by this company in the English language, which will be sent to those interested on request.

LONG CABINETS

Occupy a strong position

The Geo. A. Long Cabinet Co.

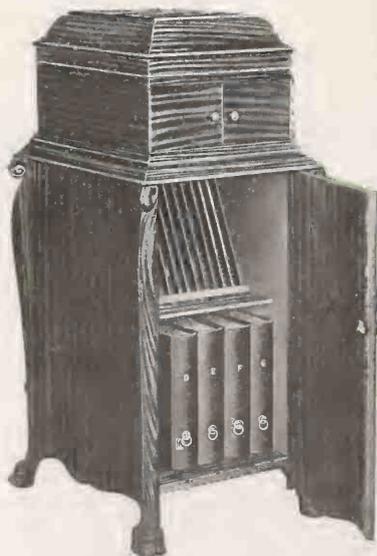
PUSH THE SALE OF RECORDS BY SELLING
CABINETS

Write for Circulars of
RECORD CABINETS
and
PLAYER ROLL CABINETS

Address

Clement Beecroft, Sales Manager

309 W. Susquehanna Avenue
PHILADELPHIA, PA.



D 64

Mahogany, Golden Oak and W. O.
Finished all around.
For IX Victrolas.
Capacity 180 12-inch Records.

GREAT TRIBUTE TO THE VICTROLA

As an Educational Developer in the School Room Paid by Ernest G. Hesser, Supervisor of Music in the Schools of Pasadena, Cal.—Details of Great Work Accomplished.

With the rapid strides which the educational department of the Victor Talking Machine Co. has been making in the short while that it has been established, it is indeed pleasing to note that this

shown in use in the school room of a large school in Pasadena, Cal., where it is assisting the teacher in telling the children the story of "Lohengrin." The teacher is personally explaining the story of this famous opera and by throwing the scenes from the opera on the screen and accompanying it on the Victrola, is giving a detailed lesson on this opera which is being greatly appreciated by the pupils.

In connection with this photograph, Ernest G. Hesser, supervisor of music in the schools of Pas-



Using the Victor to Explain "Lohengrin" in Pasadena School.

adena is in daily receipt of photographs accompanied by letters of appreciation, portraying in detail how the Victrola is being used in school rooms from coast to coast. These photographs indicate clearly the practical value of the Victrola in the school room as an educational factor, and the endorsements by the supervisors of music and individual teachers signify impressively the cooperation which exists between the educational authorities and the school room talking machine.

In the accompanying illustration a Victrola is

adena, has written the following letter of appreciation to the Victor Talking Machine Co.:

"Last year I put five Victrolas and five sets of records into our twenty grammar schools, one school keeping it a month and then moving it on to another. This year two of the schools have bought their own. They have been of special value in our seventh, eighth and ninth grades, or intermediate schools, where we study the musical forms, both vocal and instrumental. After the music form has been explained then we illustrate with the best records. The use of the Victrola has made this study of forms very interesting to the children.

"We also use them for folk dancing and marching, and for general culture work in all the grades from the kindergarten on up. They are also used at our parent-teacher association meetings both for culture and enjoyment.

"It has been of great value to the teachers and to me personally in that it has brought such a great wealth of music literature to us and, too, so much that we do not often hear. It is the greatest educational device of the age.

"I have been giving our pupils in the upper grades something new—I think it is original, at least I have not heard of it being done elsewhere. After having finished with the explaining of all the component parts of grand opera, then telling the children the story of "Lohengrin" act by act and throwing the scenes from the opera on the screen (lantern) and accompanied with the Victrola, giving the music that goes with the picture. It has been very successful—not only the children enjoying it, but the parents have turned out and filled our auditorium. I will send you a picture of this work which shows the class of eighth grade pupils, the lantern, screen, Victrola, etc. (Signed) Ernest G. Hesser, Supervisor of Music."

J. H. BECKER WITH HOEFFLER CO.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., April 7.—J. H. Becker, Jr., one of Milwaukee's best known talking machine men, has returned to the Hoeffler Mfg. Co., 306 W. Water street, where he has assumed his former position of general manager of the talking machine department, where the Victor line is featured. Mr. Becker, who has been engaged in the talking machine business in Milwaukee for the past ten years, has been away from the Hoeffler house for the past two years, during which time he has been manager of the Victor department, formerly conducted at the Espenhain department store, and manager of retail sales for Miss Gertrude Gannon.

NEW EDISON STORE IN MILWAUKEE.

Milwaukee Phonograph Co. Formally Opens Handsome New Quarters at 213-215 Second Street, That City—More Than 2,000 Visitors.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., April 7.—The Milwaukee Phonograph Co., jobber for the Edison line in Wisconsin and Upper Michigan, formally opened its handsome new retail Edison store at 213-215 Second street on March 21. More than 2,000 people visited the establishment, and the Edison line has been given such wide publicity in Milwaukee that sales of machines and records climbed higher during the first two weeks than Manager William A. Schmidt had ever anticipated. The honor of making the first sale on the opening day went to Miss Margaret Schumacher, office manager of the Milwaukee Phonograph Co. The machine was a \$250 Edison disc and was sold an hour after the store was opened.

True to the predictions of Manager William A. Schmidt, the new Edison store proved to be something entirely different and more elaborate than any retail talking machine establishment ever opened in Milwaukee. More than \$7,000 was spent in remodeling and in the fixtures and decorations. The fixtures and woodwork are in silver gray oak and the interior of the store shows excellent taste. The general color scheme is black, gray and gold. The walls in the main demonstration room and in the various other demonstration parlors are covered with silk tapestry, while the stencil work on each panel is different and is done in six different colors.

The various lighting fixtures are of special design and have attracted much favorable comment. The entire work of arranging the store and providing the fixtures was done by the Niedecken-Wallbridge Co., interior architects of Milwaukee.

There is more than 15,000 square feet of floor space in the two floors. Five large demonstration rooms, the offices and shipping rooms take up the first floor, while the second floor is given up to the warerooms of the wholesale department of the Milwaukee Phonograph Co.

The new retail department is in charge of Frank Tipton, formerly with the Phonograph Co., of Chicago, although William A. Schmidt, manager of the Milwaukee Phonograph Co., has general supervision. Three new sales people have been added, while the office force has been increased.

VISITING THE UNITED STATES.

(Special to The Talking Machine World.)

LONDON, ENGLAND, April 5.—Two prominent graphophone men left these shores March 28 on a few weeks' visit to the States. They are Louis S. Sterling, British manager, and G. L. Funnell, works manager, of the Columbia Graphophone Co., London. They were given a hearty send-off by a select gathering of trade friends who journeyed to Waterloo for that purpose.

NATURE OUTDOES TALKER MAN.

Benjamin Switky, the well-known local Victor distributor, sends the following characteristic paragraph on a postcard from Hamilton, Bermuda, where he is spending a short vacation with his family: "Nature has been so wonderfully kind and generous to Bermuda that local talking machine men find it hard to interest the people in man-made wonders." Incidentally, Mr. Switky reports that he is enjoying himself immensely.

Wanted

Job lot of disc machines, disc records, motors, tone-arms, sound boxes, etc. Send complete description in first letter. Address "Dealer," care of The Talking Machine World, 220 So. State St., Chicago, Ill.

Simplest and Most Accurate.

Net weight only 1½ oz.

Standard Automatic Stop

Nickel . . . \$2.00

Gold . . . 3.00

Send 25 cents stamps for free sample

Order through your jobber.

Liberal Discounts.

Standard Gramophone Appliance Co.

173 Lafayette St., New York



Do you know
 what RECORDS
 to Push?

We Have Loads of Records in Stock

and

We're Short a Bunch of Records

But—if we put in your hands, Mr. Dealer, lists of certain good popular records which we have in stock—and you start pushing those records from the lists we supply you—you'll boom your record business, won't you?

See here, we have nearly a quarter million records in stock—*let's create a demand for those we have.*

Send for our new lists—stock up, circularize your customers—and reap the record profits in spite of a shortage.

THE TALKING MACHINE CO.
 12 North Michigan Avenue : : : : Chicago



FROM OUR CHICAGO HEADQUARTERS

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

(Special to The Talking Machine World.)

CHICAGO, ILL., April 11.—Conditions in the local machine trade, both wholesale and retail, show little change over last month. There still exists a very unfortunate record shortage in certain of the lines, and little relief is expected for some time yet. There is also a shortage in practically all makes of smaller machines, which works little harm, however, for more expensive types benefit correspondingly. The sale of dance records continues to be very heavy, and Lent appears to have had little effect on the tango. A fair amount of Easter records has been sold, however.

Lyon & Healy Business Keeps Up.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, reports that wholesale business in his department is very good; in fact, shows a big gain. Retail trade is also reported as keeping up in fine shape. Mr. Wiswell reports comparatively little relief from the shortage in records that has existed so long.

Lyon & Healy continue to produce some very fine advertising matter exploitive of the Victrola. One of the latest novelties to be used is a cardboard clock, two feet four inches high and nineteen inches wide. The hands are so shaded as to create the illusion that it is real. On the face of the clock is written in red letters, "Time for a Victrola." In place of the hours, photographs of twelve Victor artists are reproduced. Melba represents one o'clock, and following in order are Tetrassini, Ruffo, McCormack, Kreisler, Lauder, Schumann-Heink, Farrar, Pryor, Victor Herbert, Evan Williams and Caruso. In reading the hours one might say, "It is almost Tetrassini after Pryor." On the pendulum is written "Always ready," which can be taken to mean either that the Victrola is always ready or that Lyon & Healy are always ready to serve their dealers.

Another bit of advertising that is striking is in the form of a sixteen-sheet poster to be used in Chicago by Lyon & Healy and which is sold for use by Victor dealers in other cities. The poster represents a veranda at a summer resort. The young couple dancing to the music of a Victrola which is characterized as the "Ever Ready Home Orchestra," which name was given to the Victrola by R. B. Gregory.

Mr. Wiswell leaves the latter part of next week for an Eastern trip which includes a stop at Atlantic City, where he will arrange for hotel accommodations for the talking machine jobbers'

convention which will be held there July 6 and 7. Although it has not yet been settled, the Chalfonte Hotel will probably be the scene of the jobbers' activities.

Geissler on Tendencies.

Arthur D. Geissler, general manager of the Talking Machine Co., of Chicago, and also of the New York Talking Machine Co., of New York City, N. Y., is in Chicago for about a three weeks' stay. Mrs. Geissler accompanies him and they are stopping at the Blackstone.

"There is still a very marked difference in the volume of business being done by the talking machine trade as compared with any other line," remarked Mr. Geissler in a chat with The World. "The business of the two jobbing houses with which I am associated, for instance, has shown between 30 and 40 per cent. increase during the months of January, February, March and so far in April, as compared with the corresponding period of last year, and the period last year was the best in our history.

"Dealers come in here and in New York complaining of the enormous amount of business they are losing because of the shortage in Victor machines and records. When you pin them down, however, as to the amount of business they are actually doing this year as compared with last year they freely admit that it is way ahead, many saying the increase is between 40 and 50 per cent. The fact is that the great American pulse is keyed up to the point where dealers simply cannot bear to see sales going out of the front door and in their chagrin they lose sight of the really remarkable business they are doing.

"Two instances" occurred recently right here in Chicago which illustrates phases of this remarkable talking machine business which you may care to place before the readers of The World.

"A large Illinois dealer came into my office and was talking of the wonderful Victor business, how it had grown, how it was keeping up, and how difficult it was to secure stock enough at all times to take care of the demand. He said:

"I have had to turn down several trade propositions recently. I have had a number of propositions to take in pianos in exchange for Victrolas. The trouble, however, seemed to be that the people expected too much for their pianos. I did not make the trades, for I was not anxious to take back the pianos, inasmuch as I knew I could sell the Victrolas and might not be able to place the pianos so easily. Then, again, you know that we

can get all the pianos we want of most makes.

"Then take this and consider it. A Chicago dealer phoned us up and asked if we could furnish him with a piece of wood having the fume oak Victrola finish. He had an order for a piano which was to be finished to match the Victrola, which the customer had in the house. I did not treat the request as anything unusual, but simply told him that I would be glad to send him a sample of the fumed Victrola finish and suggested that he might send a finisher to the office to see just how the fumed oak Victrolas come through. This is the first request of that kind we have had, and I thought that it was not only very interesting, but probably very significant."

Harnden Leaves Wurlitzer's.

F. H. Harnden, who has been assistant to Fred A. Simon, assistant manager to the house of Wurlitzer and actively connected with the wholesale talking machine department, has resigned his position and has become interested in an extract manufacturing concern. No successor to Mr. Harnden has as yet been appointed.

Larger Machines in Demand.

Local Manager C. F. Baer, of the Columbia Co. reports that one of the most satisfactory features of the business during the last month has been the fact that the \$100, \$150 and \$200 machines are being called for in far greater numbers than ever before. Mr. Baer accounts for this in that the talking machine is being looked upon more and more favorably by people who are able to pay the higher prices. People who were prejudiced a short time ago are now buying heavily, not only the high grade machines, but also the better class records.

Mr. Baer reports an excellent Columbia business taken generally that is decidedly better than last year. The main trouble at the present time lies in the difficulty in getting machines, which reminds one of the condition at Christmas time.

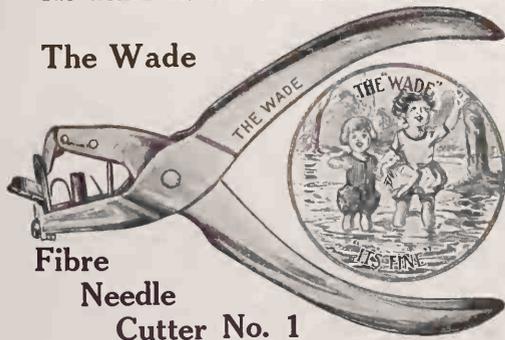
"Increased freight rates will also mean another big increase in this business," said Mr. Baer. "When one realizes the far-reaching effects of the railroads upon general business and of its countless ramifications, we can see what a wonderful further uplift general business will enjoy when the railroads proceed to improve their roads and continue the work of extension as in years past. Of course, there are many arguments against allowing the railroads to increase their rates and cries of 'watered' stocks are not without foundation. It is true,

(Continued on page 35.)

The Practical Fibre Needle Cutter—THE WADE

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

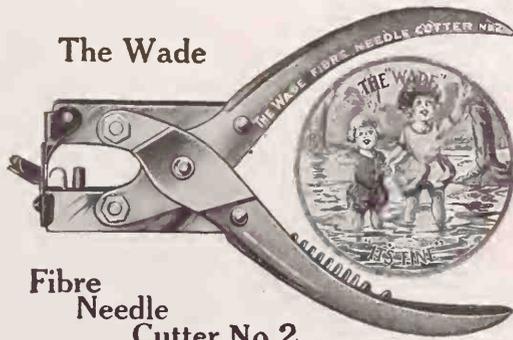
The WADE cutters are made of the best steel and are absolutely guaranteed.



The Wade
Fibre
Needle
Cutter No. 1

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

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



The Wade
Fibre
Needle
Cutter No. 2

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

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

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

ABSOLUTELY NEW Everlasting Dustless Record Cleaner

PATENT APPLIED FOR



FRONT VIEW

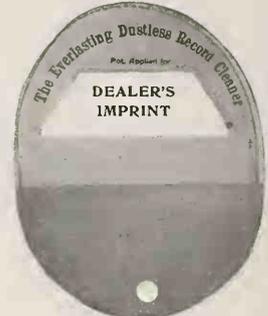
The Everlasting Dustless Record Cleaner is made of the finest grade of carefully selected wool skin with the wool cut short.

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

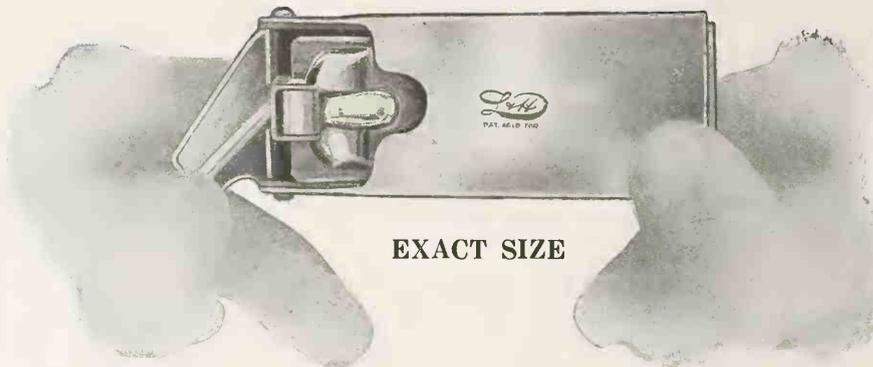


BACK VIEW

Lyon & Healy

FIBRE NEEDLE CUTTER

OVER
50,000
SATISFIED
USERS



EXACT SIZE

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

Lyon & Healy

CHICAGO

Largest Victor Distributors

LIBERAL
DISCOUNT
TO THE
TRADE

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 33).

nevertheless, that unless the railroads get an opportunity to promote the many improvements that are contemplated, a depression that will affect almost every business will result."

Record Demand Well Balanced.

Mr. Baer sums up the record situation when he says that the entire Columbia catalog is selling well in each of the different classes. Numerous of the order numbers are receiving a bit more attention than one used to expect.

W. C. Fuhri, district manager, returned this month from a trip to Kansas City, Louisville and Indianapolis. Mr. Fuhri also reports business very good, with prospects considerably better. While Mr. Fuhri was away he noticed the large amount of dance records that the dealers were selling and also the unusually large number of "De Luxe" machines.

"Record sales continue to be very heavy," said Mr. Fuhri, "but with our immense capacity we are filling 95 per cent. of all our record orders. A big increase in the record business was anticipated by our company some time ago, and we were well prepared when the call came."

George P. Cheatele Promoted.

George P. Cheatele, well-known traveling salesman of the Talking Machine Co. and formerly in charge of the Michigan territory, has been made traveling sales manager and assistant to Roy Keith. Mr. Cheatele, whose portrait is reproduced herewith, now calls on certain dealers in the larger cities that are reached by his company and also supervises and assists the regular State travelers in the performance of their work.



Geo. P. Cheatele.

Mr. Cheatele's promotion comes after a long period of intelligent and thorough work in his old territory, and while the many friends he has made will miss him, they, of course, are gratified to learn that he has been given a wider field in which to exercise his abilities. Mr. Cheatele has been an ardent advocate of the idea of having professional dancers perform in talking machine shops, believing it to be a good medium by which the retail merchant may advertise himself and at the same time take advantage of the tremendous dance craze. While at Madison, Wis., recently Mr. Cheatele aided the "staging" of dances that were given in the warehouses of the Aton Piano Co. The dances were successful in every way.

Grocer Gives Victrola Concert.

One of the largest retail grocers of Chicago recently made arrangements with George W. Miller, a prominent Victor dealer of Ravenswood, Ill., whereby Mr. Miller gave a Victrola concert, with the assistance of H. L. Flentye, of the Talking Machine Co., in connection with a miniature exposition that was designed to advertise all of the many articles that are to be found in the modern grocery store. Between 1,000 and 2,000 invitations were issued to residents in the locality and the majority of them were used.

Mr. Miller was given ample opportunity to advertise his shop in connection with the display and gave a complete Victor program, which ranged from grand opera to the popular dance selections, made up to a great extent of the March and April lists.

Mr. Miller believes that in this manner he has acquainted many housewives in the neighborhood with the beauty of the Victrola and familiarized them with his institution. The idea is a very good one and was a success in every way.

Dictaphone Business Increases.

W. W. Parsons, local manager of the dictaphone department of the Columbia Co., reports a very substantial increase during March over the previous month and also over March of last year. Factory facilities have been strained in keeping up with the demand. Mr. Parsons reports that some recent agents for the dictaphone that have been appointed are: The B. F. Swanson Co., of Des

Moines, Ia.; A. E. Burt, of Peoria, Ill., and the Butts Typewriter Co., Omaha, Neb.

Visitors and Personals.

George Wheelock, of South Bend, Ind., was a recent talking machine dealer visiting the Great Central Market.

L. Keen Cameron, manager of the retail talking machine department at Wurlitzers, who is on a furlough in the Southwest, is said to be rapidly improving in health.

W. J. Becker, 801 Dempster street, Evanston, has installed a large Columbia stock and now handles both the Victor and Columbia lines.

J. B. Simoney has bought out the stock of Joseph Kral at 1217 West Eighteenth street and has added a large stock of Columbia goods.

A recent visitor from Rockford, Ill., was E. G. Ogren.

Mr. Simon, of Simon Bros., of Gary, Ind., who was in the city a short time ago, announced his removal into a fine new store. Mr. Simon arranged for a large stock of Victor goods.

Other Victor dealers who were in the city the past month are John Dahlin, St. Charles, Ill.; Ray E. Bannon, Morris, Ill., and Anton Molle, Antigo, Wis.

C. W. Copp, of South Bend, Ind.; L. Lambeck, Beaver Dam, Wis.; G. E. Lester, Hoopston, Ill., and W. S. Vowels, Vincennes, Ind., were also recent visiting dealers.

James Clark, buyer for the James Black Dry Goods Co., Waterloo, Ia., was in the city replenishing the company's much depleted Victor stock.

Mr. McLogan, of McLogan & Pierce, Calumet, Mich., was in the city some time ago and reported that despite the copper strike business was exceedingly good in that section. Mr. McLogan said that in one day he sold eight large machines. While here Mr. McLogan placed a very large order for the coming season.

Other visitors from out of town included Mr. Hinners, of the Hinners Organ Co., of Hinners, Ill., and Messrs. McConnell and Hoy, from Woodstock, Ill.

Mr. Solomon, buyer for the talking machine department at Rothschild's, has just returned from Europe.

James Lyons, who carries the Edison, Victor and Columbia lines, has built five soundproof booths that are models of their kind.

Mr. Becker, manager of the Hoefler Manufacturing Co., of Milwaukee, Wis., was a recent visitor to the Talking Machine Co.'s offices. Mr. Becker reported that business in Milwaukee was very good, but he, like dealers in other parts of the country, was experiencing a shortage on a majority of the records that his customers were asking for.

Miss Katharine Jones is the latest addition to the forces of the talking machine department of the W. W. Kimball Co. Miss Jones is an adept at the new dances and on many occasions uses her knowledge of the terpsichorean art to advantage in dealing with calls for dance records.

Working Out New Sales Ideas.

Despite the tremendous call for records that the Talking Machine Co. has been receiving the past month and the vast amount of work in supplying the demand, Sales Manager Roy Keith has found time to carry on much instructive work and the formulation of many sales ideas for the company's dealers.

One of the first letters to be sent out during the past month was in relation to the list of "500 Best Selling Records," which Mr. Keith had brought up to date and which included the March list. This list of 500 has proved immensely popular with dealers all over the Middle West and with their customers. It furnishes a convenient reference whereby people of average musical taste can find practically all of the records that they should have in their libraries—at least, all that they should have at this time. The pamphlet listing musical shows in Chicago at the time the letter was mailed was also much appreciated inasmuch as the theatrical and musical ideas of the entire Middle West are well typified by the taste of the average Chicagoan.

NEW COMPANY TO MAKE RECORDS

Is Being Organized in Chicago and Incorporation Papers Will Be Filed in Ninety Days.

(Special to The Talking Machine World.)

CHICAGO, ILL., April 11.—Information was received by The World to-day to the effect that the "National Talking Machine Record Co." is being organized here for the manufacture of records, and that within about ninety days incorporation papers will have been filed, officers elected and the entire organization perfected.

It is said that the new company will manufacture both lateral cut and "hill and dale" disc records and that a large space is already under consideration for the manufacturing plant.

A number of Eastern and Western business men are interested in the venture, including several theatrical men. The latter plan, in making the regular theatrical contracts, to include a provision for the making of talking machine records by the different artists booked by them.

HEAR THOSE WEDDING BELLS.

Don C. Preston and Miss Edna Fletcher Married—Will Reside in Milwaukee.

(Special to The Talking Machine World.)

CHICAGO, ILL., April 10.—Two days more and Don C. Preston will hear Victor record No. 31,227

played under entirely different circumstances than ever before. Likewise every one of the Easter lists will probably be put on 'cause it's a great big day for Don. Easter Sunday will find him in Des Moines, Ia., all ready for his wedding to Miss Edna Fletcher, of Winterset, Ia.

After "Lohengrin" Mr. and Mrs. Preston will leave for Milwaukee, where they will make their home. Mrs. Preston has represented the Talking Machine Co. in Wisconsin and Minnesota for some time and is well known and well liked by the Victor dealers in that territory.

The popularity of the Style IX and X Victors in the general trade was well demonstrated by the remarkable response the Talking Machine Co. received, following the announcement of these styles as produced in fumed oak. So remarkable has been the call that many dealers are insuring a supply for the fall and winter trade.

Another of the Talking Machine Co.'s sales ideas has been in the form of a strong letter designed to be sent out previous to Easter week and used in connection with a list of records of hymns and sacred music by many famous singers, choirs, etc.

"The shortage in the record supply is still felt," said Mr. Keith, "although the factory's output has been tremendously increased. At least double the records are being sold at the present time as at the same time last year. The shortage is to be expected. We have built a number of additional racks in our record rooms and by offering a selected list of records that are comparatively easy to get, we are managing to keep our customers fairly well satisfied."

Dealer Bitten by Mad Dog.

H. S. Chesrown, Columbia dealer from Mansfield, Ia., has been in the city for about three weeks receiving treatment at the Pasteur Institute in Chicago. Mr. Chesrown was attacked by a mad dog in his home city and was severely lacerated about the hands in defending himself. He was obliged to bring the head of the animal to this city for examination by the officials of the institute. Mr. Chesrown reports a good business in the Columbia line, with especially heavy sales of grand opera records and popular numbers.



Don C. Preston.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 34).

THE "W. & W." FIBRE NEEDLE CUTTER.

Details of the Perfection of Its Manufacture That Will Enlighten the Trade.

(Special to The Talking Machine World.)

CHICAGO, ILL., April 10.—It should prove a subject of interest not only to talking machine dealers,



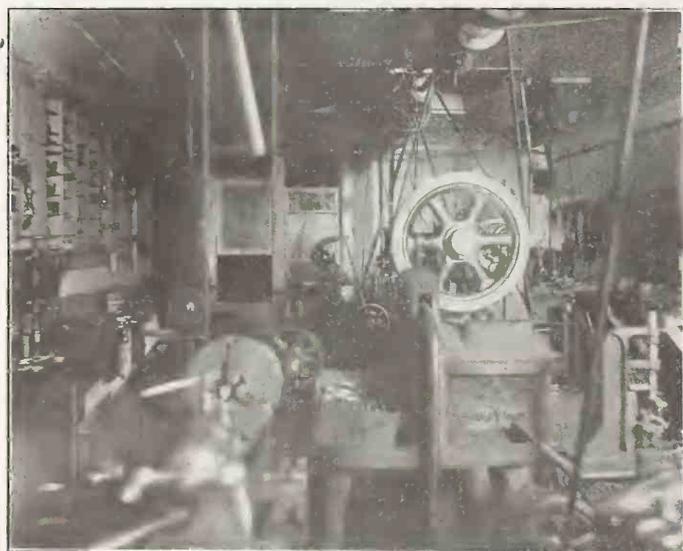
S. O. Wade.

but also to everyone who is the owner of one, to know something about the manufacture of the Wade fibre needle cutter. A very large proportion of those who use fibre needles are acquainted with the Wade cutter.

The accompanying illustration shows a corner of the Wade & Wade factory, where a very interesting

part of the manufacturing process occurs. In this room the delicate adjustments of the blades and the guides take place. As the cutters are received from the casting rooms after having first been well polished, they are prepared for the attachment of uprights and guide holders by first having the necessary holes punched in them.

The blades are made of imported Swedish steel, which comes in long strips and from which the blades are stamped out by a powerful die. They



Corner in Factory of Wade & Wade, Chicago.

are then tempered in a furnace which is heated first to 1,100 degrees Fahrenheit. It is soon reduced to 700 degrees Fahrenheit, which is the temperature best suited to holding a fine edge. Guides and guide holders are stamped out and formed in similar fashion to the blades, but instead of being tempered they are heavily nickelized. The uprights and the blade springs used in the No. 1 cutters are stamped out of a steel of great tensile strength. Springs used in the No. 2 cutters are coiled and are the most efficient springs obtainable for the purpose.

The blades are first ground on a high powered stone that operates under water. They are then given an added finish by hand and then hand polished. After all the parts are carefully assembled and adjusted the cutter is tested forty or fifty times to make sure of a perfect point that the Wade cutter is noted for. If any flaw is found in the blade the blade is thrown away, or if by any chance there has been a variation in the punchings or if the adjustment is incorrect, the entire cutter is thrown away.

S. O. Wade, president of Wade & Wade, states that business during March was very nearly double that done in February.

F. J. BOWERS, PATHÉ FRÈRES, TELLS OF WORLD TRIP.

Visiting Old Home in the West After Agency Trip to South Africa, the Antipodes, Oriental Points and Italy—His Interesting Impressions.

(Special to The Talking Machine World.)

CHICAGO, ILL., April 11.—Probably the youngest salesman in the world who is connected with the talking machine industry is Frank J. Bowers, of Pathé Frères, who has just completed a trip around the world for Pathé Frères, returning April 7 to Chicago to visit his old home, his family and his friends.

Mr. Bowers, who is to-day twenty-two years old, began his travels before he was twenty. He has always been interested in the talking machine and the music trade in general, and so when his good friends, Gene Greene, "Emperor of Rag Time," and Charley Straight, Greene's pianist, went to England and France to teach Europe rag time, Frank went along. He thought it might be interesting, and it was.

"We arrived at London just as rag-time began to be featured in English music halls and Gene opened at the Palace Theater in London with great success," said Mr. Parsons to The World.

"To me the English seemed slow in getting the spirit of syncopated music and regarded it at first as a novelty that would live but a short time. Once they got it, however, their enthusiasm never waned; and between 'Everybody's Doing It,' 'Waiting for the Robert E. Lee,' 'Alexander's Rag Time Band,' and the coming of the tango and turkey trot dances, they soon became extremely enthusiastic over it and actually 'dropped their dignity,' as Irving Berlin has it, and were snapping their fingers and swaying as they sang, just like our own ratskeller performers. In fact, on several occasions, when great parades were held, at least half of the music of the regimental bands was American rag-time. I could hardly believe I was away from home, I heard so much of it. I liked the English for it—they seemed more like our own people, and it prevented homesickness on my part.

"While in London I had the pleasure of meeting M. Jacques Pathé, in charge of the English division of Pathé Frères, and made arrangements with him whereby I was given the position of appointing sales agents in the territory of the English division. I was then instructed to go to South Africa, and sailed for Cape Town, where I made my first calls on J. W. Jagger and Stuttaford & Co. The trip from England to South Africa was, of course, most interesting, and I was much in demand among the passengers for my Pathé recitals and my knowledge of the new American dance steps. I also arranged recitals for the crew and in turn for this they were very careful in unloading the ten machines that I carried with me, and my 200 records, so that at Port Elizabeth, where everything, including passengers, was unloaded in baskets, no machines were smashed nor wet.

"My first stop in the interior was at East London in Cape Colony, where I called on Baker, King & Co., who deal directly with the Kafirs and a large number of East Indians, who are employed there in various industries, such as mining, agriculture, etc. The Kafirs buy 'Taal' records. 'Taal' is a combination of English, French, Dutch and Kafir—a sort of 'kitchen Dutch' or what we

would call 'pidgin English.' These 'Taal' records are made up specially for this trade and many of the natives spend practically all the surplus of what they earn in acquiring a machine with a few of these records. They love music so well, and a talking machine is so prized that they will work for several months in order that they may own one of the cheapest of the machines. The owner of one is looked upon as being an aristocrat, and the owners themselves are oftentimes afraid of their own possession, believing that something is within the machines. They are afraid to attempt to open them and handle a machine most gingerly at all times.

"I was obliged to transport my machines and records from Port Elizabeth to East London on a railroad that had a two-foot gauge—almost as small as the little trains we have in our amusement parks. Four passengers sit abreast, and the two on the ends are sitting well out over the track. In spite of the fact that we ran far behind our schedule, the train crew and several of the men passengers took time during the trip to play a half hour of what I would call scrub football. From Pietermaritzburg I traveled to Durban, where I witnessed an African hurricane.

"The South African people pleased me very much. They have the spirit of the pioneer and are very enterprising. I aided in exhibiting machines at various agricultural shows and had an opportunity to get close to the South African farmer and his ideas.

"From Cape Town I sailed direct to Australia, which took twenty days, and landed at Adelaide, Australia is most like America. The people are enterprising and quick to do business. The sale of religious records there is very heavy. Rag-time records were also very popular, and I arrived there at the same time that Gene Greene did on his travels. Of course it seemed good to see him, and the tremendous hits that his songs made in the music halls boomed the sale on this class of goods. Melbourne, Sydney, Brisbane and Adelaide are all fine cities and, as our business is well established there, the main part of my work was in distributing smiles and cigars.

"New Zealand was next on my route list. I found it very dull and slow, comparatively, and I think Mark Twain was justified in asking why the cow-catcher was on the front of the train instead of the rear. Visitors in the hotels are not allowed to remain after 10 o'clock, and if this rule is violated, the visitor, the visited, and the hotel keeper are all heavily fined. I soon returned to Australia.

"I next sailed for Ceylon, where I made only a short stop. From there through the Arabian Sea to Port Said, and from Port Said through the Red Sea and through the Suez Canal. It took us a day and a night to pass through this great water way. While passing through it, we were visited by a day and a night of cold weather that broke all records, and many of the superstitious Arabians were utterly frightened at what seemed to be a refusal of the sun to shine.

"My next stop was at Naples. Here, and in fact through all Italy, there is a wonderful market for talking machines. Next I went to Marseilles, France, and then to Gibraltar, and at last to England. After arriving at London I went to France and spent two months in our factory at Chatou, which is near Paris. After a few minor trips I then prepared for my return home; and, believe me, I was glad when the 'Mauretania' pushed her way into New York harbor.

"I will be here two or three weeks to visit my family and my friends; and, after making a four months' trip through Canada, will return to London. From there my future is yet undetermined and probably I will be sent to Shanghai, China, to manage the branch there, and I will have an opportunity to study the Japanese and Chinese trade in our great industry."

QUAKER CITY TRADE WELL PLEASED WITH CONDITIONS.

Majority of Dealers Declare That March Was an Excellent Month for Business—Gimbel Bros. Buys Balance of Keen-O-Phones from Pooley Furniture Co.—Meeting of Retail Dealers' Talking Machine Association—What the Dealers and Jobbers Are Doing.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., April 6.—The talking machine business in Philadelphia is forging nobly ahead, and there has never been as much activity and as much excitement as exists at the present time. The Victor dealers are all highly elated, for they have just emerged from the biggest month of the year thus far, in spite of the shortness of goods and records that are mostly in demand. The Edison has made a big stride forward during the month. The entire line of Edison phonographs has been installed in the Cunningham Piano Co.'s ware-rooms, N. Stetson & Co., Snellenburg & Co. and Ramsdell & Sons, as well as many other less important places, and in the course of a week there will be a large Edison establishment on the southwest corner of Eleventh and Walnut streets, which is now being fitted for that purpose. The Edison will be conducted there by Herbert F. Blake, and he will have fine warerooms, as well as a fine location.

The final wind up of the Keen-O-Phone Co. is now taking place through a sale of the remaining machines at Gimbel Bros. stores in this city and New York. The Keen-O-Phone Co. still has the warerooms on Broad street, but there is practically no stock with the exception of a few cheap machines which it is offering at very small figures.

When the Keen-O-Phone Co. ceased to exist the Pooley Cabinet Co. had upward of four thousand cabinets on hand, and the men who have the Keen-O-Phone Co.'s affairs in charge arranged that that company should produce sufficient machines for these cabinets in order that the Pooley Co. could come out of the deal. This was done and then the Gimbel Bros. and the Pooley Co. entered into an arrangement for the disposition of these machines at the Gimbel stores in New York and this city.

They were placed on sale there on Monday of last week. Gimbel Bros. allotted a considerable amount of space on the first and fourth floors, where these instruments are sold. Fifteen additional salesmen were added to the force to handle the customers, and it has been the most remarkable sale of talking machines ever held in this city. Every machine was marked at half the former selling price and some of them even less. In demonstrating the machines Edison and Columbia records have been used, but they have been cautioned by the Victor people against using Victor records and they are observing the caution. It is said that the Rex Co., which has taken over the record end of the Keen-O-Phone Co., will go extensively into the manufacture of records and will make a small machine which will be presented to a purchaser under an agreement to take so many records and continue to take them at specified times.

The Cunningham Co. has been dissatisfied with the arrangement of its warerooms and has removed its Edison disc talking machine hearing rooms to the rear of the store. A good business is being done, the only complaint being that it is

unable to get machines of a certain type fast enough.

N. Stetson & Co. has erected two large booths in the rear of its store and in mahogany to conform with the other finishings of the room. The selling is being handled by the old force, but it is expected that the new department will be placed in the hands of an experienced man.

The Girard Phonograph Co. at Tenth and Berks streets is the distributor of the Edison disc machine in this city, with Manager Cope, of the Snellenburg talking machine department, in charge. The machines are shipped to that point and from there are distributed to the Philadelphia dealers. The Girard Co. is also doing good missionary work in introducing the machine among out-of-town dealers.

The Wanamaker talking machine department is going to be considerably changed in the very near future. It will make one big display room and concert room out of the Louis XV. room, and will build new hearing rooms adjoining—twenty-six in all. At the present time it has eleven. It will rearrange the entire department. It has also rearranged its system and will follow up its sales and prospects closer than ever before. It will also handle more extensively in the future all kinds of talking machine supplies. Its stock will be very nicely displayed when the new arrangements go into effect.

C. J. Heppe & Sons had a satisfactory March in spite of the fact that they have been quite short on certain styles. Conditions are easing up a little bit. Among the recent out-of-town visitors at the Heppe store were J. Harry Halt, of Mt. Holly; Charles McLaughlin, of the Stoll Blank Book & Stationery Co., of Trenton, N. J.; S. C. Evans, of Milford, Del.; and Samuel Stephens, of Norristown, Pa., all of whom report a fine March business.

Manager Eckhart is highly elated over the month's business done by the Pennsylvania Talking Machine Co. March was the largest month it has ever had, with the exception of last December. He says that he has not pushed his goods by advertising nearly as strong as last March, and yet his sales have been more than 50 per cent. greater. During the month quite a number of big accounts were opened, among which were the Kline-Eppihimer Co., of Reading, Pa., and the Regal Umbrella Co., of York, Pa., both firms having opened complete Columbia departments fully equipped in every way. Mr. Eckhart visited both places and helped plan the departments and was present to help start them off.

The Pennsylvania Talking Machine Co. has also had good success with the dictaphone. Among some of the firms supplied in March were the Atlas Power Co., the Armour Co. and a number of smaller concerns.

There will be a meeting of the Retail Dealers' Talking Machine Association at Estey Hall on

Wednesday evening, April 8, at which business of importance will be taken up, including shortage of records and what has been accomplished in the matter of stated charges on lease sales. All the new Edison dealers in Philadelphia have been invited to connect themselves with the organization.

H. A. Weymann & Sons note that their business in Victor talking machines for January, February and March was one-third greater than the corresponding three months of last year. Among the recent visitors at the Weymann store were C. H. Lichty, of Reading, Pa., and Charles H. Godfrey, of Atlantic City, N. J.—two active dealers. Mr. Godfrey intends to devote, in the very near future, considerably more space to the Victor line. Both of these gentlemen have been for many years active patrons of H. A. Weymann & Sons.

Louis Buehn notes that business for March has shown a very decided improvement, due partially to better shipments from the Victor factory. He had an increase over last year of over 35 per cent., which he considers is going some. His Edison dictating machine business for March has also been very satisfactory, and he sold quite a number of machines to the Witney-Kemmerer Co., the Frontier Press, and a very large order was placed by the Atlas Powder Co. in Wilmington, and it will also very shortly install a number of machines with the Du Pont Powder Co. The Business Show, which has just been concluded here and in which Mr. Buehn had an exhibit, was very satisfactory in its results. It had a great number of visitors and developed a number of very excellent prospects. Mr. Buehn is quite sure the results will fully warrant the expenditure in going into this show.

NEW HOME FOR GRAVES MUSIC CO.

Prominent Music House of Spokane, Wash., Now Settled in New Four-Story Building—Handsomely Decorated and Well Arranged.

(Special to The Talking Machine World.)

SPokane, WASH., April 7.—One of the finest music stores in the Pacific Northwest is the new home of the Graves Music Co. at 149-151 Fourth street, and to which the company moved this week from its old quarters at 111 Fourth street. The arrangement of the new store is according to the ideas of Fred W. Graves, president and manager of the company, and is up to date in every particular.

The building contains four floors and basement, with a mezzanine balcony running around the ware-room floor. On the second floor is a large recital hall, on the third floor separate parlors for the player-pianos, as well as the repair department, and on the top floor the musical merchandise department with all the instruments displayed in handsome new cases. The front of the main floor is devoted to the main warerooms and reception hall and the back is given over to the talking machine department and its seven soundproof testing booths, where both Victor and Edison machines are handled.

The main wareroom is floored with fancy inlaid marble, with the woodwork in mahogany finish. On the second floor the large showroom and the recital hall are finished in Circassian walnut and the decorations throughout are most elaborate.

The Graves Music Co., which was established in this city eighteen years ago with limited capital, now operates large stores both here and in Portland.

VISITING NEW YORK.

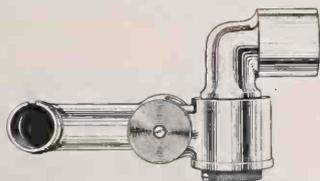
Russell Hunting, well known in the talking machine industry in London, England, arrived in New York last week, it being his first visit to this country in sixteen years. Mr. Hunting has many friends here who will be pleased to greet him while in this country.

If you feel that you must go about looking for trouble, carry a chip on each shoulder. It helps keep your balance when someone makes a football of your head.

The folks who do the least usually complain because other folks don't do more.

Edison DISC Phonograph Dealers

THE "Perfection" Attachment is built to play lateral cut records on the Edison Disc Phonograph. The ball bearing hanger joint gives it a free and flexible motion when traveling across the record; also it can be used with or without the feed rake. If you haven't seen or had this attachment, send us an order. You will surely buy more, as it is one of the best accessories ever placed on the market in the history of the phonograph business. It will surely increase your machine sales, as it gives perfect satisfaction to the retail purchaser. Dealers' price, \$2.50 net for all three finishes, gold, oxidized bronze and nickel.



NEW ENGLAND
TALKING MACHINE CO.

132 Boylston Street

BOSTON, MASS.



Columbia profits begin, then they go on. They never end. There are always new artists, new records, new sales.



(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

REMINISCENCES OF EARLY TALKING MACHINE DAYS.

John H. Bieling, One of the Best Known Recording Artists in the Victor Library Prior to Becoming Connected with the Sales End of the Business Takes The World Representative Back to Early Days in Trade History and Relates Interesting Experiences.

"It certainly is pleasing and gratifying to see the marvelous development of the talking machine of to-day as compared to the small and primitive beginning of the work as I knew it twenty-two years ago," said John H. Bieling, of the sales staff of the New York Talking Machine Co., 81 Chambers street, New York, the prominent Victor distributor.

Mr. Bieling, who as one of the best known recording artists in the Victor library prior to becoming connected with the sales end of the business, is well qualified to comment on the growth of the talking machine business, and his reminiscences which he gave the representative of The World last week make unusually interesting reading, telling as they do of the real developments of recording art.

As told by himself, Mr. Bieling's reminiscences follow:

Some twenty-two years ago I belonged down in the old Fourteenth Ward—born and raised there; around Spring street and the Bowery. Four of us fellows used to "barber shop" on a Saturday night and Sunday, and by constant practice our voices blended in great shape in the real thing—good, old fashioned melodies and sentimental ballads. The quartet at that time was George J. Gaskin, Joe Riley, Walter Snow and myself. We called it the Manhasset Quartet.

In 1892 we had been working together about a year, when one day Gaskin told us about a man named Emerson who was manager of a concern over in Newark, N. J., called the United States Phono Co., who wanted a good quartet to make some records for him. All of us fellows worked in the day time and did our quartet work evenings. I was making stained glass windows at the time and never thought of making a regular profession of singing. Gaskin had to do some tall talking to persuade us to go over to Newark and work till all hours making these records. I assure you we were a pretty nervous quartet. The first time we went there we knew nothing of what was expected of us, but we took a chance.

Over the ferry, the train brought us into Newark and Gaskin steered us into a loft over some meat packing house about 50 by 100 and 20 feet, littered with machine boxes and barrels in every state of shipping and handling piled up everywhere. We at last got ready to make our first record and I assure you a funny sensation came over all of us. They had about nine horns all grouped together, each one leading to a separate machine connected with a piece of rubber hose. The operator then put the soft wax cylinders on the machines and let the recorder down and then said "All right, go ahead." I assure you I almost forgot to sing when I heard the sizzling noise coming out of the horns. However, we got through with that round fairly well, considering our nervous state, and after that we began to make some records and they sounded pretty good. Well, that was the first time I got real money for singing and I felt like a millionaire

going home that night. We worked contentedly along these lines for about a year, in the meantime holding down my job at my trade during the day. All was serene.

When—crash—someone invented a dubbing machine which meant that they could make any amount of records from a master record, and we could see fewer engagements coming our way with this new scheme. It certainly gave us a shock when we discovered that this new idea meant that one "Master Record" could be used to make duplicates until the wax wore out. This is how it was done: They built a machine with



John H. Bieling.

two mandrels, one under the other; on one they would put the cylinder with the song on and on the other a blank cylinder; then start the machine and throw the sound from one to the other without the services of the quartet. It was tragic, but, like all labor-saving devices, it gave birth to a greater field of work to develop records in. Where we formerly sang the same song forty times, now we sang forty different selections, satisfying the rapidly growing market for "canned music."

By this time our success as a quartet was quite famous, and we worked for all the record making companies then doing business. About this time, say 1895, we used to go over to Philadelphia and sing about once a month for a man named Berliner, a quiet, modest little German, who had us work in his little attic workshop and register our selections on a flat matrix. The machine and disc were his own ideas and manufacture, and independent of any other model then in use, so small and insignificant was the beginning of the greatest of all mechanisms in sound reproduction.

About 1896 I decided that I would let stained glass work get along without me. I took a chance

on an "artistic career." We sang for years into the same little old wax cylinders. However, Gaskin signed an exclusive contract with the Columbia Co., consequently breaking up the Manhasset Quartet. Next you find me in a quartet the members of which were Harry McDonough, S. H. Dudley, William F. Hooley and myself.

In 1898 C. G. Child, whom I had met through singing for Mr. Berliner, got us interested in a new company being formed, called the Victor Talking Machine Co. Eldredge R. Johnson was its founder, and, looking back over the years, in all seriousness I can say he is the one man responsible for the present marvelous development of the Victor talking machine of to-day. His "vision" and imagination has made possible the universal appeal of the talking machine and disc music as rated to-day.

Mr. Child suggested that the quartet contract to sing exclusively for the Victor Talking Machine Co. This is where the "Hayden Quartet" swung into line, and along with Caruso and the other stars, behold us for many years, about fifteen to be exact, singing harmoniously together in every sense of the word for the exclusive use of the Victor Talking Machine Co.

We went to London in 1902 and showed the British how to make "real records." For two months we had a large time as American representative singers. The longer I worked for the Victor Co. the more I became interested in the machine itself.

It was like getting religion! You want everyone else to get the same experience, and so make yourself the village pest. I talked machines into the homes of all my neighbors, friends, even the man I was paying off the mortgage to. By degrees the selling, or rather distributing, end of the business got hold of my imagination. Having sung for the public for twenty odd years, I wanted to make it my business to see that they all heard what I had sung. To do that they had to buy a Victor talking machine, and the managers of the company seemed to realize that my enthusiasm might be used in a very practical fashion. So Mr. Child suggested to A. D. Geissler, vice-president of the New York Talking Machine Co., that I be put to work and help tell the folks about the Hayden Quartet and the only original disc machine. I am now combining business and pleasure every day of my life by convincing all that I meet that it is the only machine to have whereby you get the exact reproduction as originally made.

Talking machine disc records composed of vulcanized India rubber were held recently by the Board of United States General Appraisers to be properly dutiable under the Tariff act of 1909 at 45 per cent. ad valorem, as parts of talking machines. The steel points used in talking machines to reproduce sound were assessed at the same rate as the discs.

Owing to the famine in Victor records at the present time, the Victor Co. announced to its trade last week that its commercial committee had decided to postpone the exchange cut-out of records until July or August, by which time the company will be in a better position to take care of it.

MISS WILSON'S COLUMBIA RECORDS.

Miss Margaret Woodrow Wilson, Eldest Daughter of President Wilson, Who Is a Singer of Unusual Attainments, Has Made Records for the Columbia Record Library Which Will Be Announced in June.

The Columbia Graphophone Co. closed one of the most important deals announced in some time when it completed arrangements last week whereby Miss Margaret Woodrow Wilson, eldest daughter of the President of the United States, will record exclusively for the Columbia record library. Miss Wilson has already visited the Columbia laboratories for recording purposes, and her first records, which will be announced in June, are said to be unusually successful, and certain to meet with a ready sale throughout the country.

That Miss Wilson is a singer of unusual attainment has long been known to her own circle of acquaintances, as her voice is naturally an organ of singularly beautiful tone. It has been developed under the direction of the world's leading teachers and this training has made Miss Wilson's voice of exceptional charm and merit.

The Columbia Co. discovered this for itself a little over two months ago, when it received instructions from Miss Wilson to make a limited number of records of her voice for private distribution among her friends. The records were made and the very first samples submitted from the factory were such a revelation that the company immediately started negotiations to the end that it might secure further records for the Columbia library. Miss Wilson was amenable to the proposal and the result is the present successful series of ballad recordings to be placed on sale in two months.

In the accompanying photograph by Edmonston, Washington, D. C., Miss Wilson is shown listening to one of her own records, "The Low-Backed Car," through the medium of the Columbia "Grand," which is one of Miss Wilson's most favored entertainers when in the privacy of her own home.

Miss Wilson's opinion of Columbia records is



Miss Margaret Woodrow Wilson Listening to Her Own Records.

well evidenced by the following enthusiastic note written the company under date of March 12 from the White House:

"The making of records of my voice in your laboratory has been a unique experience for me and it will be long before I forget the wonder and

fascination of your process. I consider the Columbia records to be on the whole the most beautiful I have heard. They are especially remarkable for their clarity of diction and tone. My own records I must frankly say have delighted me."

"MARGARET WOODROW WILSON."

CONTAINS IMPORTANT INFORMATION.

Victor dealers received this week a valuable instruction book on the repairing of Victor motors and the Exhibition sound box. This book contains twelve pages of detailed information relative to these important parts, mentioning among other

things lubrication, adjustment, how to take down the motor, examination of parts, how to replace spring, reassembling, etc. Splendid illustrations of each repair process accompany the various repair hints.

FIBRE NEEDLE "MASTERPHONE"

Is Appreciated by Record Users, Judging from Increasing Fame—Its Merits Apparent.

"We are receiving orders for the new fibre needle 'Masterphone' from all parts of the country," said an officer of the Masterphone Corporation, 187 Broadway, New York. "Although this new model has only been on the market two months, it is already proving a strong rival to the steel needle 'Masterphone' from a sales standpoint. All our dealers are well pleased with the service the 'Masterphone' is rendering, as they state that it increases the clarity of the records, improves the detailed enunciation and adds to the life of the record. Its extreme simplicity is also an important feature in its favor, as the 'Masterphone' requires no screws or nails for adjustment nor does it mutilate the machine or sound box in any way."

LYLE-ARNAULT.

The marriage of Miss Gertrude Lyle, daughter of George W. Lyle, general manager of the Columbia Graphophone Co., to Richard Arnault was celebrated Wednesday evening at the Second Reformed Church, Hackensack, N. J. The wedding was one of the events of the society season, the officers of the Columbia Co. and their families being among the prominent invited guests. Mr. and Mrs. Arnault are at present away on a three weeks' honeymoon, and upon their return will reside in Bridgeport, Conn. Mr. Arnault is connected with the Columbia factories in that city, occupying an important technical post.

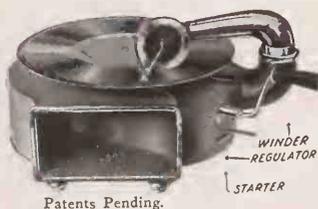
CONTRACTS FOR SCHOOL OUTFITS.

The educational department of the Columbia Graphophone Co. was advised this week that it had been awarded a contract for seven school outfits, including seven horn machines and seven Mobiles, with a large supply of records, for the public schools of Springfield, Mass.

Many a man mudds himself trying to splash his competitor.

The TRITON Phonograph

Retails at \$10



At last a real talking machine at a price within reach of all. This perfect machine is the result of years of experience and experiment in the manufacture of talking machines. It is as perfect in the reproduction of records as any high-priced machine. It plays any size of popular disc Needle Records made for other talking machines.

Every Machine Guaranteed for One Year

Sample machine sent for \$10. To secure sample you must enclose check or P. O. order; money refunded if machine is not satisfactory.

Write for quantity prices.

Town, County and State Agency Given to Live Wires.

TRITON PHONOGRAPH CO., 41 Union Square, NEW YORK, N. Y.

LIVELY TIMES REPORTED IN THE ST. LOUIS TRADE.

Shortage of Certain Styles of Machines and Records the Only Cloud—New Wholesale Store for Aeolian Co. Opened—Numerous Recitals Being Given—Columbia Co. to Remodel Quarters—Piano Dealers Succeed with Talking Machines—New Dealers.

(Special to The Talking Machine World.)

St. Louis, Mo., April 7.—March did not make the entirely creditable showing in the St. Louis talking machine business that did the previous two months of this year. The fault, however, is not with the dealers, nor the trade, but at the supply point for goods. There has been a marked shortage in certain Edison and Victor goods, and a good many of the dealers have been handicapped in meeting demands made upon them.

The trade is here, and only the goods are needed to boost the trade at any time. Dealers are placing small machines in homes temporarily, to fill the want of music, until the style of machine the purchaser wants can be obtained. Whenever the supply is equal to the demand, there will be a rush of trade in these stores.

Two downtown piano stores now are offering comparison of the three makes of machines for prospective customers, and this is proving a lure to persons who are of even mind after reading the advertisements of the three chief companies. It is peculiar, the salesmen say, how the choice falls first one way and then another under exactly the same circumstances and with the same records, and yet each customer leaves the store firmly convinced that he has made the wisest choice.

April opened with the dance records still in sharp demand, despite the handicap of Lent. The penitential season, however, has not proved much of a drawback, and a good many persons who dropped public or formal invitation dances during the forty days of mortification did not cut out the home dances, and this increased demand offset any lessened sale of those who gave up all dancing for the period.

All of the downtown houses were preparing for the after-opera demand for records of the several operas to be sung here during the month during the brief grand opera season.

Harry Levy, talking machine manager at Aeolian Hall, was busy the first of the month opening his new wholesale store on the sixth floor of the Furniture Manufacturers' Building at Fourteenth and Locust streets, where ample space has been taken for an excellent display of talking machines for the wholesale trade and for the keeping of the entire stock of machines and records in compact form. The Pine street warerooms that have served this department will be given up.

The old quarters never were entirely satisfactory, because of the crowded condition of the record warerooms and the lack of packing space for machine use. It never has been so that all of the machines carried in stock could be kept there, and another wareroom three blocks away was kept for storage purposes. The office quarters, too, were not ample for the demands, as only a balcony was available for this use, and this was not always a pleasant place to work, especially on hot days, when breezes were hard to locate. The greatest drawback to the new quarters is the distance from most of the downtown talking machine retail stores, but this will be overcome by messenger service.

The department stores have been making good use of the talking machines during the past few weeks in educating the public to the features of the operas to be sung here this month in the short grand opera season and, incidentally, planting in the minds of the people that after they hear these operas they can obtain the chief parts by investing a few dollars in records and always have direct souvenirs of the evening's enjoyment. At the Vandervoort Salon a member of the symphony orchestra was engaged to lecture on the operas and to illustrate his talks with talking machine rendition of the operas. In the Famous & Barr store special numbers were given, and at the Grand-Leader there always was opera music before the visitors.

The F. G. Smith Piano Co. gave a pretentious recital last month in Bradbury Hall to illustrate the musical points of the Columbia, which is handled exclusively by that firm.

Preparations are under way by local dealers to catch the open-air trade that comes with the motor boat and automobile coming season. These dealers have educated a part of the public to believe that an outing outfit is not complete unless it contains a talking machine with a bundle of records. Sales Manager Duffy, of the Columbia, who has enjoyed a considerable trade of this sort, was early planting the seeds from which he expected to reap a harvest later.

Mr. Duffy has discovered an office benefit from the dance craze. He says that the office force used to work by grand opera time, but since the tango records have become about the only kinds that are being demonstrated in the display rooms everybody

is moving, both at desks and on the floor, to the time of the new dances, which is about the most rapid of anything so far as display. "So, you see, we close sales and get the reports made up in less time than previously," he said.

The Columbia Co. has continued to enjoy an excellent trade on the dance records, the supply of which has been ample for all demands. Also this company has had a full supply of small machines that have come into new popularity with the dance vogue, as a good many persons who have the better class of machines buy cheaper ones for garage and barn dances, and keep them handy with a supply of the dance records for quick service in any room where there is space to dance, leaving the regular machine undisturbed in the music room or wherever it is kept.

This company is getting ready for the alterations that are to be made to the warerooms, following the signing of a new lease for a long term. The plans are complete and Manager Reid promises a surprise when his store is made over, both in convenience of the working force and for customers. In looking to the future he is preparing to handle greatly increased wholesale and retail trade with less trouble than the present traffic causes. Also he is planning for the beauty of the warerooms.

C. R. Salmon, the Columbia traveler in Arkansas, Kentucky, Tennessee and southern Missouri, was at the store a few days the first of the month and reports excellent business in these States. "The smaller town merchants are beginning to appreciate the talking machine as an easy money and satisfactory side line," he said. "Mostly they like to handle our Favorite machine and find that it suits the purses of their customers. You would be surprised if I would show you the business handled from some stores and then go down and look at their surroundings. In most of my territory the country is developing and the small towns do not make an adequate showing for their wealth, and the country around has not yet taken on the settled air. Because of the undeveloped state of society and the lack of acquaintance the people like home amusements and they buy talking machines.

"The company stores, too, are becoming good customers for talking machines. They send a good many of them into the coal mining towns and lumber camps. These orders are chiefly for small machines, but they order them in bunches and they are great consumers of popular records. Altogether this country is coming rapidly, for many persons who are buying cheap machines to-day are coming into the market again pretty soon for better machines."

The Columbia Co. recently placed a stock of machines with Childs & Anderson at Granite City, Ill., a suburb, and these men are creating a sensation in their merchandising community by their up-to-date window display and other aggressive methods of getting business. They like the trade and have decided to make the best of it in their thriving, highly paid, industrial community.

The Field-Lippman Piano Stores, the Thiebes Piano Co., the Concordia Music House, all of which are prominent firms in Piano Row, are new retail customers signed by the Columbia Co. recently. The Field-Lippman and Thiebes firms also handle Victor and Edison disc lines, and will place all three lines on display in their talking machine warerooms for comparison by prospective customers, which condition is very pleasing to Manager Reid. Other new houses on the Columbia list are Samuel Block, 3540 Olive street, city; A. E. Blackmore, Winfield, Mo.; Allen Jewelry Co., Roodhouse, Ill.; S. G. Smith, Jr., Edwardsville, Ill.; D. C. Richards Piano Co, Hot Springs, Ark.; Phil A. Lehman, 1135 Olive street, city, and George W. Brown, Hillsboro, Ill.

Miss E. Schroeder has been added to the sales force at the Columbia warerooms. She is experienced in the talking machine line and is the first woman salesman to be employed in this store, and is making a record that will make some of the young men get busy.

General Manager Irby W. Reid is the proudest man around the Columbia store at present. He was too busy to talk long and Sales Manager Duffy explained that Mr. Reid was "doubling business at home," being the father of twin girls.

How Is Your Supply of Dance Records?

Let us help you out if the tango craze in your city is so great that you find it difficult keeping up to the record demand. Stocks of Edison Cylinder and Victor Disc Records, both Foreign and Domestic, and as complete as large orders and factory deliveries can make.

Test Buehn Service on Records

Louis Buehn Philadelphia, Penn.

At the Edison Shop, as the Silverstone music warrooms are becoming known, there is much talk of the fast growing wholesale trade. "Everything with us is going just as fast as 'factory conditions,' as Mr. Dolbeer says, will permit," said Mr. Silverstone. "We are doing our very best to keep the stocks of our customers balanced to meet the trade, but when we have no machines of a certain style and the factory has none to send us, we cannot always fill orders 100 per cent.," he added.

Mr. Silverstone has just got through adding two additional demonstration rooms to his first floor equipment, making a total of six on this floor, and now he is figuring on partitioning off a small concert hall on this floor. He is undecided whether to disturb the present arrangement or to build this room on the opposite side of the corridor. The space to be gained is the chief point. It appears to have resolved itself into a matter of matching figures and the size necessary for a satisfactory sized room into which to take customers. The idea of the first floor concert room is to accommodate fifty or fewer persons. Larger parties will be taken to the second floor, where 100 or more can be seated.

F. R. Roschle, recently with the Dyer Music House in Minneapolis, has been made manager of the wholesale department by Mr. Silverstone.

Several records were made recently at the Silverstone parlors of selections sung by a Miss Reedy to be sent to the factory for inspection. A well-known local woman, who was buying records, remarked to Mr. Silverstone that some of the operatic airs in the list were not as well sung as a friend of hers rendered them, and added that she believed that this friend's voice was peculiarly adapted to talking machine rendition. Mr. Silverstone invited her to bring her friend in. It was quickly found that she possessed a remarkably accurate voice and handled her music with great ease. Her voice so greatly impressed the Edison Shop critics that several records were made, and it was with no surprise that they learned later that the young woman had taken voice lessons from an internationally known teacher, but has strong objections to singing before an audience.

Some of the new Edison dealers are: E. H. Bess Hardware Furniture Co., Fredericktown, Mo.; Frazier La Belle Music Co., Kansas City, Mo.; Hurd's Music House, Fulton, Mo.; Homersville Mercantile Co., Homersville, Mo.; W. H. Moreland, Jr., Metropolis, Ill.; A. R. Meyer, Havana, Ill.; Charles Oldendorf, Mt. Carmel, Ill.; Lutts & Feeny, Poplar Bluff, Mo.; H. Schrieber & Son, Red Bud, Ill.; J. C. Witt, Clinton, Mo.; John N. Taylor, Moberly, Macon and Columbia, Mo.; C. E. Webber, El Dorado, Ill.; W. F. Wall & Co., Cairo, Ill.; Shellack Drug Co., Galena, Ill.; Southern Illinois Music Co., DuQuoin, Ill.; C. H. Selig, Eldorado, Ill.

A framed reproduction of Thomas A. Edison's first patent papers, issued in 1878, have been attracting much attention in the Silverstone Music Co.'s windows. The drawings have been much commented upon by those who have investigated their own machines sufficiently to know the inner construction.

Fred W. Watson, of Mt. Vernon, Ill., and J. H. Bennett, of Sullivan, Mo., were recent callers at the Edison headquarters.

E. C. Rauth, secretary of the Koerber-Brenner Music Co., Victor jobbers, reports an excellent tone to the trade and that the dance craze is reaching out into the rural highways and byways and after Easter he expects a great country demand for the new records.

"In general terms," he said, "the business is just as good as it can be. If we had more business I hardly know what we would do with it. We are opening fine new accounts without trouble and all of our retailers are putting their best efforts into the work."

Recently the Koerber-Brenner Co. has been insisting to its customers suggestions for window displays and for keeping record stocks in shape, suggestions that go to make more and easier business and increased profits through less waste. One very popular move on its part has been to supply to small dealers at cost a record rack that will keep its records out of the dust and from coming into contact with each other in a way that is likely to cause damage. "The keeping of the record stock is the hardest trial to the small dealer," said Mr. Roth, "and I have found that suggestions and conveniences for lessening this part of the work are

BALTIMORE TRADE VERY ACTIVE.

Slump in Some Lines of Business Does Not Affect Talking Machine Men—General Improvement in Sales Volumes Reported.

(Special to The Talking Machine World.)

BALTIMORE, Md., April 10.—The talking machine dealers in this city and surrounding territory certainly have their rabbit feet working overtime these days; for, while persons engaged in many other lines of business are kicking about the slowness of business, these dealers of the Victors, Columbias and Edisons continue to plug away with exceptionally fine results. There is no letup in the claims made ever since the beginning of last fall that every month shows a better volume of business than the month previous. The same thing is the case with reports coming in concerning the March business.

The slate on the wall back of the desk of Manager S. A. Dennison, of the Columbia Phonograph Co. branch, is still holding up its reputation as a barometer of good luck, for this month the statement is just as encouraging as it has been for many months past. It shows that the Columbias have had a good demand and that the records have also been very popular.

W. C. Roberts, manager of E. F. Droop & Sons Co., simply sits back at his desk and wears the smile that won't come off. He explains local conditions by saying that he will be perfectly satisfied if business continues to boom the way it has for the past several months. The firm had a splendid Victor and Edison month.

The department stores report that their talking

machine departments are among the best paying ones. Both Hochschild & Kohn and Stewart & Co. make fine reports for March.

The Kunkel Piano Co., who handle the Victor and Edison lines, has had a good month. This firm is boosting the talking machine end of the business for all it is worth, with very satisfactory results. The firm has a most elaborate Easter window display, consisting of Victor and Edison machines and records arranged most artistically, intermingled with streamers of purple and white.

The Fink Talking Machine Co. is also keeping up with the band wagon and report many good sales for March.

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DEVELOPING FOREIGN TRADE.

Victor Literature That Will Stimulate Interest in This Branch of the Business.

The Victor Co. sent out to its trade recently its usual list of well-conceived publicity, including the April supplement, two hangers for this supplement, copies of the April magazine advertising and supplements of new German, Italian, Swedish, Norwegian and Polish records.

These foreign record supplements are very valuable to the Victor dealer, as this division of the talking machine business is fast assuming imposing proportions in sections of the country which never recognized the possibilities of this field until a year ago. Many Victor dealers have assigned one salesman to devote himself exclusively to the development of foreign record trade, believing that this is the logical way of increasing a profitable division of their record business.

DANCE CRAZE BOOMS RECORD SALES

J. J. Black, manager of the talking machine department of the Wiley B. Allen Co., San Francisco, says the dance craze is the most important influence for the stimulation of the record business, and he does not consider the craze at its height yet. He says business has been fully normal the past month, with \$100 and \$150 Victor Victrolas in good demand.

TRIUMPHON CO., Ltd.

ESTABLISHED 1884

Berlin, S. W., 47/5

MANUFACTURERS

OF ALL ACCESSORIES SUCH AS

MOTORS

10 different models, ready and complete to be fitted into cabinets. From the cheapest to the best.

40 DIFFERENT MODELS



Piccolo is a complete Talking Machine. Easily to be carried like a portmanteau. Most suitable for picnic or rover parties in summer, and easily carried to social gatherings in winter. Plays 12-inch records. Is not a toy. Weight without records only 5 kg. Measurements: 11x13 3/4 x 7 3/4 inches.

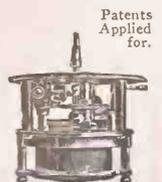
SOUND BOXES

for Gramophone or Edison Cut Records. First-class workmanship.



TONE ARMS

For Horn and Hornless Machines. To fit all size cabinets.



COMPLETE TALKING MACHINES

WITH AND WITHOUT HORN

Apply for Catalogues

Special Motors HYDRA SYSTEM

Single and double spring, 6 different models. Are the only existing construction which allows the exchanging of the spring and spring case without taking the motor out of the cabinet. After loosening one nut, a child is able to replace any defective spring or springbox within 20 seconds.

Patents Applied for.

TO DISCUSS ANTI-TRUST BILLS.

Retailers in All Lines of Trade Interested in Meeting to Consider New Legislation, Including the One-Price Plan of Merchandising—John G. Bremner Member of the Committee of Local Retail Merchants.

Retailers in all lines of trade are displaying much interest in a mass meeting to be held here in the near future to discuss the relation of the dealer to pending anti-trust legislation at Washington including the proposed one price to all plan of merchandising and kindred issues. The committee for promotion of the interests of retail merchants, which was organized at a meeting held last week in New York in the assembly room of the Fifth Avenue building, has not set a definite date for the demonstration, but it is supposed that the meeting will take place on April 24. Francis L. Plummer, 169 West Seventy-eighth street, New York, is secretary of the committee.

W. G. Anderson, well known in retail circles and a member of the faculty of the Brooklyn College of Pharmacy, was chosen as chairman of the committee, the other members being John G. Bremner, president Eastern Talking Machine Dealers' Association; Nicholas Ehrlich, president Independent Retail Tobacconists' Association of America; Alfred D. Woodruff, manager Food Supply Store, New York Association for Improving the Condition of the Poor; Carl E. Ackerson, representing the Photographic Dealers' Association of America; R. J. Atkinson, president Brooklyn Hardware Dealers' Association; J. M. Kohlmeier, Hardware and Supply Dealers' Association of Manhattan and Bronx Boroughs, Inc.; Caswell A. Mayo, secretary-treasurer New York Pharmaceutical Conference. Representatives of other trades will be added to the committee.

It is understood the tentative list of speakers includes well-known public men and trade authorities of national reputation. The plan of the committee is to encourage similar gatherings all over the country for the purpose of bringing retail dealers in closer touch with legislative matters that concern them vitally. It is pointed out that some

lines of trade have displayed apathy in past years, but that there is now a notable tendency of retailers everywhere to assert their influence. It is pointed out further that the retail population of the country, together with those depending on them for support, equals one-tenth of the nation's total population. The retailer's voice, according to the committee, should command a corresponding degree of attention in State and national legislature. The main purpose of the meeting therefore will be to increase respect for the dealer as an important element of society.

BETRAYING CREDIT INFORMATION.

Violations of Trust Properly Condemned by a Writer in the New York Times—Confidence Should Be Preserved If There Is to Be an Interchange of Views.

Although credit men have repeatedly emphasized the duty of preserving confidences where credit information is given or obtained, violations of this trust crop up from time to time that lead to very unpleasant results. While it is necessary for a house, which has been asked to extend a line of credit, to know how an account is checked by other concerns, it is considered an unpardonable breach of confidence to turn over such information to the prospective customer. An instance is being related in the trade at present where an investigator violated the trust imposed upon him in this manner, and it is doubtful if he or his house will receive in the future the information they desire from the parties they offended. It is the general sentiment in credit circles that a breach of this kind deserves drastic treatment.

ENLARGING "TALKER" DEPARTMENT.

The Haverty Furniture Co., Savannah, Ga., which has been a very successful Columbia dealer for several years, is enlarging its talking machine warerooms and constructing six new demonstration booths. These improved show rooms will be decorated and furnished in an attractive manner.

NEW CONCERN IN PITTSBURGH.

Liberty Talking Machine Shop Opens in Central Business District.

(Special to The Talking Machine World.)

PITTSBURGH, PA., April 7.—The Liberty Talking Machine Shop is the name of a new store opened at 819 Liberty avenue April 1. The Victor Victrolas are handled exclusively. This store is a part of the building occupied by the Greater Pittsburgh Piano Co.



J. E. Hornberger is the manager of the new store. Mr. Hornberger was formerly connected with the Pittsburgh store of McCreey & Co. as manager of the talking machine department; was also manager of the Talking Machine Shop in the Jenkins Arcade Building and, until assuming this position, was special representative of the W. F. Frederick Co. talking machine department.

REPORTS HEAVY VICTOR TRADE.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., April 4—A. G. McCarthy, of Sherman, Clay & Co., reports a very good month's Victor business, both wholesale and retail, the books showing a substantial increase over the corresponding period of last year. The company has its new music room on the eighth floor of the building ready for use now, and a Victor Victrola forms a part of the furnishings. This room is said to be the most elaborate room of its kind in any music store in the country, and fully as nicely carried out in design and furnishings as the music room in any home in this vicinity. A better setting cannot be imagined for the demonstration of a Victor Victrola.

Victrolas and Record Stocks Short

Be just to yourself and your customers

You owe it to yourself and your customers to give us a trial at filling your orders before you lose a sale by telling them that you "haven't got it and can't get it."

We cannot truthfully boast

about the completeness of machine and record stocks; nevertheless you can get from us certain types of machines and many selections of records that are not to be gotten elsewhere. New numbers are coming in daily.

TAKE NOTHING FOR GRANTED UNTIL YOU HAVE TRIED

BENJ. SWITKY, Victor Distributor NEW YORK, N. Y.

SUPERVISING DANCE RECORDS.

Illustration of the Manner in Which G. Hepburn Wilson, Dance Expert, Insures the Accuracy of the Columbia Dance Records During the Actual Recording by Dancing Before the Orchestra to Indicate Tempo.

The accompanying photograph, taken recently in the local laboratory of the Columbia Graphophone Co., gives an excellent idea of the detailed supervision which characterizes the production of Columbia dance records. As announced in the columns of The World some time since, all Columbia records intended for dancing purposes are manufactured under the personal supervision of G. Hep-

burn Wilson, M. B., one of the company's leading interpreters of the modern dance, and conducting a number of successful dancing schools in the most fashionable sections of the city. His corps of teachers are skilled in all the intricacies and finer points of the modern dances, and in the illustration herewith Mr. Wilson is shown dancing

again. This procedure is followed until the entire record has been played absolutely right. "A few days later a sample record is sent to the laboratory from our factory. Again Mr. Wilson is called in, and if, after listening, he is satisfied, he O. K.'s it; otherwise the record is condemned and destroyed."



G. Hepburn Wilson Dancing for Columbia Record Makers.

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"A few days later a sample record is sent to the laboratory from our factory. Again Mr. Wilson is called in, and if, after listening, he is satisfied, he O. K.'s it; otherwise the record is condemned and destroyed."

THE HUMES CO. TO REMOVE.

Well-Known and Successful Concern in Columbus, Ga., to Have Handsome New Building.

(Special to The Talking Machine World.)

COLUMBUS, GA., April 7.—The Humes Music Co., at present located at 1127 Broad street, this city, will shortly occupy the new Illges Building now being completed at 1032 Broad street, and which is especially designed to meet the requirements of the business of the company. The various floors of the building are fitted up with a series of soundproof demonstration booths for pianos, player-pianos and Victrolas and an electric elevator serves to connect the floors for the convenience of customers.

The Humes Music Co. has had a most successful career in the local field since its establishment

in 1908. In addition to several prominent makes of pianos and player-pianos, making up a regular stock of over eighty instruments on the wareroom floors, the company also handles the Victor Victrola with marked success.

A COMPLIMENT.

Mark Hambourg, the pianist, tells in the Strand Magazine of an incident that happened to him when he was a visitor at the house of a friend. He was practising away for all he was worth when a woman friend of his hostess called and was shown into the adjoining room. The visitor listened to Mr. Hambourg's playing for a few moments, and then remarked, with a seraphic smile: "Why, Mrs. Blank, how your little girl is improving on the piano!"

CONDITIONS IN THE TWIN CITIES.

Talking Machines and Records Apparently On the High Wave of Popularity in That Section of the Northwest—New Departments Making Good—L. H. Lucker Home from Visit to Edison Factories—News of Moment.

(Special to The Talking Machine World.)

MINNEAPOLIS AND ST. PAUL, MINN., April 8.—Dealers in all classes of machines for reproducing sound are on the crest of a wave of prosperity—at least they all speak in superlatives when discussing trade conditions, and as they are honest men business must be good. The department stores may have cut into their legitimate trade somewhat, but whether or not this competition has effected the business of the straight talking machine merchants the latter are not grumbling.

The piano men who have talking machine and phonograph adjuncts are very pleased for the side line is paying the expenses, and in some instances are running a neck and neck race with the piano departments for supremacy.

The Talking Machine Co., Archie Matheis manager, is finding itself in clover with business on the increase, March returns far in excess of those of March, 1913, and prospects rosy. The house is giving special recitals as a prelude to the grand opera season, and finds much interest shown therein. The aftermath unquestionably will be run on records.

The department stores, two in Minneapolis and one in St. Paul, which recently established talking machine departments, report a satisfactory volume of business from an experimental standpoint.

Columbia stores continue to do a pleasing business, both in Minneapolis and St. Paul, and also in the rural sections. The new \$100 machine seems to be the favorite, and these go about as fast as they can be obtained. Most of the soloists in the grand opera season are Columbia artists, and naturally the Columbia records will be in demand for some time, both before and after.

Laurence H. Lucker, of the Minnesota Phonograph Co., returned Saturday from a visit to the factories and headquarters of the Edison Co. He made arrangements that will expedite the filling of orders for his house. His complaints for some months have been that he was unable to obtain goods in sufficient quantities to keep pace with the demand, and that the trade suffered materially in March on this account.

"Shipments will be coming more rapidly from now on," declared Mr. Lucker. "We received a whole carload to-day, but nearly all had been ordered previously, but other shipments are coming. This is imperative in a way, as we have established a large number of Edison agencies throughout the Northwest and must have the goods, and particularly the records."

Clark & Co., well-known book sellers and office outfitters, Vicksburg, Miss., have secured the agency for the Edison disc phonographs and have opened up very attractive quarters in that city.

RECORD FANS FOR SUMMER SALES

FAN COUPON

Please send us at once a sample of your Record Fan.

Name

Address

Any talking machine dealer who really wants to boost his summer business will meet with great results thru the use of our RECORD FANS. The price is so low and the goods so great that you will all want to buy before it's too late.

THE RECORD FAN AND CALENDAR CO.
118 Asylum Street - - - HARTFORD, CONN.

Vernon Castle recommends Columbia dance records. He says:



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



Vernon Castle

(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

DETROIT PIANO DEALERS TAKE ON TALKING MACHINES.

Frank J. Bayley to Handle the Edison Line and Ruediasale Co. Opens Columbia Department—Talking of Organizing Local Talking Machine Association to Check Numerous Trade Evils—Previous Attempt Failed—Dealers Finding That Service Pays.

(Special to The Talking Machine World.)

DETROIT, MICH., April 8.—Two more Detroit piano dealers have taken on talking machines this month. They are Frank J. Bayley, who is president of the Detroit Music Trades Association, and the William J. Ruediasale Piano Co., which has a large store at Gratiot and Van Dyke, in the rapidly growing East End.

Mr. Bayley is handling the Edison. He will put in the full line as soon as the jobbers can furnish him the instruments.

"I think the talking machine business is a very good business to engage in," he said. "I have seen stores that have started in a modest way grow until they are larger than many piano stores. While I do not intend to let the talking machine business curtail our piano business, I do intend to develop the talking machine end as far and as fast as it will grow."

The Ruediasale Co. has taken the Columbia, ordering several hundred dollars worth of the Grafonolas and records to start with. The store is a large and well located one, in a district well adapted to the sale of talking machines, and particularly to the sale of records. S. E. Lind, city sales manager of the Columbia branch store, always impresses upon the dealers in the outlying districts the advisability of carrying as complete a line of records as facilities will permit, because the sale of machines means a constant demand for records, and if the suburban dealer has a good stock patrons will not take the trouble to go downtown to buy.

There is a movement on foot among the Detroit talking machine houses to organize a trade association. It germinated in the agreement made last fall to charge interest on instalment sales. That agreement has brought much benefit and much profit to the dealers, and has given them an insight into what can be accomplished by concerted action.

An attempt was made about five years ago to form an association. It looked like a success for a few minutes, officers being elected and dues being paid in. Nearly every dealer in the city was represented. But when it came to the matter of rules and by-laws, the association split on the proposition of the establishment of two prices, the regular price for cash and a higher one on instalments. That was long before the interest arrangement went into effect. The latter agreement removes the necessity for a double price. And the dealers discern that there are several other matters which would make an association a valuable adjunct to the business and a benefit to all members.

For one thing, the people who manage to have talking machines, or new records, in their homes most of the time without paying a dollar, could be checkmated. Records kept by some of the dealers show that nine out of ten people who desire to have talking machines sent to their homes on

approval fail to buy. They simply considered that a good way to obtain a machine for some entertainment without expense.

Other people, who own machines, ask to have new records sent to them on approval. Some of them manage to hang onto them for a week, and then return them all as unsatisfactory. In the interim they have played them until they are tired of them. Next month they play the same trick on some other dealer. There are so many dealers in the city now that they can keep the game going indefinitely.

If there was an association such grafters could be listed with the secretary. There would be no black list, no telling by one dealer to another that So-and-So was not exactly square in his dealings and thus cause danger. The names simply could be listed with the secretary, and when a dealer wanted to be protected he could go and examine the list.

That would be of double benefit. It not only would prevent the losses incident to such operations, but, with their free supply cut off, the grafters would be compelled to buy.

A monthly banquet and an exchange of ideas and experiences also would be of much benefit to the members. The talking machine dealers of Detroit are on very friendly terms with each other, though keen competitors. They speak well of each other and of each others goods and business methods, and it seems as though such banquets could not help but be amicable and productive of still better feeling and still better success.

In every business there are some chronic "outsiders"; objectors to everything and anything that others may propose. But in such an association as the talking machine dealers have in mind the membership of all dealers would not be necessary to make it a success. It would be a sort of mutual benefit association. The only ones to lose anything if some dealers remained aloof would be the ones who remained aloof.

Business is still good. Every month shows an increase over the previous month and a bigger increase over the corresponding month of last year.

Selling service as well as the machines is becoming a policy of nearly all the dealers. They find that it pays. It means not only pleasing a customer when he buys a machine and some records, but keeping him pleased and therefore naturally keeping him as a customer. If some little thing goes wrong with a machine a man is sent out to fix it. If certain records are not satisfactory, and a good, legitimate reason is given for their not being satisfactory, the party is given his choice of new records or a return of his money. Almost any man knows when he is being treated liberally and will return there for more of the same.

Service in records consists principally in having the records the people want when they want them. The stores which carry everything get new cus-

tomers for records almost daily—people who have had machines for some time, but have not been able to get all they desired in the way of records at the places they bought the machines. Of course, having once located an unabridged stock of records, they become permanent patrons of it.

K. M. Johns, manager of the Detroit branch of the Columbia Co., has the sincere sympathy of the trade this week on the death of Mrs. Johns. He has not been at his desk for several days.

MORTIMER D. EASTON TO MARRY.

The engagement was announced on Sunday of Mortimer D. Easton, son of Edward D. Easton, president of the Columbia Graphophone Co., to Miss Marie Rankin, a prominent society belle of Goshen, N. Y. No date has been set for the wedding. On the same day the engagement of Miss Helen Easton, a daughter of President Easton, to Morris M. Munton, Trenton, N. J., was also announced.

Mortimer D. Easton has been connected with the Columbia Co. for a number of years, having achieved a pleasing success as road ambassador for the Dictaphone Department in both domestic and export territories. Mr. Easton is at present a member of the Columbia Co.'s advertising department, where he is acquiring a detailed knowledge of this important branch of the business.

Isaac Lesem, talking machine and musical merchandise dealer, Kansas City, Mo., has filed a petition in bankruptcy with liabilities of \$4,100 and assets of \$850.

The world is pretty full of men who hand out a five-cent cigar expecting a \$50 favor in return. But you don't need to give up smoking on that account.

PHONOGRAPHISCHE ZEITSCHRIFT

BERLIN W. 30, GERMANY

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

PUBLISHED WEEKLY. FOUNDED 1900

Circulates all over the world.

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

Subscriptions for this talking machine publication 10 Marks yearly.

Sample copies sent free.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Trade Generally in Very Fair Shape—Credit Situation Far from Being Satisfactory—Blamed by Many on the Flood of Cheap Records—Spring Leipzig Messe Very Successful—Some of the Exhibitors—Music Publishers Making Own Records—Copyright Societies Active in Protecting Interests of Members—Some Recent Cases—Operatic Records in Increasing Demand—Latest Instrument on the Market—Some of the Recent Record Issues—Pathe Freres Win in Hornless Machine Patent Suit—To Mark British Origin of Goods—General News of Month.

(Special to The Talking Machine World.)

LONDON, E. C., April 6.—Trade in this country continues to make a very fair showing, period considered, although as may be expected, retail sales have a tendency to decline in volume as the summer approaches. Traders, however, profess themselves well satisfied with the spring business and are optimistic regarding future prospects. This is all very well in its way, but when one considers the conditions of gramophone commerce to-day, more especially from the financial viewpoint, things do not appear so bright as collective party opinion would have us believe. Take, for instance, the position of credit. I have made special inquiry among those who can speak with authority, and almost without exception they have a deplorable tale to tell. "Credit in England," said the cashier of a large house, "is akin almost to philanthropy. At the present moment we have outstanding many thousands of pounds approximating in the neighborhood of 40 per cent. of our annual turnover. This is a very serious item in relation to profits, and as you may imagine, causes us not a little anxiety. Only a small percentage of dealers pay at thirty days; the average credit period taken is anywhere between six and nine months, and even longer if bills are obtainable."

Replying to a query, my informant assured me that the practice of passing bills for discounting was a growing evil in the gramophone trade, and it made a big inroad into profit which manufacturers could not really afford. One specialty maker with whom I conversed spoke very pessimistically of the question. He said: "I am about to finish up with dealers altogether, for they do not pay. They want nine or twelve months' credit and I cannot afford to give it, therefore I will endeavor to conduct my business direct with the public."

Several others assert that since the advent of cheap records credit conditions have become increasingly worse because these records are in themselves not profitable to handle and they have seriously reduced the sales of higher-priced discs. In this view there is unfortunately much truth, and it is frankly endorsed by more than one manufacturer of this class of record. I even heard of one large company who, more as a test than anything else, perhaps, actually offered their agents a special 10 per cent. discount above the usual terms for prompt monthly payment. It may be accepted as a significant index of conditions in this market that not five per cent. took advantage of this generous offer. A well-known fact, too, is that another very big concern has on its books debits against dealers to the extent of something like £60,000. Undoubtedly a goodly percentage of this money is safe, but conditions which allow of such enormous credit are obviously commercially unsound. What we need is a central bureau under the control of all the leading gramophone companies, where may be blacklisted the names of dealers who systematically shirk their monetary obligations. A plan along these lines would soon bring them to book or force them to suspend in favor of more responsible traders.

Spring Leipzig Messe a Big Success.

There is a good deal of sentiment attaching to a visit to the Leipzig Fair, and, from the talking

machine point of view, not a little habit. It is customary for many of the leading members of the trade to make this pilgrimage every year in the hope of finding something new, but the trade has now developed to such an extent that the chances of so doing become fewer and fewer with each recurring season.

Anything really good and new in this year of grace finds its way to London as quickly as it does to Leipzig, so that even the stay-at-home British trader generally has an equally good chance as does he who goes to Leipzig.

There is, however, this distinct advantage in going—one is enabled to see practically side by side all the novelties that there may be and thus, with the aid of the direct comparison, form a more satisfactory conclusion as to the merits or demerits of each article. All this is preliminary to stating that there was really nothing of practical interest to be seen this year, outside of course what may be termed novelties.

Lindstrom & Co., for example, were showing an exceptionally ingenious automatic machine in which every process, including the changing of the record and needle was carried out mechanically. This remarkable cabinet instrument is well called "The Miracle." It is described as automatically playing any record from a selection of ten without touching the record or sound box. There are ten records, placed in a moving platform. All that the person desirous of hearing a tune has to do is to put the indicator at the selection of his fancy, place a penny in the slot, or touch the stop or start lever, and the instrument will do the rest—that is to say, it will automatically put a needle in the sound-box, bring the record up to the turntable, play the record through, return the record to its original place after being played, and throw out the old needle. This instrument, it is said, is so wonderfully constructed that it is practically "fool-proof." A penny cannot be put in the slot until the tune is finished. "The Miracle" was very much admired by all who saw it, and I am given to understand that large orders have already been booked in Germany for this article.

The Beka Co. obviously intends to enter into serious competition with the phono-cut manufacturers, as they were showing a new record of the ordinary phono-cut type which is shortly to appear on the market.

The Beka Record Co.'s exhibits also included a new model called the "Perplex," which by means of a cleverly arranged mechanism can be adapted

into a sideboard. The Odeon people were showing an apparatus in the style of an elegant sideboard.

Attention was centered upon the Zonophone exhibit of a new kind of instrument in the form of a miniature piano which attracted much favorable comment.

The Industria Blechwaren Fabrik exhibited a new design of iron horn, very similar in shape to the well-known Music Master Wood Horn and enameled to imitate wood. Metal cabinets were another novelty exhibited by this go-ahead concern, various designs for hornless and ordinary horn models being on view.

The ingenuity of German manufacturers is strikingly exemplified in the exhibit of Messrs. F. A. Anger & Sohn, Johstadt Sachsen, who are exhibiting an extensive range of disc record cabinets; among the many attractive designs shown, one in particular having a roll top front with a removable record holder, attracted considerable attention.

Great interest was taken in the National Gramophone Co.'s complete exhibit of their Marathon instruments and records at 41 Peterstrasse (Clemens Humann). These fine products are more or less new to Continental traders, and to say they met with keen approval gives but a faint idea of the extraordinary interest displayed.

Other exhibits included excellent displays of gramophone parts and accessories by German, French and Swiss manufacturers, and in addition there were to be noticed representative exhibits of complete instruments, tone-arms, motors, horns, sound boxes, cabinets, needles and records, etc. The business at the Fair this year is said to have been in every way highly satisfactory. Buyers were present from all parts of the world, an especially strong contingent being present from England. A list of English visitors appeared in my last report.

Another Important Copyright Case.

In protection of their interests the members of Copyright Societies must be expending quite an amount of money of late. The case reported last month resulted in costs and fines against an infringer of certain copyright works, and now we have another case where infringement of copyright is alleged. As reported in the newspapers, summonses were taken out at the instance of Frank Mabe, an inspector of the Mechanical Copyright Licensees Co., Ltd., against William Jennings, trading as the Kunwell Cycle Co., 16 Great Eastern street; Blum & Co., Ltd., Old street, and W. H. Reynolds, Ltd., 95 Great Eastern street, London. There were four summonses against each defendant for "unlawfully and knowingly offering for sale an infringing copy of a copyright work, contrary to the provisions of the Copyright Act, 1911," and the dates of the offences were given as the 5th, 6th and 7th of March. H. Houston, barrister, appeared to support the summonses. Travers Humphreys appeared for Mr. Jennings. A Richardson defended Blum & Co. The subjects of the summonses were gramophone records of "The Gondoliers," "The Pipes of Pan," "Onward, Christian Soldiers," "The Lost Chord" and "Your Eyes Have Told Me So." In opening the case Mr. Houston said he should like to read the particular section (Section XI.) of the Act, which bore directly on the point, the wording of which ran, "If any person knowingly sells or offers for sale or hire any such copy of a copyright work, he shall be liable to a penalty not exceeding 40s. for a single offence or not exceeding £50 for any one transaction."

Mr. Biron: It does not mention gramophone records.

Travers Humphreys: There is no point raised as to that.

Frank Mabe said he was an inspector employed
(Continued on page 46.)

STROH VIOLS

VIOLIN, VIOLA, ETC.

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




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

OR

in U. S. A. to their sole representatives

OLIVER DITSON Co.

150 Tremont Street
BOSTON
NEW YORK and PHILADELPHIA

Violin

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

by the Mechanical Copyright Licensees Co., Ltd., of 27 Regent street. In accordance with his instructions, he called at 16 Great Eastern street on March 5 and there obtained a catalog of gramophone records. He found the said catalog contained titles of various works in which copyright subsisted and in which his association had an interest. He still had that catalog in his possession. In pursuance of the offer contained in the catalog he attended at 16 Great Eastern street on the following day and purchased three gramophone records, entitled "The Gondoliers," "The Pipes of Pan" (erroneously printed on the record as "The Pipers of Pan") and "Your Eyes Have Told Me So," which were numbered 14, 35 and 43 in defendant's catalog. He examined the records and found there was no "royalty" stamp on any one of them. He produced the invoice showing the purchase.

Cross-examined by Travers Humphreys, witness said there was nothing on the records in question to show they were the subjects of copyright. On one of the records the title was printed "The Pipers of Pan."

Travers Humphreys: That is a mistake, obviously.

Continuing his replies, witness said he knew the songs in question were the subjects of copyright, because his association acted for the composers. It sometimes happened that more than one person claimed the copyright in a song. He did not think that defendant personally acted as salesman during the purchases in question.

Travers Humphreys said he had not yet heard that the songs in question were the subject of copyright.

Mr. Houston: I have two certificates of copyright here, and they are evidence under the Act of 1842. "The Pipes of Pan" has been composed since, and we have not the certificate for that. Section 6 of the Act, sub-section 3, deals with the evidence of copyright. It says that "in any action for infringement the work shall be presumed to be—"

Travers Humphreys: This is not an action.

Mr. Biron said he did not think the reference applied. He supposed there was some record kept of copyrights.

Mr. Houston said he could get certificates, but for that purpose he would have to ask for an adjournment.

Travers Humphreys: I wish him to satisfy us that these certificates are evidence. The Act of 1842 has been repealed.

After other members of the trade, including Sir Edward Elgar, had given evidence, Mr. Biron said that at present there was no evidence before him, and perhaps an adjournment would be advisable.

Defendant: I wish the case disposed of. I have an indemnity against any action, and I do not want to waste my time.

Mr. Biron: I do not think I can deal with the case at all as there is no evidence, but I shall consider this on the question of costs on the next occasion.

The further hearing was adjourned.

During the hearing of these summonses, some interesting points in regard to the scope of the copyright act were brought to light. Emphasis was placed upon the fact that the onus of putting copyright stamps on records rests with the record manufacturers, and a dealer cannot therefore be convicted of selling a record without a stamp thereon unless he does so "knowingly." Another matter mentioned by counsel and endorsed by the magistrate was the need for the registration of copyrights at, for instance, Somerset House, where a dealer or manufacturer could inspect the list of copyright works. It was further suggested that such registration should be made by application, and that a person seeking to register his copyright should attest his nationality and give satisfactory reasons why the copyright should be granted to him. And further, that the present anomalous position of the various societies selling stamps should be so prescribed that only one concern could claim the right to sell stamps. It is

said that no less than five different claims to sell stamps on one particular work have been made. For the "arrangement" of certain non-copyright works of which an edition has been printed and published, we are informed a publisher is claiming royalties from record manufacturers. Altogether this copyright act is causing our trade a lot of trouble and expense on account of its vagueness.

Demand for Operatic Records.

Signs are not wanting of a greatly increased demand in this country for operatic records among sections of the community which hitherto confined their purchases to comic songs and sentimental ballads. Three or four of the leading concerns have largely specialized this class of music in their publicity announcements during recent times, and to this in no small measure is due perhaps the increased popularity of celebrity issues. In this connection the "H. M. V." Co. occupies a leading place. Last month witnessed the inauguration of a special celebrity campaign lasting one week, during which period "H. M. V." agents all over the country made an effective window display of celebrity records. The company co-operated with large advertisements in the big London and provincial organs, and needless to say, the whole scheme proved a fine success. Many dealers, in fact, are still keeping it up, as it were, reaping the after-harvest of sales.

Coincident with the opening of this campaign, the "H. M. V." company announced the publication of a fine piece of publicity work consisting of an illustrated catalog of records by international artists. This brochure provides a wealth of biographical and otherwise interesting particulars of "H. M. V." artists, indexed and classified for easy reference. A magnificent production which is indeed deserving of a prominent place in every record enthusiasts library.

Grand Opera at Popular Prices.

Some twelve months ago the Columbia Co. announced a series of fifty records in the Columbia-Rena "Opera" catalog. They were wonderful
(Continued on page 48.)



To T.M. the King and Queen of Spain



To H.M. the King of Sweden



To H.H. the Khedive of Egypt



To H.M. the King of Italy



To H.M. the Shah of Persia



By Appointment To H.M. Queen Alexandra

"His Master's Voice"

—the trade-mark that is recognised throughout the world as the

Hall-mark of Quality

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

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, St. Petersburg; 9, Golovinsky Prospect, Tiflis; 30, Nowia Swit, Warsaw.
EGYPT: The Gramophone Co., Ltd., 13, Rue Souboul, Alexandria; Rue Mousky, Cairo.
EAST AFRICA: Bayley & Co., 8 Beira, Lourenço Marques.
SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Risik Street, Johannesburg; Mackay Bros. & McMahon, 443, West Street, Durban.
INDIA: The Gramophone Co., Ltd., 139, Ballinghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
AUSTRALIA: The Gramophone Co., Ltd., Hoffmungs Chambers, Pitt Street, Sydney.
GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, London, E.C.

Great Britain:

The Gramophone Company Ltd
21 City Road London EC



ARRIVED AT LAST

"The World's Musical Instrument"

Gives *all* records the same chance!

SOON ON THE MARKET.

Sounds
that are
truly
MUSICAL!



Voices
that are
truly
HUMAN!

PLAYS TO PERFECTION,

without change of sound-boxes, EVERY disc record ever made and in such a realistic manner as never heard from any "Talking Machine," "Gramophone" or "Disc Phonograph" before.

(Read the views of the able Representative of this paper in London, about this new Instrument, on page 45 of last issue, March 15th, 1914.)

J. HOFFAY,

67 Egerton Gardens, South Kensington, London, England.

FROM OUR LONDON HEADQUARTERS—(Continued from page 46).

value, for they were sung by the picked opera singers of Italy, specially selected from a large repertoire of Italian records, all recorded in Milan, and issued at the popular price of 3s. 6d. Their reception was gratifying, and they sold steadily.

Since then, of course, many notable records have been added, such artists as Armanini (of Covent Garden), Amelia Karola, Pagganelli and Taurino Parvis among them.

This month sees further issues in this notable series, one of them a record by the great tenor Garbin, for whom Puccini wrote the tenor roles in two of his greatest operas. Another addition is Ferruccio Corradetti, never before available at this price, while Polverosi, a tenor of great renown in Italy, sings Lohengrin's Song from Wagner's opera in a style that would put many greater singers to the blush. And, finally, there is a remarkable record, by the Milan opera chorus, of "Glory to Egypt" from "Aida," which was specially sung for the Columbia complete issue of that opera, and is the only record extant of this magnificent chorus.

Chappell & Co. as Record Makers.

A recent event of great importance to the gramophone industry is the issue of disc records by one of our largest sheet music publishers, Messrs. Chappell & Co., Ltd., of New Bond street, London, W. The record is ten-inch double-sided, to retail at half a crown, and will bear the company's title, i.e., "Chappell." With such vast resources and influence at their command it is certain that quite apart from the good merits of the record itself, the issue will meet with a ready demand from the best class of dealers, and from the public at large. In conversation with your representative, Messrs. Chappell state that they have embarked upon this venture in order to ensure the publication in record form of their own copyrights as originally scored in so far as the limit of records will permit. The first five "Chappell" discs carry some of the latest musical comedy successes, and others are in course of preparation, in addition to a select number of the popular Chappell ballad concert favorites. From a tonal viewpoint, the "Chappell" record leaves nothing to be desired. It is marked by an all around excellence of quality and good volume, and traders are agreed that it will make a very wide appeal to all lovers of the musical art. Naturally, its advent has aroused keen interest in trade circles, where opinion is very divided concerning its effect. To our mind it is a significant move, and likely to exert a far-reaching effect upon the future policy of record companies, particularly in relation to the thorny question of orchestration, and as the copyright act says, "reasonable adaptation." These points, by the way, form the subject of a law action which is shortly to be heard. The result is being awaited by all gramophone houses with the keenest of interest.

Another New Instrument.

Inventors of late have been exercising their ingenuity along the line of improving the hornless gramophone. One of several which has recently made its appearance is "The Hornette," devised by F. W. Alderman, of the Pelham Trading Co., this city. This natty instrument occupies about a cubic foot of space, and as may be imagined, is very compact. It presents many new features of construction, the principle of which is its division into two parts, of course, hinged together. The lower part carries the motor outfit and tone arm, while the upper, which is in the nature of a lid, carries an interior horn. Thus the sound can be directed at any reasonable angle, a distinct advantage over the usual under-trumpet style of construction. In point of tone quality and volume the Hornette is quite the equal of any exterior-horn instrument. It is put up in solid oak and retails here at £5 10s.

To Imitate Wood.

Quite a new style of gramophone trumpets will be the vogue next season. They are of metal and enameled to imitate wood, mainly oak and mahogany. Those I was privileged to inspect at a large wholesale depot were so cleverly executed in the graining that at a short distance the differ-

ence between the real and imitation-wood horns was scarcely distinguishable.

New Companies Incorporated.

H. Morley Phillips & Co., Ltd., musical instrument dealers; capital £2,000. Office, 5 Aberdeen Buildings, Bromley, Kent.

Performing Right Society, Ltd. Limited by guarantee. Office, 32 Shaftesbury avenue, London, W. C.

New Columbia Artists.

The Columbia Co. list in its April supplement the first selections played by Cristeta Goni, the juvenile Spanish violinist, known abroad and in this country as "the Little Sarasate." Cristeta Goni is only fourteen years of age, but she has already achieved noteworthy fame as a finished artist in every respect. She was recently honored by being called to play before their Majesties the King and Queen of Spain.

This month again we have another important addition to the ranks of the artists represented in the half-crown records of the Columbia Co. in the person of H. Lane-Wilson, the celebrated baritone.

Mark to Denote British Origin.

The British Empire League recently convened a meeting under the presidency of the Duke of Argyll, in support of the proposal to institute a mark of origin to denote goods manufactured or produced in the British Empire. Among the reasons urged in favor of the scheme are that such a mark would provide a simple means of identifying British manufactures and produce; that it would support British industries and labor; that it would prevent the sale of foreign goods as British; and that, at the same time, it would bind more closely together the Mother Country and the Oversea Dominions. A resolution was unanimously adopted strongly urging the Board of Trade to proceed with the registration of the mark applied for.

Decision in Favor of Pathé Frères.

From time to time I have chronicled the legal proceedings in connection with what is known as the Holtzweissig hornless machine patent owned by the Gramophone Co., who recently took action in Germany against Messrs. Pathé Frères for alleged infringement. The matter has been argued first in favor of one and then the other company in two courts, and finally on appeal to the highest tribunal, the Reichsgericht, who find that the patents apply only to a special structure where the trumpet or sound amplifying chamber is placed underneath the cabinet. Messrs. Pathé Frères instrument is constructed differently, and therefore the result of this latest phase is in their favor.

Interesting List of Records.

His Master's Voice program for April constitutes an exceptionally fine aggregation of pleasing selections by their special artists, and although there can be no question of sifting wheat from chaff we would draw our readers' particular attention to just a few of the "star" records itemized on this supplement. Art in relation to the gramophone all must admit becomes more closely allied each month with the making of records by such distinguished and exclusive talent as the "H. M. V." company presents. This is exemplified in the list under review, for we are offered Sir Edward Elgar's newest work, "Carissima," by the Symphony Orchestra, under his own baton. It is a record of superlative excellence and very naturally has aroused wide interest in the trade. Another fine issue is "Die Beiden Grenadiere" (The Two Grenadiers), by Dr. George Henschel, with pianoforte accompaniment by himself. As singer, pianist, teacher, conductor and composer, this talented musician bears a reputation of world-wide fame, and this first record will therefore make a special appeal to record enthusiasts everywhere. The complete list as hereunder presents an amazing variety of music—something to meet every whim, every taste. Twelve-inch, double-sided: Slavonic Rhapsody, Op. 114 (Carl Friedmann) and "La Fera," Suite Espagnole (P. Lacme), Bournemouth Municipal Orchestra; Petite Suite Moderne I, "In a Country Garden," and II,

"Nocturne" (F. Rosse), Mayfair Orchestra; "On the Old Fall River Line," medley, one step or turkey trot (Von Tilzer), and "You're My Girl," medley, two step, Metropolitan Band.

Ten-inch, double-sided: "A Lover in Damascus Suite," "Beloved in Your Absence," "How Many a Lonely Caravan," and "Allah Be With Us"; "A Lover in Damascus Suite," "Where the Albana Flows" and "Far Across the Desert" (Amy Woodforde-Finden), arr. by Percy Fletcher), Band of H. M. Coldstream Guards; "Prehistoric Zig Zags," intermezzo, two step (Norman Kennedy), and "I want Some Loving" (Ben Styler), Mayfair Orchestra.

Twelve-inch, single-sided: "Parsifal," Charfreitagszauber (Good Friday music), part I. (Wagner), Berlin Philharmonic Orchestra; "Parsifal," Charfreitagszauber (Good Friday music), part II. (Wagner), Berlin Philharmonic Orchestra; "To Mary" (M. V. White), Ben Davies; "Sweet Early Violets" (L. F. Sherrington), Hubert Eisdell; "The Way, the Life" (del Riego), Miss Alice Lakin; "Hosanna" (Granier) (in French), Caruso; Pizzicato, Sylvia Ballet (Delibes), Mme. Lydia Lipkowskaya; "In Sheltered Vale" (old German song), Robert Radford; "Andante Spianato" (Op. 22) (Chopin), Mark Hamburg (piano); "Developing a Photograph" (Graves and Evans), Geo. Graves and Will Evans; "A Tango Dream" (Elsa Maxwell), Miss Grace La Rue; "Oh! Lor!" (Winifred O'Connor), G. P. Huntley; "Cheer, Boys, Cheer!" (Tom Clare), Tom Clare.

Ten-inch, single-sided: "There is a Flower That Bloometh" (Wallace), John McCormack; "The Brook" (Dolores), Miss Alma Gluck; "The Harvest Dance" (R. Batten), Stewart Gardner; "Berceuse" (Townsend), Fritz Kreisler (violin).

Some Excellent Issues.

The standard of quality on half-crown records to-day is even higher than that of the five-shilling records of a few years ago, says the Columbia Co. in drawing attention to their April list of talent.

Some excellent issues are to be found, such as the Peerless American Quartette's singing of "Salvation Nell"; the playing of "Semiramide," by the Milan Symphony Orchestra under Maestro Romani; Mme. B. de Pasquali's beautiful singing of "Thou Brilliant Bird" and "Villanelle"; Thorpe Bates' ten-inch record of "Fairings," and Haydn Woods' "The Sea Road."

A new record by David Bispham is always greeted with delight, for it may be safely said that no records offer such a satisfying return for the purchase price as those by this great artist at four shillings on Columbia-Rena. His admirers will be glad to hear his artistic rendition of Hodson's dearly loved song, "Tell Me, Mary, How to Woo Thee."

"WHAT COME YE OUT TO SEE?"

Whole-hearted criticism of Reed Miller, the tenor, is found in the following from the Emporia Gazette: "As a general thing, tenors assay at the rate of thirty cents a car in Emporia, but Reed Miller can come back here any old time, and find a room with a bath waiting him. After listening to him for a few strains, one doesn't have to wonder why phonograph companies fight for his oratorio records. Miller closely resembles Bill Colyar's head barber; otherwise he is a perfect Apollo."

Statement of the ownership, management, etc., of The Talking Machine World, published Monthly at New York, required by the Act of August 24, 1912.

Name of Editor, EDWARD LYMAN BILL	Post-Office Address
Managing Editor, J. B. SPILLANE	373 4th Ave., N. Y.
Business Manager, AUGUST J. TIMPE	373 4th Ave., N. Y.
Publisher, EDWARD LYMAN BILL	373 4th Ave., N. Y.
Sole Owner, EDWARD LYMAN BILL	373 4th Ave., N. Y.

The Talking Machine World, Per August J. Timpe, Business Mgr Sworn to and subscribed before me this 16th day of [SEAL] March, 1914.

Eugene R. Falck, Notary Public 4
(My commission expires March, 30, 1916.)



Columbia records on sale the 20th of the month instead of the 25th—



(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**

GRAFONOLA AT WINTER RESORT.

Management of Tampa Bay Hotel, Tampa, Fla., Testify to the Satisfying Quality of the Columbia "Mignonette" for Entertaining Their Guests During the Past Season.

(Special to The Talking Machine World.)

ATLANTA, GA., April 6.—The local store of the Columbia Graphophone Co. received a few days since a very interesting letter from the Tampa Hardware Co., Tampa, Fla., Columbia dealer, enclosing a note of appreciation from the management of the Tampa Bay Hotel, Tampa, Fla., one of the best known winter resort in this section of the country. This hotel was but recently equipped with a Columbia "Mignonette," and the manager states that the machine has given his guests more pleasure than anything he ever introduced.

He is particularly delighted with the Columbia dance records, and remarked that his guests would rather dance to the music of Columbia records than with the regular hotel orchestra. This, the manager ascribes to the perfect tempo of the Columbia dance records, due to the supervision given their production by G. Hepburn Wilson, the prominent New York dancing expert. The Tampa Hardware Co. closed the sale of this machine to the Tampa Bay Hotel, and is now featuring to excellent advantage the letter that was sent them.

Westervelt Terhune, the popular manager of the local store, states that during March he secured more new Columbia dealers of the best ranking than in any month of this store's history. Among these new dealers are John A. Cunningham, Jacksonville, Fla., a prominent piano dealer, handling the Steinway and Aeolian lines and the Hamilton Green Piano Co., of Tampa, Fla.

HAVE TWO THRIVING STORES.

The R. L. Seeds Co., which now has two thriving exclusive Columbia stores in Columbus, O., this week signed a lease for ten years for a large and spacious building on High street near Town, at an average annual rental of \$3,600.

DUTY ON STEEL NEEDLES.

Held to Be the Same as the Talking Machines in Which They Are Used.

Steel needles used in talking machines were held last week by the Board of United States General Appraisers to be properly dutiable as parts of talking machines at 45 per cent. ad valorem, as provided for in Par. 468 of the tariff act of 1909. Landay Bros., of this city, were the importers. Judge Sullivan, in overruling the contention of the protestants to have the needles classed as manufactures of wire, says that it is established beyond dispute that the needles are of no use except in connection with the machines, and are used entirely in the production of records.

SUCCESS WITH THE LAUDER RECORDS

C. A. House & Co., Wheeling, W. Va., Feature the Records by the Famous Scotch Comedian During His Engagement in That City.

(Special to The Talking Machine World.)

WHEELING, W. VA., April 7.—A splendid follow-up to the theatrical engagement of a Victor artist was used recently by the C. A. House Music Co., the prominent Victor dealers of this city. Harry Lauder, the world-famous Scotch comedian was billed for several performances here, but owing to his fame and prominence, many of his admirers were unable to secure tickets to hear him.

Realizing the true state of affairs, the C. A. House Music Co. staged a Victrola recital immediately following Harry Lauder's engagement for the benefit of those who were unable to attend his performances. At this recital the Lauder records in the Victor library were featured, and the success of this timely recital work may be gleaned from the fact that the C. A. House Co. closed sales of fifty Lauder records and a Victrola XIV. and XVI. the day following the recital. In addition to these direct sales, it is hardly necessary to state that the company considerably enhanced its prestige by its thoughtfulness and consideration.

PHONOGRAPH'S SOCIAL VALUE.

Big Favorite with Boys in Social Center Clubs —Its Value Demonstrated.

Fifty boys attended the first meeting of the Social Centre Club for boys and young men in the Doylestown, Pa., high school the other night. They were reluctant to leave at 10 o'clock when Principal Carmon Ross, who is at the head of the movement, announced that it was time for boys to "turn in," "Give us more selections on the phonograph," they shouted.

So, there was interest, certainly, for one night. At least fifty boys were kept off the streets and from unworthy associates and associations.

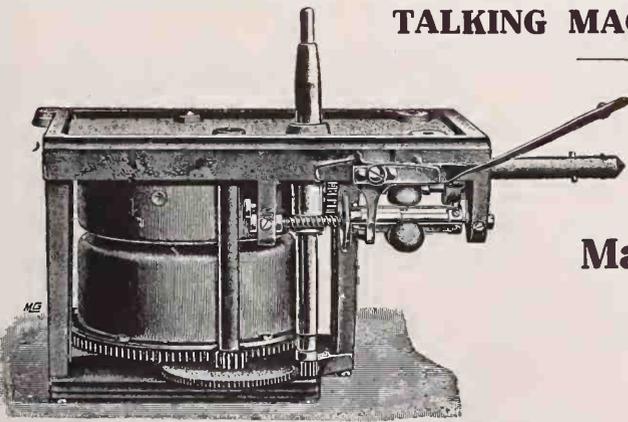
The idea of Mr. Ross and his associates have in this work is to give the boys something better than they will find on the streets and to get them in the habit of wanting these better things rather than corner loafing. In reaching that end it is proposed to have the larger boys help with the work and be a part of the movement. The Edison phonograph was used and the Blue Amberols did the entertaining.

APPRECIATION OF THE VICTROLA.

A copy of Gossip, a paper for the home, published in Austin, Tex., contained recently the following appreciation of a Victor-Victrola, incidentally forming an excellent piece of publicity for the J. R. Reed Music Co., Victor dealers in that city:

"To keep the family gathered around the home and fireside, or to amuse the lonely man or woman without a family, there is nothing better than a Victor Victrola. At your own sweet will you merely slip in a record and Caruso or Melba will sing, a noted pianist will play or a famous orchestra will give anything from a frivolous rag-time to the most classical composition. If interested in Victrolas and the late records, be certain to visit the J. R. Reed Music Co.'s Victrola rooms."

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



Motors and Sound Boxes a Specialty

CONCEDED TO BE THE BEST MANUFACTURED
OVER THIRTY DIFFERENT STYLES

**Machines with or without Horns
FIRST QUALITY ONLY**

**Noiseless Motors
HIGHEST RECOMMENDATIONS**

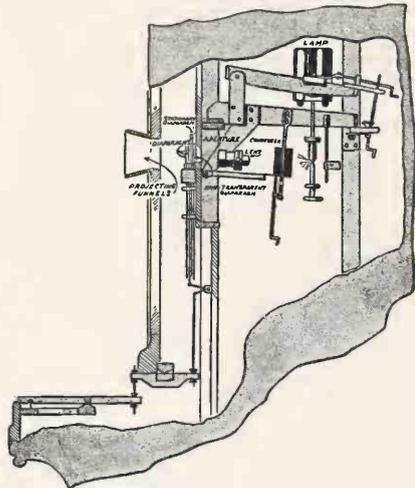
WRITE FOR DESCRIPTIVE CATALOGUE

THE RIMINGTON COLOR ORGAN.

Elaborate Battery of Colored Diaphragms Produce Color Music Which Works on the Emotions as Sound Music Does—Future of Instrument Lies in Combination with Music.

We may soon be dancing to the silent rhythm of colored lights if an instrument described in the Scientific American by John W. N. Sullivan should ever come into popular use. This is called the Rimington Color Organ. It consists of a keyboard controlling an elaborate battery of colored diaphragms, through which the light of a powerful arc lamp pours. Any color or combination of colors can be played and their intensity can be heightened or lessened at will, just as musical sounds can be played upon a piano. "Color music," Prof. Rimington calls it. It is intended to work upon our emotions much in the same way as sound music does.

"Imagine a darkened concert room," writes Prof.



Diagrammatic Section Showing How the Color Music Is Produced.

Rimington in his book, "Color Music." "At one end there is a large screen of white drapery in folds surrounded with black and framed by two bands of pure white light. Upon this we will suppose, as an example, that there appears the faintest possible flush of rose color, which very gradually fades away while we are enjoying its purity and subtlety of tint, and we return to darkness. Then, with an interval, it is reported in three successive phases, the last of which is stronger and more prolonged.

"While it is still lingering upon the screen a rapid series of touches of pale lavender notes of color begin to flit across it, gradually strengthening into deep violet. This again becomes shot with amethyst and afterward, changing into a broken tint of ruby, gives a return to the warmer tones of the opening passage.

"A delicate primrose now appears, and with little runs and flushes the pulsation leads through several passages of indescribable cinnamon color to deep topaz. Then suddenly interweavings of strange green and peacock blue, with now and then a touch of pure white, make us seem to feel the tremulousness of the Mediterranean on a breezy day, and as the color deepens there are harmonies of violet and blue-green which recall its waves under a tramontana sky. More and more powerful they grow, and the eye revels in the depth and magnificence of the color as the executant strikes chord after chord against the bass notes of the instrument.

"Then suddenly the screen is again dark, and there is only a rhythmic and echoing beat of the dying color from time to time upon it. At last this disappears also, and there is another silent pause, then one hesitating tint of faded rose as at the opening of the composition.

"Upon this follows a stronger return of the color, and as the screen once more begins to glow with note after note of red and scarlet, we are prepared for the rapid crescendo which finally leads up to a series of staccato and forte chords of pure crimson which almost startle us with the

force of their color before they die away into blackness."

The mechanism is better understood from the accompanying diagram than it would be from a description. The illumination is furnished by a 13,000 candle-power arc lamp. An octave of the keyboard responds to a complete spectrum, the intensity of the color depending upon whether one, two or more octaves are played. There is an ingeniously devised screen for making a color appear and disappear gradually.

Prof. Rimington believes that the future of this instrument lies in combination with music. The colors of sounds are no new discovery. Lavignac, for instance, says the timbre of an oboe is rustic green and the blast of a trombone is heavy crimson. The art of color music is in its infancy, but its possibilities are wide.

The great trouble with the orchestration of colors is that different persons hear the same color differently—a note that is blue to one might be pink to another.

COLUMBIA WITH CHRISTMAN.

Arrangements Closed Last Month Whereby Christman Sons, 25 West Fourteenth Street, Will Handle the Complete Line of Columbia Products—Will Be Given a Very Handsome Display in Their Attractive Warehouses.

The Columbia Graphophone Co. closed arrangements on March 25 whereby Christman Sons, 35 West 14th street, New York, the well-known and successful piano house, will handle the complete line of Columbia products. This deal has been under consideration for some time, and with the consummation of arrangements recently, the Columbia Graphophone Co. adds to its list of local representatives another live-wire and progressive piano house.

Christman Sons handle the products of the Christman Piano Co., New York, and their marked success is evidenced in the fact that the firm but recently more than doubled their available warehouse space. Christman Sons are planning to institute an aggressive campaign on behalf of the Columbia products, and will display the machines prominently in their show-window and demonstration booths.

RECOVERS FROM SEVERE ILLNESS.

A. J. Smith, proprietor of the A. J. Smith Piano House in Clinton, Ia., who was recently operated on for appendicitis at Mercy Hospital, is improving after a very critical period of illness, much to the gratification of his many friends.

DECISION IN HILL PIANO CO. CASE.

Judge Hazel, in United States District Court Affirms Order of Referee in Bankruptcy Regarding Disposition of Property of Company.

(Special to The Talking Machine World.)

BUFFALO, N. Y., March 31.—Judge John R. Hazel, here in United States District Court, handed down an opinion in the matter of the Hill Piano Co., of Jamestown, N. Y., bankruptcy case, the opinion affirming the order of Referee in Bankruptcy Leslie A. Pease as to the disposition of the property of the company by the trustee. The opinion was written on the petition for a review of the referee's order. The question submitted to the attention of Judge Hazel was that as to the right of the unsecured creditors to decide as to the disposition of the property pledged to certain secured creditors, and as to the right of the referee to direct delivery by the trustee of this particular property. The meetings of the Hill Co. creditors have been filled with arguments and disputes as to whether the unsecured creditors had a voice in the sale or other disposition of the property. Finally the referee made this order affecting the trustee's action and certain other creditors immediately petitioned for a review by Judge Hazel.

In the court's opinion it was stated that while there was a suggestion in a measure of collusion and connivance among certain of the unsecured creditors at the beginning of the proceedings, this suggestion lost force in view of recent bankruptcy sessions of the case. Confirmation of the order directing the delivery of the property removes the necessity of litigation in the State courts.

TALKING MACHINE EXPORTS.

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

(Special to The Talking Machine World.)

WASHINGTON, D. C., March 30.—In the summary of the exports and imports of the commerce of the United States for the month of January (the latest period for which it has been compiled), which was recently issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for January, 1914, amounted to \$209,805, as compared with \$210,770 for the same month of the previous year. The seven months' exportation of talking machines, records and supplies amounted to \$1,671,680.

Special

Send for a package of our Improved Half-Tone and Loud Tone Needles in New Style Envelopes.

If you want to advertise yourself, we will put your own name or trade-mark on the envelopes, or will pack in Puritone envelopes.

Quality Guaranteed

The Best Needles mean profit and satisfaction.

If you want to sell 1,000 Needles at a time instead of 100, use the "Dean-packed" Needles. Five boxes of 200 each, Extra Loud, Loud, Opera, Medium and Soft packed in a carton. The best package and fastest seller on the market. Write for samples.

JOHN M. DEAN, CORP.

Talking Machine Needle Manufacturers

PUTNAM, CONN.

"STAGE FRIGHT" BEFORE THE TALKING MACHINE.

Thomas Chalmers, in the Century Opera Program, Tells of Embarrassment Felt by All Singers When Facing the Horn in the Recording Laboratories Which Is Never Completely Overcome—Constant Fear of Making a Break the Cause of Nervousness.

Many singers, if not all, have felt the particular variety of "stage fright" that attacks one when making phonograph records. Although it diminishes as one continues to record successfully, it never wholly disappears. There is something about a recording room—with the devouring horns that face a singer, and the feeling that the sins of commission and omission are never to be forgiven nor even forgotten—that is more demoralizing than the ordinary "stage fright" of the theater.

The unforgivable sin in a record is a "frog" (a slight break or huskiness), a thing which, in the theater, is almost imperceptible, but which, on the record, is a blemish that is fatal. It may be easily understood that hearing a singer sing the same song hundreds of times, and always hearing him break on the same spot, is enough to cause the average listener after a few hearings to hear only that one blemish and finish by hurling the record out of the window and vow solemnly never to buy another record made by that singer.

It is this very fear of "frogs" and determination to avoid them that very often are their cause—given a few bad starts, and it seems almost impossible to get away from them; although a singer may leave the recording room after such an experience and when the nervous strain is over find his voice as clear as a bell. A similar nervousness that I feel in the theater is caused by the dread of forgetting the words; and in that case also your fear is your worst enemy.

A very real and considerable difficulty in the making of records is that the singer does not hear his own voice in the same way that he hears it when singing in a large auditorium. You hear it—but differently. It is gathered into a horn and never comes back to you as it does under other conditions, a fact which is very disconcerting at first and always makes it difficult. You have to sing by "feeling" alone and are denied the aid of your ears, which aid is very great, as every singer knows. I have sung in many acoustically bad auditoriums, but never in one as bad (from the singer's standpoint) as the recording room.

However, in spite of, or on account of, these difficulties (probably the latter), it is extremely interesting work. In these days when there seems

to be a general understanding of the educational and moral influence of music, when financiers and governments are spending large sums of money to provide music for all, and are being lauded for their philanthropy, let us give Mr. Edison the credit and thanks for the greatest work of all—the phonograph. In the last few years it has done more to make music a part of every man's life than all the opera houses, symphony orchestras and musical organizations in the world. It has made the success of the Century Opera House in New York a possibility.

The experiment had been tried many times of giving New York popular-priced opera and always disastrously, but in the last few years, thanks to the phonograph, a sufficient musical taste among the public has been created to support such an institution. A small but surprisingly illuminating example of the power of the phonograph is found in the fact that one of the big publishing houses, quite a number of years ago, published an English translation of the great tenor-baritone duet from "Forza del Destino." They did so probably from the knowledge of its great musical worth and trusted to that to secure a sale for it. It was practically unknown and the sales were so small that the plates were destroyed. Thanks to a very well-known record of that number made by two great singers, it is to-day almost universally known. It is one of the most popular of concert numbers; has been retranslated and extensively sold.

Recording is one of the greatest aids to a singer's diction. If more singers recorded in English there would be less talk of bad diction for the primary requirement for a good record is that the text be understood, and unless a singer is able to sing the words distinctly he is useless from a phonograph standpoint. The sooner the general public are as critical as the phonograph public in this matter of diction, the better it will be for opera in English, for half of the value of opera or music drama lies in the audience understanding the dramatic value of the text.

Without that comprehension it is not complete. When it is sung in a foreign tongue, or in the vernacular indistinctly delivered, it ceases to be music-drama and becomes music and pantomime.

over Buffalo are now talking of the stunt and say it is one of the greatest ever publicly displayed.

WILL REWARD INVENTORS.

Marshall Heads Evans Committee to Lessen Industrial Mortality.

(Special to The Talking Machine World.)

WASHINGTON, D. C., April 8.—Vice-President Marshall, Speaker Clark, Secretary Houston, Secretary Wilson, Robert McKay, editor of The Railroad Man's Magazine; H. C. Young, editor of Popular Electricity, and President Samuel Gompers, of the American Federation of Labor, have accepted membership on a committee to select judges who will award prizes of \$1,000, \$300 and \$200 to inventors of the best devices to prevent accidents in industrial pursuits and the contracting of vocational diseases. The prizes are offered by Victor J. Evans, a Washington patent attorney, who paid Harry Atwood, the aviator, a cash prize of \$10,000 for flying from St. Louis to New York.

The formation of the committee, headed by Vice-President Marshall, is the outgrowth of agitation over a pending bill creating a Bureau of Labor Safety in the Department of Labor. The bill has passed the House and is now under consideration by the Senate Committee on Education and Labor.

R. S. Williams & Sons Co., Ltd., Toronto, Can., Edison disc jobbers, celebrated its 65th anniversary recently by a special musical program and an "at home" reception. It was the anniversary also of the company's first year in its new store.

How To Make Dollars

Yes, and how to make them grow with a comparatively small outlay of time and money.

That topic ought to interest you, Mr. Talking Machine Dealer!

Just figure how admirably you could work in pianos with your present line.

By pianos we mean those which are called both straight and player-pianos—in fact, every member of the piano family, including grands; but the main thing is to get your instruments right. In other words, at values which insure you liberal profits.

We have helped many a piano merchant to become a successful business man, because we have given him values which were not obtainable elsewhere, and we can help you. We can help you to show profits which will be particularly pleasing.

We would suggest that you do not delay an investigation of this matter, but take it up to-day—right now.

Don't waste your most valuable asset—time—by delaying too long!

H. P. NELSON COMPANY

Makers of Grands, Uprights and Player-Pianos

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

VICTROLA SCORES GREAT HIT.

New Invention of the Federal Telephone Co., the Muslaphone, Utilized to Convey Victor Music Throughout Elmwood Music Hall, Where the Great Electric Show Took Place.

(Special to The Talking Machine World.)

BUFFALO, N. Y., March 30.—Buffalo's great electric show which recently closed proved to be a great success. It is estimated that more than 50,000 people went to the Elmwood Music Hall during the show to view the great modern achievements in the world of electricity. All the latest inventions in the electrical mechanism were exhibited and the throngs of onlookers marveled at the great show.

The feature of the entire week was a continuous concert given by a Victrola machine. The way this was worked is simply something wonderful. The Federal Telephone Co. has a new invention called the muslaphone, which is similar to the telephone. At one end of the spacious and brilliant hall was a Victrola. To this was attached wires which connected several hundred funnels in the ceiling. As the sound of the Victrola issued forth, the sounds came from these funnels simultaneously, bringing out the strains of sweet and cherished music, while the crowd looked on in wonder. Despite that one night there were over 8,000 people passing in and out the hall the noise which the crowd naturally created did not dim the sounds of music from the Victrola. Even the band which was in attendance could not drown out the sounds from this wonderful machine with the aid of the muslaphone. People all

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

WASHINGTON, D. C., April 10.—PHONOGRAPH RECORD, F. H. Gregory, Philadelphia, Pa. Patent No. 1,089,835.

One object of the invention is to provide a novel form of record and supporting structure therefor whereby in conjunction with suitable mechanism it shall be possible to obtain and reproduce a sound record of practically any length; it being further desired that the "record" made according to this invention shall have its parts so disposed as to occupy but relatively little space, even though it be of comparatively great length.

Another object of the invention is to provide a record for a talking machine of such a nature that notes indicating its subject matter may be conveniently applied to it without material loss of space and at any desired portion of its length; it being thus possible to provide a musical record with any desired directions for its rendition.

Another object of this invention is to provide a record supporting structure in the form of a ribbon or strip of any desired length, having a sound

record in the form of a line of varying depth or of an undulatory nature, arranged or placed upon it in such manner as shall utilize to the best advantage the record receiving surface

Fig. 1 is a plan of a portion of a phonograph record constructed according to this invention; Fig. 2 is a diagrammatic view illustrating one method of using the record; Fig. 3 is a fragmentary section on a greatly enlarged scale, showing one of the features of the invention; Fig. 4 is an enlarged side elevation showing the disposal of the ends of successive sections when the record strip is folded; Fig. 5 is a plan of the strip shown in Fig. 4; Fig. 6 is an enlarged plan showing another of the features of the invention, and Fig. 7 is a fragmentary plan of a modified form of sound record.

SOUND BOX DIAPHRAGM.—John C. English, Camden, N. J. Assignor to the Victor Talking Machine Co. Patent No. 1,091,202.

This invention particularly relates to vibratory diaphragms for sound reproducing devices such as are co-operatively employed in connection with sound reproducing mechanism of a talking machine.

It is believed that diaphragms which in themselves are more or less resonant, and emit individual tones peculiar to their material or struc-

ture, provide a diaphragm which tends to obviate the difficulties experienced in diaphragms having an individual resonance by forming the diaphragm of substantially non-resonant material, preferably composed of a subereous formation.

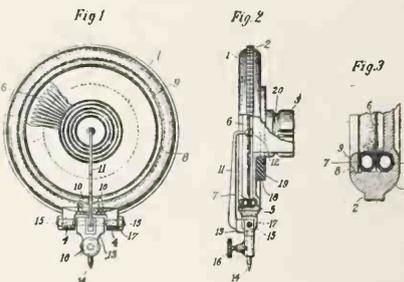
Other objects of this invention are to provide a diaphragm of such extreme lightness and flexibility as to be capable of responding to, and reproducing the most minute and delicate sound waves, with all their overtones, and consequently to produce substantially the full volume of the original sounds; to provide a diaphragm of such uniformity as to produce substantially perfect recitation or reproduction of the original sounds; to provide a diaphragm formed of such resilient material as to be capable of being supported without employing gaskets and prevented from rattling by rigidly engaging its peripheral edge between the opposed faces of the relatively adjustable members of the sound box; and to provide a diaphragm which will adhere to the faces of the sound box members.

Further objects of this invention are to provide a diaphragm which is formed of a material readily obtainable; and to provide a diaphragm which is simple in construction, efficient in operation and which may be cheaply produced in any desired quantity.

In the accompanying drawing Fig. 1 is a face view of a diaphragm conveniently formed in accordance with this invention; Fig. 2 is a central transverse sectional view of said diaphragm, taken on the line 2-2 in Fig. 1; Fig. 3 is a view similar to Fig. 2 showing a possible modification of the diaphragm shown in Figs. 1 and 2; Fig. 4 is another form of diaphragm constructed in accordance with this invention, and Fig. 5 is a central transverse sectional view of the diaphragm shown in Fig. 4 taken on the line 5-5 in said figure.

SOUND BOX.—Thos. Macdonald, Bridgeport, Conn., assignor to the American Graphophone Co. Patent No. 1,091,001.

This invention relates to sound boxes for talk-



ing machines, particularly those of the type operating upon "zigzag" sound records. The objects of the invention are to cheapen and simplify the construction of the sound box, and to improve the quality of its audible reproduction.

The invention comprises the pivoting of the stylus lever upon a positive axis, consisting preferably of cone bearings and the locating of the stylus and of said axis in the plane of the diaphragm.

The invention further comprises the secure yet readily detachable mounting of the diaphragm in such manner that it is unconfined against vibrating with the utmost freedom. And, finally, the invention consists in the various details of construction and arrangement here pointed out and claimed.

Fig. 1 is a front view or elevation of this improved sound box; Fig. 2 is an edge view thereof, partly in section, and Fig. 3 is a detail, on an enlarged scale, showing the manner of securing the diaphragm in place.

A successful manager believes: That a sales manager's job is no bed of roses, and he must always keep ahead of his organization. He is always pushed to the limit by the live-wire men under him, who are always coming with new methods and ideas, their hearts filled with ambition to secure his job.

A HUSTLING WESTERN JOBBER

Is W. E. Kipp of the Kipp-Link Phonograph Co., Who Has Built Up an Excellent and an Expanding Business with the Edison Line.

One of the most strenuous and successful Edison jobbers in the West is W. E. Kipp, president, treasurer and general manager of the Kipp-Link Phonograph Co., Indianapolis, Ind. He has built up a solid business by tireless effort and closest attention to those minor details which are often overlooked, but which are ever essential to the man who desires to move ahead.

Year after year his Edison jobbing business has been expanding. He has an excellent line of dealers in his territory who rely on him and his com-



W. E. Kipp.

pany with the utmost confidence that their needs will be looked after with the greatest promptness and surety.

One of his greatest hobbies is taking care of the little things, for he well understands that it is the little things that count in building business. In fact, Mr. Kipp and his associates in the company are known as the "Can't-Be-Beat Edison Jobbers of Indiana." They are well maintaining this reputation and they have in vogue a system for handling the dealers' orders that is most admirable.

The Kipp-Link Co. has gained not only a host of friends in Indiana territory, but has lately reached out over the States of Illinois and Ohio, with no small degree of success.

There are evidently no slow ones in the Kipp-Link outfit, for every man in the house from the porter right up through the stock room, office, traveling force, to the men at the head of the business all are "on the job" developing business.

The success of Mr. Kipp, whose portrait is reproduced herewith, is a model that others may well emulate. Close attention to details, consideration of every need of customers—in brief, hard work—arc the means to the end.

There are probably sadder things in life than the man with an indifferent musical ear trying to play the accordeon. But no man, Manuel!

60 YEARS' EXPERIENCE

PATENTS

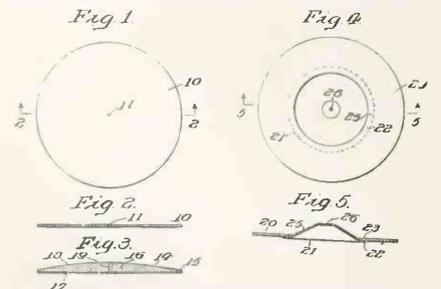
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ture, produce vibrations which are sympathetic with, and to a considerable extent tend to interfere with tones produced by vibrations effected by sound waves of similar frequency, which it is desired to record, and which tend to cause disturbances which produce unpleasant and disagreeable sensations upon the ear of the hearer in the reproduction of a record.

The principal object of this invention is to pro-



Olive Fremstad may not be heard in opera on the stage, but she can be heard in opera on Columbia double-disc records. New recordings on sale in April.



(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

PUSHING WILLIAMSPORT DEALER

Is the Pennsylvania Music Co., Controlled by Sweet, Reed & Franciscus, Who Handle Columbia Goods in Very Attractive Quarters.

(Special to The Talking Machine World.)

WILLIAMSPORT, PA., April 6.—One of the most attractive talking machine stores in this section is that of the Pennsylvania Music Co., controlled by Sweet, Reed & Franciscus at 209 West Fourth street. Columbia goods are handled exclusively and branch stores are controlled in State College, Jersey Shore and Muncy, Pa.

When noted artists come to this city they make this establishment their headquarters, and the com-

RECORDS IN ALL LANGUAGES.

Proofs of Covers of Foreign Record Catalogs Just Sent Out by the Victor Co. Give an Idea of the Wide Scope Covered by This Company.

One of the most attractive announcements Victor dealers have received in some time was a multi-colored sheet recently sent out to introduce the front covers of all the new foreign record catalogs that the Victor Talking Machine Co. can now supply. This announcement sheet showed the covers of these new catalogs in their actual colors and designs, making a striking and impressive sheet that could not fail to hold the dealer's attention.

Among the foreign languages for which new Victor foreign record catalogs are now ready are the following: Portuguese, Dutch, French, French-Canadian, German, Russian, Ruthenian, Lithuanian, Slovak, Croatian-Servian, Servian, Roumanian, Turkish, Arabian, Swedish, Danish, Norwegian, Finnish, Spanish, Greek, Hebrew, Yiddish, Italian, Bohemian, Hungarian, Polish.

Accompanying this lithographed sheet of new catalog covers was an interesting announcement to the Victor dealers reading in part as follows: "There is a foreign population in your neighbor-

hood. Find out what nationalities are in your territory, the numerical strength of each, and then go after the business. We are ready to give you very substantial help by supplying various catalogs in foreign languages free of charge. The illustrations on this sheet show the front cover of all the different kinds we can give you—they are record catalogs and machine catalogs combined. In each separate catalog, and in each different section of any catalog covering more than one language, there are two pages setting forth the merits of the Victor in the languages of the people addressed. There are also two pages showing the various types of instrument. With these catalogs we will also supply window cards in French, German, Italian, Bohemian, Polish, etc., announcing the fact that records in that particular language can be obtained at your store." Surely good advice for the live dealer.

TRITON PHONOGRAPH CO. PLANS.

Disc Phonograph That Sells at \$10 to Be Handled Through State Agents or Jobbers, Who Will Sell to Dealers in Due Course.

The Triton Phonograph Co., 41 Union square, New York, is doing a lot of energetic work to promote the sale of the "Triton" phonograph—a machine that retails for \$10. The "Triton" is designed to accommodate the regulation size of disc



The Triton Phonograph.

needle records. It can be used in a small or large size room, and being only 11 x 13 inches in size and weighing but six pounds, it is easily carried on various excursions, outings, etc. In fact, the company also manufactures a traveling case of imitation leather with metal corners which holds this machine and a dozen records. The case itself retailing for \$1.

J. R. Kraus, manager, in discussing the policy of the company with reference to selling plans, stated that it is the intention to appoint State agents or jobbers, who in turn will look after the dealer market in each territory. It is Mr. Kraus' aim also to restrict the sale of this machine to one dealer in a city.

UDELL DISC CABINET CATALOG

Will Soon Be Ready for the Talking Machine Trade.

The Udell Works, Indianapolis, Ind., announces that it will soon have ready a catalog covering disc cabinets for the three makes of machines.

This concern has discontinued a number of styles, believing that it is better to concentrate upon the styles that are most in demand.

As this new volume will show the line as it is up-to-date, the dealer may feel sure that all of the models are of the style and quality that is guaranteed by the Udell Works.

THE PEOPLE SEEK FACTS.

Let the advertiser first know the ground floor facts about his product and then tell them, steadily, persistently and all the time, right in the face of all ignorant criticism, however perverted it may be, and he will win out in time, for the people seek facts and ride over biased and self-seeking comment.



Showroom of the Pennsylvania Music Co.

pany is showing with some pride a photograph of Godowsky taken in the store listening to one of his records. Other recent visitors were Alice Nielson and other celebrities. The view of their store which appears herewith gives an excellent idea of its appearance and perfection of its equipment.

Mr. Franciscus, the general manager of this establishment, was for a number of years connected with the Metropolitan Opera House in Philadelphia, and became interested in the talking machine through the offices of Mr. Eckhart.

OLD ONE IN NEW DRESS.

Henry T. Finck tells an amusing story which he calls a new version of an ancient tale: "At a rehearsal Richard Strauss stopped the band and told the first trombonist that he was not playing the right note in a certain bar. The musician insisted that he was playing the note as printed; whereupon R. S. walked over to his desk, inspected his part, and found sticking to the page a dried fly which the trombonist had played as a note. Removing the fly, and returning to his desk, R. S. said: 'Now, play it as I had it printed.' The trombonist did so, whereupon R. S. again stopped the band and said: 'The fly was right.'"

CHEMISCHE FABRIK E. SAUERLANDT FLURSTEDT bei Apolda i. Th., Germany
The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for
Gramophone and Phonograph Recording
Sole Manufacturer of Wax "P." the best recording material for Berliner-cut.

RECORD BULLETINS FOR MAY, 1914

COLUMBIA GRAPHOPHONE CO.

SYMPHONY DOUBLE-DISC RECORDS.

Table listing records with columns for No., Title, and Size. Includes titles like 'Hamlet (Thomas)', 'La Boheme (Puccini)', 'Mignon (Thomas)', etc.

DOUBLE-DISC RECORDS.

Table listing double-disc records with columns for No., Title, and Size. Includes titles like 'Dragon Fly Mazurka (Strauss)', 'Spring Song (Mendelssohn)', etc.

POPULAR SONG HITS.

Table listing popular song hits with columns for No., Title, and Size. Includes titles like 'I Love the Ladies (Schwartz)', 'The Bohemian Girl (Bale)', etc.

THOMAS A. EDISON, INC.

BLUE AMBEROL REGULAR.

Table listing Blue Amberol Regular records with columns for No., Title, and Size. Includes titles like 'Favorite Airs from "The Mascot"', 'You're Here and I'm Here', etc.

Table listing records with columns for No., Title, and Size. Includes titles like 'Ring on Sweet Bells (Geo. B. Nevin)', 'I Miss You Most of All (James E. Monro)', etc.

Table listing records with columns for No., Title, and Size. Includes titles like 'SPECIAL CANADIAN LIST', 'Songs of Scotland—Part II', etc.

VICTOR TALKING MACHINE CO.

NEW DANCE RECORDS.

Table listing new dance records with columns for No., Title, and Size. Includes titles like 'Argañarez—Tangó (Firpo)', 'Enticement—Tango (G. Noceti)', etc.

POPULAR SONGS.

Table listing popular songs with columns for No., Title, and Size. Includes titles like 'Rebecca of Sunnybrook Farm (Brown-Gumble)', 'If I had My Way (Klein-Kendis)', etc.

TWO DANCE NUMBERS BY FELIX ARNDT, PIANIST.

Table listing two dance numbers by Felix Arndt with columns for No., Title, and Size. Includes titles like 'Hesitation Waltz (McNair-Ilgenfritz)', 'From Soup to Nuts—One-step (Arndt)', etc.

Table listing records with columns for No., Title, and Size. Includes titles like 'PURPLE LABEL RECORDS', 'RED SEAL RECORDS FOR MAY', 'NEW EDUCATIONAL RECORDS', etc.

SELECTED RECORDS LIST POPULAR.

Some Co-operative Work That Is Appreciated by Columbia Dealers and Customers.

As a valuable adjunct to its recently issued comprehensive catalog of records, the Columbia Graphophone Co. announced to its trade last week the compilation of a selected list of popular-priced Columbia double-disc records chosen from the general Columbia catalog and arranged alphabetically under various classifications.

The records listed on the pages of this catalog were chosen from the general catalog with special regard for the convenience of Columbia patrons in selecting a representative library of the popular-priced records that have been accorded the greatest favor by the public up to the present time.

Some idea of the scope of this auxiliary catalog may be gleaned from the fact that it lists records under every possible heading that a customer would be likely to desire. These headings include band music, dance selections, accordion numbers, hymns and sacred songs, orchestra records and many others.

WOULDN'T KNOW HOW.

"Have you any last words to say?" they asked the man about to be electrocuted. "I wouldn't know how," he said, "I'm married."

Advertisement for 'WHY OWN WEBSTER'S NEW INTERNATIONAL DICTIONARY' by Merriam Webster, featuring a pocket dictionary image and promotional text.



READE your trade paper! Get The Talking Machine World regularly—It is worth many times to you its annual cost.

There is but one talking machine paper covering this entire industry, and it is admitted by all that it is of great aid to the dealers in every part of this country.

New economic conditions make certain knowledge necessary on the part of merchants, and in every issue of The World there is contained educational matter, instructive service, business news and technical articles which are worth many times the cost of the paper.

Thousands have been benefited by the business articles which appear in The World, and every talking machine dealer should receive it regularly.

The only way to do that is to pay for it, and the cost is trifling—a little over eight cents a month, and for that small sum The World, with all its mine of information, is at your service.

If you do not receive the paper regularly, just put your dollar in an envelope and address it to the office of the publication, and you will say that it is the best investment that you have ever made.

Do not delay but send on your dollar now.

Recollect that your competitor is getting The World—getting it regularly, and in it he is securing some valuable pointers—information which places you at a disadvantage if you do not read the paper.

Do not overlook such a valuable contributing factor to your business success.

EDWARD LYMAN BILL
PUBLISHER

373 Fourth Avenue, New York City



Three well-known Edison Salesmen are recommended to your consideration by Thomas A. Edison.

Their abilities to sell Edison Goods are certified to by him.

Turn to page 8 of this issue and see who they are.



Louis XVI

Thomas A Edison
INCORPORATED

59 Lakeside Ave., ORANGE, N. J.