

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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



Victor-Victrola XVI, \$200
Mahogany or quartered oak



The instrument by which the value of
all musical instruments is measured

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Leading Jobbers of Talking Machines in America

Landay
BROS INC.

VICTOR JOBBERS Exclusively
What you want always in stock
400 Fifth Avenue
27 W. 34th Street
563 Fifth Avenue
153 W. 42d Street } **New York**

1856 **WURLITZER** 1914

VICTOR
DISTRIBUTERS
VICTORS EXCLUSIVELY

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

The Rudolph Wurlitzer Co.
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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Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

OLIVER DITSON COMPANY
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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.

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

VICTOR & EDISON
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.



Where Dealers May Secure

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Product

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

Distributors

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Birmingham, Ala., Columbia Graphophone Co., 1315 Third Ave.
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Buffalo, N. Y., Columbia Graphophone Co., 622 Main St.
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Cincinnati, O., Columbia Graphophone Co., 117-119 W. Fourth Ave.
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Hartford, Conn., Columbia Graphophone Co., 719 Main St.
Indianapolis, Ind., Columbia Graphophone Co., 27 N. Pennsylvania St.
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Lincoln, Nebr., The Grafonola Company, 1036 O St.
Livingston, Mont., Schenber Drug Co.
Los Angeles, Cal., Columbia Graphophone Co., 420-422 S. Broadway.
Louisville, Ky., Columbia Graphophone Co., 425 South Fourth St.
Milwaukee, Wis., Albert G. Kunde, 516 Grand Ave.
Minneapolis, Minn., Columbia Graphophone Co., 424 Nicollet Ave.
New Haven, Conn., Columbia Graphophone Co., 25 Church St.
New Orleans, La., Columbia Graphophone Co., 933 Canal St.
New York City, Columbia Graphophone Co., 89 Chambers St.
Philadelphia, Pa., Pennsylvania Talking Mach. Co., 1108 Chestnut St.
Pittsburgh, Pa., Columbia Graphophone Co., 610 Bessemer Building.
Portland, Me., Columbia Graphophone Co., 650 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, 23 Clinton Ave., South.
Sacramento, Cal., Kirk, Geary & Co.
Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
San Francisco, Cal., Columbia Graphophone Co., 334 Sutter St.
Seattle, Wash., Columbia Graphophone Co., 1311 First Ave.; Eilers Music House, 3d and University Sts.
Spokane, Wash., Columbia Graphophone Co., 818 Sprague Ave.
Springfield, Mass., Columbia Graphophone Co., 174 Worthington St.
St. Louis, Mo., Columbia Graphophone Co., 1008 Olive St.
St. Paul, Minn., Columbia Graphophone Co., 17 East Sixth St.
Tampa, Fla., Tampa Hardware Co.
Terre Haute, Ind., 640 Wabash Ave.
Toledo, O., Columbia Graphophone Co., 229 Superior St.
Washington, D. C., Columbia Graphophone Co., 1210 G St., N. W.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.
Write for particulars to the Columbia Graphophone Co., Wholesale Department, Woolworth Building, New York.

Headquarters for Canada:
Columbia Graphophone Co., 363-5-7 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 July List.

The Talking Machine World

Vol. 10. No. 6.

New York, June 15, 1914.

Price Ten Cents

ALL READY FOR BIG CONVENTION AT ATLANTIC CITY.

Officers of National Association of Talking Machine Jobbers Have Perfected Plans for Big Gathering to Be Held at the Hotel Chalfonte, Atlantic City, on July 6, 7 and 8—Indications Point to a Large Attendance—Arrangements Committee Working Hard.

Plans have all been completed for the big annual convention of the National Association of Talking Machine Jobbers to be held at the Hotel Chalfonte at Atlantic City on July 6, 7 and 8, and the only thing now lacking is the enthusiastic crowd of association members. The present prospects are that the Convention will be the best attended and most successful ever held under the auspices of the association, and the committee in charge of the arrangements, of which L. C. Wiswell is chairman, has spared no pains to lay out a program that will make every moment interesting.

In addition to a number of talks and discussions of a strictly business nature, but of great importance to the jobbers, and which will take up most of the time in the regular session, the matter of pleasure has also received due attention. The entertainment under this head will be automobile rides for the ladies, lunches, dances, cabarets and a big banquet on Tuesday evening, July 7.

The indications are that the banquet will be a record-breaker on the point of pure joyousness, for it will be held at Barney's Hotel, one of the most popular places in Atlantic City, and the excellent menu will be supplemented by an entertainment provided by the regular hotel orchestra and force of cabaret artists. One of the principal speakers in addition to the prominent members of the trade will be the Hon. Walter I. McCoy, Congressman of the Ninth District of New Jersey, who will address the jobbers on the subject of "Unfair Competitions."

On Monday night, after the strenuous day of association work, the members and their lady folk will adjourn to Barney's, where a balcony has been reserved for the party.

The officers of the association and the various committees have worked hard to insure a record-breaking attendance at the meeting. Postcards and letters galore have been sent to members to preclude any possibility of their forgetting the Atlantic City session. One of the reminders is in the form of a shipping tag, on the back of which appears the words, "Tie this string on the middle finger of your left hand so you won't forget the date of the big show. Selah!"

In his efforts to insure a big attendance, Chairman Wiswell, of the Arrangement Committee, even lapsed into verse, and was responsible for the following effusion in one of his letters to association members:

GOOD RECORD TURNS TRAITOR.

Old Couple Shocked When Sacred Record Produced Air of Popular Song—A Joke That Worked to Perfection—Has a Happy Ending.

The World of Records, the bright little magazine issued every month by the London organization of the Columbia Graphophone Co., tells the following good story:

"An elderly friend of mine once won a graphophone in a competition. One record only accompanied the instrument, a sacred piece, which was played over and over again, to the great delight of the old gentleman and his wife. Their knowledge of graphophones was very limited and they had no idea that records of other songs could be bought and played by the instrument. Getting to know this, I thought I would have some fun with the old couple. Having some records of the right size, I called on my 'victims' one evening and managed to substitute 'Salvation Nell' for their sacred tune record. Out came the instrument in due course,

BE A BOOSTER.

"Be a Booster, friend of mine,
It cannot do you harm;
'Twill give you prestige every time
To tell where you are from.

Don't be ashamed of what you do,
Speak out and let them see;
That you're a Booster thru and thru,
And a Booster you will be.

For the meeting place, Atlantic City face,
July, the merry time
We're going to make that Boardwalk shake,
With song and jolly rhyme.

It's up to you, it's up to me,
To Boost along the game;
Just be on hand and then you'll see
All troubles put to shame.

Get in line, say you'll go,
Let the other fellow see,
That you are ready now to show
What the Association ought to be."

Benj. Switky, chairman of the Reception Committee, not to be outdone, took "The Eighth Annual Convention" as the subject, and developed the following bit of verse, in which will be noticed that the first letters of each line taken together have a meaning all their own:

DEAR FELLOW-JOBBER, ATTENTION!

THE EIGHTH ANNUAL CONVENTION,
Hotel Chalfonte, Atlantic City, N. J.,
Expects your presence without fail.

Every Jobber should attend
In the interest of his business.
Go to Atlantic City, July 6, 7, and 8.
Hear, see and profit.
There will be lots to learn.
Have a jolly time incidentally.

And bring your wife and friends along.
No money was ever spent more wisely.
Never was time put to better account.
Urge your fellow-Jobber to attend.
All should work for the welfare of the Association.
Let's make this Convention a howling success!

Compare notes with fellow-members.
Opinions are wanted regarding certain policies.
New ideas will be proposed and discussed.
Victor record shortage will be explained—satisfactorily.
Everything of interest and profit will be reviewed.
No Jobber can afford to stay away.
The Victor Co. has some thing to show you.
Important announcements will be made.
Organized action begets results.
Notify Chairman Wiswell that you're coming.

This is going to be a wonderful convention!
Everybody says so. Atlantic City is the favorite resort of the jobbers, and they will prove their interest in both the resort and the association by arriving there in large numbers.

and I think I never saw such a look of blank amazement as was pictured on the faces of that couple as their graphophone gurgled out the words of that song. They were as mystified as a prehistoric man might have been in similar circumstances. Before I went home I contrived to replace the original record, and until I took pity on them and explained how it happened, some weeks later, the pair were quite unable to account for that sad lapse of their strictly moral and religious graphophone."

RECORD DISPLAY STAND.

The Chambers street headquarters of the Columbia Co. sent to local dealers this week a record display stand that embodies a number of distinctive features which are making it very popular with the trade. The stand is very attractive in its design and a complete service of new record strips, together with the stand, is furnished the dealers at a cost of seventy-five cents per month for a period of six months.

DOLBEER GOES WITH VICTOR CO.

Popular Talking Machine Man Joins Victor Organization, Succeeding Oliver Jones, Who Resigns to Enter the Real Estate Business.

(Special to The Talking Machine World.)

CAMDEN, N. J., June 10.—Louis F. Geissler, general manager of the Victor Talking Machine Co., issued the attached announcement to-day:

"It is with much pleasure that we announce to the many business friends of F. K. Dolbeer, his affiliation with this company in the capacity of credit manager and for such other duties as his long experience in the talking machine trade has so eminently fitted him.

"Mr. Dolbeer will assume his duties with us on July 1. and we feel sure that his personal friends and ours will extend to him an unusually warm welcome to the Victor fold."

Frank K. Dolbeer, who recently resigned from his position as sales manager of Thomas A. Edison, Inc., to engage in the jobbing business in New York, is one of the most popular men in the trade, and has an intimate acquaintance with the talking machine jobbers and dealers throughout the country, all of whom entertain the warmest personal and business regard for him.

This new move will come somewhat in the nature of a surprise to his many friends throughout the trade, and he is assured of a warm welcome from Victor representatives everywhere.

Mr. Dolbeer will not begin his connection with the Victor Co. until the first of July, and he is at present taking several weeks' vacation at the Thousand Islands.

Oliver Jones, who has been connected with the Victor Co. ever since its formation, and whom Mr. Dolbeer succeeds, has resigned in order to enter the real estate field in Atlantic City and Philadelphia, where he has considerable holdings.

ARE THERE IDEAL DAYS?

The Advantage of Present Hustle—Many Salesmen Quick to Lay Down at Complaints.

The man that comes back a little stronger for every obstacle he encounters gets there just the same.

Good times in any locality are when everybody is feeling good and full of push. If there is any complaining in a certain section 80 per cent. of the salesmen, that is those with a weak spine, lay down.

Generally speaking, there is just as much business done in that locality as there was the year before, and the other 20 per cent. of the men that cannot be run out have a good deal better chance for business than they had before.

The business man gets to feeling that business is bad sometimes when there is only as much doing as there was in the year previous. He may be doing just as much business as he did the year before, and is just as well off. The only difference is in his condition of mind.

Of course, every business man likes to see business increase, but if it does not increase it is because he is waiting for something to turn up and does not go out and turn it up himself.

Everybody has his own troubles and succeeds in spite of them, or fails because his power of resistance is weak.

As a rule the man that glories in obstacles gets the most happiness out of business.

THE PORTER PHONETOSCOPE CO.

(Special to The Talking Machine World.)

DOVER, DEL., June 8.—The Porter Phonotoscope Co. filed a certificate of incorporation this week with the Secretary of State to manufacture phonetic apparatus for talking, singing and moving pictures. The capital is mentioned as \$1,500,000 and the incorporators as F. R. Hansell, Philadelphia, Pa.; George H. B. Martin and S. C. Seymour, Camden, N. J.

DEALERS AFTER SUMMER TRADE ON PACIFIC COAST.

Cheaper Grades of Portable Machines Being Advertised for Use at Cottages and Camps
—Various Houses Carrying Out Improvements in Their Quarters—Good Reports from the Interior—New Manager in Seattle—Talker Music for Convicts.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., June 6.—Emphasis is now being placed on the cheaper machines suitable for summer cottage and camp use, and considerable business has been done on this class of talking machines in the past two weeks, with indications that the demand will increase as the warm weather sets in and schools close, which marks the opening of the vacation period proper. The demand, however, is not confined to the cheaper products, as May generally was a very good month. All prices of machines had a normal call, and record business was thoroughly satisfactory, considering the general level of business in other lines. Some managers report a larger volume of business for May than April, and no complaints were registered in April. No falling off is noted as yet in the demand for dance records and none is anticipated by the local trade for some time to come. The tendency among talking machine interests of this city to seek more desirable locations and provide increased facilities is very good evidence that the trade is in a healthy condition.

P. H. Beck & Co. Plan Improvements.

P. H. Beck & Co., who operate the department on the mezzanine floor of the Kohler & Chase building, are the latest concern to signify intention of making improvements this summer. They are negotiating for additional space in the building adjoining, which will give them practically double the floor space now available. Mr. Beck has felt the need of larger quarters for several months and will begin the remodeling of the department as soon as possible. He plans to install seven demonstration rooms in the new space, which will be connected with the present quarters by an archway. He says May business in his department showed a gain over April.

Work on New Babson Bros.' Store.

Alterations started two weeks ago at the store, 235 Geary street, upon which Babson Bros. secured a lease a short time ago, and work is progressing nicely. The plans call for the installation of a new front and a general renovation of the interior, including the installation of several sound-proof demonstration rooms and a recital hall. Upon moving to the new quarters the firm name will be changed to the Phonograph Co. of San Francisco, which is a newly formed local corporation organized to take over the business. J. S. Baley will continue as manager, and Edison products will be handled exclusively at the new establishment the same as heretofore.

W. S. Gray Spends Much Time on Road.

W. S. Gray, Coast manager of the Columbia Graphophone Co., has not been at headquarters much the past month. A few days after his return from the Northwest he left for Modesto, Cal., to attend the formal opening of the new Columbia department installed by the Weil Furniture Co., of that city. While in that vicinity he called on the trade in the neighboring towns and later in the month made a trip up into Sonoma County, with Santa Rosa as his objective point, the principal object of his visit being to attend the formal opening of a new Columbia department by the Santa Rosa Furniture Co. Both the Weil Co. and the Santa Rosa concern have arranged to devote particular attention to their new departments. They have fitted up well-appointed quarters and have started with complete stocks of machines and records. Mr. Gray says the country looks fine all along the line and that dealers are in very good spirits over the outlook for fall business.

Columbia Business Keeps Up Well.

F. R. Anglemier, wholesale manager at the local Columbia warehouses, says business in both machines and records kept up in good shape the past month.

"Talker" Man on Long Auto Trip.

Charles Moran, manager of the talking machine and small goods departments of the Hauschildt Music Co., accompanied Henry Hauschildt, head of the firm, and family on an eight-day motor trip up to Lakeport, Mendocino County, the latter part of May.

Frank and Clarence Anrys in the East.

Clarence Anrys, of the Wiley B. Allen Co.'s talking machine department, left for the East on May 20 with his father, Frank Anrys, general manager of the Allen Co. They planned to be gone for five or six weeks, visiting various factories whose lines are handled by the company, including a visit to the factory of the Victor Talking Machine Co.

Retail Victor Business Grows.

Andrew G. McCarthy, treasurer of Sherman, Clay & Co., says their retail Victor Victrola business for May this year showed a gain over the corresponding month of last year, while the wholesale department held its own very well also.

New Manager in Seattle.

The Kohler & Chase talking machine department in Seattle, Wash., is now under the management of Andrew Love, who was formerly with the Columbia Graphophone Co. in that city, succeeding Mr. Dawley, who resigned a short time ago.

Columbia Leader Machines Popular.

A. A. Schell, manager of the Emporium music department, has just returned from a combined business and pleasure trip to Portland, Ore. He says business is keeping up in fine shape in the talking machine section, where the demand runs strongly to Columbia "Leader" machines. Many people were attracted to the department one day last week when a special recital of Margaret Woodrow Wilson's records was given.

Talking Machine Music in Jail.

An innovation has been introduced at the Alameda County jail by Sheriff Frank Barnett in the way of providing music during the social half hour from 4 to 4.30 each afternoon. For this purpose he has had a phonograph placed in the main corridor of the jail and has donated 100 records to start with, promising to buy more from time to time as requests are made. The entire expense of the machine and records was borne by the Sheriff, who stated upon making the purchase that he believed that the innovation would not only give pleasure to those serving sentence, but would serve as an aid in discipline.

Trade Shift at Long Beach.

The stock of talking machines, small goods, etc., of the Mason Music Co., of Long Beach, Cal., has been purchased by the Carlton Music Co., of that city. The Carlton Co. already had the selling agency for the Columbia Grafonola line, and by buying out the Mason Co. secured the agencies for the Victor and Edison lines. The son of Mr. Mason, of the retiring company, who was associated with his father in the business, has accepted a position with the Carlton Co.

IN NEW QUARTERS JUNE 1.

Ray Bros., who have built up a large talking machine business in Louisville, Ky., moved on June 1 from their old store at 308 West Jefferson street, to the new Paul Jones Building on Fourth street, where they have spacious quarters with a full equipment of sound-proof booths. The officers of the company are: C. A. Ray, Jr., president; L. J. Ray, secretary; H. G. Ray, treasurer.

TAKES ON TALKING MACHINES.

(Special to The Talking Machine World.)

ANAHEIM, CAL., June 6.—The Graham Furniture Co., one of the largest and finest furniture houses in this part of the country, located in this city, has just taken on the agency for the Edison disc phonograph. Albert Graham, who owns and conducts the enterprise, will take a strong personal interest in the new department.

Many a man who is credited with being wise enough to keep silent, is really growing deaf—but won't acknowledge it.

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

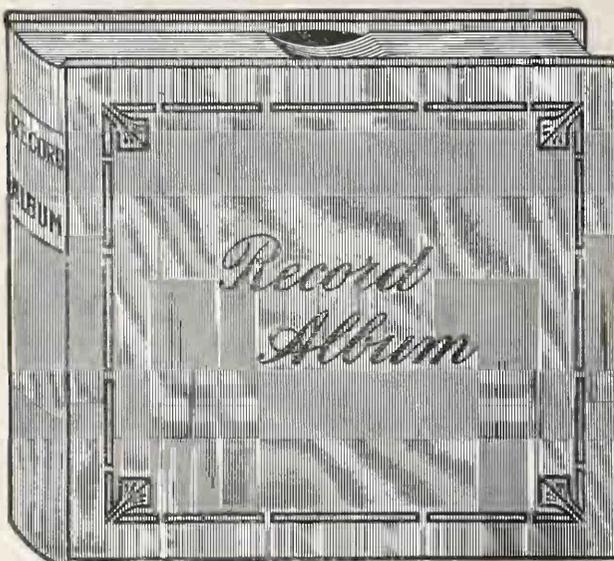
OUR DISC RECORD ALBUMS

ARE THE BEST FOR VICTOR, COLUMBIA
AND ALL OTHER TALKING MACHINES

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

These Record Albums will Pay for Themselves in a Short Time by Preserving Records. When Full the Albums are Flat and Even Like Books. They will Fit in a Library Cabinet or Book Case, or They will Lie Flat on One Another.

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



DISC RECORD ALBUMS

ARE WHAT EVERY
Talking Machine Owner

MUST NOW HAVE

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

Write for sample and prices of our Albums, which are superior to all others.

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

THE EDISON SHOP IN ST. PAUL

To Be Opened by Laurence H. Lucker on July 1—Mr. and Mrs. Matheis on Auto Tour—Columbia Products with Golden Rule Store—Dance Instruction Records Much in Vogue—News of Month.

(Special to The Talking Machine World.)

MINNEAPOLIS AND ST. PAUL, June 8.—St. Paul will have a new talking machine palace about July 1 under the management of Laurence H. Lucker. It will be called the Edison Shop and will be located in the center of the best business district. Mr. Lucker says that he purposes to make this the finest retail phonograph store in the Northwest and will work hard for the retail trade in that city. It will have no connection with the Minnesota Phonograph Co. at 58 East Seventh street, St. Paul, which is controlled by Mr. Lucker's brother.

Speaking of the May business, Mr. Lucker said that the volume both in the wholesale and retail departments exceeded that of May, 1913, by 100 per cent. The indications are that the demand for Edison's instruments and records not only will continue but will greatly increase. A carload of \$80 disc machines, received June 2, is disappearing like mist before the sun.

Mr. and Mrs. Archie Matheis, of the Talking Machine Co., Minnesota, are planning an automobile tour from Minneapolis to the Victor works at Camden, N. J. They will leave about June 25 and are to be gone five or six weeks, camping out every night. They will tour through Iowa, Illinois, will make a short stop near Columbus, O., at Mrs. Matheis' former home and will then proceed east. A sleeping tent and a full camping outfit will complete their caravan. Mr. Matheis states that he has had great success of late with the new Victrola No. 11, which seems to fill a general demand, in Minneapolis at least. May business was beyond all expectations and June is likely to show equally large returns, as the annual migration from town to the lakes is stimulating the demand for machines, but particularly for records.

The new dance instruction records issued by the Columbia Co. are making a most decided hit in St. Paul and Minneapolis. With a set of these records any of the modern dances can be learned without a teacher, and that in short order, while the dance music selections are the best in their class. These records are being featured in all the Columbia publicity work campaigns in the Twin Cities and are expected to make a wide appeal to cottagers and campers at summer resorts of the Northwest.

C. P. Herdman, manager of the Columbia St. Paul store, will leave soon on a two weeks' vacation, which he will spend among friends and relatives in Cincinnati.

A rather unique advertising feature is being introduced by the Minneapolis Brewing Co., which, in order to advertise its new brew, "Zumalweiss," is giving away free talking machine records of a song in which the name of the new brew appears.

The Golden Rule department store, in its new building in St. Paul, which covers almost an entire block, will put in a full line of Columbia instruments and records in its talking machine department. It now handles only the Victor line.

WIN IN COLLECTING CONTEST.

Employees of the Branch of the Columbia Graphophone Co., in Washington, D. C., Prove the Victors and Are Entertained at Dinner—Some of Those Present.

(Special to The Talking Machine World.)

WASHINGTON, D. C., June 6.—Employees of the Columbia Graphophone Co. were tendered a banquet recently in celebration of the victory of the Washington office force in winning first prize in an account collecting contest, conducted by the main office. Those present included Harry C. Grove, local manager; William T. Graves, Howard E. Stewart, Raymond H. Keller, LeRoy McDowell, Charles Hill, Harry Green, Milton McIntosh, Charles Thomas, William Matthews, John Affatica, Henry McGee, Edward Wittier, Waldon Fawcett and Paul Cromelin.

"CANNED" TRAVEL TALKS NEW IDEA.

Hamburg-American Line Introduces Records Reproducing Lectures by Noted World Travelers Big Library Being Prepared.

A new attraction has been added to the talking machine by the introduction of travel talks, or illustrated lecture records. A famous lecturer is engaged to speak on some popular subject and his voice is "canned" just as in the case of some great singer. To complete the illusion of listening to an illustrated lecture in one's own home the record is illustrated by an attractively illustrated booklet. As the voice of the lecturer describes many famous scenes one has merely to turn the pages of the booklet to have the scene actually before the eyes.

A complete library of travel records delivered by the most popular lecturers is being prepared so that every taste may be satisfied. The records are of standard make and every care is taken to obtain perfect reproduction. The "canned" travel talk has many advantages over the original lecture. If one wishes to linger over a particular scene the lecturer will very obligingly repeat his travel talk or any part of it.

The first of these travel records entitled "A Day in Berlin," prepared and delivered by E. M. Newman, has proved an instantaneous success. Thousands of owners of phonographs who are constantly looking for some new record have taken advantage of this unique educational feature.

The records are prepared by the Travel Record Department of the Hamburg-American Line and sold at the nominal price of twenty-five cents, to cover packing and shipping. The record will be followed by similar travel talks on Paris, London and Hamburg. Other records will describe and illustrate a trip in a Zeppelin air ship, and short trips in Germany, France, England, the Land of the Midnight Sun, and a description of the "Vaterland," the world's largest ship.

Idle clerks are a sign of a lazy manager.

THE VALUE OF ADVERTISING

Is Now Recognized by Progressive Men in All Trade Fields—Like the Magnet It Draws Trade in Unexpected and Unaccountable Ways—How It Compares with Electricity.

Advertising is a magnet of unmeasured strength. It draws trade in unexpected and unaccountable ways. Like electricity, it is an art yet in its infancy, and while it has been wonderfully developed its unknown possibilities are far greater than those with which we are all familiar.

Electricity is daily surprising us with new miracles, none of which is more marvelous than wireless telegraphy. An apt illustration of the way in which wireless spreads to every quarter of the world is that given by a country school teacher, who likened it to the effect on a pool of water when a stone is cast into it and causes rippling waves to spread out over a large surface. The same idea can be applied to advertising. Words placed in a good advertising medium are distributed over large areas and messages sent out reach many people who would otherwise never know of the existence of the advertising firm.

Like electricity again, advertising is a wonderful current revivifying and oftentimes rejuvenating a business that has fallen into a rut or become dormant. Yet, like electricity, advertising is dangerous to fool with. Woe to the man who advertises falsely! His business electrocution, or at least severe burns, are sure to follow a current of words carelessly handled.

The results of advertising are measured in dollars and cents, the meter being the cash drawer—again proving similar to the electrical current, its strength being measured in watts and candlepower.

Both are mighty factors in the modern development of business, but both advertising and electricity have often been improperly employed in the past, being used as trick performers use other novelties to confuse and puzzle, rather than to enlighten the people. However, the public is only momentarily dazzled, and, unless these strong fac-

tors are properly handled, like a flash the power is short-circuited and the value lost.

The wise advertiser will store up his energy and charge his batteries only with reliable information, and will find that, with truth as a foundation, his messages will be considered of sufficient value to be carried far beyond their measured destinations, and returns will flow in from various unknown quarters.

NEW DEPARTMENT IN INDIANAPOLIS.

New York Store, One of the Largest Department Stores in the City, to Handle the Victor Line—General Run of Trade Excellent—Fraud Advertising Receiving Attention.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., June 8.—The New York Store, one of the largest department stores in the Middle West, situated in East Washington street, Indianapolis, has opened a Victor talking machine department. Practically all the large department stores now have such a department. The New York Store will obtain its machines and records from the Stewart Talking Machine Co., jobbers in Indiana for the Victor Co.

Although the mercury has been climbing higher, the demand for dance records has not diminished in the Hoosier capital. The record put out by the Columbia Graphophone Co. explaining the tango step is having a large sale.

While there appears to be a slump in the piano business, talking machine dealers assert that they are surprised at the manner in which business in their line is holding up. Slack trade is expected at this time of year, but the talking machine dealers say they have no grounds for complaint.

The Victor department of the Aeolian Co.'s branch house here is enjoying an excellent trade for this time of the year. While this department is filling the big demand for dance records, classical records are also being sold often. More records are available now than for the last few months.

One of the windows of the Columbia Grapho-

phone Co., in North Pennsylvania street, is attracting wide attention. Life-size plaster paris figures of an infantryman and a dreadnought gunner occupy the center of the window and several army muskets which could tell tales of bloody battles in the Civil War are on display. The window was designed by H. M. Wright especially for Memorial Day. The large crowds in the city for the speedway automobile race paid particular attention to the unusual display.

One division of the Chamber of Commerce is paying attention to fraudulent advertising. This division is paying for advertisements in the local newspapers, requesting persons who suffer through such advertising to make known to the division that advantage has been taken of them. An attorney has been employed to handle such cases.

Little sensational or alleged fraudulent advertising from musical instrument houses has found its way into Indianapolis newspapers, but there have been one or two complaints. It is the object of the Chamber of Commerce to wipe out fraudulent advertising and thus strengthen the confidence of the buyer in the representations made in newspaper advertisements.

Local talking machine men and managers of piano houses are thoroughly in accord with the plans of the Chamber of Commerce along these lines.

ATTRACTIVE VICTOR FOLDER.

The Victor Talking Machine Co. sent out to its trade recently an attractive four-page folder giving a list of the Victor dance records that have been personally selected by Mr. and Mrs. Vernon Castle for use at Castle House and on board the Hamburg-American line steamer "Victoria Luise," where a Castle House instructor will teach the modern dances on her various cruises. The cover showed, in two colors, Castle House on Forty-sixth street, New York, and the "Victoria Luise," which is one of the most popular ships now making cruises to different parts of the world. The Victor records listed include tangos, maxixes, hesitation waltzes and one-steps.

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.



LOUIS XVI

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



SHERATON
Model A200, Mahogany, Plain, \$350.00

Edison Phonographs Speak for Themselves

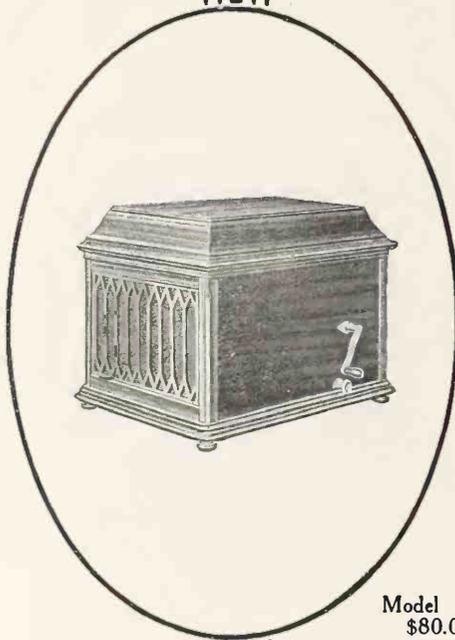
Always, everywhere, the Edison Phonograph, whether Diamond Disc or Amberola, has proved itself its own best salesman.

It does more than speak for itself—it sells itself.

Most people know a good deal about phonographs these days. They know a good phonograph when they hear one.

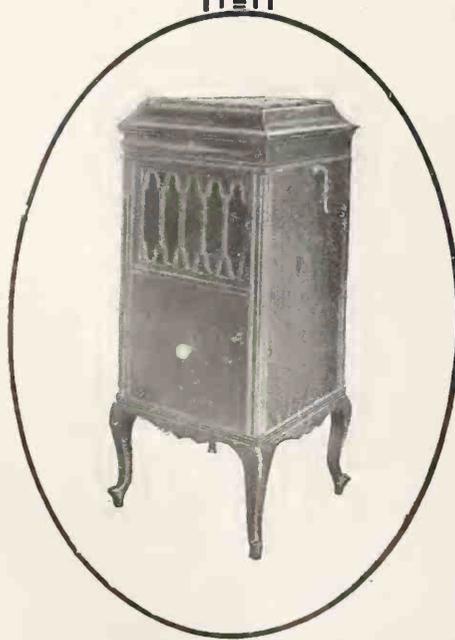
They know what it means to have all the bother of changing needles completely eliminated.

They can appreciate Edison tone, the full sweet tone that brings out the true quality of the original music—and *all* of it.



Model A80, Mahogany, \$80.00

Thomas A. Edison,



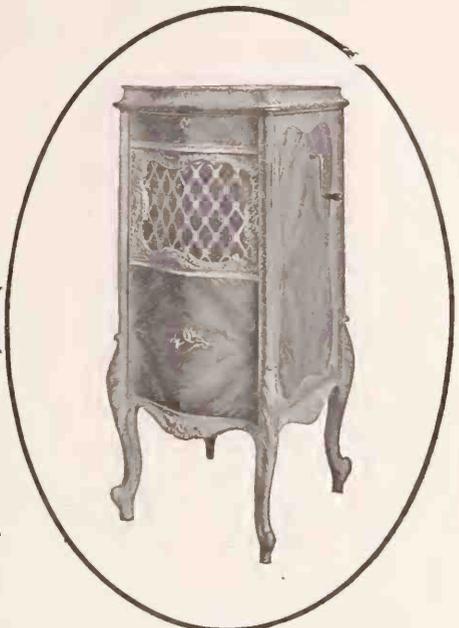
Model A200, Mahogany and Oak, \$200.00



Model A300, Circassian Walnut, \$300.00



FRATON
Model A290, Ma-
hogany, Inlaid
with
Czechoslovakia,
\$300.00



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

They are mighty glad to find records that the children can easily handle.

They like a phonograph with volume of tone that suits it for singing music and out-of-door use.

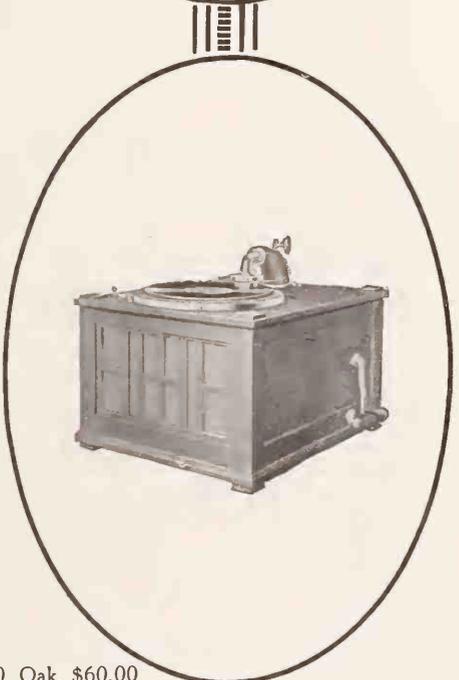
They are quick to notice Edison steady speed and constant pitch.

And last, but by no means least, they appreciate the tastefully finished Edison cabinets that fit in with any scheme of interior decoration.

That is why Edison dealers have found that people who really love phonographs are always their best prospects.

The nearest Edison jobber will give you full details as to price and terms.

We shall be glad to give you his name.



Model B60, Oak, \$60.00

Lakeside Ave., Orange, N. J.



Model A250, Ma-
hogany and Oak,
\$300.00



Model A150, Mahogany
and Oak, \$150.00

A FEW BUSINESS SUGGESTIONS FOR THE DEALER.

Benj. Switky the Prominent Victor Distributer of New York Discusses Means for Improving Summer Business and Proper Methods of Store Cleaning and Urges Early Preparation for Fall Trade—Machine and Record Stock Should Be in Perfect Trim.

Even at the risk of being called a garrulous, meddlesome, would-be-know-it-all, I can conceive of nothing more beneficial than to talk to dealers and salesmen about their own affairs. The object is not so much to impress upon them my own ideas as to spur them on to devote more time and thought to the upbuilding of their business. Should some of my suggestions sound so simple as to seem silly or superfluous please remember, dear reader, that I am talking to the other fellow and not you.

What are you going to do this summer? Have you any definite plan of action? While we don't like to admit it, it is a fact, nevertheless, that business falls off somewhat with most dealers during the summer months.

Suppose we were to plan a campaign of activity to offset the inactivity. I would suggest dividing the campaign into three sections, as follows:

1. How to improve summer business.
2. General store-cleaning.
3. Anticipating fall business.

How to Improve Summer Business.

Feature as strongly as possible the small size Victrolas and the dance records. Right now is the time to make an attractive window display, calling attention of passers-by to the advantages offered by the little Victrolas as regards quality, price, portability and easy terms.

Many owners of large Victrolas will welcome the suggestion that they take a small machine with them to the country, rather than risk carting the big machine to and fro.

Some of the prospects that you have been working on and which are not likely to be consummated as sales until next fall can be closed at once by offering to sell them a small Victrola for summer use, with the promise of redeeming it at full value in the fall when they are ready to get the big machine.

It might also be well to offer to rent a number of small machines at moderate charge, to encourage the sale of records during the summer.

This summer there will be a golden harvest for those dealers who will plug hard for the suburban, country and seashore trade. House-to-house canvassing, with a sample machine and records for demonstration, will bring the results.

The dance craze is neither a past nor passing fancy. The European love of outdoor dancing will yet be transplanted to this country—and this summer you will see the beginning. The small machines, from \$15 to \$50, together with popular

dance records, will surely be greatly in demand.

Of course, it is to be hoped that the manufacturers will be on the job and see to it that the supply shall be plentiful; otherwise it will be another case of "the best laid plans of mice and men (jobbers and dealers) aft gang alee."

General Store-Cleaning.

Begin by taking inventory, if you have not already done so recently. The benefits are two-fold: If the returns show favorably, you cannot help but feel optimistic in spite of the lull in business—which is a good way to feel in the summer time. If the stock taking figures poorly, it will act as a warning that something is wrong somewhere.

Next you will tackle the instalment and the charge accounts—those which have been overlooked or neglected. You should make these accounts mark time and keep in step. Then you will get after the surplus stock. In the summer time you are able to devote a little extra time and effort in trying to work off surplus.

Some dealers will discover, through their inventory, that they have scattered about the store a lot of miscellaneous machines which were taken in exchange during the past few months. With a little attention, these nondescript, more-or-less junky outfits can be put in salable condition—missing parts replaced, motors overhauled, etc. Every time you sell one of these outfits it feels like finding money, or at least like doing business on a hundred per cent. margin.

Do you regularly run your fingers through your record stock just to see if any records are misplaced? If not, try it! You will find it worth your while.

Overhaul your mailing list. Cut out those names which you know to be valueless. There are several ways of testing the value of names on your list. Have made a little rubber stamp, which will imprint on every envelope the words, "If undeliverable, sender will forward postage for return," or words to that effect. Or, by using two-cent stamps occasionally, instead of one-cent stamps, the post-office will return all mail that is undeliverable for any reason.

A still better way is to send out double post-card asking your customers to use the reply card to let you know whether they are interested in receiving the monthly supplements. You will then be in a position to strike off the list the names of those who did not feel it worth while to respond.

Every retail store will supply quite a lot of just

such work, and summer is the best time to do it.

Anticipating Fall Business.

There are still a goodly number of stores that are not tuned ready for playing. There is room for inexpensive, but much-needed improvement in the way of attractive interior decoration and arrangement. The installation of soundproof rooms is a good summer resolution. This work should be done now. Don't be like the fellow that Uncle Josh tells us about—the chap whose house had a leaky roof. When it rained he couldn't fix it, and when it wasn't raining it didn't need fixing. It is no excuse to say that when you are busy alteration or building is impossible, and when you are not busy you do not feel like spending the money. Remember the past and prepare for the future.

The outside appearance of the store should receive some thought, also. A good impression is the first requisite to a sale. Outside signs that catch the eye from a distance of 100 or 200 feet are equivalent to a saving in rent. They give you the prominence to be had only by a store near the corner, and we all know that rent is highest at the corner.

The final act of preparedness in anticipation of fall business is to get your machine and record stock in perfect trim—as perfect as conditions will allow at least. You are now ready for the real rush. It will come, and you will get your share because you have done everything to deserve it.

CONDITIONS IN TEXAS

Discussed by Rafael Cabanas, President of the Mexican Phonograph Co. and the Southwestern Talking Machine Co. of Dallas and El Paso—Mexican Situation Discouraging.

Rafael Cabanas, president of the Mexican Phonograph Co., Mexico City, Mex., and the Southwestern Talking Machine Co., Dallas and El Paso, Tex., all of which are exclusive Columbia dealers and distributors, was a visitor for a few days this week at the executive offices of the Columbia Graphophone Co., Woolworth building, New York.

In a chat with The Review Mr. Cabanas spoke very encouragingly regarding the Dallas house of his company, stating that so far this year all previous records for corresponding months have been broken. The company but recently moved into larger quarters, which were made necessary by its increased and rapidly growing business. The El Paso branch is also making satisfactory headway and doing a very pleasing business notwithstanding its close proximity to the Mexican border and a general business depression in this part of the State. The Mexican situation shows no change for the better and the immediate outlook here is not encouraging.

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.

As an aid in the schoolroom the talking machine now ranks foremost, and in addition it is recognized as the greatest assistance in acquiring a correct understanding of music. The layman in the home of refinement considers music a necessity, and the talking machine as an entertainer in home life is becoming a wonderful force.

EFFECTIVE means of publicity has helped very materially to increase public interest in the talking machine and the advertising end of the business is more than kept busy with the rapid strides in popularity made by this product the past year.

A word regarding a national advertised product.

This is maintained by experts as symbolic of the very highest type of modern publicity, and in view of the consistent and impressive magazine and newspaper advertising carried on by the great manufacturers it is not to be wondered at that the sales of talking machines and records are steadily growing.

PRICE maintenance on patented articles does not mean a monopoly. On the contrary, it affords a legitimate protection to the trade and to the public.

In order that business may be conducted along sound, progressive lines, it is necessary that the customer should have confidence not only in the quality of the article, but in the fairness of the price which he pays.

There is a tremendous element of strength afforded talking machine dealers by standardizing prices, and price maintenance is a trade principle that every talking machine merchant, as well as every merchant in other lines should be interested in, for price maintenance means that uncertainty and haggling are eliminated—like-wise unjust discrimination among customers.

It guarantees for the purchaser a standard of quality, and there is no other way in which a high standard of value is secured in the retail world than through a uniform selling price.

The large department store, with its millions of patrons, cannot sell standardized or price-regulated articles cheaper than the small man who has a small store stowed away in an inconspicuous place in a town remote from the great cities.

Price maintenance is protection for all, and it does away wholly with the system of cut-throat practices which in the end are bound to demoralize business.

American people are becoming better and better educated as to value all the while, and they have, through arguments which have been made in many journals throughout the land, become acquainted with the advantages of fixed prices. They realize that it means protection to the public, and it behooves every business man to use his influence to the greatest extent to see that fixed prices are maintained.

WHEN the manufacturer maintains his price he is naturally compelled to maintain his quality, and as a result, throughout the mercantile world, a number of standard articles have been familiarized to the people of the country who can judge the qualities of articles within their own class.

National advertising of trade-marked articles has cleared the atmosphere, and has removed many disagreeable features from the retail department. Had there been no standard trade-marked creations there would have been comparatively little national advertising, and with no national standards.

By maintaining standards the people have been gradually educated in special values so that to-day they know that when claims of quality are made by national advertisers that those claims can be substantiated in a large degree.

Price maintenance is closely associated with national advertising, for no individual or corporation can afford to advertise a certain brand of goods if the quality of the advertised products are lowered as the demand grows through advertising.

No one can afford to advertise inferiority and expect to remain in business.

SPECIAL World reports from various parts of the country indicate that general business is not up to grade. There is little buying of merchandise, save to meet with present demands, but one of the best reasons for optimism at the present time is found in the promise of bountiful crops.

The new official estimates of the combined winter and spring wheat prospects indicate a promise of a total wheat harvest of 880,000,000 bushels, or 127,000,000 bushels more than last year. That fact alone is pleasant to contemplate, because it affords a foundation for stable business, and adds confidence in the trade situation which needs all the bolstering up possible.

THERE ought to be no more doubt as to a business man's duty when he hears false business doctrines presented than there is about the physician's duty when he hears a man putting false notions into the minds of the untutored regarding, we will say, the germ theory of disease.

Everybody is interested in business, and if they only knew it, not simply in the innumerable details which enter into business transactions, but in the principles which underlie these transactions, principles which the vast number have no grasp of.

Our time is so mortgaged to the succession of events that we fail to realize what significance there is in them, with the result that when things go wrong we make a hit and miss guess at the cause and probably lay the blame on some incident having no more relation to the wrong results than gold buried 400 fathoms under the sea has to the high cost of living.

Every decision in business based upon prejudice is helping to build up the mountain of obstacles in the progress of business toward a stable position. Therefore is it not the duty of business men to shake men out of their prejudices, not roughly, nor with that air of superiority which always defeats good purposes, but perhaps humorously, always good-naturedly, through that power of persuasion which comes by studying men's whims?

Many are all the while letting slip the opportunity to give a new or wider vision. In other words, to lead the men prejudiced by narrow outlook into a rational view. If a man has a lazy streak in him, the temptation is to let the fellow with the false notions wallow in them.

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

ANALYZING THE HUMAN SINGING VOICE.

Some Developments of the Research of New York Professors That Should Prove of Interest to Makers and Uses of Talking Machine Records—The Human Voice as Compared with the Tones of Various Instruments—How It Appears on the Records.

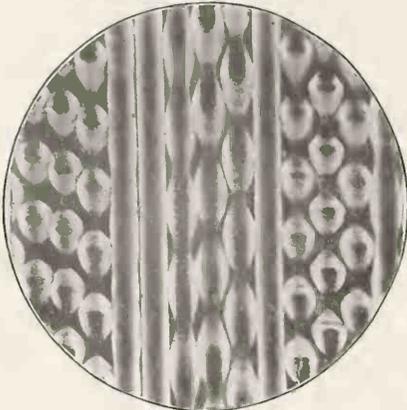
Until the present day the nearest approach to accuracy in the gauging of musical tone has been afforded by the human ear. Those interested in the development of their own voices or of the voices of singers or students have been as dependent upon the not altogether faithful and infallible judgment obtained by the individual sense of hearing as the importer or distributor of tea or coffee is dependent

nature and derived from abstract and not from physical subjects. This is shown by the indefinite terminology used by the voice teachers and critics in their work of vocal tone description. On the other hand, the sense of sight is held to be the most accurate and unerring, because it has the advantage of a permanent material object that may be deliberately studied and analyzed. It is by far the most discriminating sense we have, and therefore impressions received through it are capable of exact description.

Photographic tone analysis is an ultra-modern device of science, which promises to exert a vital influence upon the development of the voice, as, indeed, it may also, upon the manufacture of musical instruments. It is in the formulation of the theory of correct tone production that the exact analysis of tone by photography has accomplished its most valuable function thus far.

Dr. Floyd S. Muckey, of New York City, who was associated with the late William Hallock, professor of physics at Columbia University, in a scientific investigation of the physical laws of the voice which lasted more than twenty years, has

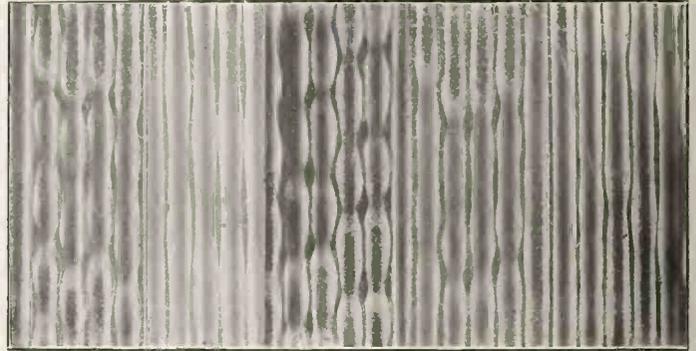
evolved a scientific method of voice production, a method which especially takes into consideration the factor of interference with the correct action of the voice mechanism. It is by photographic tone analysis that he specifically sets forth the part which interference plays in preventing the full use of the vocal capabilities. Interference is also shown to be the direct cause in the deterioration of the vocal instrument. He accomplishes his analysis of vocal tones, and, likewise, his analysis of instrumental tones by the use of the Koenig manometric flame



Soprano Song, "My Dreams."

upon the verdict of the professional sampler, or taster.

As the sense of taste is seldom exactly the same with two persons, and tea tasters will often be found to disagree as to the flavor and quality of a brand they may be sampling, so the sense of hearing is subject to disagreement—the more so, indeed, because its impressions, are of a transitory

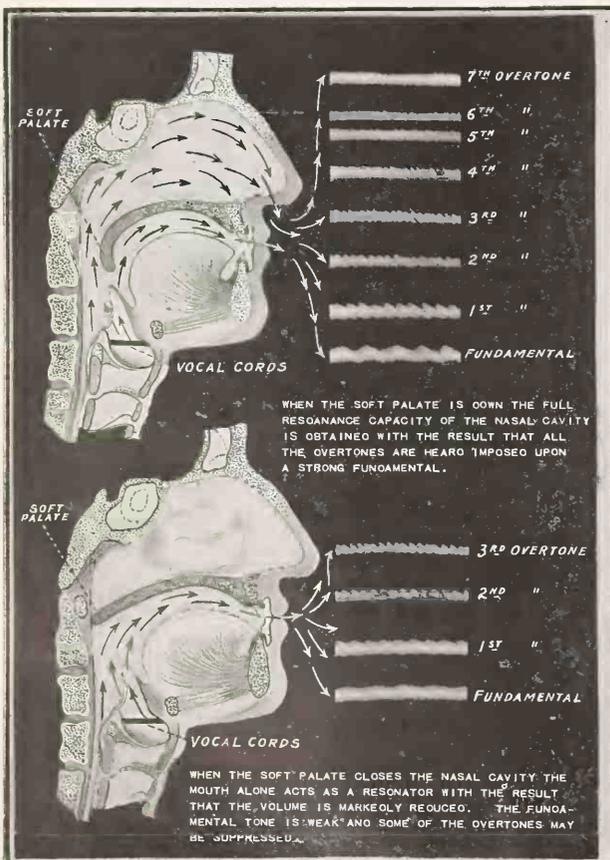


A E I O U
Tenor Voice Sounding Vowels in E Flat.

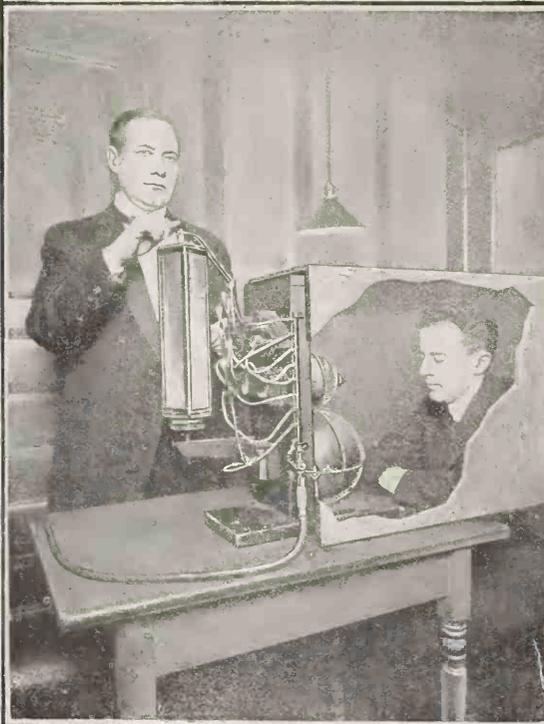
analyzer which has been greatly improved for this work by Prof. Hallock.

The photographic "tone analyzer," as the apparatus might more popularly be termed, provides an actual and permanent record of tone quality and shows the definite convention of cause and effect between interference with the mechanism and the resulting tone. How these tone photographs bear out the principles advocated by him is thus outlined by Dr. Muckey in the *Scientific American*:

"The roof of the mouth ends posteriorly in the soft palate, which rises in the act of swallowing to prevent the entrance of food into the cavities of

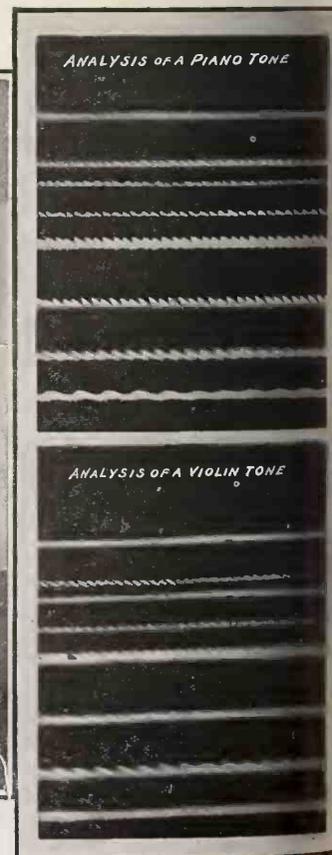


The effect of correct and incorrect placing of the soft palate is shown by the photographs of tones appearing opposite the mouths. Note that when the full resonance capacity of the nose is used, as in the upper picture, a strong fundamental tone with good overtones is obtained; the lower picture shows how markedly poor is the effect when the soft palate is up. The photographs of the fundamental tones and the corresponding overtones, appearing opposite each drawing of the human head, were obtained by means of the improved Koenig manometric flame apparatus shown in the center engraving on this page. They give instrumental evidence (better than any personal opinion) of the effect which the position of the soft palate has on tone production.



—Illustration by courtesy of *Scientific American*.

The Koenig manometric flame analyzer consists of a number of Helmholtz resonators connected by tubes with gas jets. As the subject tested sings, the flames vibrate. They are reflected in the vibrating mirror, which the operator can turn by hand, so that the subject's face is seen as in the photographs on the left hand side of this page. The mirror is not used in making the photographs; a plate holder in a camera is merely shifted laterally during exposure, thus producing the effect shown in our picture. Before the late Prof. Hallock of Columbia University improved the Koenig manometric flame analyzer photographs such as those reproduced on this page could not be made. Experimenters made drawings by watching the reflection of the flames in the mirror. The photographs herewith reproduced are among the first ever obtained by means of the Koenig apparatus.



Tones of the pianoforte and violin, respectively, sounded upon lower C. In the piano record the fundamental tone represented by the first line is weak, but the overtones are highly developed. In the violin record the lower line, being bass C (128 vibrations), records no air-waves, because air-waves of that length were not sounded; the second line is the octave of bass C (256 vibrations) and the fundamental of this set of partials.

SHOULD A JOBBER ADVERTISE AND WHY?

By B. W. Smith, of The Phonograph Co., Cleveland and Cincinnati.

The question at the head of this article belongs to the same class as the classic "Is water wet?" The answer is so obvious that one wonders why it should be asked at all. As a matter of fact, however, it is asked for the main purpose of bringing out how and when the jobber should advertise in order to stimulate trade in his territory.

In the first place it needs no argument to prove that the most complete co-operation between the dealer and the jobber is necessary in order to produce the best results, and as a step in this direction a systematic advertising campaign on the part of the jobber is one of the most useful and profitable undertakings that can be entered upon.

The dealer, especially the small dealer, has neither the ability nor the knowledge to advertise in a business-building manner, with the result that whatever money he may spend in this direction is largely wasted and quite likely to have the adverse effect of making him think that because his advertising did not sell phonographs there is something wrong with the machine, for he will certainly never admit to himself that the trouble is with his own inefficient advertising.

The jobber, however, with his greater experience, wider knowledge and general grasp of the entire field and the problems in it, is in a position to secure the knowledge of just when and how to advertise. He is able to appreciate the fact that there is very little to be gained by haphazard methods, and everything by planning and carrying through a systematic, carefully worked up campaign. In certain cases he will find it to his advantage to furnish copy and advice for the publicity work of the dealer, but entirely apart from this he should maintain a distinct plan of his own, carefully worked out on a proved scientific basis such as will inevitably produce results in due time.

The old days of hit and miss guesswork in advertising have gone never to return, and in their place has come a scientific knowledge of the principles of publicity, as well as the appreciation of the fact that no one medium is sufficient in itself to answer all the requirements of any given campaign. In other words, the advertiser must study his field and make use of every possible means of securing legitimate publicity.

When a jobber does this he cannot fail, in the course of a reasonable time, to impress upon the minds of the public at large the fact that the Edison phonograph is something to be reckoned with, that it has features superior to all other phonographs, says Mr. Smith in the Edison Phonograph Monthly, that its merits do not have to be taken for granted, because the public is invited to compare it rigidly with any other machine and to note its superiority. There is no cause for evasion of any kind, because the Edison is actually the best and, as such, invites rather than wishes to avoid competition.

Should a jobber advertise? Most certainly and

decidedly, yes. But let him not go blindly into the wide field of publicity and stray around without fixed ideas. Let him carefully plan his line of action with the advice and assistance of someone who knows, and then he is able to go ahead with the absolute knowledge that every dollar he spends is an actual investment that will bear fruit in due season.



A NOCTURNAL RECORD ARTIST.

When the creeek's silver mirror,
And the moon rides round and high,
And the whip-poor-will is calling
Across the windswept sky—

Then the great horned owl sits blinking
On the gnarled old maple limb.
Why don't you get your phonograph,
And make a date with him?

For his bass is rich and mellow,
And his song, though quite forlorn,
Will thrill all nature lovers
When rendered through a horn.

So I pray you, record makers,
To consider my avowal,
And list within your catalogs,
Solos by G. H. Owl.

HOWARD TAYLOR MIDDLETON.

Recently some office men with Chinese signatures have started the commendable practice of having their names written in type at the left of the signature. Splendid! Let us hope that others who delight in executing fancy strokes to the inconvenience of their friends will do likewise.

The egotist wouldn't be satisfied with himself unless he felt that everybody else was also satisfied with him.

BIG CONVENTION ATTENDANCE.

Arrangement Committee Believes That All Previous Attendance Records Will Be Broken at the Big Talking Machine Jobbers' Meeting at Atlantic City—Business Session Will Be Consummated in One Day—Interesting Demonstration by the Victor Co. of Departmental Work—Attractive Program Arranged.

Preparations for the 1914 convention are shaping themselves rapidly under the able management of the arrangement committee of the association, headed by L. C. Wiswell.

The tentative program given out by the arrangement committee shows the business session of the convention on Monday, July 6. It is the intention of the officers to inaugurate this year a one-day business session by calling the meeting to order on Monday morning and not considering a motion to adjourn before the meeting is all closed up. It is thought that this plan will be an improvement over the one previously used of having three or four business meetings of short duration. A buffet lunch will be served in the meeting room. Ladies will be entertained at luncheon and taken for an automobile ride during the afternoon. Monday evening there will be an entertainment at Barney's for all. Plans for Tuesday are not in shape as yet to announce. Tuesday evening the annual banquet will be held at Barney's. Wednesday's arrangements will be announced later.

A campaign is being carried on having as its purpose the breaking of all attendance records at National Association of Talking Machine Jobbers meetings. The officers figure that the increase in the talking machine business in the last twelve months alone has been something tremendous with every member, and are hoping to prevail upon the heads of all jobbing houses to attend the meeting along with their department managers. In hopes of getting these gentlemen to attend, a strong appeal is being made to them.

A distinct feature of this year's convention is going to be the presence of all the Victor officials as well as their department managers and superintendents. The Victor people propose to give actual demonstration of different departments of their work and their product at Atlantic City on the 7th. Nothing of this nature has ever been attempted before. It is safe to say that every jobber who attends will see things which he has seldom seen—even at the factory. The Victor Co. is anxious to have the heads of the Victor jobbing firms present at the 1914 meeting of the association, as it is going to considerable trouble and expense to put on this educational stunt.

Naturally the annual banquet will occupy a prominent place on the program. It will be held Tuesday evening the 7th, at "Barney's." James F. Bowers, of Lyon & Healy, will be toastmaster. Excellent speaking, a fine orchestra and a cabaret show are already assured to instruct and amuse the banqueters. Hon. Walter I. McCoy, Congressman from the Ninth New Jersey District, has been obtained as one of the principal speakers, and will deliver an address on "Unfair Competition."

Louis F. Geissler, general manager of the Victor Talking Machine Co., and Edward Lyman Bill, editor The Talking Machine World, will be heard from.

PRAISES DANCE RECORDS.

The St. Louis, Mo., branch of the Columbia Graphophone Co. received last week an interesting letter of endorsement from W. T. Clark, 3806 Oliver street, that city, proprietor of the Westminster Dancing Academy, one of the best known exponents of the modern dances in St. Louis. This letter reads as follows:

"Our experience with the Columbia dance records has proven more than satisfactory. We have used them daily in our studio this season for private dancing lessons and find them unsurpassed in music, time, durability and also saving the expense of a musician. They are without doubt the modern musician of the day, and I gladly recommend them to our patrons. Very truly yours,
(Signed) William T. Clark."

Every talking machine sold without an Automatic Stop means lost profit to the dealer, distributor and manufacturer. Are you treating the trade right?

The simplest to attach; the most accurate; the one giving you the largest profit is the

STANDARD AUTOMATIC STOP

Nickel Finish, \$2.00

Gold Finish, \$3.00

We are the pioneer inventors and manufacturers of Automatic Stops. Send 25 cents in stamps for a sample. Write on your business letter-head only. Place regular orders through your jobber.

STANDARD GRAMAPHONE APPLIANCE CO.

173 LAFAYETTE STREET,

NEW YORK

THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

BOSTON, MASS., June 6.—May certainly has been the dance month in Boston, for with dancing exhibitions at two theaters and one large hall there have been crowds of people given a new interest in the latest movements. Besides this one large concern in co-operation with a leading daily paper spread a wide knowledge of the hesitation, tango, one-step, etc., throughout New England, and this has helped the sale of dance records. Many of the local houses are getting ready to supply outfits for summer cottages at mountain and seashore, and this has helped to increase the volume of business most perceptibly.

Enlarging Chickerling Victor Rooms.

The Victor warerooms of Chickerling & Sons, 169 Tremont street, show constant evidences of popularity, and Manager W. W. Longfellow is finding business good for this season of the year. He will not be able to get away on his vacation quite as early this year as he otherwise might like, as he must be on hand to superintend some improvements that are to be made in a few weeks. These include an enlargement of the quarters on the second floor by taking a large middle room which just now is used for a piano wareroom. This will give the Victor department just double the capacity, but it is figured that this space will be used to good advantage, as the business is increasing rapidly under Manager Longfellow.

Donates Fifty-eight Prize Cups.

The Boston dancing contest at the Boston Theater, in which a number of well-known exponents of the new dances took part, was a marked success and large audiences were the rule at every performance for an entire week. The Eastern Talking Machine Co. was especially interested in the contest, as in all it offered fifty-eight cups as trophies, fifty-six of which were small ones, and two large ones for final competition on Saturday night. "Billy" Fitzgerald, of the Eastern Co., was especially active in the success of the week's exhibition, and he had installed on the stage an Auxetophone, which was used for the dances in which the amateurs took part. Throughout the week fully 10,000 copies of the book of modern dances issued by the Victor Co. were distributed.

W. J. Fitzgerald Promoted.

Speaking of the Eastern Talking Machine Co., it is pleasant to note the fact that W. J. Fitzgerald—Billy to all his friends—has been raised to the responsible post of wholesale manager for the

Eastern Co. Billy is a capable man, has had considerable varied experience in the talking machine business and has been especially prominent in introducing the machines into the schools in and around Boston. Any promotion that comes to this popular man in the trade will be welcomed by his many friends, as he has a large following throughout the trade.

Enters Supply Business.

A. W. Chamberlain, who formerly was wholesale manager of the Eastern Co., and who resigned a couple of months ago, has established himself at 120 Boylston street, where he makes a specialty of talking machine supplies. Mr. Chamberlain is the inventor of a safety needle device that is well spoken of by those who have tried it, and this he will make a special feature of.

Dance Carnival a Success.

On the afternoon and evening of May 14 there was a dancing carnival in Mechanics' Hall under the personal direction of G. Hepburn Wilson, M.B., who is the supervisor of dance music for the Columbia Co. He was assisted by Paul Swan and teachers and pupils from Mr. Wilson's seven dancing studios in New York. The music was furnished by the entire dance orchestra of the Columbia Graphophone Co., which came over to Boston especially for this carnival. The program was a long and varied one, and was heartily enjoyed by two audiences.

New Victor Warerooms Completed.

Now that the Victor department of the C. C. Harvey Co. is permanently established on the second floor of this concern's large warerooms at 144 Boylston street, Francis T. White is better able than ever before to meet the needs of his customers. The quarters pleasantly overlook Boston Common and are comfortably furnished and fully equipped with various styles of Victors and a large assortment of records to suit all tastes.

Returns After Six Months' Trip.

"Billy" Ellsler, who has been away from the Columbia Co. on a six months' leave of absence, during which he was manager for Holbrook Blynn, the theatrical star, is back at his post of floor manager, and the trade is glad to welcome him again. Two other new men with the Columbia Co. are S. B. Bowman and A. G. Haskell, both salesmen in the retail department.

Record Sales to Theatrical Folk.

Sallie Fisher, the comedienne, and her husband, Arthur Houghton, who is manager for Montgom-

ery and Stone, the stars of the theatrical world, were recent callers at the Eastern Co.'s warerooms, and left a large order for records to be sent to their summer place, Fisher Camp, Songo Lock, Lake Sabago, Maine.

Moving to Summer Home.

Manager Arthur Erisman, of the Columbia Co., and family, have planned to spend the summer on the Shore drive at Lynn, and will move there from the Cambridge within a fortnight.

Visits New England Dealers.

Manager Royer, of the Victor department of the M. Steinert & Sons Co., has lately been making a tour of the Southern New England agencies. He reports quite a good demand for goods for the uses of summer cottagers and he has mapped out an extensive summer campaign program on which his sales force will shortly embark. Mr. Royer expects to go to the Atlantic City convention of talking machine men.

Opening for Successful Manager.

Although Henry Rosen, of School street, has had his Back Bay talking machine store open several weeks and is doing a good business there he has thus far been unable to find just the right man to manage the establishment. This despite the fact that he has advertised for an experienced salesman and one that possesses initiative. Mr. Rosen is planning to take a trip to Chicago and other Western places this summer, a trip that he has wanted to start upon several times before. On the trip he will make a careful study of ways and means as they pertain to the talking machine business.

Splendid Record Business.

Manager Batchelder, of the Victor department of the Henry F. Miller Co., finds his customers busily engaged these days making a careful selection of records for use during their summer recreation at the shore or country cottages. One of his good customers for many weeks past has been D. C. Jennings, of the "Under Cover" company, playing at the Plymouth Theater, who runs in every few days. This piece has been running for twenty-four weeks thus far, so Mr. Jennings feels like a regular Bostonian. A large shipment of records was made lately to Peru, where a Miller customer is making an extended visit.

New Columbia Representatives.

Manager Erisman has closed contracts with several large houses for the handling of Columbia goods, which should considerably add to the out-

GO WHERE you will and there is only one universal opinion to the Edison Diamond Disc Phonograph—that it is an almost human means of producing human music. It is this feature that so appeals to music lovers.

Those who are Edison men now are building a business on the foundation of satisfaction, and there is no limit to their profits.

If you sell the Edison, you will have the same opportunity. We will help you with our organization, too.

The
Pardee-Ellenberger Co.
BOSTON, MASS.

**Real Music
At Last**

The
Pardee-Ellenberger Co.
NEW HAVEN, CONN.

THE TRADE IN BOSTON AND NEW ENGLAND

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

put. Among these are Kennedy & McInnis, of Pittsfield, which is a large concern of Western Massachusetts; Mason Bros., of Bellows Falls, and the Household Supply Co., of Rutland, Vt., which is one of the leading houses of the Green Mountain State.

Close Successful Year.

The Eastern Talking Machine Co. has just closed a most successful school year and much of the credit belongs to "Ed" Welch, who has labored long and hard to popularize the Victor outfits with institutions of learning in Boston and the suburbs.

Imperial Phonograph Co. Opens.

The Imperial Phonograph Co. is the name of a new concern which is now open for business in Boston. The company has established offices at 9 Doane street, in the downtown section of the city, where it has a suite of offices on the third floor. The president of the company is O. B. Cole and Charles F. Simes is the sales manager, and the latter now is engaged in assembling his field force. The machines and records are being manufactured in the city, and already the first invoice is ready for the trade.

Columbia Used at Harvard.

The Columbia Grafonola is being used with much success at Harvard in the teaching of the German language. The pronunciation of the Teutonic speech has been difficult for some of the students and so the head of one of the German courses has fallen back upon a machine to help him out. German folksongs have been used considerably for the desired purpose, as the accent is thus given to a musical accompaniment.

Looking Forward to the Convention.

Henry Winkelman, of the Victor department of the Oliver Ditson Co., is looking forward to his trip to Atlantic City on the occasion of the annual convention early in July. Likewise he is planning for his summer vacation, which he will embark upon soon after his return home.

A LUBRICANT TO TRADE.

How Men in All Trades Are Waking Up to the Necessity of Publicity.

Ability of a high order is required to successfully conduct manufacturing and retail establishments. It is one thing to create and another to successfully market. Each function is interdependent, and both are of prime importance. The sales manager or the executive must be well grounded in the principles of advertising even if the details of that department are entrusted to a manager.

It is advertising which acts as a great lubricant to business, whether it be wholesaling or retailing. Talking machine men are understanding this great necessity more and more. It is true that some of them still deserve to be awakened, but the great majority of them have become alive to the fact that their business cannot survive unless they use up-to-date methods of publicity.

Everyone is an advertiser to-day. The only man who does not advertise is a "dead one." Advertising means making known, and practically every word or act in this world is an advertisement. We give up our seats in a car to ladies to advertise that we are gentlemen. We attend the opera to advertise that we are cultured. We keep out of jail to advertise that we are honest. The man who stands pat on four hearts tries to advertise that he has a flush. If he is called, it is not the fault of the advertising, but due to the fact that he failed to observe the cardinal law of business, "have goods to back your advertising." Each year makes a terrible loss in the ranks of the once mighty host whose battle cry is "My business is different; it can't be advertised." The banks, doctors, schools and public service corporations have surrendered. Everyone is an advertiser. The only one who isn't is a dead man. Whether one's advertising is a success or not depends upon methods. The word

advertising has been localized until it has come to mean the art of making known certain facts for the purpose of inducing certain people to follow a specified course of action. It makes no difference whether one is trying to make a man buy a certain make of "talker," or make a woman get off a car the right way, the method by which it is made known is an advertising campaign.

The purpose of an advertisement is to sell goods. Newspaper space is too expensive a medium to be used for the exploitation of the writer's wit or cleverness. The ad writer who constantly bears this purpose in mind will produce effective ads despite faults of grammatical construction or display. When the simplicity of purpose of an ad is realized, it will be seen that its preparation is merely a matter of salesmanship. The duties of the ad writer and the salesman are identical and their methods should be the same. Every salesman should have a well defined system of approaching, interesting and selling goods to a customer, and the principles of this system can be applied equally well to an advertisement. Any successful salesman who is capable of analyzing his system of selling goods, who can tell just how and why he induced the customer to buy, is also capable of constructing an advertisement if he applies the principles of his salesmanship to his advertisement.

BUSINESS BEST IN SMALL TOWNS.

Salesmen who cover the smaller cities and towns of the country have no reason to envy their brethren who take in the larger ones. According to one of the prominent local manufacturers fully seventy per cent. of the present business is coming from cities and towns under 75,000 population. The reason for this, it appears, is that stocks are not so heavy in the smaller centers of the country because of the more limited purchasing power, and that these stocks are consequently turned so frequently that the small buyer is ready to take on new merchandise in fair quantities at almost any time. The fact that the buyers for the smaller stores are as a rule not hampered by the supervision of a merchandise man is also cited as a reason for the small center's better buying. While these men are said to make for a better and safer system of merchandising, they are sometimes responsible for the buyer's losing some

specially attractive offerings because his or her appropriation has been temporarily exhausted. From the present condition of business in most lines, the opinion is advanced that many appropriations are exhausted at the moment.

OCCUPYING HANDSOME QUARTERS.

Pardee-Ellenberger Co. Located in New Home, Which Is Up-to-Date in Every Detail—Immense Floor Space at Company's Disposal.

(Special to The Talking Machine World.)

BOSTON, MASS., June 9.—The Pardee-Ellenberger Co. is now comfortably located in its new quarters at 26 Oliver street, and handsomer warerooms it would be hard to find. The main quarters are on the ground floor, and the whole interior is finished in Circassian walnut of handsome grain. The clerical office occupies a large part of the Oliver street front, and the clerks can work under the best possible conditions, and there is an abundance of daylight. All the furniture is brand new, even the large safe. Off this apartment is Manager Silliman's private office, and he too has an entirely new equipment of office furnishings. Directly at the rear is the main show room, off of which is a smaller room, where dealers can take customers privately and give a demonstration of the Edison disc machine. The main show room, like the rest of the floor, is finished in Circassian walnut, and a large, handsome rug covers most of the floor. All about the sides are the various types of Edison machines. All the ceilings are of the metal type, and the artificial lighting is by the indirect electric system. The shipping room occupies the entire rear half of the floor, and looks out into an alley, where the wagons can take on their goods to be shipped with very little handling. This shipping room is unusually large. The head man of the shipping room has a private office, and beside it is a good-sized repair shop, fully equipped to meet all emergencies. One entire side of the shipping room is given over to record racks, filled with thousands of discs and cylinders. In addition to this enormous ground floor space, the Pardee-Ellenberger Co. has still another floor for storage purposes. Thus is the company now in a better position than ever to meet the requirements of its growing trade, which covers entire New England.

An almost railroad schedule of deliveries of Bagshaw-made Needles

IN OPERATING a needle manufacturing business the size of ours, it is absolutely necessary to follow certain well-defined lines as regards deliveries, for we recognize the importance of filling the requirements of our customers as needed. So you can be sure that an order placed with us for so many millions of needles monthly for a year will be shipped promptly.

We wish to make this statement now as to shipments, for this is an important link to the Bagshaw service.

Established 1870
Pioneer
Needle Makers

W. H. BAGSHAW
Lowell, Mass.

Jobbers: "On To Atlantic City"

¶ This year the Mecca for Victor jobbers will be Atlantic City the 6th and 7th of July.

¶ Object: The eighth annual convention of the National Association of Talking Machine Jobbers.

¶ " 'Taint always the biggest Rooster that has the most sand in his crop."

¶ This convention isn't as large as some others, but—

¶ If you are the head of a Victor jobbing business, you preferably—or at least one representing you—or better, both, ought to be there to learn what the foremost men in the Victor business are thinking, saying, doing.

¶ These conventions are full of Optimism, Good-cheer and Inspiration; you are welcome to bring along all the ideas you have and to take home more than you bring. If you are an optimist, you will want to come; if you are a pessimist you certainly need to.

¶ There will be talks by able men. Daily discussions. Friendly arguments. Ideas galore. You may have had the ideas yourself but mislaid them somewhere.

¶ You surely don't want to miss this chance to meet or renew acquaintances with the worth-while people in your line of business. It is a duty you mustn't neglect.

¶ For your entertainment an arrangement committee has been working faithfully for months, and it has up its sleeve several innovations which it is claimed will make even the regular attendants sit up and take nourishment. Some of these will be announced shortly, while others are said to be too good to announce, but must actually be seen to be appreciated.

¶ It isn't too early now to talk it over with the city ticket office and reserve accommodations to the "Playground of America" for Saturday, July 4; earlier if needs be.

¶ The Association officials are going to handle all the business in one big day—and Tuesday will be devoted to the usual open meeting, at which Victor officials will talk and listen.

¶ Even though you do not admit it, you need the "change"; besides think of those delightful daily dips in the briny.

¶ Of course you are busy, but come to Atlantic City and forget it.

¶ Just communicate with L. C. Wiswell, care of Lyon & Healy, chairman of the arrangement committee, and say "count on me."

LANDAY BROS. NEW FIFTH AVENUE STORE.

The Latest Addition to the Landay Victor Establishments, at 427 Fifth Avenue, is Most Palatially Equipped and Superbly Furnished to Meet the Demands of the Clientele of This Firm—Description and Illustrations Will Give Idea of Its Completeness.

The accompanying illustrations showing the exterior and interior of the new Landay Bros. store at 427 Fifth Avenue, New York, will give a fair idea of the attractiveness of this latest addition to the chain of Landay Victor establishments. This store,

the booths and furniture and the total absence of the "cramped" atmosphere which is frequently found in high grade specialty stores. A cozy corner near the right hand side of the entrance enhances this feeling of good cheer and comfort.

The illustration depicting the exterior view of the new Landay store is especially worthy of attention as representing one of the finest pictures of this kind that has ever been produced. This photograph is a faithful and accurate view of the appearance of the store at



View Upon Entering New Landay Store.

which was recently opened, is one of the show places of the local Victor trade and has won the admiration of business men all along Fifth Avenue.

Located between Thirty-eighth and Thirty-ninth streets, in the heart of Piano Row, and directly opposite the new home of Lord & Taylor, this store has been furnished throughout in a quiet, subdued tone, entirely in keeping with the character of its surroundings. Eleven demonstration rooms, larger than most rooms of this nature, are placed along the main and mezzanine floors, all furnished with a view of offering customers and visitors every com-

night time, the picture having been taken at 1 o'clock in the morning.

The favorable impression that this new Landay establishment has created is well summed up in the following letter sent Landay Bros. last month by the Fifth Avenue Association, one of the most influential organizations of its kind in



Looking Towards Fifth Avenue from Center of Store.

fort and convenience. These rooms are finished in typical French style, the color design being a gray and green, delicately blending to harmonize with the other decorations.

Upon entering the store the visitor is immediately impressed with the spacious arrangement of

jectionable, and, after all, we are all working together for a common object, the preservation of this great thoroughfare as an asset for high-class business. Yours very truly, (Signed) Robert Grier Cooke, President."

Roy Forbes, connected with Landay Bros. for

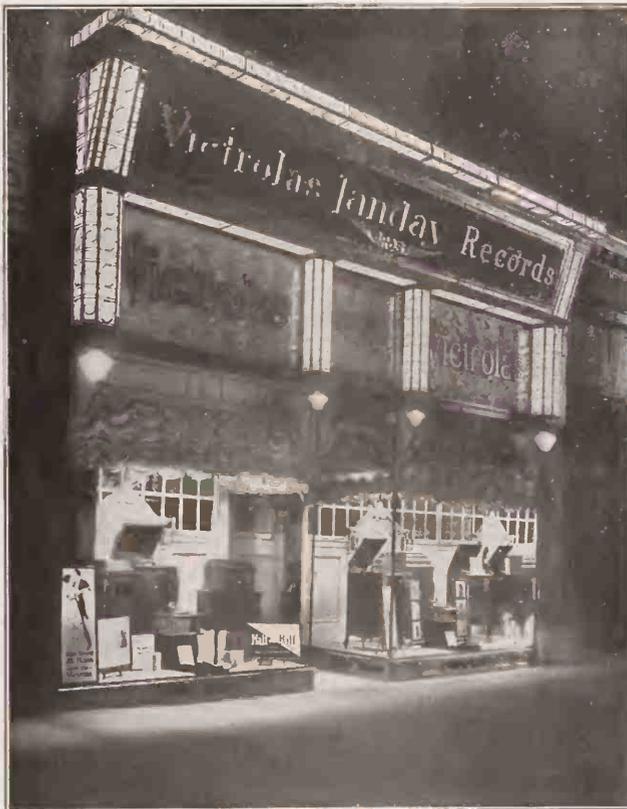
several years, is manager of the store at 427 Fifth Avenue and, assisted by a capable corps of sales people, has already laid the foundation for an extensive clientele among Fifth Avenue's shoppers and music lovers.

FORM A PERMANENT ASSOCIATION.

Committee of Retailers of New York Brought Together in Support of the Stevens Bill Will Prove a Permanent Body and Extend Its Activities in a Mutual, Protective Sense.

The committee of retail merchants of New York and vicinity which attended the big mass meeting held recently at Aeolian Hall under the auspices of the American Fair Trade League for the purpose of supporting the Stevens bill for price maintenance, has taken the form of a permanent organization and will branch out in its efforts to aid retail merchants.

The temporary committee held another meeting later and decided to proceed with a permanent organization, to embrace any retail organiza-



427 Fifth Avenue, Night View of Landay Bros.' Store.

any city of the country: "On behalf of my associates, as well as myself, I hope you will allow me to extend to you my congratulations upon the exceedingly attractive place which you have at Thirty-eighth street and Fifth Avenue. The general layout and the details you have worked out are most alluring. In fact, I should think it would be very difficult for anyone, musically inclined, to pass your place without going inside.

"You see we are just as ready to give due credit for things that we believe deserve it as we are to criticize what we consider ob-

jections which may desire to affiliate with it. Already something like twelve associations in and around New York City are enrolled and plans are to be made for adopting a constitution and by-laws and superseding the temporary officers, who will serve in their respective capacities till their successors are elected.

It is planned to make the committee a conference, composed of probably three delegates from each affiliated body and a certain number of outside independent members not connected with definite bodies; to open permanent offices and to be supported by a per capita tax on the several affiliated associations. The committee on by-laws comprises the following: William G. Anderson (pharmaceutical conference), John H. Steeneck (retail grocers), John G. Bremner (talking machine dealers), J. H. Booze (photographic trade), J. M. Kohlmeier (hardware and supply dealers) and Nicholas Ehrlich (retail tobacconists).

TO HANDLE COLUMBIA LINE.

E. L. Ward, Oneonta, N. Y., has completed arrangements to handle the Columbia Graphophone Co.'s line. Mr. Ward is planning to institute an energetic campaign for Columbia products, making a special effort to promote dance record business.

ORDERING IN ADVANCE VS. HURRY-UP ORDERS

Discussed in a Most Interesting and Illuminating Way by H. G. Stanton, Vice-President and General Manager of the R. S. Williams & Sons Co., Ltd., Toronto, Can., in Edison Phonograph Monthly—Has Had Long Experience as Jobber and Is Popular.

The importance of a plan that will insure delivery of goods when most desired is unfortunately overlooked by many dealers, for lack of that one successful element in business—looking ahead. So many merchants form the habit of leaving everything to the last minute instead of anticipating the future as far ahead as they can, laying their plans out to meet it successfully, and thus be always ready. Many dealers have no conception of how the step in anticipating their wants or planning ahead will simplify matters for them, increase their business, increase their profits, and relieve the worry, confusion and loss which follow inevitably as a result of "scrambling." Lack of preparation, confined specifically to placing of advance orders, is usually the result of lack of capital, resulting in fear of being overstocked and unable to meet obligations; lack of confidence in the goods you are selling, and the ability of your organization to sell them, or lack of ordinary business observation covering local trade conditions. Any man in business, with ordinary business prudence, should be able to estimate with reasonable exactness how many machines and how many records he will sell six months in advance, and still more exactly what his sales will be for three months in advance. Many dealers, however, give this phase of the business no consideration, because of the service they get and because they meet their requirements with reasonable satisfaction. As a result of this, when the heavy fall and Christmas season approaches, the habit of placing orders only as actually required is formed, and the thought of anticipating requirements for fall and Christmas is not taken seriously by them. As a consequence of this, there is what might be termed a "jam," to the jobber, to the manufacturer, to the transportation companies and to themselves, which results in aggravating delays, serious loss of business and an unknown but undoubtedly serious loss of future patronage.

We contend that anywhere from 75 to 95 per cent. of this trouble can be eliminated by the placing of advance orders. This can be done by every dealer, and instead of placing an order for what he will be requiring to-day or to-morrow, place one order now for what he may want for immediate shipments, another order for what he may want for shipment on the first of next month, and another order for what he may want on the first of the second month, and so on, as far ahead as local conditions may warrant; this depending, of course, largely upon his distance from source of supply, transportation facilities, etc. The only problem that presents itself in ordering in advance (and this is a slight one) is that of properly recording orders placed, so that if they are to be added to or in any way altered, it can be done without confusion either to the dealer or the jobber. If orders are placed ahead, and then for want of some system are not recorded, but left to memory, and later on the order duplicated, confusion will, of course, follow; but by having a card system or a book so arranged that each type of machine is represented, and on the page so headed, the number of machines on order, the whole proposition is simplified and results in having improved business and many other benefits to the satisfaction of all.

Type.	Amberola V.	\$100.00 Style.
In Stock.	Order.	Rec'd.
	Date.	Date.
3	10 Aug. 1-14	3 May 19
4	6 Sept. 1-14	7 May 28
3	25 Oct. 1-14	6 June 10
		For shipment
		13 rush
		12 Nov. 1, 1914.

To permit of our travelers co-operating with our dealers, in placing advance orders, we furnish our representatives each week with a record showing the amount of monthly business done by each dealer in the town visited. With this knowledge brought to the dealer's attention, it is a simple

matter to show him that his business should run 10 or 20 per cent. ahead of the previous year (or whatever percentage of increase or decrease trade conditions in their judgment, warrants) and ordering a proportionately greater or lesser amount than was done in the same month of the previous year. Even if this is carried out in the most conservative manner possible, and orders placed for one, two or three months ahead (and at distant points, four months ahead) and dealer subsequently requested to add as much again to each month's order, there is a decided gain; even if, finally his advance order is for only one-half, that assists us materially. We are sure every dealer will appreciate these facts if brought home to him by his jobber; the only condition which works against it is lack of system. Therefore, we think if a card system, such as herein shown, were adopted it would relieve the situation materially, and it would be appreciated by jobber, dealer and the public.

If the same plan were followed in connection with records—standing orders for so many each of new issues, so many each of any special issues, the same convenience would apply to these.

This problem has been such a serious one with phonograph dealers for so many years, we believe the situation can best be met by each jobber reaching his trade frequently and persistently throughout the months of August and September, so that when his traveler calls during September and October, material increase in "advance orders" would be made; and if a little improvement is made this year and developed along still better lines next, undoubtedly conditions will improve to the advantage of all.

The above conditions would apply to every dealer, whether he is the exclusive Edison dealer in his town or has numerous competitors; but where there are competitors, certainly the necessity for placing advance orders will be even greater than where there is a limited or no competition. Why one dealer will permit his competitor to excel him in the matter of service when it is so simple to anticipate wants thirty or sixty days ahead, we cannot account for, unless it is that the neglectful dealer deliberately tries to help his opponent, for we know of few better ways of doing this than to be out of stock of popular selling types of machines or records when your competitor has them.

The placing of advance orders for new issue records is of such vital importance to the development of the trade that we think it should be the dealer's first duty after the establishing of a dealership.

The regular dealers' order sheet for new issue records, sent direct from the factory, and the forms generally used by dealers in placing their advance orders for new issue records are undoubtedly good ones, but we have found that dealers sometimes mislay or neglect to place their advance orders, so that in addition to the form referred to from the factory, we have a special postcard bearing our address on one side and on the reverse the following,

"Kindly enter my order for each of the new issue records until I notify you to discontinue."

which we send to each of our Edison dealers, accompanied by a letter, drawing his attention to the advisability of becoming acquainted with the new records that are being issued each month. It permits of his more intelligently ordering for his regular stock requirements, and at the same time to permit his customers to know that on a certain day or evening of each month they can hear the entire list of new issue records, all of which means better service, better satisfaction to his patrons and more business for him.

When the cards are returned to us we place a standing order on our files for the quantity of records mentioned. These records are sent out on the date of shipment, but in the meantime should we receive one of the order blanks from the same dealer (who overlooked he had placed a standing



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.

order with us for one or two or three of each record each month) we would take his order blank, but not increase his order beyond his standing order if it was for just two records. But where he ordered four or six or ten, we would send this quantity. In any event, by his returning the postcard placing a standing order with us for one or more of each record, he would be assured of receiving the quantity specified promptly on the new issue dates.

Where advance orders cannot be obtained and the jobber has to depend upon "hurry up" service, it is necessary, of course, that the jobber anticipate his own wants. Sufficient stock room space in which to conveniently arrange records for the quick filling of orders, and an efficient staff of order clerks and shippers must be kept available; but it is hard to accomplish all this without some check upon service and despatch. To obtain this we have a time stamp with which every order received is not only dated, but timed as to the minute of arrival. The order of "write off" to the department is also so dated and timed, and the schedule of the department provides that every order received in his department up to 2 p. m. must be shipped that day if a freight order, and up to 4.30 p. m. if an express order, and there must be some very good reason for deviation from this schedule.

Many dealers wire orders or indicate a special necessity for their being rushed, in which case special attention is given them from the time they are received until the time they leave our shipping room. They are, in other words, given express service. They are specially marked when written off, they are specially followed through by the senior clerk of the department, and they are specially marked when they reach the shipping room, so that if they reach that department after the hours above specified, they are given special attention. In this way we try to serve our urgent dealers in the most efficient manner possible.

There are, of course, frequent delays from causes beyond our control; and, no matter how efficient the service, there cannot be the same convenience and assurance with rush orders as there are with advance orders, to say nothing of the big saving between freight and express charges.

If the card system was adopted more than half the worry during the fall and Christmas season will be turned into pleasure.

THE SECRET OF TRUE SOUND.

"The Secret of True Sound" is the name of a card issued by the Little One-Der Co. featuring the correct color value of sound and incidentally claims about the merit of the Little One-Der, which is an attachment for talking machines. A. S. B. Little, the inventor and manufacturer, reports that this Little One-Der is selling rapidly all over the country, and the outlook for it is very encouraging, particularly for the fact that it sells wherever practically introduced.



The decease of Mme Nordica has created an increased demand for her records. If you don't carry them, you lose.



(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

NO OCCASION FOR PESSIMISM IN CLEVELAND.

Talking Machine Business Seems to be Exempt from Many of the Complaints Which Attach Itself to Other Lines of Trade—Talking of a Victor Dealers' Association in Cleveland—Grafonola Co.'s Handsome Quarters—What Run Around the Trade Reveals.

(Special to The Talking Machine World.)

CLEVELAND, O., June 8.—The talking machine dealers of Cleveland are doing nicely, and during the month of May the general business transacted was of large proportions. Notwithstanding the times seem to be out of joint, money appears to be plentiful with all classes, and sales of machines, of the various types, from the cheapest to the most costly, are in daily evidence. The following reports of the various dealers clearly demonstrate that there is no occasion for pessimism in the talking machine trade.

J. Laurie, auditor of the Columbia Graphophone Co., spent several days at the local office the first of the month. He expressed himself pleased with the condition of the company's business in this locality.

W. J. Roberts, Jr., practically the pioneer in the talking machine business in Cleveland, and who recently retired from the Buescher Co., has, following in the footsteps of several other talking machine men, engaged in the automobile business. He has hundreds of "talking" friends who wish him success.

H. E. McMillin, Jr., vice-president and general manager of the McMillin Co., who was absent from his office for several days, owing to illness, is back at his desk, having fully recovered.

A. O. Peterson, manager of the Cincinnati branch of the Phonograph Co., spent a few days in the city recently, enjoying a visit with his many friends here. He is highly pleased with the success he is meeting with in that city.

The Cleveland Victor dealers, of which there are a large number in the city, are agitating the formation of a talking machine association. A number have already signified their intention of becoming members.

The summer season has opened up auspiciously with the Eclipse Musical Co., especially in the educational line, as it has sold quite a few school machines recently. Mr. Lane and Mr. Dinslow, of the company, have both had years of personal, practical experience, and know how to handle Victrola prospects with tact and skill. They have jointly started on a follow-up campaign, in the way of a canvass, and within two weeks nineteen machines and several hundred records were sold.

L. N. Bloom, secretary of the Phonograph Co., says business for the month of May was very good. Reports, he said, from dealers locally, and throughout the State, indicated that the sale of Edison machines and records was as brisk as ever.

Owing to the peculiar business conditions generally, the warm weather and building operations going on in enlarging and remodeling the store, business, said W. J. Davies, manager of the talking machine department of the Wm. Taylor Son & Co., is slowing down. This company, however, is having a very fair business.

Manager Madson, of the local Columbia store, is

highly pleased with the new location, and the increasing volume of business, which he says is way ahead of last month. The demand for the Leader and the Mignonette types of machines was said to be especially good. One of the last piano houses in the Cleveland territory, that were not handling talking machines, has just taken on a complete line of the Columbia goods, handling them exclusively.

At the talking machine department of the Bailey Co., business is reported very good in the machine line, with a large record trade. The larger call at present was said to be for the smaller type of machines and for dance records, for the summer resorts and boating parties.

The Grafonola Co. of Cleveland, who fell heir to the old location of the Columbia Graphophone

TRADE CONDITIONS IN BALTIMORE

Have Been Very Satisfactory During May and Early June—Large Suburban Business Being Done Owing to the Movement of Citizens to the Country—All the Leading Makes of Machines Are in Active Demand.

(Special to The Talking Machine World.)

BALTIMORE, Md., June 5.—The talking machine situation in this section has kept up in its usual good shape during May, and the dealers feel that they will be able to make just as satisfactory reports for the present month. Thus far the business for June has been very desirable and the dealers predict that it will continue right on through the summer.

The dealers have received a number of orders for suburban homes and from those persons who spend the summer in the mountains or at some of the watering shores. These instruments at such places are very popular, especially at night, when the young folks gather for an impromptu dance.

Reports show that the Victrolas and Columbias are becoming a great fad with the dancers and these machines are used at times in preference to some other musical instruments because they give good time and keep the dancers in their proper stride all through the time that they are on the floor.

H. R. Eisenbrandt Sons, who are among the regular distributors for the Victor line, report an excellent May, and have reasons to believe that the good things will continue indefinitely.

Manager W. C. Roberts, of E. F. Droop & Sons Co., says that he has no reason to change his usual statement with regard to the business done by his firm with the Victors and Edisons. He says that sales have gone along in fine shape all during May, and the prospects on hand are a good indication that his sales force will be kept busy all during the warm weather in an effort to reduce these prospects to real sales,

Co., at 913 Euclid avenue, is prospering beyond all expectations. Mr. Routh, manager, said: "Business is on the increase, and even though some other dealers are complaining. If the business of the Grafonola Co. continues increasing at the present rate, we will not have room next fall to take care of our trade."

The Buescher & Sons Co. report business moving along prosperously, and that daily sales are being made of the various types of Victor machines, with a good record trade. The June list was said to be popular and taking especially well.

"The Victrola business of the McMillin Co.," said Mr. Kellogg, "has shown a marked increase over that of any previous year. The sales show a demand for the higher priced instruments, a number of \$200 Victrolas having been sold during the past months. The noticeably increased demand for the more expensive machines is owing to the fact that the dance craze has taken the whole country by storm, and the larger Victrolas are more popular and suitable for dancing purposes, especially for the summer hotels and country homes."

Manager F. A. Dennison, of the local branch of the Columbia Graphophone Co., talks in the same enthusiastic strain as his fellow dealers. Mr. Dennison declares that May was a great month, and that prospects for the future were as bright as they could ever expect to be.

Joe Fink, head of the Fink Talking Machine Co., has similar words of cheer to say with regard to the business he has done during May with the Victor and Columbia lines.

Albert Bowden, who is head of the sales force for Sanders & Stayman Co., Inc., states that it gives him great pleasure to be able to say that the talking machine business is in such excellent shape and this alone will help to make him enjoy his two months' trip in Germany. Mr. Bowden will sail on June 24 for his home in Cologne, where he will visit his parents. Mr. Bowden has not been to his home for twenty-five years, and looks forward to his trip with a great deal of enthusiasm. Mr. Bowden is booked to sail from Germany for America in the latter part of August.

WINNERS OF VICTOR PRIZES.

Those Who Secured Awards in Record Describing Contest and the Records They Selected.

The prize winners in the contest announced a short while since in the "Voice of the Victor" for the three best descriptions of Victor records are the following: First prize, Robert Walsh, Rudolph Wurlitzer Co., Cincinnati, O.; second prize, Miss Besse Patterson, with Frank L. Young, Mount Vernon, O.; third prize, Miss Bertha Moselle, Arison's Music Store, New York, N. Y.

Mr. Walsh described the selection "From the Land of the Sky Blue Water." Miss Patterson discussed "Erkkoenig," and Miss Moselle described the "Monologo from Hamlet."

Perhaps the man who is looking for trouble is better prepared to dodge it when it comes,

An Amazing Sale of the World's Greatest Machines



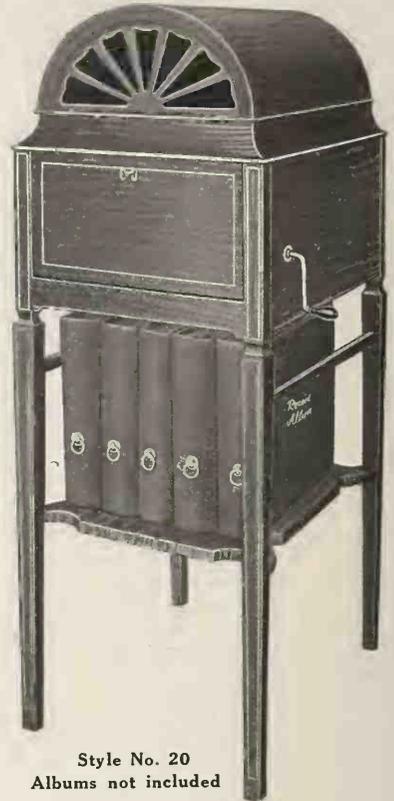
Style No. 25

We can supply this machine with same style top as No. 20 if desired.

The Keen-o-phone—most marvelous producer the age has known and the absolute masterpiece of all talking machines—offered the trade at give-away prices for quick clearance.

There are very few dealers who are not familiar with the wonder of the Keen-o-phone—how the inventor, after realizing his ideal of *the world's perfect talking machine*, lost out because he failed to realize that "making" is one thing and "creating a market" another; how the factory went on turning out these superb instruments with no real market developed. When the crash came shrewd dealers snapped up most of the surplus, but there are still about

2000 of these machines left and offered to you at a discount of 70%, which means:



Style No. 20
Albums not included

\$100,000 Worth of Machines for \$30,000



Style 5
Containing a Famous Filing Device

Read the High Lights on this Remarkable Machine

- ☐ *The Keen-o-phone will play any Disc record made.*
- ☐ *Its patented features eliminate all scratching, rasping and all foreign noises of any kind.*
- ☐ *This silvery clearness and purity of tone in itself marks the Keen-o-phone's decisive supremacy over all other machines.*
- ☐ *All the cabinet work was designed and made by Pooley—evidence enough that these are among the most artistic finely finished oak, mahogany and Circassian walnut cabinets built.*

There are five styles left—more of some than others. Several styles are equipped with the famous Pooley Filing Device. And remember! all are perfect high-grade machines—and cannot last long. Hurry your reservation to-day! Reserve *the first time* as many as you can use, or write quick for appointment at address below, or for any information wanted.

Address all inquiries to

E. BAUER, Special Selling Agent
214-218 So. 12th Street
PHILADELPHIA, PA.

IN DOLLARS AND CENTS:	
\$175 Keen-o-phones for	\$52.50
125 " " "	37.50
85 " " "	25.50
75 " " "	22.50
60 " " "	18.00
All Net	

CLOSES IMPORTANT DEALS.

Clifford R. Ely Arranged with Prominent Houses in Memphis, Tenn., and Washington, D. C., to Handle the Columbia Graphophone Co.'s Products—The Two Concerns Distinctly Prominent in Their Territories.

Clifford R. Ely, road ambassador for the wholesale department of the Columbia Graphophone Co., returned to New York last week after a month's



C. R. Ely.

trip through the South and near-by Eastern territory that was unusually successful even for this result-producing road man. Mr. Ely reached New York headquarters in time to greet the host of dealers attending the annual convention of the National Association of Piano Merchants, many of whom are Columbia advocates, maintaining extensive and successful Columbia departments.

Two of the more important deals closed by Mr. Ely on this trip were the D. B. Lowenstein Co., of Memphis, Tenn., and Woodward & Lathrop, Washington, D. C. In a chat with The World Mr. Ely called attention to the importance of these new accounts, which he states are deserving of far more than passing attention.

"The D. B. Lowenstein Co., of Memphis, Tenn.," stated Mr. Ely, "is known as the 'Marshall Field' and 'John Wanamaker' of the South and caters to a class of people who thoroughly appreciate quality and value. The D. B. Lowenstein Co. is the largest store in Memphis, and the fact that it has decided to maintain a Columbia department is indeed a valuable indication of the prestige of Columbia products. The store is planning to go after business energetically and has already erected five demonstration booths which are furnished in a dignified and high-class way. Earl Silliman, formerly assistant manager of the Columbia Graphophone Co.'s headquarters in Birmingham, Ala., has been appointed manager of this new and important department.

"Woodward & Lathrop, Washington, D. C., which is one of the finest department stores in the country, is the aristocratic store of the capital city. This store has never heretofore carried on anything but a strictly cash business, and the placing of Columbia products in this famous establishment is indeed a tribute to our company and its standing. About five booths are now being constructed, and John Affrica, formerly connected with the Flatbush avenue Columbia department of F. G. Smith, has been appointed manager. These two deals are but a part of the total results of this Southern trip, but they give a fair idea of the success that Columbia products are achieving."

The whole business world rests on a foundation of confidence. When confidence is gone business is gone. Individual salesmanship depends upon confidence as much as any other transactions in business.

MISAPPREHENSION AS TO COPYRIGHT.

When Can a Copyright Be Obtained—Modus Operandi—Numerous Inquiries Answered in Connection with the Present Interest Displayed in the Designed Registration Bill.

The interest in the "design registration" bill now in Congress has caused numerous inquiries to come to us from manufacturers and dealers who wish to know what rights they have in designs and names at the present time, and this has also brought forth the question from many sources whether or not they could not "copyright" this word, or title, or device, sometimes referring to a letterhead, sometimes to a trade-mark, sometimes to a descriptive phrase and sometimes to a design. These inquiries indicate that there is a general misapprehension as to copyright which should be corrected, and which will be clearly seen when it is understood that the only things that one can possibly copyright under the law are works of literature, music, drama and the fine arts. A title, a name, an outline cannot be copyrighted.

Sometimes protection may be had for trade-marks or trade names under the State laws or under the trade-mark laws of the United States, but this protection has nothing to do with copyrights. Trade-marks are registered in the Patent Office as are design patents, which are issued for various terms of years. However, trade-mark right may not be obtained in a geographical name or an adjective or phrase of description or in a proper name, while a design patent must show some novelty and invention.

Under the proposed design registration law protection would be afforded to the registrant who is first to register a particular design, irrespective of whether it contained novelty or invention, and the registration would practically date from the time the same was sent to Washington with the fee, without any waiting for the same to be passed upon by the Patent Office. Every original production in the way of a design would be entitled to registration protection as against imitation or duplication, one of the advantages of the proposed registration being the facility and cheapness by which the registration would be obtained. There is no doubt that under the present laws as to design patents greater protection is afforded the manufacturer than under the proposed design registration law, because if a manufacturer now receives a design patent he can restrain as an infringement any design that looks to the casual buyer to be the same as his, whether or not the outlines are identical. But the trouble with the present law lies in the delay in getting the design patent and the expense incurred.

To those who have proposed the use of the copyright as a substitute for both, we assure them, says The Jeweler's Circular Weekly, that their suggestion is absolutely without merit or reason, as the copyright law contains no provisions under which any such protection can be granted.

To guy visitors or to give short, flippant answers even to stupid or impudent people is a great mistake. Meet rudeness with unflinching patience and politeness and see how much better you feel.

DEVELOPING COUNTRY TRADE.

How J. J. Bennett, of the Columbia Traveling Staff, Toured the Ozark Mountain Foothills—Made Some Important Connections.

(Special to The Talking Machine World.)

St. LOUIS, Mo., June 10.—J. J. Bennett, of the Columbia traveling staff here, returned early this month from four days at Sullivan, Mo., in the Ozark Mountain foothills, where he assisted J. H. Bennett, not related, in getting started in rather a novel talking machine undertaking, at least for this section:

Sullivan is only a small town, and is not equal to supporting a pretentious talking machine business, but Mr. Bennett proposes to make the "whole mountains and valleys" his field. He is a former real estate man, and knows well the character of the residents in and about Sullivan, and he has concluded that they are as anxious to welcome the talking machines in their homes as their fathers and mothers were the sewing machine, and he is going to present it to them in exactly the same way.

As a starter, Mr. Bennett has bought two automobiles and two horse rigs, and has hired men as solicitors. Each will take a capacity load and go out and demonstrate wherever he can get an audience, and sell wherever he can get the money. Mr. Bennett believes there are great possibilities in his field, and he is going into the business on a large scale, expecting to have fully 100 men in the field before the summer is over. His activities during the winter will depend largely upon the weather and other conditions, but he believes that he can keep his force at work during the winter, too, when the evenings are long and entertainment is needed.

The first four days the four rigs were out eleven sales were reported. That, Mr. Bennett says, was a fair record for the untrained men. He thinks they will do even better after they get into the work. "The dance craze is reaching everywhere, and music is becoming a necessity, even in the mountains," says Mr. Bennett, "and I am going to carry good music where a piano would be useless."

There is a peculiar feature about Mr. Bennett's territory, in that scores of city families have summer homes on the mountain sides, and many of these have good machines at home, but have not taken them to the summer cottages, and a good many have expressed a willingness to buy low-priced machines for use in summer. Indeed, it was these expressions that gave to Mr. Bennett his idea, and then he saw the great void in hundreds of prosperous farm homes that he knew, and decided it was both a mission and a business field.

As a starter for his business, Mr. Bennett bought more than sixty of the United States machines when that stock was sold out. He will make the Columbia line his leader, and will sell Edison cylinder machines.

The Columbia warerooms in this city have been following a somewhat similar line of work in developing the summer hotel and clubhouse trade. Along the Meremac River, a popular boating stream, are hundreds of clubhouses and farm homes where city folk spend the heated weeks. Salesman Odell has been traveling this country and other summer resort territory, giving concerts at clubhouses and at farm homes wherever there is a sizable party of summer boarders. After an evening of splendid entertainment or dancing, and this dancing thing will not down even for a terrific heat that marked the last of May and first weeks of June in this country, he talks sale. Very few clubs or landlords fail to come across, for the average summer host, even if he is a farmer, fully realizes that a contented party of boarders is a whole lot more easily fed than those city folk who find the attractions of the pig pen and the cow lot growing stale to their city-trained ideas.

Miss Bessie Fireside, of the Columbia staff, will spend her vacation in Vienna, Ill.

When you have found out what line of goods attract the most people in your store, go into that line as strong as you can.

"Standard" Record Cleaner

Price, 50 Cents, List
Patented June 2, 1914.

Send 10 cents in stamps for a sample cleaner. Write on your business letter head only. Place regular orders through your jobber.

STANDARD GRAMAPHONE APPLIANCE CO.

173 LAFAYETTE STREET,

NEW YORK

ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

Extended brush area cleans record with one sweeping circuit.

NEW YORK TRADE CLOSING GOOD SUMMER BUSINESS.

Jobbers and Dealers Co-operating to Secure Hotel and Camp Trade—Record Shortage Not So Acute—Higher-Priced Machines in Demand—Recitals Attracting Many Out-of-Town Callers—Red Seal Records Maintain Popularity—New Columbia Record Stand.

The local talking machine trade 'he past month has been generally satisfactory to all members of the industry, although here and there some of the dealers have complained that the business depression which has been hurting business throughout the country affected their sales during the past few weeks. On the whole, however, the talking machine business has fared exceptionally good, and May kept up the excellent record attained by the previous four months' sales totals.

There is no doubt but that the active and progressive talking machine dealer realizes that the summer season should not be passed up as the natural dull season of the year. On the contrary, the majority of dealers are making energetic efforts to make the summer months compare favorably with the other seasons of the year. With the dance craze continuing unabated, the 1914 summer months should prove profitable to the aggressive dealer who takes advantage of the various summer amusements to drive home the fact that the talking machine with a goodly supply of records is practically indispensable to ideal summer camp or bungalow life. The hearty endorsements given the talking machine and records by the leading exponents of the modern dances can be used to excellent advantage by the dealers who really try to secure summer business.

Summer Hotel Prospects.

New York's proximity to so many watering places permits the local dealers to make a special effort to develop the possibilities of summer business, and the results to date have been very gratifying. The consistent solicitation of the summer hotels has convinced the dealers that this class of sales has been sadly neglected during the past few years and even though the present dance craze should subside, the opportunities for closing sales to summer hotel owners, campers and general vacationists will be followed up closely by the members of the local trade.

Record Situation Clearing.

The jobbers and dealers have not complained as emphatically during the past month regarding record shortage as they did in the first four months of the year, although this does not signify that record business has fallen off. As a matter of fact, the majority of the dealers and jobbers closed a splendid May record business, but the cessation of general complaint is probably due to the fact that the trade as a whole realizes that the manufacturers are turning out more records than ever before, and that the scarcity of records can be attributed to the remarkable increase in the demand for records that has taken place in the past six months.

Blackman Co. Closes Good Month.

The Blackman Talking Machine Co., 97 Chambers street, New York, the well-known Victor and Edison cylinder distributor, reports the closing of a very satisfactory business during the past month, particularly in its Victor record department. The company is not only selling large quantities of dance records, but is steadily increasing its Red Seal record business. This class of trade is being consistently developed by the Blackman dealers, and a growing appreciation of the better class of music by the general public can be traced indirectly to the activities of talking machine dealers to increase their sales of Red Seal and operatic records.

New Columbia Record Display Stand.

"May was one of the best spring months we ever experienced," said R. F. Bolton, manager of the wholesale headquarters of the Columbia Graphophone Co., 89 Chambers street. "Our gain

over last May was about 30 per cent., and we are very well pleased with this figure in view of the general business depression that has been current in all mercantile lines. We are selling more of the higher priced machines than ever before, and the "Leader" at \$75 is gaining popularity week after week." This wholesale branch recently sent out to its dealers in New York a handsome and attractive record display stand that is winning favor wherever it is introduced. The stand is constructed of oak finished boards, and the coloring harmonizes perfectly with the neat and refined layout of the design. The stand, together with record strips to the number of forty, are sent to Columbia dealers in local territory at the nominal cost of seventy-five cents per month for a period of six months.

New Victrolas Sell Well.

"The new types of Victrolas X and XI are being praised by all our dealers," said G. T. Williams, manager of the New York Talking Machine Co., 81 Chambers street, Victor distributor. "The many points of refinement in these new types are appreciated by our clientele, who state that the new designs are meeting with a ready sale. The month of May just closed was the best in our history, showing a substantial gain over last May, which was a record-breaker. Both in machines and records our sales were considerably in advance of last year, and the outlook just now is very encouraging. Our efforts to co-operate with our dealers are being more and more appreciated, particularly in view of the recent record shortage, as we have endeavored to point out to our trade just how they can secure the most profits out of their record stocks."

Holding Edison Recitals.

The Edison disc department of Hardman, Peck & Co., 433 Fifth avenue, is holding informal recitals at its showrooms on the fifth floor of Hardman House, at which the Edison disc products are featured. H. N. Purdy, manager of this department, states that these recitals are proving very successful, attracting many interested music lovers, who are enthusiastic regarding the tone qualities of the Edison machines and records. Sales of high priced machines continue to have the call at this department, the high grade Hardman clientele evidently preferring to have the better grades of machines in their homes to harmonize with their decorations and furnishings.

Occupying New Home.

The new Fifth avenue home of the Columbia Graphophone Co. in the handsome establishment of F. G. Smith, 335 Fifth avenue, is now entirely completed, and Manager Hayward Cleveland can well afford to look upon his department with pride and admiration, as every detail in this new store is in complete accord with the prestige of Fifth avenue trade and surroundings. Assisted by a capable sales staff, Mr. Cleveland is already proving the value of this location, and being situated in the heart of the high grade piano and shopping district, is in an excellent position to secure high class business.

New Records Well Received.

In a chat with The World, A. N. Struck, the newly appointed manager of the Edison department of the Tower Manufacturing & Novelty Co., 326 Broadway, states that the new Edison disc records now being issued are winning words of approval from all his patrons. This particularly applies to the new dance records, which are making a hit with summer vacationists, who wish to take them along for their week-end parties.

In the Department Stores.

The Victor and Columbia department at Gimbel Bros. store, Thirty-third street and Sixth avenue, is making a special display of dance records, a separate table being allotted to each popular dance, with appropriate records displayed at each table. This unique arrangement is attracting attention and producing sales.

The Columbia and Victor department in the Simpson-Crawford store, Twentieth street and Sixth avenue, was moved this week from the third to the fourth floor, where it occupies handsome quarters immediately adjoining the piano warehouses. A number of booths have been fitted up in modern, up-to-date fashion, and Manager Allan Welburn states that business has shown a steady increase during the past few weeks.

FEATURING EDISONS IN ST. LOUIS.

Silverstone Relegates Piano Stock to Standing of a Side Line and Goes After Phonograph Business in Energetic Manner.

(Special to The Talking Machine World.)

St. Louis, Mo., June 9.—Mark Silverstone, Edison jobber, is featuring the name Edison more and more strongly in his advertising, and he makes no secret of the fact that he would use the name for his store except that he is still handling pianos as a side line to his talking machines, a department that he established when he first removed into the large building that he now occupies. He did not then anticipate the record-breaking jobbing business that would result from the Edison disc introduction.

Already plans have been completed for this summer's work of giving to the store increased facilities for the demonstration of the Edison machines. The present plan is to remove the cylinder machines and records to the second floor, which can be reached either by stairway or elevator, and converting three of the present demonstration rooms now used for cylinder trade into a recital hall, which will be soundproof, and will have a eleven-foot vaulted ceiling, and will seat sixty persons in comfortable chairs. Two additional demonstration rooms will be built on the main floor, and the general decoration scheme will be changed.

O. A. Reynolds, of the Silverstone sales staff, is making an extended trip into Mississippi, Tennessee, Alabama and Georgia. He is making an excellent record in the establishment of selling agents in the Southern country, and they promise much business if the cotton crop develops.

Mr. Schulte, of the sales force, recently went to the Roe Grammar School in this city and made cylinder records of the chorus work in each of the grades. The records will be kept at the school for future demonstration.

EILERS T. M. CO. INCORPORATED.

The Eilers Talking Machine Co. was recently incorporated at Seattle, Wash., for \$3,000, the incorporators named being C. H. Hopper, E. P. Kelly and J. W. Roberts. The new firm takes over the business of the Eilers Music House but will not present any new faces to the trade, for both Messrs. Hopper and Kelly are well known in talking machine circles in Seattle as being connected for a number of years with the Eilers house, Mr. Hopper being assistant manager. The officers of the company will be C. H. Hopper, president; J. W. Roberts, vice-president; E. P. Kelly, secretary. The headquarters are in the Alaska Building.

BASIS OF GOOD HABITS.

Good habits are produced by an organized mind. The more good habits a man has the more efficient and useful he becomes. For a habit once formed acts with very little expense of energy, thus energy is conserved for the pursuit of other work. A well organized mind is one of the most valuable possessions within the reach of man. Just how to secure it is too large a problem to discuss in the short space allotted here, except to say, conscientious, constructive work is the basis of its possession.



Collect Your Over Due Accounts WITH "RICKERT'S" COLLECTION PICTURES

The newest and most successful collection method ever devised. Printed on imported gummed paper, in startling colors, size of a postage stamp—humorous so as not to offend—yet serious enough to make the money come. Simply moisten them and stick to statement or invoice and mail. No dunning letters required. Fifteen designs. Illustration shows one. For \$1.00 bill, will mail prepaid 1,000 assorted. Sample free.

WILSON E. RICKERT, Allentown, Penna

Italian



Chinese

Polish



A Most Potent Salesman

Reach Your Prospects Through the Medium of Their Mother Tongues.

- | | | |
|------------------|-------------|------------|
| Arabian | Hawaiian | Norwegian |
| Bohemian | Hebrew | Polish |
| Canadian | Hollandishe | Portuguese |
| Chinese | Hungarian | Roumanian |
| Croatian-Servian | Italian | Ruthenian |
| Cuban | Japanese | Russian |
| Danish | Jewish | Servian |
| Deutsch | Korean | Slovak |
| Finnish | Latin | Swedish |
| French | Lithuanian | Spanish |
| German | Mexican | Turkish |
| Greek | Neapolitan | Yiddish |

In addition to the largest and most complete stock of Domestic Records in the United States, we carry the entire Catalog of Victor Foreign Records.



Hebrew

Greek



Japanese



German

NEW YORK TALKING MACHINE COMPANY
81 Chambers Street, New York

SEND US YOUR ORDER FOR RECORDS AND LITERATURE.



The four Columbia Dance Instruction Records will make the talking machine dealer's Summer months the liveliest kind of a period. If you don't want to dance don't listen to them.



(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

CANADIAN TALKING MACHINE DOINGS SUMMARIZED.

Demand for Foreign Records Growing in Canada—Pathé Freres Appoint Special Representatives—Nordheimer Piano & Music Co. to Remove—Will Have Spacious Quarters as Well as Recital Hall—Columbia Demonstration by Miss O'Brien Interesting.

(Special to The Talking Machine World.)

TORONTO, CAN., June 10.—H. V. Smith, of Smith & Smith, North Sydney, C. B., was a recent trade visitor to Toronto en route for Chicago, New York and other United States points. This eastern Canadian firm has a growing talking machine and record business.

A new 46-page catalog of Columbia-Rena records has been recently issued by the Columbia Graphophone Co., Toronto, containing the cream of its English records.

Miss Mary O'Brien, special school representative of the Columbia Graphophone Co., Toronto, is carrying on important educational work for that firm. Three demonstrations and lectures have been given in Toronto before the Catholic teachers and separate school boards, one at each of the Loretto Abbey, St. Joseph's Convent and De La Salle Institute. Miss O'Brien, who has gained valuable experience in newspaper work, was assisted by Professor Frederick Goodwin, head of the Columbia firm's educational department at New York.

I. Montagnes & Co., European manufacturers' agents, whose special agencies include talking machine needles, have removed to new premises in the new Ryrie building, Toronto.

The well-known European house of Pathé Freres, London and Paris, have now a special representative in Canada in the person of Frank J. Bowers, who is here in the interests of that firm.

Mr. Bowers spent a week in Toronto, and while

here practically concluded arrangements for the distribution in Ontario of Pathéphones and Pathé disc records. It is his purpose to arrange for a wholesale agency in each Province. Mr. Bowers departed for the West, and on his return to Toronto those of the local trade who have not already inspected the Pathé line will be given an opportunity to hear disc records on the Pathéphone. This machine uses a sapphire reproducer, and the Pathé line is well-known the world over. Pathé Freres have factories in London and Paris, and arrangements are now being made for a United States plant.

Field for Foreign Records Widening.

There are dealers in Canada who have awakened to the possibilities there are for the sale of talking machines and records to foreigners. The key to the situation is, of course, the wide range of foreign records. Although some retailers are deriving a good substantial profit from the sale of foreign records, it is a field ready for harvest that has been only scratched over on the surface.

According to the last census there were in Canada 107,535 Scandinavians, or persons of Scandinavian descent; 75,681 Jewish; 27,774 Chinese; 45,411 Italian; 2,054,890 French; 393,320 German; 15,497 Finnish; 33,365 Polish; 9,021 Japanese, and other nationalities varying from 2,500 up. These amounts since the census was concluded some time ago have increased by many thousands.

Plans Out for New Nordheimer Building.

After seventy years on King street East, Toronto, the old established firm of Nordheimer Piano & Music Co., Ltd., has gotten out plans for a new building on the northwest corner of Yonge and Albert streets, opposite Eaton's, having a frontage of 110 feet on Albert street. There is a lane at the rear from which goods will be despatched and received directly to and from the freight elevator to be located in the northwest corner of the building. The new building is to be of six stories and basement, with entrances from Albert street and from Yonge street. A recital hall with a seating capacity for 500 persons is to be located on the first floor, and ample provision will be made for artists' studios. The basement will be devoted to the talking machine department, which it is proposed to enlarge, and the sheet music retail department will have a prominent location on the ground floor, where also will be located large piano showrooms. The immense frontage of plate glass on two streets will give an unusually large window display space, the pedestrian and vehicular traffic being particularly heavy at this point.

Successful selling depends on three things:
Getting a Customer.
Selling Him.
Keeping Him.

BUSINESS OUTLOOK EXCELLENT.

Schmelzer Arms Co. Break All Banner Records in Trade Growth.

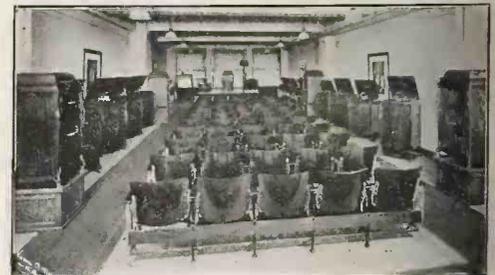
(Special to The Talking Machine World.)

KANSAS CITY, Mo., June 6.—A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., is enthusiastic over present trade conditions. He remarked to The World that the first five months of 1914 had surpassed any five months in the talking machine business since the



Schmelzer Arms Co. Showroom.

firm was established. Last year was the biggest Victor year in the history of the Schmelzer Arms Co. Mr. Trostler added: "We are frank to say that prospects for the balance of the year, with the two hundred million bushels of wheat in the State of Kansas alone, and the same proportion of crops in the States of Oklahoma, Nebraska and Missouri, will create a business which will correspond to any twelve months that we have ever enjoyed."



The Recital Hall.

The views shown herewith represent the concert hall, one of the Victor display rooms, which is used for demonstrating. The company devotes a space of seventy-five feet frontage by 135 feet deep to the retail Victor department. Complimentary concerts are given daily in the concert hall from 10 a. m. to 5 p. m.

ENLARGE "TALKER" SPACE.

The Denver Dry Goods Co., of Denver, Col., has greatly enlarged the space devoted to its talking machine department to the new quarters, superbly decorated, have attracted many customers. W. C. Wyatt is manager.

The reason there is plenty of room at the top is because most of the people who get there fall off.



Safety Needle Controller

A sound box handle which every Victor owner should have.

Prevents sound box from damaging records; no pricking fingers with needles; permits full view of record for proper starting.

Retails 25c. (Liberal Discount)

Sample sent for 20c. stamps and name of jobber.

C. & C. SALES CO.

120 BOYLSTON STREET, BOSTON, MASS.

ANTI-BUSINESS LEGISLATION.

Should Congress Create an Interstate Commission, the Consumer Would Bear the Brunt of Total Yearly Cost of \$58,000,000, According to James E. Bennett—"Talker" Trade No Exception to the General Rule.

Not long ago a New York newspaper printed an article in which it stated that about \$10,000,000 would cover the total yearly cost to the consumer of the proposed Interstate Trade Commission. The creation of this commission is now being discussed by Congress, and according to good authority there seems every likelihood that the legislators at Washington will establish such a body.

If such is the case every corporation will be amenable to investigation by the commission. The piano industry will not be exempted.

Concerning the stupendous expense of such a commission, which cost will ultimately be paid by the consumer, James E. Bennett, general secretary of the Printing Press Manufacturers' Association, has written the following letter:

"The total yearly cost of this commission, which Congress seems determined to create, will amount to approximately \$58,000,000, all of which ultimately must be paid by the consumer.

"There are about 309,000 corporations which filed income tax reports, and after deducting the 7,500 national banks, 17,000 State and savings banks, 3,000 railroad corporations under the Interstate Commerce Commission, and making allowance for corporations which do no business across any State line, it is estimated that there are about 150,000 corporations which will be subject to this erroneously named 'anti-trust bill.'

"The commission of five men will have many tasks. One is 'to investigate the organization, business, financial condition, conduct, management, and its relation to other corporations of any corporation engaged in commerce.' If it investigates one corporation and makes its report public, it ought in fairness to investigate all; and if it does not investigate all, then some guilty corporations may escape. Now if one examiner can investigate an average of one corporation each week, he could look after fifty a year. That would require 3,000 examiners. They, being experts, would require salaries of at least \$3,000 a year, or a total of \$9,000,000 for this item.

"Each corporation must also file annual reports. Such reports to be useful for the purposes of the commission must be very specific and include copies of all trade agreements and contracts and be under oath and certified by public accountants. To make up such reports would easily cost each corporation an average of \$150 a year, or a total of \$22,500,000 for this item.

"These reports must all be indexed, filed, analyzed and compared for traces of possible shady stock issues, baseless bonds, derelict directors and interlocking interests of monopolistic tendencies. This would take a large and very competent office force. The cost of tabulating and publishing the 1910 census will be \$8,500,000, so it is safe to say that this item of the operation of the trade commission will be at least \$4,500,000.

"Every person who is a director in two or more corporations carrying on a competitive business must either resign or file a petition with the commission, have a hearing and try to get an order permitting him to serve in both corporations. To employ attorneys, attend hearings in Washington and get this proceeding through will cost on an average

\$300, and as probably 20,000 such applications will be made the first year, this item would cost the corporations \$6,000,000.

"All 'holding' companies must either dissolve or within one year make application for permission to continue business. Such applications will entail tedious hearings and exhaustive evidence taking, and will easily cost an average of \$1,000 to the corporation. There are probably 10,000 such corporations, and to carry out these proceedings would cost the corporations \$10,000,000.

"To cap the climax, Section 12 provides that where stock is to be issued for property the commission shall investigate the value of the property and issue a certificate before the stock can be issued. There are at least 20,000 corporations organized each year in the various States which contemplate engaging in commerce and which buy some property with stock. All of these would have to submit their inventories and appraisals to the commission and probably have hearings and offer evidence. The question of value of 'good will' would be a very troublesome problem, and each of these proceedings would undoubtedly cost the corporation on an average of \$300, or a total of \$6,000,000. Incidentally, with all these duties and many others, the commission would soon be years behind in its work and the business men would have to await their turn for relief.

"Of course, this looks absurd, and it certainly is. Nevertheless it is true, and if this ridiculous trade commission is formed with its far-reaching and preposterous powers, the ordinary citizen will have

to pay this penalty. The benefits derived will be nothing except to the employes of the commission, who will nearly all be exempt from civil service requirements and only need a 'pull' to get positions.

"Millions spent to spank the industries of the country in order to regulate them! This bill in principle is an attempt to work the 'third degree' upon every business corporation, and is the essence of 'Government by Suspicion.'"

WHAT DANCE EXPERTS SAY.

The Haverty Furniture Co., Savannah, Ga., Columbia dealer, recently received the following letter from Mr. and Mrs. Sol C. Rice, prominent dancing instructors in this city:

"We are using the Columbia 'Favorite' Gramofola and Columbia records at our dancing academy, where they are attracting extraordinary attention. The records are played in perfect dance time, and our patrons are delighted and frequently encore them. If at any time we can be of any assistance to you, we are at your command, Yours very truly (Signed), Mr. and Mrs. Sol C. Rice."

SUFFERED FROM FIRE.

In the fire which occurred recently in Marion, Ind., the Butler Music Co., which occupied quarters in the Wyandotte Block, suffered considerable damage to its stock of supplies and instruments in the basement of the storehouse.

1897 SEVENTEEN YEARS 1914

SEVENTEEN YEARS' EXPERIENCE IS VALUABLE

In 1897 J. NEWCOMB BLACKMAN started in the TALKING MACHINE business and STUCK TO IT. It was a case of CONFIDENCE, PLUCK, HARD WORK and a firm belief that FAIR DEALING and SERVICE still mean SUCCESS.

SUCCESS HAS NOT YET BEEN CORNERED

If it had been the BLACKMAN TALKING MACHINE CO. could not have just celebrated WITH ITS EMPLOYEES the close of its 12th successful year and keep in force A PROFIT-SHARING plan established FIVE YEARS AGO.

DOES THIS INTEREST DEALERS? READ ON

VITALLY so—if they are BLACKMAN DEALERS or will become so. Don't you think SEVENTEEN YEARS of SUCCESSFUL CONCENTRATION shows up in BLACKMAN SERVICE? Does TEAM WORK and HARMONY among EMPLOYEES produce SATISFACTION for customers? Who don't know the ANSWER?

IT'S WORTH REAL MONEY TO BE A "BLACKMAN DEALER"

Are you going to be SATISFIED with anything claimed to be "JUST AS GOOD"? Not when you can TRY the GENUINE and AT THE SAME PRICE.

When will it be? Join us NOW.

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres.

97 CHAMBERS ST., NEW YORK



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.





Full dance instructions on one side and a complete dance selection on the other.

The biggest talking machine business since the demonstration

You know very well that millions of people in this country who could learn all alone in this expense of private lessons

Well, they can do it

Each of these

Four Dance

has a regular dance selection on present records. But *instructions how to dance* One-Step, the Hesitation,

Ten million people are reading Saturday Evening Post and away those who come to you you going to follow along cash in on the biggest thing

Your nearest Columbia (see list of this issue) has a supply for you.



Full dance instructions on one side and a complete dance selection on the other.

COLUMBIA



Graphophone

WOOLWORTH BROS.

In the record the Columbia cord.

hundreds of thousands
be dancing if only they
es without going to the
blicity of class lessons.

tion Records

ne side—just like our
er side *are complete*
particular dance—the
and the Tango.

out these records in the
Are you going to turn
or those records; or are
of least resistance and
his dance business?

(see inside cover page
records on hand to send

COLUMBIA

ompany

NEW YORK



Full dance instructions on one side and a complete dance selection on the other.



Full dance instructions on one side and a complete dance selection on the other.



Joan Sawyer, vaudeville's most popular danseuse, has her own Persian Garden Orchestra making Columbia dance records. One of these records will be announced shortly.



(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**

KRAKAUER AND THE EDISON.

The Well-Known Piano House of New York Featuring the Edison Disc Phonograph to Excellent Purpose — Handsome Display Quarters and Special Recitals Interest the Public and Win Customers and Friends.

Krakauer Bros., one of the old-time distinguished piano houses, which recently secured the agency for Edison disc phonographs, are displaying them to great advantage in their ware-

house, A. Edison, Inc., they say: "We find the Edison instrument a worthy adjunct, as to quality of tone, to the Krakauer pianos. The disc has given entire satisfaction and has caused many surprises to musicians and critical minds." And the sales of records prove the correctness of this deduction.

Andrew H. Mangold, manager of the Krakauer establishment, has demonstrated the Edison instruments at a number of musicales recently and has attracted most fashionable audiences, who have been aroused to great enthusiasm in connection

with the founder, Simon Krakauer, of whom a portrait appeared. The house of Krakauer has long been noted for its adherence to the highest ideals in the constructive department of piano making, having paid particular attention to the development of tone quality.

H. C. BROWN ADDRESSES PIANO MEN.

Advertising Manager of Victor Co. Emphasizes Importance of Truthful Advertising and the One-Price System at Banquet of National Association of Piano Merchants.

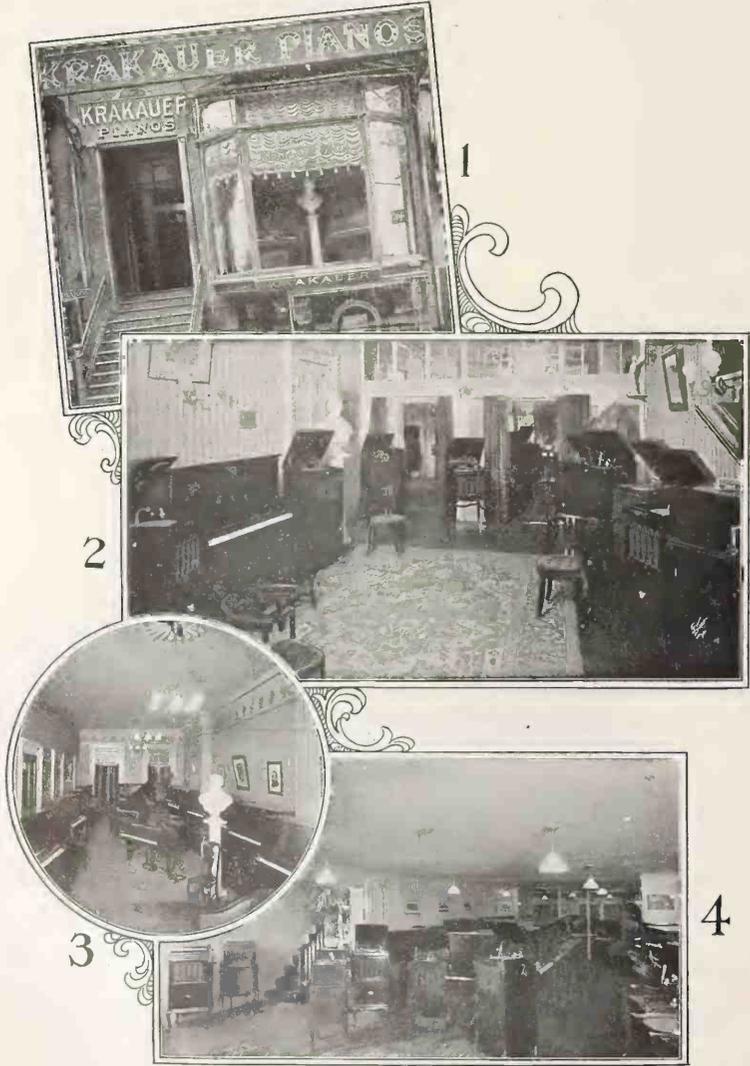
Henry C. Brown, advertising manager of the Victor Talking Machine Co., was one of the speakers at the annual banquet in connection with the convention of the National Association of Piano Merchants at the Hotel Astor on June 9 and which was attended by over 650 piano men and their friends. Mr. Brown delivered an interesting address on the importance of truthfulness in advertising and the necessity of the one-price system as conditions precedent to success in business, and closed with an appeal for the piano men to do all in their power for the support of the Stevens bill, which provides for the maintenance of prices on trade-marked articles. The arrival of Governor Glynn, of New York, the guest of honor, during Mr. Brown's address, forced the latter to deliver his speech in sections, as it were, but nevertheless he created an excellent impression.

PLAYED GREAT GAME.

At Least We Are Sure the Winning Team of the Forces of the New York Talking Machine Co. Did—Particulars Later.

There was great excitement in Van Cortlandt Park last Saturday afternoon. Diamond No. 3 was surrounded by the forces of the New York Talking Machine Co., carrying on an active campaign of "rooting" for their favorite team. The participants in the struggle for baseball honors were the Married vs. the Single Men of the New York Talking Machine Co. As The World closed its last form before the result was known, we are safe in saying that the best team won. But even that will be determined later, for a return game is inevitable.

Make sure of your aim—no one feels meaner than the fellow who sends a wink across, and it doesn't land.



Exterior and Interior Views Krakauer Bros., New York.

1. Exterior of Office Building, 17 East Fourteenth Street. 2. One of the Edison Disc Recital Parlors. 3. Entrance to Edison Recital Parlors. 4. Edison Salesroom.

rooms at 17 East Fourteenth street, New York, The illustration herewith will give an idea of the extent and equipment of the Krakauer quarters.

Krakauer Bros. have expressed the greatest pleasure and satisfaction with the wonderful tone qualities of Edison discs, and in a letter to Thomas

with the interpretation of the programs prepared by him.

The Edison Phonograph Monthly, by the way, recently devoted considerable space to the Krakauer establishment, giving a history of the house and extended reference to its distinguished

I. DAVEGA, Jr.

125 WEST 125th STREET, NEW YORK

Victor Distributor

PROMPT AND ACCURATE SERVICE

DEALERS: Write for our Victor Pennant. Sent with our compliments.

SIX NEW EDISON ARTISTS

Who Will Make Their Debut in the Blue Amberol List for August—All Prominent in Their Respective Spheres of Activity—Have Made Some Very Notable Records.

Six new artists will make their appearance in the list of Blue Amberol records for August issued by Thomas A. Edison, Inc. They will include



Paul Althouse, Tenor.



Mildred Howson Hartley, Contralto.

Paul Althouse, one of the distinguished members of the Metropolitan Opera House Co., a tenor of distinction, who has been heard with great appreciation and interest. He is a pupil of Oscar



Arthur Blight, Baritone.



Edwin Swain, Tenor.

Saenger, the New York teacher, who has turned out so many eminent artists. Mr. Althouse has selected that beautiful number from "Faust," "All Hail, Thou Dwelling Lowly," in which to make



Hendrika Troostwyk, Violinist.



Fred Duprez, Monologist.

his debut. Other artists who will be heard in the August list are Mildred Howson Hartley, contralto, who has appeared in opera and concert with great success. She sings Blumenthal's "Sunshine and Rain." Arthur Blight, a baritone of recognized worth, will be represented in the August list by "Beauty's Eyes," a lovely song, which will undoubtedly appeal to his admirers. Another gifted artist who makes her debut for the Edison Co. is Hendrika Troostwyk, violinist, who has played with a number of orchestras, winning great acclaim. She is heard in a composition of her own entitled "Springtime," which displays her technique and musicianship most effectively. A concert singer widely known is Edward Swain, who long occupied a position as soloist with the Lafayette Avenue Presbyterian Church, New York. Mr. Swain's

voice is a remarkable one, and he is especially noted for his perfect diction—a valuable acquisition. This varied list is made complete by the appearance of Fred Duprez, monologist, who has chosen as his initial selection for the Edison Co. "How to Be Happy Tho' Married." This monologue has been given by him in theaters all over the world and has been laughed at by millions. It now enters into a new sphere of publicity.

HE USED THE ECLIPSE ALL RIGHT!

The Columbia Co.'s advertising department was greatly surprised the other day to receive a proof from one of the local newspapers wherein a cut of an eclipse of the sun was prominently displayed. It seemed that this advertisement was intended for the exploitation of the company's "Eclipse" machine and dance records, and as no cut of the machine was available, the newspaper was instructed that a cut of an "eclipse" was to be inserted. The compositor read these instructions literally, and the proof as submitted showed a glorious illustration of an eclipse of the sun or moon that would have delighted astronomers but

would hardly have been appreciated by talking machine prospects.

TO TEACH MUSIC CRITICISM.

There is a class at the Chicago Musical College where students are taught how to become music critics. It would be interesting, remarks the London Daily Telegraph, to know the methods adopted. But no matter. For evidently the pupils are on the right road to achieving distinction in that particular walk in life. Edward Moore, their teacher, asked them recently to write their impressions of a certain "soulful" composition. "Whenever I hear it," wrote one girl pupil, "I feel like putting my head on some one's shoulder." To which the professor appended the comment: "Concert seats next to yours are bound to be at a premium when you become a critic."

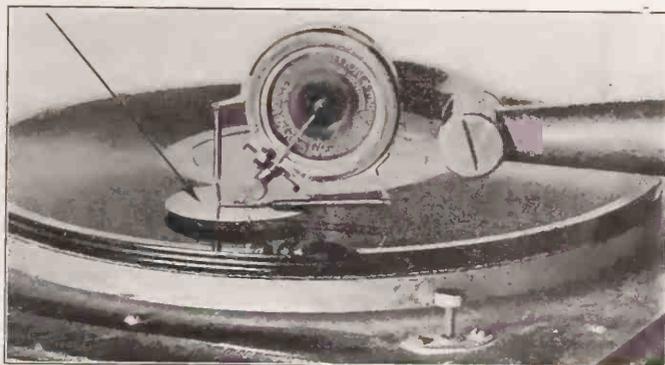
Women wear so much false hair nowadays that it is extremely difficult to tell which is switch.

The man who feels that he has a message for the world generally sends it collect.

(From Scientific American, May 23, 1914.)

"An Attachment for Talking Machines and Gramophones Which Improves Their Reproduction"

"IN THE Scientific American of September 27th, 1913, we published an article on an invention patented by Mr. M. B. Claussen for amplifying the reproductions of talking machine records, which invention consisted in inserting the steel reproducing needle through a specially formed celluloid disk. Simple as the invention is, the effect is remarkable. With a fine needle a volume of sound can be obtained which exceeds that produced by a coarse needle, with the additional result that all the delicate shades which only a fine needle can reproduce and which escape a coarse needle, are heard. Mr. Claussen has patented a modification which permits the use of the fiber needle. If anything, the effect of the celluloid disk is even more pronounced than with the steel needle. Those who use fiber needles know that they are superior to steel points because the scratching is reduced, the tone is purer, and the records are not worn away so quickly. Mr. Claussen passes the fiber needle through a ball and socket joint in the center of the disk, so the needle can be adjusted to any angle. It is now possible with this invention to use the fiber needle with those records for which it is peculiarly adapted, with the assurance that the sound to be obtained is greatly amplified and a richness of quality obtained otherwise quite impossible."



**Steel Needles Masterphone, \$1.00
For Fibre Needles, \$1.50**

DEALERS—Write for Special Offer during Summer months. It is a money-maker and custom builder.

The Masterphone Corporation

Room 192 45 Broadway New York City

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg., 220 South State St., Chicago
Telephone: Wabash 5774

(Special to The Talking Machine World.)

CHICAGO, ILL., June 11.—Talking machine dealers feel assured of not only a good but a large fall business. The Farmer (with a big F) is going to have money to spend this year, and he has already evinced a predilection for talking machines, which the dealers and makers will try to satisfy. The reason for this feeling is the continuance of the highly favorable crop reports from the territory most immediately tributary to Chicago. The wheat situation is most unusual. The acreage is larger than ever before, the condition better than before known, and the reports from our chief foreign competitors are such as to promise that prices will remain at least fair. On this basis of facts the American farmer will be some half a billion dollars better off on account of his wheat crop alone, while the other small grains, especially oats, are in almost as good a position as wheat, except that there is not so much of them. If corn fulfils its present promise the barns of the country will be actually bursting with wealth of this season's harvest—and what will the farmer buy? Apparently, from recent examples, autos to go about in and talking machines and player-pianos to amuse him at home.

G. W. Davidson Painfully Injured.

G. W. Davidson, of the Talking Machine Shops, was painfully injured a short time ago, when an automobile which he was driving came into collision with a truck. Three fingers of one hand were badly lacerated and Mr. Davidson suffered severely from the pain and loss of blood.

Miss I. Caldwell, of the Shops, leaves for a trip through Europe June 18, sailing on the "Calgary" of the Allan Line leaving Quebec. Miss Caldwell will be gone for three months and will visit England, Scotland, Holland, Belgium, France, Spain and Italy, also making other stops at Mediterranean ports. She will return by one of the White Star steamers over the Southern route.

Attractive L. & H. Window.

Lyon & Healy are showing by illustration how essential to the proper equipment of a family camping-out party is a talking machine. In their window they have placed a graphic representation of a party of campers, consisting of father, mother and child. The child is playing around with a dog, the mother is listening to a Victrola, and father—he is catching fish, as is quite proper when a father

of a family takes his wife and offspring out into the wilds beyond the end of the horsecar line or more modern trolley. The scene is pretty and suggestive that a Victrola would not be out of place on such an excursion. The scene is made the more complete and realistic by the introduction of a real babbling brook, beside which the tents are set, and squirrels and turkeys and other presumable residents of the locality to which our campers have hied themselves to be near to nature and her charms and away from the distractions of the city. Seriously, it is worth many times the trouble of carrying to have even a small machine and a limited selection of records to while away rainy days and evenings in camp and to entertain the welcome visitor.

C. E. Goodwin on Vacation.

C. E. Goodwin, manager of the Phonograph Co., is on a three weeks' trip to the East. The journey is made as a combination business and pleasure trip, for Mr. Goodwin plans to put in several days of hard work at the Edison factories at Orange, N. J.

Fibre Needles in Summer Use.

That fibre needles are constantly increasing in popularity and are being used even by machine owners who are taking their instruments with them to their summer homes is the conclusion reached by Wade & Wade, for the big sales of the Wade fibre needle cutter at the present time can be quite clearly traced to the summer influence.

Columbia Notes.

Wholesale business of the Columbia Co. is reported by District Manager W. C. Fuhri as being very good for this time of the year, with especially heavy calls from dealers on the summer dancing outfits that the Columbia Co. has so generously advertised. Dance records continue to be the main call in the Columbia record warehouses.

A distinguished visitor of the month was George W. Lyle, who came to the city on a short tour of inspection. Mr. Lyle is well satisfied with conditions generally and viewed the business situation with optimism.

C. E. Baer and his wife started for New York June 8, accompanied by Mr. and Mrs. Edward Blimke. They will motor the entire distance and will be gone about three weeks. While in the East the two Columbia men will visit the factory.

An All-Efficiency Office.

W. W. Parsons, local Dictaphone manager, has

made his office the ultimate in the matter of business efficiency by installing a Dictagraph outfit, whereby he may talk to or listen to any one of the other people in the office, or to all at once, without rising from his desk or even reaching out his hand for a telephone. The Dictagraph is similar to that made use of by many detective agencies, although much changed to meet the requirements of business institutions. It is very interesting to see Mr. Parsons at his desk dictating letters into a Dictaphone and directing the employees of the big offices at almost the same time. His is the all-efficiency office. Mr. Parsons reports that B. F. Swanson & Co., of Des Moines, Ia., and C. H. Rollins & Son, of Keokuk, Ia., are two new agents for the Dictaphone.

Mr. Herdman, manager of the St. Paul office of the Dictaphone Co. was a visitor to the local offices.
New Wurlitzer Man.

L. E. Noble is the new man in the wholesale talking machine department of Wurlitzer's, succeeding F. C. Harnden. Mr. Noble is a young man who has had extensive sales experience and under the direction of Assistant Manager Fred A. Siemon he is making such experience felt. Mr. Noble is devoting considerable time in the solution of dealers' problems and no doubt his ideas will prove to be of great value.

Special Summer Sales Plans.

Some very effective sales promoting plans designed to answer the requirements of summer conditions have been prepared by the Talking Machine Co. and are already being made heavy use of by numerous dealers. The immense call for Styles IV, VI and VIII to be used by vacationers in the woods and on the lakes suggested what the possibilities of the summer trade could amount to. Customers who have entered stores in answer to advertisements of summer and dancing outfits have been appealed to by the talking machine's wonderful possibilities for perhaps the first time and the result in many cases has been that the prospective buyer has left after ordering one of the larger machines. The buyer is easily impressed with the fact that the additional cost of a larger machine can soon be paid off and the result to buyer and seller is always most satisfactory.

The past month has shown good business for the Talking Machine Co., due in part to the replenished record stocks and to the generous purchases of Styles IX and X in fumed oak and the new Style X and XI machines.

(Continued on page 36.)

THE WADE—THE PRACTICAL—THE WADE Fibre Needle Cutter



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

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

The WADE is the most economical cutter. It has a self-acting stop, which prevents waste and enables one to get from 12 to 15 perfect playing points. No. 2 has a double action, making it especially easy to operate and affording the most powerful cut of any tool made. No. 1 is a very popular cutter which has given excellent service.

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.

Two Successful Ideas

Lyon & Healy's Idea of the Victrola

From the very beginning we have advocated the highest and best in the handling of the Talking Machine proposition. We have always felt that its rightful place was in first-class surroundings. Dealers, whose conception of the business agrees with ours, can obtain many helpful hints from us. Write to us about your problems. We will tell you what we would do under similar circumstances.

LYON & HEALY
Victor Distributors
CHICAGO



Lyon & Healy's Idea of Service

Years ago we inaugurated so high a standard in taking care of the wants of dealers that many said we were aiming at the impossible. To-day our standard is higher than ever, but we have a host of imitators. Dealers will find EXTRAORDINARY ALERTNESS to be the keynote of our Victrola and Record business.

Send your orders to us and you will find that you will have strong co-operation. We have made a success of our own retail Victrola business and we can greatly help you by means of the unique Lyon & Healy Service to make a success of your business.

LYON & HEALY
Victor Distributors
CHICAGO

LYON & HEALY
Victor Distributors
CHICAGO

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

R. J. Keith, sales manager, recently made a short trip which included a stop at Indianapolis to witness the motor races. While there Mr. Keith was the guest of James Whitcomb Riley, the famous Hoosier poet, and together with Howard Chandler Christy, the illustrator; Mr. Johnson, owner of Century Magazine, and Carl Fisher, one of the owners of the speedway, enjoyed the courtesy of the judges' stand.

Increases and Improves the Tone Values.

A talking machine attachment has been invented and placed on the market by A. S. B. Little, of Nashville, Tenn., which is highly spoken of by those who have heard it. The object of this invention is to do away with the more or less destructive influences and effects of rigidly held needles on the records. In playing his records on his own machine Mr. Little noted the damage done and the imperfect renditions obtained by rigidly held needles and made and applied to his own machine the "Little One-der" attachment. This attachment can be used on any standard disc Victor or Columbia record on any standard machine. It cannot be used on the new Edison talking machine. The claim is made that it will play any record much better than a rigidly held needle, and while it improves the playing of new and perfect records and much prolongs their life, it is also stated most positively that by the use of the "Little One-der" records that have been discarded as useless because of some scratch or crack can be played anew. The use of the "Little One-der" necessitates no change in the machines or the needles. The price is low and it should prove a good seller with little pushing.

Notes and Visitors.

H. G. Power, manager of the talking machine department of the Taylor Carpet Co., was a visitor to the local trade.

L. C. Parker, manager of the piano and talking machine departments of Gimbel's, of Milwaukee, passed through the city on his way to the piano men's convention at New York.

Word has been received here that Mr. Haile, formerly with the Eggleston Music House at Champaign, Ill., is now with Geo. H. Wheelock, of South Bend, Ind.

John Green, a talking machine man of Grand Rapids, who is well-known to the local trade, is on a motoring trip to New York City.

Ike Kupfenberg, Milwaukee avenue Victor dealer, recently made an Eastern trip which included a visit to the Victor factories at Camden.

A. H. Forson & Son, of Austin, are the latest to establish a Victor department.

W. E. Ericson, Inc., are conducting a series of Victrola dancing exhibitions at its Evanston shop.

E. J. Melich has moved into new and larger quarters at 3938 West Twelfth street.

M. C. Conlin & Sons, Madison and Western avenues, have resumed business following a serious fire suffered recently. The shop has been remodeled and the stock much enlarged.

George Mickel, of Mickel Bros., Des Moines, Ia., called at the offices of the Talking Machine Co. on his way to Detroit, where he will spend a vacation.

The P. A. Starck Piano Co. attracted much business and attention recently with an elaborate "Queen of the Movies" window. The arrangement of photographs of the company and the prominence of the records displayed did much to produce a large sale.

News has come from Peoria that Mr. Kiess, formerly with the Wookey Co., is now the head of the new talking machine department of the Block & Kuhl department store.

P. H. Hughes, formerly with the Wisconsin Music House, of Janesville, Wis., has opened a piano and talking machine store at Oshkosh, Wis.

Some of the month's visiting dealers were: H. B. Eger, Libertyville, Ill.; B. A. Zechlin, Frankfort, Ill.; Mr. Willis, Mayview, Ill.; John Danlin, St. Charles, Ill., and S. L. Cook, Indiana Harbor, Ind.

Miss Theresa Dondero, for seven years in the local Columbia offices, will on June 24 become Mrs. Clarence O'Donnell. Best wishes.

J. B. Ryde has been appointed assistant manager of the wholesale talking machine department of Lyon & Healy. Mr. Ryde is one of the well-known

stand-bys of the house, having been with Lyon & Healy for the past sixteen years. He has covered the State of Illinois for the firm and is popular with the trade.

Congratulations are being offered Miss M. O. Tapper, of the wholesale talking machine department of Lyon & Healy, on her approaching marriage. The date has been set for June 27, and the name of the happy groom that is to be is R. E. Nordquist.

A. G. Nelson, manager of the Tri-City Piano Co., of Moline, Ill., has been a visitor, but found time to devote to something besides talking machines. He visited the races at Indianapolis, motoring with a party of friends from Chicago.

L. C. Wiswell, manager of the wholesale talking

more than ordinarily attractive, and Lyon & Healy offer a rare opportunity for Victor dealers to secure splendid publicity.

DEMAND FOR KLINGSOR NEEDLES.

Manager Reports Receipt of Twelve Million Needles of Various Styles with Twenty-five Million More in Transit.

(Special to The Talking Machine World.)

CHICAGO, ILL., June 9.—The American Klingsor Works has established offices in rooms 1316-18, North American building, under the management of Arthur Soudek, a man who is not only well acquainted with the needs of the American market, but who has also had extensive experience in the European trade.

Victrola
"The Ever-Ready Home Orchestra"

From \$15 to \$250
Easy Terms

DEALERS IMPRINT HERE

Come and hear the New Models

New Lyon & Healy Poster.

machine department of Lyon & Healy, has been absent from the store for some days owing to a rather severe though not dangerous cold.

Henry Saak and A. G. Kunde, both of Milwaukee, were recent visitors to the local talking machine trade.

Nick Wurth, Columbia dealer of Escanaba, Mich., was one of the dealers who were in recently.

A New Lyon & Healy Poster.

A reduced fac-simile of the new Lyon & Healy Victrola poster is shown herewith. The great Chicago house is printing a number of these billboard posters for itself and it would be glad to run a few extra ones for Victor dealers in other cities. These will be supplied practically at cost to the Victor dealers.

Just now, when all the world is out of doors, these posters on principal billboards, and in towns adjacent to the dealer's place of business, will be

The popularity and growth of the demand for the Klingsor needles has been remarkable and a striking instance is afforded in Mr. Soudek's statement that he has just received a shipment of 12,000,000 needles of various styles and that another shipment of 25,000,000 is in transit. These needles can be used with the Victor, Edison and Columbia machines and are made in ten different styles adaptable to any variety of record.

A VISITOR FROM OMAHA.

A. J. Sanderson, Manager of the Edison Department of Hayden Bros. Speaks of Conditions in His City and Expresses Great Admiration for the Talking Machine World.

(Special to The Talking Machine World.)

CHICAGO, ILL., June 8.—A. J. Sanderson, manager of the big Edison department of Hayden Bros. Department Store, Sixteenth and Douglas streets,

"KLINGSOR" Talking Machine NEEDLES

(MADE IN GERMANY)

ARE THE BEST ON THE MARKET

10 STYLES

Write for Samples and Prices to the

AMERICAN KLINGSOR WORKS

1316-18 North American Building

CHICAGO

Omaha, Neb., is one of the first of the vacation-talking machine dealers to visit Chicago—the great central summer resort.

Mr. Sanderson came armed with all of the equipment of one determined upon having a good time, including a kodak wherewith to record the said good time for future reference.

Mr. Sanderson reported an excellent Edison year, saying that the past month's sales more than doubled those of the corresponding period of last year, and had the supply of goods been sufficient to supply the demand the record would have been

an even better one. "The larger Edison machines have been our long suit," said Mr. Sanderson. "They seem to sell easier than the cheaper grades.

"While I have the opportunity I want to tell you how much I appreciate The Talking Machine World. I receive copies both at my home and office and the minute The World comes I start to read it through. There is not a paragraph I do not see. I get something good out of it every month—things that give me a little more 'backbone' and a few more ideas. I think The World is the best thing that a man in this business can invest in."

and four days later the sale had to be called off until another order could be placed for additional stock.

There was no definite announcement as to the total of the sales, but it was understood they reached something like \$5,000 in the two weeks the sale ran.

One of the most important features of the plan, as it was found to work out, was a discount of 10 cents on each payment made in advance. The result of this offer was that a very large number of purchasers made several payments ahead at the time the machine was delivered. This insured the company against the person who might consider the plan an easy means to obtain a machine for a few weeks and then return it. The discount, carried through the entire course of payments, amounted to \$3.90, or nearly 10 per cent. As a matter of fact, many took advantage of discounts, running from \$2 to \$3.

It was reported, says Printers' Ink, that there were a few cases—less than a dozen—where purchasers had desired to return the machines after making two or three small payments, but in practically every case a little straight-from-the-shoulder talk convinced such purchasers that it would be better for them to keep the machines and pay for them. The discounts, however, in the hands of trained salespeople, minimized such troubles to a great extent.

THE SALES FORCE REFLECTS POLICY OF THE HOUSE.

Interesting Paper Read at Recent Convention of Indiana Piano Merchants' Association by Fred L. Paige, of Terre Haute, Which Possesses Many Points of Interest for Members of Retail Branch of Talking Machine Industry—Views of a Practical Man.

The employing of salesmen results from the desire on the part of the employer to do as much business as his capital warrants, and sometimes from his personal inability as a salesman or his lack of ambition in that direction. Whatever may be the reason the employing of salesmen seems to be a very necessary part of the piano business, and to get, make and keep good men is certainly one of the largest problems of the employer.

A salesman to be successful must have a personality, making for himself and his house hosts of friends, not only the real buyers, but the kind that will go out of their way to point out a real sale and help boost the making of it. He must first of all be absolutely honest, not only to his house, but to his customers also, and conscientiously give to them the value he has represented to them as giving. He must be ever and always on the job, alert and strenuously careful that his house has a hearing with every customer, if not a successful one. He must work ever with the aim of closing his sales to the best advantage as to terms, not being content with simply following the line of least resistance, and closing on the minimum terms, just because a customer thinks it to be to his advantage to make the terms low. He should use extreme care in the selection of his sales, yet exercise a judgment born of experience, and not be afraid to make a sale even if the payments are low, providing it can be safely made and at a sufficient profit to justify. He must be able to discriminate between the customer who pleads poverty and talks for low terms, when an investigation will show that there is absolutely no reason for his not paying even better terms than asked for.

A salesman should and I think usually does reflect the policy and business morals of the employer, and one brought up in a house of tricky tactics and immoral surroundings usually brings to his next job many bad habits hard to break. The selling of pianos should be on a plane with works of art and other artistic merchandise, but I am sorry to be compelled to admit that through the exploiting of ruthless money grabbers, not merchandise, it has in many sections fallen to the level of the despised sewing machine and lightning rod business. It is the mission of the best class of salesmen to raise the standard of the business, and this can be done only by a strict adherence to honest methods.

It has always been considered that salesmen are born not made, and while many are called, few are chosen. The gift of salesmanship seems to fall on few, and some do not recognize it early enough to get out of the kindergarten class, while others take up some line in which they are especially interested, and so thoroughly acquaint themselves with that line that with tact, persistence and persuasion, the average customer falls a willing victim and forever afterward sings his praise. Salesmen are employed under various forms of contract, their compensation depending on their ability to sell goods, to do a clean business and to maintain for their employer a reputation which admits of no criticism. While there are many in the trade whose qualifications along these lines fail to measure up as they should, there are still a limited number of those bright intelligent fellows particularly endowed with powers of argument and persuasion, and possessed of a keen sense of honor and morality, making them salesmen of whom a house may justly be proud.

Our experience with salesmen has been somewhat limited, as we have not hired promiscuously and have for the most part taken young men and educated them along the lines of our own methods and house policy. We have usually hired on the straight salary basis, feeling that with our one-price system and simple organization our interests are best served by this arrangement. We pay salaries ranging from \$12 per week up, and expect of a salesman sufficient business during a period of six months or a year to make the "salesman cost" from 15 to 19 per cent. While we must confess we fall short of this ideal and still retain the services of the man, it is because of the character of his business and his ability to make himself of service in many other ways outside of selling. I believe that there are many salesmen whose services are valuable to their employers who are not producers of high business.

The out-of-town business we find cannot be produced on as low a per cent. as the city business, and it is a grave question with us if the out-of-town business is at all profitable except as an advertisement and for its swelling the number of sales made and incidentally assisting the manufacturers to dispose of their stock. I believe the business has undergone some radical changes during the past few years, and in one way this is seen in the doing away by some houses of outside canvassers or the ringing of door bells, as it is commonly called, and the business of to-day is being brought in to the house more and more.

Business also has turned largely from the old methods of argument in which the salesmen depended almost entirely on the credulity of their customer and their own ability to so color the unbelievable as to make it appear a fact. The present day salesman must know his goods and be able to describe them so vividly as to make a catalog unnecessary. But, as before said, of much more importance is his personality and ability to inspire confidence both in himself and his house. The selling of pianos being specially a personal appeal, it is very difficult to lay down any absolute rules.

"PROGRESSIVE INSTALMENT PLAN"

Recently Introduced in Indianapolis Strikes a New Chord in This Line of Merchandising, Particulars of Which Will Interest Piano Men—Size of Payments Increase Steadily Until Goods Have Been Fully Paid For.

In view of the many forms of instalment sales that prevail in the music trade industry, it is interesting to note how this form of work is conducted in other lines—for instance, the sewing machine field. "The progressive instalment" plan recently inaugurated by L. S. Ayres & Co., of Indianapolis, will interest a great many in the piano field because of its novelty and rather ingenious means of attracting the attention of the public.

Ayres & Co. advertise the Standard Rotary sewing machine, on payments starting at 5 cents for the first week and increasing 5 cents a week until the total is paid, and is reported to have had excellent returns from the sale.

The price of the model so sold is \$39, and the payments on this basis extended over a period of thirty-nine weeks, the last payment being in the neighborhood of \$2.50. It is said that forty machines were sold the first day of the novel sale.

EDISON BANS CIGARETTES.

Workers Can't Use Them, Though He Smokes Cigars and Chews.

The 6,700 employes of the Edison shops in West Orange, N. J., the other day were confronted on every side with printed signs bearing this warning:

Cigarettes NOT TOLERATED. They Dull the Brain.

As a result of correspondence with Henry Ford, the Detroit automobile manufacturer, Thomas A. Edison decided to be a crusader against the cigarette. At the request of Mr. Ford Mr. Edison made an analysis of at least twenty brands of cigarettes. While he found the tobacco contained in them was of all qualities, he found poisonous matter in all the papers in which they were rolled. Said Mr. Edison:

"That poison attacks the brain and works havoc with a man's mental activity. His mind becomes clouded. Evaristo Madero, brother of the late President of Mexico, told here a few days ago that men, women and children are inveterate smokers of cigarettes in the Southern republic."

Mr. Edison has always abhorred cigarettes, but he is a heavy smoker of cigars, and he likes to chew tobacco.

SEND FOR SAMPLES

Patented.



De Luxe Model (Patented)

Each in a box and every dozen in a display carton.

Retail for 50c each

"DUSTOFF" RECORD CLEANERS

Add life to records. Keep the tone pure and clear. Get into the minute sound grooves of the record and thoroughly remove all accumulated dust and dirt.

CLEAN ALL MAKES OF RECORDS

Distributed by most Victor and Edison Jobbers and all Columbia distributors.

SAMPLES Sent postpaid, on approval, if you give jobber's name. Regular Model

Every dozen in a counter display carton. Retail for 15c each.

MINUTE SHINE CO.
189 Canal Street Providence, R. I.

ADVERTISING SCHEMES THAT INCLUDE PRIZES

Which Are Dependent Wholly or in Part Upon Chance, Stand a Poor Show at the Post Office Department These Days—Interesting Information on This Subject Submitted For Benefit of Readers of Talking Machine World—What Is and What Is Not Affected.

Advertising schemes that offer prizes dependent wholly or in part upon lot or chance stand a poor show at the Post Office Department these days. The use of the United States mails for the promotion of lotteries is, as is well known, prohibited, but it is not so generally realized that the Department is little, if any, more lenient toward certain prize schemes, gift enterprises and guessing contests. This policy has an especial significance for advertisers since the recent revival by the Postmaster-General of the practice of issuing fraud orders against offenders pending the disposition of the cases in the courts. This method has, of course, the effect of shutting off an advertiser's mail without waiting for the courts to pass upon the case.

In a recent report to the Postmaster-General, the assistant attorney-general for the Post Office Department declares that a very voluminous correspondence between his office and postmasters throughout the country is necessary in connection with the enforcement of the statute which declares unmailable all letters, cards, circulars, certificates and other matter concerning lotteries and gift enterprises.

Outlining his policy in such cases, the law officer of the Department says:

"Postmasters throughout the country make requests daily for rulings from this office upon the mailability of matter handled by them relating to every conceivable kind of contest contemplating the award of prizes of one nature or another. Many of the enterprises, such as 'guessing' or 'estimating' contests, certain classes of prize card-parties, contests in which prizes are to be distributed according to the priority of receipt of the answers, prize-package schemes, all drawings, raffles, etc., also 'endless-chain' enterprises designed for the sale or disposition of merchandise or other things of value through the circulation or distribution of 'coupons,' 'tickets,' 'certificates,' 'introductions,' 'contracts' and the like, which are as well inherently fraudulent, are invariably held to be embraced in the terms 'lottery, gift enterprise, or similar schemes offering prizes dependent, in whole or in part, upon lot or chance' as used in the postal lottery statutes; and in the administration of these laws postmasters and other postal officials are instructed as occasion arises to with-

draw from the mails all publications, circulars, cards, pamphlets and other matter containing advertisements or notices or other information of any kind concerning such schemes.

Window Displays Affected.

"There are also presented numerous other propositions which may not in themselves be in violation of the lottery statutes but which, when first submitted, usually embrace some features rendering them unmailable under the law in question. They include such enterprises as those involving the offer of prizes for the most votes secured in newspaper subscription and other contests, for the correct, or nearest correct, solutions of puzzles, problems, etc., and for the supplying of words, letters, or sentences missing from published matter; for the best window displays of different articles; for the best names to be used for various purposes; the best essays, compositions, productions, etc.; also some in which are involved the distribution of lots or tracts of land in town-site and other land-openings, etc. When the objectionable features are eliminated and certain required conditions incorporated in such of these contests as admit of reformation, the matter is allowed admission to the mails."

For advertisers, the significance of this pronouncement is found in the final sentence wherein there is seemingly indicated the willingness of the Department to pass in advance upon the mailability of advertising matter relative to schemes and contests of one kind or another. Presumably, to be sure, the matter must be submitted through the advertiser's local postmaster, but the important point is that the matter can be referred direct to headquarters with the presumption that an advertiser can obtain an authoritative opinion on his copy ere he has gone to the expense of printing and posting his literature.

In short, this is much the same sort of advance advisory policy which has been adopted by other departments, with reference to manufacturers' labels on food and drug products. And in the case of the Post Office Department, says Printers' Ink, such a policy is assuredly in marked and gratifying contrast to the policy which has obtained at certain stages in the past when the officials of the division of classification and others in authority were wont to refuse to give any advice to an ad-

vertiser or to intimate what their decision would be with reference to any submitted piece of advertising literature. They took the absurd position that an advertiser must "put his head in the noose" by actually mailing the matter regarding the status of which he was in doubt, ere the Department would give any indication whether or not such matter was deemed to be clearly in violation of law.

COLUMBIA LINE FOR WESER BROS.

Prominent Piano Concern to Handle Grafophones and Records in Retail Stores.

The Columbia Graphophone Co. closed arrangements recently with Weser Bros., 131 West Twenty-third street, New York, whereby this well-known piano house will handle a complete line of Columbia products in its warerooms at this address. Weser Bros. are well-known in the piano industry, as their pianos and player-pianos are handled by representative dealers from coast to coast. Their warerooms on Twenty-third street are very successful, and Columbia machines and records will undoubtedly meet with a ready sale there.

PICTURES FOR DELINQUENTS.

Wilson E. Rickert, of Allentown, Pa., has devised a new series of collection pictures which have



been particularly useful in attaching to invoices to delinquents. It has been found to be a successful and diplomatic way of getting in money. Mr.



Rickert has a number of designs besides those attached, concerning which he will be glad to send full particulars.

NEW CONCERN IN BUTTE. MONT.

(Special to The Talking Machine World.)

BUTTE, MONT., June 6.—Joseph Lutey and L. V. Williams, of this city, have just opened a new talking machine store under the name of the Butte Phonograph Co., and will handle nothing but talking machines and records. The new quarters are fitted up in first-class style, there being three large soundproof demonstration rooms, with attractive furnishings and decorations. A complete line of Edison products will be carried in the new store, and George A. Renner, Northwestern representative of Thomas A. Edison, Inc., directed the arrangement of the store and the selection of stock. He will also assist the company in staging demonstrations for the next few months.

PRaises DANCE RECORDS.

The Columbia Co. received this week an interesting letter from the Georgia Brown Dramatic School of Art, Kansas City, Mo., relative to the merits of Columbia dance records. This school is one of the best known institutions of its kind in Kansas City, and has numbered among its pupils many well known Middle West actors. The letter reads as follows:

"I wish to extend my congratulations to the Columbia Graphophone Co. upon the splendid records for dancing which I am using in my school. My pupils enjoy the perfect dance time and superior quality of music. Columbia records are beyond doubt a joy forever. Very truly yours, (Signed) Mrs. Georgia Brown."

LONG CABINETS

HAVE MANY FRIENDS

D 67, D 62, D 32 are now furnished
in FUMED OAK finish

Write for Circulars of
RECORD CABINETS
and
PLAYER ROLL CABINETS

The Geo. A. Long Cabinet Co.

Address all trade communications to

Clement Beecroft, Sales Manager

309 W. Susquehanna Avenue
PHILADELPHIA, PA.



D 67

Mahogany, Fumed Oak, G. O. and W. O.
Sliding Record Shelf. For IX Victrolas,
Capacity, 192 12-in. records.

WEBB TELLS HOW HIS "TALKIE-MOVIES" WORK.

Interesting Personality of George R. Webb, Who Is Giving His Attention to Synchronization of Talking Machine and Film—While a Capitalist and Organizer, He Also Possesses a Mechanical Turn—How Investigation Was Conceived and Obstacles Overcome.

George R. Webb, whose "talkie-movies" are being shown here for the first time in the Fulton Theater, isn't at all the usual type of showman. Mr. Webb is rather a capitalist, an organizer, with a mechanical turn. Before he became interested in the synchronization of the talking machine and the film he was a railroad man, a telephone man and a dozen other things.

His first venture into a field remotely resembling his present one was the installation in Wilmington of a system by which telephone subscribers might be able to hear music in their homes, music which was produced by a talking machine at "central" and carried over the wires to the subscriber. The plan is still in operation.

His Friends Scoffed.

The step from this to the synchronization of the record and the film was a short one. Mr. Webb, telling of his work, said that when he first conceived it and told of it, his friends laughed and told him he was in his dotage.

"The trouble with them was," said Webb, "that they didn't realize, as I did, that the motion picture was to be the popular amusement of the future, and that a fortune awaited the man who made even the most unimportant improvements in its manufacture.

"Most persons have seen the crude earlier attempts to harness the talking machine and the cinematograph, which from time to time have made their appearance in this city. They were never satisfactory. It seemed, in the first place, that the "talker" was always a talking machine and the motion picture always a motion picture, and that when even the nearest approach to perfect synchronization was made the task of believing that the picture on the screen was actually talking or singing was too much for the most agile imagination.

"I had seen this trouble, too, and had noticed further that the power of a single talking machine was all too slight for use in a large hall.

Utilizes Electricity.

"I thought of coupling up a half a dozen talking machines, but I realized how impossible it would be to keep them all together. After casting about for months I suddenly thought of the telephone. Why not use the electrical current for carrying the sound from a single record to half a dozen horns? By such multiplication I could be sure of a sufficiency of sound, and of a complete unison between the horns. That, briefly, is the plan I have adopted.

"Of course, that is the merest outline. There are a hundred details. You will want to know, for instance, how I can have talking machine records of the voices of Caruso or Farrar singing to the motions of persons who are evidently not Caruso and Farrar.

"Well, I begin with a Caruso record. I play that record half a dozen times, or a dozen times, if necessary, before the person who is going to act for the camera, until he is entirely familiar with the tempo, the enunciation, the breathing and all such technical details. When he is letter perfect I put the record on a talking machine which is electrically connected with the motion picture camera. I start the record and the projecting apparatus at the same time, and the person whose picture is being taken sings in entire unison with the original record. It so happens then, as you will see, that I have a motion picture film of a man or a woman singing exactly the words on the record.

Only One Talking Machine.

"When the time for the show comes I simply start the record and the projecting apparatus at the same time. There is only one talking machine, remember, which is directly connected with the lantern.

"From this talking machine run wires to half a dozen horns arranged around the screen on which the picture is connected. Each one of these horns has a reproducing apparatus similar to the receiver in the telephone, only so sensitized that instead of giving forth a mere whisper, as the telephone does, it magnifies the sound to the power of the original.

"The operator turns the crank. The film starts, and the music starts with it. If the start is right, anything less than perfect synchronization is impossible. The audience looks at the singer pronouncing his words, or the banjoist fingering his stops, and they hear the sounds at the same instant the mouth forms the requisite consonant. It sounds complicated, but the principle is simple."

SECURES VERDICT.

Architect Recovers \$600 for Plans Drawn for Vitaphone Co.

Philip Raque, a Jersey City architect, was awarded \$600 by a jury in Judge Speer's court with interest from January 1, 1913, in his suit to recover compensation for professional services rendered to the Vitaphone Co., of New York.

The plaintiff had drawn up plans for buildings to be erected in Plainfield.

Frederick Colton represented Mr. Raque and Neison Runyon appeared for the defendant company.—Hudson Dispatch, June 9.

VISITED THE SOUTH.

V. W. Moody, sales manager of the New York Talking Machine Co., 81 Chambers street, New York, Victor distributor, spent the Decoration Day week-end in a visit to Old Point Comfort, Norfolk and Richmond, Va.

JOAN SAWYER WITH COLUMBIA CO.

Well-Known Conductor of Persian Garden Arranges to Supervise the Making of a Special Series of Dance Records for the Columbia Graphophone Co.—A Columbia Enthusiast.

The Columbia Graphophone Co. announced recently that it had closed a deal with Joan Sawyer whereby this well-known artist would supervise the production of several series of special dance records for the Columbia library. Miss Sawyer has already supervised the recording of one of these series by the Joan Sawyer Persian Garden Orchestra and these records are now being sent out to the trade. Joan Sawyer conducts the Persian Garden at 50th street and Broadway, New York, and is one of the best-known exponents of the modern dances in the country, having been markedly successful with her magnificent Persian Garden. Miss Sawyer, who will leave shortly for an extended tour of the country, accompanied by her orchestra, speaks in the following terms of Columbia dance records:

"I think it is only fair that having found Columbia dance records, so immeasurably superior to all others, I should write you a line in appreciation of your successful endeavors to supply the dancing public with the very best in dance music that can be possibly had. Personally I am so impressed with Columbia dance recording that I have decided to have you make records for me of the dances I have been using in my own work and shall loan you for the purpose my special dance orchestra from the Persian Garden, New York. I look for some unusually interesting and excellent results. Believe me, Sincerely yours (Signed) Joan Sawyer."

ON TRIP THROUGH THE WEST.

Dan W. Moor Calling on Trade for Standard Gramophone Appliance Co.'s Specialties—New Record Cleaner Popular with Dealers.

Dan W. Moor, road ambassador for the Standard Gramophone Appliance Co., 173 Lafayette street, New York, is at present in the West on an extended trip that will include visits to all the leading trade centers. Mr. Moor will return the early part of next month in order to be on hand for the annual jobbers' convention, which will be held this year at Atlantic City, N. J.

"We are greatly pleased at the heavy demand for our new 'Standard' record cleaner," said Thomas W. Kirkman, manager of the company, in a chat with The World. "Although this cleaner has been on the market but a few weeks we are already receiving repeat orders, and Mr. Moor, our road ambassador, is booking gross orders from all the leading jobbers. The convenient form of our cleaner, coupled with its artistic appearance, combine to make it an accessory of unusual value and sales possibilities. The call for our 'Standard' fibre needle cutter also keeps up very strong, and at the present time we are working to full capacity to handle the orders of our patrons for this cutter."

All the music—and nothing else.

Our slogan: "Please thy neighbor as well as thyself."

Modify and clarify the music. Play old favorite records now discarded because of the scratches.

Agents Wanted.

You must act quickly to secure territory.

PATENTED MAY, 1914. By A. S. B. LITTLE

THE "LITTLE ONE-DER" ATTACHMENT



THE LITTLE ONE-DER CO., Calvin Ave., Nashville, Tennessee

It fits Victor and Columbia Machines and Records.

Place it in the needle-holder and insert needle in the orifice.

Uses standard needles.

Eliminates the scratch and scrape noises in new or old records.

Retails for \$1.00.

Low prices to dealers in lots of fifty.

Get literature and send for sample.

ANNUAL OUTING OF BLACKMAN CO.'S EMPLOYES

Which Occurred on June 6, Most Enjoyable in Every Way—Sports of All Kinds Part of the Program—Annual Distribution of Dividends a Feature of the Outing—Entire Party Attends Palace Theater in the Evening—Sales Force Wins Ball Game.

June 6 was a red letter day for the employes of the Blackman Talking Machine Co., 97 Chambers street, New York, Victor and Edison cylinder distributor, as it marked the holding of the fifth annual outing and banquet tendered to the employes by the company. For the first time in these



The Winning Nine. J. N. Blackman Standing Second from Left.

five years the day scheduled for the Blackman outing was an ideal one, the four previous outings having been marred by rains and thunderstorms. Needless to say, the employes, together with the officers of the company and a few invited guests, determined to take full advantage of the blue skies and tempting sunshine, and it was a happy party of 35 that left the Blackman warehouses at 12:15, bound for Whitestone Landing, on the Sound, where the 1914 outing was scheduled to take place.

By special arrangement with the Long Island Railroad, a special car had been ordered, and this car left the Pennsylvania Terminal at 1:20, bringing the party to Whitestone Landing about 2 p. m. A varied program of games had been prepared for the early afternoon amusement, and at 2:15 the first race was called.

This race, which was termed a shoe race for men, was won by J. B. McGovern, with John Mills a close second. A 440-yard relay race between the office and sales forces and the shipping room force was next on the program, and after a nip and tuck struggle, the office and salesforce team was returned the victor; the winning team consisting of President J. Newcomb Blackman, J. B. McGovern, L. W. Bishop and F. R. Burnham, Jr. A potato race for ladies furnished general amusement, Miss Hattie Ott being returned the victor, with Miss M. Hennig second and Miss C. A. Pratt third. This order of finishing also held good for the 50-yard dash for ladies, which was on the program later in the afternoon.

The 220-yard dash for men resulted in a neck



Frank Roberts and a Bevy of "Fannieses."

and neck finish between L. W. Bishop and John Hanley, the former winning on the last few strides, with Albert M. Blackman, son of President Blackman, a good third. The next event, the running broad jump, proved the star event of the afternoon's games, as it brought out some splendid jumps and keen competition. L. W. Bishop of the

sales force, who had distinguished himself in various other capacities in the earlier part of the program, also won this event with the remarkably good jump of 16 feet, which is "some" jump for the average amateur performer. John Hanley finished second and J. B. McGovern third. A 150-yard relay race for stout people (two men and two women) was won by Miss L. Peters and George Thaw, after an exciting race between the two ladies. The ladies then held a five-frame bowling contest, which was captured by Mrs. M. G. Smith, with Mrs. George Thaw second and Mrs. John Spillane third.

The entire party then adjourned to the ball-field, where the main event of the day's entertainment, in the nature of a ball game between the shipping room and the office and sales force, took place. Interest in this game was at fever heat, as the rivalry between the two forces was intense, and good natured bantering as to the probable result had been going on for a fortnight prior to the game.

The teams lined up as follows: Office and sales force nine—Albert M. Blackman, shortstop; J. B. McGovern, 2d base; F. R. Burnham, Jr., 3d base; J. Newcomb Blackman, 1st base; J. F. Ashby, centerfield; John Spillane, right field; Charles Reinhart, left field; L. W. Bishop, pitcher; R. B. Caldwell, catcher. Shipping room nine—Edward Steinecker, 3d base; John Mills, shortstop; John Hanley, catcher; Charles Krauss, 2d base; A. G. Camerano, 1st base; Robert Harkins, left field; C. W. Cornwall, right field; Charles Marquis, center field; George Thaw, pitcher.



J. N. Blackman Fouling Off a Good One.

The game itself was unusually close and well played, and although it had been freely predicted that the shipping room team would be the winners by a one-sided score, a big surprise was in store for the entire party, as the office and sales nine was returned the winner after an exciting tussle by the score of three to two, regular major league figures. Vice-President Caldwell sent in the winning run in the second inning when his two-bagger sent two runs across the plate, breaking the tie score. President Blackman, on 1st base, fielded his position in topnotch form, and let nothing get away from him. Albert Blackman at short and J. B. McGovern at 2d base were also prominent in the office nine's victory, while L. W. Bishop pitched air-tight ball after the second inning. For the losers George Thaw is deserving of special mention, as his control was perfect, and his speed baffling. A. G. Camerano at 1st base covered a lot of ground, and was also there with the "willow." The game as a whole was well worth seeing, and was thoroughly enjoyed

by all the spectators. F. R. Burnham umpired a fair, impartial game, judging the balls and strikes with the precision of a league arbiter.

After the ball game excitement had subdued the party adjourned to Duer's Hotel, where an elaborate Long Island shore dinner was served, amidst continual laughter and good cheer. This dinner was typical of Long Island culinary achievements, and formed a fitting finale for the afternoon's fun. A feature of the dinner was the distribution of humorous and appropriate post-cards, together with trick souvenirs that kept the table in an uproar. A few of the more timorous ladies refused to eat their asparagus because of the appearance of monster beetles thereon, which on closer investigation proved to be made of colored paper. Score one for practical jokers J. Newcomb Blackman and R. B. Caldwell.

At 7:16 the Blackman party boarded their special car for New York, en route to the "Palace"



Shipping Room Team.

Theatre, the city's leading vaudeville show-place. While en route to New York, President Blackman announced the annual distribution of dividends which always takes place at the yearly outings. Mr. Blackman believes in the policy of permitting his employes to share the profits of his business with him, and the efficiency of the Blackman organization is a tribute to his generous policies and liberal methods. Every employe who has been connected with the company for a year or more is entitled to a share in the dividends, and where as there were fourteen participants last year, this year there were sixteen. The first one to receive a dividend was Frank Roberts, the veteran of the Blackman forces, and personally known to every Blackman dealer on the books. Following Mr. Roberts, dividends were handed to the following



R. B. Caldwell in His "Armor."

members of the Blackman staff: John Spillane, J. F. Ashby, A. G. Camerano, Charles Reinhart, L. W. Bishop, Miss L. Peters, H. C. Lansell, Miss M. V. Ward, Robert Harkins, George Thaw, Miss



Our forty-two distributing centers are ready to supply you promptly with the biggest dividend diggers in the trade today—including the very latest in dance music.



(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

H. Ott, F. R. Burnham, Jr., C. W. Cornwall, Miss M. Hennig.

At the Palace a splendid bill was all that was needed to make the day a long-to-be remembered one, and at the close of the performance, Mr. Blackman was given a hearty vote of thanks by all present for the thoroughly enjoyable day that they had passed as guests of the Blackman Talking Machine Co. These guests included the wives of the officers and staff, while Mrs. Ada L. Blackman, secretary of the company, was an important factor in the entertainment of the ladies.

As indicative of the modern trend of co-operation and liberal attitude towards employees, the annual Blackman outings are in the right direction of progress and humane ideas as applied to mercantile life. The loyalty of the Blackman forces and the efficiency of the entire staff is but the outward sign of the results that these outings are achieving, while the good-fellowship and bon camaraderie that exists among the Blackman employees the year round is another tribute to the broad policies of its president and officers.

NEW VICTROLA MODEL PLEASURES.

New Victrola XI "F" Delights Visitors to the Showrooms of New York Talking Machine Co., New York—Great Success Predicted.

The New York Talking Machine Co., 81 Chambers street, New York, Victor distributor, is displaying in its show window one of the first models to be seen in the local trade of the new Victrola XI, type "F," which, as announced in a recent issue of *The World*, embodies certain distinctive refinements which should insure its popularity with Victor dealers throughout the country.

V. W. Moody, sales manager of the company, states that every dealer who has visited the showrooms during the past month is enthusiastic over the artistic appearance of this new \$100 Victrola, and they all predict that it will be favorably received throughout the country. The new arrangement in this model whereby the records may be filed horizontally instead of vertically, as heretofore, is praised by the trade as being a decidedly valuable selling argument.

POLLACK IN NEW QUARTERS.

Well-Known Talking Machine Dealer of Poughkeepsie Locates in Heart of Business Section of That City—Handles the Columbia Line.

(Special to The Talking Machine World.)

POUGHKEEPSIE, N. Y., June 8.—S. Pollack, the well-known talking machine dealer of this city, has just moved into new quarters at 209 Main street, the leading business street in Poughkeepsie. Mr. Pollack formerly occupied a store at 2 Garden street, but his rapidly increasing trade made it necessary for him to secure more pretentious quarters. The store at 209 Main street is a large and attractive one, and is furnished in a tasteful manner. Mr. Pollack handles the Columbia line exclusively, making a specialty of foreign record business.

Second thoughts are best, when they are less expensive.

"TALKERS" FOR JOHN SHILLITO CO.

Prominent Talking Machine Store to Add This Line—Drabelle Opens Grafonola Department in Dine's Furniture House—Victor Business with the Leading Stores Very Active—Manager Whelan of Columbia Headquarters Optimistic Over Trade Outlook.

(Special to The Talking Machine World.)

CINCINNATI, O., June 4.—One of the real surprises of the past month was the resignation of Harry B. Drabelle from the Victor department of the Rudolph Wurlitzer Co., and his blossoming forth as the manager of the Grafonola department of Dine's Furniture House, 1123 and 1125 Main street.

The move therefore is of double interest to the trade, since it means that the Columbia folks have opened another local outlet for their business and Drabelle is in charge of the department. Drabelle was supposed to be one of the fixtures at the Wurlitzer store. He has quite a following about town.

The John Shillito Co. will soon take on a talking machine line. Overtures are now being made with the different companies. The exact status cannot be learned at this time. It appears to be a question as to how the manufacturer or the jobber is willing to place his goods there.

Generally speaking, business is somewhat quiet. The dealers are featuring the smaller instruments in order to attract the attention of the campers, and in some respects have been quite successful.

Manager Whelan, of the local Columbia store, seemed to be very optimistic about the general outlook. He said, "I cannot complain, as the final wind-up in May showed an increase over last year and the prospects for a lively summer business look good. The first part of May started out very brisk, but toward the latter part of the month there seemed to be a "dropping off," but June has been holding its own very nicely. We give the "dance craze," which continues to hold a foremost place in the minds of the general public, credit for a large part of the summer "boom" in our line, and

also the popularity of the Grafonola for summer cottages and camps. This, of course, creates a demand for the smaller machines, although the demand for the larger machines continues to hold its own."

Mr. Whelan further stated that the wholesale business throughout the entire territory seemed to be holding its own, with the exception of the dealers in the milling districts, where they depend on the mill hands to stimulate business.

Clifford Ely, special traveling representative of the Columbia Co. was in the Cincinnati store for a few days, stopping over on his way to New York.

Ben L. Brown, who has been concentrating his efforts on the school proposition this winter, seems to be perfectly satisfied with the net results, and when asked about conditions, said: "There is no doubt in my mind but the time is coming and coming fast, when Columbia Grafonolas and records will be part of the legitimate equipment of every public school in the country."

Victor business at Aeolian Hall has been very satisfactory the past month, both in machines and records. The demand for dance music continues active. A great many Victrola owners arranged to have their machines packed up and shipped to their summer homes—more, in fact, than in any previous season at the same date. This is due, largely, it is thought, to the interest in dancing and plans for home dances during the heated term.

A number of sales of the lower-priced Victrolas have been made, due, no doubt, to the Aeolian Co., featuring the light-weight, easy-to-carry styles in their newspaper advertising.

One of the most attractive Victrola window displays seen in a long while was gotten up for Decoration Day. It showed a camp scene with a Style VI Victrola placed on a tree stump. All the details were carefully worked out and the window attracted a great deal of favorable notice.

Watch the new customers and cultivate their acquaintance, for they sometimes turn out to be the best customers.

Perfect In Every Detail

As artistic, compact, and powerful as this illustration suggests.

Thousands of [satisfied users] signify surpassing excellence [and substantial profits].



Send 50 cents in stamps for sample. Write on your business letter-head only. Place regular orders through your jobber.

STANDARD GRAMAPHONE APPLIANCE CO.
173 LAFAYETTE STREET, NEW YORK

PITTSBURGH A LIVELY CENTER.

Frederick Co. Opens Talking Machine Store at Woodlawn—Kaufmann Bros.' New Auditorium—Busy Month with Buehn—Columbia Store Being Remodeled—Most Attractively Arranged—News of the Month.

(Special to The Talking Machine World.)

PITTSBURGH, PA., June 10.—The W. F. Frederick Piano Co., on June 1, opened a talking machine store at Woodlawn, Pa., where the Victor line is being handled exclusively as at the Pittsburgh headquarters. During the past few weeks the W. F. Frederick Co. has given over one of its large Smithfield street windows to a Victrola camp outfit display in which a typical camp scene is depicted. The Victrola is shown in use with the shipping box used as a cabinet. It is this feature of the outfit that makes it particularly adaptable for outing purposes.

The Kaufmann Bros. Victrola department during the past month has been brought to a point that approaches perfection in every particular. The new auditorium, in which Victrola recitals will be given from time to time, is being rushed to completion and will be open to the public within the next few weeks. The decorators are now at work finishing the interior in gold and terra cotta, which sets off the weathered oak woodwork to an excellent advantage. Manager H. N. Rudderow reports that the Victrola department is doing a splendid business for this season of the year and that two men have been assigned to outside sales work. There has also been a marked improvement in record sales during the past few weeks.

The Schroeder Piano Co. opened its new talking machine department about May 18 and reports an exceptionally fine business from the start. A full line of Grafonolas is being carried, as well as a complete stock of records costing \$7,000. Six up-to-date booths have been installed on the first and second floors, and the arrangement is one of attractiveness and convenience throughout. The opening of the department was most auspicious, as fifteen machines were sold on the first two days. Miss H. R. Dunn, formerly of the McCreery department is in charge.

A. A. Buehn, of the Buehn Phonograph Co., reports that the month of June has started off very briskly and promises to be much better than May. The company has recently added to its list of dealers handling its line the Edison, Clyde Ament at Apollo, Pa., and the Poling Music Co. at Elton, W. Va. Both of these carry the disc line. Mr. Buehn, in discussing the present condition of business, said that the improvement noted during the past few weeks is due largely to the fact that the railroads are putting on more men and that if the mines resume their operations to a greater extent trade will continue to improve.

J. C. Roush, of the Standard Talking Machine Co., declares that trade is as good as can be expected at this season of the year and is considerably better than at this time last year.

George S. Hards and French Nestor, of the W. F. Frederick Co., and J. C. Roush, of the Standard

Talking Machine Co., will be among those who will attend the jobbers' convention.

The Pittsburgh branch of the Columbia Graphophone Co. has reopened its store at Sixth street and Duquesne Way after remodeling it into one of the finest in the city. Within the past two weeks the entire stock has been transferred from the second floor of the Fulton building, where temporary quarters had been occupied, into the company's new home. The office force has also moved its quarters from the Bessemer building onto the new mezzanine which has been erected in the rear of the store. In point of appearance and equipment there are few talking machine stores that can rival the new Pittsburgh home of the Columbia. A brisk business is being carried on and, in spite of the inconvenience experienced by the fire which occurred the first of the year, the branch has lost little time.

THE VALUE OF COURTESY.

How Business Establishments May Be Materially Aided.

Business is frequently turned away from many business establishments through lack of courtesy on the part of someone connected with the establishment.

Some railways in this country have built up an enormous patronage and made millions of dollars by a policy of helpfulness and courtesy by their employes to their patrons, while some parallel roads have been unsuccessful and have gone into the hands of a receiver largely because of the lack of courtesy, kindness and obligingness of their employes. Courtesy pays in every business institution. Human nature is so constituted that people will often put themselves to great inconvenience, will even put up with an inferior article or with discomforts, rather than patronize houses that treat their customers rudely. Courtesy is to business and society what oil is to machinery. It makes things run smoothly, for it eliminates the jar and friction and the nerve-racking. The officers of a bank, for instance, know that they must win and hold the favor of the public or go to the wall. They know that they cannot snub their customers to-day as they once would when there were fewer banks, without losing business. With a score of banks soliciting his business and offering every possible inducement to secure it, it does not require a very keen insight into human nature to know that, other things being equal, the business man will patronize the bank that has the most pleasing, the most agreeable officers and clerks. It is human nature to like to be treated with courtesy, with consideration. Bank officials often wonder why Mr. So-and-So has withdrawn his patronage, and they will probably never know that it turned upon a hasty remark of a teller, a little disposition on the part of some petty official to be unaccommodating. On the other hand, men often go out of their way in order to deposit at a bank where the cashier or tellers have been kind to them and have always shown a disposition to accommodate. A successful business man has tried to impress this idea upon the minds of his force: "Always think of what the cus-

tomers will say when he gets out of the store." Competition has become so keen and the bid for public patronage so insistent that it is a matter of first importance for the business institution which would succeed to-day to be popular to have the good will of its patrons.

TRIBUTE TO ADOLPH GLENN.

One of the Noble Silent Workers in the Trade Field in Portland.

(Special to The Talking Machine World.)

PORTLAND, Ore., June 1.—Henry Eilers, founder and head of the Eilers Music Co., was a great admirer of the late Adolph Glenn, manager of the Columbia Graphophone Co. interests in this city. Mr. Eilers says: "He was one of the silent workers of the trade, doing big things in a big but quiet way; beloved by all with whom he came in contact, a good man whose purposes and aims were high, whose tongue was gentle and whose life was clean and who deserves this little tribute from his friends and business associates throughout the States."

TO RESTRICT USE OF SOUNDBOXES.

Victor Talking Machine Co. Prohibits Use of Victor Soundboxes or Connections on Other Machines—Customer Must Sign Agreement.

The Victor Talking Machine Co. sent out a letter to its trade recently, wherein it prohibited the use of Victor soundboxes in connection with any other talking machine. This letter enclosed a Victor soundbox certificate, which is to be signed by the customer who desires to replace or secure a new Victor soundbox. The order for the extra soundbox in the future from dealer to distributor or from the distributor to the Victor Talking Machine Co. must be accompanied by this certificate, which reads as follows:

"Fully understanding that the Victor Talking Machine Co.'s patented soundboxes are licensed for use only in connection with Victor talking machines and Victor records, I,, of, certify that I have in my possession a Victor talking machine, style, serial number, type, and agree that the Victor soundbox, style, serial number, will be used only on the Victor talking machine named above. (Signature of purchaser.)"

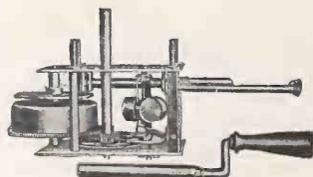
"I,, of, a regularly licensed dealer in the Victor Talking Machine Co.'s products, have witnessed the signature attached hereto, and have satisfied myself that the soundbox also enumerated is to be used only on the said Victor talking machine. (Signature of dealer.)"

REMOVE TO NEW QUARTERS.

Parks & Weiss, a well-known advertising agency handling among other accounts that of the Pathe-scope, Aeolian Hall, New York, moved this month from 141 West Thirty-sixth street to 56 West Forty-fifth street, New York.

TRITON MOTORS

Spring may be replaced within a few seconds.



Quantity Price 75c., F. O. B. N. Y.

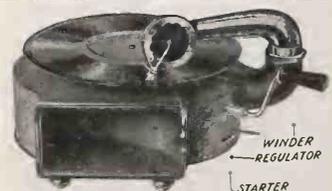
TRITON PHONOGRAPH CO.

41 UNION SQUARE, NEW YORK

Samples SENT UPON REQUEST \$1.25 EACH. CHECK WITH ORDER

Noiseless Movements
Simplicity—Perfection

Can be wound while instrument is playing.



The Triton Phonograph
Retail at \$10.00

This machine gives you a chance to make a lot of money. Plays any needle disc record. Solidly built. Beautiful tone. Send for wholesale prices. Sample \$10.00.

TRADE CONTINUES VERY ACTIVE IN MILWAUKEE.

Summer Resort Trade Makes Its Appearance Earlier Than Usual—Miss Gertrude F. Gannon Married—Flanner-Hafsoos House Adds New Parlors—Effective Columbia Publicity—Affairs of Goodale—Large Victor Trade at Gimbels—New Edison Disc Dealers.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., June 9.—The retail talking machine business is holding up well, considering the dulness which is being experienced in some lines of trade. While sales are beginning to fall off somewhat, the total volume of business is very satisfactory. Record sales have been unusually good during the past month, due in part to the brisk demand for dance records of all kinds. The new June records seem to be taking exceptionally well with the trade.

The annual summer resort trade has made its appearance considerably earlier this season, a result probably of the hot weather experienced since the latter part of May. Milwaukeeans will make their exodus to their summer homes from now on, the real rush beginning just as soon as the schools are out. Nearly everybody who owns a summer home owns a talking machine, and, in case the machine is a large one, the owner does not usually care to move it to the summer home, but prefers to buy a smaller machine. The sale of records to summer resorters has been remarkably good thus far, as no one wants to go to the lake without a liberal supply of the latest records.

Dealers and jobbers are confident that the coming fall trade will be satisfactory. One of the most hopeful signs is found in the first Wisconsin crop report of the present season, recently issued by James C. MacKenzie, secretary of the State Board of Agriculture. The condition of winter wheat is reported at 92.2 per cent. as compared with a year ago. The condition of practically all other crops shows satisfactory gains, while the general acreage is considerably larger. When crops in Wisconsin and surrounding States are good, it is an unfailing sign that general business will be good. Retailers about the State seem to have confidence in the outlook, as most of them have been placing good orders for machines and records.

An event of more than usual interest in Milwaukee talking machine circles took place on June 1, when Miss Gertrude F. Gannon, until recently head of the Wisconsin Talking Machine Co., jobber for the Victor line in this State, was married to Edward J. Yockey, District Attorney of Milwaukee County. The ceremony was performed at St. Patrick's Roman Catholic Church in Dixon, Ill., the former home of the bride, by the Rev. Father Michael Foley. Among the wedding guests were Mrs. Yockey, mother of the bridegroom; his brother, Chauncey Yockey, exalted ruler of the Milwaukee Elks; Sheriff and Mrs. Lawrence McGreal, sister and brother-in-law of the bride; Assistant Superintendent of the Chicago, Milwaukee & St. Paul James Davoy and wife, of Milwaukee. Mr. and Mrs. Yockey are spending most of their honeymoon at Asbury Park, N. J., and on their return to Milwaukee will reside at 476 Bradford avenue.

Mrs. Yockey long had the distinction of being the only woman talking machine jobber in the United States, and there have been few young women in the talking machine business who have been as widely known as she. Mrs. Yockey also owned the McGreal retail Victor store at 312 Grand avenue, where she built up an extensive retail trade. The goom has acquired prominence in the office of district attorney as a prosecutor of unusual ability, and he is known as one of the youngest district attorneys in a city of this size in the country.

The Flanner-Hafsoos Piano House, 417 Broadway, recently opened its three new and handsome parlors, where the Edison line of machines is being featured to advantage. The parlors are separated by sound proof walls and are decorated in conformity with the other portions of the main floor of the piano establishment. The house has had the agency for the Edison line less than two months, but both Florian F. Flanner and Eric S. Hafsoos say that business has far exceeded their expectations.

Victor sales during the month of May at the Edmund Gram Piano House established a new high record, according to Paul A. Seeger, manager of the Victor department. Mr. Seeger and family recently returned from a business and pleasure trip to his former home at Milton Junction, Wis.

The Columbia line of machines, as well as A. G. Kunde, 615 Grand avenue, Columbia jobber and dealer, received some fine publicity during April and May, as the result of Mr. Kunde's action in disposing of five Columbia graphophones to the Milwaukee Free Press for distribution as prizes, in the big \$20,000 circulation contest, recently brought to a close by the Milwaukee daily. Pictures of the machines, together with Mr. Kunde's name, were published frequently by the Free Press during the contest, and the result was that Mr. Kunde has been meeting with a decided increase in business. Those who won Columbia machines in the contest included: August Motha, Theresa Schumann, F. A. Jewett, Delvigne Zeller and Floyd Bienfang, the latter a resident of Jefferson, Wis.

With their fight against extradition to Milwaukee pending before the United States Supreme Court, where it had been taken from the Court of Appeals of the District of Columbia, Franklin C. Goodale and his wife, Pearl, charged with obtaining money under false pretenses in selling stock in the Goodale Phonograph Co., of Washington, D. C., returned voluntarily to Milwaukee recently. They were accompanied by a Washington attorney, and they immediately began efforts to have the case brought against them by Miss Hattie Kluber dismissed. Goodale and his wife assured District Attorney Yockey that they were ready to refund \$250 to Miss Kluber, and that they would settle any other claims which might be brought against them in Milwaukee. On request of the district attorney, the case against the Goodales was dismissed. It had been alleged that Goodale and his wife had disposed of considerable stock in the Goodale Phonograph Co. to many working girls of Milwaukee, after having painted in rosy colors the great future of the concern and the big dividends which might be expected.

"These hard working girls will get their money back," said Assistant District Attorney Sloan, to the court, "and that is all we want. I had rather settle the case this way than to go to trial, for in that event the girls would get nothing."

According to the assistant district attorney, the Goodale Phonograph Co. is incorporated in Washington, D. C., and Goodale has an invention that is highly thought of by many.

The H. C. Block Co., 445 Milwaukee street, representative of the Columbia Dictaphone in Milwaukee, has been making sales to some of the largest business houses in Milwaukee. H. H. Block, secretary-treasurer of the company, says that business is double that of a year ago.

C. W. Abbott, manager of the Victor department at the Boston store, reports an exceptionally fine demand for machines and records from people who are preparing to leave for their summer homes. An unusually good business from this source is also being received by L. C. Parker, manager of the Victor department of Gimbel Bros. Mr. Parker says that trade during the month of May was considerably in excess of the corresponding month of 1913.

Since J. H. Becker, Jr., resumed the management of the talking machine department at the Hoeffler Manufacturing Co., 306 West Water street, he has been keeping the trade busy watching the attractive window displays which he has been arranging. Mr. Becker reports some fine Victrola sales during the past few weeks.

William A. Schmidt, general manager of The Phonograph Co., of Milwaukee, jobber in Wisconsin and Upper Michigan for the Edison line of machines, is in Northern Michigan, where he is establishing several new Edison disc dealers. The

Edison list of dealers in Wisconsin and Upper Michigan has been showing steady increase of late. A brisk retail trade in The Edison Shop, also under the supervision of The Phonograph Co., of Milwaukee, is reported by Miss Margaret Schunacher, office manager of the company.

L. F. Bidinger & Co., of Kenosha, Wis., have leased the Kent building at 458 Market street, that city, where they have been enabled to double their Victor quarters. The Kent building has been thoroughly remodeled for the Bidinger concern.

Joseph F. Gannon, brother of Mrs. E. J. Yockey, formerly Miss Gertrude F. Gannon, until recently head of the Wisconsin Talking Machine Co., was married on June 3 in Dixon, Ill., his native city, to Miss Gladys Roddenbau, a well known young woman of Milwaukee. Mr. Gannon, who is a deputy sheriff of Milwaukee county, was formerly assistant manager of the Wisconsin Talking Machine Co., jobber for the Victor line.

When you hear a fellow boasting that he has money to burn, don't be in any hurry to call out the fire department.



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

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

4 Easy Sellers—



UNION MODIFIER
Pat. Pend.

PRICE.
Gold plated, nickel or oxidized....\$1.00

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

UNION TALKING MACHINE SPECIALTIES

AT the right 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 SOUND BOX

The UNION Needle Box shown below fills another long-felt want.

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

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

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

The Union Specialty and Plating Co.

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

LIST PRICES SHOWN HERE
UNION NEEDLE BOX for Edison Machine.
USUAL DISCOUNT TO DEALERS



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

THE COST OF DOING BUSINESS

Should Be Understood by Merchants in Every Line in Order That They May Know Exactly Where They Are at and Develop Their Business Along Successful and Healthy Lines.

Ignorance regarding the actual cost of doing business is frequently the cause of many business failures. "During the next few years some of the tidiest profits in American industry will be saved out of operations. Heretofore, much of our profit has been made; but saving profit is a different thing altogether." That is the keynote of the remarkable interest in manufacturing and most of production systems which has appeared since 1905. A nation of born salesmen and advertisers, we have heretofore solved the problem of making more profits by getting more sales. Competition has now forced us to realize that an increase of advertising and selling expense will not continue to increase the business in direct proportion to the increase of expense. Such conditions must be met not only by advertising and good salesmanship, but we must go a step further. It means better systems of bookkeeping, closer inventories, more careful checking of every item of income and outgo, more accurate methods of knowing what each employe produces—in short, one must know what it really costs him to sell goods in order to make the right price. The same principle rules business in all lines. Cost, more than price, fixes profits. The public fixes the price it will pay. The dealer may keep it high, but the public fixes the limit, low or high, of what that price must be.

Many manufacturers depend on their balance sheets to determine cost, and their competitors to fix price. This is guesswork of the most treacherous and deceiving sort. Even the street faker selling collar buttons knows what his costs are, and in this respect knows more than some large enterprises, which really know surprisingly little about how much it costs to put their output down at the point of final delivery. Many a retailer doing a business of \$50,000 a year will tell you that "a cost system is only for manufacturers." It has been well said that the average business executive fails to get more than a small fraction of the vital facts and statistics that he should have to intelligently control the activities of a business. The desire to dodge the expense of the necessary system that will bring such vital statistics to the executive desk has made this condition. Contrary to the somewhat prevalent idea, however, there is no inherent complexity in system just because it is a system. It may, however, be suggested that the observance of any logical routine in the handling of business is so repugnant to the training and style of some business men that they take refuge in the absurdity that "all system is red tape," with the often painful result that they fail without knowing why, therefore being denied the important lesson their failure could have taught a man with a more analytical mind. That this attitude on the part of business men is too general and often fatal is generally conceded by those whose occupations, such as bankers, lawyers, judges, expert accountants, referees in bankruptcy, etc., bring them into close contact with business troubles or failures.

Every talking machine merchant should keep in close touch with his selling cost.

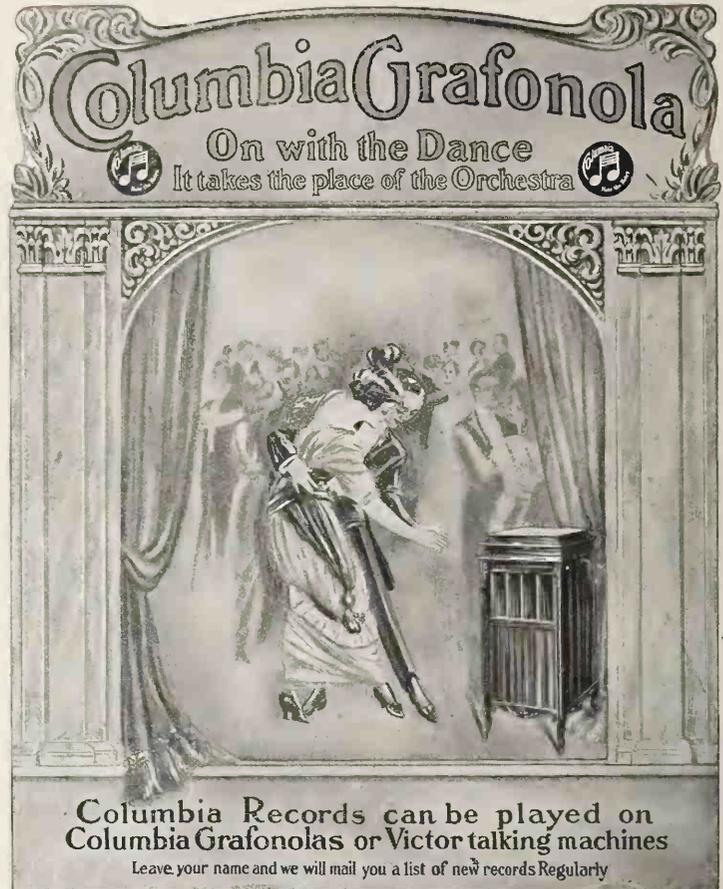
When you leave your customer before she gets her change and package, don't forget the package. Be on the alert to hand it to her as soon as ready.

AN ARTISTIC CUT-OUT WINDOW DISPLAY

Is That Which is Now Being Issued by the Columbia Graphophone Co. and Designed to Assist Dealers in Developing Their Dance Record Business—Where Properly Displayed It Has Won Universal Approval and Has Been a Big Factor in Increasing Business.

The Columbia Graphophone Co. has just issued an artistic cut-out window display that is attracting considerable attention wherever it is shown. Designed to assist the dealers in developing their dance record business, this window display certainly fulfills its mission well, as many dealers

panying illustration, is attractively conceived in every detail. The machine featured is the new "Mignonette," which is quite a favorite with Columbia dance enthusiasts. The human interest poses of the dancers adds to the appeal of this window display, and the harmonious blending of



have written letters of praise to the company's advertising department relative to the display's distinctive merits.

The new Columbia dance display stands over two feet in height, and, as will be seen by the accom-

panying illustration, is attractively conceived in every detail. The machine featured is the new "Mignonette," which is quite a favorite with Columbia dance enthusiasts. The human interest poses of the dancers adds to the appeal of this window display, and the harmonious blending of

As an aid to the talking machine dealer in increasing his dance business this sign possesses many novel and commendable features.

RETURNS FROM WESTERN TRIP.

George W. Lyle, general manager of the Columbia Graphophone Co., returned to his desk Tuesday after a short trip to several of the leading trade centers of the country, including St. Louis, Chicago, Indianapolis and Pittsburgh. Mr. Lyle was very optimistic in his reports of business conditions in these cities, stating that everyone he met was well pleased with the outlook, and predicted a prosperous fall trade. Mr. Lyle also advised the managers regarding a number of important deals while on his trip whereby the Columbia products will greatly enhance their prestige. These new deals will be announced in the near future.

Mr. Lyle was the recipient of congratulations from all the Columbia staff on the occasion of the celebration of his twenty-fourth wedding anniversary, which took place on Wednesday. There are rumors of some large happenings among the Columbia employes on the same date next year.

A certain eminent lawyer has said, in reference to the Sherman act: Strictly speaking, it would be a violation if you and I were to agree to live until the year 1920, for this would constitute a combination in restraint of the undertaker's trade.

There is just as much difference between fact and fiction as there is between a woman and her photograph.



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.

COLUMBIA GRAFONOLA PARLOR

In Atlantic City, N. J., Is Meeting with Great Success—Is Operated by Joseph Piacentini, Who is a Former Member of the Well-Known Vessella's Band—Building Up Good Trade.

One of the many live-wire Columbia dealers near New York is the Columbia Grafonola Parlor, Atlantic City, N. J., operated by Jos. Piacentini, and

products through his ability to discourse informatively on this subject.

Aside from his musical ability, Mr. Piacentini is a most aggressive merchant and takes advantage of every opportunity to profit by Columbia publicity, co-operation or service. On the occasions of the visits of Columbia artists to Atlantic City, which are frequent occurrences, Mr. Piacentini uses excellent copy in the daily newspapers calling attention to the appearance of the various artists and

rheum, or pink eye. Every man we come to has a grouch, complains of dull times, and doesn't believe in advertising any way. If we are out early, we are too early, and if we come later, we are too late.

If they have good times, the buyers tell us they do not need to advertise because they are getting more business than they can take care of. If somebody tells them times are dull, they pull a long face that would make an undertaker green with envy, every time they see a salesman.

By the way, we have our old friend Dull Times with us always. There is always some locality somewhere in the United States any month in the year where the calamity howlers rule things with a high hand, and pessimism is like a pestilence.

PATHÉ FRERES PHONOGRAPH CO.

Now Established in New Home at 29 West Thirty-eighth Street, New York—Occupying Entire Second Floor of Spacious Building—Expects to Be Ready for the American Market Early in August.

The Pathé Freres Phonograph Co. is now established in its new home at 29 West Thirty-eighth street, New York, where it occupies the entire second floor of a new building with a floor space of 5,500 square feet. The officials of the company state that they will be ready for the American market about the first of August, and, in the meantime, they are conducting a recording laboratory at this address, in addition to maintaining showrooms.

T. Labrelly, chief engineer of all the Pathé industries in Paris, France, is at present in New York, supervising the equipment of a pressing plant, which will probably be located in Brooklyn, N. Y. Russell Hunting, well known in the talking machine industry, has been appointed chief director of recording.

There are now on display at the showrooms a complete line of the machines which the company expects to market this summer, including the Pathephone, Pathegraph and Pathediscs.

MANAGING TOWER'S DEPARTMENT.

A. N. Struck, formerly connected with the Edison disc department of Krakauer Bros.' warehouses, 17 East Fourteenth street, New York, was recently appointed manager of the Edison department of the Tower Manufacturing & Novelty Co., 326 Broadway, New York. Mr. Struck succeeds Dana F. Parkhurst, who returned to his home in Topeka, Kan., prior to starting on an extended concert tour of the country. Mr. Parkhurst is a baritone of considerable prominence.



Columbia Grafonola Parlor at Atlantic City, N. J.

the interior of which is shown in the accompanying illustration. A former member of the popular Vessella's Band, Mr. Piacentini has succeeded in securing an extensive list of patrons in his territory who are frequent visitors at his establishment. Mr. Piacentini finds his comprehensive musical knowledge invaluable to him in his present business, and has won many friends for Columbia

emphasizing the fact that they have reentered for the Columbia library.

The up-to-date appearance of the Columbia Grafonola Parlor is in keeping with its owner's progressiveness and up-to-date methods, and by the use of ear cards, theater program advertising and high-grade publicity of every description Mr. Piacentini keeps the booths in the store well filled.

Either the weather man spills something disagreeable, or the thermometer is trying to break the record, or there has been seventeen salesmen ahead of us (maybe eighteen), everybody says he has bought, or that we are robbers, or that our goods are not up to snuff, or there is a local agent that is trying to monopolize everything, or we are troubled with a cold in the head, rheumatism, salt

DEMAND FOR RECORD ALBUMS.

The National Sales Are Steadily Growing with Live Talking Machine Men.

The demand for the disc record albums manufactured by the National Publishing Co., 235 South American street, Philadelphia, is growing steadily in popular favor. They are made in the most substantial manner by skilled workmen and are very substantially built, so that hard handling does not wear them out. They will fit in any library cabinet or bookcase, or they will lie flat on one and other.

There are seventeen pockets for records, which are made of extra strong manila paper and firmly secured to heavy guards in the back of the album. They are bound in a fine quality of brown silk finish cloth, the cover being stamped Record Album on the front. An embossed border line enhances the beauty of both front and back cover. For the convenience of customers who at any time desire to rearrange their discs, there are six pages for indexing, three in front and three in the back. Each page of the index contains seventeen consecutive numbers, each number having two lines, thus making a title page to register records as placed in the pockets, the pockets being numbered one to seventeen in regular order.

Talking machine men have had very satisfactory results from the sale of National albums, and the demand for them is greater than ever before, showing that where they have been properly displayed there has been a steady demand for same.

GETTING RID OF THE GROUCH.

Did you ever notice how many ideal days there are, and how many there are of the other kind? By an ideal day we mean one in which it is neither too hot nor too cold, it does not rain or snow, every man we come to is ready to talk business, nobody has ever tried to sell him any goods, nobody says our price is too high, nobody kicks about anything, and every man gives us an order.

Some houses do more business

than others, and the only explanation of this feature, when the products are the same, is the quality of the service rendered by the jobber to the dealer. This explains the rapid development and large growth of

Louis Buehn
Philadelphia

for in catering to your wants and aiding you to close sales by giving quick deliveries, you know and appreciate the value of our work.

Edison Cylinder and Victor Products



We told you so!

Told you what?

That 1914 would be the Columbia year in the talking machine trade. The middle of 1914 is here—and we're right here with it, where we said we would be.



(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 QUAKER CITY TRADE AHEAD OF A YEAR AGO.

This Satisfactory Condition Exists in Very Few Lines, but the Talking Machine Is an Exception—Dealers Handling all Makes of Talking Machines Active in Developing Their Business and Making Their Stores More Attractive—News Budget of Month.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., June 8.—The talking machine business in Philadelphia during May progressed in a most satisfactory way, and while there has been some falling off in comparison with the business done during the previous four months of the year, yet this was naturally to be expected, and generally May was better than the May of 1913. There is very little complaint among the dealers at present, for the factories are keeping them pretty well supplied.

During the month of May there have been no changes in Philadelphia in the way of new dealers, and there are not likely to be any during the summer. There is a lull in the booming of the little talkers for the reason that the dealers recognize that business is bad and we are getting into the mid-summer season, and that money would be wasted by an aggressive campaign.

The Victor Co. has again sent out an appeal for the support of the Stevens Price Standardization bill, known as H. R. 13305. The intention of this bill is to establish the one-price-to-all principle on branded merchandise, and to militate against pre-cutting, dishonest advertising and other unfair practices of great trading monopolies.

Gimbel Bros. still have a great many Keen-o-Phones on hand which they were able to dispose of at their recent sale, and they are running a bargain sale on these instruments this week.

Louis Buchn reports that his business in May was most satisfactory, although showing a slight falling off in comparison with the previous months of the season, but an advance over May of last year. He has at present the biggest stock on hand that he has ever had in the history of his business. His Edison dictating machine business has shown an increase during May. He completed the installation of these machines with the Atlas Powder Co., of Wilmington; placed additional machines with R. G. Dun & Co., and placed a number of machines with the Frank H. Stewart Electric Co. and with other firms.

Lit Bros., whose talking machine department is in charge of A. L. Münchweiler, have been making a feature of dance records and have been advertising them heavily. Their sales on these records have been large.

The business at Gimbel Bros., during the month of May, was at least double that of last year, owing, no doubt, to the great publicity brought to their department by their advertising schemes. Manager H. H. Stewart, who is in charge of the department, and who has been ill for some weeks, has so far recovered that he is able to be removed to Atlantic City to recuperate. He has gone there with his family for an indefinite period. David Davidson, who was connected with the talking machine department as salesman, has resigned.

Manager Elwell, of the Heppie wholesale depart-

ment, notes that business in May was very satisfactory, "when you consider that it was May." "We more than held our own," he says, "and we look for a good summer business, and will be able to take good care of it now that machines and records are coming through so promptly."

The Pennsylvania Talking Machine Co. reports that it has been having a remarkably good retail business in May—very much better than last year, and Manager Eckhart says: "We feel, considering what others say, that we have been very fortunate." The firm has placed no new agencies during the month, but it has some good prospects pending. Mr. Eckhart will go to Atlantic City at the end of this week to rent a cottage where he will take his family during the summer.

After about two months of renovation the Wanamaker talking machine department has finally been completed, and, in its present improved condition, not only presents a much better appearance, but it greatly facilitates the department in handling customers. The hearing rooms have been more than doubled, and the large concert hall will be an appreciated attraction when the fall activity sets in.

A CHANGE IN MILWAUKEE.

Miss Gertrude F. Gannon, Who Recently Married, Disposes of Her Interest in Wisconsin Talking Machine Co. to C. M. Backus.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., June 11.—Following the announcement of the marriage on June 1 of Miss Gertrude F. Gannon to Edward J. Yockey, district attorney of Milwaukee county, comes the news that Mrs. Yockey has disposed of her interests in the Wisconsin Talking Machine Co., jobber for the Victor goods, and has sold her retail store at 312 Grand avenue.

C. M. Backus, of Chicago, who was formerly a stockholder in the Wisconsin Talking Machine Co., purchased most of Mrs. Yockey's holdings, although there are other stockholders in Chicago and Milwaukee. The Victor jobbing business will be conducted under the same name, the Wisconsin Talking Machine Co., but the retail store, conducted for many years under the McGreal name, will be designated under a new name, not yet selected. Officers of the Wisconsin Talking Machine Co. have not been definitely selected at this writing.

Harry R. Fitzpatrick, who so efficiently served as general manager of the Wisconsin Talking Machine Co., during the time that Miss Gannon was president of the company, remains in charge and has plans under way for pushing the business with even greater vigor than in the past. L. E. Dresel, formerly of Chicago, will be in Milwaukee as representative of the main stockholder, C. M. Backus, and will act as treasurer of the company.

Blake & Burkart, the Edison dealers, with parlors at Walnut and Eleventh streets, have still further improved their handsome rooms, and although they have been in the talking machine business only about two months, they have established an excellent trade and their business has been very good. It dropped off a little bit the end of May, but thus far in June it has been elegant. They were favored this week with a visit from Greger Skolnik, the eminent violinist, who makes records for the Edison. His "Andalusia Romanza" is one of their most popular instrumental sellers. They have closed their weekly concerts, which have been very well attended, and will not resume them until the cool fall weather. They have taken on a new salesman named Harry Wilson, who has been doing very well. On the back of the Edison machine, as well as their record catalogs, they are using an excellent picture of the interior of their warerooms, which are the finest talking machine rooms in this city in elaborateness and taste in furnishing.

H. A. Weymann & Sons have never had as many orders booked ahead for their fall business on the Victor as at present. Not so long ago they sent each customer a letter calling attention to the desirability of ordering early, and that they had gotten an unusually big supply of both machines and records on hand, and in consequence their dealers are placing their orders with the view evidently that business was going to be excellent this fall.

SOME NOTABLE ARTISTS.

The July list of Victor records will present the first records made by four new Victor artists, Margaret Ober, Paul Althouse, Margaret Romaine and George MacFarlane. All of these artists are well known in either the concert or operatic world.

**PHONOGRAPHISCHE
ZEITSCHRIFT**
BERLIN C. 19, 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.

General Review of Trade Conditions Shows Pessimism Having a Firm Hold in Industry—Nevertheless Profit Figures for the Year Will Compare Favorably with Those for the Same Period of a Year Ago—The Cheap Record Policy Comes in for Severe Criticism—Room for Uniform Remedial Action—Lack of Co-operation Among Manufacturers a Subject of Regret—Important Musical Copyright Case Comes Up Again for Consideration—Papers Read at Music Trade Convention—News of the Month Worth Recording.

(Special to The Talking Machine World.)

LONDON, E. C., June 6.—Talking machine trade in this country would seem to be in a somewhat parlous state if one's opinion be guided or influenced by the pessimistic section, whose mission in life is to decry any and everything. Not for one moment do I suggest that trade conditions are anywhere near as healthy as we should like, nor can it be said that sales are altogether satisfactory. Business is certainly quiet, but, circumstances and time of year considered, I do not believe that, comparatively, we are much behind the profit figures of even time last year. Present-day figures may in bulk show even an increase; it costs considerably more, however, to secure a given turnover, and thus on the profit side a slight setback may obtain. This, of course, is one effect of the cheap-record policy introduced at the commencement of this last season and vigorously maintained ever since. Special inquiries made around the trade elicit information which tends to confirm the belief that manufacturers will not withdraw the shilling proposition except under general agreement. The British Zonophone Co. has intimated to me that it does not propose to vary its policy in respect of the half-crown Zono records, or the thirtypenny "Cinch" record, but all other manufacturers, I believe, would be quite willing to eliminate this unprofitable business. Briefly, the lack of co-operation among manufacturers has resulted in the gradual introduction of cheap records until to-day the market is flooded with passably good discs at one shilling retail. These may be sold at anything from 4s. 6d. per dozen upwards to 8s. 6d. wholesale. The former price is absolutely below first cost, and whatever reason determined such trade, the result, with which I am mainly concerned at the moment, is obviously appalling in its effect. Its pernicious influence is felt right along the line to all sections of the trade and we find all classes of dealers descend to price cutting, if the term can be applied to records, of which many do not even carry a semblance of fixed selling price. Now arrives a talk of agreement among manufacturers to abolish records below eightpence in price, establish a definite policy of trading, rigidly enforce price maintenance, fix wholesale and retail prices and generally control the distribution of good even to the extent of refusing supplies to those dealers who do not exclusively handle the products of the associated houses. There would be no attempt to exploit the retailers, the plan in all its phases being devised for their protection. Both the manufacturing and wholesale sections should bind themselves under monetary penalty against a breach of any "understanding" come to, and it is further planned to exclude any free and open competition.

Musical Copyright Again Up.

Notwithstanding the general assumption of the sheet-music publishers that the Copyright Act of 1911 was framed along lines more favorable to gramophone record manufacturers than themselves, a totally different complexion is given the case by the judicial bench in its searching examination of the many obscurely worded clauses and provisions of this contentious act.

Several important actions have been tried out, with results mainly adverse to the gramophone

record industry. These actions have from time to time been fully reported in our columns, and those who have followed with care the growing favorable position of the publishers as disclosed by the judicial findings in question realize that at least the latter's complaints have little foundation in fact under the copyright laws, whose gradual elucidation is not so palatable as the gramophone trade would wish.

An assignee's right in musical copyright formed the subject of a recent case for judicial opinion, in the result of which, of course, general trade interest was keenly manifest. Messrs, Chappell & Co., Ltd., the great music publishers, claimed the right to restrict record manufacturers from copying the music of songs of which the copyright was vested in them under an assignment. It was purely a test action and the Columbia Graphophone Co. was cited as the defendant. Infringement was alleged in regard to a song called "Where My Caravan Has Rested."

Judgment.

Justice Neville: The defendants in this case copied the music of the song the copyright in which was vested in the plaintiffs under an assignment. The assignment was made prior to the Copyright Act of 1911. The music was copied in this way. It was published with a pianoforte accompaniment and the defendants adapted it for an orchestra in a written score. I think if this were all it would amount to an infringement to the plaintiffs' copyright. It is a copy of the musical work and it is not within the exceptions enumerated in Section 2 and the act. The orchestration was, however, for the purpose of obtaining a gramophone record of the song with orchestral accompaniment. Does the purpose for which the copy was made exonerate the defendants from the charge of infringement? Prior to the act of 1911 it had been held that rolls constructed for the purpose of mechanically reproducing the music were not copies and no infringement. See *Boosey vs. Wright*, 1900, 1 Chancery 122. Nor would I think, having regard to that decision, the creation of a gramophone record to be a copy or an infringement. The act of 1911 gives a limited right to the author or owner of a musical work in respect of records created for the purpose of mechanically reproducing the music. In the case of an assignment prior to the act this right is given to the author and not to the assignee. Assuming what the defendants have done to have been no infringement of the author's right in respect to the record, can that alter or limit the right of the assignee to the protection for the musical work which vested in him at the date of the assignment? I do not think it can. The act of 1911 does not purport to affect or diminish the copyright of the assignee and I think that such right is not altered. I have already said that what the defendants have done would in itself, and taken by itself, be an infringement, and I think it remains so notwithstanding the right to protection given to the author in respect of mechanical records.

I think, therefore, the plaintiffs' action should succeed and that they are entitled to the relief asked under claims 1, 2 and 3 and to the costs of the action.

Mr. Gore-Brown: I do not know whether my learned friend would be content with a declaration in this case. Of course it has been treated quite fairly as a test case by those concerned.

Mr. Jenkins: My instructions are to ask for an injunction and I think in the absence of instructions your clients must communicate with mine, and I must take your Lordship's order for the present.

Justice Neville: If you are both agreed you can draw it up in the form of a declaration;

otherwise I think I am bound to grant the injunction asked for.

Mr. Gore-Brown: In paragraph 2 of the statement of claim they ask for "an injunction to restrain the defendants, their servants and agents from using any copies of the music of the said song without the plaintiffs' consent." I want the word "made" in before the word "without."

Justice Neville: Very well.

Mr. Gore-Brown: We have only one copy and we will deliver that up.

Mr. Jenkins: Yes.

The Music Trades' Convention.

The papers read and subjects discussed at the fourth music trades' convention, held at beautiful Bournemouth, May 7 to 12, inclusive, were for the most part of a highly practical nature and well calculated to exert a powerful influence in the campaign against the several commercial troubles peculiar to the music industry. A conspicuous feature of this convention was the total absence of anything bearing upon the talking machine trade beyond the importance of the musical arrangements of the "His Master's Voice" Co. The chairman of the convention paid a well-merited tribute of thanks to the company for the talented artists who, at its instigation, had so immensely added to members' enjoyment by the excellence of their concerts. The whole musical program was organized by S. W. Dixon, a director of the Gramophone Co., Ltd., assisted by Messrs. Ricketts, Colledge and Langley. Aside from the high importance of this representation, it is a matter for very great regret that the gramophone industry was not otherwise in evidence on the business side of the convention. H. J. Cullum filled the gap last year and it must be heartily desired that we shall not again lose so fine an opportunity of associating this trade with other branches of the musical industry.

The Death of Barry Owen.

The recent death of Barry Owen calls to mind that he was mainly instrumental in founding the Gramophone Co., Ltd., then styled the Gramophone & Typewriter, Ltd. In 1898, I believe, Mr. Owen came to this country from America with the object of introducing what was then regarded as a wonderful toy. He it was who brought over the first gramophone that operated by hand. In those days such a thing as mechanical drive for rotating the turntable had scarcely been thought of. Anyway, this talking instrument created enormous interest. For the exploitation of this novel invention of Berliner's, Barry Owen endeavored to float a big company, Trevor Williams, the present chairman of the company, quick to perceive its commercial possibilities, went right in and soon incorporated a large company. It proved phenomenally successful, so much so that when the sanguine Barry Owen found the public willing to subscribe, as they did, by the way, enormous sums of money, it is said, he had misgivings as to the ability of the concern to pay any dividend on such a large capital. Not to rely, therefore, upon the gramophone alone, he persuaded the directors to take up the sale of a new typewriter—the Lambert, I think it was called—and so was born the name Gramophone and Typewriter, Ltd. Although the company has long since dropped the word typewriter, even to-day it is occasionally used by correspondents and visitors. But that by the way. Barry Owen never quite recovered his confidence in the business and he eventually sold out his shares, I am informed, at twelve shillings each. Since then those same shares have reached over £4 in value and to-day stand at 28s. 6d.!

Trade with China.

The need of a thorough investigation into the conditions and prospects of British trade in China

(Continued on page 48.)

FROM OUR LONDON HEADQUARTERS—(Continued from page 47).

has been urged by manufacturing circles and on the recommendation of the advisory committee on commercial intelligence the president of the Board of Trade has appointed T. M. Ainscough as a special commissioner to proceed to China for the purpose named.

New Companies Incorporated.

Ajax Record Manufacturing Co., Ltd. Capital, £1,000. Office, 54 Redcross street, London, E. C.

Newtillies Syndicate, Ltd., gramophone manufacturers. Capital, £500. Office, 35 Glasshouse street, London, W.

Louis Sterling Returns.

Underlying the world-wide ramifications of the Columbia Graphophone Co. is a commercial organization second to none in efficiency and foresight. It has reached that pitch of perfection which should count in round figures as an asset in their balance sheet. Preparations for the season's campaign have to be made months ahead. That is where organization tells. Special attention is given to the individual requirements of each market and no stone is left unturned to insure perfection in every detail. In accordance, therefore, with this policy we find the executive of the Columbia company in conclave at the American quarters with prominent officials from the London branch. Louis Sterling has just returned and your correspondent seized an early opportunity of indulging in a short chat with him aent trade matters in general. "It would be somewhat premature at the moment to review our arrangements for the season," said he, "but in conformity with our policy of developing trade, particularly in the high-grade Columbia lines of records and machines, we have made certain arrangements for still further improvement and intend to push this end of the business vigorously during the coming season."

Notwithstanding increased competitive conditions here, the Columbia trade progress is comparatively unaffected; indeed as against any previous year the company's sales figures are substantially up.

"The position of this company," continued Mr. Sterling, "was never stronger than it is to-day; our policy is a settled one and the trade confidence we enjoy in consequence is good enough encouragement for us to continue and even strengthen a service which is obviously productive of such mutual satisfaction."

While in the States Mr. Sterling naturally spent much time with his people, whom he found fit and well. He met several old friends there, notably Paul H. Cromelin, whose thoughtful message of remembrance to friends this side has been received with evident pleasure. I am desirous on their behalf to proffer per this medium hearty reciprocations.

Already in Harness.

Although but a few weeks old, the Performing Rights Co. has already got to work in a very practical manner. One of its objects is the collection of royalty fees from bands, orchestras and other public performers of copyright songs and musical selections. Places affected include hotels, restaurants, theaters, cinemas, kiosks, seaside pavilions and similar institutions. The company has acceded to the society's demand, although the hotel's manager expresses himself as dissatisfied. "We think ourselves not too well treated, as our musical performances are not for actual gain," he said, "but there is a legal point involved which would be long and costly to fight, and so we respond to the demand for payment on the basis of a yearly contract." The figure involved is said to reach three figures. P. Sarpy, secretary of Performing Rights, Ltd., states: "We are only getting for British musicians and publishers what foreign musicians have had for years past. England has been the only country where music-makers were not organized for the purpose. Not all composers have joined us yet, but it is, I think, only a matter of time; already Messrs. Paul Rubens, Lionel Monckton, Hermann Lohr, Howard Talbot, Hermann Finck and Archibald Joyce are members. I don't think there is any likelihood of the work of these popular composers being

dropped because a fee is chargeable on performances.

"The fees will be strictly graduated in proportion to the size and importance of the establishment. We are exercising a legal right which has been in abeyance."

Excellent Selection of Records.

A prominent feature of "His Master's Voice" list of records for June is the excellence and number of the dance selections issued on double-sided records. As will be seen, the orchestras chosen for this work represent the very cream of the world's musicians, and the sparkling morceaux they contribute range from the one-step to the very latest vogue, that of the "hesitation." Other "jems" may be noted from a perusal of the full list, as follows:

Twelve-inch, double-sided: "Madame Butterfly" selection (Puccini), and "Dream Pictures" (Lumbyl), Pryor's Band; "Queen of the Movies," two-step ("Kino Konigin") (Jean Gilbert), and "Somebody's Coming to My House," medley, Metropolitan Band; "La Boheme," selection I and II (Puccini), Mayfair Orchestra; "You're My Baby" (Nat. D. Ayer), and "Je Lais que vous etes polie" (Christiné), Jacobs and his Trocadero Orchestra.

Ten-inch, double-sided: "On Jhelum River"—Will the Red Sun Never Set, and "Oh Jhelum River"—The Song of the Bride (A. Woodforde-Finden, arr. by P. E. Fletcher), Band of H. M. Coldstream Guards; "Admiration," Waltz Hesitation (Carza), and "Toreador One-Step or Turkey Trot" (Gascon), Metropolitan Band; "If I Only Knew," waltz; "Schwindelmeier & Co." (R. Nelson) and "Valse Boston" (R. Drigo), Palais de Danse Orchestra.

Twelve-inch, single-sided: "Sylvia Ballet," intermezzo and valse tente (Delibes), New Symphony Orchestra; "Sylvia Ballet," cortège de Bacchus (Delibes), Ney Symphony Orchestra; "A Furtive Tear," "Elixir of Love" (Donizetti), Charles W. Harrison; "Comfort" (C. Novello)

(Continued on page 50.)



To T.M. the King and Queen of Spain



To H.M. the King of Sweden



To H.H. the Khedive of Egypt



To H.M. the King of Italy



To H.M. the Shah of Persia



By Appointment To H.M. Queen Alexandra

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

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

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, St. Petersburg; 9, Golovinsky Prospect, Tiflis; 30, Novia Svit, Warsaw.
EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue 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; Ivan H. Haarbarger, Maitland St., Bloemfontein.
INDIA: The Gramophone Co., Ltd., 139, Ballyhatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.
GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, London, E.C.

Great Britain:

The Gramophone Company Ltd
21 City Road London EC



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 March 15th, 1914.)

J. HOFFAY

67 Egerton Gardens, South Kensington, London, England.

FROM OUR LONDON HEADQUARTERS—(Continued from page 48).

Davies), Miss Alice Lakin (contralto); "What's It Got to Do With You" (Tennent), Miss Margaret Cooper; "An Old World's Garden" (Cramp-ton, Ernest Crampton and Marjorie Vernon; "The Raven," Part I and II (on two records) (Edgar Allen Poe), Percy Hemus (dramatic reciter); "Beautiful, Beautiful Bed" (Murphy and Tipton), Alfred Lester.

Ten-inch, Single-sided: "Have You Seen But a Whyte Lillie Grow," Miss Alma Gluck (so-prano); "The Carnival" (J. L. Malloy) Stewart Gardner (baritone); "Sweethearts Three" (Rob-ert Coverley), Harry Dearth (bass); "Bye and Bye You Will Miss Me" (Stamper), Ethel Levey.

Real Bird Records.

A few years ago the Gramophone Co. issued a record upon which was engraved the sweet notes of a captive nightingale (this record, by the way, is still one of my treasured possessions), and now comes the welcome news that after very considerable patience a further series of real bird trills have been secured. These include two records by a captive sprosser, two more of a nightin-gale and one each of a blackbird and thrush. The records are most successful. Herr Carl Reich, of Bremen, who owns the birds, explains in an interesting manner some of the difficulties of se-curing these records. He says in part:

"Four years passed before we attained success. Only when I was alone with the bird would it sing; as soon as the recording machine was put into operation the bird would stop abruptly. Even if we do get the bird to sing with all his might he will cease singing the moment the machine is set in motion. He simply flies off to another spot. Where we have trained a bird to sing just in front of the horn he invariably slips to one side the moment he hears the noise of the machine working—and, of course, half the sound is lost, and often he will stop singing altogether.

"These difficulties seemed to point to the im-possibility of success. I persevered, however, until at length I overcame this timidity of the birds. First of all I allowed the birds to fly about in the room. They were taught to return to the proper cage always. Their favorite food was placed in the mouth of the horn, behind which was erected a dummy recording machine. When-ever they went into the horn to fetch their pet food the clockwork was set in motion. To give more confidence to the birds I often got them to eat food out of my own hand. Inborn love of the birds, together with endless patience, enabled me after many years to get the birds accustomed to losing all their shyness and fear. In this way the machine and the horn became familiar to them. It was, so to speak, part of their life, like the beautiful park and woods they could see from their windows."

New Kind of Trumpet.

A new kind of trumpet is announced by the National Gramophone Co., Ltd. It is named "Resopan" and is made of a skin so cleverly treat-ed as to represent a perfect imitation of wood, mahogany, chestnut, maple, etc. Without detri-ment to shape, it gives slightly under pressure, but cannot crack or break. Compared with a

wood horn, the "Resopan" gives forth a bright and solid tone and is in some respects much su-perior. The retail price of the new product is one guinea.

Must File a Balance Sheet.

Replying to a query in the House of Commons, the president of the Board of Trade said: "By Section 274 of the Companies (consolidation) Act, 1908, every company incorporated outside the United Kingdom which establishes a place of busi-ness within the United Kingdom is under the same obligation to file a balance sheet as a company registered under the Companies Act.

To Open in Manchester.

The Coliseum Record Co. informs me of its in-tention to open up a central depot in Manchester. This move is necessitated by its rapidly expanding trade up north. In addition to full stocks of re-cords, the depot will carry full equipments of every known accessory and part connected with talking machines.

The Great Tenors in Duets.

The standing of Morgan Kingston as an English tenor of whom we have every reason to be proud, has been considerably enhanced by the news of his glowing success in grand opera in New York. This success, too, invests with particular interest the twelve-inch record bearing Mr. Kingston's name in the Columbia-Rena list for June, for on it that fine artist is to be heard in duets with Louis Kreidler, the leading baritone of the Grand Opera Company, in which Mr. Kingston has been singing. We thus have an additional attraction in the record, the two great voices giving us the duet, "Mimi's So Fickle-Hearted," from "La Boheme," and that favorite bal-lad, "The Moon Has Raised Her Lamp Above."

Plantor Home Recorder.

An interesting apparatus just introduced is the Plantor Home Recorder for disc machines. Its chief advantages as a commercial proposition are vested in extreme simplicity of construction, ren-dering it adaptable for use on any make of instru-ment, sensitiveness to even a whisper, and cheap re-cording-blank equipment. This latter represents a cardboard disc with wax surface, which is easily made, and can be sold very cheaply. Of ten-inch diameter, its capacity is an average of 1,000 words, although a rapid speaker could dictate to the tune of double this number on one disc. Your corre-spondent recently inspected this appliance, and found it in every way of practical value. As a com-mercial dictating machine, or as a home entertainer, this invention should fill adequately the proverbial long-felt want; for, in the latter connection espe-cially, if there is anything lacking to complete the triumph of the gramophone, it is the means to re-cord and reproduce one's own vocal efforts, with-out great expense. In this regard, therefore, a hearty welcome should await the Plantor Home

ATTRACTS WORLD-WIDE ATTENTION

Nearly Five Hundred Inquiries Received by J. Hobbay from United States and Canadian Dealers as a Result of Two Advertisements in the Talking Machine World.

(Special to The Talking Machine World.)

LONDON, ENGLAND, June 3.—Information has reached us from J. Hobbay, of 67 Edgarton Gar-dens, South Kensington, London, who is bringing out a new gramophone which some have called "the world's musical instrument," that widespread interest is created in this new product. Mr. Hobbay is expected to announce in The World within the near future the trade name under which the in-strument is to be sold. He says he has found it more difficult to get hold of the right name than to complete his invention. He speaks very highly of the interest aroused among the dealers in the United States and Canada, and says that he has received over 400 letters, for which he gives credit to the advertising power of The Talking Machine World.

Mr. Hobbay is sure that his instrument will sat-isfy the expectations of the trade in every particu-lar and will constitute an important asset to the dealer for the sale of records.

Definite information as to its selling policy, terms, etc., will soon be ready. He expects cer-tain developments in his patent at an early date which will enable him to send out particulars, to-gether with catalog.

Recorder, for which B. Frankel, of the British Plantor Co., 63 Theobald road, London, W. C., holds the exclusive agency covering Great Britain and its colonies.

Recordings of London String Quartet.

The famous London String Quartet is re-presentation by exclusive recordings on a 12-inch Colum-bia-Rena record this month. The selections they play include Tschaiakowsky's beautiful "Andante Cantabile" (a record which has been much in de-mand of late), and Haydn's Hymn to the Em-peror, also known as the Kaiser Quartet, but per-haps best known for its melody as the Austrian Hymn. It is doubtful whether two better titles could have been chosen to display the artistry and consummate mastery of the quartet, and our con-gratulations are due alike to Columbia and the re-cord world on the issue of so notable a record in a standard catalog.

New Records by Mme. Fremstad.

A new record by the great Wagnerian soprano, Mme. Olive Fremstad, is always an event of moment, but the issue on the Columbia Celebrity series this month is rendered doubly so by the fact that it shows her in excerpts from two of her greatest Wagnerian roles. As heard in Brun-nhilde's battle cry, we have the wonderful voice in superb control, while in "Du bist der Ienz," the lyrical passage from the same work ("Die Wal-kure"), we have a number of immense beauty, both revealing the famous soprano in flawless voice.

One of the most interesting announcements of the month is that of a new Columbia record by Madame Cavalieri. She sings "O Solo Mio," while Tosti's popular "Nattinata" is given on the reverse of the 10-inch disc.

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: 11x13¼x7¼ 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 WITH-OUT 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.

ST. LOUIS TRADE GIVES GOOD ACCOUNT OF ITSELF.

Because of Excellent Volume Despite Extraordinary Heat and Talk of Business Depression—Month's News Record One of Advance with All Leading Concerns Who Are Doing a Good Business or Planning for Immense Activity During the Fall Season.

(Special to The Talking Machine World.)

St. Louis, Mo., June 10.—The talking machine business is giving a very fair account of itself despite the extraordinary heat, the dry weather and general depression that is affecting all other lines and is making so many business houses hustle to equal totals of the current months of previous years.

Not so with the talking machines. The month's totals look better each month as compared with a year ago, and the business generally appears on a sounder basis than ever before, despite the new comers who might be expected to split the trade in many directions. The Victor jobber, the Aeolian Co., and the Koerber-Brenner Music Co., report a very satisfactory business, as to the Columbia wholesale departments and the Silverstone Music Co., of the Edison. The retailers have grasped the summer trade idea, that it must be gone after in the homes, on the porches or lawns, or at the clubhouse, wherever people are amusing themselves, but that is ready. Most dealers agree with Manager Robinson of the Thiebes Piano Co., that the summer trade, even that for the clubhouses and canoes, is of a higher class than ever before. That where \$15 and \$25 machines were in demand in previous years, \$40 to \$50 is the average investment this year.

Mr. Robinson printed a very attractive drawing in connection with a House of Thiebes ad. the first Sunday of this month. It presented the prow of a motor boat, with a talking machine dispensing music to the great gratification of the young man and woman seated in the boat. The head of the ad. was "Don't fail to take a Victrola, new Edison (diamond disc) or a Columbia grafonola with you on your summer outing." Mr. Robinson says the ad. has been an excellent puller and many of the later inquiries were traced directly to it.

The fact that the Thiebes Piano Co. has the three machines and offers a trial of all three side by side, the same numbers and in the same demonstration room, has been an excellent card for this firm. "Every time a single line dealer knocks a machine that he does not handle, it is a boost for our ads," says Mr. Robinson. "It is easy to make a prospective customer suspicious, and nowadays practically every purchaser knows the names of the three machines, and if the salesman says anything

to make them suspicious, he comes where he can hear all of them. We let them choose, and we often get much interested in watching to see which way the choice is going to fall. It is very difficult to predict until the sale is closed."

The Field-Lippmann piano store also have the three machines on exhibition, but they have not made the comparison idea as strong as the Thiebes Piano Co., in their advertising.

Alex Robinson, at the Grand Leader department store, reports some excellent business along the summer lines.

W. C. Ligon, who was in charge of the talking machine department at the Famous-Barr department store, has been transferred to the piano staff and Miss Elizabeth Vandeventer is in charge of the talking machines, under the direction of James B. Campion, of the piano department. Miss Vandeventer, who was in charge of the Victor department at Bollman Bros. Piano Co. for a long time prior to the failure of that company, is well known to the local trade.

Recently the Famous-Barr has been giving dual recitals with Victrolas and Edison disc machines, and Mr. Campion says that it is interesting to watch the conclusions reached by persons who hear the two machines under exactly similar conditions, and what peculiar advantages that go to make the sales.

The Columbia warerooms here were in sad disarray for three weeks, beginning May 20. The delayed work of remodeling the building was then begun in earnest, and one of the first things the working men found necessary was to tear out the demonstration booths and oust the office force, including Manager Irby Reid. The latter found refuge in the stockroom, which is apart from the main warerooms. Retail Manager Duffy remained on the job, sometimes here and other times there, wherever the workingmen did not want to be. He had stock for three demonstration rooms near-by, and grouped his machines just as though they were surrounded by walls, and did the best he could under the circumstances. He spent most of his time planning stunts for the sales force, that would keep them and their prospective customers away from the store, but still bring in some business. Under the new plan, the retail department will have six demonstration booths and almost double

the machine display space as previously, and much better arranged. The entire main floor will be thrown together or divided by glass partitions, the office force having smaller but more workable quarters than before. The dictaphone department, which formerly held forth near the front door, will go to the second floor, where a large stock room will be arranged on a scientific plan. The changes include a convenient stairway to the second floor, new ceilings and complete new decorations for the entire building, and greatly increased light throughout the building. Mr. Duffy says:

"Without the shadow of a doubt we are going to have the handsomest talking machine store in this section of the country. We are staying right on the job while the duty is being added and we are taking care of all of our trade, but we cannot do much of the initiative under our present handicap. By the middle of this month we will have a worthy home for the Columbia, and then we will go abroad and invite everyone in to see our home and our machines, and to listen to the music and, of course, buy to meet their requirements."

New dealers added to the Columbia list are: J. M. Cline, druggist, Marion, Ill.; W. J. Fitzgerald, hardware, West Frankfort, Ill.; Busy Bee, candy, Shelbyville, Ill.; L. Shaver, Paris, Ill.

George Brown, Jr., of Hillsboro, Ill., has gone into the talking machine business on rather extensive lines for a small city dealer in this section. He is selling Columbias and Edison disc machines. He intends to thoroughly cover his community, and has established branches in the small towns and villages where one or more machines will be on demonstration, and he will be at call if the local salesman needs aid or different model machine than in carried in stock there. J. J. Bennett, of the Columbia sales force, was recently over the local territory with Mr. Brown, spreading cheer and confidence among the salespeople. Mr. Bennett says that with an automobile, such as Mr. Brown will use, any person who believes in talking machines can stir up a wonderful business in the country, for the farm homes are all open to some such intelligent entertainment as the talking machine brings. Mr. Bennett predicts that within a few years every county in the Middle West will have at least one energetic dealer who will cover the country districts and will make an excellent revenue from his work.

Only a few years ago the talking machine furnished the excuse for a piano house to keep open Saturday afternoons and late each evening, the idea being that the wage earners who bought talking machines as substitutes for pianos, organs or other high-priced music instruments, could not get in at other times to pay on their accounts.

This year, when the summer closing movement was started, no such excuses were presented. Instead, the leading talking machine stores are the leaders in early closing. The Field-Lippmann piano stores, Thiebes Piano Co., and Aeolian Hall were the first three to agree to close Saturday afternoons and at 5 p. m. during June. The Silverstone Music Co. moved up to 5.30 for June.

DISPLAYS OLD-TIME MACHINE.

Berliner Gramophone of the 1899 Model Compared with Modern Victrola XVI. in Window of Benj. Switky's Store.

Much attention was recently attracted to the show window of the store of Benj. Switky, the prominent Victor distributor at 9 West Twenty-third street, through the display in juxtaposition of one of the first of the old Berliner gramophones, placed on the market in 1899, and a modern Victrola XVI. The presence of the Victor dog added much to the effectiveness of the display, and suitable signs told just what the old machine represented as compared with the latest Victrola.

A merchant's success depends much upon his knowing the profitable sellers. It may be easy to sell nails, "but what's there in nails?" It may be good business to make every effort to increase your volume of business, but "what's in the volume" if you are selling mostly articles that are sold at a low or cut price?

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.

SERVES NOTICE OF LEGAL ACTION BEING TAKEN.

Suit for an Injunction and an Accounting Filed Against Thomas A. Edison, Inc.—Claimed That Disc Machine and Attachments Infringe Victor Patents—Warning Against the Handling of Records Labeled to Imitate the Red Seal Records.

The Victor Talking Machine Co. sent out to its representatives recently a letter giving information relative to certain legal action which it is contemplating, portions of which are appended:

"It becomes our duty to notify the trade and the public generally that the Victor Talking Machine Co. has filed a suit for an injunction and an accounting of profits and damages against Thomas A. Edison, Inc., under the United States Letters Patent Nos. 785,362, 814,786 and 1,060,550, issued to and owned by the Victor Talking Machine Co. This suit was filed in the United States District Court for the Southern District of New York on April 29, 1914, Equity No. E 11/190.

"In this suit against Thomas A. Edison, Inc., for infringement of the letters patent enumerated, we contend not only that the disc talking machine manufactured and sold by that company is an infringement, but also that the attachment manufactured and sold for use with the Edison disc machine by which Victor records may be played thereon is also an infringement.

"Not only attachments supplied by the Edison Co. itself, but other attachments made and sold by other parties, hereinafter referred to, for use upon the Edison machine by means of which Victor records may be played thereon clearly infringe, among others, the letters patent above referred to.

"Under the letters patent owned and controlled by the Victor Talking Machine Co. it is contended all disc records of the gramophone type (laterally undulating or zigzag groove), all Victrola types of machine, and all taper tone-arm constructions now upon the market come under the claims of the letters patent enumerated and others owned by

this company, and there is an apparent tendency of increasing activity in such infringements, which will be dealt with as the occasion requires.

"The companies referred to which have been notified of the infringement of certain of the Victor Co.'s letters patent are as follows: Crescent Talking Machine Co., 106-108 Reade street, New York, N. Y.; Diamond Talking Machine Co., 401 Prospect avenue, N.W., Cleveland, O.; Independent German-American Talking Machine Co., 155 East Fourth street, New York, N. Y.; A. F. Meisselbach & Bro., Newark, N. J.; New England Talking Machine Co., 132 Boylston street, Boston, Mass.; F. H. Thomas Co., 689 Boylston street, Boston, Mass.; Triton Phonograph Co., 41 Union square, New York, N. Y.; Union Specialty & Plating Co., 409 Prospect avenue, N.W., Cleveland, O.; United Patent Co., 75 Fifth avenue, New York, N. Y.; Unit Motor Co., 108 Worth street, New York, N. Y.

"Recently there have also appeared in the United States gramophone disc records of the Victor type, both from Europe and from Japan, having red labels thereon. These records not only infringe the Victor Co.'s letters patent, but also this company's trade-mark No. 49,364, registered January 30, 1906, in the United States Patent Office. This registration covers the exclusive right to the use of the trade-mark consisting of a red disc applied to the center of a talking machine record. Therefore, all who handle or use these records so having the red disc are also infringing this company's exclusive trade-mark, and suitable warning is hereby given of such infringement to the trade and public generally."

NOTICE FROM THOMAS A. EDISON, INC.

Issues Answer to Circular of Victor Co. Announcing Suits for Infringement of Patents—Deny Claims Made by Plaintiff Company.

Thomas A. Edison, Inc., Orange, N. J., under date of May 26, issued the following notice to the talking machine trade:

"Our attention has been called to a circular issued by the Victor Talking Machine Co., under date of May 20, and addressed 'To the Trade.' It contains a statement to the effect that the disc phonographs and attachments for playing lateral cut records put out by this company are infringements of three United States patents upon which suit has been brought against this company in the United States District Court for the Southern District of New York.

"We wish to assure the trade that a careful examination of these three patents has been made by our patent counsel and that in his opinion there is no basis whatever for any charge of infringement by reason of the use or sale of our apparatus. Jobbers and dealers should not be alarmed or mis-

led by any circularized statements of this character, and in case of any suit being brought against them or of any threats being made, they should immediately communicate with us. We stand ready to assure the defense of any patent suit brought against any jobber, dealer or user based upon the sale or use of any of our disc phonograph apparatus. Yours very truly,

"THOS. A. EDISON, INC.,
"C. H. Wilson, Vice-President."

MOVE TO LARGER QUARTERS.

The Newark Talking Machine Co., of Newark, N. J., has removed just next door to its former location, corner Broad street and Central avenue, to much larger elaborate quarters, having four large demonstration booths and one large display room. M. Buchner, president, and Chas. Buchner, treasurer, report an excellent volume of Victor business with their house.

Some men are so wise that it seems as though they must have been born at a much earlier age than the rest of us.

COULDN'T SELL THE RECORDS.

Maxwell Corkedale Could Give Away Talking Machines, but the Records Proved White Elephants—Settles Suit with Company Who Started the Plan—So Ends the Tale.

(Special to The Talking Machine World.)

NEWBURGH, N. Y., June 6.—After being out less than an hour last week the jury in the action brought by Thomas F. Johns, doing business as Harmony Talking Machine Co., against Maxwell Corkedale, decided that if Mr. Corkedale would pay to the plaintiff the amount he claimed and admitted he owed to the company it would satisfy the ends of justice. Mr. Corkedale had accepted representations of an agent of the talking machine and then signed a document calling for the shipment of goods. The first shipment was valued at \$61.85, and a year's interest will go with it. As Mr. Corkedale had tendered the amount prior to the case coming to trial the costs will fall on the plaintiff, and there will be small chance of meeting expenses out of the case.

Corkedale, who runs a store in this city, made a contract on June 24, 1912, with B. Blankman, representing Thomas F. Johns, who was doing business under the title of the Harmony Talking Machine Co., of Chicago, Ill., whereby Corkedale became agent for the company in this city. The machines were to be furnished in dozen lots and to be given away as prizes when buying goods to the value of \$35 or more. The profit was to be made in selling records to those who received the machines, the records to sell at 65 cents and costing the agent 39 cents. The needles and other accessories were also to be sold. All goods were to be paid for in thirty days after delivery. The first shipment included a machine, carton of records and needles, etc., to the amount of \$23.15, and shortly after there came another shipment of a dozen talking machines and twelve cartons of records, valued at \$234.

Corkedale testified that he had not ordered these and had sent them back after finding there was no sale for the records. After having given the first machines away he found that people would not buy records at 65 cents.

The settlement effected was for the goods received under the first bill, supplemented by other articles disposed of from the second shipment, the total value of all being \$61.85.

MISS EDISON TO BE MARRIED.

The marriage of Miss Madeline Edison, daughter of Mr. and Mrs. Thomas A. Edison, and John Sloane, son of Dr. and Mrs. T. O'Connor Sloane, will take place on Wednesday afternoon, June 17, at the home of the bride-elect's parents. The wedding promises to be one of the social events of the season.

NEW CONCERN IN BUTTE, MONT.

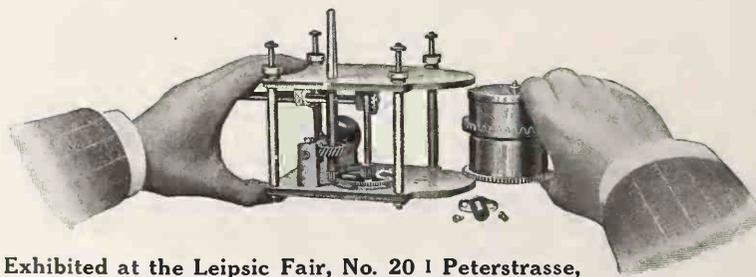
The Butte Phonograph Co., composed of Joseph Lutey and L. V. Williams, has opened an exclusive talking machine store in Butte, Mont., where Edison products will be handled.

**"DOLLAR" MOTORS**

LATEST SENSATION—DETACHABLE SPRING CAGE

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.



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

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

Cable Address: Gebrüder Steidinger Sanctgeorgenschwarzwald.

ARE UNQUESTIONABLY
THE BEST AND CHEAPEST

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

"TALKER" AND PLAYER COMBINED. GAIN OF 35 PER CENT. IN BUSINESS.

Two Furniture Men of St. Louis Evolve a Simple and Practical Combination of the Two Popular Instruments—How the Desired Result is Obtained Interestingly Described.

(Special to The Talking Machine World.)

St. Louis, Mo., June 6.—The very simple and practical combination of player-piano with talking machine which is here reproduced is the invention of Isadore Fry and Jacob Shanks, two young furniture men of this city.

It has been prophesied that when a successful combination of these two instruments was made it would be by some one outside of the music trade,



Showing Operation of the Player and the Talking Machine.

and the simplicity of this instrument, together with its accurate synchronization, makes this seem true. The talking machine is operated by the same motor as the player and receives its power by means of a delicately adjusted sprocket wheel and chain located on the left side of the lower spool. A clutch is also provided whereby the talking machine may be thrown into gear or not as desired. Either machine may be worked separately.

The bellows are adjusted to carry the additional



Showing Outside of Instrument.

load in a novel way. The sound box of the talking machine sits back in the piano, close to the plate. The aperture or bell of the machine is brought out on the left-hand side of the upper panel as shown in the picture.

The inventors claim this machine can be installed in an hour's time in any piano that is of ordinary depth.

CLEANNOTE PAD saves tunes, talks. Improves tone. Lessens scratch. Trebles life records. 25c. Get circular. Agents wanted.

VOX HUMANA TALKING MACHINE CO.
Nantucket, Mass.

This is the Record of Louis Buehn, of Philadelphia, in Comparing Business with the First Five Months of This Year with the Same Period of 1913—An Invitation to Jobbers Visiting Atlantic City to Make His Place Their Headquarters.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., June 9.—In a chat with a representative of The Talking Machine World, Louis Buehn, Victor jobber of this city, made the very interesting statement that, notwithstanding the business transacted by him, last year was the largest in its history; that the first five months of this year in comparison had shown a gain in volume of business of approximately 35 per cent. This is a remarkable increase, and simply shows what can be accomplished in this day of commercial activity when the pessimist is about with his large pitcher full of cold water.

Mr. Buehn aims first to co-operate with the retail merchant, and naturally this assistance on his part so pleases the trade that it is their endeavor to use every means to aid him in maintaining the co-operative service that the house of Buehn is noted for.

Mr. Buehn is planning to attend the convention at Atlantic City, and in this connection he invites all the visitors to drop in and see his establishment at 825 Arch street, in this city, which is in a very convenient location, and in addition Mr. Buehn would be pleased to have the visitors use his office as their headquarters while in this section.

MACHINE TO DETECT SOUNDS.

New York Inventor Thinks Device Will Prevent Sea Collisions.

Elias E. Ries, an electrician and inventor of 116 Nassau street, wrote recently to President Wilson asking his aid in getting a Government test of a sound detecting apparatus, which Mr. Ries believes will enable ships at sea to find the position of icebergs or any approaching object by means of echoes long before it has come into the range of normal hearing. This apparatus, Mr. Ries thinks, would have prevented the "Empress of Ireland" disaster.

The principle of the system, which is now before the United States Patent Office, is the same as that of human hearing, only the mechanical ears are microphones at either end of a long arm attached to the mast of a ship. This arm moves about and explores sound waves reaching it, and when the sound in both receivers is of equal intensity a special device, the inventor says, reckons the exact distance and direction of the object from which the sound comes.

The receivers are connected with ear pieces for the ship's lookout and also for the captain. At the bow of the boat the ordinary siren sends out its sound waves and it is the echo from these that the lookout waits for. With ordinary sounds a man instinctively turns his head until the sound wave strikes equally on both ear drums. The long arm with the receivers on it has length enough to fall into the circle of the sound wave from afar and when this has been exactly accomplished, Mr. Ries says, a device shows the distance without any reckoning on the part of the lookout.

A STARTLING INSCRIPTION.

A traveling salesman died suddenly in Kalamazoo and his relatives telegraphed the florist to make a wreath, ordered that the ribbon should be extra wide with the inscription, "Rest in Peace" on both sides, and if there was room, "We Shall Meet in Heaven." The florist was out of town and his new assistant handled the job. It was a startling floral piece which turned up at the funeral. The ribbon was extra wide and bore the inscription, "Rest in Peace on Both Sides, and If There Is Room We Shall Meet in Heaven."—Sel.

Benjamin Franklin undoubtedly possessed the best organized mind that history records. How his master mind was organized is interestingly told in his autobiography.

A Great Business Opportunity

Are you looking for opportunities to increase your net profits?

Are you interested in lines which blend satisfactorily with talking machines which will add materially to your business success?

If you are, we can help you, and the sooner you get in communication with us the more rapidly your profits will accumulate.

Do you realize how splendidly pianos and player-pianos blend with talking machines?

We have created one of the largest manufacturing enterprises in the world in a short space of time, and we have done it through the delivery of values.

We are in a position, through our unexcelled factory facilities, to supply you with pianos and player-pianos at prices which will enable you to make splendid profits.

Our instruments are reliable in every particular, and our prices will appeal to people of moderate means.

Let us take up this subject with you.

It will pay you!

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.



Columbia instruments: a line to fit the pocketbook of every possible buyer of a talking machine. Columbia records: a line from which every dealer can meet the musical preferences of anyone who owns a talking machine.



(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

MY FRIEND THE DEALER PUTS OVER A FEW NEW ONES.

An Informal Interview in Which a Prominent Talking Machine Man Suggests Some Timely and Remunerative Stunts for the Good Old Summer Time—A Mexican War Record Wanted—Some Hints Relative to Revitalizing the Art of Home Record Making.

It was deliciously cool and quiet in the sanctum of John Jones, The Elite Talker Shop proprietor, after the heat and hubbub of the street, and I sank into the easy chair he pushed toward me with a sigh of contentment. An electric fan purred above his desk and an iced jar of spring water, a-glitter with moisture, reposed invitingly at his right hand. It was an ideal place for the making of big business and I told Mr. Jones as much.

He shrugged his silk-shirted shoulders and smiled.

"There are two things most essential to me in the manufacture of my trade ideas, viz: comfort and quiet. The brain works fastest when the body is at rest and when there are no jarring discords of sound to divert the attention."

He looked at me inquiringly: "Is The Talking Machine World representative seeking an interview, I wonder? and will he have a cigar?"

"He is and he will, and he thanks his hospitable host very kindly."

A moment of stillness, broken by the scratching of our matches, then Mr. Jones asked another question: "How can the present situation in Mexico be turned to account by the 'talker' man?"

"I would be charmed to have you tell The World readers about it," I replied feelingly.

With a puff at his weed, he continued: "Well, I have been indulging, along with the scholarly Woodrow, in a policy of watchful waiting. I have eagerly watched the monthly bulletins and I have waited most impatiently for a special announcement from one or even all of the great triumvirate regarding a series of records describing the capture of Vera Cruz, the funeral of Poinsett, etc. The demand for records celebrating events of this character is enormous. My customers ask me every day why such selections have not yet been issued. I have invariably told them that they have only to be patient for a little while and their wishes will be gratified. Let us pray that this is true.

"Please ask the manufacturers for me through the columns of The World to bring out a "Capture of Vera Cruz" record at once; I need it in my business."

He laid his cigar in the ash tray and leaned forward in his chair: "Let us go back to the time of the Spanish war. Do you remember the records made by the chief bugler of Roosevelt's Rough Riders?"

I nodded an affirmative.

"The calls played over the graves of Hamilton Fish and Captain Capron, and marketed by what was then the Columbia Phonograph Co., of New York and Paris, were wonderful sellers; I couldn't get enough of them. "The Capture of Santiago" and "The Charge of Roosevelt's Rough Riders," put out by the same company, made pronounced hits also.

"There are several ways in which our present misunderstanding with Senor Huerta can be suc-

cessfully utilized by the talking machine dealer, and it is a great surprise to me that a movement of this kind has not been started ere this."

Mr. Jones reached for his dead cigar. He relighted it with much care and leaned comfortably back in his seat, sending smoke rings ceilingward.

"Now that Miss Margaret Woodrow Wilson is singing into the horns, would not a record of her voice in "La Paloma" create a sensation?"

More smoke rings.

"I can see the advertisement now:

Mexico's Most Popular Song

La Paloma, The Dove

Sung by America's Most Prominent Vocalist
MISS MARGARET WOODROW WILSON

Daughter of the Nation's Chief Executive

"Some combination, what?"

"The talking machine business should be con-



"Taps."

ducted along the same lines as a newspaper, so far as taking care of unusual occurrences is concerned. Just as a city daily indulges in extra editions to keep its readers posted upon the latest developments of a war, so should the 'talker' manufacturer get out special descriptive selections recorded with care and brilliancy. A representative should be sent to the front if necessary in order that the records may be faithful reproductions of the real conflict"

"Are you sure it would pay to go to that extremity, Mr. Jones?" I asked skeptically.

"My dear boy, there is no doubt about it. If the public had reason to believe that the records

were echoes from a genuine and bloody war, and not imitations concocted from the barren imagination of a laboratory manager, they would fall over one another like suffragettes in an art gallery to get them. Oh, yes, they'd sell all right, believe me."

Opening a drawer of his desk he drew forth a magazine and handed it to me.

"Ever go in for photography?" he inquired.

"Yes, I'm exceedingly fond of it, why?"

"That copy of Popular Photography, which, by the way, is a corking good periodical for the amateur picture maker, gave me an idea. If you will turn to the editorial page you will learn that they offer monthly prizes for photographs. Glancing through the pages you will find from the generous amount of worthwhile pictures displayed there, that the contest is exceedingly popular and widely patronized. Such being the case, why would it not pay a talking machine dealer to inaugurate a prize recording contest? For the purpose of boosting home record making, it seems to me this scheme is a winner, and I wonder why this also has not already been done.

"Every live 'talker' man has a fat list of patrons who have machines which will record. What will stimulate their interest like asking them to sing, play or talk for a prize? Offer them whatever inducement you deem consistent with your business and your pocketbook and watch the shaving machine whirr and the stock of blanks melt away.

"Mention the contest in all your advertising matter. Everything in the line of publicity that leaves your store should talk about the contest."

"Are you trying it out?" I asked curiously.

"Uh huh! Stop in the packing room on your way out and you'll think so.

"Just a moment"—as I rose to depart—"and I will explain with becoming brevity how I conduct my recording contests. I leave the choice of selection entirely to my patrons. I simply state that the record must be made with an apparatus purchased from me, and that a prize of \$5 will be paid each month for the record which seems from every possible standpoint to be the best. A committee of three, selected from my sales force, judge the records and make the awards. You see, home recording is a very fascinating pastime; especially when there is the possible chance of making something out of it in the way of a small financial return. The element of honor also enters in to a small degree, and it is very satisfying to Mr. Record Amateur to know that his success as a 'talker' artist is worthy of a prize.

"When the scheme is put into effect by several dealers, thus increasing the market for amateur records, the demand for blank cylinders and recording outfits will soar by leaps and bounds."

How about this contest idea, Mr. Dealer? Worth a thought or two, is it not?

HOWARD TAYLOR MIDDLETON.

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.

DETROIT DEALERS LOOK FOR A VERY BUSY FALL

Following a Lively Summer Season with Its Demands for Dance Records—Hudson Co.'s Talking Machine Department—Max Strasburg Co. Completes Alterations—General Conditions Analyzed with Favorable Conclusions—Developing Near-by Territory.

(Special to The Talking Machine World.)

DETROIT, MICH., June 8.—Though May was a quiet month in the talking machine business in Detroit, the dealers have every reason to believe that a revival is close at hand. The summer months always are good ones in Detroit, because of the extensive summer resort facilities of the city. The present-day propensity of all dancers to dance to talking machine music is expected to add to the normal summer activity in the trade. Dance music will get into many a summer home on lake shore and island where it hitherto has been unknown because orchestras are too expensive. It also will be heard at hotels and aboard yachts. Very few yachts, and only the largest ones, ever have orchestras aboard, but many of them have enough deck room for dancing. And dancing afloat is the most enjoyable kind.

March and April were good months, and there is no particular reason for the falling off in May. This is taken as further ground for belief in a prosperous summer. Collections are good. Selling terms also remain good there seeming to be plenty of cash in evidence when a purchaser discovers that he can save 6 per cent. by using it. Basic business conditions in Detroit are good, this being evidenced by the tremendous activity in the building trades. People are building their own homes in newly created suburbs. Temporarily, this may affect the talking machine business, for the home builders will need their spare cash for real estate payments, but eventually thousands of them will want phonographs in their new homes.

Detroit now extends along Detroit River and the shore of Lake St. Clair for a distance of thirty miles, and all along the east, west and north city lines new subdivisions are being built up. This gives employment to an army of many thousands of workmen, with the resultant increase of purchasing power. Still there are idle men here. But most of them are outsiders who came here in search of prosperity.

The talking machine department of the J. L. Hudson Co. now is in new quarters on the seventh floor of the main building of the company, there to remain until the completion of a new ten-story building next November, one of the principal fea-

tures of which will be a grand music trades department. There the talking machines will have an entire floor.

For the present the Victrolas and the Grafonolas are adjacent to the pianos, but have an elevator entrance of their own. The record cases are with them, placed in a very handy arrangement. While the main body of the music trades department is finished in ash gray, the talking machine division is made distinctive by white enamel.

The Hudson Co. is laying in a very large stock of machines, following the policy of last year, which protected it from the annual scarcity of



Exterior of Max Strasburg's Establishment.

machines at Christmas time. More will be needed than can be accommodated in the present quarters, but they will be brought to town and stored until the doors of the new store are thrown open. The company, with millions of capital, has promised Manager Andrew that his department shall be one of the finest talking machine stores in the United States.

The Max Strasburg Co. recently completed alterations which make this exclusive Victrola and Columbia shop finer than ever. The accompanying photograph shows the exterior of the store. The many plate glass partitions between the demonstrating rooms queered all efforts to make a picture of the interior, the refraction of light on the glass making more scintillations than the camera could stand for. The automobile, used for delivery of talking machines and records, is one of the additions to efficiency instituted by the company.

The store is a corner one, with entrances on two streets. The rows of Victor dogs in the windows show the extent of it. The Victrola electric sign is not as prone to partiality as would seem, as it says "Grafonolas" on the other side. The store is a

deep one as well as a wide one, extending back 100 feet from the street. The entire basement has been divided into demonstrating rooms. Only two years and a half have passed since it was established, and its growth has been truly wonderful. It caters to a very high class of trade. This is what made the automobile necessary. Regular patrons 'phone their orders for records. Each day these orders are routed and filled in the same manner big mercantile houses handle their various lines of goods. The records are sent on approval, selections to be made within twenty-four hours. This system has made the record end of the business very profitable for the Strasburg Co.

The extension of the number of Detroit accounts seems to have ceased for the time being. The city is about as well covered as it can be, though incipient outlying business districts soon will open up new fields for agencies.

NEW EDISON AGENTS APPOINTED

In Various Points Adjacent to New York City
—Edison 'Output Grows.

Thomas A. Edison, Inc., is continuing to add many new names to its already extensive lists of Edison disc dealers in near-by territory. During the past month a number of live-wire dealers arranged to handle Edison disc machines and records, including the following: W. B. Thompson, Port Richmond, S. I.; Louis Barg, Bay Ridge, Brooklyn; and Dutcher Bros., Nyack, N. Y.

All of these new representatives are enthusiastic admirers of the Edison disc product, and are planning to conduct their Edison departments on lines entirely in keeping with the musical value of the Edison disc machines and records. These products are increasing in popularity rapidly.

LOSS BY FRAUDULENT FAILURES.

Statistics show that manufacturers and jobbers lost more than \$2,000,000 last year in questionable, if not fraudulent failures. This loss has shown such a marked increase each year that the National Association of Credit Men and other organizations undertook the work of investigating many of these failures with the view of punishing the guilty, as a warning to others inclined in that direction, and thereby stop the growth of the losses on this account and get them back to a nominal figure. That this work has been successful is evidenced by the fact that only a few months ago a gang engaged in this work on a large scale, with headquarters in St. Louis and branches in five other large cities extending as far East as Baltimore, were rounded up through the work of these associations and convicted. The evidence showed that the gang in six or seven months prior to their apprehension defrauded creditors out of more than a half million dollars. These prosecutions also will tend to benefit the small, honest retailer in more ways than one. So society generally will be benefited by reducing this practice to the minimum, or stopping it entirely, if possible. Wide publicity by newspapers of such prosecutions is the best means possible for educating those inclined to this practice of the folly of their ideas.

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

Motors and Sound Boxes a Specialty

CONCEDED TO BE THE BEST MANUFACTURED

OVER THIRTY DIFFERENT STYLES

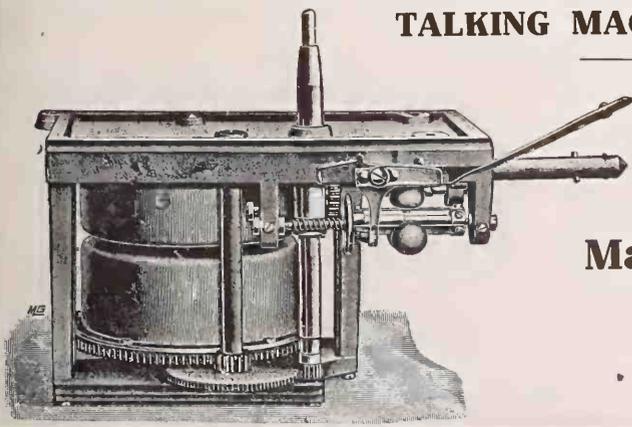
Machines with or without Horns

FIRST QUALITY ONLY

Noiseless Motors

HIGHEST RECOMMENDATIONS

WRITE FOR DESCRIPTIVE CATALOGUE

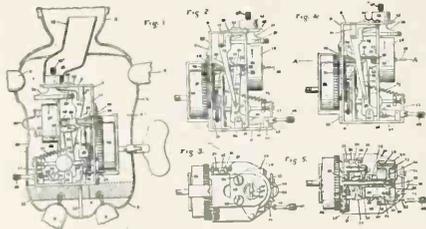


LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

WASHINGTON, D. C., June 8.—**PHONOGRAPHIC DOLL.**—William Rotter and Richard S. Arthur, Newark, N. J. Said Arthur assignor to said Rotter. Patent No. 1,097,771.

The objects of this invention are to provide a doll in which sound reproducing apparatus is arranged so that the doll will appear to talk; to obtain the issuance of sound from the proper part of the doll's body; to enable the sound reproducing apparatus to be conveniently operated and controlled, and records to be readily and easily changed; to arrange the parts of the apparatus so that they will not be easily tampered with; to provide means for retaining the record drum in idle position to receive the thrust required to insert a record; to provide improved means for releasing the feed nut from the thread bar when the record has been played; to provide improved means for returning the record to its initial position after having been played and the feed nut removed; to



provide means for positively removing the sapphire from the record during the return of the record to initial position; to maintain the feed nut in true relation to the thread bar; to secure simplicity of construction and operation, and to obtain other advantages and results as may be brought out in the following description.

Referring to the accompanying drawings, in which like numerals of reference indicate the same parts throughout the several views, Fig. 1 is a central sectional view through a doll, looking from the back toward the front of the same, and showing our improved mechanism mounted therein;

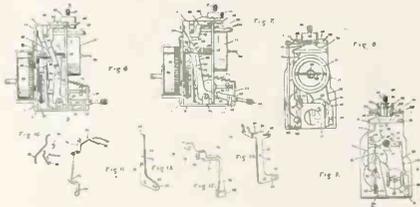
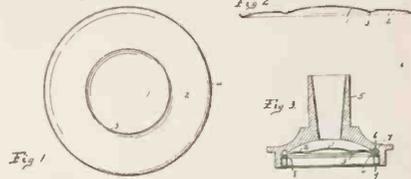


Fig. 2 is a view of said mechanism from the front with the doll body removed; Fig. 3 is a top view of the same; Fig. 4 is a view similar to Fig. 2, showing the operating lever partly depressed; Fig. 5 is a sectional view on line A—A of Fig. 4 looking down; Fig. 6 is a view similar to Fig. 2 showing a modified construction with a detent for holding certain levers while the record is being played; Fig. 7 is a similar view showing said levers engaged by the detent; Fig. 8 is an elevation looking from the right hand side of Fig. 6; Fig. 9 is a vertical sectional view taken on line B—B of Fig. 6; Fig. 10 is a perspective view of the detent for retaining said levers; Fig. 11 is a perspective view of the arm for raising the reproducer; Fig. 12 is a perspective view of the feed nut and its attached brake; Fig. 13 is a perspective view of a certain raising lever, and Fig. 14 is a similar perspective view of a locking lever.

DIAPHRAGM FOR PHONOGRAPH SOUND-BOXES.—Peter Weber, Orange, N. J. Patent No. 1,098,340.

This invention relates to diaphragms and has for its object the provision of a central stiff vibrating zone surrounded by an elastic, flexible, annular zone, and it has for its object the preservation of the clearness and distinctness of sound transmitted by the diaphragm as well as the obviation of the deflection of sound waves and their consequent interference with one another.

It also has for a further object the provision of means whereby the diaphragm may be properly centered within the sound box without contact with the metallic portions thereof.



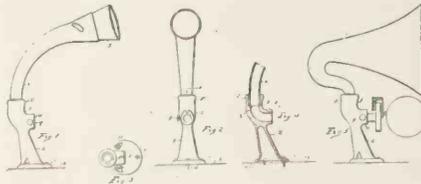
These and other objects will appear from the following detailed description taken in connection with the accompanying drawing, wherein—

Fig. 1 illustrates a plan view of this improved diaphragm. Fig. 2 is a central or diametrical section of the diaphragm. Fig. 3 is a vertical section through a sound box showing the improved diaphragm in position.

HORN-SUPPORT.—Pliny Catucci, Newark, N. J. Assignor to A. F. Meisselbach & Bro. Patent No. 1,098,313.

The object of this invention is to provide a rigid, substantial support, to be secured to the motor plate of a phonograph, for carrying the amplifying horn, and also for supporting the sound box in a position adjacent the sound record to be played upon the instrument.

In the design patent No. 41,499 dated June 20, 1911, the inventor has shown substantially the same form of structure, and in his patent application

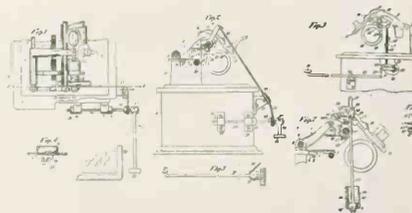


filed May 29, 1911, Ser. No. 630,170, he has shown similar horn supports, specially adapted to the purposes disclosed therein, and my present application may be considered a division of said application so far as it relates to common subject matter.

In the accompanying drawing Fig. 1 is a side elevation of the support. Fig. 2 is a front elevation. Fig. 3 is a plan view. Fig. 4 is a sectional view taken on line 4—4 of Fig. 2. Fig. 5 is a side elevation showing the support in connection with a well known form of horn.

PHONOGRAPH.—Charles S. Osborne, West Orange, N. J. Assignor, by mesne assignments, to New Jersey Patent Co., West Orange, N. J. Patent No. 1,097,987.

This invention relates to phonographs, particularly those adapted for commercial purposes, al-



though obviously its use is not limited to machines of this type.

In transcribing a commercial record the transcriber frequently finds it necessary to repeat a portion of the record. It has accordingly been customary to provide commercial phonographs with mechanism whereby the carrier arm supporting the reproducer may be stepped in a rearward direction along the record as shown, for example, in U. S. Patent No. 847,631, granted on March 19, 1907, to E. L. Aiken. With devices of this character, however, as heretofore known and constructed, it has been impossible to place the controlling member for

the repeating mechanism in a convenient position for actuation by the transcriber while operating the typewriting machine.

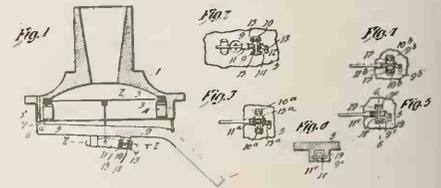
The principal object of the present invention is to obviate this difficulty by providing means whereby the carrier arm may be readily raised and stepped in a rearward direction from a point in proximity to the keyboard of the typewriter or from any other desired point.

The invention also comprises certain other details of construction which will be hereinafter more fully set forth.

Referring to the accompanying drawing in which like parts are designated by the same reference numerals, Fig. 1 is a plan view illustrating a phonograph located in proximity to the keyboard of the typewriter and embodying one form of the invention; Fig. 2 is an end elevation partly in section on the line 2—2 of Fig. 1; Figs. 3 and 4 are elevations illustrating details of construction; Fig. 5 is an end elevation of a modification; Fig. 6 is a plan view of a detail of construction employed in the modification shown in Fig. 5; and Fig. 7 is an elevation partly in section of another modification.

PHONOGRAPH-REPRODUCER.—Adolph F. Gall, West Orange, N. J. Assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 1,097,972.

This invention relates to phonograph reproducers of the Edison type in which a floating weight is



pivoted to the body of the reproducer, and the stylus is carried by a lever pivoted to the floating weight and connected to a reproducer diaphragm or other means for producing sound vibrations.

The invention has for its object the mounting of the said lever in such a way that the stylus shall be free to move up and down and also horizontally or laterally, but which mounting will not permit the stylus lever to move longitudinally or to turn about a longitudinal axis, whereby the stylus responds very readily to irregularities in the record groove, is adapted to track a record groove having a pitch as small as one two-hundredth of an inch or less, and produces at all times a loud and clear reproduction.

Reference is hereby made to the accompanying drawing of which

Fig. 1 is a central vertical section of a phonograph reproducer constructed in accordance with this invention; Fig. 2 is a section on line 2—2 of Fig. 1; Figs. 3, 4 and 5 are similar views of modifications, and Fig. 6 is a section on line 6—6 of Fig. 5.

FLEXIBLE JOINT FOR THE TONE ARMS OF TALKING MACHINES.—Alex Fischer, Kensington, London, England. Patent No. 1,097,618.

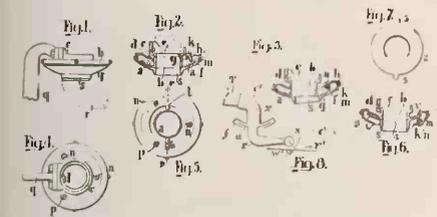
This invention refers to flexible joints for the tone arms of talking machines and has for its object the removal of the tendency to bind, that in joints for which the inventor obtained Letters Patent No. 879,755 has been found to occur between the convex portion of the flange attached to the moving member and the concave portion of the flange attached to the fixed member.

The flexible joint made according to the present invention comprises as in the previous case, two members, a fixed member in connection with the trumpet and a movable member in connection with the tone arm, but in place of providing curved flanges with their center of curvature on the same side of the joint as the moving member, the inventor provides a flange in connection with one of the members which flange is curved and has the center of curvature located on the same side of the joint as the fixed member, the other member being provided with a bearing surface corresponding to and concentric with the aforesaid flange and being in addition provided with parts extending beyond and around the edge of the flange carrying means coming on the other side of the flange to keep the flange and the corresponding surface in contact.

In one way of carrying out the present invention,

in place of providing a convex flange on the moving member coming between two flanges attached to the fixed member, the inventor provides the fixed member with a convex flange, such flange being convex at the outer and concave at the inner surface, the curvatures being both struck from the same center and also provides the moving member, that is, the tone arm, with two flanges curved so as to correspond to the inner and outer surfaces of the aforesaid fixed member and connected together so as to form a species of cap. The moving member is thus supported by the two flanges attached to it and enabled to move in conformity with the convex flange of the fixed member.

There may either be two flanges attached to the moving member coming directly into contact with the convex flange attached to the fixed member in a manner analogous to that described and shown in connection with Fig. 3 of the aforesaid specification. or balls may be employed coming between any of the bearing surfaces either resting directly upon



such surfaces or working in grooves therein. Where it is desired to adjust the balls screws are provided coming at the back of the balls, which screws pass through the cap. The directions in which the holes or grooves for the reception of the balls should be drilled shall be radial with respect to the center of rotation of the joint.

In another way of carrying out the invention the moving member is provided with a flange and the fixed member with two flanges forming a species of cap. In this case the center of curvature is on the trumpet side of the joint, corresponding alterations being made in the rest of the construction.

Fig. 1 shows side elevation of one form of the joint; Fig. 2 shows same in vertical longitudinal section; Fig. 3 shows similar view to Fig. 2, but with the moving member in its extreme position. Fig. 4 shows plan of Fig. 1. Fig. 5 shows plan of Fig. 2 with a portion cut by the line A B Fig. 2 in section. Fig. 6 shows sectional elevation similar to Fig. 2 of another form of the invention. Fig. 7 shows plan of a detail. Fig. 8 is a diagram of the essential features of the invention.

REPRODUCER FOR TALKING MACHINES.—Clinton E. Woods, Bridgeport, Conn. Assignor to American Graphophone Co. Patent No. 1,096,661.

This invention relates to reproducers for talking machines, and while the invention in some of its phases is applicable to the reproduction of either the vertically undulating or the laterally undulating style of record, the greatest benefits through its use are secured in connection with the laterally undulating or zig-zag form of record groove.

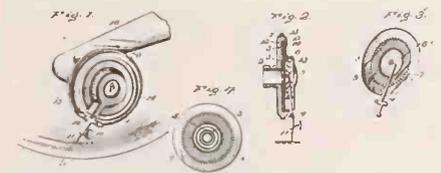
In many records there are portions in which the amplitude of vibration of the recorded sound greatly exceeds that of the main body of the record. So also in some records the amplitudes of the vibrations of the record taken as a whole greatly exceed those of other records in which the amplitude is comparatively small. Little difficulty is experienced in reproducing the sounds represented by the undulations of minute or of the average amplitude of vibration, but when the stylus bar is actuated by the undulations of great amplitude a sudden blow is struck upon the diaphragm, producing harsh and disagreeable reproductions, commonly referred to in the art as "blasts," and it is one of the objects of the present invention to provide a reproducer which shall avoid the "blasts" or harsh and foreign noises referred to. This is accomplished in the present invention by providing a connection between the stylus bar and the diaphragm which shall be sufficiently rigid and unyielding to transmit all of the smaller or more minute vibrations from the record to the diaphragm undiminished, which connection, however, is slightly yielding in character under the influence of a sudden or harder blow

which would be transmitted as the result of the stylus of the reproducer being actuated by the undulations of great amplitude. The result of this construction is that the blow which would be imparted to the diaphragm by the undulations of great amplitude is cushioned, thereby softening down the resultant note in reproduction, and avoiding the "blast" or harsh and foreign noise heretofore resulting from this cause.

It has heretofore been proposed in reproducers for talking machines to employ a diaphragm of metal, such as aluminum, having annular corrugations on the central portion of the diaphragm with radial corrugations extending from the annular corrugations out toward the periphery of the diaphragm. Such diaphragm, when made of aluminum, possesses many superior and desirable qualities, but it has been found that in actual practice it is liable to become buckled, thus materially lessening the fine qualities of the reproducer.

A further object, therefore, of the present invention is to provide means whereby the buckling of such diaphragm may be avoided and its fine qualities preserved.

In its preferred form, therefore, the invention consists of a metallic diaphragm, preferably of aluminum, having an axial opening of some considerable extent, preferably from three-eighths to one-half inch in diameter, surrounding which opening there is a plurality of annular corrugations on the central portion of the diaphragm with radial corrugations extending from the annular corrugations outward toward the periphery of the diaphragm. Secured over the axial opening is a cork disc which is much thicker than the diaphragm itself and of a diameter approximating that of the outer annular corrugation, the cork disc being secured to the diaphragm in any suitable way, as by cement. The end of the stylus bar opposite the stylus proper is connected preferably to the center of this cork disc, and the diaphragm is mounted in a suitable frame or box of metal between cork gaskets, the whole being held in place in any suitable manner, as by an elastic split ring, whose outer



periphery enters an undercut groove in the walls of the diaphragm casing. If desired, the diaphragm may be, and preferably is, protected by a suitable shield or cover which likewise may be held in place by the split ring.

The inventive idea involved is capable of receiving a variety of mechanical expressions, one of which, for the purpose of illustrating the invention, is shown in the accompanying drawings, but it is to be expressly understood that such drawings are for the purpose of illustration only, and are not designed to define the limits of the invention, reference being had to the claims for this purpose.

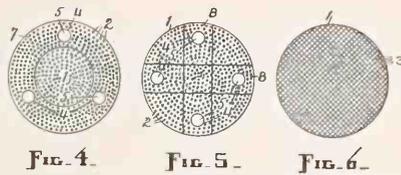
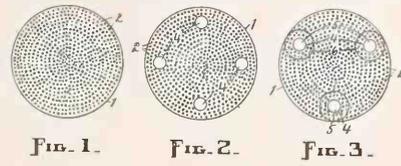
In the drawings Fig. 1 is a perspective view of the reproducer mounted in position on the end of a suitable tone arm; Fig. 2 is a central sectional view on the line 2—2 of Fig. 1; Fig. 3 is a perspective view of the diaphragm, cork disc, and the stylus bar separated from the sound box or casing. Fig. 4 is a plan view of the diaphragm alone.

METHOD OF MAKING ACOUSTIC DIAPHRAGMS.—William W. Young, Agawam, Mass. Assignor by mesne assignments to Lucy A. Young. Patent No. 1,097,499.

This invention relates to improvements in methods of making acoustic diaphragms for talking machines, telephones and the like, and consists broadly and generally in roughening or indenting one or both surfaces or faces of a diaphragmal member and applying thereto a compound, emulsion, solution, or mixture which is capable of hardening and forming a coating and of permanently uniting with said member, as hereinafter set forth.

The object of the invention is to produce an acoustic diaphragm, of the class mentioned above, which possesses superlatively in addition to the ab-

solutely essential the otherwise desirable and long sought characteristics and qualities of a device of this kind, among which characteristics and qualities mention may be made here of durability and stability, resiliency and resonance, capability of giving out clear, loud and distinct tones of great volume and depth, and of evenly distributing the sound



waves and immunity from blasts and scratching sounds and other alien and discordant noises.

Other objects will appear in the course of the following description.

A diaphragm constructed in accordance with the method broadly and generally outlined above may be improved for some and probably many purposes by perforating it and transforming the perforations or perforated parts into lesser diaphragms, or even by perforating and leaving the perforations open, as will be subsequently explained.

In the accompanying drawings, which form part of this application and in which like characters of reference indicate like parts throughout the several views, Fig. 1 is a face view of an imperforate diaphragm, and Fig. 2 a similar view of a perforated diaphragm, both made in accordance with this method; Figs. 3, 4 and 5 each a face view of a diaphragm including some form of the lesser-diaphragmal feature and made in accordance with said method, and Fig. 6 a face view of a diaphragm produced in the same manner as the others, except that it is checked instead of pitted.

ONE STYLE OF FIBRE NEEDLES.

The Victor Talking Machine Co. sent out last week the following letter announcing the discontinuance of one of the styles of its fibre needles:

"Our experience has shown us that it is unnecessary to market two styles of fibre needles. This seems to be the judgment of the trade also, as our sales have run mainly to the No. 1 size.

"We will, therefore, no longer supply the No. 2 Victor fibre needles, but will continue to furnish the No. 1 in envelopes of 100 and cartons of 250 at the established prices. All orders on file with us for the No. 2 will be canceled, and we suggest that you place your additional orders for the No. 1 needle accordingly."

An ounce of prevention may be worth a pound of cure, but it is just as well to be supplied with a little of both.

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PATENTS

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RECORD BULLETINS FOR JULY, 1914

VICTOR TALKING MACHINE CO.

No.	Title	Size.
17585	Sympathy—Waltz Hesitation, from "The Firefly" (Rudolph Friml)	10
	Swanee Ripples Rag—One-step (H. C. Thompson)	10
17588	Hesitation Waltz (F. Henri Kieckmann)	10
	Who Paid the Rent for Rip Van Winkle Medley—One-step	10
35374	Bayo Baya Maxixe (Dick Stone)	12
	Castle House Orchestra, F. W. McKee, Dir. Creole Girl Maxixe (Vern Ca Mulata) (Francis Salabert), Castle House Orch. F.W. McKee, Dir.	12
POPULAR BALLADS		
17576	He's a Devil in His Own Home Town (Grant-Clark-Irving Berlin)	10
	If They'd Only Moved Old Ireland Over Here (Blanche Ring's Hit in "When Claudia Smiles" (Kelly-Klein-Gillen)	10
17587	When the Angelus is Ringing (Young Grant)	10
	In the Valley of the Moon (Jeff Brannen)	10
17586	You Broke My Heart to Pass the Time Away (Leo Wood-Joe Goodwin)	10
	That's a Real Moving Picture from Life (Sterling-H. Von Tilzer)	10
17589	If I Had Someone Like You at Home (I Wouldn't Want to Go Out) (McCarthy-Monaco)	10
	Hands Off (Sterling-H. Von Tilzer)	10
17577	NATIONAL MARCHES BY THE U. S. MARINE BAND.	
	German Fidelity March (Germanentreue) (H. L. Blankenburg)	10
	"GEMS" FROM RECENT MUSICAL PRODUCTIONS.	
35382	Gems from "High Jinks" (Hauerbach-Priml)	12
	Gems from "The Beauty Shop" (Pollock-Wolf-Gebest-Marks)	12
	PAUL ALTHOUSE SINGS FOR THE VICTOR.	
45055	Tosca—E lucevan le stelle (The Stars Were Shining) (Act III) (Puccini) In Italian	10
	Pagliacci—Vesti la giubba (On with the Play) (Act I) (Leoncavallo) In Italian. P. Althouse	10
PURPLE LABEL RECORDS.		
60118	Oh Gustave! from "The Midnight Girl" (Das Mitternacht Maedel) (Paulton-Briquet-Philipp) Soprano and Baritone Duet	10
60119	The Castilian Maid (Thomas Moore-Liza Lehmann) Soprano Solo	10
60120	Look in Her Eyes. (Rourke-Kern) Baritone Solo. (Sung by Mr. MacFarlane with great success in "Miss Caprice")	10
RED SEAL RECORDS.		
64442	Gioconda—Stella del marina (Star of the Mariner) (Act II) (Fonchinnelli) Mezzo-Soprano.	10
88491	La Bandoline—Rondeau (F. Couperin) Piano Solo	12
87193	Jewels of the Madonna—Serenata Rafole (Rafole's Serenade) (Act II) (Wolf-Ferrari) Baritone solo with Metropolitan Organ Chorus. In Italian	10
87182	Du, Du Liegst mir im Herzen (You Live in My Heart) (Folk Song). (Pax-arr. Wilhelm Berger) Soprano and Tenor Duet in German.	10
89078	Il Guarany—Sento una forza indomita (An Indomitable Force) (Antonio Gomez) Soprano and Tenor Duet. In Italian.	12
64414	All Through the Night (Old Welsh Air) Mezzo-Soprano in English.	10
64434	A Dream (Poem by Chas. B. Cory, music by J. C. Bartlett) Tenor Solo in English.	10
87192	Ave Maria, adapted to the "Intermezzo" from "Cavalleria Rusticana" (Sacred words by F. E. Weatherly) (Mascagni) Tenor Solo, violin accomp. by Fritz Kreisler, violinist, and pianoforte by Vincent O'Brien—In English.	10
89079	Traviata—Dite alla giovine (Say to Thy Daughter) (Act II, Scene I) (Verdi) Soprano and Baritone Duet. In Italian.	12

COLUMBIA GRAPHOPHONE CO.

SYMPHONY DISC RECORDS.		
A5564	The Moon Has Raised Her Lamp Above (Benedict). Tenor and Baritone Duet in English with orch.	12
	The Last Watch (Pinsuti). Tenor Solo, in English with orch.	12
36683	Will Ye No Come Back Again? (Nairne) Soprano Solo in English, with orch.	12
A5558	I Puritani (Bellini) "Suoni la tromba" (Sound the Trumpet). Baritone and Bass Duet, in Italian, with orch.	12
	Thais (Massetnet) "Voila donc la terrible cite" (Behold the terrible city). Baritone Solo in French with orch.	12
E1552	Prelude to the Deluge (Saint-Saens) Violin Solo	10
	Spanish Dance (Rehfeld), Violin Solo. A. Gramm Felix Weingartner, Conductor.	10
A5559	Carmen (Bizet). Overture and Intermezzo.	12
	L'Arlesienne Suite (Bizet) Prelude and Adagietto.	12
A1537	Southern Zephyrs (Levy).	10
	Warbler's Farewell (Tobani). Violin, Flute, and Harp.	10
A1527	Summer (Chaminade). Boy-Soprano, orch. accomp.	10
	A Spring Morning (A Pastoral) (Carey) Boy-Soprano, orch. accomp.	10
A1528	Through the Panama Canal (Von der Mahden)	10
	From Ocean to Ocean (Smith).	10
A1529	Catch Me If You Can (Noel). Concertina.	10
	Pride of the Roses (Lavalle). Accordeon.	10
A1530	Years Ago (Devonne). Tenor Solo, orch. accomp.	10
	Can't You Hear Me Callin' (Cari Yoma) Counter-tenor, orch. accomp.	10

A5560	Medley of Old Songs—One-step (Arr. by M. Smith)	12
	Kitty Mackay (Platzan). Hesitation-Waltz.	12
A5561	Joan Sawyer Maxixe (Stagliano). Prince's Band All Aboard for Dixie Land—One-step. (Cobb)	12
A5562	The Castle Walk (Europe and Dabney).	12
	Castle's Half and Half (Europe and Dabney).	12
A5563	Esmeralda (Castle Innovation Waltz) (De Mesquita).	12
	Pepper Pot (Ivers)—One-step	12
A1532	SONG HITS FOR JULY.	
	Who Paid the Rent for Mrs. Rip Van Winkle? (Bryan and Fischer). Tenor Solo, orch. accomp.	10
	Follow Up the Big Brass Band (Reed). Orch. comp.	10
A1535	He'd Push it Along (Abrahams). Baritone Solo, orch. accomp.	10
	They Don't Hesitate Any More (Puck)	10
A1536	Harmony Bay (Sherman). Orch. accomp.	10
	On the Island of Pines (Carroll). First and Second Tenor Duet, orch. accomp.	10
A1533	When the Angelus is Ringing (Young and Grant). Orch. accomp.	10
	In the Valley of the Moon (Brannen). Soprano and Tenor Duet, orch. accomp.	10
A1534	Me and Mandy Lee (Mills). Baritone and Tenor Duet, orch. accomp.	10
	When They Christened Brother Johnson's Child (Tracy and Jentes). Orch. accomp.	10
A1531	If I Were the Ocean and You Were the Shore. (Bryan and Wells). Tenor Solo, orch. accomp.	10
	Just a Little Bit of Green (Brauen and Lange). Baritone Solo, orch. accomp.	10

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BLUE AMBEROL REGULAR.		
3235	Fourth of July Patrol, with Chorus.	
3236	Fourth of July at Pukin Center (Stewart). Talking.	
3237	Favorite Airs from "Ernani" (Giuseppe Verdi) orch. accomp.	
3238	I Love the Ladies (Jean Schwartz). Tenor, with orch. accomp.	
3239	Gipsland March (Alex. F. Lithgow)	
3230	Love's Hesitation—The Beauty Shop (Chas. J. Gebest) Soprano and Baritone, orch. accomp.	
3231	Sing Rock-a-bye Baby to Me (Webb Long) Counter-tenor, orch. accomp.	
3232	On the Banks of Lovelight Bay (W. R. Williams) Contralto and Tenor, orch. accomp.	
3233	Off with the Old Love. On with the New (Harry Carroll). Tenor, orch. accomp.	
3234	Hesitate Me Around, Bill (Malvin Franklin). Comic duet, orch. accomp.	
3235	He's Working in the Movies Now (Henry Lodge) Comic song, orch. accomp.	
3236	In the Heart of the City that Has No Heart (Joseph M. Daly) Contralto and tenor, orch. accomp.	
3237	The Wedding of the Rose—Intermezzo (Leon Jessel)	
3238	Norah McNamara (Fiske O'Hara) Tenor, orch. accomp.	
3239	(a) Traumerel (Schumann); (b) Romance (Schumann). Violin	
3240	Sans Souci—Maxixe Bresilienne (A. N. Green). For dancing	
3241	A Farewell (Samuel Liddle). Tenor and chorus.	
3242	Believe Me If All Those Endearing Young Charms (Thomas Moore). Harry Zither.	
3243	Passing of Salome—Waltz Hesitation (Archibald Joyce). For dancing.	
3244	On the Shores of Italy (Jack Glogau). Tenor duet, orch. accomp.	
3245	Dream Girl of Mine—Chauncey Olcott's "Shameen Dhu" (Cass Freeborn). Tenor, orch. accomp.	
3246	He'd Have to Get Under—Get Out and Get Under Medley—Turkey Trot. For dancing.	
3247	Chicken Reel (Jos. M. Daly). Coon song, orch. accomp.	
3248	Pepper Pot One-step (Harold Ivers). For dancing.	
SIX BLUE AMBEROL RECORDS		
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2349	If Your Heart Keeps Right (B. D. Ackley)	
2350	I Walk With the King (B. D. Ackley)	
2351	Mother's Prayers Have Followed Me (B. D. Ackley)	
2352	My Father Watches Over Me (Chas. H. Gauriel)	
2353	Old Fashioned Faith (B. D. Ackley)	
2354	Somebody Cares (Homer Rodeheaver)	

NEW YORK'S NEW TRADE MARK.

Merchants' Association of New York Announces Prize Award for Suitable City Emblem to Be Used by All Shippers—Many Designs Submitted in Contest—Other Cities Have Emblems—A Handsome Design.

New York now has her own trade-mark, designed so that the products of Gotham that find their way throughout the world may carry an advertisement of the city and thus emphasize the commercial importance. The new city emblem was evolved by the Merchants' Association after a prize competition in which a large number of drawings were submitted. It is a circular design, showing a three-quarter view of the Statue of Liberty upon its pedestal, thrown into relief against a background displaying the harbor and shipping and a typical portion of the skyline of lower Manhattan, with the name "New York" above. The design lends itself admirably to reproduction either in colors, in half-tone, in line drawing, or as a stencil.



COPYRIGHT, 1914 THE MERCHANTS' ASSOCIATION OF NEW YORK

The emblem was announced at the dinner given by the members' council of the Merchants' Association for the sons of members at the Waldorf-Astoria on Tuesday of this week.

The competition which resulted in the production of the emblem was inaugurated by the Merchants' Association several months ago. Its terms provided for a prize of \$150 for the most meritorious design, and a second prize of \$50 for the design which was judged to be next in merit.

The first prize was won by David B. Hills, of Brooklyn. Mr. Hills is a student in the Art Students' League of New York, and is employed by the Iron Age. He has won several other competitions.

The second prize was awarded to Raphael Beck, of Buffalo, an artist who holds prizes awarded to him at several expositions.

When the contest closed 248 designs had been submitted from all over the country. The designs offered a great variety of treatment and of artistic merit, some of them being only rough sketches to serve as suggestions, while others were elaborately worked out.

In making the award it was necessary to take into consideration the adaptability of each design for reproduction as a stencil, as well as for printing in black and white or in colors. This eliminated many meritorious designs which were too elaborate for reproduction to stencil form.

It is the intention of the association that merchants and manufacturers who ship goods from New York to all parts of the country shall attach to each package shipped a reproduction of the design in the form of a pasted, stencil, tag, or in any other form that the shipper may prefer. In this manner the immense volume of merchandise which goes out annually from this city will advertise New York's supremacy as a commercial center all over the world.

The design has been copyrighted by the Merchants' Association as a precautionary measure. Permission to use it will gladly be given to merchants, manufacturers and others upon application to the association.

Most other cities already have commercial emblems which are used for advertising purposes, but no such emblem has heretofore been adopted by New York.

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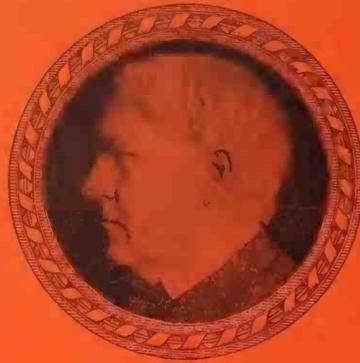
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