The best-known trade mark in the world

"The Victor talking machine's design, 'His Master's Voice,' has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world's great masterpieces"—Collier's Weekly.
The Pathéscope and Motion Pictures

Were the Great Features of the Jobbers' Convention at Atlantic City.
The Pathéscope was Demonstrated and Universally Endorsed as

The Companion Entertainer to the Talking Machine

Pathéscope Motion Pictures taken of
the jobbers at the Chalfonte, on the Boardwalk, and Tangoing on the Beach,
can be seen at the Pathéscope Salon,
Aeolian Hall. Copies of this film
furnished gratuitously to Pathéscope
dealers requesting them.

Phonographs and Pathéscopes Combine Music and Movies

A heart to heart Talk with the Dealer in Talking Machines.

Wherein is suggested an opportunity for making
two sales grow where only one grew before

OU, as a Dealer in Talking-Machines, have
helped to bring to the homes of an enormous
public the opportunity of enjoying all kinds
of music, ranging from the vaudeville parody
to grand opera parodies of the world's greatest
composers.
The Motion Picture has made it possible for this same
public to enjoy all kinds of acting, from poor comedy to
the master-pieces of the world's greatest dramatists, but
heretofore only in the Theatre.

Probably you have felt the competition of the Motion
Picture Show as a rival Entertainment to the Talking
Machine.

Instead of buying new machines or more records,
thousands of people, with money to spend for Entertain-
tment or Amusement, are yielding to the fascination
of the Motion Picture.

Instead of losing business by the competition of
Music and Movies, why not increase your business
by their combination? YOU CAN!!
The Talking-
Machine and the Motion Picture Machine should go
together and give
the owner of both
the fullest meas-
ure of Entertain-
ment and Amuse-
ment.

You, as a Talk-
ing - Machine
Dealer, are the
logical distributor

of the Home Motion Picture Machine. In Europe,
where the Art of Cinematography is far more advanced
than in this country, the great firm of Pathé Frères
(Capital 40,000,000 Francs), has been working for years
perfecting the Pathéscope.

In its simplest form it requires no electric connec-
tions whatever. The simple act of turning the handle
actuates the film, generates its own (incandescent) elec-
tric light and protects the picture in living, fascinating
motion on the screen.

Other models take current from an ordinary electric
light socket, project a larger picture, and require no
cranking.

These instruments are a marvel of mechanical con-
struction, combining a beauty of finish with a perfection
of operation that create the greatest enthusiasm and
delighted amazement wherever shown.

The use of a special, narrow-width, non-inflammable
film insures absolute safety, without fire risk, or insur-
 ance restrictions. In this respect the Pathéscope stands
unique and alone.

The owner of a Pathéscope may exchange his Reels
as often as desired by the payment of a small fee to the
Pathéscope Film Exchanges.

Progressive Dealers can readily see that a new field
of profitable opportunity awaits development.

Even every customer who has bought a good Talking-
Machine, or Player-Piano, is a prospective purchaser of
a Pathéscope in addition.

You don't have to develop new clients constantly
as you do in your sale of Musical Instruments. You
can commercialize the good will of your old customers
and increase their appreciation by selling them a Pathé-
scope. Double your volume of business and, without a
 corresponding increase in your rent, or overhead ex-
 penses, you may triple or quadruple your net profits.

Why not investigate the profitable possibilities in
owning a local Film Exchange?
For Demonstrations or Catalogue address:

PATHÉSCOPE

Department 4
AEOLIAN HALL, NEW YORK

Agencies:

515 Cass Bldg., PHILADELPHIA

515 Cass Bldg., DENVER

1306 Marquette Bldg., CHICAGO

813 S. Second Ave., SEATTLE

Responsible Representation desired elsewhere
BIG COLUMBIA DEPARTMENT.

Western Fancy Dry Goods Co., sole distributors for Columbia Products in Large Section of Western Canada, opens Separate Quarter for Department Under Management of Robert Shaw Assisted by Competent Staff.

(Special to 'The Talking Machine World.)

WINNIPEG, MAN., July 3.—The Western Fancy Dry Goods Co., sole distributor for the Columbia Graphophone Co. for the provinces of Manitoba, Saskatchewan, Alberta and British Columbia, has made special preparations to take care of the rapid increase in the business in that department, which has been located in special quarters in the Gowan's Kenilworth building, this city, and placed under the direct management of Robert Shaw. Mr. Shaw is an aggressive and thoroughly experienced talking machine man and a Columbia enthusiast, and is well known to the trade in the States owing to his having attended several of the conventions of the National Association of Talking Machine Jobbers. Mr. Shaw has brought together an increased staff of assistants and has started a live campaign in favor of the Columbia line among the trade in Western Canada, and in which strong letters and bulletins are proving big factors.

VICTOR MUSIC, FOR DANCING, A HIT.

Exhibition of Dances to Victor Music in Store of Southern California Music Co. Attracts Large and Enthusiastic Crowd.

(Special to 'The Talking Machine World.)

Los ANGELES, CAL., July 4.—Demonstrating the practicability of the modern talking machine as a desirable instrument for furnishing the latest dance music, more than 300 visitors yesterday enjoyed the exhibition given by Miss Norma Gould, assisted by Erwin Volze, at the store of the Southern California Music Co. and declared it an unqualified success.

The initial exhibition proved so popular that the company has decided to give instructions and demonstrations each Tuesday and Friday from 2 until 4 o'clock, and invites the public to participate.

WILLION INTERVIEW FEATURED.

The greatly increased demand for talking machines and records due to the present dancing craze formed the subject of a lengthy and interesting article which appeared in the New York Tribune last week. New developments in the New York Tribune Company have been made public, and the editor has taken the initiative in the development of a new branch of the business and its varied aspects in a most comprehensive way. The interview was most readable and informing to that section of the general public which has not kept in touch with the remarkable growth of the business of the Columbia Graphophone Co. and the expansion of the talking machine business generally.

GLOBE TROTTER GRAHAM.

A line from Jake Graham, the globe trotter, from Melbourne, Australia, says, according to his version, the dealers in Auckland, New Zealand, are picking chorus girls from records which have been sent to them. In order to get a wider selection than heretofore, Mr. Dillingham recently announced that any girl who was ambitious or crazy to go on the stage could go to the nearest phonograph store, make a record of her voice, and send it, together with her photograph to his office.

"We have discovered three remarkable voices possessed by beautiful girls, if the photographs submitted are their own," said Mr. Burnside recently. "We have sent for these young women, and if they are what we think they are, they will be members of one of our companies next fall. From the number of records and photographs which we are receiving, I believe we can announce a canned peach chorus for next season."

SELECTING THE CHORUS GIRL.

Using the Phonograph for Tests of Voice—How the Record Is Replacing the Army of Stage Struck Girls in Managers' Offices.

There will be a visible decrease in the size of the army of stage struck girls who invade Broadway this summer.

R. H. Burnside and Bruce Edwards, Charles Dillingham executives, are busy listening to a phonograph in the Globe Theater these days. They are picking chorus girls from records which have been sent to them.

TO HEAR OPERA STARS IN ADVANCE.

Patrons of Grand Opera in Baltimore to Listen to Records Made by New Opera Singers Before the Season Opens in that City.

(Special to 'The Talking Machine World.)

BALTIMORE, Md., July 3.—At a conference between Bernard Ulrich, general manager of the Chicago Grand Opera Co., and Wilbur F. Kinsey, manager of the Lyric, last week, it was tentatively agreed that early in the fall the patrons of the grand opera will be invited to do this half of the Lyric to hear the new opera stars, who will appear here this coming winter, on the phonograph.

The records have never been played in America, and both men think that the plan is a good one.

MUSIC MAKES BETTER RACE HORSES.


(Special to 'The Talking Machine World.)

CINCINNATI, O., July 3.—Bill Perkins, noted horse trainer, is a believer in music to soothe nervous horses.

Perkins is at the Latonia race course, and has installed a talking machine in his stable. The stable hands have been working overtime to get the machine into shape. The trainer says there is nothing like music to quiet a nervous horse just before it goes to the post or returns from a race. He says the animals prefer ragtime.

Perkins thinks he has solved a great problem. Nervousness is characteristic of the thoroughbred, something trainers have been unable to cure. Perkins believes his idea is right and that trained nerves with music may mean an evolution of training methods. Already his innovation is working wonders, he says.

DEATH OF ADEMOR M. PETIT.

West Orange, N. J., July 2.—The friends of Ademor M. Petit will be sorry to learn of his sudden death, which occurred in this town last week. Mr. Petit at one time worked in the laboratory of Thomas A. Edison, Inc., and later conducted a business in Baltimore. During the past few years he was not connected with any concern connected with the manufacture of talking machines, but he had invested parts of some of these machines. His inability to sell a few recent inventions, among them a process for manufacturing chewing gum, resulted in periods of melancholia.

The deceased was born in Canada some forty-eight years ago, and had made his home for about twenty years in West Orange. Besides his widow and daughter he is survived by two brothers and a sister.

BUY BUILDING IN MERIDIAN.

(Meridian, Miss., July 3.—The A. Gressert Music House, which handles the Victor and Edison lines of machines and records in this territory with great success, has just secured that is known as the Wagner property, adjoining the Citizens' Bank building, this city, and at the expiration of present leases will remodel and occupy the entire building. The consideration was $30,000. The Gressert Music House owns the property on Fifth street it occupies at present, and which it will occupy until the new store is ready.

SUCCESSFUL SELLING FORCE.

Says a merchant of wide experience: The successful selling forces of to-day are made up of men who can think and work with brains rather than brawn, who can be relied upon to do the right things at the right time; men who are always capable of taking advantage of any situation that may arise.
The Nation's Wisest Heads
Selected
RICHMOND, VIRGINIA
As the Fifth Regional Bank City
Make the South's largest Victor Distributors your Supply House for

VICTORS
VICTROLAS
RECORDS
and
SUPPLIES

A glance at the map will convince you of our advantageous location for

Quick Shipments
Low Freight Rates
Early Deliveries

In addition we offer SERVICE OF
THE HIGHEST ORDER—LARGEST
STOCK TO CHOOSE FROM—UNLIMITED DEALER CO-OPERATION.

Place Your Orders Where
Service and Satisfaction
Go Hand-in-Hand

It means a time and money saving—it means a better, more efficient handling of Rush Orders—it means just what you want, when you want it. Get busy—test us.

The Corley Company
The South's Largest Victor Distributors
RICHMOND, VIRGINIA
**THE TALKING MACHINE WORLD.**

**SUBSTANTIAL GAINS THE FIRST HALF OF THE YEAR**


(Special to The Talking Machine World.)

**SAN FRANCISCO, CAL., July 3.—Talking machine interests in this city are fairly well pleased with the outcome of the first half of the year's business. In some instances the gains were hardly so large as were anticipated at the first of the year, but few complaints are being registered, as it is generally conceded by both wholesalers and retailers that talking machines have held their own better so far this year than most other lines of business, and now things seem to be taking a turn for the better all around, so no uneasiness is felt regarding the prospects for fall. Country trade is already showing the effects of the harvesting of bountiful crops, and activity is being resumed in all the principal underlying industries of this section. One effect of the rather quiet spring is that business men generally are conducting more active campaigns for summer trade than in former years. Heretofore summer dullness has been accepted as inevitable and dealers in most lines of business, including music, houses, have relinquished their efforts noticeably during the vacation period, but this year various ways and means are being tried out to stimulate business during what is normally the quietest period of the year. In the talking machine quarters the extra exertion is making itself felt, as no falling off in sales of either records or machines has been noted the past month. Additional space is also available to the different machine manufacturers and dealers who remain in business. The prospects for fall are better all around, so no uneasiness is felt regarding the prospects for fall. Country trade is already showing the effects of the harvesting of bountiful crops, and activity is being resumed in all the principal underlying industries of this section. One effect of the rather quiet spring is that business men generally are conducting more active campaigns for summer trade than in former years. Heretofore summer dullness has been accepted as inevitable and dealers in most lines of business, including music, houses, have relinquished their efforts noticeably during the vacation period, but this year various ways and means are being tried out to stimulate business during what is normally the quietest period of the year. In the talking machine quarters the extra exertion is making itself felt, as no falling off in sales of either records or machines has been noted the past month. Additional space is also available to the different machine manufacturers and dealers who remain in business. The prospects for fall are better all around, so no uneasiness is felt regarding the prospects for fall.

The past month two more firms have inaugurated extensive alterations at certain stores, which will give talking machines considerable more prominence. Larger Department for Eilers. Eilers Music House in this city, which has given but little attention to talking machines in the past, is installing a well equipped department, and is preparing to carry a large stock, including Victor, Columbia and Edison products. The new department is being fitted up on the main floor of the establishment, where four large soundproof demonstration rooms are provided, besides general display space. Additional space is also available on the floor above. H. P. Rothermel has been named manager of the department. He is well known to the Coast trade, and particularly in San Francisco, as this was his home until a few years ago, when he became identified with Eilers Music House in Portland. He expects to have his stock sufficiently complete to make a comprehensible showing by the time the department is ready for use, which will be in about two months. Modernizing Stores Everywhere. Sherman, Clay & Co., Coast distributors of Victor products, who have spent large sums of money in the last few years modernizing their stores in various Coast cities, with the result that they have a chain of stores which would do credit to any section of the country, are this summer making extensive improvements in their Spokane establishment. Hereafter they have occupied only one floor of the building in which they are located there, but in the future they will have the entire four-story and basement. The plans for the alterations in the structure amount practically to its rebuilding, and necessitates the removal of the business to temporary quarters while the work is in progress. All departments will benefit by the enlargement of the store and none more than the talking machine section. The retail department will be located on the ground floor, and quarters will be fitted up in the basement for the wholesale department. F. W. Stephenson, secretary of the company, visited the firm's interests in the Northwest the past month, and reports conditions improving in that section. Substantial Gain for Wiley B. Allen Co. J. J. Black, manager of the Wiley B. Allen department, reports sales for June showing a substantial gain over the corresponding period of last year. The demand for the smaller machines for vacation use was a feature of the month's business, but interest was not confined to the smaller machines, as the new models X and XI Victrolas especially in found oak attracted very favorable attention. Clarence Arny's of the salesforce returned from the East recently after an enjoyable trip to the mountains with his father, Frank Arny, manager of the Allen Co. They combined business and pleasure, attending the national plays at New York, and visiting various factories with which the company does business. F. P. Corcoran and C. E. Edwards spent their June vacations in the Santa Cruz mountain districts. Visitors to Columbia Co. The local headquarters of the Columbia Graphophone Co. were visited the past month by W. E. Henry, manager of the company's interests in Pittsburgh, and also by Chas. A. Prince, musical director of the Columbia Co. The latter is a native of San Francisco, and was visiting his parents and renewing acquaintances in this city. Records of Best Exposition Song. An announcement published recently in one of the local daily papers has already brought many inquiries to the office of the Columbia Graphophone Co. It stated that the paper had arranged with the Columbia Graphophone Co., through the Pacific Coast manager, W. S. Gray, for the production and wide circulation of records containing the best exposition song composed by a California writer. The details of the contest to be announced later. Mr. Gray says there will be a substantial prize for the winner of the contest, and he thinks such a composition would do much to boost the Golden State and the exposition. In a telegram to Mr. Gray, Geo. W. Lyle, general manager of the Columbia Co., said: "Assure the Bulletin that our confidence in the musical ability of California authors is such that we pledge ourselves to make records of and widely advertise prize-winning song obtained through its contest." Personnel and Visitors. C. P. LeRay, traveling ambassador of this office of the Columbia Graphophone Co., was married here recently, and is now away on his honeymoon. Wholesale Manager F. R. Anglemeier says country business is keeping up in splendid shape, and he attributes much of the increasing interest in talking machines to the dance records, which he says are in demand everywhere.

**HUSTLING BALTIMORE HOUSE.** Cohen & Hughes Have Developed a Thriving Jobbing Trade.

(Baltimore, Md., July 7.—Cohen & Hughes, the well-known Victor distributors, are splendidly located in this city, where they have superb facilities to take care of the jobbing trade. This firm is conceded to be one of the most progressive in this part of the country, and the talking machine dealers in Baltimore and contributory territory have found that their service is excellent. They carry a large stock of Victor talking machines, records and accessories of all kinds and make a specialty of filling orders with promptness. In Baltimore this company stands admirably high in business circles, and its enterprise has always been conducted along consistent and progressive lines.

**The Success of Your Talking Machine Department**

Is to a large extent dependent upon the service your distributor gives you. This admitted makes it important that you secure the best service obtainable.

**AND THAT IS EASTERN SERVICE**

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

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

**EASTERN TALKING MACHINE COMPANY**

177 TREMONT STREET, BOSTON, MASS.

EDISON FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY VICTOR
The German trade press has lately devoted quite an amount of space to the immoral record question, which is evidently much more acute on the Continent than in this country. One of the subjects of legislation in the next Parliamentarian session has reference to the suppression of immoral literature, and it is expected that records will be brought within this category. In view of this prospect the German trade has before it a suggestion to institute a voluntary censure committee, whose duty would be to adjudicate upon any new records the character of which might be called into question. There is some sort of law in existence, but it is not regarded as strong enough to meet the case. Although the confiscation of "questionable" records is not infrequent, they are still issued, doubtless unwittingly, having regard to the liberal temperament of the people. The trade now desires to avoid giving offense even to the most puritanical sect, and the best means to this end is the proper organization of a committee of representative men as record censors. The Phonographische Zeitschrift avers that the expenses of such a committee would be more than counterbalanced by the saving of the substantial costs involved by the confiscation of indecent records. It is on this very point, however, that the proposal hangs fire, for although many manufacturers recognize the advantage of it, they fear the cost of administration. But for protection's sake the gramophone trade is urged to solve the problem in the way suggested.

Judge Hand in the United States District Court last week confirmed a composition of Edwin F. Skinner, trading as the Schafford Album Co., 27 Walker street, New York, with creditors at twenty cents on the dollar.

Window Display of Wallace Co., Pittsfield.

The window display shown herewith was the first display used by the company to feature its Columbia agency, and the excellent results achieved by the display have encouraged the Wallace Co. to plan other original and artistic windows for use throughout the year.

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TO DEALERS:
In reply to the many requests we are now receiving for

RECORD ALBUMS containing 10 pockets, we have to say we make Albums, containing any number of pockets that are wanted and to fit all styles of Cabinets.

Address NATIONAL PUBLISHING CO., 235 South American St., Philadelphia, Pa.
The Final Settlement of the Rooney Bankruptcy Matter Serves to Illustrate the Value of Creditors Cooperating with One Another and Appointing a Receiver Who Is Interested in the Adjustment of the Bankrupt's Affairs.

Judge Hand last week confirmed a composition of John J. Rooney, a dealer in talking machines at 885 Broadway, New York, with creditors at 33-1/3 cents on the dollar. The Rooney stock of machines and records was purchased from the receiver in bankruptcy some time ago by A. H. Mayers, of 790 Ninth avenue, New York.

The final settlement of this bankruptcy case serves to illustrate the value of creditors cooperating with one another, and of appointing as a receiver one who is actively interested in the successful adjustment of the bankrupt's affairs. In this case the principal creditors held a meeting as soon as the bankruptcy was an established fact, and conducted business, and conducted the bankruptcy, was appointed receiver.

Mr. Blackman immediately took hold of the business, and conducted it for a short while in order to find out just how matters stood. Incidentally, in connection with his work as receiver, Mr. Blackman ascertained that there were further assets obtainable other than those outlined in the schedule. By careful work, which was due in a considerable measure to the co-operation of the principal creditors, the receiver was able to get the bankrupt to raise sufficient cash so that a compromise settlement was eventually obtained of 33-1/3 cents on the dollar, whereas under ordinary conditions, with legal interference, a settlement of 15 per cent. would have been the maximum amount offered the creditors. Of course, it should be considered that Mr. Blackman saved the creditors from $600 to $700, through his detailed knowledge of the business and by acting as receiver, as he asked no customary receiver's compensation, which is usually considerable.

When interviewed by a representative of The World regarding his connection with this case, Mr. Blackman remarked as follows: "My experience in this case has merely confirmed what I have always maintained, namely, that any dealer who is in financial troubles will find it advisable to get in touch with his creditors, and secure their co-operation and help, rather than hurry to the nearest attorney, who is not in a position to render him the assistance that his creditors can and are willing to offer. The dealer will often find that by securing the cooperation of his creditors he will be actually saved from bankruptcy instead of being plunged into it by hurring for legal help. The people who have every reason to help the dealer in his financial troubles are his creditors, and even in this particular case we could have rendered the dealer valuable help if he had cooperated with us long ago."

TERRITORY MUCH ENLARGED.
(Special to The Talking Machine World.)
SPokane, WASH., July 3.—Willis S. Storms, local manager of the Columbia Graphophone Co., has just returned from a trip into Canada, where he visited the cities of Vancouver and Victoria. He found that while conditions in these cities are below normal the talking machine trade seems to be exceptionally active. T. A. Switzer, managing director of Fletcher Bros. in these cities, stated that their business had been very satisfactory. This firm are Columbia jobbers for British Columbia and report a big demand for the new Mig-nonette.

In a chat with Mr. Storms, he said: "We are preparing for the largest fall trade in our history. (recently W. Lyle, general manager of the business, has recently given us the western half of Montana, which territory was originally handled by the Sheuberg Drug Co., of Livingston. With this territory added to eastern Washington and northern Idaho, which we now control, we have one of the best territories in the United States in which to operate. It is safe to say that there are probably more goods in our line sold right in the State of Montana than in any other State in the Union. I expect to make an extended trip through Montana the latter part of August, calling upon the trade. The local Columbia store has placed an order with the Curran Electric Sign Co., of Spokane, for a large electric sign, reading, "Columbia Graf-nolas." This will be one of the most attractive and largest signs in the city.

MUSIC SOOTHES HIS COWS.
Tunes from the Phonograph Also Make Them Give More Milk.
(Special to The Talking Machine World.)
MIDDLETOWN, N. Y., July 8.—Robert A. Harrat, a dairyman at Bloomingburg, near here, reports that he has installed a phonograph in his barn for use at milking time. The dairyman's object has been to increase the flow of milk from the cows through the playing of soothing melodies, and he declares that the experiment has fully equalled his expectations. There has been a marked increase in the flow of milk and the cows appear to fully appreciate the music, as they are as gentle as lambs. Harrat claims that the average increase from each cow is about two quarts, and he believes that it will be still larger as the season advances.

I. W. Guisinger, a well-known piano dealer of Fayetteville, Ark., was a visitor to New York early in the month. While here Mr. Guisinger, who maintains a successful Victor department, spent some time at the headquarters of the New York Talking Machine Co., 81 Chambers street.
Permanency

Ever think how many things there are about an Edison Phonograph associated with the idea of permanency?

There's the permanent diamond point that has done away forever with the bother of changing needles. There's the Edison record, impervious to wear, practically indestructible, and there's the never changing efficiency of the motor. Above all, there's the permanency of the Edison Phonograph's tone quality that makes it the constant leader.

All these things mean the permanent enthusiasm of permanent customers.

Thomas A. Edison, Inc.
RATON
A290, Mahogany, Inlaid Quetry.

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

pasmodic sales to stray purchasers there's no profit to you. You want customers who will come back to you with new trade because they are convinced that the Edison phonograph is the one instrument that they can go on enthusing over. You're after type of customer who shares his enthusiasm with his friends, and who's interested in every phase of the phonograph's development.

To meet every demand of all sorts of customers it is necessary that you handle full line of Edison Phonographs. It's no trouble to create the desire for an Edison phonograph. The customer who hears a few records played inevitably and instantly acquires it. But you do not want to let that man go out of your store unsatisfied because he cannot find the type of instrument that he wants at the price he wants to pay.

We will gladly send you the name of the nearest jobber who will tell you about terms and prices.

Lakeside Ave., Orange, N. J.
The past several weeks have been active at the Victor factory in Camden on account of the Lubin Co. taking moving pictures of the various departments, which were shown to the dealers during the convention. This exhibition was no doubt one of the features of the convention.

Connor & O'Neill report their business at 103 South Twelfth street has been keeping up very well. They are doing an exceptionally heavy repair and adjustment work, which is in charge of W. A. Sheppard, a man of wide experience.

Emil Bauer is continuing to act as special selling agent for the Keen-o-Phone talking machines, with offices at 214-18 South Twelfth street. He is disposing of all the stock still on hand.

Manager Eckhart, of the Pennsylvania Talking Machine Co., who has refurbished his private office, says he is very optimistic over the business situation and believes he is justified in getting ready for the biggest fall business his firm has ever had. He has been making a flying visit among all his dealers and is well satisfied with conditions as he found them. Mr. Eckhart is shaping matters so that he will be able to take a short trip to Europe at the end of July. One day early this week Mr. Eckhart was in Atlantic City assisting in the installation of the Columbia Grafontola at "The Garden of Dances," one of the greatest dance halls in America.

Louis Buehn has added another man, George L. Austin, to his Edison dictating machine department. He has done a heavy business in this department in June, having added new machines with the Barber Asphalt Co., the Millville, N. J., Manufacturing Co., H. C. Kalm, the big instalment man; John T. Lewis Bros., R. G. Dun & Co., the Philadelphia Electric Co., the Lehigh Coal & Navigation Co. and the New England Cotton Co. Like the other firms here, Mr. Buehn notes a substantial increase in his talking machine department.

All three members of the firm of H. A. Weymann & Son are at Atlantic City most of the week, and will be at Harry W. Weymann's cottage at Chelsea. The head of the firm reports that the talking machine business has been very active.
Columbia dealers are holding a mid-summer Convention of their own, largely attended by people who have money to spend.

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

COLUMBIA GRAPHTONOLAS.

COLUMBIA graphonolas and Columbia dance records for the use of our members. Your records are played in perfect dance time and their reproduction by your instruments enables us to enthusiastically indorse your product for our use. Very truly yours, The American National Association Masters of Dancing, Thomas McDougall, Secretary.

The Phonograph Co. registered the usual quota of Edison business during the past month. Mr. Bloom, secretary, stated trade was moving briskly, about normal for the season. Retail dealers, he said, were doing well all along the line.

The H. E. Mclnfill & Son Co. has been making a number of improvements in the Victrola department.

BUYING A RECORD.

An Experience Rather Familiar to Salesmen in the Talking Machine Store, but Which Is Interesting to the General Public.

He rushed into the talking machine department of the store about 5 o'clock in the afternoon and said to the young woman in charge:

"My wife told me to run in here and get a 12-inch record of—let me see; oh, what is it? Well, I can't remember it. I've got it written down somewhere. Just let me find it."

But a five minute search through his multitudinous pockets failed to find a trace of his memorandum, and he was much perturbed.

"She's got to have it to-night, too," he continued. "Lot of people coming to spend the evening. Very musical, too. They'll all want to hear this."

"Is it a song or an instrumental number?" helpfully asked the young woman.

"Blamed if I can tell you," rapped the customer, "and I've only ten minutes to get my car, too. Have to wait twenty minutes if I miss that one. Let's see. As near as I can remember it's something about pegs. I think I'd know it if I heard it. Pegs, I think it is. Yes, pegs. What have you got in fresh pegs, I mean just pegs?"

"The nonplussed saleswoman thought a moment and was soon going down the list with an insulated pencil."

"No. That isn't it," fumed the little man, "nothing as sensible as that. I'd 'a' remembered that."

"Well, perhaps it's a violin solo of Paganini's."

"Nope. You're nearer, though. It's about as crazy as that. Try again."

"Well, have we a comic number called 'Peg Along,' could that be it?"

"Oh, no, no! That isn't it. It's something highfalutin."

"Well, it may not be peg at all. Might it not be nail, tack, screw or tie? How about 'This Is'"

"'Nothin' done. It's peg, as near as I could get it on the paper wife wrote out for me."

After another five minutes had been wasted the young woman had an inspiration. She handed him a catalog and said:

"Suppose you look over this; you may see it."

"He grabbed it out of her extended hand, slapped a pair of eyeglasses upon his eyes, opened his mouth and was soon going down the list with an index finger. In a minute more he was pointing to the prologue from 'Pagliacci,' as sung by Scotti, and exclaiming:

"Here it is! Here it is! Didn't I tell you it foreshadowed something like peg? Get me one and wrap it up, quick. How much? Here you are, even change. Now give it to me and let me run. I'll make that car yet. And now time wife wants some of that dago canned stuff she can get it herself?"—The Sun.

Cleveland Dealers Are Replenishing Stocks.

Will Not Be Caught Napping the Coming Fall and Winter—Business, However, Not Quite as Brisk as Previous Months—W. H. Buescher & Sons Co. Lease Wareerooms for Exclusive Jobbing Business—Masters of Dancing Praise the Columbia Grafonola.

[Special to The Talking Machine World]

Cleveland, O., July 8—There has been no material change in the talking machine trade in Cleveland during the last month. Business was not quite as brisk generally, but the volume was sufficient to keep the dealers busy and hopefully confident. Dealers are all putting forth efforts to increase business and are replenishing stocks to meet increasing demands. While there is still some complaint among Victor dealers, supplies are more readily obtained than heretofore, and there is a home feeling, the respect all around.

The W. H. Buescher & Sons Co. has leased a wareroom containing 11,000 square feet of space on Chestnut street, where an exclusive Victor jobbing store has been opened. The new store is one block from the present retail location.

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COLUMBIA GRAPHOPHONE COMPANY.

Woolworth Building, New York
The 1914 Convention of the National Association of Talking Machine Merchants was a significant event. The convention program was well thought out and executed by the organizers, with the attendance of the Conventionists characterized by the hospitality of the Victor officials on previous occasions.

The demonstration given by the Victor Talking Machine Co. was a remarkable contribution to the entertainment of the Conventionists. The members of the Committee of Arrangements certainly deserve credit for the excellent manner in which they worked out all the details in connection with the Convention program. They overlooked nothing which would make for the entertainment of the delegates, and certainly a record was established which will be difficult to overtop in future years.

The unusual summer activity in talking machine circles is but a logical development of the tango spirit which has been pulsing through America during the winter months. Tiffany L. T. Sturdy, Manager.
The man who wins is the one who concentrates and who devotes himself to his work, and does not the talking machine with its wonderful entertainment possibilities come in as a rare trade stimulator during vacation? Try concentrated action on the development of your summer trade. Get right down to brass tacks and make up your mind to do your work well. Succeed! Of course, you will. But do not stop in thinking success—work for success. Keep at it and the results will astonish you.

Really the more one goes into the entertaining powers of the talking machine the more admiration must be developed for it, and right here is where salesmen could materially aid in building up their own income earning powers—if they would place a little more enthusiasm—ginger, if you will—into their work. This can be accomplished by increasing their interest in the possibilities of the talking machine, not merely as a means to build an income for themselves, but as a means to entertain and charm purchasers.

It truly is a marvelous creation and the more you analyze it, the more you go into it, so much the more those essential features become impressed upon our being. Develop new trade in hot weather? Of course, you can, and plenty of it.

Every talking machine dealer in these good old United States should read The World. Thousands of them do, and they secure from it pointers which are of value to them. Live advertisers know that The World is read, and that as a business getter its power is growing all the while. The progressive jobbers know that publicity in The World columns pays them and it keeps their business constantly before the dealers of their territory.

Here is a communication received from the manager of the Little One-der Co., of Nashville, Tenn., manufacturer of a recently perfected accessory. Under date of June 20 the manager writes to The World: "During the last 20 years I have spent possibly millions of dollars in advertising in trade papers—more particularly in engineering papers, steel papers and those devoted to the coal industry. I have come across some good ones, but, speaking of trade papers, I want to tell you that The Talking Machine World, in my opinion, is the 'daddy' of them all.

"I got my copy last night, containing our advertisement, and, of course, there has hardly been time for your subscribers to read their copies and send a letter through the mails to reach here. Notwithstanding this fact, in this morning's mail we have four orders—which, I may say, is more than I got from all of my advertising in some of the big associated magazines and in some of the well-known weekly and monthly national magazines—the cost of advertising in same being an approximate total of $200. "I look upon this morning's mail as a beginning, and, if it keeps up this way, I don't know just where we will finish. "Another thing, whereas the orders from the magazines are from consumers who order one attachment, your orders are from dealers who order in bulk.

"Needless to say, I want you to continue the advertisement—although the results are so good we do not seem to need any more advertising. "This letter is quite unsolicited, and if you care to use it in advocating your magazine as the most successful medium for bringing quickly to dealers the merits of a new device, you are at perfect liberty to do so."

Get The World habit—it is good to have. J. H. Hoffay, London, writes: "I have received four hundred replies to a single advertisement in the May World."

These are just two of the many illustrations showing that The World as a stimulating power to trade is excellent. If you are a jobber be proud of your business, as you should be, represented in every issue of the one paper which fairly and thoroughly represents your trade.

DITSON
Victor Service
Is Supreme in New England

Your first order will prove this—fast and complete—Machines and Records.

OLIVER DITSON COMPANY
BOSTON, MASS.

THE DITSON BUILDING AT BOSTON.
We will help you make money in 33 languages

How many foreigners are there in your locality? Italian, Hungarian, German, Jewish, Bohemian, Russian, Swedish, Polish—or whatever their mother-tongue may be?

Do you realize how anxious they are to spend their money in your store?

You know well enough that music means ten times more to the foreigner in your town than to the American citizen. Especially the music of his own native land—and even more especially if it is sung by the best known artists and played by the best known instrumentalists of his own country—names as familiar to him as your own front door is to you.

We are now prepared not only with a remarkable series of records in 33 languages and dialects, but with the means of getting the business for you.

Our Foreign Record Department will co-operate with you to the limit; we can tell you very nearly how many foreigners there are in reach of your store—and we have a pretty clear idea of what language they speak, too. And we can tell you just how to go about bringing them in. It's the easiest thing in the world—once you have been put in touch with them they will come to you.

The Columbia repertory of foreign records is by far the biggest and best in every language. Most of them were recorded in Europe, and all of them are in the pure native language or dialect.

Good business in every month of the year—no dull summer months for you if you have this highly profitable foreign trade coming in. We can tell you how, and we can help you do it!

Write for particulars to the Foreign Record Department
102 West Thirty-Eighth Street, New York City

COLUMBIA

Graphophone Company, Woolworth Bldg., N. Y.
For every argument that might occur to you as to the wisdom of not carrying Columbia Grafonolas and Records along with competitive product we will show you a letter from a dealer who has gotten by the argument stage and has the proof right in his bankbook.

Columbia Graphophone Company
Woolworth Building, New York

TRADE NEWS FROM CINCINNATI.


(Special to The Talking Machine World.)

CINCINNATI, O., July 7.—One of the real surprises of the past month was the announcement that the Cable Company's branch in this city would soon have a Victrola department. In fact Wholesale Manager Sumney is now looking for an enterprising manager, and is already figuring on letting contracts for a series of booths with a view of having these ready for business by August 1. Some stationery, calling attention to the new field of this piano house, has made its appearance.

Manager Rudolph Dittrich, of the talking machine department of the Rudolph Wurlitzer Co., left Thursday evening for Atlantic City, to take part in the annual meeting of the talking machine jobbers which opened Monday. Just before leaving, in speaking of the business in his department, he said:

"The month of June being one of the hottest and driest on record in Cincinnati, naturally did not show favorable conditions for the talking machine trade, but even with adverse conditions existing, we made a very creditable showing. With the manufacture of obsolete makes, but which are having a resurrection, and with the remaining number much in demand, we made a very creditable showing. With conditions prevailing, we have had especially heavy calls for the new dance instruction records both retail and from the dealers.

"The exclusive engagement of Joan Sawyer, the famous dancing star, and her Persian Guards Orchestra brings another of the most famous dancers of the day into association with the Columbia Co., and her records have created quite a furor among the dance loving public."

Ben L. Brown, the assistant manager of the local Columbia store, was in New York the first of the month visiting the executive offices and making a tour of the factory at Bridgeport.

Cliff Herdman, formerly connected with the Columbia Graphophone store in this city, but now manager at St. Paul, Minn., spent ten days in Cincinnati renewing old acquaintances. Mr. Herdman was always a favorite and his visit was very much enjoyed by his former associates in the Cincinnati store.

J. D. Westervelt, supervisor of Dictaphone agencies made a flying trip to Cincinnati and left Thursday evening for Atlantic City, to take part in the annual meeting of the Dictaphone agencies. He was in Cincinnati renewing old acquaintances. Mr. Herdman was always a favorite and his visit was very much enjoyed by his former associates in the Cincinnati store.

So one day the Curious Guy in the middle of the block spread his feet out, poked his finger at the prosperous man's middle vest button, and demanded:

"What's your recipe?"

To which the Prosperous Man replied promptly:

"Why, I take everybody's advice. I've taken a lot of yours. If you must know, it's hard to do, but..."

The Wise Guy shook his head. "I never knew it to work before," said he in a whispered aside.

"But," continued the Prosperous Man, "I took your advice and the advice of everybody else and—coopered it—went the other way."

"Your advice is all in perfectly good condition, stored away down cellar; any time you want it, or any time any of my other good friends want it, it's yours for the asking. Perfectly good, unused, and worth exactly as much as the day it was given to me."

Moral—But all of us don't know when to play the red in place of the black!

DEALERS

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

THE REGINA CO.

31 Marlbridge Bldg., 20th St. and Broadway, New York City
Manufacturers of Regina Music Boxes; Reginaphones; coin-operated Mandoline Orchestras; Vacuum Cleaners and other specialties.

Columbia

Note the Date

May 15

In speaking of the matter Manager Whelen said:

"When you consider that it was June, we more than held our own and we anticipate a good summer business. We feel, considering what others say, that we are fortunate. The dance craze still continues and is an added stimulus to the summer business. We have had especially heavy calls for the new dance instruction records both retail and from the dealers.

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Keep Your Record Stock with

HEISE'S

505 Fifth Avenue New York
Manufacturers of Talking Machine Supplies
Motors—Sapphire Points
Diamond Points a Specialty

Costs about $2.00 for 250 records for 50 years
SEND FOR STAMFORD CATALOG

THE SYRACUSE WIRE WORKS, SYRACUSE, NEW YORK

READY REFERENCE OF GENERAL SUPPLIES
Albums for Victor, Columbia and Edison Records

We are making the most complete line of record albums on the market, including the regular 10 or 17 pocket styles, and a new 15-pocket album, which adapts itself for use in the new cabinets with flat shelves.

The new album for Edison disc records is made with the same care and precision and of the same high-grade materials as our regular albums, except that it is spaced wider and has ten pockets.

No More Scratching of Cabinets and Tables

All our albums are equipped with the new LEATHER COVERED RING PULL, which makes the handling of the book easier than with the plain leather pull and has all the practical advantages of the metal ring.

Write for full particulars and trade prices.

NEW YORK ALBUM & CARD CO., Inc., 23-25 Lispenard Street, New York
(Formerly New York Post Card Album Mfg. Co.)

MONTHLY TOTALS SHOW NO DULL TIMES IN ST. LOUIS

Despite Complaints in Other Lines—Collections Rather Slow, However, with Jobbing Trade—Those Who Attended Convention—Jobbers Benefiting from Package Car Service—Missouri Music Teachers Approve of Talking Machines—Columbia Co. News.

(Special to The Talking Machine World.)

Sr. Louis, Mo., July 8.—The talking machine dealers of this community are not complaining, although they have been hit somewhat by the dull business that appears to have pervaded all lines throughout the country, but they will make a better mark than they have in previous years in monthly totals, which they says is about all that they can expect. Advertising has been rather light of late and the very unseasonable hot weather that held this entire section of the country in such close grip for three weeks caused a let up in the very sharp demand for dance records. There was the usual sharp increase in record sales for the Fourth of July. The demand for the last few weeks has been running to rather smaller machines.

The jobbing trade reports rather slow collections, but that always is the case in this country during the season when farm work is especially heavy, as the banks are making unusual demands because of the country's need for money. Cash expenses keep the farmers from paying bills and as the banks are making unusual demands be-

except that they have been hit somewhat by the dull business that appears to have pervaded all lines throughout the country, but they will make a better mark than they have in previous years in monthly totals, which they says is about all that they can expect. Advertising has been rather light of late and the very unseasonable hot weather that held this entire section of the country in such close grip for three weeks caused a let up in the very sharp demand for dance records. There was the usual sharp increase in record sales for the Fourth of July. The demand for the last few weeks has been running to rather smaller machines.

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Orders are fairly plentiful and of fair volume despite the vacations everywhere and all jobbers report excellent prospects for new dealers in the early fall months.

Harry Levy, of the talking machine department of Aeolian Hall, was not able to get east for the Victor convention this year as he had hoped. He is getting well settled in his new jobbing quar-

ters in the Furniture Exchange building and re-

ports that business is running smoothly under the new arrangement.

E. C. Rauth, secretary of the Koerber-Brenner Music Co., Victor jobbers, is planning a pleasant trip after the Atlantic City convention. He went from here to Chicago to join the special car of Northwestern jobbers, and after the conclusion of the sessions he will join Lester Burchfield, of Sanger Bros., of Dallas, and W. H. Raymonds, of Mobile, and they will go to New Orleans on a non-

stop boat. Parham Werlein, of New Orleans, is expected to join them on this trip, and Mr. Rauth probably will go from New Orleans to Mobile with Mr. Reynolds for a few days fishing on the Stip-

per banks near that city.

Mr. Rauth is now writing with his left hand, much to the surprise of his associates, who declare that he writes better than he formerly did. The change came about through a severe case of writer's cramp which made his right hand entirely unemployable for writing, and he was forced to learn to use his left, which he does very readily, and reports writing complete letters in long hand by his new method.

Mr. Rauth recently has been giving considerable attention to the movement to push the one-cent postage bill and is meeting with a great deal of success in organizing for this movement. He is prac-

tically a pioneer in this field.

Talking machine jobbers are among those who are profiting largely through the package car serv-

ice recently inaugurated on the railroads out of St. Louis through the Business Men's League, the chief commercial organization in the city. The service is designed to load merchandise for certain districts in full cars to a definite point for distribution. It puts Nashville, Tenn., and some Carolinas in the second day delivery points, and maps are issued showing in circles just where any points can be reached on the second day.

The bulk breaking point usually is designated as the beginning of the local freight run so that the car can be taken out that day on the local freight run and all points reached the same day. It has been thoroughly organized on all roads and for the Southwest often solid freight trains leave for a second and third day point. The cars leave in the evening on preferred freight runs and so seldom miss their destination time that the result is prac-

tically an express delivery on freight platform at freight rate. As talking machines are seldom de-

livered to the jobbers in carlots, this gives to them exactly the service they have been seeking and supplies up to a five-day service which reaches the Coast both in the Northeast and Northwest.

It is in infrequently the case that local talking machine jobbers ship regularly into towns within 100 miles of other jobbers and perhaps 500 miles of these and with greater definiteness of arrival than the near-by jobber where this service is not or-

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ganized.

At the Silverstone Music Co. the Edison disc machine continues to hold the entire force close to high speed work, and they talk of jobbing business "100 per cent. better than a year ago." A recent caller there was J. H. Bennett, the Mis-

souri, who recently concluded to go into the talking machine business on the ground plan of the sewing machine men of a generation ago, and who has cut a number of teams and men and some crews working with auto-selling machines into the homes where summer boarders are, as well as the prosperous Ozark mountain home where board-

ers are not needed. Mr. Bennett was looking for stock and was a liberal buyer of Edison cylinder machines, as he confines his efforts to these ma-

chines and Colombias. He entertains no doubts as to the success of his venture.

Mits Minnie Louise Sutter who, for a number of years, was in charge of the offices for Mr. Silverstone, was married June 30 to W. W. Otis-

willer at the home of the bridegroom in Bethel, Conn. She resigned a month ago. The Silverstone
Prepare for Fall Business
Increase Your Record Sales

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

The price of this flexible cover is so low that it permits you to give same free to your customers with the record catalog enclosed, thereby making a useful souvenir and a permanent advertisement; or you may charge a nominal sum for it if you desire. In lots of 100 or more, your name will be stamped on face of cover in gilt lettering free of charge. Send 20c. in stamps for a sample cover, with special trade prices.

NEW YORK ALBUM & CARD CO., Inc. 23-25 Lispenard Street, NEW YORK
(Formerly New York Post Card Album Mfg. Co.)
SUMMER ADVERTISING CAMPAIGN IN MILWAUKEE


(Special to The Talking Machine World.)

MILWAUKEE, WIS., July 9.—Milwaukee talking machine men believe that the excellent crop outlook gives promise of a good future business, and everyone is looking for a good fall trade. There probably has not been a summer when Milwaukee dealers have advanced so consistently as they are doing this season. Practically all the leading houses are running good-sized advertisements in the local papers at stated intervals, and the results which are being obtained have been entirely satisfactory. One of the houses which has been advertising especially strong is the J. B. Bradford Piano Co., featuring the Victor line, and officials of the company say that sales have held up remarkably well.

McGreal for Congress.

Lawrence A. McGreal, formerly Edison jobber in Milwaukee, and one of the former presidents of the National Association of Talking Machine Jobbers, has announced that he will be a candidate for Congress on the Democratic ticket from the Fifth Congressional District, comprising a portion of the city of Milwaukee. Mr. McGreal is now sheriff of Milwaukee County.

To Handle Edison Dictating Machines.

The Milwaukee System & Service Co. has been organized to succeed the Tisch-Hine Co., 480 Jackson street, representative of the Edison dictating machine, and will now act as distributor of this machine for the entire State of Wisconsin. Officers of the new company have been elected as follows: President, Julius Tisch; vice-president, William Finger; secretary and treasurer, A. B. Cooper. William Tisch is acting as manager.

L. C. Parker, enterprising manager of the Victor and piano departments at Gimbel Bros.’ store, was the only talking machine man in this city who attended the annual convention of the National Association of Piano Merchants held in New York June 8, 9, 10 and 11. The Victor business at the Gimbel store during the month of June attained a remarkable well.

Paul A. Steeger, manager of the Victor department at the Edmund Gram Music House, is especially well pleased in the way the demand for the large Victrolas has been maintained thus far this season.

Enthusiastic Over Trade Outlook.

Officials of the Pioneer-Hafsoo Piano House are enthusiastic over the manner in which the Edison disc machines are selling in Milwaukee. The house took on the line only recently, but it has met with so much success that it has increased its force here. Charles H. Schett & Sons, 810 Third street, carrying both the Victor and Edison goods, and C. Niss & Sons, 697 Third street, featuring the Edison goods, have been meeting with a brisk business.

William Idle Succeeds Hope.

William Idle, who has been assisting William S. Schelts, manager of the Phonograph Co. of Milwaukee, in locating new Edison dealers about Wisconsin, has been making traveling wholesale representative of the Thomas A. Edison Co., Inc., in Wisconsin and Michigan, succeeding William P. Hope, who is now Edison jobber in Kansas City. Mr. Idle is now spending his vacation at his home in the East. Mr. Idle and Mr. Schattsam established eight new dealers on their recent trip through Northern Michigan.

New Columbia Agents.

A. G. Kunde, 416 Grand avenue, Columbia jobber and dealer, has established two new Columbia agencies in Milwaukee. Otto Hausmann, who conducts a retail business at 2938 Kinneke Avenue, has taken on the agency for the Columbia goods and is meeting with excellent success. Otto F. Leidel, who opened a new retail piano store in this city some time ago, is now featuring the Columbia machines and records and is meeting with a brisk business. Mr. Leidel has just moved into first floor quarters at 873 Third street, where he is arranging some attractive new booths. Mr. Kunde expects to locate in his handsome new store in the building which is being erected at his former location, 516 Grand avenue, by September 1. The new store will have seven demonstration rooms and will be one of the finest retail stores in Milwaukee.

Change of Name.

The name of the McGreal retail Victor store at 167 Dauphin Street was changed to the Badges Victrola Shop. The final organization of the Wisconsin Talking Machine Co., the jobber in this State for the Victor line, will be completed within the near future, when officers will be elected and other details perfected.

Victrola for Steamship Minnesota.

The Gesch-Smith Co., 730 Grand avenue, recently sold a Victrola Style XIV. to the Crosby Transportation Co., for use on the Buffalo-Blaine "Minnesotta," playing between Milwaukee and Buffalo. An order for 500 more of records accompanied the sale of the machine.

Bringing Fourth in Window.

J. H. Becker, Jr., manager of the Victor department of the Hoeffler Manufacturing Co., attracted attention to the Hoeffler windows by a new Victor agency in Chicago, bearing their placards: "Celebrate the Fourth of July with a Victrola!" "Fireworks Dangerous and Don't Last Long—A Victrola Keeps on Entertaining the Year Around." "Spend a Safe and Sane Fourth—The Victrola Plays Patriotic Music!" Other interesting window cards illustrated, showed photographs of Alma Gluck, John McCormack and other Victor stars, and called attention to the records by these artists. The attractive windows, arranged by Mr. Becker, have been a strong factor in bringing a big business to the Hoeffler company. Manager Brenchley says that June was better than that experienced during April and May.

Briefets.


THE EILERS TALKING MACHINE CO.

The Eilers Talking Machine Co., which was recently incorporated in Seattle, Wash., with a capital stock of $25,000, is transacting a very excellent business. The new firm is composed of C. H. Hopper, president, and E. B. Haaf, vice-president, and Edward P. Kelly, secretary and sales manager. They are all practical business men and have had a long experience in the talking machine field. The company is occupying spacious and well equipped quarters on the second floor of the Eilers building, and all concerned are most sanguine regarding the future of the talking machine business. The Victor and Columbia lines are handled.

EASY TO CRITICISE.

It is easy to sit in the sunshine.
And talk to the man in the shade;
It is easy to float in a well-trimmed boat,
And point out the place to wade.
But once we pass into the shadows,
We murmur and fret and frown,
We wish we had the sun for plank,
Or throw up our hands and go down.

It is easy to sit in our carriage,
And dream the world away.
But get down and walk, you'll change your talk,
And then you feel the dusk in your soul.
It is easy to tell the tailor,
"New seat he can carry his pack;
No need to be so neat about it;"
Until it has been on his back.

—The Pedlar.

"ANALYZING THE HUMAN VOICE."

In connection with the article on "Analyzing the Human Voice," by Dr. Floyd S. Muckey, which was reprinted on page 14 in The Talking Machine World of last month by permission of the Scientific American, there were several cuts used, two of them showing a soprano solo and a tenor voice sounding vowels, as they appear on Edison phonograph records. Through an error this fact was omitted under the captions of these cuts, thus confusing them with the illustrations and data in Dr. Muckey's article.

Dr. Muckey desires it understood that the two cuts were unauthorized by him and were not a part of his original article. The extra cuts were inserted by The World merely for the purpose of adding to the trade interest in the article, and with no desire to discredit Dr. Muckey or his work, and we feel that this explanation, which we gladly make, is due him.
The best-known trademark in the world

"The Victor talking machine's design, 'His Master's Voice,' has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world's great masterpieces."—Collier's Weekly.

The most valuable trademark in the world

Valuable to every Victor dealer—to the entire music trade.

It stands for all that is best in music. It is the mark of quality that leads the way to music trade success; that brings with it profit and prestige and insures continued prosperity.
Just a few of the 5,000 Victor in a great variety of
than 1200 cities.

And this means that the
life of all these children, and
the Victor idea right into the

This immense success of
only one of the big influence
greatest commercial success.
music rests with the schools

22. Interpreting "Jewel Song" from Faust. Washington, D.C.
27. Opera Lecture. Athens, Tenn.
30. Appreciation. Brooklyn, N.Y.
34. Little Lady of Six in Folk Dance. Cleveland, Ohio.
35. Wand Drill. Springfield, Mo.
37. Toothbrush Drill. Providence, R.I.
38. During Recess. Stockton, Cal.

children who are using the Victor in the schools of more and more children are carrying the Victor is a part of the daily lives of school children and has made the Victor the whole music industry.
The greatest musical industry in the world

The center of music trade activity. The dominant factor in the prosperity of the music trade.

Its influence extends to every part of the world. Its products have brought success to music dealers everywhere.

The growth of the immense Victor plant is co-incidental with the growth of Victor dealers. Every new addition has carried them from one success to another still greater—and the Victor factories and Victor business keep right on growing.

Factory extensions, costing more than $1,500,000, are being added this spring and summer to the Victor plant as pictured above.

This is the Victor Company's answer to the demand for more Victors, Victrolas and Victor Records.
I do not mean to insinuate, Mr. Talker Man, that you are not careful as to the general appearance of your place of business; I am very much sure you are. The point is this: Are you careful to the point of being what your employees may term finished? If not, I would suggest that you acquire the habit at once, for by so doing you will attract a class of trade which now passes you by on its way to the immaculate shop up the avenue.

The immaculate shop makes a specialty of cleanliness. From its show window to the most inconspicuous corner of its record racks you may search all day, if you like, and no deck of cards or plague-spreaching fly will reward your efforts. The place is clean!

The word "record" brings to mind an experience of the writer along the proper channels for narration at this time, so please bear with him as kindly as you can. He had occasion once, during his brief career as a talking machine salesman, to purchase fifty records for a finical woman. The purchase was made possible by telling her of a new record which was coming out and, with more force than diplomacy, accused him of selling her a second-hand product. This accusation naturally made the point of being what your employes may term finished.

In one instance one of the young clerks of his shop was having a hard time of it. He had spent the greater part of a day picking out the selections he thought would most tickle her fancy. There was, however, no salesmanship in his antagonism toward dirt. The most besmirched cottage in Spotless was not on her abode, I assure you.

Well, to resume, he bought the records for her at a long-established and highly successful talking machine store in his home town, never glimpsing the storm clouds lifting themselves above his trade horizon. He delivered the order in due course, and was very much surprised to find in his morning mail a few days afterward, instead of the check he expected, a letter from Mrs. S. asking him to call and get his goods. Upon his arrival at her home, she informed him in very stentorian terms that she would not accept the filthy things, and that if he would only take care of his stock free from dust, she would be well to speak to them upon the theme of immaculate conversation. There is a tendency among many parts splendidly, due to Flower Garden." The writer was fortunate enough to be present last week at the Mount Holly, N. J., Chautauqua. It was Junior Chautauqua Day, and the youngsters of the town were gathered together under the wing of the superintendent and drilled into a little play entitled "In Mother Nature's Flower Garden." They all went through their many parts splendidly, believing, of course, that the music supplied for the songs and dances was in perfect tempo and rendered most melodiously. Of course, this music was furnished by a talking machine. A clean instrument in a clean field. Let us see it in that the present standard is maintained.

HOWARD TAYLOR MIDDLETON.

"TALKER" MUSIC WHILE YOU WAIT.

How the Shoe Shining Partors of Indianapolis Entertain Their Customers.

The most bescrubbed of the risque are vicious citizens; far from being what your employes may term finished, they are not the establishment where no person would need to be ashamed, while others have the very wrong? It was not lamentable that an artistic creation, upon which three skilled minds labored with infinite success, should be marred through the medium of a pair of dirty hands.

Are you sure, Mr. Dealer, that your literature is going out to your customers as clean and bright as it comes to you from the printer or the factory? I would look this matter up if I were not lamentable that an artistic creation, upon which three skilled minds labored with infinite success, should be marred through the medium of a pair of dirty hands.

SIGN UP NEW EDISON DEALERS.

(Exclusive Victor Distributors)

DENVER, COLORADO
The Trade in Boston and New England

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

(Special to The Talking Machine World.)

Boston, Mass., July 6.—The Salem conflagration continues to enlist the attention of the talking machine trade, for in that $12,000,000 blaze there were a number of machines destroyed. One, the property of a resident of Lafayette street, was a Columbia "Grand" but for the most part they were the more inexpensive equipments. As far as known, the only talking machine house burned out was that of Jacob Schare, in Lafayette street, a Columbia dealer. Two concerns, distributors of Edison goods, who fortunately escaped, as they were not in the fire zone, were the Salem Talking Machine Co., at 87 Central street, and W. W. Ballard, of 175 Essex street. Both houses had a number of machines out in the burned district, however.

One of the heroes of the fire was Norman Mason, wholesale man for the Columbia Co., who happened to be near the scene of the fire just as the alarm was sounded. He was only a few blocks away and, seeing the smoke, rushed to the immediate vicinity and with a group of others was instrumental in carrying or leading several women and children to places of safety. Mr. Mason remained on the scene for nearly six hours, and some of the scenes he witnessed, he says, it will take a long time to forget.

Summer business in the talking machine trade has been about normal, and most of the orders now come from the country or seashore homes of city people. Some of the houses report a good call from summer camps, some of them camps for boys or girls, of which there are many in Maine, and others of a more private character, family camps one might call them. As this letter is being written there are a number of the local managers are leaving for the Atlantic City convention and some of the delegates are looking for a busy time, and all of them to a merry one. As most of them have been to Atlantic City before they know just what that resort has to offer.

Making Rapid Progress in Building.

With the changes in the building occupied by the Columbia Graphophone Co. continues to make rapid headway, and it will be only a few weeks before the Avery street side will be completed. Large plate glass windows will make the long line of demonstration booths among the most attractive in the city, and the advantages for advertising will be unsurpassed. As the outside begins to assume more normal conditions, similarly is the inside of the Columbia quarters taking on a new dress, and Manager Erisman will be all ready for the fall business, which promises to set in unusually early this season.

Looking Forward to Vacations.

The camp crowd at the Eastern Talking Machine Co. is looking eagerly forward to their vacations at Southport, Me., where "Mrs. North" is always ready to welcome guests, especially the boys take enough of good things down with them to make camp life quite bearable. Billy Fitzgerald and Jerry Spillane will be the first to go, and Hank Reed and Ed Welch will follow a fortnight later. So through August there will be something doing all the time, especially as the boys are planning to charter a motor boat.

Chamberlain's Western Trip.

A. W. Chamberlain, who lately established himself in Boylston street, has been on a tour through the West, taking in the interests of business. Mr. Chamberlain has invested a talking machine device which promises to be a favorite with the trade. He and his friend Gately, likewise widely known in the trade, have been taking week-end trips up to New found Lake, N. H., where Mr. Chamberlain has a cottage.

Handsome Fourth of July Window.

The window of the C. C. Harvey Co. contained a handsome display for the Fourth of July holiday, and in the arrangement of red, white and blue the Victrolas played an important part. These had been carefully arranged by Francis T. White, manager of the Victor department, and as the window was brilliantly illuminated at evening many persons stopped to enjoy the display.

Vacations at Henry F. Miller & Co.

Vacations are now in order at the Henry F. Miller & Co. Victor department, and the first to go away is Frank H. Jenkins, who has gone over to New York. Percy Baker starts the last two weeks in August. Manager Warren Batchelder is not planning to go away, but will spend his vacation at home, as he is expecting to entertain visitors.

Rearrangement at Steinhart's.

Manager Royer, of the Arch street Victor quarters of the M. Steinhart & Sons Co., has undertaken quite an extensive rearrangement of the Victor department, and on the ground floor new demonstration booths are being installed, which will add considerably to the facilities for catering for customers. When the changes are completed there will be four new good-sized booths leading off an aisle which can be kept quite apart from the main room. At the rear there will be a small chute to the floor above so that all desired records can be sent down from the stock room without the salesman going out to the front of the store at all. On the second floor all the offices will be changed about, and Manager Royer's private office will be near the door rather than at the other end of the floor, as is now the case.

In Charge of Lowell Branch.

Manager Royer announces that L. P. Comet, who formerly was in charge of the Victor department of the Steinhart's New Haven, Conn., store, has been placed in charge of the company's Lowell establishment, and he already has entered upon his new duties. Mr. Comet knows the talking machine business thoroughly, and the Lowell store should forge ahead under his supervision.

The First Batch of Vacationists.

The first four persons to leave the Eastern Talking Machine Co. for their summer vacations are Miss Crowley, of the memorandum department; Miss Sheehan, of the office; William Doherty, one of the shippers, and the errand boy. One of the additions to the staff of the Eastern is Miss Helm, formerly of the Kalin talking machine house in the Arcade.

Attended the Convention.

Manager Royer of the Victor department of the Steinhart Co., and A. M. Hume, of the Hume and Jewett piano companies attended the Atlantic City jobbers' convention. They will later visit the Victor laboratories at Camden.

Pardoe-Ellenberger New Quarters.

Manager Silliman of the Boston quarters of the Pardoe-Ellenberger Co., can now rest easy nights, as most of the work incident to removal to the new quarters in Oliver street is finished. When mention was made last month of the change there were a number of small things to be done before the house was permanently settled, but now that everything is just as it should be, one cannot but marvel at the change that has come over this well-known distributing agency, and never before in this city were the Edison goods shown under just such advantageous conditions as now. The main showroom with its handsome carpet and the various styles of Edison disc machines placed conveniently about the room show up unusually well, especially when the inverted lighting system is turned on.

WE FORMALLY announce the opening of our new headquarters at 26 Oliver Street, Boston, Mass., where we have secured greatly increased floor space and have installed the most modern facilities for the quick handling of Edison goods.

Special attention has been given to the shipping department, which is of unusually large size, where will be maintained a most complete stock of Edison Disc and Cylinder Machines and Records.

You are invited to call and inspect our new building.

The Pardoe-Ellenberger Co.

26 Oliver Street, BOSTON, MASS.

Southern New England Offices at NEW HAVEN, CONN.
AN ATTRACTIVE SUMMER WINDOW

Is That Recently Arranged and Brought to Public Notice by the Grafonola Parlors of Boston—Has Been Highly Commended.

(Special to The Talking Machine World.)

BOSTON, MASS., July 6—This city has long been known as the home of unusual window displays in all lines of mercantile and in this well-deserved praise the talking machine trade is entitled even in the picture. As a summer scene this window embodies every detail that should insure its sales value, and the many machine and record sales closed as a direct result of the display were certainly warranted by its originality.

A BIRD'S-EYE VIEW.

Took a bird's-eye view to-day, along and over the whole glad way that reaches out across the land and there is nothing we need fear.

The way has been a little rough, but you've kept going—that's the stuff—and haven't brought yourself to think that everything is on the blink.

That's right—and now stay on the ground, no matter who may come around and whisper loudly in your ear, that this will be one awful year. Let 'em whisper, then forget it, never for a moment let it hinder you from going on, nor hide from you the uncloaked dawn of that glad era—overdue—yet coming sure for us and you. Even now we're just that near it that lots of folks have caught the spirit, and are pushing back the gloom that might choke off the coming boom. But there isn't any danger, pass the word to friend and stranger, tell 'em in this bird's-eye view nothing but the sky looks blue.

MANY kinds of needles have been introduced to the trade recently, made of many materials, all launched with a view of improving the "tone" of the talking machine but none “make good” except to prove the superiority and reliability of the renowned steel needles made by

W. H. Bagshaw
LOWELL, MASS.

Our sales are constantly growing, for the steel needle as we make it is the true, scientific factor of tone reproduction. Bagshaw-made needles are BEST—remember this!
**STRINGS FOR ALL MUSICAL INSTRUMENTS**

INCLUDING THE CELEBRATED DURRO STRINGS KNOWN ALL OVER THE WORLD

A MOST DESIRABLE ADDITION TO YOUR BUSINESS
OVER 250% PROFIT. REQUIRES NO SALESMAN

Our Silent Salesman String Show Case No. 6 Absolutely FREE!

Takes up very little room. Each String is packed in separate envelope, plainly marked, and has its separate compartment.

Any child can sell Strings from this Case, without errors. An added attraction to any store.

No. 6. The size of the Case is 18¾ x 15½, and 4 inches deep.

**Show Case Contains the Following Assortment of Strings for All Instruments:**

<table>
<thead>
<tr>
<th>Cost</th>
<th>Sell.</th>
<th>Total selling price</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 Durro E</td>
<td>$1.12</td>
<td>$0.55 each.</td>
</tr>
<tr>
<td>10 &quot;</td>
<td>$0.72</td>
<td>$0.55 each.</td>
</tr>
<tr>
<td>5 &quot;</td>
<td>$0.35</td>
<td>$0.55 each.</td>
</tr>
<tr>
<td>12 Imperial Violin E</td>
<td>$0.12</td>
<td>$0.20 each.</td>
</tr>
<tr>
<td>10 &quot;</td>
<td>$0.10</td>
<td>$0.20 each.</td>
</tr>
<tr>
<td>5 &quot;</td>
<td>$0.08</td>
<td>$0.20 each.</td>
</tr>
</tbody>
</table>

**Contents of case at net WHOLESALE price cost.**

$10.33

SELLING PRICE

$36.65

Leaving you a net profit of

$26.32

AND THIS HANDSOME GLASS SHOW CASE FREE!

**BUEGELEISEN & JACOBSON**

ORIGINATORS, NOT IMITATORS

113-115 UNIVERSITY PLACE

NEW YORK
Eighth Annual Convention

of the

National Association of Talking Machine Jobbers

Atlantic City, N. J., July 6 and 7, 1914

President Roush, in his report before the executive committee at its final meeting on Sunday, also suggested that the by-laws of the association be amended as outlined and all amendments were adopted in the meeting unanimously.

Secretary Whitsit next presented his annual report as follows:

Secretary Whitsit's Report.

"The membership of the N. A. T. M. J. September 15, 1913, was 108 members, composed of fifty-nine jobbers of Victor goods, twenty-five jobbers who handle both Edison and Victor, and twenty-four jobbers who handle only the Edison product. Since that time we have had thirteen resignations of jobbers who were handling Edison goods only, and your executive committee dropped from mem-

J. C. Roush, Retiring President.

The result was that seventy-four of the eighty-five jobbing houses, now members of the association, answered to the roll call in the meeting and representatives of two other houses reached convention headquarters on the day following, making the wonderful total of seventy-six out of eighty-five members represented, or 90 per cent.

The officers of the association, L. C. Geissler, general manager of the Victor Talking Machine Co., by means of his recent letter to the jobbers urging them to attend the session, all put forth strenuous efforts to make the gathering a notable

THE TALKING MACHINE WORLD.

Next Convention City
San Francisco
who are members of the association in good stand-
ing, the duty of this committee being to confer
with the executive committee upon matters of
moment, the retired president each year to be-
come automatically chairman of this committee.

"At the meeting held in Philadelphia February
15 all members of the executive committee were
present, as well as J. N. Blackman, chairman of
the advisory committee, and a number of other
members of the association."

The Treasurer’s Report.
The report of the treasurer, W. H. Reynolds, was
next presented and showed that the finances of the
association were in excellent shape, with a sub-
stantial balance on hand. Every active member of
the association had paid up dues to October 1, 1914,
an excellent record.

Topics Discussed.
A number of discussions of great importance to
Victor jobbers and the trade in general were con-
sidered, among them being a discussion of the de-
sirability of charging interest on all instalment
sales. It was the consensus of opinion that the
charging of interest was fast becoming an actual
necessity and it is probable that the manufac-
turers will be asked to arrange their contracts to
provide for interest charges.

General Improvement in Stocks.
Reports from members indicated that there had
been a general improvement in the stocks of the
Victor jobbers throughout the country, though
there was still a decided shortage in certain of the
more popular records despite the tremendous in-
crease in the record output of the Victor Co. The
transfer bureau, operated at heavy expense by the
bureau, has proved a most valuable aid to the job-
bbers in keeping their stocks of machines and rec-
ords balanced and in good shape by reducing much
of the surplus.

Report of Traffic Committee.
One of the interesting committee reports filed
at the meeting was that of the traffic committee,
of which L. C. Wiswell is chairman, and which
was as follows:

"It would seem that the hand of fate was es-
specially considerate of the talking machine indus-
try during the past year, for so far as your com-
mittee can learn, no changes in the rates of trans-
portation or classification have been made, other
than the proposed 5 per cent. horizontal increase
in the freight rates on the territory east of the
Mississippi and north of the Potomac and
Ohio
rivers, which proposed advance was suspended by
the Interstate Commerce Commission in November
last, and is still held in abeyance by them, nor are
any under contemplation by the various classifica-
tion committees, in fact, the condition is one of
which we should congratulate ourselves.

"Your committee received from the entire mem-
bership of the association only two complaints dur-
ing the past year, one of which concerned the
seeming overcharge on the transporting of some
record cabinets, and the other was in relation to
delays to shipments en route from the factory to
destination. Your committee in each instance gave
the matters careful and immediate attention.

"Your committee has noted with keen interest
the hearings which were held by the Interstate
Commerce Commission, relative to the proposed 5
per cent. horizontal increase in freight rates for
the Eastern roads, and took occasion at the meet-
ing of the executive committee, which was held at
Philadelphia on February 15, to inquire of the ex-
ecutive committee as to their position relative to
this proposed increase and requested instructions.
The executive committee’s opinion was that the as-
sociation take a stand in the premises affirmatively.

"It is the desire of the committee to be of genu-
ine assistance to the entire association membership
and any communications addressed to the commit-
tee with reference to delays in shipments, errors
in freight expense bills, etc., will be given prompt
and careful attention."

Mr. Wiswell and Associates Thanked.
The arrangement committee, of which L. C. Wis-
well was chairman, also presented its report, but
the success of the committee’s work was too evi-
dent to make a written report necessary. The as-
CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 28).

Oliver Jones Sends Greetings.

While the meeting was in progress a telegram dated Albany, N. Y., was received from Oliver Jones, formerly credit manager for the Victor Co., and now in the real estate business, expressing his cutious route, which enabled the ladies to observe the various points of interest in and near the city.

Those Present.

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 29).

	on, Wilson Avenue Talking Machine Co.; Mr. and Mrs. D. W. Moor, Miss A. Koenig, Standard Gramophone Appliance Co.; Clement Beecroft, H. C. Niali, Geo. A. Long Cabinet Co.; Harry Chapin Plummer, J. T. Edling, Velvastone Wood Needle

Some of Those Who Attended the Convention Snapped In Front of Hotel Chalfonte—Photo By Prince.


Motion Picture Views of Victor Co.'s Plant.

Impressive Exhibition of the Process of Manufacture of Victrolas and Records From the Lumber Yard to the Shipping Platform, Given in Atlantic City During Convention—G. G. Child Discusses Recording Problems—

Mrs. Frances E. Clark Gives Illustrated Lecture on Progress of Educational Campaign.

(Special to The Talking Machine World.)

ATLANTIC CITY, N. J., July 8—Never before in the history of the music industry not in any industrial field has the process of manufacture of an article been set forth so completely and in such detail as was the making of Victor talking machines and records when motion picture views of each of the departments of the factory from the lumber yards to the shipping platforms were shown in detail including the cutting connected with the work on the making of Victor talking machines and records from the lumber yard to the shipping platform yesterday for the benefit of those attending the convention of the National Association of Talking Machine Jobbers.

The pictures required three weeks of constant work on the part of the operators and much careful thought and effort on the part of the factory officials for their production, and although the films were of short duration, it is to be noted that the films were of an elaborate character, they were not prepared for the magnificent and impressive exhibition that was offered to them.

Besides the general views of the entire plant, the great piles of lumber, some as high as a four-story house, were first shown on the screen, with the entire work in stock nearing recently a lumber, or, preparing stock for removal to the dry kiln. From this point the consecutive operations connected with the manufacture of Victrola cabinets were shown in detail including the cutting and carving of various parts, with scores of wonderful automatic machines of original design making for both speed and absolute accuracy; the spinning and winding of the cabinets after the parts had been assembled in a tripe over a minute, and the final inspection.

Next came the pictures of motor making which included views of the entire process from the turning of the various parts, even to the tiniest screws, the powerful presses for stamping out the spring cases and the machinery for making the springs themselves. The inspecting, testing and assembling of the motors was shown in a most comprehensive manner.

The pictures then lead through the various other departments to the shipping department, where machines were shown which were already in operation, covered, checked, counted, and, lastly, placed in the waiting trucks for shipment.

No detail was overlooked, and every operation was shown. Viewed, as it was, by those who had not seen the entire plant-a three weeks' work of production, the pictures were so well made that every person present who was interested in these better things, he will turn more and more to them.

I have in mind a little song of Mme. Schumann-Heink’s “Die Forelle” (“The Trout”) a little fish singing story in German. The sales on this record have been so phenomenal that it seems almost perilous to withdraw it from the catalog; yet all my friends who have heard this record are delighted with it. Some friends from Chicago said on seeing the film that it had brought me nearer to Schumann-Heink than I have ever been before.”

“We listed quite a number of the selections from this new catalogue, and Miss Farrar was to be had in the world. The profits on the Red Seal records are greater than any, and we believe that a careful study of the lieder and concert songs by your singers that were to be had in the world. We have the days of the Banks of the Wabash, the Red Seal work, the records and music given to you by the great singers of the world who are represented in the Victor catalog. It is just as necessary for me to make the contracts and arrangements for the Victor Co. with those people who are interesting and profitable as it is for the Victor Co. to give you a fair and generous profit on the business which you are doing, and we can only do that by paying royalties that are reasonable, and we must do that.

The field of what is known as the bel canto music and style of singing of the older Italian composers grows more and more limited each year; there is a constant effort to maintain the interest in the recitative work and not with the wonderful melodies which we find in things like “Traviata,” “William Tell,” “Faust” and the older operas. The field of the lieder and concert songs is almost unlimited and we must draw upon it for future work and we must not permit our artists to become discouraged at their small sale. I do not think it was possible for you gentlemen and you good ladies to know these great singers as I know them. I am asked frequently: “Do you not have all sorts of trouble with these singers?”

And I say frankly, very little. People who are temperamental, without which no singer can be great; but I find them very human and I could tell you story after story of the great singers which would show you that they are all real people, with a very human side, all keenly interested in what we are doing with them and anxious about all things, to that extent. I think you will find them just as good as it is possible to make them.

When we first began this work, almost anything was considered good enough by some of the singers but they were quickly convinced that it did not sing the very best they knew how for their records; not really know the monthly bulletin. It would be of interest to you to hear this record and I hope that you gentlemen will look at your sales on such things as Prologo from “Pagliacci” and other popular operatic numbers of this kind and have to tell you that when we first went on the concert field. There are few left in this business, and I hope that you gentlemen will take the Victor business, and I hope that you gentlemen will study of the lieder and concert songs by your singers which are the only way in which we can keep the increasing royalty account for selling their records; artists; and we are compelled to turn to the concert field to you by the great singers of the world who are following the various details of manufacture from the raw material and to the placing of the finished record in the envelope for delivery.

The exhibition wound up with pictures of over six thousand employees of the Victor Co., in the recording laboratories with six prominent members of the Victor Light Opera Co. in the set of recording the Sextet from “La Fanciulla” accompanied by the Victor Symphony orchestra. Next week was the other side of the tapestry and with the master record in the actual process of the making and then the record was followed through the various details of manufacture from the raw material and to the placing of the finished record in the envelope for delivery. The exhibition ended with a short address by Louis F. Geissler, general manager of the Victor Co., and as the pictures were thrown on the screen they were explained by Henry C. Brown.

The exhibition was opened with a short address by Louis F. Geissler, general manager of the Victor Co., and as the pictures were thrown on the screen they were explained by Henry C. Brown, advertising manager of the Victor Co. giving the assistance of the department heads, had gathered together a great fund of valuable and interesting information regarding the various sections of the work. He made an excellent lecture.

The entire exhibition was both impressive and inspiring, showing, as it did, the inner workings of one of the largest manufacturing industries in the United States. It proved that the enormous (Continued on page 92.)
business of the Victor Co. is built upon a foundation of progressiveness and efficiency, although withal there is not a school post with the enormous increase in the demand.

Mrs. Frances E. Clark's Interesting Address.

Both of the pictures Mrs. Frances E. Clark, head of the educational department of the Victor Co., delivered an address on the progress of the campaign to place the Victor in the schools during the three years she has been engaged in the work.

Mrs. Clark's address, which was illustrated with an interesting series of slides showing the Victor in a great many of the various sections of the country, was as follows:

Education is and has always been the highest function of the State. Of what that education shall consist has furnished material for controversy in all ages, and yet, the processes of learning, the methods of teaching, the subject matter for instruction, have remained more stable than any other phase of the evolution of government. Recent translations of ancient tablets, buried for eons of years, give their mute testimony of the learning of ancient people in the forgotten language of Nineveh.

In the past decade our schools have been undergoing more vital changes in the fundamental purposes of education than has taken place in hundreds of years.

Our colleges are based squarely on the traditions of Cambridge and Oxford; our medical and scientific schools largely on the great universities of the law and theology of ancient Rome, by way of the wonderful schools of England.

Our high schools were but modified, miniature colleges and the grades had been forced to adapt their methods of study to the great schools in the latter's efforts to fit the entrance requirements of the colleges.

As the world has turned the entire cycle became enslaved to pedantic courses of study, growing more and more away from the real needs of life of a great majority of the people, and at the worst, artificial, dull, and inane.

The great impetus given to industry and manufacture by the discovery of new methods of making iron and steel with antitrust, the discovery of new methods for the extraction of silver and copper and other metals in commercial quantity, the invention of many labor-saving machines, and more than all these by the stupendous movements of the two great wars, 1914 and 1918, rushing here to better their condition, demanded a revolution in educational methods.

The world is frantically short of trained and specialized men, and so steeped were they in tradition that not until ten or fifteen years ago did the movement gain much headway.

Thus many of the fields in which we are working today in the schools involve the principles of education of the past, but a great and vital interest in education.

Lincoln once said, "You can fool some of the people all of the time, and all of the people some of the time, but you cannot fool all of the people all of the time," and little fact with the statistics accounts for, 1,600 cities accepting our educational plan is, that it has in it inherent truth—it is of real use, of real worth, of real merit—suit to the needs of the school people everywhere and furnishes at a most opportune moment an acceptable and just appreciation of the great music of the world which could be brought into every school, suburban or rural—and to the hearing of every child—not for amusement, not for entertainment (although it is entertainment), but for a great and vital interest in education.

It was not then wholly theory that led up to the inauguration of this national movement of using "The Victors" in the schools, but rather a knowledge of conditions in the education world.

Co-incident with the present great awakening in music in all lines, the school people were discovering that music represented the very life of the material and cultural, delightful and strongly educational. How to get enough of it to do any good was the problem; sight-singing was not enough; rote songs were not adequate; very occasional concerts by local artists did not represent the great desire for a real musical enlightenment and then—under Divine Providence—came the perfection of the Victor music, a recording of the great music of the world which could be brought into every school, suburban or rural—and to the hearing of every child—not for amusement, not for entertainment (although it is entertainment), but for a great and vital interest in education.

It is not plain that if 1,940,000 pupils graduating from the elementary schools 1,000,000 pupils; from the high or secondary schools 160,000; from the normal schools, 212,000 one-room rural schools enrolling 1,700,000 children. In two or more room rural schools that number of children started in the best of our States and cities. There are approximately 225,000 rural schools enrolling 22,000,000 pupils, and we have as yet reached but a comparatively small per cent. In 1911 there were only public high schools, 2,500,000 pupils in the high schools, enrolling 1,188,280 pupils in every one of which should be a Victor or two Victor in the homes.

We have had a large number of schools, all of which we are accused.

With all of the schools, one girl, one boy, may have the same opportunity to learn to appreciate and know the music of all nations, in all ages, we have an immediate audience of startling proportions.

Is it not plain that if 1,940,000 pupils graduating from the schools this year (and a like or greater number next year, and the next) may, by means of the Victor service, hear the music of the masters during their school life, that we shall be able to build up the finest public high schools, the best of all the public schools, the finest school in the world, the成品的 education that is known in the history of the world for the building of music appreciation—a love for and working knowledge of music in all forms?

These pupils going out into life, forming homes and marrying, forming the thoughts and tastes and labor quota, must, in the next ten years, form the tastes in the world, the proper and genuine tastes for our schools are the melting pots which transform all elements into a composite civilization.

If the public good and the public schools may have the same opportunity to learn to appreciate and know the music of all nations, in all ages, we have an immediate audience of startling proportions.

If even 5 per cent. of all these pupils carry this enthusiasm and much of the actual music into the homes to three other persons, which is the average, our audience is multiplied to the astonishing number of 74,650,000. As each June sends out of the schools a new army of graduates to take their places in the world, we have the broken ranks with many times as many as the Victor in the schools last year, 1911, this number has been materially increased.

In addition to these schools there are evening schools, continuation schools, business schools, music schools, the prison schools, and the entire list of Government Indian schools.

It is not plain that if 1,940,000 pupils graduating from the schools this year (and a like or greater number next year, and the next) may, by means of the Victor service, hear the music of the masters during their school life, that we shall be able to build up the finest public high schools, the best of all the public schools, the finest school in the world, the成品的 education that is known in the history of the world for the building of music appreciation—a love for and working knowledge of music in all forms?

These pupils going out into life, forming homes and marrying, forming the thoughts and tastes and labor quota, must, in the next ten years, form the tastes in the world, the proper and genuine tastes for our schools are the melting pots which transform all elements into a composite civilization.
Annual Banquet of The Jobbers’ Association

Held at Barnay’s Restaurant, Atlantic City, on July 7, Was a Notable Affair—Over Two Hundred Jobbers and Guests Present—Addresses Made by Louis F. Geissler, Col. Edward Lyman Bill and Congressman McCoy.

(Continued on page 34.)
I would not for a moment create the impression—I would not dare to talk on this subject in an atmosphere of ineficiency and conservatism. I plead for extensions of credit, with judgment; for credit that can safely be extended, not meant to coldbloodedly extend or restore confidence and credit report—I mean to suggest most careful personal investigation of your debtors by your credit man.

The fact is, our business lends itself peculiarly to the growth of credits and more especially to the part of those who are dealing in talking machines exclusively—practically, those dealers must fail in business to cause you loss and this is not a frequent occurrence and will not be unless you fail to exercise proper business judgment and precaution by limiting their credits and enforcing their collections.

You are not doing the overambitious young merchant a kindness by encouraging him to go too far beyond his capital or immediate good prospects for business; you would be spoiling your customers and you would soon have them in an unhealthy and hopeless condition, harassed by a financial condition that detracts from their efficiency as a salesman.

* * *

In those of you who retail largely, there lurks a germ which I fear—I refer more especially to the piano and instalment houses.

I know just how easy it is for a concern, habituated to piano instalments, to attempt or in clinie to apply piano reasoning and financing to the Victor or Victrola business.

I beg of you to see that your Victrola department stands on its own feet; that the small percentages of piano payments are not applied to the piano and instalment houses.

If each of you would make up your mind to reject if I thought to create an atmosphere of ultra - petition and a confidence and candor as gratify ing as a salesman.

In the old days trickery and deceit in retailing was aided and encouraged by fraudulent methods of publicity, but as in everything else the world had to be educated. It has been a slow process, but no one can deny that within the past ten years marvelous steps have been taken which make merchandising better and advertising cleaner in all lines. We see these conditions reflected in the publicity world, in the link in the chain in which we especially interest us.

There are plenty of papers that will not accept questionable advertising, or advertising in which there is an element of doubt as to the ability of the advertiser to live up to the statements made in his announcement. In other words, the advertising pages of the big publicity mediums reflect honesty in merchandising in a greater degree than ever before. Hence it means, as a natural sequence, that out of these conditions there should come price standardization.

Now, unless there be fixed prices, what is the real object of manufacturing institutions spending millions of dollars to create a trade-mark value in the homes of purchasers? If advertised articles can be cut and slashed according to the whims of the price-cutter, then what advantage to the public because everyone knows that price-cutting has no other effect than the lowering of the standard of life, and the public, as has been said, will not buy from a concern whose money is invested in a manufacturing enterprise has the right to say what the public shall pay for their articles. Surely the public will not be satisfied with an article worth more than it has to purchase it.

The manufacturer's rights should be respected, and when one price is established generally by manufacturers, the unsold articles are sometimes forced to abandon their plan of substituting cheap and inferior articles for the standard. In this way the producer will be a stronger link in the chain, for he will secure in a larger degree his rights as a maker, and the retail link will be
strengthened because it will have a guarantee of protection in so far as price and quality are concerned, and the whole system of bartering and haggling, which almost amounts to a battle of wits, will be done away with.

The Supreme Court, by a hardly understandable decision, has nullified a bill of the government which provided for the manufacture of trade-marked articles from doing the same thing which the Government exacts from the railroads?

If public sentiment is against you to-day, I feel certain, and perhaps it is public sentiment—right or wrong, majority of members of Congress whom I have talked to have that belief. If public sentiment is against you, will you have to change your course of action? I think that fact, Congressional sentiment is hostile, you will be forced to demonstrate to Congress through the public as well as by bearing that none of the evils which led to the public outcry against monopolies and the final denial of the power to make them, are likely to result from legalized price fixing. Those evils are stated by the Supreme Court in one of its opinions on monopolies, to be (1) injury to the public; (2) limitation of production; (3) deterioration in quality, demonstrate that none of the evils which led to the public outcry against monopolies and the final denial of the power to make them, are likely to result from legalized price fixing, but show affirmatively that the very opposite is the case and you will succeed especially if you can demonstrate further that if you are not protected by the law, you see, the practice of retail distribution as now prevailing may be seriously curtailed if not wiped out and a retail monopoly established in its stead.

"How the Stevens bill will help.

As I read the Stevens bill, which undertakes to give you the right which you want to have, it successfully guards against the evils which were apparent in the Standard Oil case, for it gives you nothing if you have any monopoly or control of the market for articles belonging to the same general class of merchandise as those with which you are dealing; or if you have even so much as an "understanding" with a competitor in regard to prices, and it is the possibility that such understandings can be more easily arrived at if you have the power to fix prices, which is used as one of the strongest arguments against your contentions. The provision in the bill for a standard and publicly announced price will go a long way, I believe, in bringing public sentiment to your side of the proposition.

It is this occurred to me to suggest that maybe you will have to accept a provision which will provide that the prices fixed for any article shall be reasonable. Of course, the objection which is important is that it will lead to uncertainty and litigation, but the fear of unreasonable prices is one of the things that have stood in your way so far. Also, I wish, in the very fear which leads to the enactment of the Sherman law, namely, that under monopoly or partial monopoly prices are raised to an unreasonable height.

The only people who can be bothered by telling them they are clever are those who aren’t.
View of the Banquet Hall on the Roof Garden of the Bellevue-Stratford on the Evening of July 8 During the Banquet Given by the Victor Co. to the Visiting Jobbers. This Was the Great Function of Convention Week, and at the Close of the Banquet the Assemblage Adjourned to the Dome Room Directly Connecting, Where It Was "On with the Dance; Let Joy Be Unconfined," 'Till the Wee Sma' Hours.
Members of Jobbers' Association Taken to Philadelphia as Guests of the Company for an Entire Day of Festivities—Attended Interesting Baseball Game and See the Champion Athletics—Brilliant Banquet and Entertainment on Roof Gardens of Bellevue-Stratford Completes Enjoyable Day.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., July 9.—The word "royally" has been used on many occasions to describe happenings of particular splendor, but the word has seldom been used with greater accuracy than in describing the manner in which the Victor Talking Machine Co. entertained the members of the National Association of Talking Machine Jobbers and their families who were the all-day guests of the company yesterday.

From the time the jobbers and their families boarded the special train at Atlantic City at 11 a.m. until they left for their respective homes this morning, every detail had been planned for them and set forth in a cleverly conceived time-table, illustrated with histrionous sketches and which provided for every hour in the day. There was nothing left to guesswork. When the guests of the company arrived at the Bellevue-Stratford Hotel they found rooms assigned to them and their baggage carefully placed therein as the result of forethought of the Victor officials, and other carefully thought arrangements for their comfort and peace of mind were in evidence throughout the day.

Upon arrival at the hotel an elaborate buffet luncheon was served in the Clover Room, a luncheon thoroughly delightful in every detail. The party next entered automobiles, over fifty of them, and proceeded for Shibe Park, where the famous Philadelphia Athletics of the American League and world's champions for 1913, were scheduled to cross bats with the Detroit Tigers and face the peerless Ty Cobb. A large section of the upper grandstand of the park had been reserved for the Victor Co. guests, and a large riga running across the front of the stand proclaimed the fact with the Victor dog, highly magnified in profile board, prominent in the center.

Before and during the game the jobbers were entertained by the playing of the Victor Military Band, which made its first appearance in public on that occasion. As the lively music was rendered between the innings, visitors kept time with the music by waving the Victor pennants with which each one had been provided, and the general effect was most beautiful.

That baseball is the national game was never more thoroughly demonstrated than by the jobbers. Men from Maine and Texas, from Illinois and Florida, vied with each other rooting for one or the other of the teams and in giving advice to the players in the recognized manner. The Athletics cleaned up with a score of 3 to 0, probably in honor of their distinguished guests, and immediately after the game the party was whisked back to the hotel to prepare for the elaborate entertainment of the evening.

It is probable that never before in the history of the trade there has been such a brilliant banquet tendered to its members, for the famous facilities of the Bellevue-Stratford were drawn upon to provide dinner and service measuring up to the exacting demands of those in charge of the arrangements, though the dinner itself was but a section of the program. Each guest found at his or her plate a beautifully engraved menu and program in book form and for the ladies there were also provided handsome bouquets of flowers. The menu is as follows:

**Relishes**
- Salted Almonds
- Pecan Nuts
- Celery
- Barbecued Broil Trout, Sauce Hermione
- Cucumber Salad, Pink Dressing
- Moet & Chandon White Seal—Cup
- Filet Mignon, Oriental
- Young Lluis Beans
- Kirchwasser Sherbert

**Cocktails**
- Clover Club
- Crab Meat Flakes
- Consomme Bellevue, Whipped Cream on top

**Liqueurs**
- Moet et Chandon White Seal
- Coupe aux Peches, St. Jacques
- Flutes
- Macaroons
- Cigarettes
- Cigars
- Liqueurs
- Special Coffee

During the banquet the diners were entertained by a vaudeville bill of exceptional excellence, supplied by professionals of reputation in the "big time," and who included Walter C. Kelly, "The Virginia Judge," and one of the most popular monologists on the stage, "The Five Seminary Girls"; Mlle. Meserau, Parisienne danseuse; several comedy and cabaret acts and other features of high class, including selections by the Neapolitans, a capable quartet of instrumentalists and singers.

**Cablegram from Eldridge R. Johnson.**

Just as the guests were seated Louis P. Geissler, general manager of the Victor Co., read the following cablegram from Eldridge R. Johnson, president of the company, who is at present in London:

"The Victor Co. has now reached the enviable position where it has the right to expect the respect and confidence of the trade. Tell our guests that my greatest ambition is for the Victor Co. to maintain that position and to continue the prosperity of all concerned with it in Victor policies by fair dealing. I congratulate you, the Victor organization and jobbers, on a splendid half year. Our business will prosper as we deserve it."

Mr. Johnson's message was received with great enthusiasm by the jobbers, and the following answer was cabled from the banquet hall to Mr. Johnson:

"E. R. Johnson, Gramophone Co. London:

"From the dinner table at the Bellevue-Stratford, the National Association of Talking Machine Jobbers sends you our best felicitations, and wishes for your continued good health and prosperity."

"George E. Mickle, President."

(Continued on page 38)
THE VICTOR CO.'S ROYAL ENTERTAINMENT—(Continued from page 37).

Mr. Geissler then welcomed the guests of the evening to an eloquent manner, a welcome which the many members of the Victor organization supported by arising.

Edward Lyman Bill, for the guests, next proposed a toast of appreciation to Mr. Geissler, which was drunk standing and amid great enthusiasm.

Exhibition Dancing Interests.

Following the banquet proper, the guests repaired to the Dome Room of the hotel, where Halton Herr, the distinguished dancer and his partner, Miss Janet Melville, with a corps of assistants, demonstrated the modern dances for the edification of the jobbers. A most interesting feature of this section of the entertainment was the exhibition dancing of Henry C. Brown, Jr., son of the advertising manager of the Victor Co., who, with his graceful partner, rank close to the top among the amateur dancers of the country.

The guests then took the floor and gave themselves up to the enjoyment of the art of Terpsichore until the early morning hours.

An Elaborate Entertainment.

The elaborate character of the entertainment, the machine-like precision with which the program was carried out, and the brilliancy of the whole affair illustrated more forcibly than during the entire event. It was a fitting climax to what is illustrated than during the entire event.

THE GUESTS OF THE VICTOR CO.

The guests of the Victor Co. and the officials and the company who acted as hosts included Frank C. Allen, M. H. Andrews, Mr. and Mrs. C. N. Andrews, W. D. Andrews, J. C. Angell, R. H. Arlzen, Wallis F. Armstrong, A. W. Atkinson, Mrs. E. C. Babcock, Wm. H. Barker, Mr. and Mrs. T. W. Barnhill, Harry Beach, C. K. Bennett, Edward Lyman Bill, Mr. and Mrs. J. N. Blackman, E. F. Blais, Mr. Blount, Mr. and Mrs. Emanuel Blount, Chas. Bobkin, J. F. Bowers, Mr. and Mrs. H. C. Brown, H. C. Brown Jr., C. A. Brown, Miss Edith Wells Brown, C. A. Bruce, C. F. Bruno, Louis C. Buechi, W. W. Buscher, Mr. and Mrs. W. A. Buscher, Miss Frances Bulard, Lester Burchfield, Mr. and Mrs. F. J. Burrum, and Mr. and Mrs. G. J. Card, Paul Carlson, C. G. Cold, Mrs. Frances Elliott Clark, the Misses Cola, L. W. Collings, D. P. Conner, B. B. Copo, F. W. Corley, W. O. Crew, Mr. and Mrs. I. Daveva, S. B. Daveva, Olney Davies, Fernando DeArredondo, Mr. and Mrs. Albert Deisinger, W. C. Dierks, J. H. Dietrich, E. J. Dingley, Mr. and Mrs. F. K. Dobler, Miss Edna Dobler, Miss Drescher, Mr. and Mrs. Dodin, Carl A. Droup, W. N. Dunham, C. H. Eisenbrandt, W. F. Ellick, Mr. and Mrs. Harry Ellis, W. J. Elwell, E. Evans, Lewis W. Fickett, Mr. Finch, J. Fisher, J. Frawley, W. F. Frederick, R. L. Freeman, Mr. and Mrs. W. B. Folchens, Lewis P. Geissler, Mr. and Mrs. A. D. Geissler, Mr. and Mrs. L. J. Gerseon, Miss G. F. Golden, Mr. and Mrs. N. Goldinger, J. W. Greener, Greenfield, H. E. Green, Tom Green, I. L. Grinnell, Miss Grinnell, Mrs. Grinnell, C. K. Haldon, Mr. and Mrs. E. Paul Hamilton, Marquette A. Healy, A. G. Higgins, Mr. and Mrs. E. E. Hippie, Mr. Hooper, Henry Horton, A. Houpe, J. N. Howes, M. A. Howes, Mr. and Mrs. C. B. Howes, A. M. Hume, Mr. and Mrs. Geo. Huver, Ernest John, W. G. Jordan, E. I. Kern, F. R. Kieffer, E. T. Kieffer, J. B. Landay, Max Landay, Mrs. Lawrence, Geo. Lyons, Mr. and Mrs. MacCall, J. S. MacDonald, G. A. Mairs, W. L. Marshall, A. G. McCarthy, Hon. Walter I. McCoy, Miss Rhea Me-Evera, J. E. Meegleer, Geo. Shickel, Mr. and Mrs. John B. Miller, Mr. and Mrs. H. F. Miller, Mr. and Mrs. D. P. Mitchell, R. Montalvo, Geo. W. Morgan, R. H. Morris, Billy Murray, H. H. Murray, B. E. Neal, O. L. Neal, French Nestor, G. G. Neville, Mr. and Mrs. C. H. North, H. Nugent, Will Oakland, Mrs. J. T. O'Keefe, Mr. and Mrs. Geo. D. O'Nastine, Dan O'Neill, W. E. Parker, Mr. J. L. Parmenter, Burton J. Pierce, Steve Porter, Clarence Price, Mr. and Mrs. M. G. Price, Fred H. Putnam, E. C. Rauth, W. H. Reynolds, W. G. Roberts, Robt. C. Rogers, J. C. Rouss, S. H. Roux, Belford G. Royal, Miss Ethel Royal, Miss Ruth Roy, Mr. and Mrs. Belford G. Royal, Herbert L. Royer, C. S. Ruggles, Mr. and Mrs. Harry Rupp, C. J. Schmelter, H. J. Sharttle, L. S. Sherman, Fred A. Siemon, Mr. and Mrs. E. K. Smith, Mr. and Mrs. I. Son Colon, Miss Spaulding, Miss Ruby Spaulding, Mr. and Mrs. W. J. Staats, A. M. Stewart, Max Strassburg, Mr. Strassburg, Benj. Switky, E. H. Taft, T. H. Towell, A. A. Trantler, E. H. Uhl, Mr. and Mrs. E. N. Upshaw, Mr. Van Winkle, Miss Ethel Vogt, Miss Watkins, Parham Werlein, Mr. and Mrs. Albert C. Weymann, Mr. and Mrs. H. W. Weymann, Mr. and Mrs. Wm. A. Weymann, Perry B. Whitall, Mr. Williams, the Misses Williams, B. B. Wilson, H. A. Winkelman, L. C. Wiswell, Howard Wuritizer, Raymond Wuritizer, Mr. Wurdle, Mr. Young, H. E. Ziegler.

Talking machine jobbers who visited New York on their way home to their respective cities were loud in their expressions of appreciation of the really magnificent reception given them by the Victor Co.—something absolutely unique in its way, and conducted in a manner so perfect and satisfactory as to show the extreme care with which everything had been handled in preparation for this event. It only goes to show that when the Victor Co. does anything in a public way it does it well.

PROGRESSIVE JOBBIERS ADVERTISE IN THE TALKING MACHINE WORLD. CONSULT THEIR ANNOUNCEMENTS.
O. K. Houck, of Memphis—there is only one O. K., so far as our information and records show. Mr. Houck is the Big Mastiff of the Ancient and Effervescent Order of the Yellow Dog, and as such, was present at the convention held at Atlantic City, N. J., on Sunday, April 27, 1913. Mr. Houck arrived late and was busy every minute of the day initiating classes of candidates gathered together by squads of willing workers. No one was overlooked, from Louis P. Geissler and other Victor officials, down to the hotel staff. Mr. Geissler's speech in German dialect after his intonation on the train bound for Philadelphia should be preserved in the archives of the order for all time. It was a classic.

Big Mastiff Houck explaining the objects of the order to the candidates as follows: This is a little social order founded on friendship, fidelity and fun, fun being the potent factor of the degree.

-we call it the Yellow Dog. You might wonder why we would call such a magnificent order as ours the Yellow Dog, but fidelity also cuts a part in this, why we would call such a magnificent order as ours the Yellow Dog, but fidelity also cuts a part in this, why we would call such a magnificent order as ours the Yellow Dog.

One of the jobbers to receive a particularly cordial reception was L. S. Sherman, head of Sherman, Clay & Co., and dean of the music trade on the Pacific Coast. Mr. Sherman made the trip for the sole purpose of getting the next convention of the association for his own city, and his letters from the Mayor of San Francisco, from the Director-General of the Panama-Pacific Exposition, and other officials, coupled with his own eloquence, won the convention for the Exposition City without a dissenting vote.

Mr. Sherman declares that, although the distance is calculated to frighten some of the jobbers, the fact remains that, with the special inducements offered by the railroads and hotels during the period of the Exposition, the cost of attending the convention is not prohibitive. Among the officials and representatives of the Victor Co. who attended the convention or looked over the buildings, will serve to leave a strong impression on the dealer and arouse his enthusiasm over Victor goods.

One of the objects of the convention was to open any of the refreshment parlors of Atlantic City, and to show the pictures to their dealers, even if the public is not invited, believing that the immensity of the Victor Co. plant and its efficiency, to say nothing of the army of high-class workers employed and shown as they march from the buildings, will serve to leave a strong impression on the dealer and arouse his enthusiasm over Victor goods.

The distinguished gentleman in the foreground is L. S. Sherman of San Francisco. At his right is C. Brown, advertising manager of the Victor Co. Just behind Mr. Brown stands Andrew McCarville, of Sherman, Clay & Co., San Francisco. The room was crowded with folders, rate sheets and other printed arguments in support of his contention, but he won his victory without being compelled to use them. "San Francisco Bound" is the watchword of the association for the coming year.

The Lone Star State was particularly well represented at the convention this year, and the showings should convince the trade of the interest that the Texans are taking in the talking machine business. Those who registered included G. G. Neville, T. E. Eade, manager of the W. G. Valz Co., El Paso; Elihu A. Sanger and Lester Burchfield, of Sanger Bros, Dallas; F. De Arredondo, with Thomas Goggin & Bro., San Antonio, and W. E. Parker, with the Talking Machine Co. of Austin, Tex. All the Texans were enthusiastic over the conditions and the outlook in their State, with immense territory and constantly increasing growing population.

Among the officials and representatives of the Victor Co. who attended the convention or looked over the buildings to their dealers, even if the public is not invited, believing that the immensity of the Victor Co. plant and its efficiency, to say nothing of the army of high-class workers employed and shown as they march from the buildings, will serve to leave a strong impression on the dealer and arouse his enthusiasm over Victor goods.

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The Lansing Khaki Moving Cover

Did You See It at the Convention of Talking Machine Jobbers at Atlantic City?
All Who Examined This Special Creation Were Quick To See Its Dollar Saving Power and Dollar Earning Power To Their Business.

The Lansing device is not only unique and original in every essential, but it provides talking machine dealers with a device which simplifies the delivery of talking machines and saves the cabinets from injuries which might come through careless handling in the way of varnish scratches and bruises.

A word of description in this connection: The outside of the Lansing Moving Cover is made of Government Khaki and the inside lining of cotton flannel. Four thicknesses of heavy felt are used for interlining, and all of these are firmly quilted in order to provide uniform thickness and durability. The large coverings have heavy straps passing underneath the machine terminating in handles half way up the sides, which are held closed in by heavy horizontal stays. This distributes the weight entirely upon the straps, there being no weight whatever upon either the machine or the cover. These covers are made to fit all of the different talking machine models, and they effectually protect against scratches or other damage in transit, and the covers have been found invaluable in making deliveries.

A description of this product hardly suffices to convey to the mind of the reader just what it means to talking machine men. It saves much time in preparing machines for local delivery, and it prevents them from receiving any damage in transit through scratches or bruises. It saves money in doing completely away with paper and all wrapping material.

The Lansing Khaki Covers can be so easily adjusted that there is a large saving in time over the ordinary method, which, of course, means money as well.

The durability of these covers will be apparent to all. The service which they will render with reasonable care will be long, no matter how hard the usage to which they are exposed. With the Lansing Cover the machine is effectually protected from wet and cold weather, dust, scratches, bruises, finger prints, etc., which makes possible the delivery, of machines in the homes of purchasers in as perfect condition as when taken from the warerooms, thereby pleasing the customer.

It has four sides and a top especially for lettering.

No other covering is necessary, hence a large saving is made in time and material that would otherwise be used—also in expense of repairing and repolishing.

The manufacturer has such confidence in this product, and its aid to talking machine men everywhere, that he will send these covers on approval to interested parties. Covers so ordered may be returned at once to the factory if not found satisfactory.

The fullest information given concerning prices upon application.

E. H. LANSING
Manufacturer
THE TALKING MACHINE WORLD.

CONVENTION SNAP-SHOTS AND IMPRESSIONS.—(Continued from page 39).

North, Thomas F. Green, Howard Sharlet, Jas. E. Cornecal, B. M. De Cou and others. Will Oak-land, Steve Porter and several other recording artists were present at the banquet.

Through the efforts of L. C. Wiswell, chairman of the arrangements committee, a number of the Western distributors assembled in Chicago and

L. C. Wiswell,

came to the conventions in a body, leaving Chicago on a special car attached to the Manhattan Limited of the Pennsylvania Road on Saturday morning. The party included C. J. Schmelzer, Kansas City, Mo.; A. A. Trostler, Kansas City, Mo.; L. Burch-field, Dallas, Tex.; A. Hospe, Omaha, Neb.; G. E. Nickel, Omaha, Neb.; B. J. Pierce, Kansas City, Mo.; W. H. Reynolds, Mobile, Ala.; E. C. Kautl, St. Louis, Mo.; Geo. Mairs, St. Paul, Minn.; Fred. Seimon, Chicago, Ill.; Mr. and Mrs. S. O. Wiste, Chi-cago, Ill.; J. E. Moegle, Chicago, Ill.; Robt. Fen-

When Mr. Wiswell's small sor placed a package of "sparklers" in his grip to insure his daddy en-joying a pleasant July Fourth celebration, the little fellow did not realize the trouble he was stirring up. A member of the Chicago party, who shall be nameless for this occasion, retired early on the train and was deep in the arms of Morpheus when Lester Burchfield lit a sparkler and held it in the berth. The slumbering one awoke to see the berth filled with fiery stars, and yelled "Fire!" and reached for the emergency cord simul-taneously. It was some time before the atmosphere of the car got back to normal.

James and Max Lan-

day, the Landay Bros.

of New York, for the first time attended the conven-
tion together and mingled with the crowd on every occasion. The convention was somewhat new to James Landay, but Max took his brother over the ropes at a fast clip and saw to it that there was no lonesomeness.

Victor H. Rapke, the former jobber, who was elected mascot of the association some years ago, was L. S. Sherman, who had never met with the talking machine men before. Mr. Sherman was not only impressed with the harmony existing in the association ranks, but was particularly interested in

the exhibition of the Victor Co. and the abundant information regarding manufacturing and selling problems supplied to the jobbers by the department heads and other members of the Victor organiza-
tion. Mr. Sherman stated that, though he had been in the talking machine business since its infancy, he had gained much new and valuable knowledge of trade matters during his stay at the convention.

Only two of the jobbers traveled to the convention city in their automobiles, they being Emanuel

Putting the "O. K." on the Landay Bros.

James B. Landay (left), Max Landay (right), O. K. Hornci, (center),

though some of those on the train arrived a tired red-eyed from lack of sleep. The car was well stocked with the materials essential to keeping dust and cinders out of the throat and the time-tried prescriptions were in considerable demand. Playing cards and swapping drummers' yarns served to pass the time pleasantly.

Mr. and Mrs. Emanuel Blout on the Boardwalk.

Blout, of New York City, who was accompanied by Mrs. Blout and the two Misses Blout; and Benj. Swisky, of New York, who brought down with him Mr. and Mrs. J. H. Dodin and George W. Morgan. Both gentlemen loaned their cars to the committee for taking the ladies on the auto trip to the Country Club on Monday.

Lester Burchfield as usual came to the convention with so many new tricks in his trunk there was hardly room for his clothes. A musical clothes brush was only one of a number of nerve destroy-

ers.

E. N. Upshaw, of the Ellya-Austell Co., Atlan-
ta, is possessed of a "Rebel yell" which was prob-
ably handed down from the last generation, but has

(Continued on page 44.)
TO BE held right here and now.

You are the membership, the only.

Just one topic for discussion: 'Should we take any new line of our present business, or branch out into more general merchandising and distribution?'

Well, what about it?

Was any question of equal importance ever这件 whether there was a better place to hold a convention than Atlantic City?

You are a merchant, dealing in every kind of product, whether you take yourself down to a restricted one-line business or not. People want if there is money in it.

Suppose you had been "in" on the three-month Columbia Crocus dance furor first and Columbia dealers were making a killing before any one else could touch it.

Somebody is buying a huge and increasing supply of no other make of records, and thousands of thousands of people want if there is money in it.

People who come in through your door and instigate people, those others who have your business sized up from the outside, as well have as not. Those people won't come in and ask you the precisely what they have been doing right along, getting a good clear slant on how near home those good old records are.

There are so many things to tell you about the restricted line that we would like to be asked to lay them before you.

So we take this occasion to suggest that you write Geo. W. Lye, Columbia Graphophone, Woolworth Building, New York.

Columbia Grap}
ng Machine

...s, and all the committees.
the talking machine dealer broaden handle all lines that are in demand?"

to you brought up for discussion at
all instruments. You should not hold cialty trade, but carry whatever the
bia lead on dance records for instance? We saw icy turn-over every week for a good long time be-
columbia machines and records—some of them buy. Columbia records certainly half of the time. Have spending customers are?
columbia records are really nothing to judge by. It's e, whom you never see, whose trade you might just force you to supply them—they will continue to do re else. They know that you handle only one line directory of where not to buy.
reasons for handling a general line instead of a re- e you.

certain live information to

ral Manager

hone Company

, New York
lost none of its force. Mr. Upshaw brought the yell with him to the convention and insisted upon letting it loose whenever the bands or orchestras played "Dixie," and which was very frequent. If the Upshaw yell had been with Lee, the late unpleasantness might have ended differently.

As though the sessions of the convention and the entertainments in connection therewith did not furnish enough excitement, there were a number of rooms on the ocean side of the hotel having rooms on the ground where the "bleacherites" after the game. View Across the Ball Field After the Game Closed.

Lansing During Convention Attract Attention—A Genuine Convenience.

Among the prominent exhibits at Atlantic City during the jobbers' convention was the display of H. Lansing, 61 Washington street, Boston, Mass., manufacturer of khaki moving covers for talking machines, which are designed for the convenient and safe carriage of talking machines and other musical instruments. In the delivery of these instruments, it frequently happens that the highly polished surfaces of the cabinet work is scratched, which not only mars the appearance of the instrument but causes a repair bill that is liable to total more than the cost of one cover, to say nothing of the uncertainty of matching the damaged spot with the balance of the varnished surface. Lansing covers protect machines from rain, snow, dust, extreme cold or heat, as well as from scratches, bruises, finger prints and other damage.

Lansing khaki covers are made in two styles, one for the dealer and the other for home use, both of which are sold under the unconditional warranty of absolute satisfaction or money refunded.

The outside of Lansing covers is made of Government khaki and the inside lining of cotton flannel. Four thicknesses of heavy felt are used for interlining and all is firmly quilted to keep it of uniform thickness and durability. The straps are heavy (three-ply) webbing and are not riveted to the cover but held in place by tape. Patent buckles are used. The foregoing covers the description of the covers designed for commercial purposes while the home covers are made of cotton flannel, print, felt, rubber, mackintosh, etc., the prices of the latter ranging from 50 cents to $3.

Mr. Lansing was personally in charge of his Atlantic City display, and the booth was visited by not alone the delegates but by many other people, to whom the value of the Lansing cover was apparent without much discussion on his part, and he took a number of orders for all the styles of covers that he manufactures.

THE EXHIBITS AT THE JOBBERS' CONVENTION.

There were a number of manufacturers of accessories, cabinets, needles, etc., who had exhibits in the various rooms of the Chalfonte and other hotels during the convention though an arrangement between manufacturers and trade associations barred exhibits in the public rooms and corridors as was formerly the case. Among those who had displays at the Chalfonte was Clement Beerbohm, of Philadelphia, representing the Long Cabinet Co. The various popular models of Long cabinets for the leading makers of machines were exhibited and the jobbers who were not already familiar with the qualities of the Long cabinets were generally impressed. Mr. Beerbohm also represented the well-known Bagshaw needles and other specialties at the convention.

One of the features of the ball game that appealed particularly to many of the visitors was the parade of the "bleacherites" after the game. The crowd from the stand while the guests were waiting for the players to pass out before proceeding to the convention and met several jobbers there by appointment though he had no exhibit. The contest was the display of the Pathoscope, which was exhibited with the virtues of the Standard Co.'s line of specialties including the Standard Automatic Stop, Standard Fibre Needle Cotter and the Standard Record Cleaner. He was kept very busy.

Mr. Beecroft, representing the Herzog Art Furniture Co., also had on hand a cabinet exhibit, which included a new style revolving cabinet.

Mr. A. Cargell, representing the Herzog Art Furniture Co., was also on hand with a cabinet exhibit, which included a new style revolving cabinet.

One of the most interesting of the exhibits not at the Chalfonte was that of the Pathoscope, which was exhibited with the virtues of the Standard Co.'s line of specialties including the Standard Automatic Stop, Standard Fibre Needle Cotter and the Standard Record Cleaner. He was kept very busy.

One of the features of the ball game that appealed particularly to many of the visitors was the parade of the "bleacherites" after the game. The crowd from the open stand crossing the Puerto Rican ball park, one of the veterans of the trade, was early on the ground greeting old friends and exchanging reminiscences of the former days when the Victor dog was a pup. Mr. Bobzin is full of information regarding trade conditions that is based on a long and broad experience.

To all intents and purposes Jaques F. Bowers' annual job as toastmaster at the banquet of the association will last just about as long as Mr. Bowers is willing to favor the jobbers with extracts from his rich fund of wit and humor, a wit which has a distinctly Celtic touch to it and is therefore never lacking in point. One jobber dubbied Mr. Bowers the "toastmaster laureate" of the association which phrase describes his standing in perfection. Incidentally Mr. Bowers' ready wit and ability to put things neatly has saved more than one situation in the meeting room during business sessions.
Columbia Double-Disc Records A-5542, A-5531, A-5549, A-5494—a few One-steps and Hesitations that a majority of Columbia dealers are finding hard to keep in stock.

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

NEW EDISON ARTISTS

To Make Their Debut in the Edison Blue Amberol List for September.

Three prominent artists will make their debuts in the Thomas A. Edison Blue Amberol list for September. The trio is headed by Alessandro Liberatti, the distinguished bandmaster and cornetist, who has been touring the United States in the September list. Liberatti's Band is represented by "The March of the Inland Tribes," "La Speranza Waltz," "Suffragettes," and "Wanderer." Among the Victor sales to noted people by the A. Liberati, who is basso of the Fifth Avenue Presbyterian Church Quartet, sings that notable song of Schubert's, "The Wanderer." Last but not least comes Samuel Gardner, a clever young violinist, who made his debut last year in New York. He is a pupil of Franz Kneisel, and one in whose he has taken a great interest. Although born in Russia, he is essentially an American product. Comparatively a youngster, he plays like a veteran, and is evidenced in his rendition of Dvorak's exceedingly popular "Humoresque." There is authority, charm and perfection in his playing that will make his records popular.

EX-GOVERNOR DOUGLAS A BUYER.

Among the Victor sales to noted people by the A. Liberati's Bond is represented by "The March of the Inland Tribes," "La Speranza Waltz," and "The Suffragettes March." These compositions of Liberatti are played by his band with a finish and charm that is inspiring. The instrumentation of the band is rich in quality and well controlled, notable, moreover, for a wide range. Mr. Martin, who is basso of the Fifth Avenue Presbyterian Church Quartet, sings that notable song of Schubert's, "The Wanderer.

A Trio of Notables.

Edward D. Easton, president of the Columbia Graphophone Co., accompanied by H. L. Willson, assistant general manager of the company, and Senator William E. Johnson, a prominent captain of industry, sailed recently on the steamer "Imperator" for a four weeks' trip abroad, visiting England and Continental Europe.

Furnishes Funeral Music.

Accordingly an Edison disc phonograph was used to play "Lead Kindly Light," "In the Sweet Bye and Bye," and "One Sweetly Solenn Thought." The substitution was pronounced highly appropriate by the mourners.

TO HANDLE COLUMBIA LINE.

The Columbia Graphophone Co. closed arrangements this week with the New Jersey Piano Co., Plainfield, N. J., whereby this well-known piano concern will handle a complete line of Columbia products and feature them in an extensive publicity and selling campaign.

The Silas E. Pearsall Company

Were first in the field as Jobbers of Victor Products to believe in the Supremacy of the Victor and are referred to as the house where VICTOR GOODS may be found when a shortage exists. Many dealers have been placed upon our books during the past strenuous six months. Come in under our wing. We need you to help maintain Our Standard. It will pay you to enter into correspondence.

C. E. GOODWIN TO EUROPE.

C. E. Goodwin, of The Phonograph Co., Chicago, is visiting Europe on his annual vacation, expecting to return in about one month.

Columbia Graphophone Company

Woolworth Building, New York

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

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A Practical RECORD System

FOR DEALERS

The New Tamaco Stock Record Rack
Capacity 1000 Records
Price

Write for circular describing this record rack—it has new features—you'll be interested.

OUR new Record Stock System Pamphlet is ready. This system shows you which are the big, live sellers in your record stock—shows you just how many you have sold during the past month or year of any number, enables you to order without fear of overstocking—prevents an accumulation of slow selling records, and the loss of profits by not having records your customer wants. It shows your exact investment and turnover—is a perpetual inventory and automatically reorders—is simple and inexpensive to install and operate.

You’ll be interested in our Summer Sales Ideas, too.

THE TALKING MACHINE COMPANY
12 North Michigan Avenue Chicago, Illinois
THE TALKING MACHINE WORLD.

FROM OUR CHICAGO HEADQUARTERS

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

(Special to The Talking Machine World.)

CHICAGO, ILL., July 9.—The talking machine men are not complaining about dull times, and every-where throughout this specially favored section of the county crop reports are excellent, and they tend to give a new life and impetus to business.

A number of our well-known local talking machine men have been attending the national convention of Talking Machine Jobbers at Atlantic City. J. F. Bowers has never missed a meeting since he was instrumental in founding the organization at Buffalo, and this year Marquette Healy has paid his first visit to the national meet of talking machine men, and no doubt he will be impressed with what he sees and hears at Atlantic City.

Edward H. Uhl, local manager of the Wurlitzer interests, and Mr. Siemon, as well as S. O. Wade and Mrs. Wade, journeyed down to enjoy the cooling breezes of the favorite Eastern resort during convention week.

While chatting with the talking machine men locally, one is more and more convinced that the talking machine trade is one of the very few which is enjoying prosperity, and of course with the big crops which we seem reasonably sure of securing now, there will be a greater demand than ever before upon the manufacturing resources of the industry.

The talking machine trade has grown some since its inception and is continuing to go forward by leaps and bounds. The conditions surrounding it were never better than to-day, and one delightful thing about the trade is that there has been no price cutting and slashing. Pick up the papers containing the advertisements. They are always of the appealing, educational character rather than of price cutting.

How much better it would be if some of these methods were registered upon the piano business. It would be refreshing indeed to turn to papers containing announcements of pianos and find that the intent of the advertiser was to interest purchasers on the basis of supply, because it will do away with price haggling very materially.

At the W. W. Kimball Co. Mr. Blanchard said: "You can put this company down as hearty in favor of any legitimate effort to accomplish the above reform in relation to the recording of contracts of sale. I, personally, worked for this object in previous attempts and am aware of the obstacles that the measure had to pass in the Legislature. It may be that present conditions will make it easier to do something. At any rate we should try and have the united support of all parties who will be benefited by the proposed change in the law. It is useless for individuals to try and accomplish anything."

At Lyon & Healy's the credit department was very strongly in favor of some such move or any move that would give safety. "The bankruptcy courts absolutely refuse to allow claims under a sale contract, and all we can do is file our claim with the other creditors for the unpaid balance and see the piano or Victrola that is really our property included in the assets of the bankrupt. We heartily hope that the attempt will succeed."

Mr. Whitlock, chairman of the legislative committee of the Chicago Association of Credit Men, is receiving co-operation of a number of members of the music trade throughout the State. Those wishing to co-operate are invited to communicate with him.

Big Columbia Record Sales.

Charles Baer, local manager of the Columbia Graphophone Co., reports that the past month has shown an excellent sales record with a particularly heavy business in the record department. The Columbia records have been mounting steadily in the past thirty days and have shown what a wonderful impetus the liberal Columbia advertising has created. Sales of the medium-priced machines for use in summer homes are also marked, and in this the Columbia advertising department must also be thanked. Mr. Baer returned to his offices from a three weeks' motor ing trip to the East in excellent health and well prepared for a heavy fall business.

W. C. Fuhrri, district manager of the Columbia interests, is on a three weeks' vacation at Spring Lake, Mich., and is enjoying boating and fishing.

A. J. Tucker, who is in charge of the wholesale order department, is confined to his home by a serious illness that his physicians fear may develop into typhoid fever.

Increases Capital Stock.

The Phonograph Co., local Edison jobber, has (Continued on page 49.)

THE WADE—THE PRACTICAL 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 the angle resulting in the best tone. The WADE cutters are made of the best steel and are absolutely guaranteed.

THE WADE—Fibre Needle Cutter No. 2

Safeguarding Deferred Payment Contracts. The attention of the Chicago Association of Credit Men has been called to the necessity of some legal action to safeguard merchandise sold on deferred payments. The party pushing the move is the Moneyweight Scale Co. It sells its scales on deferred monthly payments and finds that the only protection it has against the attaching creditor or a court action is the filing of a chattel mortgage. Of course, when a chattel mortgage is given it must be by the owner of the article, so that it becomes necessary, to have complete protection, to pass the ownership with the first payment and then take back a chattel mortgage for the deferred payments. The making and recording of the mortgage is expensive, unnecessarily so, the makers of the scale contend. They believe that the same end would be attained and even greater security afforded the seller if a law were placed on the statute books by which the contract of sale could be made a matter of record.

This matter is one that deeply interests the music trade of Illinois and a majority of the instruments are sold on contracts of sale providing for payments extending through a term of many months, during which almost anything is likely to happen. The piano dealers have tried to secure such a law several times, and have also tried to secure a modification of the chattel mortgage act which would permit of their being acknowledged before a notary instead of going before the municipal court. In both cases the attempt was futile. A law similar to that asked for in Illinois is in force in New York State, and there seems no good reason why the same rule should not prevail in this State. As it is, the seller of a piano or talking machine, unless he goes to the trouble and expense of taking a chattel mortgage and recording it, is at the mercy of an insolvent buyer.

The bankruptcy courts positively refuse to recognize these sales, and the contract has been declared of no effect as against an intervenor-purchaser of the instrument so that such some action as urged by the Moneyweight Scale Co. would be very welcome; and now that the music dealers are re- informed by lines other than their own they may be able to secure some action. The Credit Men's Association has the matter before the legislative committee, of which Mr. Whitlock, of Belding Bros. Co., is the chairman.

THE WADE—Fibre Needle Cutter No. 1

The Wade

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

WADE & WADE, 3807 Lake Ave. Phone, Douglas 8108 CHICAGO, ILL.
Satisfy Your Customers!

Send Your Record Orders to us. Our Record Stock is now

95% COMPLETE

Lyon & Healy

CHICAGO
Persons and Visitors.

Some recent visitors to the local trade were P. R. Piacent, Hastings, Ill.; Herman Marks, Emmetsburg, la.; C. B. Touhey, Fort Atkinson, Wis., and W. H. Hals, manager of the Victor department of G. W. Wheelock & Co., South Bend, Ind. Other talking machine men visiting the Great Central Market were H. G. Power, of the Taylor Carpet Co., Indianapolis, Ind.; L. C. Peck, of the Peck Hardware Co., Berlin, Wis., and Mrs. Weise, of Bradford Weise & Co., of Waverly, Ia. Mr. and Mrs. Fulton De Forest spent a part of their honeymoon at Chicago during the past month and called at the offices of the Talking Machine Co.

Guy Miller, T. J. Miller & Sons, piano and talking machine dealers of Dixon, Ill., was a visitor to the Lyon & Healy offices this week.

E. S. Wilson, of the Wilson Music House, was also a caller at the big Wabash avenue institution, motorizing in from Oshkosh, Wis., where his business is located.

George Israel, formerly buyer of talking machine department of Hillman's, has taken charge of the same department at Rothchild's succeeding Harry Solomon, who now has charge of other departments. Mr. Price, formerly of Grand Rapids and Detroit, Mich., has been selected to take direct charge of the talker department.

J. Staniland, Thirty-second and Halsted streets, prominent Lithuanian music dealer, has just placed extensive improvements in his department.

Mr. Davies, manager talking machine department of John Taylor & Sons, Cleveland, O., was in Chicago during the month. His firm is making Albert M. Mansfield, Eastern representative for Lyon & Healy, was a recent visitor to Chicago.

George C. Jewel, Rhinelander, Wis., was a visiting dealer this month.

S. M. Ladd, of Morrison, Ill., and John Dahlin, St. Charles, Ill., were Edison dealers in Chicago recently.

A. D. Wayne, retail manager of the Edison Co., is on a vacation at Fox Lake, Ill.

W. C. Motternhead, assistant advertising manager of Lyon & Healy, is spending a two weeks' vacation at one of the Wisconsin lakes.

Edmiston's Ingenuity.

H. E. Edmiston, retail manager of the F. G. Smith Piano Co., was seated with a brilliant idea the other day and proceeded to put it into execution. A Columbia Grafonola sign representing a stage where a young man and a pretty girl are dancing to the music of the Grafonola was placed in the window. The sign was not intended to be an illuminated one, but Mr. Edmiston, in a few minutes, rigged up an electric lighting arrangement which gave the sign the most realistic appearance and which, in the late hours of the night, stood out in the Washash avenue darkness like a cameo. As late as 11 o'clock, passers-by were stopping to admire the display and read the prices of the various instruments in the window.

 Reasons for His Faith.

Arthur Soudek, manager of the American Kling- sor Works, reports that dealers all over the country are preparing for a big fall business. Mr. Soudek said to The World: "I base my belief on the big demand we are receiving for our needles, and when calls for such an accessory come in so heavily at this time of year it would seem that the dealers themselves believe that 1914 and 1915 will break all records. The remarkable response to our announcement in The World last month has satisfied me that there is a big demand for needles suited to the requirements of the different kinds of records. The fact that the Klingsor needles can be used with either the Victor, the Edison or the Columbia machines is another point in favor of the dealer who handles our product as every owner of a machine, no matter what kind, is a prospect."

HOW LYON & HEALY UTILIZE WINDOW DISPLAY SPACE.

Window Trim Connecting Vacation Season with the Victrola Which Has Won High Praise—Enjoyment of Camping Enhanced by Music—Suggestions for Dealer with Small Window.

(Special to The Talking Machine World.)

CHICAGO, Ill., July 9—About this time of the year thousands of city dwellers, both business men and those not so busy, are thinking of the delights of the North woods, are overhauling their camp equipment, replacing that which has served its time, eliminating those articles which have been proven unnecessary and adding those new devices that experience has proven will be of value and add to the pleasure of the trip.

Aware of this fact, Lyon & Healy have selected their great front display window that it suggests most emphatically the necessity of including in the outfit for this season is a portable Victrola. Would this be a little bit of all right?

The photo herewith will help you understand this window display. To the right of the scene is the tent. On a stump before the tent is the Victrola, which is a Model in Every Respect.

The fact that the Klingsor needles are the best on the market.

(Continued on page 50.)

“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
THE TALKING MACHINE WORLD.

Better Make Your Cabinet Plans Now.

Don't let the Summer weather make you forget about Fall. Fall always means "rush" and "work." Summer is a good time to "think." Better plan to make this a big Salter Cabinet year—and place your orders early, because an ounce of preparation means a pound of profits.

We have Cabinets suited to

**EDISON**

**VICTOR** and

**COLUMBIA** Machines

They harmonize perfectly and are built so as to appear as one.

PLACE ORDERS EARLY.

SALTER MFG. CO.

339 North Oakley Boulevard

CHICAGO


The Talking Machine World.

artola, which commands the attention of the lady of the party. Her son restrains a dog, while to the left the man of the party is engaged in casting the fly. The background shows a Northern forest and the foreground is trimmed to represent a glade with a brook running through the foreground. This brook is the great attraction, and all the more because it contains a number of genuine brook trout from Michigan. The running water and the fish gliding about as if thoroughly at home in their environment make this the most interesting part of the scene to many spectators.

This very attractive window picture is the work of W. J. Stewart, the window trimmer for Lyon & Healy. The large size of the display space in this window makes such work possible as this window and that of a year ago, when a full-sized electric launch was shown in motion, the party on board listening to the music of a Victrola.

There are few windows that could reproduce this set scene in its entirety, but there are many that could use motives from it. For example, that portion of the scene showing the tent flap with the Victrola on a stump could be easily set. If the figures were not available the display would be suggestive and accomplish its purpose with only the tent and the Victrola. A still smaller window could be made from the idea by showing a tent directly across the back, making the end of the tent the background for the window. In the foreground could be placed a stump or log of wood, either being usually obtainable. On this place the Victrola. The floor of the window should be covered with some imitation of grass unless the window trimmer wishes to be very realistic, in which case a flooring of sod might be used. But in this case, as in most other cases of stage work, the imitation will be found to look more life-like than the real article. Trim the sides and top with branches of trees with plenty of green leaves, add anything that can be had in the shape of stuffed wild animals, and the trick is done.

A companion scene would be a representation of a campfire at night, the fire burnt low and the figures shown lying down, wrapped in their blankets. No figures would really be needed, as the blankets could be arranged around piles of cloth or any substance that could be shaped to represent the outline of a human figure. The fire is easily represented by making a pile of partly burnt sticks and ashes against a backdrop and under the pile placing an electric light with a red bulb. This can be made to glow from the center of the campfire in a very realistic fashion.

In all cases appropriate window cards would make the lesson plain by announcing that you could supply portable Victrolas to vacationists immediately or whenever wanted. Another card would call attention to your stock of records.

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

Springs for any kind of Talking Machines

No doubt you will find it interesting.

EMIL RIEDEL

Sächsische Sägen- u. Federstabwarenfabrik.

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

"Standard" Record Cleaner

ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

Extended brush area cleans record with one sweeping circuit.

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 yourjobber.

STANDARD GRAMAPHONE APPLIANCE CO.

173 LAFAYETTE STREET,

NEW YORK

Springs for any kind of Talking Machines

No doubt you will find it interesting.

EMIL RIEDEL

Sächsische Sägen- u. Federstabwarenfabrik.

Chemnitz-Gablenz, P. O. Box 10, Germany
YEAR'S CROPS OF RECORD VALUE.
Wheat, Corn, Oats, and Barley Worth the
Stupendous Total of $3,418,000,000—Prom-
ise 5,210,000,000 Bushels—Corn Crop Will Be
A Largest One Than Usual, Government
Reports Show, with Wheat a Bumper.
(Special to The Talking Machine World.)
WASHINGTON, D. C., July 8.—It will be joyful
news to talking machine men and to all lines of
trade that the four leading American cereal crops
this year will cross the 5,000,000,000-bushel mark
for the first time, which an approximate increase
of $200,000,000 in value over the average produc-
tion and price for the last five years.
This staggering fact is contained in to-day's an-
nouncement by the Crop Reporting Board of the
Department of Agriculture, forecasting the 1914
crop of wheat, corn, oats and barley. The fore-
cast is based on the condition of the crops on July
1 as reported by the correspondents of the Gov-
ernment throughout the country.
The total crop of wheat, corn, barley and oats is
expected to amount to 5,210,000,000 bushels. The
five-year average production of these crops from
1909 to 1913 was 4,777,000,000 bushels. On the
basis of the prices per bushel actually prevailing
for these products on July 1 the estimated crop of
wheat, corn, barley and oats this year will be worth
$3,418,000,000. On the basis of the average price
for the last five years, $3,315,000,000. The aggre-
gate of these crops will be 45,000,000 bushels above
the five-year average production.
The most valuable of these crops this year will be
wheat. The forecast is 2,868,000,000 bushels.
The price of corn on July 1 was 75.5 cents a bushel,
giving this crop an approximate value of $2,151,-
000,000. The corn crop forecast is expected to ex-
cede the five-year average by 89,000,000 bushels,
and its value would correspondingly exceed the
average annual value by $233,000,000.
The forecast for winter wheat is 955,000,000
bushels, as compared with the annual average pro-
duction for five years of 953,561,000 bushels. On
the basis of the July 1 price of 70.9 cents a bushel,
the crop will be worth $521,005,000. This year's
crop, on the basis of July 1 prices, will be worth
only $1,186,000 more than the annual average crop
for the past five years.
The forecast for spring wheat is 275,000,000
bushels compared with an annual average of 228,-
819,000 bushels. This year's crop is expected to be
worth about $290,000,000 on the basis of the July
1 price of 76.9 cents a bushel.
The forecast for the oat crop is 1,291,000,000
bushels compared with an average production of
1,291,788,000 bushels a year during the last five
years. At the July 1 price, 86.8 cents a bushel, this
year's crop is expected to be worth $486,950,000 as
compared with $504,450,000, which represents the
average value of our oat crop for the last five years.
The forecast for barley is 211,000,000 bushels, as
compared with 178,189,000 bushels on the average
for five years. Barley was worth 47.5 cents a bushel.
On that basis this year's crop will be worth $99,170,000.

WANTS BUSINESS PHONOGRAPH.
The secretary of a prominent and progressive
wholesale hardware house in the United Kingdom
has manifested an interest in securing the agency
for a phonographic machine for registering dic-
tated correspondence, etc. No machine of this
kind has as yet made their appearance in the
district, which has a population of over 1,000,000,
and includes a number of good sized cities.

GREATEST OF EDUCATORS.
The talking machine is the greatest of all edu-
cators. It puts the artisan on speaking terms with
the great composers. Humanity at large enjoy
their masterpieces—a pleasure formerly confined
to a favored few among professional musicians.

The “OGDEN” Record Sectional Unit
and Filing System
IS A BIG SUCCESS!

Popular demand for this ideal record filing system has made it necessary to
double the order with the factory. Illustration shows 10 section outfit (3,000
record capacity) all sections dust proof. Springs in each compartment, posi-
tively keeps records from warping.

GETS ANY RECORD IN 4 SECONDS
By the use of adjustable numerical signals Class (Color) Signals show you
every similar record in stock. Without referring to catalog they indicate all
Modern Dance records, Sacred Songs, etc. Also marks “slow-sellers” and “cut-
outs” and prevents reordering. You can attach these signals 1 a second.
Each section has a capacity of 500 records. Finished to match your interior.
Condenses stock, saving time and space and increases sales to pleased customers
because of speedy record service, filed in a dignified system.
Finding, Filing and Re-ordering in one-half the usual time.

WRITE FOR DESCRIPTIVE BOOKLET,
naming your jobber. If he has secured the agency they can be shipped direct
to you and billed by him.

The CORTELLA TALKING PICTURE CO.
(Special to The Talking Machine World.)
Dorrz, D. C., July 7.—The Cortella Talking Pic-
ture Co. filed a certificate of incorporation this
week with the Secretary of State to manufacture
talking machines. The capital is given at $200,000,
and the incorporators are: A. Antonelli, W. T.

NEW NOISE PRODUCING MACHINE.
(Special to The Talking Machine World.)
CHICAGO, Ill., July 7.—W. A. Rubenstein, Jr.,
is erecting a factory in which to manufacture a
French noise producing machine to be used in
theaters, imitating all sorts of noises and operated
by a system of keys similar to those of a piano.

J. B. OGDEN, Lynchburg, Va.
“Puts Any Record in your hand in 4 seconds.”
The number of talking machine dealers who restrict their business to one line of product alone is becoming less by every mail.

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

Columbia Graphophone Company
Woolworth Building, New York

TO BOOM OUR FOREIGN TRADE.

For the accommodation of those engaged in or devoted to the development of American foreign trade a new downtown club has been organized in New York, to be known as India House.

At a recent meeting of a number of persons interested in this project, James A. Farrell, president of the United States Steel Corporation, was elected president; J. P. Grace, president of W. R. Grace & Co., treasurer, and Willard Straight, of J. P. Morgan & Co., secretary. Alba B. Johnson, president of the Baldwin Locomotive Works, Philadelphia; Edward N. Hurley, president of the Machine Co. of Chicago, and James R. Morse, of the American Trading Co., were elected vice-presidents.

The three-story building at No. 1 Hanover square, long occupied by W. R. Grace & Co., and formerly the New York Cotton Exchange, has been leased and is now being remodeled and decorated in harmony with the early traditions of the United States, which it is the purpose of the club to perpetuate. The membership will be national in character.

The organization committee consists of prominent men in New York, Philadelphia and Chicago. The organization will be promptly completed and it is expected that the club will be opened on November 15.

Mortimer D. Easton, son of President Edward D. Easton and advertising manager of the Dictaphone, arrived in New York recently on the steamer "Hamburg," accompanied by Mrs. Mortimer D. Easton. Mr. and Mrs. Easton had spent their honeymoon abroad, visiting during the past six weeks all the leading countries on the Continent. Mr. Easton also spent some time at the Dictaphone headquarters in London.

AN ENTHUSIASTIC LETTER.
The Boston branch of the Columbia Graphophone Co. received last week the following interesting letter from Don S. Ferguson, Beachmont, a prominent dancing instructor, who is the owner of a "Mignonette" machine and practically every dance record in the Columbia library:

"I received my graphophone in good condition and desire to thank you for the promptness in delivery. While acknowledging receipt of machine, I take pleasure in extending my appreciation for the splendid results obtained by the use of this instrument. There is nothing more worthy to receive than praise that originates from complete satisfaction. You are the receiver of my congratulations upon the product you are now marketing for dance records. My pupils and myself are unanimous in the opinion that they cannot be excelled.

The tempo is perfect, the music inspiring, the tone inviting; three essentials for modern dancing.

May our future relations continue in accordance.

(Signed) Don S. Ferguson."

LONG CABINETS
Have Many Friends

A splendid line of well made, elegantly finished, Record and Player Roll Cabinets.

Prices and printed matter for the asking.

THE GEO. A. LONG CABINET CO., Hanover, Pa.
Address CLEMENT BEECROFT, Sales Manager
309 W. Susquehanna Avenue, Philadelphia
July 15th, 1914.

TO VICTOR DEALERS:

Between now and Fall, PROGRESSIVE VICTOR DEALERS will try and IMPROVE THEIR SERVICE and thus BE PREPARED for INCREASED BUSINESS during the coming season.

They will study the methods of others, SUCCESSFUL in their line, and will PROFIT accordingly.

PROGRESSIVE DEALERS are also realizing that they must study the METHODS OF ALL JOBBERs--TEST their SERVICE--be sure they have the EXPERIENCE, ORGANIZATION and CAPITAL to meet demands at ALL times.

The steady, healthy growth of this Company is the result of "BLACKMAN SERVICE" and it enters every transaction.

If you are not a "BLACKMAN DEALER", we extend you a cordial invitation to become one and IMPROVE YOUR SERVICE.

Yours truly,

BLACKMAN TALKING MACHINE CO.

[Signature]

[Signature]
CARRY LARGE STOCK OF GOODS

In their spacious quarters at 351-353 Fourth Avenue, New York, C. Bruno & Son, Inc., carry an extensive line of Victor Talking Machines and Records for ready shipment to their dealers in territory they control.

It is interesting to note the service extended by C. Bruno & Son, Inc., Victor distributors, 351-353 Fourth Avenue, New York. The accompanying illustration showing a portion of the record rooms gives an idea of the large stock carried. In addition to handling a large amount of merchandise, the company make a specialty of prompt shipment, which gives an idea of the large stock carried. In addition to handling a large amount of merchandise, the company make a specialty of prompt shipment, which gives an idea of the large stock carried.

In the first place, she began, "I hold a skein of wool over my arm, tie one end of the wool on the machine and then start the machine. The wool is wound up in a reel, and the reel on the graphophone pin and the wool is wound up in no time."

NEW USE FOR RECORDS.

"I've found a new use for those phonograph records you bought last week and which cost such a lot of money," said his wife, according to the San Francisco Chronicle. "How clever you are!" he exclaimed. "What is your latest?"

"In the first place," she began, "I hold a skein of wool over my arm, tie one end of the wool on the pin, place the reel on the graphophone pin, and then start the machine. The wool is wound up in no time."

The Triton Phonograph

Retails 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 $5.00.

For Sale

For Sale - Very cheap to quick buyer, 60 Edison Phonographs, $10 Standard, 10 homes, all good order, 2,000 Blue Amberol records run of catalogue. Address "F," care The Talking Machine World, 373 Fourth Ave., New York City.

Position Wanted

Positions wanted - By live salesman, capable of being manager. 10 years experience in talking machines and pianos; am at present manager of F. Pass firm carrying the New Edison Disc. Address "C," care The Talking Machine World, 373 Fourth Ave., New York City.

Manager Wanted

An experienced and capable phonograph man to qualify as manager of a jobbing and retail proposition. Edison Disc and Cylinder line. Address application to "Smith," care The Talking Machine World, 373 Fourth Ave., New York City.

Manager Wanted

Splendid opportunity for talking machine manager with one thousand dollars to invest in department, in one of the best department stores in Middle West. Policy of store requires investment for department managers. Address "J. J. J." care The Talking Machine World, 220 So. State St., Chicago, Ill.

Open for Engagement

Talking machine man with 15 years' experience, wholesale and retail, would like to connect with an appreciative concern; satisfactory references assured. Address "J. J. J." care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED

Manager for Victor-Victrola Department; state age and experience; all applications treated confidentially if desired. Address The Cable Co., 137 W. 4th St., Cincinnati, Ohio.
TRADE CHANGE IN 50 YEARS.
Vast Growth of Exports Over Imports in the Last Half Century—Some Interesting Figures Set Forth That Are Worth Study.

The annual report on the commerce and navigation of the United States in the fiscal year 1913, just issued by the Bureau of Foreign and Domestic Commerce, reveals conditions of trade and industry in marked contrast with those prevailing in earlier years.

In a total trade of $4,270,000,000 last year, exports exceeded imports by $623,000,000, while at the middle of the last century, as shown by earlier reports of the series, imports were largely in excess of exports. Then imports of manufactures were more than five times the exports thereof, while in 1913 exports of manufactures were more than six times the imports of like classes. Meanwhile manufactured articles have largely replaced farm products and raw materials, except cotton, as the leading articles contributing to the export trade. Only in the carrying trade has the United States lost ground in the last half century. In 1860, for example, 70 per cent. of the foreign commerce was carried in American bottoms, while last year 80 per cent. was carried in foreign bottoms.

Additional interest attaches to the 1913 report, entitled "Commerce and Navigation of the United States," by reason of the fact that it contains the final statistical exhibit of the commerce handled at individual ports, many of which, under the reorganization effective July 1 last, lost their identity and are now included in rearranged districts bearing general titles, such as Massachusetts, Michigan and St. Lawrence. The continued report on the commerce and navigation of the United States in the fiscal year 1913, reveals conditions of trade and industry in marked contrast with those prevailing in earlier years.

Flexible Star needle easily eign trade, Galveston has rapidly gained and is worth of merchandise making up our for-

ports exceeded imports by $653,000,000, while at
earlier years.

istic Commerce, reveals conditions of trade and in-
just issued by the Bureau of Foreign and Dome-
states as cotton laces, embroideries, etc., which
paid $22,000,000 in duties, to snowshoes, paying $300,000,000.

NO INSIDE DISCOUNTS.
Printers' Ink Comments on a Recent Action of the Victor Talking Machine Co. and Tells Why It Came Into Being.

The July 9 issue of Printers' Ink contained an interesting article by one of the staff writers, relative to the new rule which the Victor Talking Machine Co. has inaugurated, whereby all discounts to employees and stockholders are abolished. This article reads as follows:

Along with the increasing sentiment against the quantity discount has come a feeling that the granting of 'inside' discounts to employees, stockholders, etc., is likewise a danger to fair-trade principles. Especially among concerns which try to maintain re-sale prices, it is coming to be recognized that any variation from the principle of treating every buyer exactly alike as regards price is a mistake in policy.

"That the situation has become acute in some quarters may be surmised from a new ruling just promulgated by the Victor Co. to conserve the real interests of the employers and purtenances are given to any member of your firm, officer, director or stockholder of a corporation, or employee of either.

Why the Victor Co. Changed Its Policy.
"Formerly the Victor Co. did not raise any objection to the trade giving complimentary discount to legitimate employees, and the Victor Co. followed this practice with the 6,000 workmen in its manufacturing plant. The circumstances which led to the present radical change of policy may not be without significance for advertisers and manufacturers who are marketing specialties of wide popular appeal. It has all come about from the fact that various department stores throughout the country took advantage of the Victor Co.'s leniency in this regard to inaugurate what practically amounted to a cut-price campaign. The offer of a ten per cent. discount was made openly in the pay envelopes of all the department-store employees, and the possibilities of this wholesale shaving of prices—there being 50,000 department-store employees in New York City alone—aroused the Victor Co. to action.

"The matter would be serious enough if the loss to manufacturers and distributors through the advantage taken of the ten per cent. discount were confined to legitimate employees and the relatives that they might endeavor to favor openly or surreptitiously. However, manufacturers who have studied the situation say that it has a yet more serious side in that employees have been tempted in not a few instances to split the discount with comparative strangers who desire to purchase the goods and who contract to buy them through an employee, in order to save a fraction of the list price—say five per cent, while the employee retains five per cent. for conducting the transaction."

PROGRESSIVE JOBBERS ADVERTISE IN THE TALKING MACHINE WORLD. CONSULT THEIR ANNOUNCEMENTS.

Flexible Star Needle

The right hand illustration shows the Flexible Star Needle and Holder in proper position on a disc record. It can be easily applied to any sound-box having a screw fastening to hold the needle.

TO APPLY
To apply the needle holder, insert the shank of the needle through the hole of the holder and tighten the screw firmly.

TO CHANGE NEEDLES
The illustration at the left shows the clamp-nut open in position to change Star Needle. The needle is placed over stud as indicated. The clamp-nut is dropped down over stud and tightened firmly.

AFTER PLAYING
After playing a record to bring a new point into position, the crank-handle is turned one quarter to apply the needle holder, insert the shank into the needle opening in the same way as an ordinary pin and tighten the screw firmly.

Price—Complete Set
Needle holder and 300 points...$3.00
Extra points, package of 300...1.00

The complete attachment—simple, quick and easy to handle.

Complete descriptive folder mailed on request.

FLEXIBLE STAR NEEDLE CO.
CLEVELAND, OHIO

701 Commercial Building
2056 East Fourth Street
OUR SILENT SALESMAN ASSORTMENTS

A Place for Everything and Everything in Its Place
These HANDSOME GLASS SHOW CASES
ABSOLUTELY FREE!

Size 8" X 12"

<table>
<thead>
<tr>
<th>Contents of Bridge Assortment No. 1</th>
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<tbody>
<tr>
<td>1 doz. No. 705 Bridges...</td>
<td>$0.15 1 doz. No. 12 Bridges...</td>
</tr>
<tr>
<td>2 doz. No. 706 Bridges...</td>
<td>$0.25 2 doz. No. 12 Bridges...</td>
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<tr>
<td>3 doz. No. 707 Bridges...</td>
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<tr>
<td>4 doz. No. 709 Bridges...</td>
<td>$0.40 4 doz. No. 12 Bridges...</td>
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<td>$0.45 5 doz. No. 12 Bridges...</td>
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<td>7 doz. No. 709 Bridges...</td>
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<td>Sells for</td>
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<td>Net Cost to You</td>
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<tr>
<td>Your Net Profit</td>
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Contents of Mandolin Pick Assortment No. 2

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<td>8 doz. No. 4 Picks...</td>
<td>$0.05 8 doz. No. 35 Picks...</td>
</tr>
<tr>
<td>Sells for</td>
<td>-</td>
</tr>
<tr>
<td>Net Cost to You</td>
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<td>Your Net Profit</td>
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Contents of Tailpiece Assortment No. 4

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<td>1 1/2 doz. No. 710 Tailpieces...</td>
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<td>2 doz. No. 711 Tailpieces...</td>
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<td>3 doz. No. 712 Tailpieces...</td>
<td>$1.20 1 1/2 doz. No. 100 Tailpieces...</td>
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<td>4 doz. No. 713 Tailpieces...</td>
<td>$1.30 2 doz. No. 100 Tailpieces...</td>
</tr>
<tr>
<td>5 doz. No. 715 Tailpieces...</td>
<td>$1.40 3 doz. No. 100 Tailpieces...</td>
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<tr>
<td>6 doz. No. 716 Tailpieces...</td>
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<tr>
<td>Sells for</td>
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<td>Net Cost to You</td>
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<td>Your Net Profit</td>
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Contents of Peg and Mute Assortment No. 5

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<td>$0.70 4 doz. No. 745 Mutes...</td>
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<tr>
<td>5 doz. No. 724 Pegs...</td>
<td>$0.80 5 doz. No. 745 Mutes...</td>
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<td>6 doz. No. 725 Pegs...</td>
<td>$0.90 6 doz. No. 745 Mutes...</td>
</tr>
<tr>
<td>7 doz. No. 726 Pegs...</td>
<td>$1.00 7 doz. No. 745 Mutes...</td>
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<td>8 doz. No. 727 Pegs...</td>
<td>$1.10 8 doz. No. 745 Mutes...</td>
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<tr>
<td>Sells for</td>
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<tr>
<td>Net Cost to You</td>
<td>-</td>
</tr>
<tr>
<td>Your Net Profit</td>
<td>-</td>
</tr>
</tbody>
</table>

The Columbia automatic stop. The most accurate automatic stop made and the easiest to operate.
Gun Metal, $2.00 list. Nickel Plated, $2.50 list. Gold Plated, $3.00 list.
May be adjusted to both Columbia and Victor disc machines.
Order from any Columbia Distributor.
The Columbia Grafonola "Mignonette"—$100—has been designed and built with a view to providing the best quality for $100 that this Company—or any other company—has ever produced, and it is proving itself all that.

Columbia Graphophone Company
Woolworth Building, New York

Some people have so little confidence in themselves that they really don’t think they could plan a house better than the architect.

PLEASED WITH TRADE PROSPECTS.
Indianapolis Surprised at Summer Activity—
Please Trade Prospects.

Indianapolis, Ind., July 9.—Indianapolis talking machine dealers assert they are surprised at the
moment.

PLEASED WITH TRADE PROSPECTS.

ZEITSCHRIFT

PHONOGRAPHISCHE

C. J. HEPPE & SON

VICTOR

Distributors

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 ma-

chine publication 10 Marks yearly.

Sample copies sent free.

PROGRESSIVE JOBBERs ADVERTISE IN

THE TALKING MACHINE WORLD.

CONSULT THEIR ANNOUNCEMENTS.

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

Some people have so little confidence in themselves that they really don’t think they could plan a house better than the architect.
The VELVATONE talking machine needles can be used on all disc records. Perfect music with the VELVATONE—no scratching. Jobbers and dealers who have seen and heard them are enthusiastic over their merits. Get in your order now; be on the right side of the needle argument. It will help you to sell talking machines by making them more popular.

One needle will play a number of records by simply turning the needle ONE-QUARTER way round after playing each record.

VELVATONE NEEDLES are easy and convenient to use, and you add a great deal to the enjoyment you now derive from your instrument.

The tone is soft and sweet, and just the proper volume for the home. It is possible that in the first trial you may not obtain the best results, as it is necessary to play the records over a few times with VELVATONE NEEDLES, as they will lubricate and polish the grooves of the record. The production will then be clear and smooth, and the RECORDS will last indefinitely.

One Velvatone Needle Will Play A Surprising Number of Records

The Chemical process with which VELVATONE WOOD NEEDLES are treated contains an oily substance, which acts as a Lubri-cant, and thus polishes and smooths the grooves of the record to a great extent each time the record is played.

Write for Jobbers' discounts.

Instructions for Using Velvatone Wood Needles—Self Sharpening

Place the needle in the sound box in the same manner as an ordinary steel needle, then, in order to avoid injuring the point of the needle, place it carefully into the groove of the revolving record; let the needle remain in the same position in the sound box as long as it will reproduce perfectly. When it is necessary to change the needle do not throw it away, but turn it one-quarter way round and it will reproduce as clearly as at first. This can be repeated a number of times before the needle is worn out.

The number of records that can be played with a single VELVATONE NEEDLE depends upon the condition of the record.

Before perfect results are obtained with some records it may be necessary to play them over several times with a VELVATONE NEEDLE.

Jobbers who heard the VELVATONE at the Atlantic City Convention were surprised at the wonderful effects produced, and they placed goodly orders for them.

Do likewise—do it now, and quicken your business pulse.

50c. Per Package of 100

Liberal discounts to Jobbers. Full information given upon application

MANUFACTURED ONLY BY THE

VELVATONE WOOD NEEDLE CO.

KANSAS CITY, MO., U. S. A.
try them!

Discography of Its Approval by the National Board of Fire Underwriters, Pathoscope was allowed to use Picture Art at Grand Central Palace, New York. The New York Pathoscope Exchange, where all the teachers registered and where the book publishers and school-supply dealers had their exhibits. Educators realize the tremendous benefits obtained by the intelligent use of talking machines, and the time will come when every school, in addition to its piano and stereopticon, also will have a high-class phonograph, and the present convention is likely to give a greater impetus to the movement than its predecessors. While the Victor is the only house to get right in to the inner camp, the other houses, through local dealers, are making strong appeals to the teachers through window displays and newspaper advertising. The Columbia is making a big push of its Grafonola Mobile, which can be transferred from one room to another on its rubber-tired wheels in a moment and without any disturbance. That the device will appeal to principals of large schools is quite natural. P. P. Claxton, the United States Commissioner of Education, while declining to commit the Government wholly to the use of mechanical devices as aids in teaching and entertaining, said that his bureau workers had made considerable study of phonographs and stereopticons and while there had as yet been no official report as to their investigation it is well known, he said, that both can be made useful under intelligent administration.

The fellow who is always forgetting himself has no right to kick when he is forgotten. It may be a lofty ambition to hitch your wagon to a star, but it is safer to drop your anchor in the mud.

TRADE IN NEW YORK RUNNING AHEAD OF LAST SUMMER.

Jobbers and Dealers Now Placing Their Orders for Expected Fall Trade.—No Evidence of the Slightest Business Depression in the Reports of Local Members of the Industry—Sales to Yacht Owners.—Noteworthy Speed Record of Well-Known Sales Manager.

The most important topic of discussion the past month among talking machine dealers has been the marked contrast of their business to general mercantile affairs. It is indeed gratifying to visit the various dealers and find that, with practically no exceptions, their business during the month just closed showed a substantial increase over the corresponding period of last year.

To the business man in other mercantile lines this optimism is a great surprise, as general conditions have been very poor. The Caffin failure was a bomb-shell in all lines of business throughout the country, and particularly affected New York industrial conditions. Notwithstanding this unrest, however, talking machine distributors and dealers in this territory are emphatic in declaring that their business the past three months has been entirely satisfactory, and that their trade as a whole gives every indication of breaking all previous records by the end of the year.

The talking machine trade has been an important factor in newspaper advertising the past few weeks. The advent of vacation time, with the consequent demand for dance records and small music boxes, impressed the dealers with the fact that their advertising in the newspapers would be both timely and effective, and accordingly, good-sized advertisements featuring machines, records and services were inserted at frequent intervals and produced excellent results.

The record problem has steadily improved, and aside from a few complaints it is scarcely a topic of complaint among the distributors or dealers regarding record shortage. The factories are to be congratulated on this excellent situation, as the results of the disappointments in the early season are largely anticipated. The increased facilities provided by the manufacturers and the efficiency of their sales organizations have been very important factors in bringing this improved record trade.

**Business Better Than Normal.**

“Our June business was much better than normal,” said J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, Victor and Edison cylinder jobber, “because stocks have been so low that facsimile trading through the unused stock has been almost a thing of the past. This, of course, produces considerable business for the jobbers and dealers who are stocking up at the present time. I believe that the dealers know that there is a good, well-contrived plan for them, and to their advantage, to put in machine and record stock now, and carry a larger stock than usual for this year’s fall trade.

“Summer business so far has been somewhat better than ordinarily, due in a considerable measure to the continuance of the dance craze. Talking machines are being taken away to summer resorts by their owners for dancing purposes, which also stimulates the demand for the regular catalog records. On the whole, the talking machine business seems to be in excellent condition, with general business, which is dull and psychologically poor, consequently the talking machine business must be in turn psychologically better than other lines of business, which would tend to belief that psychology is a friend of the talking machine business.”

**Reports Gain of 50 Per Cent.**

“We showed a gain of over 50 per cent. in our last month’s business, as compared with June, 1913,” remarked R. F. Bolton, manager of the Columbia Graphophone Co’s wholesale headquarters, 89 Chambers street, New York. “This gain is doubly pleasing as the business depression is taken into mind. Collections have been very satisfactory, everything considered, and the outlook is decidedly encouraging. The most important item of our business in June was the steady demand for the higher priced machines as compared with last June, when the cheaper machines were more in demand.”

**Demonstrations Attract Trade.**

“Our daily demonstrations have proven very successful,” said H. N. Purdy, manager of the Edison disc department of Hardman, Peck & Co., 453 Fifth avenue, the prominent piano house, “and we believe they have contributed materially to the excellent June business which we closed in both Cleveland and Buffalo. As a matter of fact, our sales totals last month exceeded our expectations, and for a summer month were really fine. The Edison disc records are meeting with a ready sale and winning the admiration of all our clients.”

**A Remarkable Achievement.**

A propop of the recent disastrous fire which almost completely destroyed the talking machine department of the Victor Distributor Co., Victor distributor, as noted in detail in another section of this paper, some idea of the tremendous labor involved in replacing the company’s stock may be gathered from the following incident: W. Moody, sales manager of the company, as soon as the temporary quarters at 77 Reade street had been rented the day after the fire, started, with the help of several men from the Victor factory, to order the company’s record stock, which had been practically destroyed in its entirety, and to replace the 1,800 machines, which also had been ruined by fire and water. The reordering of the machines presented a comparatively easy problem, as a definite order of the machine number and the style of finish was sufficient. The Victor records could not be ordered in that way, however, as every one of the 6,000 records in the Victor catalog required individual consideration.

It was on Thursday and night job that Mr. Moody was busily engaged on Thursday morning in company with the factory men when he received a long-distance telephone call from Philadelphia requesting his presence there that afternoon to give testimony in a certain case before the court. At 11.35 Mr. Moody and his three co-workers left the company’s headquarters, and at 12 o’clock were on their way to Philadelphia. A table was provided for their use in the dining car, and they continued working until the train reached the “Quaker City” at 1:30. In ten minutes Mr. Moody was on the witness stand, and, after finishing his testimony, crossed the Delaware River to the other end of Philadelphia and rejoined the factory men at Camden, 6:30, which, we may remark, is some traveling.

**Columbia Trade Active in New York.**

H. A. Yerkes, wholesale manager of the Columbia Co. in a chat with The World, remarked on the excellent reports which are being sent him by all the new dealers who have recently opened Columbia departments in local territory. The aggressive and enthusiastic way in which these dealers have used to secure machine and record business have produced excellent results, as evidenced in the letters Mr. Yerkes is receiving. The enlarged Columbia department at the F. G. Smith store, 385 Fifth avenue, is achieving noteworthy success under the management of Hayward Cleveland, one of the veterans and best-known men in the trade. The Columbia departments in the Kranich & Bach stores, Cowperthwait stores and Christmas Sons’ piano house are all gaining new patrons with pleasing regularity.

**Sales to Yacht Owners.**

A. N. Struck, manager of the Edison department of the Tower Manufacturing & Novelty Co., 599 Broadway, New York, has been making energetic efforts to develop his trade in specialized fields. Discussing this phase of the Edison business, Mr. Struck remarked as follows: “During the past few weeks we have sold four $230 Edison disc machines to owners of private yachts who are planning to leave on extended summer cruises. These purchasers, who include prominent business men and financiers, are enthusiastic regarding the tonal qualities of the Edison disc machines and records, and I expect to close several other similar sales within the next few days. The $230 machine is the most popular seller with all trade, who consider it the ideal machine from all standpoints.”

**MICA PRODUCTION MORE THAN HALF OF Country’s Output.**

(Washington, D. C., July 8—Mica, which is used to such good purpose in the talking machine field, is found in crystals ranging from small ones to those several feet across. Crystals two feet in diameter are not uncommon. The value of the mica produced in the United States in 1918 was $486,000, North Carolina contributing $397,918. The total value of the output in 1918 was $104,104 greater than in 1912 and was the largest amount ever produced. The production, as reported to the United States Geological Survey amounted to 1,700,577 pounds, valued at $353,817, compared with 845,833 pounds, valued at $382,928, in 1912. The production of scrap mica in 1913 amounted to 5,922 tons, valued at $51,543, compared with 3,925, valued at $49,073, in 1912.

The survey has just issued its annual report on the production of mica, by Douglas B. Serr-rett, but in addition to the statistics of production, markets, etc., this report contains an interesting statement of the mode of occurrence of mica and the kinds of rocks in which it is found, methods of prospecting and mining, and treatment of the product for market, as well as the economic uses of the various kinds of mica.

**INCORPORATED IN DELAWARE.**

(Dover, Del., July 6—The Cortella Talking Picture Machine Co. this week filed a certificate of incorporation with the Secretary of State to incorporate the company with the Secretary of State to incorporate the company with the Secretary of State to incorporate the company with the Secretary of State to incorporate the company with the Secretary of State to incorporate the company with the Secretary of State to incorporate the company with the Secretary of State to incorporate the company with the Secretary of State to incorporate on the production of talking machines. The capital is given as $300,000, and the incorporators are A. Annenoll, W. T. Jones and H. L. Tryout, Philadelphia, Pa.

**VICTOR FOR CHURCH USE.**

The Talking Machine Co., Philadelphia, Victor representative, recently furnished the large congregation of the Bethany Evangelical Lutheran Church with an excellent concert of hymns and sacred music.

It is just as well, when you bottle your wrath, to throw away the cork.
Enlightening The Talking Machine World

Our Service—Victor Service.
If it is a physical possibility to fill an order complete—we will do it.
You will appreciate our Service—our ability to help.
We ship from Maine to San Francisco—no matter where you are located.

If you are ever short of goods—wire us

81 Chambers Street, New York
THE CORLEY SERVICE APPRECIATED.

Splendid Enterprise Built Up by Progressive Richmond Jobbers—Conducting a Business Over a Large Territory—Attribute Success to the Service Given to Customers.

- Over a Large Territory
- Attribute Success to the Service Given to Customers

THE CORLEY SERVICE APPRECIATED.

The increasing Columbia business you are missing ought to make you nervous.

(Reprinted from last year's Convention number. That increase has multiplied since, and by the same token that nervousness of yours can hardly be improving much.)

Columbia Graphophone Company
Woolworth Building, New York

No Talking Machine Is Complete Without An Automatic Stop

STANDARD AUTOMATIC STOP
The Most Perfect Automatic Stop Made
NICKEL FINISH $2.00 GOLD FINISH $3.00

Thousands of our Automatic Stops in use over a period of two years, giving satisfaction, silently testify to the excellence of these devices.

Send 25 cents stamps for sample. Write on your business letterhead only. Place regular orders through your jobber.

STANDARD GRAMAPHONE APPLIANCE CO., 173 Lafayette St. NEW YORK

MARYLAND FRAUD AD LAW.
Comprehensive Measure Against Misleading Statement Just Passed in That State.
(Special to The Talking Machine World.)
Baltimore, Md., July 6.—One of the most drastic laws against misleading and scheme advertising put in effect in any of the States up to the present time was recently passed by the Maryland Legislature and has the hearty endorsement of the majority of the piano men of this city, who have run into competition with considerable piano advertising of a sensational nature for some time past. This law reads:

"Any person, firm, corporation or association who or which in a newspaper, circular, or form letter or other publication published in this State willfully or knowingly makes or disseminates any statement or assurance of fact concerning the quality, the quantity, the value, the method of production or manufacture or the reason for the price of his or their merchandise or the manner or source of the possession of awards, prizes or distinction conferring a gain on such merchandise, or the motive or purpose of a sale, intended to give the appearance of an offer advantageous to the purchaser which is false and fraudulent, shall be guilty of a misdemeanor." 

Violations of the new law are punishable by fines of not less than $25 or more than $100 for each offense.

"TALKER" MUSIC ON TRAINS.

Talking machines furnish novel amusement on crosstown trains of the Union Pacific & Northwestern Railroads, where the passengers dance up and down the cleared buffet and dining cars to the merry strains of the latest Victor tango records as played on the Victrola.

TALKING MACHINE JOBBERS WHO ADVERTISE IN THE WORLD ARE LIVE ONES, TRY THEM!

TRY THEM!

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TALKING MACHINE JOBBERS WHO ADVERTISE IN THE WORLD ARE LIVE ONES, TRY THEM!

TRY THEM!
BURLGARS DESTROY STOCK.

A band of motor-car thieves visited Yonkers and robbed several residences and a number of stores last week. Among the stores visited was that of the Yonkers Talking Machine Co., where little was taken but considerable property wantonly destroyed.

TALKING MACHINE JOBBERS WHO ADVERTISE IN THE WORLD ARE LIVE ONES. TRY THEM!
We have enough big news for Columbia dealers this Fall to make them think that their best months heretofore were only promises.

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

SOME INTERESTING CUSTOMERS I HAVE MET


If the boss isn't looking, I would like to whisper something into the ear of his salesman, to the effect that he is getting, over and above his salary, a certain compensation or advantage not enumerated in his bond. I hope not to be taken too seriously when I point out the fact that a salesman in a talking machine store has a beautiful opportunity to study psychology without going to college and without paying any tuition fee.

Psychology is the study of the mind. It is recognized as a distinct branch of science. It has to do with observation of the workings of the human body in a normal or abnormal condition, marking the deviations, the conscious and subconscious impressions made on the brain, and the subsequent thoughts and actions.

"But what can you do with selling records?" you may ask. A great deal. Every salesman depends on his "instinct" in handling his customer. He sizes up the clothes, department and features of the prospective buyer. Whether demonstrating the line of machines or playing records, the salesman tries to read the thoughts of his customer. He watches his expressions to learn what class of music he prefers. He tries to impress his own thoughts on the mind of his customer, so that he will buy a higher priced machine or decide to take home certain records which the salesman feels sure his customer should buy. All this mental work involves psychology.

The better the salesman the more proficient is his ability to read his customer's mind. I don't know of any business that yields a better opportunity to study psychology—or human nature, as it is sometimes expressed. But no matter how expert the judgment, it often goes wrong.

An Aristocratic Buyer Misjudged.

I once waited on "a lady of quality." She was recommended by a customer of mine, with whom she made an appointment to meet at my store, to buy a Victor. She arrived in grand style, with the trappings that accompany a grande dame living on Fifth avenue, right off Central Park, New York City. At that time our best machine was the Victor VI. Without deigning to examine the machine, she wanted to know if there were any machines that were as good and true for us to-day as it was when Christ uttered it. And the conversion of the parents from a state of indifference to the state of music lovers has been the mission of the talking machine. Oliver Goldsmith expresses the thought beautifully in one of his works, where he says, "And those who came to scoff remained to pray."

"I want a funny record for a child," declared a lady one day, as she seated herself prepared to listen. I played six records, each of different

ANDREWS MUSIC HOUSE CO.
98 Main Street
BANGOR, MAINE

VICTOR DISTRIBUTORS
character, but all that I thought would surely please any child. Not even the slightest sign of approval could I get from the lady. I was commencing to size her up as a time-killer. I thought that my patience was well-nigh exhausted. However, I thought I would stick to it just a record or two longer.

"What is that record being played over in that other booth?" I inquired.

"That, madam, is Liszt's 'Hungarian Rhapsody,'" I replied.

"Beautiful! I want that by all means." After I had sold her about $10 worth, all classic music, I still tried to learn why she could not decide on a record for the baby.

"Well, you see, while I wanted to get a record especially for the baby, I realized that it would be played all day long and that we would be obliged to listen to it—and I just couldn't stand it!"

Helping the Customer to Select Records.

It is surprising to notice how abnormally some people can behave while choosing records. I have known otherwise good-natured customers to tax the patience of the salesman, have him play a dozen or more of the finest and best selling records, find nothing that appeals to them, and finally, from sheer desperation, select a record just to repay us for our trouble.

It was not because of any cussedness, or meanness of spirit, or economy of purse. They would gladly buy if they could be suited. The fault lies in the fact that they have no musical taste or judgment. Fearful of the criticisms of the folks at home, they feel helpless, vacillating, undecided. It requires the dominating judgment of the salesman to force upon them the good records, assuring them and convincing them that after several hearings the records will surely appeal to them more strongly.

Every salesman can recall from experience making sales of certain selections which were rejected on first hearing one day and bought on second hearing another day. While this fact may occasionally be attributed to the difference in the buyer's mood or disposition on the two different occasions, it is more likely that the second playing pleased because the customer became more familiar with the music by repetition.

It is a well-known fact that familiar music sells more readily. While there are certain compositions that are so striking and so abstrusely good or catchy that they appeal instantly to the average listener, there are, on the other hand, many beautiful compositions, particularly among the classics, which must be heard several times to be appreciated.

Why Certain Records Sell Readily.

Such compositions as the "Anvil Chorus," "Toreador Song," Intermezzo from "Cavalleria Rusticana" and the "Merry Widow Waltz" are ready sellers for one of two reasons: either because the selection is a familiar one, or, as in the case of the "Merry Widow Waltz," because the melody is sing-song, very simple and oft-repeated from start to finish of the record. These selections are grasped by even the weakest of musical brains.

On the other hand, selections such as "The Angelus," from "Sweethearts," "Merry Wives of Windsor Overture," "Song of the Soul," "Le Nin"—all of them beautiful compositions—do not sell so readily because they must first filter or percolate through the average brain. On the first hearing such music does not usually quicken the pulse sufficiently nor stir the hearer into decisive action. It is good salesmanship to play over such selections a second time for the customer.

We must try to reason out and appreciate the workings of the customer's brain, so as to be able to help him to arrive at a decision in the selection of records. The gratitude of the buyer will well repay the salesman. He will feel that nowhere else could be receive such good treatment.

I hope that I have made clear to the reader the benefit and pleasure and self-culture that falls to his lot as the result of intelligent intercourse with the many different specimens of humanity that circulate in every talking machine store wherever located.

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We Do Not Retail

There is a world of support and profit to the dealer in this policy of ours.

We are here to serve you only, without exception, and thus our efforts are entirely and continually applied to that purpose.

An adequate stock, complete and modern equipment, and a superior organization make it possible for us to serve you well and that is the result we strive for and attain.

---

C. Bruno & Son, Inc.
ESTABLISHED 1834

Victor Distributors
Musical Instruments

351-353 Fourth Avenue
(From 25th to 26th Street)
NEW YORK
A PROFITABLE SIDE LINE.


"I am certain that if talking machine dealers throughout the country fully realized the possibilities that exist for the development of the musical merchandise business there would be very few dealers indeed who would not be carrying sufficient stocks of musical instrument strings and the industry.

York, and one of the best informed men in the merchandise business was very few dealers indeed who would not be carrying sufficient stocks of musical instrument strings and the smaller wares to take care of the demands of their trade," said Samuel Buegeleisen, head of the prominent musical merchandise house of Buegeleisen & Jacobson, 113 University place, New York, and one of the best informed men in the industry.

"There was a time, and not so long ago, that talking machine dealers who contemplated handling small goods as a part of their business were confronted with the problem of securing additional floor space, experienced sales people and other incidental requirements which would soon eat up all the profits. The question of room was the most pressing problem, and with the excellent crop prospects throughout the country it is of practical value to the violinist, and we are including it without charge with the orders for the Durro strings contained in the pouch."

WIRELESS MUSIC 200 MILES.

Strains from a Gramophone Picked Up by a Ship at Sea.

Strains from a gramophone playing "The Merry Widow Waltz" and "God Save the King" were heard lately by wireless in the Nelson Lines steamer "Highland Scot" during a voyage from London to Buenos Aires by the third officer. The boat was passing Vigo at the time, and afterward it was found that the ship from which the wireless came was a private yacht 200 miles away.

Mr. Marconi, commenting on this report, said: "They were probably experimenting with a gramophone and a wireless telephone transmitter abroad the private yacht. Tunes are transmitted and caught up in this way. I never heard of its being done over such a long distance, but it is quite possible. Gramophone tunes have been sent by wireless telephony from Marconi House to my house at Fawley, near Southampton."

"We carry quite a number of these 'Silent Salesmen' show cases in stock, and particularly feature those cases displaying the violin bridge assortment, clarinet pad assortment, mandolin pick assortment, violin tail-piece and tail-gut assortment, violin peg and mute assortment. The merchandise contained in these glass show cases is of first class quality, and so priced that the dealer may secure an excellent profit from its sale. The glass show cases are furnished free of charge with the various assortments.

"In presenting our No. 6 show case, which is an attractive cabinet designed to display strings for all instruments, we believe that we have perfected an article that the talking machine dealer can use to splendid advantage. The importance of the string business is generally recognized, but the dealer has hereafter found it difficult to secure enough of the right stock and was often at a loss just how to display it. Our string cabinet occupies very little room, measuring actually 12½ inches by 16 ½ inches and 4 inches in depth. In this very small space the dealer can display assortments of strings for the violin, mandolin, banjo and guitar. This handsome show case is also furnished free of charge with the strings, and I may say that the strings furnished with this cabinet are fully guaranteed in every detail."

"We are constantly aiming to introduce novelties that will help dealers close sales and increase their profits, one of the most recent of which is our 'Durro' string pouch. This pouch has been on the market a short while, but has already won the approval of our dealers throughout the country. It is of practical value to the violinist, and we are including it without charge with the orders for the Durro strings contained in the pouch."

Agents Wanted.

You must act quickly to secure territory.

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

The "LITTLE ONE-DER" ATTACHMENT

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.

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

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NEW YORK.

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

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

WALZ'S VICTROLA SIGN

In El Paso, Tex., is Attracting Attention—Is Imposing and Well Arranged.

(Special to The Talking Machine World.)

El Paso, Tex., July 6.—The W. G. Walz Co., the prominent talking machine establishment of this city, has recently erected a very imposing electric sign devoted to the exploitation of the Victor talk-

The Durro String Pouch.

The Durro String Pouch.

For Talking Machines.

Typesetters, Photographs, Adding Machines, Cash Registers, Guns and Tools and all Polished Instruments. THE FIRST OIL MADE. It absolutely prevents rust. (NYOIL) good everywhere by all hardware and sporting goods men. Large bottles (discount to box) 25c.; trial size, 10c.

The Unusual Attractiveness of the Victor Plant.

A Tour of the Factories is an Inspiration and a Revelation—A Million and a Half of Money to be Expended in New Productive Facilities—An Industrial Organization in Which Everything Moves With Mathematical Precision—The Work Conducted Under the Most Favorable Conditions.

Visualize upon the little insert illustration shown in the upper right hand corner of the scene depicted below, then halt a moment to survey the wonderful array of factories pictured underneath it. What a view of industrial expansion is shown here! Can there be a better illustration of the marvelous—almost miraculous—development of a business within a brief period of time?

This illustrates in concrete form what the forces behind the Victor enterprise have accomplished since 1898, and surely, as one surveys this magnificent system, one would think that a halt—a breathing space—might be indulged in by the reader.

In the illustration, where the numbers "18" and "19" appear, will shortly be erected a magnificent administration building which will contain the general offices of the company. This will cost $50,000. Then, if we trace down the picture toward the river, we locate ground where shortly space will be devoted to the enormously increasing present factory facilities of the Victor Co. In brief, there will be during the next twelve months a million and a half of money spent on factory betterments by this corporation. That fact alone emphasizes the resources of the Victor Co. and its desire to fill the orders which are constantly pouring in upon it for machines and records.

Thus, by a study of the factory panorama, it will be seen how the little acorn planted in 1898 has grown into a mighty industrial oak whose branches are constantly extending their sheltering influence throughout the entire factory organization. There is probably not a factory in the world where there has been greater care and attention given to the healthful condition of operatives than in the Victor plant. Perfect light and air are factors in keeping up the highest grade of efficiency on the part of the workmen, and when we consider what an army of men enters the Victor factories each day the importance of this environment will be made clear. Over six thousand operatives constitute the Victor army. That figured out in the most exacting and painstaking manner. It would be difficult to tell which factory department possesses the greatest interest for the sight-seer. All in turn possess charm and attractive power which is maintained right through to the finish, where the speed and exactness with which the Victrolas are created and shipped is a revelation to the uninformed.

SEE HOW THE JOBBERS IN THE WORLD CAN SUPPLY YOUR WANTS.

Victor Distributors
Edison Cylinder
Jobbers
Penn Phonograph Co.

17 SOUTH NINTH STREET
Opposite Post Office PHILA., PA.
NEW RECORD DISPLAY STAND

Put Out by the Local Headquarters of Columbia Graphophone Co. Has Made Quite a Hit with Dealers Who Find It a Most Effective Means of Attracting the Attention of the Public.

"The success of our new record display stand has exceeded all our expectations," said R. F. Bolton, manager of the wholesale headquarters of the Columbia Graphophone Co., 89 Chambers street, New York. "Although we have not given this stand any publicity aside from our salesmen carrying a sample stand with them on their trips, we have received orders for the stand and the record slips from all parts of our territory, and even from the adjoining States."

"Our dealers appreciate the fact that an attractive display of the month's new records cannot fail to be commented on very favorably by their prospects, customers and passers-by, and the high-grade character of this display has served to make it a prime favorite. We furnish the stand and the record slips to our trade at a cost of 75 cents a month for a period of six months."

"The success of our new record display stand is due in no small part to the excellent type of display which it affords. Our dealers find that the new display is a real money-maker, and that it is easy to handle."

NEW RECORDS

Dome Record Case

It holds 20 records, which are readily accessible for instant use. A convenient index shows just where each record is. Notice how the case is opened and the repertoire is displayed. It is constructed along different lines, being reinforced at the bottom with a nickel-plated metal support to keep the records in position.

Keeps Valuable Records Under Lock and Key

Try a sample of each, 10" and 12". If not satisfactory you may return them.

Our shipping facilities are the best; thirteen lines of Railroad and five Express companies; also boat lines on the Great Lakes.

By sending us your order you have two of the largest jobbing stocks at your service.

W. D. ANDREWS

Buffalo, N. Y.

TRIUMPH FOR MARRIED MEN.

Great Combat on the Ball Field Between the Single and the Married Men of the New York Talking Machine Co. Results in Victory for the Latter—Game Aroused a Great Deal of Enthusiasm and Some "Star" Work.

An event of unusual interest was staged on Saturday, June 6, between two vomdeled men of the New York Talking Machine Co., 81 Chambers street, New York. Victor distributer, engaged in combat on the ball field with the single men of the company. This game is annual an annual affair, and invariably proves exciting and even thrilling. This year's game was no exception, for after a hard-fought match, replete with sensational catches and fierce batting rallies, the married men emerged victors with the long end of a 11 to 9 score. This victory upset all traditions and precedents, as the bachelor contingent had confidently expected to "walk away" with the game.

The game was played on diamond No. 3 at Van Cortlandt Park, New York, and the weather conditions were ideal, the temperature being just right to make for the comfort and convenience of the players and the spectators. After preliminary practice had occupied the attention of the "fans" for a short while the following line-ups for the two teams were announced:

Married men—Davin, left field; Hamlidge, right field; Bieling, second base; Moffatt, third base; Moody, center field; Owens, J. D., first base; beers, short stop; Arthur D. Geissler, pitcher; Heimberger, catcher; Single men—Radke, left field; Graham, right field; Turner, second base; Danlinger, third base; Pyatt, center field; Howell's, first base; Miller, short stop; M. Owens, pitcher; Slattery, catcher. Messrs. Kingston and Reavis, representing the benefactors and the bachelors, respectively, were announced as the official umpires for the pastime.

The first inning proved an easy one for both teams. Davin of the married men making a sure hit through a remarkable catch by Turner. A. D. Geissler, pitching for the bachelors, was invincible in this inning, only three men facing him. The second inning, however, was the occasion of some old fashioned slugging on the part of the married men, seven runs crossing the rubber through clean hitting, coupled with a brace of errors; Davin of the married contingent sending in three runs and scoring himself on a hit which should have been an "out," or at best a single, but was fumbled and badly handled by the bachelors' infield. In nowise dismayed or daunted by this terrific batting spree, the single men turned their entire attention to the game for the next few innings, and Pitcher Owens refused to let the married men add to their already imposing total. In the meanwhile the "singles" were batting the ball at a merry clip, and when the smoke subsided at the end of the seventh inning the bachelors had the game in hand by a score of 8 to 7, and to all appearances had plenty of reserve force for the next two innings. Home runs by Miller and Howells featured the heavy artillery batting during these "joy fests" on the part of the single men.

In the eighth inning a triple play, that rarity of baseball, was pulled off by the bachelors when the married men had three on bases and seemed on the sure road to victory. The ninth inning opened with the score still 8 to 7 in favor of the single men, and with two runners on base, and in their every motion, the married men prepared to place the game where they believed it justly belonged—in their victory column. Sales Manager Mooney, the first man up, to the great surprise of himself, his friends and the fans, tripled to deep center. Doty followed with a double, scoring Mr. Myers, but the Benedicts Felt Joyful. Moody, and Beers worked Pitcher Owens for a pass. With the score tied and two on the bags, Pitcher A. D. Geissler faced the opposing pitcher with confidence and grim determination. With the grand stand imploring him to send in the winning runs, Mr. Geissler's college baseball training came to the fore, and a hot liner which no one could touch sent two runs across the plate and enabled Connolly, who was running for Mr. Geissler, to also score, giving the married men a total score of 11. In their half of the ninth the single men tried hard to pull the game out of the fire, but fell just a little short, being only able to score a single run before Radike ended the game by striking out.

The grand stand was filled with the wives, friends and children of the company's employees, among those routing for the married men being the following: Mrs. A. D. Geissler, Mrs. V. M. Moody, Mrs. John Owens, Mrs. Doty and Mrs. Donovan. All the young ladies employes of the company, it is needless to say, were enthusiastic rooters for the single men's nine.

GRANT DRAWBACK ALLOWANCE.

The Treasury Department has granted to the Sonora Phonograph Corporation, of New York, a drawback allowance on phonographs manufactured with the use of imported motors, sound-boxes, tone-arms and automatic stops.

George Brown, Jr., has opened a talking machine store in Hiislorio, Ill. He will handle Columbia and Edison machines and records, and use automobiles for covering a wide territory.

Many a man is so small that even his own opinion of himself doesn't fit him.

TALKING MACHINE JOBBERS WHO ADVERTISE IN THE WORLD ARE LIVE ONES. TRY THEM!

(Special to The Talking Machine World.)

LOWNTE, E. C., England, July 5.—Considering that business generally is not overbright, the leading gramophone companies are to be congratulated upon the comparatively good trade showing maintained during the past month. As it is, of course, an ever-green subject of discussion why the average dealer will persist in regarding summer trade prospects in a more optimistic direction than at many other times, there would be an elimination of the chief cause for much of the unilluminating explanations met with so-called seasons. Be it as that may, at the moment we can but deplore this abatement of interest and neglect of the hundred and one channels of prospective sales which the summer months furnish the enterprising minority of retailers who laugh at rising temperatures and pursue their work unswervingly.

Several are already on holiday, enjoying themselves at the seaside, on the breezy moors and hills, away from the weekly round of business. But it is not, therefore, one might say, the gramophone manufacturers would be studying timetables and making preparations for a vacation. Several are already on holiday, enjoying themselves at the seaside, on the breezy moors or wherever in the summer months furnish the enterprising minority of retailers who laugh at rising temperatures and pursue their work unswervingly.

The copyright action between Chappell & Co., Ltd., and the Columbia Graphophone Co. continues to excite great interest in gramophone circles, chiefly because of the defendants' action in appealing to the lower court's decision. In this Neville ruled that to orchestrate a copyright song in place of its original pianoforte accompaniment for purposes of recording was an infringement of the copyright in that it was not a reasonable adaptation within the meaning of the act. The touch of the appeal will therefore be awaited with keen interest, since the point at issue is of vital importance to all makers of records.

For purposes of accomplishment the chosen instrument or instruments must be those calculated as most suitable in the production of good records. In recording with the pianoforte many difficulties arise, more so than with other instruments, and as sales in a large extent depend upon the production of successful records, it is perhaps only natural that the pianoforte is not so widely used as one might wish for recording song accompaniments.

Having regard to the action mentioned above, it is rather significant, however, that an increasing number of records bear accompaniments with a pianoforte in place of those with pianoforte. The latter is still regarded by manufacturers as the more desirable for record-making purposes, although one cannot really criticize the copyright owners for seeking to protect their property. The record makers, however, have been served with notice to vary the minutes.

The full scope and power of the copyright act is now being shown. It was just as equitable to-day as before the act of 1911. But having regard to the fact that this was a case involving the use of a new instrument, it might be wise to refer the matter to the House of Lords. Therefore, they should like to have the point decided, as they desired to know where they were.

The Columbia Co. vs. the Columbia Co. Ltd., and the Columbia Graphophone Co. continues in the Chancery Division on June 19 Justice Neville had before him the test action brought by Chappell & Co., Ltd., and the Columbia Graphophone Co. to restrain the Columbia Graphophone Co. from infringing their copyright in a song called "Where My Caravan Has Rested." On May 19 His Lordship held that there had been infringement by the defendants, and granted plaintiffs an injunction. The matter now came up on a motion by the plaintiffs to vary the minutes of judgment.

Mr. Jenkins, K.C. (for plaintiffs), said that in addition to the paper MSS., and band parts, the defendants had in their possession or control certain records made from these copies of plaintiffs' song. These, he submitted, were equally an infringement, and were restrained by the injunction granted to the plaintiffs. He pointed out that this was what they wanted now. The defendants had served notice of appeal, and it was common ground that it was likely to go to the House of Lords. Therefore they should like to have the point decided, as they wished to know where they were.

His Lordship—How can I decide it when it was not in for the collection of fees from musicians performing at public concerts, kinematograp showing houses, seaside, on the breezy moors, and the like.

Mr. Jenkins admitted that the actual relief to be given was never on record.

His Lordship—I cannot refer it.

Mr. Jenkins (for plaintiffs), said that in a case involving the use of a new undertaking, there would be no limit to the new point that was to be decided, and he would have the case put down for hearing.

His Lordship—It is our rules that, if a thing is new and has escaped the attention of the Court, you cannot have it put in by asking to vary the minutes. It must be set down for rehearing, unless you are agreed.

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His Lordship—No, it was not considered.

Gore Brown—No case was made out for it.

His Lordship said he thought the point should be decided, and he would have the case put down for the point to be tried on a motion to amend the pleadings.

The matter was again argued on Tuesday, June 23, and in the result His Lordship said he thought that the records ought to be delivered up to be destroyed under the circumstances of the case. It was just as equitable to-day as before the act of 1911. But having regard to the fact that this was a test case he was of opinion that it would be better if the records were delivered into the hands of the plaintiffs, to be held by them pending the result of the appeal.

Trouble Among German Combination. The recently formed convention of German gramophone manufacturers, a joint company, which has been published in our columns, is reported to be meeting with considerable opposition from firms outside the company. Dealers and agents.

Another matter of important trade interest mentioned by Mr. Gibbery was his company's plans to cater for the cheap record business by the issuance of a 10-inch double disc at the competitive price of one shilling retail. This is expected to be ready within a few weeks, and further details as to name, etc., will then be announced.

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Truble Among German Combination. The recently formed convention of German gramophone manufacturers, a joint company, which has been published in our columns, is reported to be meeting with considerable opposition from firms outside the company. Dealers and agents. There is a possibility of a rival organization coming into existence for the purpose of combating the growing influence of the conven-

(Continued on page 70.)
FROM OUR LONDON HEADQUARTERS—(Continued from page 69).

J. Hoffay's Gramophone.

Pending the christening of J. Hoffay's new gramophone, the title applied to it pro tem., i.e., "The World's Musical Instrument," is becoming so familiar as almost to convince us that it should remain a permanent one. In any case we believe the description will continue as subsidiary to the world over by the publication of detailed particulars of this much-debated instrument. We are assured it is not the inventor's fault that a certain amount of secrecy is observed regarding its exact principle of construction and the method whereby such marvelously natural tone quality is possible, but the fact is that, pending the complete acceptance of the several patents covering this instrument, it is perhaps only natural that Mr. Hoffay should adopt this means of safeguarding his invention. From all parts of the globe inquiries have reached him through his announcements in this trade newspaper, and as one might reasonably expect, Mr. Hoffay is anxious to publish definite particulars at the earliest possible moment.

At a second private demonstration of "The World's Musical Instrument" on June 11 I was agreeably surprised to note an improvement upon the first test of its tonal quality, wonderfully pure and faithful as that was in strength and detail. Questioned upon this, Mr. Hoffay laughingly admitted that he had made what he was pleased to describe as some little adjustments, but he remained severely mute as to their nature. Anyway, in its present shape I am of opinion the instrument will cause not a little astonishment in gramophone circles that such close alignment to art from the merely mechanical is not only possible but is fait accompli in Mr. Hoffay's invention. I write in no spirit of exaggeration, the opinion set forth here being the result of my own observation at the two demonstrations given me of this new gramophone.

Of the financial, manufacturing and sales arrangements, Mr. Hoffay informed me that every effort is being made to assure that he would remain a permanent one. In any case we believe the description will continue as subsidiary to the world over by the publication of detailed particulars of this much-debated instrument. We are assured it is not the inventor's fault that a certain amount of secrecy is observed regarding its exact principle of construction and the method whereby such marvelously natural tone quality is possible, but the fact is that, pending the complete acceptance of the several patents covering this instrument, it is perhaps only natural that Mr. Hoffay should adopt this means of safeguarding his interests. From all parts of the globe inquiries have reached him through his announcements in this trade newspaper, and as one might reasonably expect, Mr. Hoffay is anxious to publish definite particulars at the earliest possible moment.

Our next issue, when doubtless we shall also be put forward by the dealers' association members on October 1. It remains to be seen what attitude manufacturers will now adopt in the face of this undoubtedly serious opposition.

Dealers' Association, which recently met to consider the convention agreement. The Hamburg section wants to know whether or not its members may handle Pathé products if Pathé Frères decide to remain outside the convention. Dealers who have in stock records other than those of the convention manufacturers seek to have them exchanged, one for one, for any of the latter's make.

"The World's Musical Instrument," is becoming so familiar as almost to convince us that...
"The World's Musical Instrument"

PLAYS to equal perfection every disc record ever made, band, instrumental, orchestras, string organizations, tenor, baritone or bass; soprano, mezzo or contralto—irrespective of the make of the record or "cut" of same.

PLAYS Columbia, Edison, His Master's Voice (Victor), Marathon, etc., records without additional attachments or change of sound boxes.

PLAYS to suit the small room or the large hall (without additional attachments or closing "doors") and its tone is absolutely the same in every case.

BRINGS independence and more profits to dealers.

BRINGS increase of record sales to all manufacturers.

SOON READY

J. HOFFAY

67 Egerton Gardens, South Kensington, London, England
"MIRACLES HAPPEN EVERY DAY"

That is what an old Philosopher said, and it is certainly true in our case. The Miracle we have perpetrated is in producing Gramophones and Records in such extraordinarily marvellous qualities and at such astounding low prices as to compel Talking Machine men to say emphatically that we "have wrought a miracle."

For instance, we can supply a Gramophone with an Oak Case, measuring about 13 x 13 x 6½ inches high, with Tapered Tone Arm, a Crackerjack Sound Box, 10-inch Turn Table, and a Motor to run one 12-inch Record good, for the low price of $2.50. Further, we give a year’s unequivocal guarantee with each. We have other machines which cost more money, and they’re all of “Top-Notch” value.

The charm of the Gramophone or Talking Machine is in the variety of Records which one can obtain. Now let us send you some of our Double-Sided 10-inch “DIPLOMA” or “PIONEER” Records, which regularly sell here for 37½ cents each. Our price to you is a terrific cut on that. Or, if you can give a big enough order, we will make you records with your own label thereon.

We make and sell everything for the Talking Machine Factory or Dealer, so why not write us now and get our Record Lists and Illustrated Catalogue of Machines? Don’t pay fancy prices. Don’t pay for Expired Patents. Don’t pay for Names. Just pay for the goods and the intrinsic value of them. Our goods sell all the time just as well as the much-boasted ones, because Talking Machines, when all is said and done, “Speak for Themselves.”

WRITE RIGHT NOW

BLUM & COMPANY, LIMITED
Manufacturers
Offices and Showrooms: 220 OLD STREET (Corner of City Road), LONDON, ENGLAND
Cables: Blumogram, London.
Phones 5048 London Wall. 5049

FROM OUR LONDON HEADQUARTERS—(Continued from page 70).

portion of the record trade on the Continent, and one may reasonably expect that this fact, in conjunction with the policy of the manufacturers’ convention, will go far to regulate prices and place the gramophone trade in Germany on a healthier footing.

Records by International Artists.

A grand list of records by international artists is announced by “His Master’s Voice” Co. The list makes a timely appearance, coinciding as it does with the performances of these famous artists, in London. Melba, Caruso, Chaliapin, Frieda Hempel, Destinn, Amato, Martinelli, Kirby Lynn, in addition to Titta Ruffo and Ciccioni, contribute to the list some really exquisite records which all operatic lovers should not fail to hear.

Records of “The Passing Show.”

The latest London revue, “The Passing Show,” now being played at the Palace Theater, offers many attractive numbers, which “His Master’s Voice” Co. was quick to appreciate as good material for recording. Seven fine records is the result, two orchestral, one by the Light Opera Company, one by Basil Hallam, two by Miss Elsie Janis, and last, but not least, one as a duet by these popular vocalists. It is said that the Palace authorities doubted whether Miss Elsie Janis’ big American salary could be made “good” here. The public decided, and that American salary has been paid very willingly ever since she captivated her first audience.

Good Business Report.

Brown Bros., the big cycle and gramophone manufacturing house on Great Eastern street, this city, announce particulars of their balance sheet, which discloses a very healthy condition as regards last year’s trading. Seven fine records is the result, two orchestral, one by the Light Opera Company, one by Basil Hallam, two by Miss Elsie Janis, and last, but not least, one as a duet by these popular vocalists. It is said that the Palace authorities doubted whether Miss Elsie Janis’ big American salary could be made “good” here. The public decided, and that American salary has been paid very willingly ever since she captivated her first audience.

The Columbia Supplementary List for July in its design makes an interesting departure, the two-color illustration on the cover depicting a scene from “Parisi6,” and thus pertinently drawing attention to the two records of the opera which lead off this list. These records, by the way, have been especially recorded by the Milan Symphony Orchestra, under Maestro Romani, and, coming at a time when “Parisi6” has met with renewed success at Covent Garden, make an opportune appeal. It is interesting to observe that the writer of the descriptive notes concerning these new Columbia issues remarks that “Parisi6,” to be appreciated musically, must be approached with a mind free to receive impressions, its moods and motives are so varied, yet withal so clearly defined, that, heard in a receptive spirit, the music cannot fail to make a profound impression.

A remarkable record of two splendid grand opera choruses finds a place among the Columbia-Rena 10-inch records this month—the “Soldiers’ Chorus” from “Faust,” and “Lombardii,” Pilgrim’s Chorus. The “Cinema Star” is the title of the new play by Jean Gilbert at the Shaftesbury Theater. Its original title is “Kinokonigin,” which, when produced in America, was changed to “Queen of the Movies.” It is from the “Queen of the Movies” that two vocal selections appearing on the Columbia-Rena July list are quoted. One of them, “In the Night,” we already know here instrumentally, it having been a very popular orchestral selection for some months past, but this is, we believe, the first vocal record of the charming air—other, “Oh, Cecilia,” is a vocal setting of a light and jingly one-step tune.

H. Lane Wilson’s third record is listed in the Columbia-Rena July Supplement, and his commanding voice will be highly appreciated both in the fine character song, “Bran of Glenaar,” and the old English air “Tanyclidyll.”
RECOVERS RAPIDLY FROM THE EFFECT OF BIG FIRE.
The New York Talking Machine Co. with Indomitable Energy and Enterprise, Conquers
Damage Caused by Great Fire Which Visited it on Chambers Street, June 21—
Shipments Being Made in Regular Order—Will Get Back to Old Home Shortly.

A fire which started at 4 p.m. Sunday, June 21, and lasted for nearly two hours de-
stroyed over 170,000 Victor records and about 1,600 Victrolas and Victor machines which were
stored in the basement and sub-basement of the New York Talking Machine Co., 81 Chambers
street, New York, one of the largest Victor dis-
tributors in the country. The fire was one of the
wickedest that the New York firemen have en-
countered for some time, and the flames of various
 ingenious substances and leaking gas overcame
nineteen fire fighters, who were restored to con-
sciousness through the use of the pulmotrometer and
other modern appliances. No lives were lost in
the fire, which, it is thought, was started through de-
flective insulation. Both the company’s stock and
the building itself are occupied fully by in-
surance.

The New York Talking Machine Co. occupied the store floor, basement and sub-basement of the building at 81 Chambers street, all three floors running through to 83 Reade street. The store floor was devoted to the company’s executive and
sales offices, while the lower floors contained the
stock, shipping and repair departments. The com-
pany also utilized a warehouse for additional
stock a floor in the building at 77 Reade street.

The length of the floors, together with the in-
flammable nature of the stock, handicapped the
firemen from the very start of the fire, and the
damage wrought by water exceeded that caused by the flames. The lower floors were completely
destroyed, while the store floor was considerably
damaged and the demonstration booth flooded
with water.

Arthur D. Geissler, vice-president and manag-
ing director; C. T. Williams, manager, and V. V.
Moorly, sales manager of the company, were ad-
vised of the fire as soon as it started, and were on
the scene before the firemen had it under con-
trol. Together with other members of the sales
and office staffs they labored indefatigably through
the greater part of the night, and on Monday
morning announced that they had secured tem-
porary quarters at 77 Reade street, where they
would be doing business before the close of the
day.

All of the books, stock records and accounting
paraphernalia had escaped the ravages of the fire,
and were removed at once to the new quarters.

With indomitable energy the officers and staff
worked incessantly putting the new offices in shape
by Tuesday morning. Shipments of machines and
records were started at once and have continued
since that time. The company’s surplus stock at
77 Reade street was salvaged, and Vice-Presi-
dent Geissler availed himself of some of the hearty
offers of assistance which were extended to him
by Victor distributors in all parts of the country,
who sent telegrams offering all possible help as
soon as they learned of the fire.

The July records were sent out to the com-
pany’s dealers on schedule time, and the aggres-
siveness of the staff is well exemplified in the
hustling activity that is now apparent in the Reade
street quarters.

The record stock is rapidly being replaced, and
at the present writing is almost as large as it
was before the fire. Machine shipments are being
received daily, and, in short, the company has re-
covered with exceptional rapidity from a fire
which would otherwise have disheartened the most optimistic busi-
ness man.

The space now occupied by the company in-
cludes the store floor, cellar, sub-cellar, third and
fourth floors of the building at 77 Reade street
and lots in buildings at 83 Reade street and 9
Murray street. A portion of the executive staff
and the showroom remain at 81 Chambers
street, the home of the company, where a force
of workmen are working day and night to re-
move the wreckage from the three floors.

When seen by a representative of The World the day after the fire Mr. Geissler said: “This fire
has been, of course, a severe blow, but we are
now making shipments from our temporary quarters
and can assure our dealers that our service will
continue without interruption. We have already
started to rebuild the floors which were destroyed,
although we do not expect to be back in our
building for the next few weeks. Shipments of records and machines are being received daily,
and the assistance offered us by Victor jobbers
throughout the country is greatly appreciated.”

“Our safes and records all remained intact, and
we are utilizing every possible means to give our
dealers the prompt service to which they are ac-
customed. Our surplus stock at 77 Reade street
has enabled us to continue shipments with only a
few hours’ interruption, and we wish to thank
our dealers for their hearty co-operation.”

BUILDING UP A LARGE BUSINESS.
(Special to The Talking Machine World.)

INDIANAPOLIS, Ind., July 6.—One of the ag-
gressive representatives of the Victor lines, which
gets its goods through the jobbing house of the
Stewart Talking Machine Co., is the Holloway-
Wright Co., of New Castle, Ind. This company’s
main line is furniture, but the talking machine
line is not neglected. Instead, the Holloway-Wright
Co. figures that in pushing the talking machine
line not only increases its sales in that line, but
gets its goods through the jobbing house of the
company’s business. The new office building is
expected to cost in excess of $50,000.

The New Brighton Talking Machine Co. is the
title of a new concern in Beaver Falls, Pa.
MAKING THE STEEL NEEDLE ARM.

An unusual photograph is shown herewith, depicting the process of making the steel needle arm used on the products of the Columbia Graphophone Co. As explained by operations, this photograph shows the following:

1. Shows first operation to form needle holder end under drop press.
2. Shows second forming which completes the outline of the needle arm under the drop press.
3. Shows third operation in trimming press, cutting away all surplus metal.
4. Shows fourth operation of drilling the four holes and tapping for the needle-holding screw.
5. Shows the broaching for the triangular hole for the fibre needle.
6. Shows the rough polishing and grinding.
7. Shows the finishing, polishing and buffing.
8. Shows threading on small end of arm for nuts that hold the diaphragm.
9. Shows the rough polishing and grinding.

Evolution of the Columbia Steel Needle Arm.

1. Shows first operation to form needle holder end under drop press.
2. Shows second forming which completes the outline of the needle arm under the drop press.
3. Shows the third operation in trimming press, cutting away all surplus metal.
4. Shows fourth operation of drilling the four holes and tapping for the needle-holding screw.
5. Shows the broaching for the triangular hole for the fibre needle.
6. Shows the rough polishing and grinding.
7. Shows the finishing, polishing and buffing.
8. Shows threading on small end of arm for nuts that hold the diaphragm.
9. Shows the rough polishing and grinding.

EDISON LINE WITH MILLER BROS.

Thomas A. Edison, Inc., closed arrangements last week with Miller Bros., 726 Columbus avenue, New York, whereby this well known and successful piano house will open a new department for the exclusive presentation of Edison disc products. This department is now practically completed and includes all modern perfections for the comfort and convenience of patrons. Miller Bros. last month moved into new quarters, which give them increased space and facilities for handling their fast growing business.

TWO YEARS OF PROGRESS.


"It is now two years since we first introduced our automatic stops at the Atlantic City convention," said Thomas W. Kirkman, manager of the Standard Gramophone Appliance Co., 173 Lafayette street, New York. "The automatic stop that we introduced at that time was the well-known 'Simplex,' and the practical nature of this stop was an important factor in its emphatic success. During the past two years the market for automatic stops has steadily increased, and to fill the demand that exists for automatic stops at a nominal price we perfected our 'Standard' stop, which is ever bit as effective as our 'Simplex,' and which, in the short time it has been on the market, has achieved country-wide popularity.

"About a year ago we decided to market our 'Standard' fibre needle cutter, which we had had in course of perfection and manufacture for nearly a year. The labor and expense we have bestowed on the preliminary details of this cutter practically insured the success of this accessory, and the sales of this cutter have grown so rapidly that we are now devoting a separate department of our business to its manufacture. We have a special department where every cutter is tested by actual cutting of a fibre needle. This department is now practically completed and includes all modern perfections for the comfort and convenience of patrons. Miller Bros. last month moved into new quarters, which give them increased space and facilities for handling their fast growing business.

UNIQUE CABINET EFFECT.

The Victrola section of the New York store of John Wanamaker, Eighth street and Astor place, introduced something new this month in the nature of a Victrola on wheels, designed especially for summer use. This unique combination consists of a Victrola IX, which retails at $99, with a wheel cabinet that permits of the convenient moving of the Victrola from one part of the house to the other. The cabinet portion of the arrangement contains racks for the usual number of records. The complete wheel-cabinet retails at $75.

JOHN M. DEAN, CORP.

Talking Machine Needle Manufacturers

PUTNAM, CONN.
For All Makers of Talking Machines—The Demand Now Is from $100 Up—June Trade
Summarized By Bayley—Special Store for Hudson Co.—Bayley Discusses Sales-
manship of Pianos and Talking Machines—Looking Forward to a Large Fall Trade.

(Herewith to the Talking Machine World)

Detroit, Mich., June 13—It was not a very good month for the talking machine business in Detroit. In fact, it was the dullest summer month in a long time, and the reason is not hard to find. Generally speaking, Detroit is a good summer town for the business, because talking machines are in demand for yachts and boats of all kinds and for the thousands of summer cottages which are established on lakes, islands and rivers within a radius of thirty or forty miles from the city. There is no reason for the slackening, for business in the city is good. Real estate is booming, new building businesses, hotels and factories are being erected, including a doubling of the 'already mammoth Ford plant, and residences by the thou-
sand are being built. Contracts indicate an even more active month in July. All this makes jobs for workingmen and business for commercial en-
terprises of all kinds. So the telling off in talk-
ing machine sales is regarded as but momentary, and due to the inexplicable "luck" which causes machine sales is regarded as but momentary, which causes

The fact that classical records of the

'1Whereas a few years ago wealthy people would

HIGHER RANGE OF PRICES PREVAILS IN DETROIT

The range of prices seems to be working higher than ever. The fashionable demand now is from $100 up. A year ago it was from $75 up, and

due to the inexplicable "luck" which causes

The range of prices seems to be working higher than ever. The fashionable demand now is from $100 up. A year ago it was from $75 up, and
due to the inexplicable "luck" which causes


BEKA-RECORD AKT. GES., Berlin, S. 0. 36 (Germany)

The New York Album & Card Co. Tells of Latest Addition to Its Line—Report an Ex-
cellent Demand for Its Various Products.

The New York Album & Card Co., Inc., 23 Lis-


...
This invention relates to attachments for sound-reproducing machines, and more particularly to improvements for reproducing machines, and more particularly for talking machines and particularly to improvements in the art of reproducing machines, and more particularly for talking machines and particularly to improvements in the art of reproducing machines.

In the reproduction of sounds by means of a phonograph it is of the utmost importance that the vibrations imparted to the stylus in its travel over the minute undulations of the record surface be faithfully transmitted to the diaphragm without any change whatever due to foreign causes, such, for example, as lost motion. Since the extreme width of the record groove in the standard phonograph record cylinder is not over one-tenth of an inch and it does not exceed in depth one one-thousandth of an inch, it is evident that the slightest lost motion will affect very seriously the reproduction of sound, and this is the true reason why it is necessary to provide a stylus of a type to amplify the vibrations of the stylus which are imparted to the diaphragm which results also in multiplying any lost motion which may be present. This amplification is usually accomplished by mounting the reproducing ball or point on the shorter arm of a pivoted lever the opposite and longer arm whereof is connected to the diaphragm. In this art the reproducing ball or point is often termed the reproducing stylus, and for convenience of reference the lever carrying the same is hereinafter called the stylus lever.

It is the object of this invention to provide a stylus lever for the phonograph so constructed that all possibility of lost motion due to the pivoting of the said lever is in its support shall be overcome. In order that the invention may be fully understood, attention is directed to the accompanying drawings, and reference is made to the same reference numerals are applied uniformly to the same parts, and in which Fig. 1 is a view in side elevation of a phonograph reproducer equipped with this improvement, and Figs. 2 and 3 and 4 are sectional detail views, Fig. 4 being taken on the line 2--2 of Fig. 3 and Fig. 3 being taken on the line 3--3 of Fig. 2.

ATTACHMENT FOR SOUND-REPRODUCING INSTRUMENTS, Sylvain Dayan, Montreal, Quebec, Can., Patent No. 1,065,193.

This invention relates to attachments for sound-reproducing machines, and more particularly for phonographs of a type similar to the Victor.

The object of the invention is to provide a jointed tube adapted to be inserted between the sound box and goose neck, so that the sound box may be suitably adjusted to use either steel or sapphire needles. A further object is to provide a device of this character which will not require to be removed each time a change is made from steel to sapphire needles.

There are several important recognized principles in connection with sound reproduction which must be thoroughly understood before the full importance of the present invention becomes apparent. First it must be understood that the disposing of the diaphragm or sound box, whatever the character of the needles used is dependent upon the nature of the record groove, whether vertically undulatory or laterally undulatory, that when using either steel or sapphire needles, the best results are obtained when the needles are arranged at an angle of approximately forty-five degrees to the record groove, that the arc of movement of the needle shall pass through the axis of rotation of the record. In other words, a line drawn through the axis of rotation of the tone arm and the needle will drag against the inner walls of the record grooves and be uncertain in action. The pressure of the needle, however, upon the groove walls when the needle is located between the record and tone arm axes is the same for the same distance from the axis, but in opposite direction.

This invention provides a method of making a flexible tube made of relatively nonplastic sections connected by elbows adapted to be permanently inserted between the goose neck and sound box, so that the sound box may be arranged in any position and the needle adjusted to any angle for playing with either steel or sapphire needles, and may be adjusted either inside or outside of the record center, so that the needle will press against one side or the other of the record groove to overcome centrifugal force and to correct any skipping tendency.

In the drawings which illustrate the invention Fig. 1 is a side elevation of the device in operative position, showing in full lines the adjustment for using a sapphire needle, and in dotted lines the adjustment for using a steel needle. Fig. 2 is a plan view corresponding to Fig. 1. Figs. 3 and 4 are front elevations of slightly modified forms of the device.


This invention has for its object to provide a device in which the different supports, the horn, a number of records and other accessories used in the playing of a talking machine may be readily transported from place to place in a single covering. A further object of the invention is to provide a collapsible bracket or support for the horn which may be readily placed in the drawer of the casing or cabinet.

A further object of the invention is to provide an adjustable rest for the smaller end of the horn in order that the reproducer may be held out of contact with the record disc or turn table while the needles are being changed or when the machine is not being played. Another object of the invention is to provide a sectional horn, the sections of which may be taken apart and telescoped one in the other within the cover of the cabinet.

Figure 1 is a side elevation of the improved talking machine, the cover of the cabinet being removed and showing the horn engaging the rest. Fig. 2, a side elevation of the horn support or bracket, a portion thereof being broken away to clearly illustrate the construction. Fig. 3, a similar view of right angles to Fig. 2. Fig. 4, a side elevation of the hinged or pivot number for mounting the horn upon the bracket. Fig. 5, an edge or vertical section view thereof. Fig. 6, a vertical sectional view of a portion of the cabinet and cover thereon, showing the horn in said cover and illustrating the position of the different parts when the machine is ready for transportation. Fig. 7, a side elevation of the horn disconnected and having portions thereof broken away to clearly illustrate the construction. Fig. 8, an enlarged partial section of Fig. 4 on the line 4--4 of Fig. 2. Fig. 9, a similar view illustrating the top elevation of the rest, and Fig. 10, a perspective view of one form of cover or carrying case.


This invention relates to talking machines, and especially to propelling devices for the sound boxes thereof.

The invention is distinguished by a propelling device for disc records, having up and down cuts. The records are distinguished from the zig-zag records, where the variations are in horizontal planes, while the records for which this invention is applicable have surfaces inclined to horizontal planes. The sounds with this device are produced by the contact of the needle point with said inclined surfaces, and the mechanism of the invention propels the point across the horizontal plane of the records.

The invention also relates to means for rotating and instantly starting or stopping the disc carrying the record.
The object of this invention is to provide means to support one upon another a series of sound records for discs, and to automatically apply, one after another, the records or discs in position for co-operation with the pin of the soundbox, and to automatically cause the required movement of the soundbox to and from the records or discs after the latter have been successively placed in position for rotation, whereby a series of superposed records have been placed in the machine, and the driving mechanism is started, the musical composition, speeches, or the like, will be rendered from said records one after another, without requiring the machine to be stopped until all of such records have been used.

In carrying out this invention there is provided in a sound producing machine having any suitable means for supporting and rotating sound records or discs and the sound box to coast therewith, means to support a series or plurality of superposed records or discs, means to lower and raise said records and to separate from the series the lowest record and deposit it upon the record or records that have been used upon the record rotating devices, and means to cause the sound box to be raised and moved away from the records that have been used, and to be moved back and lowered toward the new record that has been deposited for use, whereby the records may be used successively with the sound box while the machine continues to operate.

Fig. 1 is a side elevation of a talking machine embodying this invention; Fig. 2 is an end view of Fig. 1, looking from the right-hand side, parts being being removed, and showing the parts in the playing position; Fig. 3 is a cross-section substantially on the line 3, 3, in Fig. 1; Figs. 4, 5 and 6 are detail views illustrating, in different positions, the dog for separating and depositing one after another the superposed records or discs; Fig. 7 is a side elevation illustrating the parts in the position assumed when the records are lowered to deposit an unused record in position for use, parts being omitted; Fig. 8 is a plan view of Fig. 7; Fig. 9 is a section substantially on the line 9, 9 in Fig. 7, and Fig. 10 is an end view showing the parts in the position illustrated in Fig. 7, parts being removed; Fig. 11 is an enlarged section on the plane of the line 11, 11 in Fig. 1; Fig. 12 is a similar view on the line 12, 12 in Fig. 1, and Fig. 13 is a sectional view of part of the sound pin operating device.

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