

# The TALKING MACHINE WORLD

AND  
NOVELTY  
NEWS

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



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

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



# Leading Jobbers of Talking Machines in America

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BROS INC.

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

1856 WURLITZER 1914

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DISTRIBUTERS  
VICTORS EXCLUSIVELY

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Two points of supply; order from the nearer.

**CHASE & WEST** DES MOINES IOWA

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

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

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**PERRY B. WHITSIT CO.,**

213 South High Street, Columbus, Ohio.

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

**OLIVER DITSON COMPANY**  
BOSTON

Largest VICTOR Talking Machine Distributors East of Chicago.

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

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

**VICTOR & EDISON**  
Distributors

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

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TRY US FIRST

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

THE CORLEY COMPANY, Richmond, Va.



Where Dealers May Secure

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Product

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- Boston, Mass., Columbia Graphophone Co., 174 Tremont St.
- Buffalo, N. Y., Columbia Graphophone Co., 622 Main St.
- Chicago, Ill., Columbia Graphophone Co., 14 N. Michigan Ave.
- Cincinnati, O., Columbia Graphophone Co., 117-119 W. Fourth Ave.
- Cleveland, O., Columbia Graphophone Co., 913 Euclid Ave.
- Dallas, Tex., Southwestern Talking Machine Co., 1403 Main St.
- Denver, Colo., Columbia Stores Co., 505-507 Sixteenth St.
- Detroit, Mich., Columbia Graphophone Co., 114 Broadway.
- El Paso, Tex., Southwestern Talking Machine Co., Stanton and Texas Sts.
- Hartford, Conn., Columbia Graphophone Co., 719 Main St.
- Indianapolis, Ind., Columbia Graphophone Co., 27 N. Pennsylvania St.
- Kansas City, Mo., Columbia Graphophone Co., 1112 Grand Ave.
- Lincoln, Nebr., The Grafonola Company, 1036 O St.
- Livingston, Mont., Scheuher Drug Co.
- Los Angeles, Cal., Columbia Graphophone Co., 420-422 S. Broadway.
- Louisville, Ky., Columbia Graphophone Co., 425 South Fourth St.
- Milwaukee, Wis., Albert G. Kunde, 516 Grand Ave.
- Minneapolis, Minn., Columbia Graphophone Co., 424 Nicollet Ave.
- New Haven, Conn., Columbia Graphophone Co., 25 Church St.
- New Orleans, La., Columbia Graphophone Co., 835 Canal St.
- New York City, Columbia Graphophone Co., 89 Chambers St.; Columbia Graphophone Co., 35-37 W. 23d St.; Columbia Graphophone Co., 39 W. 125th St.
- Philadelphia, Pa., Pennsylvania Talking Mach. Co., 1109 Chestnut St.
- Pittsburgh, Pa., Columbia Graphophone Co., 101 Federal St.
- Portland, Me., Columbia Graphophone Co., 550 Congress St.
- Portland, Ore., Columbia Graphophone Co., 371 Washington St.; Eilers Music House.
- Providence, R. I., Columbia Graphophone Co., 119 Westminster St.
- Rochester, N. Y., The Grafonola Company, 38 South Ave.
- Sacramento, Cal., Kirk, Geary & Co.
- Salt Lake City, Utah, Dayner-Beebe Music Co., 45 Main St.
- San Francisco, Cal., Columbia Graphophone Co., 834 Sutter St.
- Seattle, Wash., Columbia Graphophone Co., 1311 First Ave.; Eilers Music House, 3d and University Sts.
- Spokane, Wash., Columbia Graphophone Co., 818 Sprague Ave.
- Springfield, Mass., Columbia Graphophone Co., 174 Worthington St.
- St. Louis, Mo., Columbia Graphophone Co., 1008 Olive St.
- St. Paul, Minn., Columbia Graphophone Co., 17 East Sixth St.
- Tampa, Fla., Tampa Hardware Co.
- Terre Haute, Ind., 640 Wabash Ave.
- Toledo, O., Columbia Graphophone Co., 229 Superior St.
- Washington, D. C., Columbia Graphophone Co., 1210 G St., N. W.

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

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

Headquarters for Canada:

Columbia Graphophone Co., 363-5-7 Sorauren Ave. Toronto, Ont.

**SANGER BROTHERS**  
Dallas, Texas

**VICTOR**  
Distributors

"We ship the same day."

**Southern Victor Dealers**

Largest Stock VICTROLAS and RECORDS. Prompt Shipment and Low Freight Rates.

**WALTER D. MOSES & CO.**  
Oldest Music House in Virginia or North Carolina.  
RICHMOND, VA.

**Edison Phonograph Distributors**  
for the SOUTHWEST

All Foreign Records in Stock

**Houston Phonograph Co., HOUSTON, TEXAS**

**NEW ENGLAND**  
JOBGING HEADQUARTERS  
**EDISON AND VICTOR**

Machines, Records and Supplies.

**THE EASTERN TALKING MACHINE CO.**  
177 Tremont Street BOSTON, MASS.

**PACIFIC COAST** DISTRIBUTORS OF

Victor Talking Machines and RECORDS

STEINWAY PIANOS—LYON & HEALY

"OWN MAKE" BAND INSTRUMENTS

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

Talking Machine Dealers

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

**The Music Trade Review**

This is the oldest music trade publication in this country, having appeared without interruption since July, 1879.

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

Its editions vary from 60 to 150 pages.

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

Ask for a sample copy.

Regular subscription price is \$2 per year.

**EDWARD LYMAN BILL**

EDITOR AND PROPRIETOR

373 Fourth Ave., New York

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your card in the April List.

# The Talking Machine World

Vol. 10. No. 3.

New York, March 15, 1914.

Price Ten Cents

## TO OPEN NEW RETAIL STORE SOON.

Milwaukee Phonograph Co. Expects to Get Into New Quarters Late This Month—Manager for Retail Department Not Yet Selected.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., March 9.—The Milwaukee Phonograph Co., jobber in Wisconsin for the Edison line, has met with some little delay in opening its big new retail Edison store, but Manager William A. Schmidt expects that the new establishment will be formally opened before the latter part of March. Workmen are now busy remodeling the quarters at 213-215 Second street, where two floors will be occupied by the new retail store and by the wholesale department, which will be removed from its present location at 347-349 Broadway. No money will be spared in making the store one of the finest retail talking machine establishments in Milwaukee, and the local trade will await with interest the opening of the new place. Mr. Schmidt says that he has not fully decided as yet upon a manager for the new retail department. The Milwaukee Phonograph Co. has started several new Edison dealers about Wisconsin, and business at the present time is three times what it was a few months ago.

## BIG FIRE IN PITTSBURGH.

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

(Special to The Talking Machine World.)

PITTSBURGH, PA., March 5.—The store and stock of the Columbia Graphophone Co., located in the Fulton building, 101 Sixth street, was totally destroyed by fire which broke out Sunday and got beyond the control of the firemen, owing to the high wind and zero weather. The firemen estimated the loss at \$90,000 but the company officials, who are at present taking an inventory, believe that the estimate is rather high, despite the fact that the local branch was an active distributing center and a large stock was carried. The loss is fully covered by insurance.

On Monday morning Manager S. H. Nichols secured temporary quarters in the Bessmer building, directly opposite the burned building. All the important papers connected with the business were locked in the safe and were saved from destruction.

## THE GRAFONOLA ON THE STAGE.

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

(Special to The Talking Machine World.)

ATLANTA, GA., March 5.—The Columbia Grafonola was used to excellent advantage in performances of "The Spendthrift" which were recently given at the Princess Theater in this city. The appearance of the machine attracted general interest and its musical qualities were commended by many of the newspaper critics.

The play called for the use of the Grafonola in the first two acts, and in the second act the curtain rises while the machine is playing "Idilio." The machine plays for nearly five minutes, and the success of this demonstration was well evidenced by the fact that the machine held the attention of every person in the audience and was even encored.

## MCGREAL TO RUN FOR CONGRESS.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., March 5.—Lawrence McGreal, formerly Edison jobber in Milwaukee, and a former president of the National Association of Talking Machine Jobbers, is being urged by his friends to make the formal announcement of his candidacy for Congress from the Fifth Congressional District on the Democratic ticket. Mr. McGreal, who is now sheriff of Milwaukee County, has just returned from California.

## KILL PROPOSED INSTALMENT BILL.

Delegation of Talking Machine, Piano and Furniture Men Visit Albany to Outline Danger of Proposed 80 Per Cent. Clause—Maker of Bill Only One to Appear in Its Favor—E. K. Camp Appears in Opposition.

Talking machine dealers throughout New York State were greatly interested in a hearing which was held February 25 before the Committee of General Laws of the Assembly, at Albany, N. Y., relative to a proposed amendment to the Personal Property Law. This bill, which was known as Assembly Bill 287, and introduced by Assemblyman Sufirin, had for its purpose the adding of another section to the Personal Property Law which would force the vendor in a conditional sale to pay back to the vendee 80 per cent. of the money paid on the contract before starting to recover the goods in case of default of payment. This is the same bill that was introduced last year, and which made no progress before the Assembly session came to a close.

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

The hearing as a whole was decidedly one-sided, no one appearing in favor of the bill except Assemblyman Sufirin, who drafted it. The utter absurdity of the 80 per cent. clause was brought out early in the hearing, and after listening to several of the spokesmen for the furniture industry and Mr. Sufirin's plea for the bill, Chairman Smith, of the General Laws Committee, publicly asked the members of the committee if any one of them was in favor of the bill, and receiving no response in the affirmative indicated that he thoroughly understood the details of the situation, and required no further arguments in opposition to the bill.

Assemblyman Sufirin, at the start of his argument, stated his desire to offer several compromises, including the elimination of musical instruments from the provision of the bill, limiting the bill to necessities only, but was not quite certain as to what came under the head of "necessities." The apparent unanimous opposition of the General Laws Committee to the bill practically eliminates any chance of its becoming a law, and there is every indication that the present provisions of the Personal Property Law will not be changed during the session.

## VICTROLA MAKING YOUNG MOZARTS.

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

(Special to The Talking Machine World.)

CLEVELAND, O., March 7.—It is history that Mozart at the age of three played well on the clavichord. If this can be taken as a criterion of youthful precociousness in the musical realm, then a brilliant future awaits Crandall, the son of Fred K. Hendershot, of the suburban town of Chardon, who is an enthusiastic admirer of the Victrola and can sing a repertoire of popular songs, though he has not yet reached the age of three. Musicians, who have heard the boy sing, are astounded at the correctness of key, the perfect time he maintains, and his clear enunciation. Among the songs the boy sings perfectly are "On Moonlight Bay," "Jungle Moon," "Marching Through Georgia."

When the Victrola plays he isn't satisfied until his parents let him stand in front of the talking machine, where with improvised baton, he beats time with absolute precision.

## THE GOSPEL OF COMMERCE.

This Is How Modern Advertising Is Considered by Thinking Business Men—Honesty and Honor Keynotes of Success in Commercial Sphere Today—Past and Present Compared.

Advertising has undergone a great change in the past twenty-five years. To-day it is the good word—the gospel of commerce.

In an elder day, it was a cunning device by which the commercial cut-purse seduced the unwary into trading with him. The advertising man then became a hired liar, paid to do that which the proprietor has neither the moral backbone nor the power to do himself.

Times have changed, because men have changed and business with them.

There never was a time when honesty was more honored—when service brought greater rewards than to-day.

The world is changing its faith. This is the greatest spiritual era the world has had for one hundred years. As E. St. Elmo Lewis says, it is not sufficient any more for a man to be a success to be accepted in the market place—he must have more than money—he must have a soul.

If he misdescribes an article in his advertisement, shall he be accounted an honest man?

Shall he be accepted as an honorable man if he makes selfish and subtle distinctions between what he would tell the stranger across his counter and what he would describe to one of his own family?

## COLLECTS INDIAN TRIBAL SONGS.

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

Sioux war songs were sung and war stories were recently shown before the members of the Anthropological Society by Miss Frances Densmore at the National Museum in Washington. Miss Densmore has been making a special study of Indian music for the Bureau of Ethnology for some years.

She goes into the field with a Columbia cylinder graphophone and a musical note book, and collects the tribal songs and their accompanying legends almost as a botanist would collect flowers. The series presented to the Anthropological Society was the result of a season's work among the Sioux. There was a phonograph record of an Indian woman singing a death song for her husband, who had been killed in battle. Most of the songs were wild, quavering minors, and some had strange changes of time and curious "accidentals" in the score.

## PHONOGRAPH FOR HIGH SCHOOL.

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

(Special to The Talking Machine World.)

DES MOINES, IA., March 7.—About a year ago the people interested in the welfare of the North Des Moines High School (which is one of three of our big high schools) decided to raise a fund for the purchase of a talking machine. When their fund had been brought up to the required amount they looked around to make their choice. After having had submitted to them in a competitive test the various makes of phonographs, the Edison salesman "came home with the bacon," having sold them not a \$200 instrument, which they had decided to spend, but a \$250 fumed oak Edison disc phonograph. Every member of the committee and of the school, and everyone around the school interested in this matter is highly delighted.

## SOMETHING WORTH EMPHASIZING.

A man may have a lot of sand without ever letting you suspect it, but the fellow with nerve always lets you know he has it.

**QUESTIONS OF VITAL INTEREST WERE DISCUSSED**

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

(Special to The Talking Machine World.)

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

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

**The Oldfield Bill Denounced.**

The talking machine trade interests were concerned when on the very first day of the Chamber meeting the committee on patents, trade-marks and copyrights brought in a report vigorously denouncing the Oldfield bill, which strikes at price maintenance and recommending the amendment of the Kahn act, which is a measure looked upon with suspicion by many manufacturers of musical instruments of a class that are liable to involve a conflict of foreign and American patents. Recommendations were made for the creation of an expert commission empowered to investigate the patent laws and for the establishment of a court of patent appeals, to which cases may be taken by either party to a patent suit. This court of patent appeals would do away with confusion such as has, on certain occasions, being precipitated in the music trade when a patent has been declared by the Circuit Court of Appeals in one district to be valid and to have been infringed, whereas the Circuit Court of Appeals in another district had held this self-same patent to be invalid.

In criticising the compulsory license provisions of the Oldfield bill, the Chamber of Commerce committee said: "The enactment into law of this provision would surely tend to induce everyone to keep his inventions secret and never place them upon the public patent record." In condemning the Oldfield bill for the limitations it places upon the right to enforce restrictions on the sale or use of patented articles, the report submitted to the national Chamber of Commerce says: "The restriction of conditions of use and sale is a ques-

tion of the 'distribution' of the particular manufacturers' goods and is not one in which the public is interested. The retail dealers are heartily in favor of having the manufacturer maintain a fixed retail price."

**Maintenance of Retail or Resale Prices.**

One entire session of the Chamber meeting was given over to a discussion of the subject of the maintenance of retail or resale prices, and in the end it was decided to appoint a special committee to investigate this subject also. An interesting feature of the presentation of this subject was an announcement by the United States Commissioner of Corporations, Joseph E. Davies, who has been charged by the Secretary of Commerce with the making of an official investigation of this subject.

Commissioner Davies let out the secret that an effort is now being made in certain quarters to have price maintenance sanctioned by law; that is, to have an express statute enacted that will give manufacturers under certain conditions the right to fix the prices at which the articles of their manufacture, respectively, shall be sold to the ultimate consumers. Then, telling of his own plans, he said: "The Bureau of Corporations is now engaged in an exhaustive study of the question from an economic point of view. It is our purpose to make that investigation fair and impartial, without preconceived bias, prejudice or judgment. We are collecting our information from both sides and with equal fairness. We are meeting with cooperation in this investigation and we ask your continued aid as business men in our work."

**Protection from Price Juggling.**

"Protection from Price Juggling" was discussed by William H. Ingersoll, of New York, a member of the American Fair Trade League, which has enrolled members from the talking machine and music trade. Mr. Ingersoll was particularly severe in his denunciation of price cutting and "bargain offers," saying that this form of advertising tended to undermine public confidence in advertising statements of all kinds. Said he: "In all of this advertising goods are offered at approximately one-third less than they are said to be worth, and such a perpetual avalanche of bargains would tax our credulity unless substantiated by very tangible evidence that real bargains of such proportion are possible.

"When a well-known article is sold at a cut price, the first effect is a stimulated demand, if the offer is bona fide. Oftentimes such offers are made with a very limited stock on hand, however,

and 'something else' is offered to those who arrive after 10 o'clock. The secondary effect is that people are led to believe that they ought to get the goods regularly at the reduced price and that those who charge more are exacting extortionate profits; the goods are cheapened in their estimation; they are no longer satisfied to pay former prices, so that the good will of the maker is seriously impaired."

**Attack Quantity Discounts.**

Men engaged in the various branches of the trade may find food for reflection in an attack which this speaker at the Chamber made upon the present system of quantity discounts. His statement on this score was: "It is worthy of note that the present unscientific, unfair scale of quantity discounts allowed generally to large buyers is turning the retail business into one, not of merchandising, but of financial manipulation to combine outlets so as to gain buying power and be able to underbuy the general run of merchants. A premium is put upon mere size, permitting wastefulness of management through unearned buying advantage, penalizing the small independent dealer, closing the way to the newcomer and making it impossible for the individual retailer to compete regardless of how capable he may be. Quantity discounts should be reduced to a scientific scale or abolished, as rebates for quantity freight shipments have been abolished under the law."

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

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

**JULIAN ELTINGE FALLS IN LINE.**

C. S. Calveard, manager of the Victrola department of the Montenegro-Riehm Music Co., Louisville, Ky., recently closed a sale of unusual importance in the nature of a Victrola and a large supply of records to Julian Eltinge, the well-known actor and female impersonator. Mr. Eltinge was delighted with the musical qualities of the Victrola and contemplates placing it in his private car to accompany him on all his travels.

Some people go to a moving picture show because it doesn't make them think. Others go because it does. And there you are.

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

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

- : That our entire time, energy and attention is devoted to one line.
- : That constant application is given to the betterment of our service.
- : That our stock is large, complete and up-to-date, and our shipping facilities unusual.

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

*The absolute proof is in the trying. Try it.*

**EASTERN TALKING MACHINE COMPANY**

177 TREMONT STREET, BOSTON, MASS.

**EDISON**

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY

**VICTOR**



Victor-Victrola VI, \$25  
Oak



Victor-Victrola IX, \$50  
Mahogany or oak

# Victor-Victrola

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

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

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



Victor-Victrola XI, \$100.  
Mahogany or oak



Victor-Victrola XVI, \$200  
Mahogany or oak

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

Berliner Gramophone Co., Montreal, Canadian Distributors

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

## Victor Distributors

Albany, N. Y. . . . . Finch & Hahn.  
 Altoona, Pa. . . . . W. F. Frederick Piano Co.  
 Atlanta, Ga. . . . . Elyea-Austell Co.  
 Phillips & Crew Co.  
 Austin, Tex. . . . . The Talking Machine Co. of  
 Texas.  
 Baltimore, Md. . . . . Cohen & Hughes, Inc.  
 E. F. Droop & Sons Co.  
 H. K. Eisenbrandt Sons.  
 Bangor, Me. . . . . Andrews Music House Co.  
 Birmingham, Ala. . . . . Talking Machine Co.  
 Boston, Mass. . . . . Oliver Ditson Co.  
 The Eastern Talking Machine  
 Co.  
 M. Steinert & Sons Co.  
 Brooklyn, N. Y. . . . . American Talking Machine Co.  
 Buffalo, N. Y. . . . . W. D. Andrews.  
 Neal, Clark & Neal Co.  
 Burlington, Vt. . . . . American Phonograph Co.  
 Butte, Mont. . . . . Orton Brothers.  
 Chicago, Ill. . . . . Lyon & Healy.  
 The Talking Machine Co.  
 The Rudolph Wurlitzer Co.  
 Cincinnati, O. . . . . The Rudolph Wurlitzer Co.  
 Cleveland, O. . . . . The W. H. Buescher & Sons Co.  
 The Collister & Sayle Co.  
 The Eclipse Musical Co.  
 Columbus, O. . . . . Perry B. Whitsett Co.  
 Dallas, Tex. . . . . Sanger Bros.  
 Denver, Colo. . . . . The Hext Music Co.  
 The Knight-Campbell Music Co.  
 Des Moines, Ia. . . . . Chase & West Talking Mach. Co.  
 Mickel Bros. Co.  
 Detroit, Mich. . . . . Grinnell Bros.

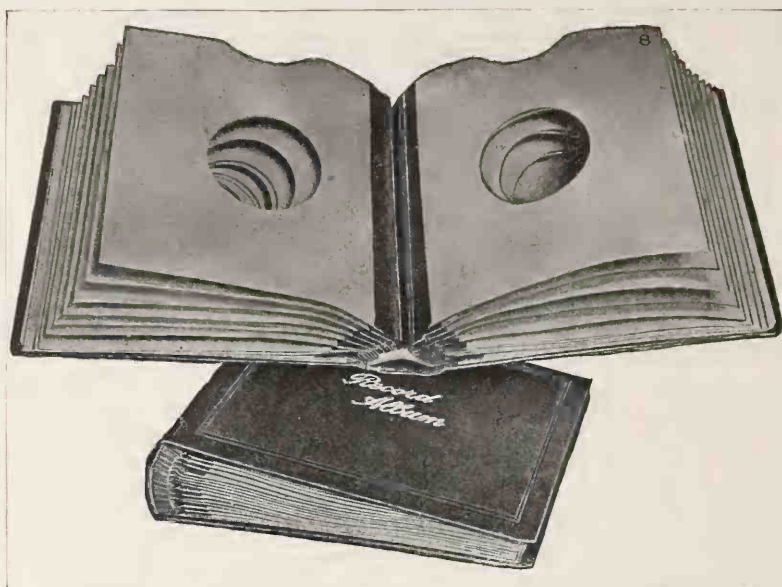
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 El Paso, Tex. . . . . W. G. Walz Co.  
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 Jacksonville, Fla. . . . . Florida Talking Machine Co.  
 Kansas City, Mo. . . . . J. W. Jenkins Sons Music Co.  
 Schmelzer Arms Co.  
 Lincoln, Neb. . . . . Ross P. Curtice Co.  
 Little Rock, Ark. . . . . O. K. Houck Piano Co.  
 Los Angeles, Cal. . . . . Sherman, Clay & Co.  
 Louisville, Ky. . . . . Montenegro-Riehm Music Co.  
 Memphis, Tenn. . . . . O. K. Houck Piano Co.  
 Milwaukee, Wis. . . . . Wisconsin Talking Machine Co.  
 Mobile, Ala. . . . . Wm. H. Reynolds.  
 Montreal, Can. . . . . Berliner Gramophone Co., Ltd.  
 Nashville, Tenn. . . . . O. K. Houck Piano Co.  
 Newark, N. J. . . . . Price Talking Machine Co.  
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 New York Talking Machine Co.  
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Omaha, Neb. . . . . A. Hospe Co.  
 Nebraska Cycle Co.  
 Peoria, Ill. . . . . Putnam-Page Co., Inc.  
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 C. J. Heppe & Son.  
 Penn Phonograph Co., Inc.  
 The Talking Machine Co.  
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 Standard Talking Machine Co.  
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 Richmond, Va. . . . . The Corley Co., Inc.  
 W. D. Moses & Co.  
 Rochester, N. Y. . . . . E. J. Chapman.  
 The Talking Machine Co.  
 Salt Lake City, Utah . . . . . Consolidated Music Co.  
 San Antonio, Tex. . . . . Thos. Goggan & Bros.  
 San Francisco, Cal. . . . . Sherman, Clay & Co.  
 Savannah, Ga. . . . . Phillips & Crew Co.  
 Seattle, Wash. . . . . Sherman, Clay & Co.  
 Sioux Falls, S. D. . . . . Talking Machine Exchange.  
 Spokane, Wash. . . . . Sherman, Clay & Co.  
 St. Louis, Mo. . . . . The Aeolian Company of Mo.  
 Koerber-Brenner Music Co.  
 St. Paul, Minn. . . . . W. J. Dyer & Bro.  
 Koehler & Hinrichs.  
 Syracuse, N. Y. . . . . W. D. Andrews Co.  
 Toledo, O. . . . . The Whitney & Currier Co.  
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 E. F. Droop & Sons.

# UNIQUE RECORD ALBUMS

CONTAINING SIX PAGES OF INDEX

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



DISC RECORD ALBUMS  
ARE WHAT EVERY

Talking Machine Owner  
MUST NOW HAVE

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

OUR SUPERB ALBUMS ARE BEST FOR VICTOR, COLUMBIA AND ALL OTHER TALKING MACHINES

MADE IN TWO SIZES TO FIT ALL 10 AND 12-INCH DISC RECORDS

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

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

## TRADE ACTIVITY IN CLEVELAND CONTINUES.

Despite Dulness in Many Lines Talking Machine Business Made Splendid Showing for January—Outlook for March Better Still—The Phonograph Co. Carrying on Active Campaign—Monthly Concerts of Eclipse Musical Co. a Feature—News of Month.

(Special to The Talking Machine World.)

CLEVELAND, O., March 9.—March, ushering in spring, though it came in like a lion, finds the various talking machine jobbers and retailers in the very best of spirits. All through the winter months trade continued good, and generally satisfactory, but with the coming of mild weather, good walking and sunshine, trade has taken on new life, and there is great expectancy of a brisk, profitable spring business.

At the Ashtabula County teachers' annual meeting, Dr. W. H. Squires, of the department of philosophy in Hamilton College, Clinton, N. Y., predicted that "teachers will soon be displaced by 'canned education,'" inferring that the talking machine will be adopted in educational work.

A private musical recital was given by the Phonograph Co., in the recital hall, March 2. The program included the latest Edison operatic selections and a number of the March records. The audience signified their appreciation of the entertainment by frequent applause.

Mr. Cadell, expert in the manufacturing department of the Victor Co., paid the Eclipse Musical Co. a visit recently, and demonstrated the new motor just put out. The officers of the Eclipse were greatly pleased with his visit.

W. A. Condon, of the Masterphone Corporation, New York, spent several days visiting dealers the first of the month, exhibiting the attachment, using the fibre needle. He secured a large number of orders in the city.

Oliver Jones, of the Victor Talking Machine Co., was a visitor here on the first of the month. He was on his way West and stopped over for a few days.

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

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

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

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

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

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

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

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

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

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

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

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

The most satisfactory conditions exist at the store of the W. H. Buescher & Sons Co. Sales cover the entire line of Victor machines and records, and business is astonishingly good.

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

**GENERAL CONDITIONS FAVORABLE ON PACIFIC COAST.**

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

(Special to The Talking Machine World.)

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

**February Business Proves Excellent.**

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

**A. Glenn to Return to Business.**

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

**Increasing Demand for Victor Goods.**

Andrew G. McCarthy, treasurer of Sherman, Clay & Co., who devotes particular attention to the talking machine department, says the demand for Victor goods continues to increase steadily. This week the company received a request from the Los

Angeles distributing station for more space, in order to provide better facilities for supplying an increasing demand for Victor products in the southern part of the State. Here the appearance of Kreisler, John McCormack, Harry Lauder, Tetrassini and other Victor artists during February and March, has been observed by Sherman, Clay & Co., by making special features of their records, and with very good returns, according to Mr. McCarthy. He says the craze for dance music continues unabated, and that Victor dealers are having difficulty in keeping their stocks complete.

**Growing Popularity of Edison Line.**

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

**Returns from Honolulu.**

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

**Many New Edison Disc Dealers.**

A. R. Pommer, of the Pacific Phonograph Co., reports a very good month's business in Edison products for February. A number of new dealers have taken on the disc line, including J. T. Bowers & Son, here; the Hale Piano Co., in Medford,

Ore.; the Silvers Piano Co., in Tacoma, Wash., and Ramaker Bros. in Seattle, Wash. J. E. McCracken, traveler for the San Francisco house, is still in the Northwest, assisting in getting things started at Seattle. He is now making a trip over Oregon in company with Mr. Schwab, traveler for the new Seattle firm, which will look after that territory in the future. Another traveler has been engaged by the Pacific Phonograph Co., N. W., in the person of C. E. Lyons, formerly special representative of the phonograph department of Thomas A. Edison, Inc. He is making his initial trip around Seattle.

**Interesting Personal Items.**

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

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

Peter Bacigalupi, Jr., started in several months ago to do a cash business in talking machines, and he claims his plan is working out very well, that there are plenty of people in position and willing to pay cash for machines, in spite of the liberal terms usually offered by dealers.

L. E. Cooley, superintendent of schools in Imperial County, recently endorsed a plan for providing talking machines at all the schools in that county, in the near future.

Byron Mauzy was the only representative of the music trade going to Los Angeles recently on the Exposition Flying Legion. He took along a player-piano and a Victor Victrola for the entertainment of the "boosters."

**AN ORIGINAL SERIES OF RECITALS**

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

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

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

The "Study of Music" had been advertised extensively in the daily newspapers, and as a result, it was necessary to turn away many music-lovers who had been attracted by the originality of the concerts and appreciated the value of hearing the Victrola in such appropriate surroundings. Soprano solos, violin solos and duets were also included in the daily performances, which were given the last two weeks of February.

In addition to the unique presentation of this "Study of Music," these concerts served to impress on the minds of the music-lovers, the true value of the Victrola as an important factor in the cultivation of musical tastes. The musical prestige of the Victrola was never more emphatically pre-

sented than at this series of Wanamaker recitals, and it is interesting to note that the store's Victrola section closed a number of sales of expensive machines to visitors to the concerts who had been impressed with the character of the Victrola's performance.

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

**PHONOGRAPH HIS GREAT SOLACE.**

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

Instead of the reveille to which he had long been accustomed in the army, Col. Ralph B. Eads (retired), of Newton, Mass., each morning had his Edison phonograph play his favorite hymn, "Abide with Me." True, the second stanza, "Fast Falls the Evening," seemed to make it more of a sunset than a sunrise hymn; nevertheless, the Colonel wanted to hear each morning his favorite hymn on rising and was particularly fond of the last stanza, "Heaven's Morning Breaks at Last." At last it did break; the Colonel was dead, and among his effects was found a request that this favorite hymn of his should be played once more on an Edison at his funeral. His wish was complied with, and among the mourners present were several army officers and veterans, whose eyes were moist as they listened. To an observer the scene suggested that wonderful painting entitled "The Last Muster."

No honest purpose is ever wasted and no honest desire ever remains unanswered.



**The Columbia automatic stop. The most accurate automatic stop made and the easiest to operate.**

**Gun Metal, \$2.00 list. Nickel Plated, \$2.50 list. Gold Plated, \$3.00 list.**

**May be adjusted to both Columbia and Victor disc machines.**

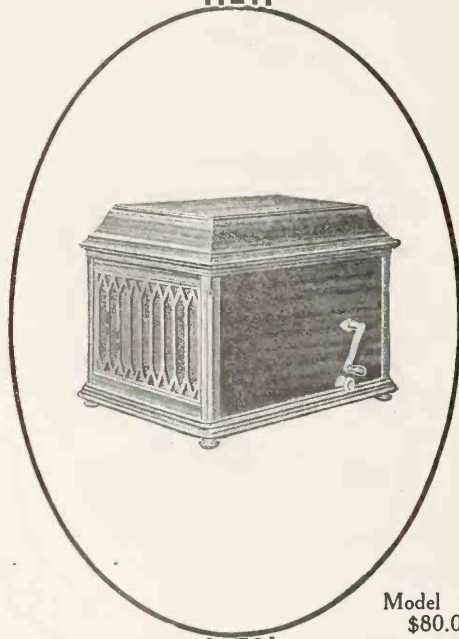
**Order from any Columbia Distributor.**



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



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



Model A80, Mahogany,  
\$80.00

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

*because it more than  
satisfies every patron.*

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

**Thomas A. Edison, Inc.**



Model A200, Mahogany  
and Oak, \$200.00



Model A300, Cir-  
cassian Walnut,  
\$300.00





**SHERATON**

Model A290, Mahogany, Inlaid Marquetry, \$290.00



**LOUIS XV**

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

Sell

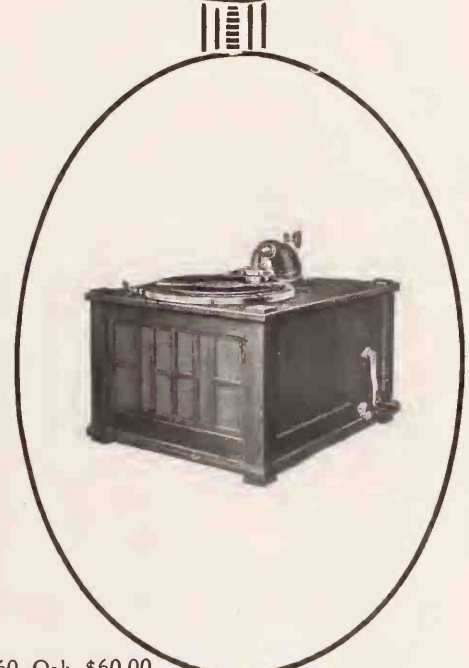
## Edison Disc and Cylinder Phonographs

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

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

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

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



Model B60, Oak, \$60.00

59 Lakeside Ave., Orange, N. J.



Model A250, Mahogany and Oak, \$250.00



Model A150, Mahogany and Oak, \$150.00

## DEMAND IS FOR THE HIGHER-PRICED MACHINES.

Detroit Dealers So Report in Discussing Conditions for Past Month—Demand for Records Still Continues to Be Enormous Owing to Dancing Craze—Max Strasburg Co. Enlarges Department—Talking Machine and Automobile Businesses Most Active in City.

(Special to The Talking Machine World.)

DETROIT, MICH., March 9.—The past four weeks have been just wood-sawing time with the Detroit talking machine houses. There have been few noteworthy features, or incidents. February was better all along the line than was February of 1913. The dance craze seems to have been responsible for it. The business in records alone has been sufficient to keep everybody connected with the trade moving. All stores are short of records. On big orders only about 20 per cent. of the number asked for are delivered. Appeals to jobbers in all parts of the country have failed to bring relief.

There is a belief that this abnormal record business will remain a long time—but the belief is conditional. The business must be properly catered to by the manufacturers. The dance records must be perfectly made; must have the right tempo and the right tone. Otherwise they won't sell. Even the slightest imperfection will render a record a "dead one."

The cause of the "dance craze" is simply the opportunity for it, the dealers all agree. "For the first time in their lives, people have an opportunity to dance in their own homes," said Max Strasburg, of the Victrola Shop. "This goes for the wealthy as well as the classes, because while the owners of mansions have had ballrooms in them ever since dancing came into vogue, they have not always had the orchestra with them. They could dance in their homes, but not always just when they took a fancy to. The talking machine has made it possible to transform an ordinary social call into a dancing party on the spur of the moment. I think the new custom will continue for three or four years as a fad, and for a much longer time as a common practice—until science evolves something superior, in fact."

The demand for records is causing all the downtown dealers to plan enlargements of their record filing accommodations.

The visit to Detroit of the "Bird of Paradise" theatrical company has caused a demand for the Hawaiian records put out by the Victor Co. that has practically cleaned out the supply. These records have been very popular ever since their appearance about a year ago, and for that reason large stocks of them have been carried. The new impetus is bound to make them more popular than ever. "I could sell a thousand of them in a week, if I could get them," said one dealer.

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

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

The Ford announcement is in itself the other influence. Undoubtedly the talking machine merchants are making some sales directly because of the five dollars a day minimum wage now in effect in the Ford plant. But there is no flood of such business. Perhaps the talking machine business is so good that the influx is not noticeable. Not since the summer of 1911, almost three years ago, has there been a dull spell in the talking machine business in Detroit. The constant increase has been so steady and big that it has come to be accepted here as the normal condition. So even a big swelling of sales through Ford channels would be regarded as nothing out of the ordinary.

At the same time, it is realized by all the dealers that the Ford employees are not being put on the advanced scale payroll without investigation as to their habits and domestic policies. Ford's agents let it be known to the employees that thrift is the principal thing that is expected of them, aside from efficient work, and that "thrift" means either a savings bank account or an investment in

real estate. This naturally militates against the purchase of talking machines by the employees until they have nest eggs saved up.

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

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

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

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

## NEW UNION REPRODUCERS

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

(Special to The Talking Machine World.)

CLEVELAND, O., March 9.—One of the busiest factories in Cleveland is that of the Union Specialty and Plating Co., principally engaged in the manufacture of Union phonograph specialties. H. B. McNulty, general sales manager of the company, said:

"Business is fine and the prospects are better. Since bringing out our new sound box, it is meeting with universal favor. We are receiving numerous and large orders for both the new sound box and the Union No. 1. We are now employing twice as many people as we did last year, and all are busy as bees. We have installed a jewel department for manufacturing jewels, both diamonds and sapphires, and will have something new for the trade from this department before long. Our business is growing so, and has grown to such an extent, we were compelled to lease the adjoining building, giving us about 8,000 square feet of floor space.

"We are starting an advertising campaign, in conjunction with the Talking Machine World, in quite a few magazines, on our new Union reproducers, No. 2 and No. 3, for playing Edison records on Victor and Columbia machines, as we wish to call the peoples' attention to their fine reproduction with diamond points."

# The DITSON Pledge

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

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

# The Fastest Victor Service

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

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

Will you let us tell you more about Ditson co-operation? A postal gets this information!

OLIVER DITSON CO., Boston, Mass.



**The "Leader" at \$75 has quality—quality of appearance, quality of workmanship, quality of tone. That is enough to ensure a market for this Columbia instrument.**



*(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**

### NEW DEALERS IN INDIANAPOLIS.

**E. L. Lennox Piano Co. Added to List of Victor Dealers in That City—To Appoint New Retail Representative for the Edison Disc Line Which Is Proving Very Popular—Record Shortage Still Exists—General Business Excellent and the Prospects Are Splendid.**

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., March 6.—Plans are being made by the Kipp-Link Phonograph Co., 345 Massachusetts avenue, jobber for the Edison machines, to place Edison departments in three or four of the large music houses and department stores of Indianapolis. Up to this time the Edison machine could be only obtained at the Kipp-Link store but that is to be changed.

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

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

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

W. S. Barringer, of the Stewart Talking Machine Co., was scratching his head gazing ruefully at an order before him when the writer called on him. He pointed to a short order for twenty-five records. One half the records were out. "That's the way it goes," declared Barringer, "we simply can't get the records to take care of the business."

A. W. Roos, of the Columbia Graphophone Co.'s local store, is happy over the acquisition of a large block of wholesale territory in central Indiana. The Indianapolis store has not had any wholesale territory up to this time, and Roos was "itching" to get into the wholesale field. Twenty-five counties surrounding Indianapolis have been allotted to this district for wholesale territory.

Mr. Roos predicted some time ago that business in all lines would pick up after the first of the year, and he says he knows his prediction is true as far as the talking machine business is concerned. Dance records continue to be in demand and the Columbia records, which have been made especially for the dancers of the tango, hesitation and other modern day dances, are sought after to the extent that the shelves are often empty.

H. L. Willson, of New York, assistant general manager of the Columbia Graphophone Co.; W. C. Fuhri, of Chicago, district manager, and T. D. Westerveldt, superintendent of the Dictaphone agencies, were recent visitors to the Indianapolis store.

Thomas Devine, in charge of the Dictaphone business in Indianapolis and surrounding territory, has been spending considerable time outside Indianapolis building up a large Dictaphone business.

A "speechless" banquet will be a feature of the convention of the central division of the Associated Advertising Club of America which will be held in Indianapolis April 9, 10 and 11. The banquet also will be without a "headache," for the general committee in charge of the arrangements for the convention has ordained that no drinks are to be served. The banquet will be served at the Claypool hotel where the convention will have its headquarters. The banqueters will be entertained by vaudeville stunts, and who is there, who says that will be worse than speech-making? Advertising experts will be brought here to address the convention.

### NEW QUARTERS IN WINNIPEG.

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

(Special to The Talking Machine World.)

WINNIPEG, CANADA, March 7.—Interest in matters musical cannot be said to be on the wane at all in Winnipeg, judging by the enormous crowds that attended the formal opening of the Winnipeg Piano Co.'s new piano and music store. The orchestra, vocal quartet, and soloists assisting had a very large and appreciative audience, and many flattering remarks greeted their efforts.

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

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

For several years since their business overtook the capacity of their old store, the Winnipeg Piano Co. has in vain tried to secure suitable quarters, but when the Canada Furniture Co. moved from its big store at the corner of Hargrave street and Portage avenue, the Winnipeg Piano Co. was not slow to take advantage of this, the finest store in the city without exception.

The interior of the store is very attractively laid out, a large mezzanine floor having been built at

the rear to afford several beautiful Grafonola parlors above and piano parlors beneath, so as to avoid the necessity of taking patrons into the basement.

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

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

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

### VICTROLA WIRELESS RECITAL.

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

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



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

**Springs for any kind of Talking Machines**

No doubt you will find it interesting.



**EMIL RIEDEL**

Sächsische Sägen- u. Federstahlwarenfabrik.

Chemnitz-Gablenz, Postfach 10, Germany

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

*For the makers & sellers of talking machines*

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**NEW YORK, MARCH 15, 1914**

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

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

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

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

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

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

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

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

What is the result?

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

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

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

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

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

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

Why?

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

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

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

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

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

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

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

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

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

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

Again, there is another point which is well to make in this

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

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

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

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

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

A prominent talking machine dealer, in discussing trade questions, the other day remarked that he had just taken his son into the business with him, and stated it as his belief that the talking machine business was the only one of its extent and stability in the country wherein immense jobbing and retailing houses had been built and yet had not marked the passing of a single generation. The head of practically every talking machine house of the present day, stated the dealer, is a pioneer, a man who, whether well equipped or not, took advantage of the opportunity to carve out his own career in a new and untried field. In a business that, as a commercial proposition, has not seen the passing of two decades, the credit for business ability and the success of the particular enterprise belongs to the man whose name is over the door.

A large number of the talking machine men have taken their sons into the business with them in the firm belief that the best days of the business are yet to come and that there is a real career in the field for the young men after the founders of the business have passed away.

The next generation may see the trade rise to its uppermost

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

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

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

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

**T**HE newly-enacted currency statute will not let down the bars so far as credits are concerned, as many people have stated, and some very pertinent remarks of interest to the trade were made recently on the subject by W. C. Cornwell, an authority, who said: "The class of paper available for rediscount at the Federal reserve banks must be of liquid character. The maturity of ninety days does not, of course, mean that only paper made for that length of time can be used, no matter for how long originally drawn.

"The tendency among banks, in order to be equipped with plenty of available paper, will be to encourage their customers to avoid renewals. Loans which are not liquid, even though well secured, will not be looked upon with as much favor. All this will, of course, tend to make the banking assets of the country sounder. And, too, the influence upon merchants and others, by encouraging promptness and more liquidity in financial arrangements, will, in the end, be beneficial for all business.

"There is some belief prevailing in regard to the new measure that it is intended, as it is called, to make credit easier. This calls up a vision of loosening up on the part of the banker as to the character of loans which will pass muster.

"Nothing of the kind is in contemplation and no such effect will follow. Credit is one of the functions which can only be safely determined on business principles, and legislation which attempts to make it unnaturally liberal, is sure to bring disaster. The bill does not affect the status in this respect. It only supplies greater facilities for extending safe credits."

# Beka Records

IN ALL LANGUAGES OF THE WORLD

High grade selections in

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

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

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

CATALOGUE IN FOUR LANGUAGES SENT FREE ON REQUEST



All over the country men and women, young and old, are still dancing—to Columbia Records. Why? They are the only authentic dance records made.



(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

### INTEREST CLAUSE IN INSTALMENT LEASES UPHELD

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

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

The Pease Piano Co. had asked for judgment in the Municipal Court against Mrs. Miriam Fiske for an unpaid balance of \$14 on a piano that was sold under a conditional sale for \$325, together with interest as provided for in the sales agreement, amounting to \$38. Mrs. Fiske was willing to pay the \$14, but refused to pay the interest charge, claiming that the company's contract was ambiguous. Judge Murray, of this court, decided in her favor regarding the interest clause, assessing the Pease Piano Co. with the costs of the action, directing that Mrs. Fiske pay only \$14, and not the amount charged for interest.

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

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

"And said company hereby agrees with Mrs. Miriam Fiske that if she shall pay said company the sum of \$325 with interest at 6 per cent. per an-

num on all unpaid balances, said company will sell said piano to Mrs. Miriam Fiske for that sum and give a bill of sale thereof and credit upon said price all moneys which have been received from said Mrs. Miriam Fiske as rent of said piano.

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

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

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

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

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

"Judgment in favor of the defendant should, therefore, be reversed with costs, and judgment or-

dered for the plaintiff foreclosing its lien of \$14 with interest at 6 per cent. upon all unpaid balances."

Francis C. Brown, 76 William street, New York, presented the case for the Pease Piano Co.

### DANCING CRAZE REACHES SPOKANE.

(Special to The Talking Machine World.)

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

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

### THE SIX BEST SELLING RECORDS.

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

## READY REFERENCE OF GENERAL SUPPLIES

### DEALERS

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

THE REGINA CO.

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

Mermod & Co.  
505 Fifth Avenue New York

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

Keep Your Record Stock with

THE  
Pease  
SYSTEM  
TRADE MARK

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

THE SYRACUSE WIRE WORKS,  
SYRACUSE NEW YORK

**HARGER & BLISH SUPPLY GRAND OPERA IN DES MOINES.**

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

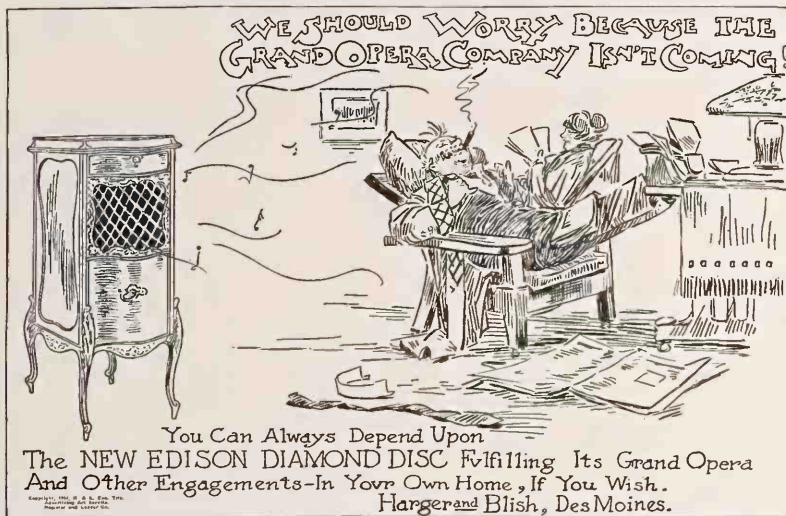
(Special to The Talking Machine World.)

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

The Canadian Grand Opera Co., which disbanded in Denver, Col., and which was scheduled to give performances for three days in Des Moines, and for which there was an enormous ticket sale,

manner in which Harger & Blish are bringing it to the attention of the public of this city, as well as in Dubuque and Sioux City, where they also conduct establishments.

The "blow up" of the Canadian Grand Opera Co. gave the firm a splendid opportunity, for no one event was so much talked of for years, the subject being discussed in the news and editorial columns, as well as in the cartoons in the local papers, showing how the appetite of the musical people of Des Moines had been whetted for grand



Harger & Blish Timely Advertisement That Caused a Veritable Sensation in Des Moines. gave Harger & Blish one of those "psychological moment" ideas which resulted in the advertisement reproduced above, being conceived and published in the Register and Leader, two of our leading papers. It occupied a half page.

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

Indeed, it would be impossible to conceive of any better means of concentrating attention on the new Edison disc phonograph than the progressive

opera, but Harger & Blish relieved the disappointment by notifying them that their wants could be supplied very effectively by means of the Edison disc phonograph.

Side by side with the preliminary advertisements of the National Grand Opera Co., Harger & Blish also carried advertisements emphasizing the merits of the Edison in a forceful way. The climax, of course, was the advertisement referred to above, which shows that the members of this company are alert to every development.

**VERDI AS A PROPHET.**

How He Came to Predict the Success of "Il Trovatore" by Interesting Test.

When Verdi was putting the last touches to "Il Trovatore," he was visited in his study by a privileged friend. The friend was one of the ablest living musicians and critics. He was permitted to look at the score and run over the "anvil chorus" on the pianoforte. "What do you think of that?" asked the master. "Trash!" said the connoisseur.

Verdi rubbed his hands and chuckled, "Now, look at this and this," he said. "Rubbish!" said the other, rolling a cigarette. The composer rose and embraced him with a burst of joy. "What do you mean?" asked the critic. "My dear friend," cried Verdi, "I have been making a popular opera. In it I resolved to please everybody except the purists, the great judges, the classicists, like you. Had I pleased you I should have pleased no one else. What you say assures me of success. In three months 'Il Trovatore' will be sung all over Italy."

**VITAL FORCE THAT MAKES SUCCESS.**

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

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

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

"In Philadelphia there are ten or a dozen manufacturers to whom, every time they pick up a newspaper or magazine, the advertisement placed there by a fellow manufacturer just across the river ought to be a flaming rebuke.

"Some of those men will recognize, at the top of this page, the birthplace of the Victor Talking Machine Co.

"All of them will identify the picture below of what it has become—chiefly through wise employment of the power of advertising.

"The little sign over the door of Mr. Johnson's machine shop was his first advertising.

"To this shop, in 1894, was brought for his help one of the early experimental models of talking machine. It sounded, he says, 'like a partially educated parrot with a sore throat and a cold in the head.'

"Genius—or inspiration—sensed the possibilities latent in that crude device.

"Infinite perseverance slowly shaped it into a delicate musical instrument.

"But it was only a bold, unflinching faith that first took the lion's share of the capital of the little company and turned it into advertising.

"Faith in the product.

"Faith in human nature.

"That faith, justified, has never been lessened.

"During the financial score of 1907, when curtailment was the accepted program elsewhere, the executive board of the Victor company, without one dissenting voice, added \$267,000 to the year's advertising appropriation. They went through the panic and into 1908 facing a demand far in excess of factory capacity.

"In 1913 this company again made its heaviest investment in advertising and again had the biggest year in its history. In October alone its sales were \$1,200,000 greater than the preceding October.

"They say 'Our success has been built by advertising. Next to manufacture, it is our chief consideration. We can't afford to stop.'"



**"DOLLAR" MOTORS**

LATEST SENSATION—DETACHABLE SPRING CAGE

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

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



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

ARE UNQUESTIONABLY THE BEST AND CHEAPEST

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

Advantages of our Motors:

- Noiseless movement
- Supreme accuracy
- Highest grade of materials
- Greatest money value

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

Cable Address: Gebrüder Steidinger Sanctgeorgenschwarzwald.

**THREE NEW EDISON ARTISTS**

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

Albert Quesnel, who has sung with the Opera Comique, Paris, and the leading orchestra organ-



Albert Quesnel.



J. E. Walbank.

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

James E. Walbank, who has had a long and successful career as a tenor singer in opera and concert, is the second newcomer in the Edison



Merle Tillotson.

list of May. His singing of F. W. Vanderpool's "In Dreams, My Own," a typical sentimental ballad, is most artistic in every way, and he is destined to become a favorite.

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

**ARTISTIC VICTOR DEPARTMENT**

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

With the opening of the new Lord & Taylor store, on February 24, one of the most artistic Victor departments in the local trade was added to the imposing list of Victor dealers in this territory. Although Lord & Taylor had maintained a Victor department at its old store for some time prior to its removal to Thirty-eighth street and Fifth avenue, that department in no sense compared with the beautiful show rooms that now form a substantial part of the Lord & Taylor "Music Rooms" on the seventh floor of its new building. This Victor department is under the direction of the Musical Instrument Sales Co., the Lord & Taylor store being a member of the Clafin chain of stores.

Five large display rooms presenting all the popular types of Victors and Victrolas are devoted to the exclusive demonstration of machines, while five tastefully furnished smaller rooms are used



**NYOIL**

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

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

only for the demonstration of Victor records. C. R. Wagner is head of this new department, and, assisted by an unusually capable sales staff, is already making sales records that would be gratifying as an excellent holiday business, instead of a spring trade.

**LUMBER DEALERS ENJOY VICTOR.**

(Special to The Talking Machine World.)

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

**The Masterphone**

GIVES

Perfect Detail

Rich Tone

Full Volume

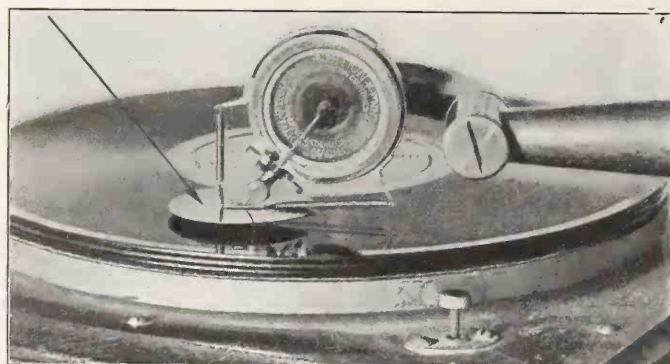
Records remain perfect forever, as Victor Fibre Needles are used.

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

**YOU EARN ADDITIONAL PROFITS.**

Write for Sample and Discounts.

Steel  
Needles  
Masterphone  
\$1.00



Fibre  
Needles  
Masterphone  
\$1.50

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





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



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

Columbia Graphophone Company  
Woolworth Building, New York

### SINCERITY IS A SUBSTANTIAL BUSINESS ASSET.

Freedom from Hypocrisy, Disguise or False Pretense Essential in Order That Any Man May Rise to Eminence in the World of Trade—An Illustration from Personal Experience That Is Worthy of Close Consideration and Action Because It Points a Moral.

Are you sincere? Success and failure are very evenly balanced in the commercial scales these days, and it may take just a pinch of sincerity to send your business soaring to a greater and more lasting prosperity.

Sincerity means a great deal in the talking machine field. Your customers, if they can depend absolutely upon the integrity of everyone connected with your establishment, will deal with you permanently, and, very often, deviate from their several ways to do it. There is a certain satisfaction to be derived from trading with a chap who



"A Concert in the Home."

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

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

A short while ago I happened to be walking on Bedford avenue, Brooklyn. Arriving at No. 1223, I found myself gazing in at the attractive window display of a talker shop. An artistically lettered card invited me within to hear "The new Edison Disc, the most wonderful Musical Instrument." I also discovered through the medium of the exhibit in the window that the Victor and Edison cylinder lines were also handled by this firm. As I had never made a careful comparison of the rival machines, face to face, I took advantage of the opportunity so agreeably presented and walked in.

A young fellow of good address came forward

and cheerfully inquired my business. I told him I had accepted the invitation in the window to hear the new Edison, and that I would like to go still further, if agreeable to him, and compare it with the Victor.

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

By the way, I want you to know him. "Mr. Greenglick, gentlemen; a sales expert well worthy of your acquaintance."

I asked Mr. Greenglick why he did not eulogize one machine above another. "You have an individual preference, no doubt," I suggested.

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

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

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

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

The above, Mr. Dealer, is a true example of what sincerity is doing for one very much alive talker man.

Is it doing as much for you? Very often the dealer himself may be sincere to a fault, careful in every possible way, so far as he is concerned individually, to act squarely and above-board with his patrons; but through the insincerity of, perhaps, just one of his employes, have his establishment acquire an unsavory reputation. There is

nothing, believe me, that will injure a business more quickly than false pretense. If a customer is trifled with in this regard a few times he loses confidence and hies himself to another store. Like the proverbial Steve Brody, he takes a chance. Rather than remain and suffer from dishonest business methods, he moves on. Can you blame him?

Did you ever visit a talker shop where sincerity is practiced in order that you might ascertain the state of mind of the patrons? I have done so, and the result proved a revelation to me. They invariably enjoyed themselves thoroughly, and their countenances were free from that hint of doubt which is wont to cloud the faces of those who frequent some talking machine emporiums. These people knew that they were being treated right, and they were happy in consequence. Their selection of records was left, in a large degree, to the discretion of the salesman, and this procedure



"Invariably Enjoyed Themselves Thoroughly." showed good judgment on their part. Through his close association with the different kinds of music he could take their orders and cater to their tastes to the best advantage. A sincere salesman catalogues not only his customers' names but their tastes as well, and when they call upon him he is in a position to give them what they want, very often, without playing a single selection. Imagine the satisfaction and pleasure to be derived from a concert in the home where the listener is assured beforehand that the records are free from flaws and the repertoire an artistic triumph throughout.

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

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

HOWARD TAYLOR MIDDLETON.

# THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

Boston, Mass., March 9.—With the extension of Avery street from Washington street to Tremont street, the one concern above others that will benefit by the new thoroughfare, is the Columbia Graphophone Co., for while the extension will take off a few feet from the side of the establishment, there will be a large gain through the splendid windows which the store will have for a distance of eighty-four feet, which is practically the depth of the store. This will give the Columbia unusual opportunities for the display of its machines and records, and it will keep Manager Erisman busy devising attractive window displays, something for which this store long has been more or less conspicuous. The city has not begun the work as yet, but will in a few weeks, and once it is under way there will not be any time lost in getting the job completed, and then the Columbia should blossom forth in its new glory late in the spring. Business with the Columbia has been of surprisingly large proportions and so large a stock is necessarily kept on hand that storehouse quarters have been taken on the third floor of the building at the corner of Chauncey and Essex streets, where 4,800 square feet of space are kept filled with equipments.

#### F. T. White with Harvey Co.

The C. C. Harvey Co., of 144 Boylston street, which heretofore has not especially forced its Victrola department, has started upon a new era, and it has appointed as the manager of this department, Francis T. White, formerly of the Henry F. Miller Co. Mr. White is familiar with the talking machine business and possesses many friends in the business. The department will always contain a complete stock of Victrolas and records, and Mr. White will pay especial attention to sending records on approval. This department of the Harvey Co., is comfortably fitted up and quite attractive.

#### Gilchrist Co. Takes on Columbia Line.

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

Mason, the indefatigable representative of the Columbia Co.

#### More Room for Talking Machines.

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

#### How Gaby Deslys Was Entertained.

The dreadful storm which New York experienced the end of February, played its part at the Tremont street quarters of the Columbia Graphophone Co., for as Gaby Deslys could not play her engagement at the Shubert Theatre because of the non-arrival of her wardrobe and scenery, the passers-by were appraised of the situation by means of a big bulletin board in the window. The news was changed frequently according to latest advices from the environs of Camden, N. J., where the train bearing the paraphernalia was stalled. While she was in town, her opening performance having been delayed two days, she made her home at the Touraine, where she had a \$500 Grafonola grand to while away the time.

#### Harry Rosen in Back Bay.

Harry Rosen, whose School street quarters always are most popular with down town people seeking machines and records of either the Columbia, Edison or Victor types, has been so successful that he is going to branch out. He is negotiating for a stand in the Back Bay near Symphony Hall, which should prove a good center, as there is no talking machine store in the neighborhood. Further details will be announced in this magazine next month.

#### Important Edison Representatives.

Manager Silliman, of the Boston office of the Pardee-Ellenberger Co., makes a splendid report of business conditions, and he states that two of the strong concerns which have been signed up

through his office are the Cushman Furniture Co., at Attleboro, and the Allen Drug Co., at Hanover, N. H. This last is an especially important representation, as the demonstrations of the Edison disc machines have attracted many of the Dartmouth College faculty and students, with the result that numerous sales have been effected. Another connection which Mr. Silliman has formed is that of Fred W. Brown, of Plymouth, N. H. One of the recent callers on Manager Silliman was E. H. Dakin, of the S. L. Crosby Co., of Bangor, Me., one of the enthusiastic Edison dealers.

#### New Half-tone Needle Popular.

The Eastern Talking Machine Co. is having a wonderful success with its new half-tone needle, which it lately has put out, and of which nearly a million have been sold, so the store reports. Those who have tried it are said to be most delighted with it, especially as the scratching is minimized. Billy Fitzgerald says that the tango music has reached high speed at this store, and the demand for this type of music almost exceeds the supply.

Speaking of the tango, the "boys" of the Eastern company have been in great demand the past fortnight as teachers of this and other of the popular dances and the "Southport quartette, composed of Fitzgerald, Welch, Splaine and Reed, are getting to be real experts. If you want to learn more about their interesting experiences, just ask any of the boys.

#### To Concentrate on Pianos.

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

#### Edison Demonstration in Worcester.

H. R. Skelton, traveling man for Thomas A. Edison, Inc., who makes his headquarters when in Boston at the Pardee-Ellenberger Co.'s offices, has been spending a fortnight in Worcester, where he has been giving demonstrations of the Edison disc machines at the new Hotel Bancroft. He has been using a \$250 model, and many of the prominent people of the city have become interested in the proposition.

#### Visitors to Eastern T. M. Co.'s Quarters.

Visitors at the Eastern Talking Machine Co.'s quarters have been W. A. Condon, of New York, and Will Oakland, the famous counter-tenor, who has been signing at Keith's beautiful playhouse a few doors away. This singer records for the Vic-

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

**P-E  
SERVICE**

**Real Music  
At Last**

**P-E  
SERVICE**

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

**THE PARDEE-ELLENBERGER CO., Boston, Mass., and New Haven, Conn.**

# THE TRADE IN BOSTON AND NEW ENGLAND

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

tor people. While in town, he presented Billy Fitzgerald with a large photograph of himself, which now hangs over his desk.

#### Professor Miller Pleased.

The Eastern Company is in receipt of a letter from Professor Dayton C. Miller, thanking the company for its courtesy in loaning a Victor machine for his recent lectures at the Lowell Institute course, given at the Technology. Professor Miller found the machine most useful in illustrating his talks on "Sound Analysis," and in his letter he writes of the great value of these machines in scientific research work.

#### Steinert Force Augmented.

Herbert L. Royer, manager of the Victor department of the M. Steinert & Sons Co., who has lately taken on several new and valuable men, now has as carefully chosen and well-equipped staff as any talking machine establishment in the city. Mr. Royer, who is a man of progressive ideas, lately mapped out some of his prospective plans to The World correspondent, and if they are carried out, should mean a rapid advance in Victor business.

#### Compliments for Columbia from Maggie Teyte.

Manager Erisman, of the Columbia Co., is in receipt of a beautiful letter from Maggie Teyte, the opera and concert singer, complimenting the wonderful tones which the Columbia record is able to produce, speaking particularly of the reproduction of her own voice, and adding that "now every one has a chance of hearing my songs." While she was stopping at the Copley-Plaza, Miss Teyte enjoyed the privileges of the Columbia \$500 Grand, thanks to Manager Erisman's courtesy.

#### No Cut in Columbia Outfits.

Although the Henry Siegel Co. is in the hands of receivers and goods in all departments are being offered at bargain prices, there has been no cut in the Columbia outfits, which have occupied a large department on one of the upper floors of this large establishment. In the display advertisements of the house the talking machines are featured as before, but the regular prices are obtained.

#### Victor Quarters at Chickering & Sons.

The Victor department of Chickering & Sons has undergone quite a change since Retail Manager Currier has taken hold. Instead of being in the basement, the Victor-Victrola outfits may now be had in special quarters on the second floor, where the new manager, Wilbur W. Longfellow, is ready to greet his old friends. Mr. Longfellow has had wide experience in the talking machine business, having been for four years with M. Steinert & Sons, where he handled much of the outside work.

#### Joins Henry F. Miller Forces.

Warren A. Batchelder, widely known in the talking machine business, is back at the old stand, having returned to the Henry F. Miller Co.'s house, where he now is manager of the Victor-Victrola department, of which he was in charge before associating himself with Chickering & Sons, nearly two years ago. Friend Baker and Frank H. Jenkins complete the trio of hustling Victrola enthusiasts.

## REPORT A LARGE BUSINESS

In the Thomas Attachment Which Enables the Owner of an Edison Disc Phonograph to Play Perfectly Records of Any Make.

(Special to The Talking Machine World.)

BOSTON, MASS., March 9.—Dealers have been quick to recognize the value of the new Thomas attachment which is made for the new Edison disc machines, to enable the owner to play records of other manufacture. The Thomas attachment, which is the invention of Chas. P. Trundy, is being manufactured and distributed by the F. H. Thomas Co., 689 Boylston street, this city, a concern of standing which some time ago added a phonograph department and now is one of the leading talking machine dealers in New England.

In chatting about the Thomas attachment, notice of which appears elsewhere in this issue, Chas. P. Trundy, the inventor, said: "The special feature of it is the ball bearing 'joint,' which permits a free and flexible lateral motion without the aid of a mechanical feed. The reproducer joint is of peculiar formation, and is built to allow 'up and down' play,



Charles P. Trundy.

taking care of inequalities of recording or warping of the record. The device is made of cast brass with a five-eighth inch core. It reproduces the full tone and is giving excellent satisfaction to the trade."

## EDISON DISC SHOWN IN NEW HAVEN.

New Machines and Records Demonstrated with Great Success in Progressive and Live New England City by J. W. Scott—Supervisor of Music of City Schools Enthuses Over Musical Qualities of New Product in Letter.

(Special to The Talking Machine World.)

NEW HAVEN, CONN., March 10.—Among the demonstrations of the Edison disc machines, one in this city has been creating the greatest interest. It

is being conducted by J. W. Scott, the well-known Edison traveling man and the palm room of the Hotel Taft is crowded at every recital. Among the audiences one may see many of the Yale professors and their families. One of the pleasant results of the demonstration has come in the form of a testimonial letter, sent to the A. B. Clinton Co., 33 Church street, New Haven's oldest Edison retail dealer, from Professor B. Jepson, supervisor emeritus of music in the New Haven schools. Professor Jepson writes:

"I must confess that I was never more taken aback in my life than I was at the close of the Chamber of Commerce lunch at the Taft last Saturday. At the close of the lunch a beautiful soprano voice launched into a solo. I was not surprised at that, but very much surprised as I looked around the room in vain for the soloist. I supposed, of course, that I would find the lady in the center of a group of men gathered at the rear end of the room. I was really astonished to find that the beautiful voice emanated from a phonograph. To sum it all up, I must say that Edison's new diamond disc phonograph is the 'last word' in the rendition of vocal or instrumental music."

## FIRE IN MONTPELIER.

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

(Special to The Talking Machine World.)

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

## Skilled Workmanship Costs More In BAGSHAW-MADE Needles

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

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

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

Established 1870  
Pioneer  
Needle Makers

W. H. BAGSHAW  
Lowell,  
Mass.

**R. NEWTON JONES' CLEVER WORK.**

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

One of the most enterprising dealers on the books of the Columbia Graphophone Co. is R.

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

In this picture Arthur Friedheim, the prominent pianist, is shown listening to one of his

sion houses and commercial bankers in New York are doing a legitimate business and that they are, in fact, a benefit to the business community. It was explained by counsel that the proposed bill had been drafted to help the commercial bankers and credit men and was aimed directly at those who solicit the secret assignment of accounts on the eve of a failure. The committee also approved the proposed amendment made to the Bulk Sales law, introduced into the Legislature by Assemblyman Horton, at the instance of the National Association, which seeks to make the present act in this State more on the order of the statute in Michigan, which has been held constitutional by the courts.

**HORN MACHINES STILL POPULAR**

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

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

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

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

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



Arthur Friedheim, Pianist, Listening to One of His Own Records.

Newton Jones, of Oshawa, Ont., Can. Although located in a small city off the beaten tracks of large city industry, Mr. Jones has nevertheless achieved a reputation for energy and business acumen that would be a credit to a dealer in the larger cities in the United States.

own records as played on a Grafonola in Mr. Jones' store, and although Mr. Friedheim made but a few hours' stay in Oshawa, Mr. Jones was successful in securing this photograph which he is using to excellent advantage in his publicity work.

**TO REGULATE HYPOTHECATION**

Of Outstanding Accounts the Subject of a Bill to Be Submitted in the New York Legislature—Credit Men's Association of New York Behind the Measure to Prevent the Secret Transfer of a Debtor's Accounts.

There will soon be another meeting of the legislative committee of the New York Credit Men's Association to discuss further the draft of the proposed model bill drawn by Julius Henry Cohen, at the instance of the National Association of Credit Men, to regulate the hypothecation of outstanding accounts by preventing the secret transfer of all or substantially all of a debtor's accounts, as previously outlined. Following a lengthy discussion on the various phases of the contemplated measure by the members of the committee and others it was decided to allow the members of the committee and others directly concerned further time to consider the matter before taking decisive action. The bill is also to be considered by the legislative committees of the five affiliated associations in New York State. The legislative committee took occasion to disapprove of the Greenberg bills, recently introduced into the Legislature.

Secretary-Treasurer J. Harry Tregoe, of the National Association of Credit Men, commenting on a letter written by a Baltimore concern to the effect that the proposed model bill was the result of the opposition of commercial bankers to the business of discount companies, said his denial of this statement could not be made too emphatic. He said the matter had come up over a year ago, through frauds perpetrated in Chicago and Milwaukee, and from a realization that no legitimate

business house could keep going if it entered into a deal to pay two per cent. a month for money. The point was made at the meeting by one of the speakers that ninety-nine per cent. of the commis-

# Record Service

IS WHAT YOU NOW NEED

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

Be convinced and send your order for RECORDS to



**Louis Buehn**  
Philadelphia



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



(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

### LECTURER ATTACKS "CANNED MUSIC"

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

(Special to The Talking Machine World.)

Sr. Louis, Mo., March 9.—Percival Chubb, formerly of New York and now lecturer of the Ethical Society here, has run counter to the teachings of the talking machine dealers and player-piano enthusiasts. In a recent Sunday morning lecture on "The Menace of Low-Class Amusements and the New Hope Inspired by the Coming St. Louis Pageant," he denounced player-pianos, talking machines and moving pictures. The pageant, it might be explained, is planned as a gigantic out-of-doors show that will demand the services of 5,000 actors and will illustrate scenes in St. Louis history.

But to get back to talking machines. Mr. Chubb introduced this part of his lecture with the statement that the craftsman of a century ago was much happier than the workingman of to-day who learns to make one part of a shoe, and when he loses his job cannot again work unless he finds a job running the same sort of a machine. He said:

"He no longer sings at his work, as did old Hans Sachs, the cobbler poet of Nuremberg. He knows nothing of St. Crispin, his patron saint, and no longer celebrates the saint's day with his fellow journeymen in dance and song and ceremonial. His domestic life is narrowed to a small dimension. He is an absentee father. Compared with that of the old-time shoemaker, his culture is almost nil. His amusements are those of patronage and not of participation—bought and not self-provided; as a consequence it shows a steady tendency toward the machine-made type.

"The phonograph gives music, but it spells death to the home arts of song and instrumentation, to the family amateur performances, solos, choruses and instrumental music. The moving picture play banishes the living presence, the speaking personality, from the stage. The arts of the theater will be banished by the mute machinery of the movies. During the past week there was only one dignified play in St. Louis, the fourth city of the United States. This obtains in the first hundred cities of the United States."

Some of the talking machine enthusiasts said, "Oh, piffle!" Others who took themselves and their machines more seriously wrote to Mr. Chubb to express their opinion of a man who saw things in this light, also to tell him some of the things that the talking machine had done as an educator and stimulator of public taste.

### OPENS STORE IN GLOVERSVILLE, N. Y.

The Darling & Denton Co., who handles the Victor talking machine line in Gloversville, N. Y., held a formal opening of its new quarters in the Darling Block recently. The demonstrating rooms for Victor records occupy a section of the second floor, while Victrolas are on display on the third floor with pianos and players.

### NEW CONCERN IN KANSAS CITY.

Phonograph Co. of Kansas City, Organized to Job and Retail Edison Disc and Cylinder Lines in Middle and Southwest—Salesrooms Handsomely Fitted Up—Demonstration Booths of Concrete—Has Wide Territory.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., March 11.—The Phonograph Co., of Kansas City, has been formed here, and will job both the Edison disc and cylinder lines in the Southwest, as well as conduct a retail establishment at 1012 Grand avenue. The company will be managed by W. P. Hope, who has traveled for the Edison Co. for ten years past. The identity of other officers of the company will not be announced at present.

The jobbing territory of the Phonograph Co., of Kansas City, will comprise western Missouri, Kansas, Oklahoma, Arkansas, and west to Colorado. In this territory a limited number of dealers will be placed, though care will be exercised to keep the field from being overcrowded and overworked, in order that retailers of the Edison may be given a fair opportunity.

The spacious storeroom at 1012 Grand avenue, which will serve both as retail and wholesale quarters of the new company, is being renovated throughout, and when completed will be the most attractive establishment of the kind west of Chicago. A concert hall will be a feature of the first floor, which will be the retail department. A small stage will be installed, and the public invited to drop in at any time to rest and hear a few of their favorite selections. Desks for the public also will be provided.

The demonstration rooms will be as nearly soundproof as human ingenuity has been able to attain. Each room will be of concrete, and will be equipped with double glass windows and doors. The fixtures throughout the establishment will be particularly handsome, and will be constructed to order.

The basement, which is light and airy, will serve as the wholesale department. The basement floor is on a level with an alley in the rear: this fact facilitating shipping operations. Wholesaling already has begun, two earloads of Edison machines being on hand. The retail establishment will be ready for occupancy about April 1.

The establishment of the Edison house here adds a good deal of interest to the talking machine situation. The Columbia Co. has a branch here, while the Victor is well represented by the J. W. Jenkins' Sons Music Co. and other piano houses with talking machine departments. The Schmelzer Arms Co., which has jobbed the Edison cylinder, will continue to handle that line, the formation of the Phonograph Co. of Kansas City having no effect on the Schmelzer affiliations.

The Udell Works, manufacturers of cabinets, Indianapolis, Ind., paid signal honor to a life of devoted labor and loyalty to the firm when it closed down the plant Monday afternoon, March 2, that all the employes might attend the funeral of Wesley Kinder, sixty-five years old, who died suddenly.

### CHANGES IN TWIN CITY TRADE.

W. J. Dyer & Bro. Take Over Talker Department of Kohler & Hinrichs—St. Paul Department Store Installs Talking Machines—Opera Season Helps Columbia Record Sales—Edison Discs in Demand—News of Month.

(Special to The Talking Machine World.)

MINNEAPOLIS AND ST. PAUL, March 9.—The extensive talking machine department of Kohler & Hinrichs has been taken over by W. J. Dyer & Bro. Kohler & Hinrichs were pioneer distributors of Victor goods in the Northwest until their business was taken over by their creditors. In the reorganization the talking machine department was eliminated. The addition of this stock, of course, is another feather in the cap of the old house of W. J. Dyer & Bro.

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

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

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

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

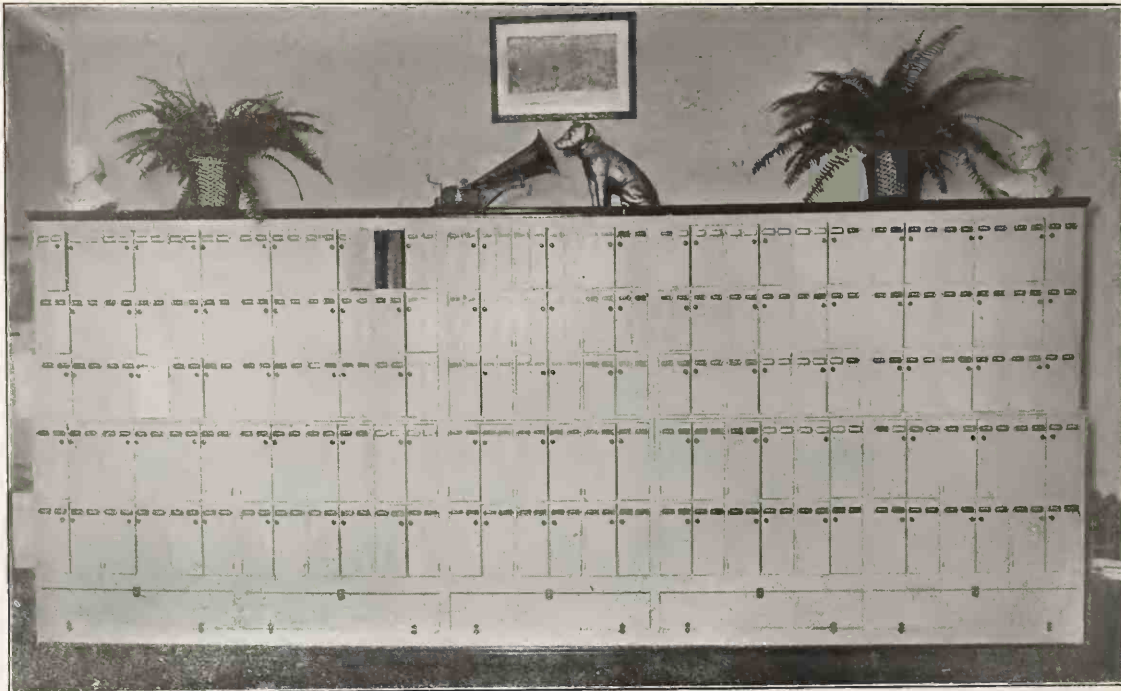
"We have one big complaint" declared Laurence Luckner, head of the Minnesota Phonograph Co., "and that is that we can't get goods fast enough. Since concentrating our talking machine department solely on the Edison instruments our business has been conducted on more satisfactory lines, and everything would be fine if we only could get the goods. We are away behind with our regular customers and are holding back ten applications for country agencies, as we are not sure that we can provide them with stocks."

### TO ERECT MONUMENT TO EDISON.

A movement was launched at Sandusky last week to collect funds for the building of a monument to Thomas A. Edison, the memorial to be constructed at Milan, O., his birthplace. It is planned to dedicate the monument on Mr. Edison's seventieth birthday.

# The Most Attractive Stock Record System on the Market

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



This photograph shows 5 sections

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

## DELIVERY BAGS

STOP BUYING WRAPPING PAPER AND TWINE. We have SOLD MILLIONS of these delivery bags. Each bag has a popular record list on it.

Record buyers MUST READ this list—either in taking records home or unpacking the parcel.

Our Dealers who are using these wrapping envelopes endorse them most highly, and give us reports of LARGE CASH SALES made of records selected from just ONE of these envelopes. PRICE \$11.00 per thousand, including imprint of Dealer's name.

## STOCK SYSTEM

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

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

**VICTOR DANCE RECORDS**  
Turkey Trots, Tangos, One-Steps, Bostons

Waltz-Military Band	2877	12	\$1.25
Waltz-Military Band	2776	10	\$0.75
Waltz-Military Band	1787	10	\$0.75
Waltz-Military Band	1789	10	\$0.75
Waltz-Military Band	1792	10	\$0.75
Waltz-Military Band	1793	10	\$0.75
Waltz-Military Band	1794	10	\$0.75
Waltz-Military Band	1795	10	\$0.75
Waltz-Military Band	1796	10	\$0.75
Waltz-Military Band	1797	10	\$0.75
Waltz-Military Band	1798	10	\$0.75
Waltz-Military Band	1799	10	\$0.75
Waltz-Military Band	1800	10	\$0.75
Waltz-Military Band	1801	10	\$0.75
Waltz-Military Band	1802	10	\$0.75
Waltz-Military Band	1803	10	\$0.75
Waltz-Military Band	1804	10	\$0.75
Waltz-Military Band	1805	10	\$0.75
Waltz-Military Band	1806	10	\$0.75
Waltz-Military Band	1807	10	\$0.75
Waltz-Military Band	1808	10	\$0.75
Waltz-Military Band	1809	10	\$0.75
Waltz-Military Band	1810	10	\$0.75
Waltz-Military Band	1811	10	\$0.75
Waltz-Military Band	1812	10	\$0.75
Waltz-Military Band	1813	10	\$0.75
Waltz-Military Band	1814	10	\$0.75
Waltz-Military Band	1815	10	\$0.75
Waltz-Military Band	1816	10	\$0.75
Waltz-Military Band	1817	10	\$0.75
Waltz-Military Band	1818	10	\$0.75
Waltz-Military Band	1819	10	\$0.75
Waltz-Military Band	1820	10	\$0.75

No. 1005  
**NEW YORK TALKING MACHINE COMPANY**  
"HOME OF THE VICTOR"  
Foreign Records of every nation—Catalogues mailed upon request.  
81 Chambers Street, and 63 Reade Street, New York City  
Tel. 1916 Worth.

# NEW YORK TALKING MACHINE COMPANY

81 Chambers Street, New York City

**MORE COMPLETE STOCKS AVAILABLE IN PHILADELPHIA**

Jobbers and Dealers in Better Position to Handle Large Business—New Agents for Edison Disc Phonographs Plan Active Campaigns for That Line—To Try for Fixed Interest on Instalment Sales—Pennsylvania Talking Machine Co. Plans Improvements.

(Special to The Talking Machine World.)

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

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

The Cunningham Piano Co. has entered into the business on a large scale. It has given over a considerable space on one side of its first floor wareroom, and has built several very attractive booths, and is advertising the Edison in many different ways, notably with an attractive electric sign in its window. The Cunningham Co. never does anything in a half way, and it will give the Edison a representation which will be bound to bring it trade. It has placed Mrs. M. L. May in charge. Mrs. May was formerly in charge of the Edison store on South Twelfth street, and is an enthusiastic Edisonite, and well capable of looking after the Cunningham department.

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

Strawbridge & Clothier will make a number of changes in their department. They have at present four large hearing rooms, entirely too large for requirements, and they will partition each room and make eight separate rooms, and then they will build a room at the rear of their grand organ, which will be used exclusively as a record room, and they will remove all of their records from their present position.

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

"There is no question in my mind," says Harry Weymann, referring to the effort to get the dealers to charge a six per cent. on deferred payments, "but that we will be able to bring about the project. It is not likely that we will be able to get the dealers to agree as a body to charge this percentage, but each individual will agree to this proposition and thus evade any complications at Washington. There is no doubt that the small dealers will soon follow suit when the larger dealers take the initiative. An effort will also be made to have the dealers refrain from educating the public, in their advertisements, to know that talking machines can be purchased for \$10 down and \$10 a

month. Of course, where there should be exceptional cases where this was done, it would not hurt us all as it does to-day, for there are lots of people who would come in and pay cash if the customer knew that it was the rule to charge six per cent. interest on deferred payments."

The Pennsylvania Talking Machine Co. has had an exceptional February business. It has shown a hundred per cent. increase over last year, and the attractive record list of the past three months has in a great measure been responsible. The firm has been contemplating elaborate changes in its warerooms, but has not been able to put these into effect for the reason that it did not want to disturb business, and thought it best to wait to the end of the opera season and the close of the Metropolitan box office. It will build a gallery on the first floor, with a seating capacity for several hundred persons, where concerts will be given daily. It will be able to do this on account of the extreme height of its ceiling and yet not interfere with the convenience of its regular warerooms. Manager Eckhardt has gone West on a business trip of a week's duration.

Louis Buehn reports that he has had a most satisfactory month in February, and ran about ten per cent. ahead of last year in spite of the continued shortage of machines and records. He has been doing especially well with the Edison dictating machines and has placed a number of additional machines with the Pennsylvania Railroad, the Link Belt Co., the Biddle Hardware Co., and other prominent concerns.

**COLUMBIA WITH ATHERTON-BYRD CO.**

The Columbia Co. closed a very important deal this week when arrangements were consummated with the Atherton-Byrd Co., of Haverhill, Mass., whereby this prominent and successful furniture house will handle a complete line of Columbia machines and records. This same company handles the Columbia products in Worcester, Mass., and Lewiston, Me., and its success has been so emphatic that it has enlarged both departments since it was first opened a short while since. The Atherton-Byrd Co., caters to a high-class furniture clientele, who evidently appreciate the merits of the Columbia machines and records.

**A NEW DEMONSTRATION IDEA.**

Machines Placed in Rest Room of Famous-Barr Co. Serve to Attract Numerous Prospects for Department—Capable Salesmen, with Mind Reading Ability, Placed in Charge.

(Special to The Talking Machine World.)

St. Louis, Mo., March 9.—Manager Ligon, of the Famous-Barr Co., is getting some advertising from a novel plan of entertaining the visitors in the great department store's rest room. Perhaps 2,000 persons a day pass through this rest room and most of them stop to rest, to wait for some one or merely to loiter. Recently a player-piano and an Edison disc and Victrola have been placed there with one of the floor salesmen of the piano department in general charge.

A steady concert is given with the piano and talking machines alternating. If Messrs. Bollman and Harcourt, who usually are in charge of the demonstration, see any persons taking more than ordinary interest in the music they do a mind reading stunt and put on the selection that they think will strike home best. For instance, if the man is wearing a G. A. R. badge, they put on "Marching Through Georgia." If the veteran shows gray in his clothing, it is "Dixie." The women's walk often shows whether they are guilty of tangoing or merely walking up the aisle in church. Anyway a guess is ventured, and no one is the wiser if it misses, but if a hit is made the person often walks over to talk about it. The instant the person asks what make machine or player or what tune it is, there begins a lock step toward the elevator and on the sixth floor where all of the musical instruments are sold. The other salesman is keeping a weather eye out and he takes the next elevator to the rest room to stand guard. The possible customer who inquired for details is given opportunity to look over the stock of talking machines, player-pianos, records, rolls or whatever may have struck his or her fancy, and a good many times money changes hands before time is called. As a business getter, this informal stunt produces better results than the formal concert.

**RETURNS FROM EUROPE.**

Edward N. Burns, vice-president of the Columbia Graphophone Co. and manager of the export department, is due back in New York March 15 on the steamer "Imperator" after a five weeks' trip to Europe. E. E. Robinson, the well-known traveler for the Columbia export department will arrive in New York next Tuesday after an eight months' stay in the Orient, where he closed an excellent business and established many new agencies.

**Ask Us What We Mean**

Accuracy Correctness Despatch

**VERSUS**

Overworked Efficiency

Have built our wholesale Victor Talking Machine

**BUSINESS**



No time lost if you order of us. Our Record Stock Exceedingly Complete. Our Machine Stock Exceptionally Large.

**Silas E. Pearsall Company**

FACTORY PRODUCTS

18 West 46th Street

NEW YORK

**Ask Us What We Mean**

## MUCH INTEREST IN EDISON DISC JOBBERS' ASSOCIATION.

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

The formation in New York last month of the Edison Disc Jobbers' Association, as was announced in the February World, has aroused great interest on the part of Edison disc jobbers and dealers throughout the country as mark-



H. H. Blish, President.

ing a distinct forward step in the presentation of the new Edison product to the trade and to the public.

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



F. H. Silliman, Treasurer.

interest and desire to become affiliated with the body.

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

portance to the trade at large is to be appreciated.

As announced in The World last month, the association is headed by H. H. Blish, one of the prime movers in its organization, and whose company, Harger & Blish, of Des Moines, Ia, has for years been a recognized factor in phonograph circles throughout Iowa and a large section of the Middle West. F. H. Silliman, of the Pardee-Ellenberger Co., New Haven, Conn., and Boston, Mass., has for years been one of the most active figures in the trade throughout New England, and H. G. Stanton, the secretary, is with the R. S. Williams & Sons Co., Ltd., Toronto, Ont., one of if not the most prominent concerns in talking machine and phonograph fields in Canada. C. B. Haynes, head of C. B. Haynes & Co., Richmond, Va., and the vice-president of the association, is one of the pioneers in the trade in Virginia and the Carolinas and enjoys an enviable position in that field. In addition to the four officers named, the executive committee includes Laurence H. Lucker, of the Minnesota Phonograph Co., Minneapolis.



H. G. Stanton, Secretary.

Minn.; C. E. Goodwin, of the Phonograph Co., Chicago, and B. W. Smith, of the Phonograph Co., Cincinnati, O., all men of recognized standing in the industry.

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

## FROM WINTER TO SUMMER.

Several Members of Local Talking Machine Trade Escape Some of New York's Winter Weather by Sojourning in Bermuda.

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

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

## IMPORTANT ALBUM IMPROVEMENTS.

George Bates, of the New York Album and Card Co., Inc., Tells of the Improvements Recently Made in Company's Specialties.

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

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

## NEW YORK'S EDISON JOBBING CENTER

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

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

## NEW COLUMBIA "JEWEL."

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

## A VISITOR FROM MIDDLETOWN.

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

## OPTIMISTIC OVER CONDITIONS.

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

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

Many a man mudds himself trying to splash his competitor.



### CLEVER WINDOW DISPLAY

Made by the Columbia Graphophone Co. Branch in Cleveland, of Which G. R. Madson is Manager—Its Originality of Arrangement Wins Praise of Prominent Business Men—Great Business Getter for the Featured Records.

(Special to The Talking Machine World.)

CLEVELAND, O., March 7.—The accompanying photograph will give a fair idea of the originality and beauty of the latest window display presented



Columbia Co.'s Very Striking and Individual Window Display.

at the local store of the Columbia Graphophone Co., 913 Euclid avenue. George R. Madson, manager of this store, has been congratulated by many prominent business men on the exceptional characteristics of the display, and J. McClelland, of the local sales staff, who designed the window, has been the recipient of general praise and commendation from local members of the trade.

The window consists of a flooring of moss, with gravel walks, and contains the following arrangement of dolls and kewpies illustrating various records. Beginning at the left, there is a doll dressed in a gingham gown, with the label, "The Girl in

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

The window has been in use for the past two weeks, and Mr. Madson states that it has been an absolute business-getter, the particular records mentioned having met with a remarkable sale. The cost of the window was exceptionally low, \$1.10 being the entire expense for this beautiful display. William Taylor, Sons & Co., Columbia dealers in this city, furnished and dressed the dolls and were very glad to do so, as the window has been an excellent advertisement for them in connection with their doll and kewpie department. The dolls are designed in a clever fashion, bearing apt reference to the songs they represent.

### FLOODS HURT COAST TRADE

Particularly the Southern Section Where Great Losses Occurred—Talking Machine Dealers Report Increasing Interest in This Line at All Points—An Interesting Budget of News from Southern California Territory.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., March 7.—The unusually heavy rains, which were so destructive and did such a tremendous lot of damage, caused a slump in all business affairs, including the sale of talking machines and records. Old settlers claimed it was the worst storm of its kind in Los Angeles. All of the surrounding towns were completely isolated for several days, causing a general tie-up of the railroads and electric lines. Many people lost their homes and property throughout the Arroyo Seco section.

Barker Bros.' Furniture Co. has just moved its talking machine department into the main store building, and has equipped it in the most up-to-date fashion. Several soundproof rooms for demonstration purposes have been lavishly furnished and fitted with very attractive displays of Columbia and Edison goods.

Chas. S. Ruggles, local manager of Sherman, Clay & Co., is around after being laid up with a sprained ankle.

W. L. Davenport, of Chihuahua, Mexico, recently arrived in Los Angeles from Hermosillo, where he has had a very flourishing talking ma-

chine business, but has been compelled to give it up and get out, as the present conditions in Mexico were too hot for him.

Baxter & Northrop have recently made a change in their talking machine department by appointing E. L. Dornseiff manager of the department. Miss Annie M. Pennick, who was formerly connected with the Portland, Ore., branch of the Columbia Graphophone Co., is now one of the sales force.

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

W. F. Stidham, manager of the Columbia Graphophone Co.'s local branch, reports a very active February business, the results being a material increase over the business of the same month of last year. The demand leans very strongly to the higher priced instruments.

G. Stewart Pooler, connected with the selling

force in the talking machine department of the Geo. J. Birkel Co., has been shipping over some of the best deals of the season in the Victor line.

The Edison Coast representative, A. V. Chandler, spent a few days in Los Angeles, then leaving for the Imperial Valley and Arizona. Throughout his travels Mr. Chandler has found the Edison disc machine to be very popular.

E. C. Polk, from Sidney, Australia, visiting Los Angeles for a short time, is much interested in the Edison disc line, which he would be much pleased to gain the privilege as a dealer in his section.

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

### INTRODUCE AUTOMATIC STOP.

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

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

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

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

### A CANADIAN CORPORATION.

The National Talking Machine Co., Ltd., Winnipeg, Man., has incorporated as wholesale, retail and jobbing dealers in talking machines and accessories, with capital stock of \$50,000. Incorporators: Aylmer Everett Dilts, Alexander B. Alexander, David Wilson, Herbert E. Soal and Albert C. Ferguson.

### WANTED

Job lots of any make talking machines and records.

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

### EXPERIENCED RECORDER WANTED

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

### RECORD MAKER WANTED

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

### INTEREST ON INSTALMENT SALES

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

(Special to The Talking Machine World.)

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

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

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

### THE GRAFONOLA CO., INC.

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

(Special to The Talking Machine World.)

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

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

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

### JOHN McCORMACK WAS GUEST

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

(Special to The Talking Machine World.)

LOS ANGELES, CAL., March 7.—The Southern California Talking Machine Men's Association gave a banquet at the Union League Club on the evening of February 13 in honor of Mr. and Mrs. John McCormack, the great Irish tenor, who is just making his tour through the entire country. Aside from Mr. and Mrs. McCormack there were present Chas. F. Wagner, manager; Donald Macbeath, violinist, and Vincent O'Brian, pianist; L. E. Behymer, impresario, and his private secretary, Miss Rena McDonald.

After the sumptuous repast short talks were



John McCormack.

given by E. P. Tucker, manager of the Wiley B. Allen Co.; C. H. Rundel, secretary of the Southern California Music Co., and Impresario L. E. Behymer. Mr. McCormack gave a very interesting talk pertaining to the value of educating the people to a higher standard of music, stating that Irish music was not all jigs and reels, but real folk lore of Ireland. Mr. McCormack says this was the first time he was ever entertained by any talking machine association of this kind.

So impressive and congenial were the characters of this great artist and his little wife that it made a strong impression upon the members, their wives and friends of the association, that they unanimously elected Mr. and Mrs. McCormack to honorary membership.

Through the courtesy of Mr. Behymer all members of the association that were present at the banquet were given tickets to the McCormack

concert, which was immensely enjoyed by all who attended.

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

### APPOINT NEW EDISON AGENTS.

Four Connecticut Houses Take on the Edison Disc Line—J. W. Scott's Effective Work.

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

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

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

### MASTERPHONE POPULARITY.

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

"The demand for the Masterphone is steadily increasing, both in the original steel model and the fibre needle styles," said an official of the Masterphone Corporation, 187 Broadway, New York. Although the fibre needle Masterphone has been on the market but a short time, we have been unable to supply the demand for it, and at the present time are behind on our orders. From all parts of the country we are in receipt of letters from prominent talking machine dealers, speaking in the highest terms of the improvement that is noticeable by the use of the Masterphone on all classes of records.

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

# Schafford Record Albums

17 new style cut envelopes, bound in either brown silk cloth or imitation leather in any color. Strongest bound Album made. Schafford Albums are of the highest quality and should not be confused with lower-priced, inferior albums.

Send for sample and prices. The quality will surprise you.

SCHAFFORD ALBUM CO., 27-29 Walker St., NEW YORK CITY

**RELATIONS OF DEALER AND JOBBER AND VICE-VERSA.**

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

When asked to write on this subject, I knew it was one that could be made to cover many pages. It is not only a very broad subject, but one that carries with it an endless number of changeable conditions; and it must be remembered also that opinions along these lines vary quite a great deal.

I will therefore attempt to give my views on the subject in the fewest possible words.

First, I think that the dealer expects, and has every right to expect, that his jobber should carry a stock of goods at all times which is sufficiently large to meet his trade requirements. The jobber should remember that he is after all the dealer's real friend and support in the business and the one on whom he depends always for complete information regarding the line, as well as to furnish the goods promptly. The jobber should therefore always be prepared and willing to give the dealer every service possible.

He should pay particular attention to the small details which so often the dealer needs help on. He cannot be too careful to be prepared at all times to furnish all of the smaller repair parts as well as the larger and more staple items on a moment's notice; also, be always fully equipped with printed matter. The little items are the ones that the dealer often needs just as badly as a large order.

To do all these things the jobber is sometimes entirely at the mercy of the manufacturers and is helpless to give good service, because of his inability to secure a stock equal to the dealer's demands. However, it still remains true that sometimes the jobber has failed to anticipate properly what will be expected of him, and in this way he causes his dealers an annoyance that should be avoided. I do not believe there are very many Edison jobbers operating these days who are guilty of mistakes of this kind, as they have all known for a long time what a powerful and attractive line the Edison goods have developed into, and for this reason they are not only willing, but are constantly endeavoring to carry more liberal and complete stocks.

The dealer in my opinion has a right to expect good, honest advice from his jobber at all times as to what he should order and carry in stock. The jobber cannot always be depended on in this, but he is usually fairly able to know where one dealer's opportunities to handle certain items in the line are far better than those of another dealer. I think, therefore, that the jobber should always be as frank and conservative with his dealers as possible, and guide them toward carrying an attractive and complete stock, but no larger than is necessary in his locality. In this way he helps keep the dealer from becoming overloaded with unsalable goods. (Overloading a dealer always creates a feeling of uncertainty and should be avoided.)

The jobber, I think, should always be willing to go out of his way to help his dealers overcome certain troubles which the dealer seems to be unable to cope with. He can do this because of his thorough knowledge of the business. The jobber should bear in mind that he is devoting practically all of his attention and effort to this one line of goods, while a great number of the dealers only carry Edison goods in addition to many other lines. For this reason it cannot be reasonably expected that the average dealer is as well posted as a jobber. It is perfectly true that when any important changes take place in the line that the factory immediately sends complete bulletins describing such changes to all of the trade. The jobber usually absorbs this information and makes it an important part of his business, while the dealer very often looks the bulletins over, takes it for granted that it is of no great importance, and soon loses sight of the information it contained. Right here is one of the important features of the jobbing business, and where the jobber should always be prepared to give information to the dealer that happens to need it.

There are many dealers who are unable to carry a complete stock of all the different types of machines, but who might have good prospects of selling some of the finer styles if they could show their customers the article itself. It is impossible for the jobber to send these fine machines out to the dealer on approval, and I believe, therefore, that every dealer should be made to feel thoroughly at home to send such prospective buyers directly to the jobber, and I think that the jobber should use every possible effort to help that dealer land the sale. In other words, the dealer should be made to feel that the jobber's display room is also his, and that every service will be rendered his customers should he send them to the jobber.

Having been in the jobbing business for a number of years myself, I have had the opportunity to make many personal calls on most all of my dealers, and I have heard many complaints from some that were, indeed, well founded; then again I have heard many that were not.

A dealer should remember that the jobber is not a performer of miracles, but just an ordinary human being like most any other fellow; that he has an endless amount of trouble to take care of just the same as every one else. The dealer should remember that the jobber is always trying to do the very best he can to deserve that dealer's business. It should be remembered that he is simply a middle man in the phonograph proposition; one who buys and pays outright for the goods he has to sell.

The dealer should always keep in mind that the jobber's risks are terrific, and that he very often has every dollar he owns at stake; in most instances Edison jobbers have absolutely nothing else to depend upon for a livelihood.

The dealer should remember also that the jobber's profits are very limited. It can easily be seen, therefore, that the jobber needs every dollar's worth of business that he can get.

I think that when a jobber is doing all he can to please a dealer and is giving him good service that it is absolutely wrong for that dealer to transfer his business elsewhere. Of course, if the jobber is unable to give satisfactory service or should be neglectful, the dealer is perfectly entitled to seek elsewhere for the goods.

Another demand that the dealer should not make

on his jobber, and which is always an imposition, is to ask the jobber to send goods on approval. This is unfair to the jobber because his greatest endeavor at all times is to keep his stock clean and fresh looking and in its original factory packing. Further than this, the jobber may receive demands most any time for the very goods that might go out on approval, and then lose opportunities to make bona fide sales on these goods; all of which robs him of profits that he is justly entitled to.

The greatest handicap that the dealer can possibly work on the jobber, after all, is to neglect paying his bills promptly. The dealer should remember that the jobber is buying from a company who insists on prompt settlements, and strictly according to their contracts. As his profits are very small and his expenses very heavy, it is wrong to abuse the jobber by holding him up in favor of some other creditor. Simply because the jobber has trusted the dealer with a liberal line of credit should make that dealer many times more anxious to send in returns promptly and so prove his appreciation.

As I said at first, this subject is one that could be made to cover many pages, and I realize there are many points at issue that I have not covered; but to sum up the whole matter, I would say, the dealer has a right to expect every attention, help and courtesy that the jobber can possibly give; that he in return should be as fair and liberal-minded with the jobber as he possibly can.

I believe that to-day a better understanding along these lines exists between the two than ever before, and I hope it may be improved as we go along.

**READING THE CHECKERBOARD.**

The story is told of a certain merchant who had dined and wine'd to the limit found his way home in the wee sma' hours. He reached the library just as he heard his wife's footsteps at the head of the stairs leading to her bedroom. He hastily reached for a book from the library shelves, dropped into a big easy chair and had the book spread across his lap, when his wife entered. "Will! what are you doing here at this hour?" she asked. "Just reading, dear. This book has been in the library five years. I've made up my mind dozens of times to read it. To-night I'm going to finish it. Don't worry, my dear. You can go to bed. I'll continue reading." "Will," replied the wife with authority, "close up that checkerboard and come to bed."

The Simpson-Crawford store, New York, with its talking machine adjunct was closed March 14.

UNION SOUND BOX



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

**3 THAT SELL ON FIRST SIGHT**

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

**UNION TALKING MACHINE SPECIALTIES**

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

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

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

**THE UNION SPECIALTY & PLATING CO.**

409 Prospect Ave., Cleveland, Ohio

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



Patent No. 776-672, others pending.

Gold, Nickel or Oxidized \$5 per dozen net

# When a customer wants a "Jewel" is a mighty hard customer

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

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

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

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

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

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



## Columbia Graphop

Woolworth Building

" or a "Regent" Grafonola he  
 r to sell something else



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



One of the famous Grafonola tables—the Columbia "Regent"  
 Grafonola—with tilting record trays—\$225. Other  
 "Regent" tables at \$100, \$150 and \$200.

ophone Company

g, New York



HANDLING COLLECTIONS OF INSTALMENT ACCOUNTS.

Some Important Suggestions on This Vital Department of Business Presented by Benj. Switky, the Well-Known Talking Machine Distributor, Who Has Given Much Serious Thought to Topics of This Nature—Views Presented Below Are of Much Value.

We are living in what might be called the "Instalment Age." To-day, about the only thing that cannot be had on credit is a ride on a street railway. In former years a store that sold on the instalment plan was in a class known as instalment houses; and families that cared for their reputation in the neighborhood were careful not to have goods delivered by a wagon bearing the name of a well-known instalment firm.

How things have changed! The tendency toward instalment buying is growing stronger each year. The best and biggest of stores are now urging their customers to avail themselves of the "club plan" in buying furniture, musical instruments, hats, caps, shoes, clothing, jewelry—in fact, everything. Of course, we must concede that the better stores for a time were reluctant to indorse or adopt such methods of merchandising, and drifted into easy-payment selling only as a result of keen competition.

While deploring the inroads made upon good, profitable cash business by the tempting instalment inducements held out, the object of this discussion is to deal with collections. Still, one cannot discuss collections without pointing out that difficulty in collecting is the direct result of reckless extension of credit. Reckless extension of credit includes selling on long time even to people who can be classed as good risks.

Most stores seem too anxious to write up a \$200 or \$300 contract just because it makes a good showing on the day's sheets. On the other hand, in the effort to surround themselves with the comforts and the pleasures of life, many individuals and families forget to ask themselves whether they can really afford these things which they are buying. How many of them, when they are about to sign a contract for a piano, or a Victrola, or a fine parlor suit, ever stop to realize that they are placing a mortgage upon their humble earnings—and that the mortgage is to run for a period of one, two or three years? How many persons can confidently claim that they will meet their payments regularly and honorably during one, two or three years without interference from unexpected misfortune such as sickness, unemployment or other unforeseen causes?

Although the work of collecting does not begin until after the deposit is taken and the goods delivered, nevertheless it is part of the work of collecting to have at hand certain data that will help to throw light on the account. For this purpose I would suggest that every dealer provide himself with a quantity of "application blanks"—a regular printed form, which can be made up very cheaply. (Specimen application blank follows.)

APPLICATION BLANK.

(No Contract executed with a minor.)

Name in full.....
Residence..... How long?.....
Former residence..... How long?.....
Business address..... How long?.....
Married or single.....
Goods desired.....
References:.....
Remarks:.....

The application blank, after being carefully filled in, should be pinned to the signed contract. In many cases, when an account becomes uncollectable after a year or two, particularly if the party has removed, you can trace him through friends who knew him at the old address, or through business associates, etc. If your customer is married and has children, you can locate their new whereabouts by inquiring of their playmates, or get the information at the public school which issued the transfer to another school.

Furthermore, in the course of verifying the facts and references given you will get a pretty good idea of the character and veracity of the applicant.

At the time of signing the contract you should impress on your customer the fact that the instalments are payable at your store. Tell him that you have no regular collector, first of all because of the expense, and secondly, because you wish to protect him against the inquisitiveness of his neighbors, who might gossip about the collector's visits. Impress upon him, however, that you will be after him should he allow his payments to lag.

Keeping Track of Payments.

Besides your regular method of bookkeeping you must have a system by which the names of customers will be brought automatically to your attention on the day when the payment falls due. For this purpose I would suggest that you or your bookkeeper have on the desk a little calendar pad. You can obtain one from your stationer for about fifteen cents. The pad is mounted on a metal stand and fastened by a screw. There is a separate leaf for each day of the year. Each leaf has on it the day and date, with a blank space above for memoranda.

Every time that a new account is posted in the ledger, the name should also be entered on the pad as follows: Say the sale was made on Monday, January 5, and payments are to be weekly. Write the customer's name on the leaves of the pad bearing the dates of Tuesday, January 13, 20, 27, and February 3, 10, 17 and 24. After that the entries on the pad need appear only twice a month, say about the tenth and twentieth. In this way you keep close watch on the accounts for the first two months. They cannot be overlooked. When a payment is past due a statement should be sent. When two payments are due together the customer should have his attention called to the fact. Ordinarily, it is not necessary to send statements to weekly accounts, except as a reminder.

Accounts payable monthly should likewise be entered on the pad, unless the payment falls due on or about the first of the month. The presumption is that all accounts in the ledger are reviewed monthly on the first, at which time statements are mailed.

Method of Collection.

As previously stated, it should not be necessary to incur any expense other than stationery and postage in collecting the bulk of the accounts. I find too many dealers neglecting their stores in order to call on accounts ninety per cent. of which could be handled from the office. Others, again, employ irresponsible collectors, placing themselves at the mercy of poor devils whom they cannot afford to pay liberally because it eats too deeply into the margin of profit.

Many a time I have heard the remark, "It's no use, you've got to go after it." True. The man who does not look after collections aggressively has no right to do instalment business, for he cannot get good results. On the other hand, a man cannot devote most of his time and energy to collecting alone. He must find time to look after the selling. I have known dealers to go out collecting while leaving a boy or girl of about fourteen or fifteen years in charge of the store. These may serve as monitors, but they cannot sell.

The time for you or your clerk to call on the delinquent payer is after Uncle Sam has failed to bring you results. Nor do I favor unnecessary letter writing. When a monthly payment falls due, or a weekly payment is past due, send a statement. The name of the weekly payer should be entered on your memorandum pad so that your attention will be called three or four days later. The monthly payer should be allowed a week or ten days, and entered on the pad accordingly. (Some dealers use a card system, advancing the card from one space to another; but often the cards are accidentally misplaced and confusion results.)

If the remittance has not arrived within the time allowed, mail another statement showing the amount of payments due. On the statement write: "Second request. Please remit." Allow from three to five days. If even then you have received no remittance, mail another statement, on which you write: "Final request. Unless remittance is received by return mail we shall be obliged to take action." This third statement should be sent by registered mail. Mark your envelope so that the postoffice will send you a card showing the signature of the addressee.

Fifty per cent. of the delinquents yield to the "second request" statement. Of those cases requiring registered "final request" statements I have found that positively nine out of ten respond with a remittance. The receipt of a registered letter, also the fact that they are required to sign the return card, impresses them with the seriousness of the whole matter. You will find some of them waiting for you when you open the store the following morning.

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

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

While I do not advocate harshness or heartlessness in handling instalment collections, nevertheless, in view of many experiences, I think it well that you emulate the proverbial landlord in the matter of exacting prompt payment. It is no uncommon occurrence for a collector to make fifteen calls and find only five "at home."

Once we lost track of a customer. Statements were returned by the postoffice marked "removed—address unknown." After diligent search we located her. She had changed addresses twice in the interval and now lived on the outskirts of Brooklyn. Of course she was glad to see us. She claimed to have worried greatly because we did not call, although she overlooked notifying us of change in address. She admitted that her husband was working as a motorman, but she could not pay anything that day (Friday). However, she very generously explained that if we would call every Thursday afternoon between one and three o'clock, when her husband came with his pay, she would give a dollar regularly every week hereafter. To quote the lady herself:

"Me Moike, he gits paid ivry Thursdy; an' thim as calls on Thursdy afternoon between one and three o'clock gits ther money."

As it was impossible to make a special trip every Thursday, I suggested to the lady that I would send her a quantity of self-addressed stamped envelopes with her name written on the back, and requested that she put a dollar in an envelope every week and have Mike mail it between one and three p. m. Thursday. I also instructed her to wait for a receipt for each dollar before sending the next one.

It is a good idea to inclose a self-addressed stamped envelope for the next payment when mailing receipts. This will often facilitate prompt remittance.

Just a final word about professional pullers and collection agencies. Most of them are either crooked or incompetent, and some of them are both.

NEW SOUND BOX POPULAR.

A specialty that is being sold with success to the trade is the "Balance" sound box, for use on the new Edison disc phonographs when it is desired to play other makes of disc records. It is manufactured by A. F. Meisselbach & Bro., Newark, N. J., who invested considerable time and money before they evolved a sound box that would come up to the requirements of the conditions under which it would be used. W. H. Meyer, of this concern, spoke of the remarkable success achieved since the introduction of the "Balance" sound box, adding that the demand is growing.

**LIVELY TRADE IN BALTIMORE.**

February Business Proves Excellent and March Starts Off with a Rush—F. A. Dennison Elected Member of Rotary Club—New Columbia Dealers—What the Various Prominent Houses Report Anent Business.

(Special to The Talking Machine World.)

BALTIMORE, Md., March 9.—"If the remainder of the present month keeps up the way that the first four working days of the present month have shown forth from a sales standpoint, you can just put it down that we will go on record as having done the biggest amount of business that we have ever done in any one month, and the largest amount that we ever will." This seems like a rather broad statement to make, but nevertheless it is vouched for by F. A. Dannison, manager of the local branch of the Columbia Graphophone Co. Mr. Dennison said that February showed up in remarkably fine shape, and that business has started in during March with one of the biggest rushes that he has ever known.

That business in all lines of the trade was in excellent shape during February would seem to be further verified by the statement of William C. Roberts, manager of the local store of E. F. Droop & Sons Co., Victor and Edison dealers, that he has been compelled to augment his forces in order to properly handle the increased trade. Mr. Roberts made a trip during the week to the Victor factory to see what he could do in the way of hurrying along a number of orders that have not yet been filled.

Manager Dennison of the Columbia Co. was elected a member of the Rotary Club the past month.

Joseph Fink, proprietor of the Fink Talking Machine Co., reports a good February and states that the way March has started in he has good reasons to expect good results during the present month.

The A to Z Business Bureau has just opened up a place and has taken on a full line of Columbia goods.

Both the Columbia and Victor had a good run during the month at the Sanders & Stayman Co., Inc., according to the report of Manager Albert Bowden of that department.

**SWITKY SUFFERS BY EXPLOSION.**

Window of Store of Benj. Switky Blown in by Explosion of Gas in Street and Some Victrolas Damaged — Machines and Records Saved from Flood in Basement by Quick Work.

A great quantity of illuminating gas under the street near the junction of Twenty-third street and Fifth avenue, New York, on Sunday morning caused an explosion which broke several large water mains and badly damaged several neighboring buildings and stores. among them that of Benj. Switky, the prominent Victor distributor, at 9 West Twenty-third street. One of the large plate glass windows of the Switky store was blown in, the glass splintering a part of the case of a small Victrola and scratching the case of a larger instrument. The basement of the building was also flooded to the depth of several feet, but through the efforts of the staff of the Fifth Avenue Building, in which the store is located, a number of cases containing machines and records were moved to a higher level before the water reached them and thus saved from damage. Mr. Switky, who hurried to the store, upon learning of the damage, estimated his entire loss at less than \$100, and the business of the store was not interfered with.

That every cloud has a silver lining is proven by the fact that a motion picture concern took pictures of the damaged district, and the Switky store with the Victor dog prominently displayed on the remaining window will be flashed on screens in picture theaters throughout the city. Some advertising.

**OUR FOREIGN CUSTOMERS.**

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

(Special to The Talking Machine World.)

WASHINGTON, D. C., March 10.—Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

**FEBRUARY 14.**

Antofogasta, 3 pkgs., \$165; Callao, 3 pkgs., \$286; Cardiff, 2 pkgs., \$115; Havana, 27 pkgs., \$736; Havre, 14 pkgs., \$420; La Guayra, 10 pkgs., \$473; 5 pkgs., \$145; Libau, 70 pkgs., \$1,408; Liverpool, 20 pkgs., \$583; London, 33 pkgs., \$1,151; Manila, 7 pkgs., \$566; Newcastle, 4 pkgs., \$111; Puerto Barrios, 6 pkgs., \$381; Valparaiso, 4 pkgs., \$95; 5 pkgs., \$328.

**FEBRUARY 21.**

Barranquilla, 44 pkgs., \$1,237; Buenos Ayres, 3 pkgs., \$498; Glasgow, 5 pkgs., \$124; Guayaquil, 10 pkgs., \$140; Hamburg, 1 pkg., \$100; Havre, 4 pkgs., \$165; La Guayra, 14 pkgs., \$1,132; La Plata, 3 pkgs., \$198; London, 3 pkgs., \$12; 140 pkgs., \$5,066; St. Petersburg, 13 pkgs., \$251; Vera Cruz, 11 pkgs., \$398; Vienna, 24 pkgs., \$625.

**FEBRUARY 28.**

Amsterdam, 7 pkgs., \$561; Antofogasta, 8 pkgs., \$454; Barranquilla, 9 pkgs., \$231; Belfast, 3 pkgs., \$539; Buenos Ayres, 145 pkgs., \$18,172; Copenhagen, 40 pkgs., \$1,250; Geneva, 6 pkgs., \$205; Gibara, 9 pkgs., \$354; Hamburg, 31 pkgs., \$2,399; Havana, 18 pkgs., \$1,319; 22 pkgs., \$574; Havre, 2 pkgs., \$234; Leeds, 4 pkgs., \$164; Liverpool, 14 pkgs., \$432; 13 pkgs., \$858; Milan, 5 pkgs., \$616; Montevideo, 18 pkgs., \$638; Santa Marta, 2 pkgs., \$129; Rio de Janeiro, 13 pkgs., \$1,360; Shanghai, 1 pkg., \$144; Sydney, 40 pkgs., \$4,261; Vera Cruz, 32 pkgs., \$827; Vienna, 2 pkgs., \$155.

**MARCH 7.**

Bilboa, 3 pkgs., \$135; Bolivia, 7 pkgs., \$308; Callao, 5 pkgs., \$208; Haval, 2 pkgs., \$101; Havana, 30 pkgs., \$1,300; 15 pkgs., \$734; Kingston, 7 pkgs., \$182; Liverpool, 17 pkgs., \$667; 18 pkgs., \$585; Maracaibo, 5 pkgs., \$413; Manchester, 7 pkgs., \$226; Melbourne, 2 pkgs., \$144; Newcastle, 9 pkgs., \$277; Pernambuco, 7 pkgs., \$379; Puerto Barrios, 5 pkgs., \$787; Vera Cruz, 40 pkgs., \$1,984.

D. L. Hogan has leased rooms at 147 South Schuyler avenue, Kankakee, Ill., and will open a talking machine store.

# Here Is A Chance For You

Mr. Talking Machine Dealer, if you are wide-awake you are looking for a way to increase your business!

Most progressive business men are so inclined, and right here is a point for you.

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

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

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

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

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

## H. P. NELSON COMPANY

Makers of Grands, Uprights and  
Player-Pianos

North Kedzie, North Sawyer, West Chicago Aves.  
and C., M. and St. Paul R. R., CHICAGO.

Simplest and Most Accurate.

Net weight only 1½ oz.

# Standard Automatic Stop

Nickel . . . \$2.00

Gold . . . 3.00

Send 25 cents stamps  
for free sample

Order through your jobber.

Liberal Discounts.

Standard Gramophone  
Appliance Co.

173 Lafayette St., New York

# ABSOLUTELY NEW Everlasting Dustless Record Cleaner

PATENT APPLIED FOR



FRONT VIEW

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

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

Retails for 15 cents. Write us to-day.

Sold to dealers in dozen lots only.

**\$1.25 per dozen**

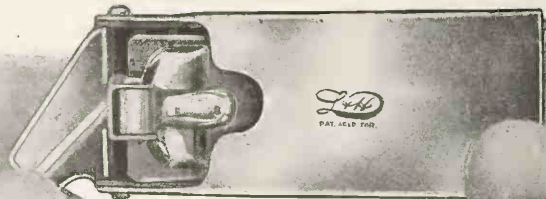


BACK VIEW

*Lyon & Healy*

# FIBRE NEEDLE CUTTER

OVER  
50,000  
SATISFIED  
USERS



EXACT SIZE

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

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

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

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

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

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

Retail Price \$1.50

SEND US  
YOUR  
ORDER  
TODAY

*Lyon & Healy*

CHICAGO

Largest Victor Distributors

LIBERAL  
DISCOUNT  
TO THE  
TRADE



# FROM OUR CHICAGO HEADQUARTERS

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

(Special to The Talking Machine World.)

CHICAGO, ILL., March 10.—Trade in talking machine circles is fine—it's great—especially in the record line, if the trade could only get all the records it wanted. Machines are fairly plentiful and factories have very few complaints on this score. The shortage in the record supply is due to a great extent to the dance craze which seems to grow rather than to diminish. The call for this class of records, in addition to the regular increase in record business which comes at this time of year, has caused factories to work full capacity and yet leaves a great percentage of unfilled orders—a percentage far in excess of last year's shortage. This, in spite of the fact that factory capacities have been greatly increased. Dealers are promised relief within a very short time, but, inasmuch as most of them heard this story some weeks back, there are some who are inclined to be pessimistic.

**Harry Lauder Poses.**

L. C. Wiswell, manager of the talking machine department at Lyon & Healy's, has on his desk, photographs of Harry Lauder, the great Scotch comedian, in two very new and attractive poses. The photographs were taken in Mr. Lauder's apartment in his recent visit to Chicago, and appeared to be the best likenesses of the "world's highest salaried entertainer" that have ever been taken.

There is also a new photograph on Mr. Wiswell's desk of Pietro Diero, whose Victor records, accordion and concertina, have met with such a demand during the last few months of the dance craze.

**L. K. Cameron Improves.**

L. Keene Cameron, formerly retail manager of the Victor department of the Rudolph Wurlitzer Co., has written a letter to assistant manager, Fred A. Siemon, in which he says he is enjoying the climate of the Southwest immensely and that his health is much improved.

**Henry Saak Wants More Stock.**

Henry Saak, well-known Columbia talking machine dealer of Milwaukee, was in the city recently making arrangements with the Columbia Co. for the installation of a very liberal stock in his new store, 1602 Vliet street. Mr. Saak reports that he has built four large demonstration booths that give every opportunity for the proper demonstration of machines and records. Mr. Saak has extended the glass show windows of his store front so that they are conspicuous to the people on the street for a long distance.

**Good Columbia Business.**

C. F. Baer, manager of the Chicago office of the Columbia Graphophone Co., reports very satisfactory increase over the first three months of last year.

"There has been a tremendous demand for records," said Mr. Baer, "and our catalog of dance numbers has been drawn on very heavily. We anticipated these conditions and very fortunately were able to fill 90 per cent. of our record orders.

Prominent among the more popular records is our number 55531 which consists of 'Y Come La Va,' a tango, and 'Puppchen,' a one-step, played by Prince's band. As an illustration of the popularity of the record, I want to say that one dealer, in sending in his order, asked for five times as many of this number as for any other.

"The immense amount of advertising that we have been doing lately is making itself felt with irresistible force, and created such a demand that our stock of records and one style of our machines were nearly exhausted. This condition, however, was remedied at once."

**Talking Machine Co. Notes.**

A new and handsome edition of the booklet entitled, "Our 500 Best Sellers," has been prepared by Salesmanager Roy Keith of the Talking Machine Co., and is just being issued to the company's dealers. These booklets have been used to good advantage for some time past by dealers all over the West who use them in circularizing their patrons. The records listed in the booklet are the result of long experience in supplying records and are particularly interesting in view of the fact of the present great record shortage. Another interesting help, issued by the Talking Machine Co., is in the form of a pad listing ten popular favorites which is designed to be placed around the dealer's store where it can be secured easily by the record buyer and the sheets used to jot down the number of records, and, at the same time, offer a number of good suggestions that are often quickly acted upon.

E. L. Barker is a new addition to the traveling sales force of the Talking Machine Co., and left on his initial trip March 9. Mr. Barker has been assigned to Indiana and Michigan, formerly covered by Geo. P. Cheate. Mr. Cheate will continue to call on a number of the dealers in those two States and will also do some additional work the nature of which has not yet been decided upon.

Another addition to the company's force is in

the person of H. E. Whitman, formerly of Elmira, N. Y., who last week took up his duties as floor salesman.

**To Enlarge Kimball Space.**

The talking machine department of the W. W. Kimball Co. has enjoyed a remarkable business since its recent organization under Mr. Cullen's direction, and plans are now under way that will probably involve the removal of the entire department from the second floor to the third floor where a greatly increased space is possible.

**Big Crowd Witnesses Dancing.**

Kenneth Holman, manager of the newly organized La Grange Talking Machine Co., of La Grange,

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

Ill., last Tuesday and Wednesday nights gave the citizens of his town an opportunity to witness the dancing of Mr. Kucker and Martha Courtney, the young people who have been drawing crowds to the Talking Machine Shops. The program was arranged in much the same way as at the Shops with the tango, hesitation, maxixe and Brazilian demonstrated with the aid of the Victrola. La Grange came in a body, and crowded the shop so thoroughly, that show windows were endangered, and an officer had to be called to see that no damage was done.

**Iowa Dealer Optimistic.**

A. C. Moore, manager of the Edison and Victor departments of the Pelletier Co., Sioux City, Ia., was a visiting dealer of last week. Mr. Moore looks to a big year in 1914, and cites as one evidence of the prosperity that has visited that section of Iowa, the fact that at the recent Auto Show, held in that city, almost a million dollars worth of machines were sold.

**Shops Dancing Continues.**

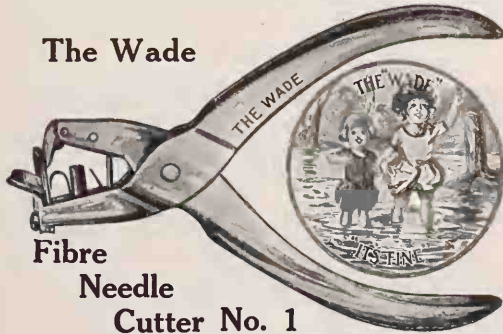
The Talking Machine Shops continues to draw new customers to its attractive quarters through the medium of the dances described in last month's World, and probably will entirely through March. Mr. Kucker is now seen with a new

(Continued on page 34.)

## The Practical Fibre Needle Cutter—THE WADE

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

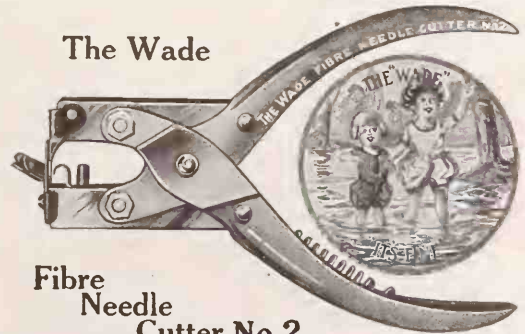
The WADE cutters are made of the best steel and are absolutely guaranteed.



The Wade  
Fibre  
Needle  
Cutter No. 1

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

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



The Wade  
Fibre  
Needle  
Cutter No. 2

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

Order from your regular Distributor—we sell to Jobbers only

**WADE & WADE,**

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

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

partner, Martha Courtney, and they have introduced a number of new steps that have elicited much applause. Business has been greatly increased since the introduction of the idea and its advertising value has been tremendous.

"Business has been very good," said Geo. W. Davidson, "with February far in excess of the same month last year. If we could obtain records we would set a record that would last for some time. Among the dance records are 'Leg o' Mutton' and 'Some Smoke'; 'Isle d'Amour' and 'San Souci.' Vessella's band records are also selling well. They are the sextette from 'Lucia,' 'Jewels of the Madonna' selection and Liszt Hungarian Rhapsody."

R. V. Hahn, formerly with the Knight-Campbell Co., of Denver, is a new addition to the sales force of the Shops.

Personals and Visitors.

J. D. Moore, manager of the talking machine department of the Lion Dry Goods Co., Toledo, O.; L. C. Parker, of Gimbel Bros., Milwaukee, and Mr. Abbott, of the Boston Store, Milwaukee, were three department store heads visiting Chicago recently.

Other visiting dealers included: M. B. Manor, Manor Bros., Hebron, Ill.; C. S. Sinclair, Dundee, Ill.; Mr. Robertson, of Lewis & Palmer, DeKalb, Ill.; S. W. Newburger, New Albany, Ind.; Mr. Briggs, Lamb Piano Co., Nashville, Tenn., and Mr. Jackson, of the Talking Machine Shop, Rockford, Ill.

P. G. Green, of Creighton, Neb., was a visiting dealer this week.

W. L. Eckhardt, manager of the Pennsylvania Talking Machine Co., in course of a trip that included Cleveland, Toledo and St. Louis, spent a day in Chicago.

Mr. Solomon is now touring Europe on a buying trip which includes a number of musical instruments.

George Israel, buyer for the talking machine department at Hillman's, has returned from a short business trip to New York.

Manager McCann, of the talking machine department of Rothschild's, is the proud father of a baby girl.

Mr. Patten, who is buyer for the talking machine department of the Boston Store, has just returned from a business trip to New York.

R. J. Nathanson, who for the past four years has been connected with the Universal Film Co., has decided to re-embark in the talking machine trade and is connected with Hillman's.

Phonograph Co. Items.

C. E. Goodwin, manager of the Phonograph Co., reports an excellent Edison disc business both wholesale and retail. He says that the great bulk of the business is on the higher-priced machine

LYON & HEALY AD. THAT HAS ATTRACTED MUCH ATTENTION.

(Special to The Talking Machine World.)

CHICAGO, ILL., March 10.—An advertisement that might serve as a model for talking machine

The ad is laid out in a masterly fashion and the argument is convincing and sincere. The illustration by Earl Hildebrand is good, and there is

# Resources of the VICTROLA

The Ever Ready Home Orchestra

## for Dancing



### A Special Service

"We are prepared to render genuine assistance to anyone interested in dancing. We have made an exhaustive study of dance music as applied to modern conditions and we have a staff of trained salespeople who can tell you in a moment things which it would require much effort for you to ferret out for yourself. In addition to all the exceedingly popular and somewhat hackneyed numbers, we have a list of dances equally charming, but not so well known, which we will be glad to play upon request.

A Victrola, by means of its changeable needle, can play dance music practically as loud as the original or as soft as a whisper, this without destroying the beauty of the records by means of a shorter, or a longer, needle. You can use either a concert needle, a loud needle, a medium needle, a soft needle, or a bamboo needle.

Every home should be equipped with a Victrola. The price, considering its service, is purely nominal. Think what a Victrola means—Grand Opera every evening; Caruso and the Stars; all the greatest Entertainers; all the greatest Bands; all the greatest Soloists; and, finally, music for dancing as soft or as loud as you would like to have it by means of the needle control, and as perfect in time as the Metronome itself.

**VICTROLAS SELL FROM \$15 to \$250. EASY TERMS**  
*World's Largest Music House*  
**Lyon & Healy**  
 Wabash Avenue and Adams Street

**12 New Dance Records of Exceptional Merit**

2700—Lullaby, Victor Best  
 2701—Lullaby, Victor Best  
 2702—Lullaby, Victor Best  
 2703—Lullaby, Victor Best  
 2704—Lullaby, Victor Best  
 2705—Lullaby, Victor Best  
 2706—Lullaby, Victor Best  
 2707—Lullaby, Victor Best  
 2708—Lullaby, Victor Best  
 2709—Lullaby, Victor Best  
 2710—Lullaby, Victor Best  
 2711—Lullaby, Victor Best  
 2712—Lullaby, Victor Best

**Victrola Needle Re-**  
 production. The new  
 needle has a  
 wider base and  
 is made of  
 the finest  
 material. It  
 is a  
 perfect  
 reproduction  
 of the  
 original  
 needle.  
 It is  
 a  
 perfect  
 reproduction  
 of the  
 original  
 needle.  
 It is  
 a  
 perfect  
 reproduction  
 of the  
 original  
 needle.

## The Chicago Edison Jobber

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

**THE PERFECTION OF SERVICE—Our Service.**

The Perfection of advertising for the dealer—Our plan.

**The Phonograph Company**  
 229 So. Wabash Ave. CHICAGO

dealers, not only in Chicago, but in a number of other cities in the country, is the one herewith reproduced, which was shown in the Chicago daily papers a few days ago.

The Edison disc concerts in the handsome recital hall on the third floor run from 11:30 a. m. to 5 p. m. and much of the time run to S. R. O. Mrs. Helen Louise Essen gives brief talks on the records and also a brief sketch of the artist.

Manager Wayne, of the retail, recently made an addition to his staff in the person of Mr. Tipton who comes from Nebraska and is making good.

Elect Officers.

The annual meeting of the stockholders of the Permanent Phonograph Disc Needle Co. was held at the Hotel LaSalle. Samuel Levin, the inventor of the needle, was elected vice-president and manager with power to act, and his son, Lester L. Levin, was made assistant.

S. O. Wade Optimistic.

S. O. Wade, manager of Wade & Wade, recently returned from an extensive trip through Iowa and other of the Western States and expresses it as his belief that there is every indication of a decided improvement and an increase in business that bids fair to break even the record of business done in January. Great credit is given the Wade fibre needle cutter by a number of dealers who have recently begun to specify that all records taken out on approval shall be played only with

not too much of it. A number of advertisements might be criticised because of the fact that the illustration, by reason of its preponderance, has detracted from the "pulling power" of the copy.

fibre needles and trimmed with the Wade cutter, thus guarding against damaging the records.

Buys Evanston Shops.

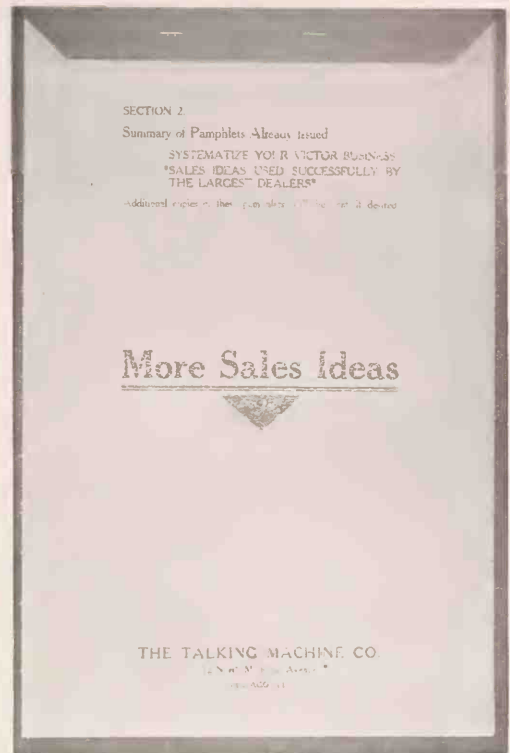
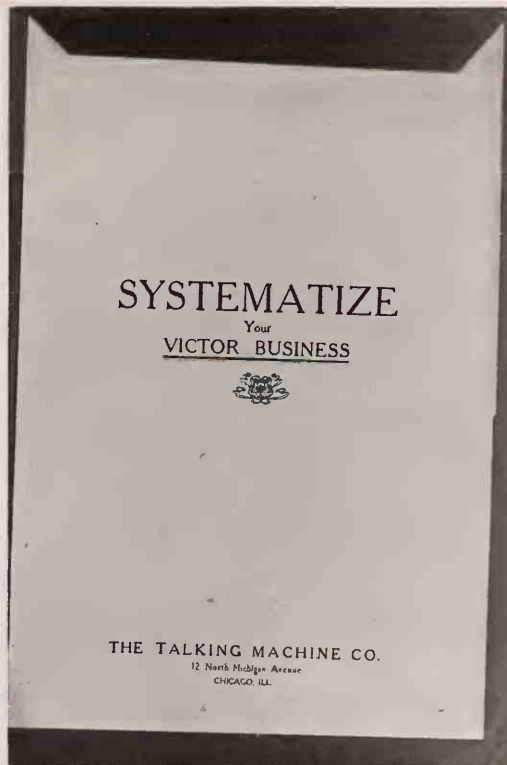
W. E. Erickson, talking machine dealer of Evanston, has bought the Evanston Talking Machine Co. and will continue to operate it under the old name. Douglas Oriwig has been placed in charge of the new acquisition and Miss Steel, in charge of the other.

Miss McClelland Marries.

Miss Ella McClelland, who has been connected with the Victor department of the Bisell-Weisert Co. for quite a length of time, has resigned her position and will be married soon. Just who the lucky man is, is not divulged. Miss Blatch, formerly of Lyon & Healy's, has taken Miss McClelland's place.

Opens New Store.

The Wulschner-Stewart Music Co., of Indianapolis, Ind., has opened a general music store at 35 South Wabash avenue. An extensive stock of talking machines and records is displayed. Stock has evidently been brought from Indianapolis, and in all probability, the store will not continue as a Victor store after present stock is exhausted.



## Are You On Our Mailing List?

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

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

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

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

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

USES VICTROLA IN CHURCH.

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

(Special to The Talking Machine World.)

CHICAGO, ILL., March 10.—One of the most interesting uses to which the talking machine has been put in Chicago for a long time was when the Rev. Arthur J. Francis, rector of the Pilgrim Congregational Church of this city, held his regular Sunday service, at which a Victrola did a great part of the work.

The numbers in the service that were rendered through the use of the talking machine were as follows:

- EVENING SERVICE, 7:45. Hymn Solo—"My Jesus, I Love Thee".... Sung by Frederic C. Freemantle. Hymn Solo—"One Sweetly Solemn Thought".... Sung by Frank C. Stanley. Prayer—Prayer Song—"Lord, I'm Coming Home".... Sung by Frederic C. Freemantle. The Lord's Prayer.... Chopin, Op. 37. Piano Solo—"Berceuse".... Played by Frank LaForge. Duet—"Contes d'Hoffman—Barcarole".... Offenbach. Sung by Farrar and Scotti. Quartette—"Festival Te Deum, E. Flat".... Dudley Buck. Sung by Trinity Church Choir, New York City. Offertory Solo—"Ring Out Wild Bells".... Gounod. Sung by David Bispham. Sextette from "Lucia di Lammermoor".... Donizetti. Sung by Tetrizzini, Caruso, Journet, Jacoby, Bada and Anato. Soprano Solo—"The Swiss Echo Song".... Eckert. Sung by Louisa Tetrizzini. Benediction—Benediction Solo—"Cavatina".... Raff, Op. 83. Played by Mischa Elman.

After the service a number of the congregation spoke to the Rev. Mr. Francis and expressed their delight with the novelty of the service and their enjoyment of his very interesting address. So numerous were the expressions of approval of the part that the Victor had played that the Rev. Mr. Francis has decided to make it a monthly feature.

The machine was supplied by the George P. Bent Co. and was operated by Harry C. Meek. The machine was equipped with a new device known as the "Clear-a-phone" which was invented by Mr. Scotford, a friend of the rector. The satisfaction of the Rev. Mr. Francis is best expressed in the following letter to Mr. Meek.

"My dear Mr. Meek.—The Victor Victrola Service held in Pilgrim Congregational Church, Sunday evening, March 1, was a very great success and an exceedingly impressive service.

"I am free to confess that I engaged to carry through this service with more or less timidity. Innovation is rather shunned by me, but certainly this service proved to be all that could possibly be wished as an aid to the beautiful and the worshipful.

"In such a service, however, it must be borne in mind that nothing, but the best ought to be used. The best in solos, duets, quartets, and musical selections. With this as a working principle I do not hesitate to say that any church would do well to consider adopting such a service. We are anticipating a monthly service of this character, so happy were we over our first endeavor. With sincere regards, I am, yours always, "ARTHUR J. FRANCIS."

INSPECTING MECHANICAL DEVICES.

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

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

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

AFTER CHINESE RECORD TRADE.

(Special to The Talking Machine World.)

CHICAGO, ILL., March 10.—Sim Law, of 2209 Princeton avenue, this city, has built up an immense record trade among his constituency and his lists, which he sends out in Chinese, are most interesting. For instance, the accompanying is a list of Edison Blue Amberol records which he recently

啟者弟現辦到哇地善公司最新款之藍色店寶唱筒每個五毫若其屬六毫該筒能唱四箇半至五箇尾利之久此筒以前之臘筒有特別堅固唱之不爛永久不變須唱三千餘回亦即原底一樣也况聲音響亮玲瓏清楚令人聽之不厭至唱筒之機係無角唱頭用正鑽石永遠不用換針免廢時候(如舊臘筒切不可用)此機每架三十圓至二百五十圓內三十圓至四十五圓極合我華人之用或過埠回唐易于攜帶現有名牌子弟唱曲全套數十本隨後陸續有到如 貴客賜顧祈將上列之門牌寄來定照辦妥當付上此佈

民國七年二月二日 弟羅逢怡告白 Edison Blue Amberol List. sent his customers and in which he is receiving large orders. Record trade among the foreign element in the United States is steadily growing and they keenly enjoy songs and recitations in their own language.

NEW DEVICE TO IMPROVE TONE.

The "Clear-a-phone," the Invention of a Chicago Man, Embodies a Number of New Ideas—Much Claimed for It—Patent Applied For.

(Special to The Talking Machine World.)

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

The "Clear-a-phone" consists of a pneumatic cushion, circular in form that is made of first quality rubber 12 3/4 inches in diameter, one-thirty-seconds of an inch thick. It has an aluminum base and there is an air space between the base and the rubber top three-eighths of an inch deep.

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

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

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

THE CONCERT.

The night shall be filled with music, And the cares that infest the day Shall be multiplied by twilight In a most amazing way. The strains of "Traviata" Shall float around the square, With many another opera And old familiar air.

The man in No. 7 Will play "The Magic Flute," And the fellow on the corridor Will make a tooter toot. The great tones of Caruso Shall rise above the blast, And the din shall last till 9 o'clock Or thirty minutes past.

The man in 27 Will turn on "Casey Jones," And the whole apartment house shall rock With consequential groans. The night shall be filled with music, And the cares that infest the day Shall be multiplied at twilight In a most amazing way.

—From the St. Louis Post-Despatch.

BUILDING UP A SUCCESSFUL BUSINESS IN CHICAGO.



Joseph Klinenberg's Store on Ashland Avenue.

(Special to The Talking Machine World.)

CHICAGO, ILL., March 8.—One of the enterprising dealers in Edison disc and cylinder phonographs and records in this city is Joseph Klinenberg, whose establishment is located at 4915 South Ashland avenue. He has attractive display and soundproof rooms, where the Edison line is shown to advantage. He also handles the Jesse French & Sons Co. pianos and players, and is a strong believer in the one-price policy of retailing pianos, having won success along these lines in conducting his piano business.

## RECORD FEBRUARY BUSINESS IN NEW YORK CITY TRADE

Despite Scarcity of Both Machines and Records Jobbers and Dealers Handle Big Volume of Sales—Big Increase in Columbia Retail Trade—V. W. Moody Optimistic—Landay Bros.' New Store Soon to Open—Blackman Co. Grand Opera Record Demand.

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

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

The situation in machines has cleared up somewhat during the past few weeks, the factories sending large shipments to their distributors that in many instances were shipped from the sidewalk to the dealers without being unpacked or placed in the distributor's stock room. The call for the moderate priced machines continues to take precedence over the very cheap and the more expensive types, machines selling from \$50 to \$150 being the heavy sellers at the present time.

The past month has witnessed an unusual activity in the consummation of many important deals by all three companies. The prosperity of the talking machine industry is well evidenced by all these new connections, and, as a matter of fact, there are numerous applications on file for territorial rights that cannot be filled for some time to come, owing to the scarcity of stock and the inability of the companies to turn out enough machines and records for their present dealers. There seems to be a fast growing tendency on the part of the manufacturers to close dealers' agreements with the best known piano houses wherever territorial arrangements will permit. There is no doubt but that the piano store offers a splendid opportunity for the presentation of the talking machine, and the marked success of the leading piano houses throughout the country who have conducted talking machine departments for some time indicates that profitable results can be obtained when there is co-operation between the piano and "talker" sections. In a number of instances substantial player and piano sales have been closed as the result of the visits of talking machine patrons to a piano store.

### Reports Gain of 63 Per Cent.

"We showed a gain of sixty-three per cent. over last February," said R. F. Bolton, manager of the wholesale store of the Columbia Graphophone Co.,

89 Chambers street, New York. "We were well pleased with this substantial gain, particularly in view of the fact that heavy storms ranging at frequent intervals during the month would naturally form good ground for pessimism. On the contrary, however, our business was excellent and the deals we closed in February represented new acquisitions to our representatives' lists that are most gratifying. Our dealers throughout the State all report the same phenomenal demand for dance records that was a feature of January business. Personally, I believe that the dance record craze will be with us for some time, and all indications point to an excellent summer business because of it. There will be very few house parties during the summer that will care to dispense with the latest dance music, and the live-wire dealer should be in a position to handle this summer business to the best possible advantage. Aside from its influence on record sales, this dance craze has evidenced itself in the steady increase of machine sales now being closed by the dealers. A lover of the modern dances is offered no better investment than that of a Grafonola with a selection of the latest Columbia dance records to satisfy his love for the modern dances, and, judging from the reports of our dealers, the 'Favorite,' 'Leader' and 'New Mignonette' are heavy sellers among dance lovers."

### Why V. W. Moody Is Optimistic.

Notwithstanding the marked scarcity of Victor machines and records, there is one optimist in the local Victor distributing trade in the person of V. W. Moody, sales manager of the New York Talking Machine Co., 81 Chambers street, New York, who remarked as follows: "Although there is undoubtedly a tremendous scarcity of goods at the present time, it would hardly be fair to the Victor Co. to call it a shortage of goods, as we are receiving more machines and records from the factory than we ever received before, and selling more goods than ever before, but our stock report shows less on hand than ever before. Our shipments of new Victor records for March, together with the shipments of the special dance records put on sale during February, amounted to almost twice as many records as were purchased from the Victor Co. in the corresponding month last year. In addition to these shipments of newly issued records we received, of course, thousands of records from the regular catalog during the course of the month. I need hardly say that this February was the best in our history, as we closed a business that almost equalled our usual fall trade."

### Excellent Edison Disc Trade.

"Our sales of machines during the past few weeks have been remarkable," said H. N. Purdy, of the Edison disc department of Hardman, Peck & Co., 493 Fifth avenue, New York. "We have really been surprised at the extent of our Edison disc machine trade, and notwithstanding that weather conditions were detrimental to retail trade during February, we closed a splendid machine business. The favorite Edison machine in our department is the \$200 type, and this preference of an expensive machine is a good illustration of the discriminating class of patrons that we cater to. We sell very few machines that retail for less than \$150, our customers appreciating the fact that the prices asked for the Edison disc machines are most

reasonable, considering their musical qualities." Have Attracted Attention.

During the past few weeks the Columbia Graphophone Co. has had its products represented at the handsome store of the Melville Clark Piano Co., 335 Fifth avenue, New York, where they have attracted general praise and attention from passers-by along this high-class shopping thoroughfare. Many sales of machines have been closed in these warehouses and the new Columbia dance records are meeting with a ready sale with Columbia enthusiasts, who find this store on Fifth avenue a very handy place to secure some of the latest dance records.

### Landay's New Store.

When this issue of The Talking Machine World is off the press the handsome new store of Landay Bros., the prominent Victor distributors, will in all likelihood be open to the public. Located at 427 Fifth avenue, New York, opposite the new Lord & Taylor store, between Thirty-eighth and Thirtieth streets, this store has been furnished in an artistic and refined manner. The new Landay store is probably one of the finest Victor establishments in the country. Eleven demonstration rooms, larger than most rooms of this nature, have been constructed on the main and mezzanine floors. These rooms are finished in typical French style, the color design being a gray and green, delicately blending to harmonize with the other artistic decorations. Every possible convenience is available for the use of the store's patrons, and this store takes its place as a tribute to the enterprise and progressiveness of Landay Bros., whose other stores in the city's very best shopping districts have all achieved marked successes. Roy Forbes, now connected with the Landay store at 400 Fifth avenue, will be manager of the new store.

Coincident with the opening of the store at 427 Fifth avenue, the Landay store at 400 Fifth avenue, a block further down, will be formally closed. With the closing of this store there passes into history one of the old landmarks of the talking machine industry. It was to this house, many years ago, that Thomas A. Edison brought his very first tin-foil phonograph so that his old friend, Robert Ingersoll, the famous philosopher and writer, who lived there at that time, could speak into it and make history for future generations.

### Activity at Blackman's.

"Our grand opera records are selling better than ever," said J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, the prominent Victor and Edison cylinder jobbers. "Our dealers have turned their attention from the dance records to the opera records, appreciating that the shortage in stock of the dance selections should not hold them back from expanding their trade in the more expensive records. We are well pleased with the demand for our Cleanrite Brush No. 4, which is a combination brush for use on all Edison cylinder machines. We are having these brushes manufactured in large quantities and are now in a position to adequately take care of the demands of our trade."

Encouraging business reports, similar to those outlined above, were given The World representative by the following dealers: Tower Manufacturing & Novelty Co., Edison disc; Benj. Switky, Victor; F. G. Smith, Columbia; Gimbel Bros., Victor and Columbia; Greenhut-Siegel Cooper Co., Victor and Edison cylinder; John Wanamaker, Victor; B. Guy Warner, Edison disc; Kranich & Bach, Columbia; A. I. Namm & Sons, Edison disc; Hallet & Davis, Victor; Lord & Taylor, Victor.

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

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



**Jeanne Gerville-Réache, the famous French contralto, is the latest exclusive Columbia artist. Her "Samson and Delilah" record is already being talked about.**



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

**Columbia Graphophone Company  
Woolworth Building, New York**

### CALL FOR DANCE RECORDS FACTOR IN ST. LOUIS TRADE

Craze for the One-Step and Tango Serves to Increase Both Machine and Record Sales—Records of Popular Music Becoming Strong Favorites—Story of a Reaction—Grand Opera Season Expected to Help Business—What Various Houses Report for Month.

(Special to The Talking Machine World.)

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

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

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

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

Manager Robinson, at the Thiebies Piano Co., says of the trade's new tendencies: "The demand is turning more and more to popular music. I remember when we used to take a little machine and nail it to the top of a door and put on popular records as an advertisement. They were raw, too raw to sell. When the trade developed, everybody who bought a machine wanted real music, Caruso and records of that kind, and for years we sailed along appealing to the real lovers of music and real music records. Now we have interested the other crowd, the one we started for, and they are simply coming in droves. Talking machine music is considered better by these people now than their own music that any ear player can grind out on a piano or a cheap orchestra. It means a big business to convert this popular class that we once failed on but who now come voluntarily.

"Of course we are selling more good music as we go along. The proportion of that sort of music to the total of records sold is greatly less than it was a year ago, and still smaller in proportion than two years ago. It means that everybody is listening to talking machines or will be as soon as the factories can turn out the machines and the records."

Harry Levy, talking machine manager at Aeolian Hall, who is confined to Victor goods, says: "Our business is limited only to our ability to fill orders, wholesale and retail. The retail department has simply been swamped by requests for dance and other popular records. Of course that indicates the position of other dealers. We thought that when we had performed the problems in division that the Christmas trade forced onto us we had completed the course in fractions for several months, but if anything it is worse than ever. Some styles of machines can be had, but it is beyond the dreams of salesmanship to supply all sorts of trade with a few styles of machines, and there we have trouble. We simply do the best we can with the records and try to forget each evening."

The grand opera season reaches here next month, and Retail Manager Duffy, at the Columbia, is congratulating himself on the pickings for his records.

"We have Garden, White, Zepelli and Dufranne on our list," he said, "and we think they will prove popular. There is a light advance demand, but the history of these things shows that the big demand comes afterward, when the listeners can conjure up scenes from the actual opera. We have been doing very well indeed with Teyte and Ysaye records since the appearance of these two artists here. Both of these always have proved good record advertisers for us.

"The best things with us now, however, is our stock of the popular dance records. We have been supplying all comers despite the unexpectedly and very heavy continued demand for these records.

"The machine business has been very good indeed, better than we had anticipated, and we are piling up some nice totals for merchandising."

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

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

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

## LONG CABINETS

Occupy a strong position.  
They have many friends.

The Geo. A. Long Cabinet Co.

Write for Circulars of  
RECORD CABINETS  
and  
PLAYER ROLL CABINETS

Address

Clement Beecroft, Sales Manager

309 W. Susquehanna Avenue  
PHILADELPHIA, PA.



D 67

Mahogany, Golden Oak and W. O. Finished all around. Sliding Record Shelf. For IX Victrolas. Capacity, 192 12-in. Records.

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

Mr. Seagar announces a series of Tuesday afternoon concerts under the auspices of Victor Lichtenstein, of the Symphony Orchestra. The programs will take up one at a time the operas to be given here by the Chicago-Boston Company next month, and Mr. Lichtenstein will lecture on the music and demonstrate the music with talking machine records.

Manager Robinson, of the Stix, Baer & Fuller department, reports excellent business, and he is much elated at the prospect of immediate consolidation of his department with that of the piano department, where the musical instrument interests of the firm will be centered. In his efforts so far he has been considerably handicapped by an out-of-the-way location on the fifth floor.

At the Edison Shop they are talking of big things these days, such as new dealers on the wholesale list, of the promised day very soon when record orders will be shipped 100 per cent. when promises made in recent factory advices are fulfilled, and of Sunday magazine pages that are filled with President Mark Silverstone's talk on Thomas Edison as a host, a man that the every-day business man meets at the factory and a truly human institution instead of the marvelous working machine that the people have read so much about.

This magazine page was a splendid feature of the Post-Dispatch Sunday paper. After Mr. Silverstone's visit to the factory for Mr. Edison's notable birthday party he told a newspaper writer of the man he had met on that and previous visits, the man who was entirely human and who talked in language that sometimes required dashes. It made an excellent story coupled with an informal picture of Mr. Edison.

While Mr. Silverstone was at that birthday party the sales force at the Silverstone Edison Shop celebrated the birthday with a banquet for the sales force at the American Hotel. In the absence of President Silverstone, A. O. Reynolds presided, and all talked of the wonderful machine they were engaged in introducing to the public and of topics for the good of the business. After Mr. Silverstone's return Mr. Reynolds departed for Kansas, where he is sending frequent reports of new dealers who will sell the disc machines to the millionaire farmers of that great State.

C. S. Gardner, of the factory sales staff, was here for a few days to work with Mr. Silverstone, and then departed for the Silverstone trade territory in Illinois.

Of course there are some very good sales stories at the Silverstone store. A doctor was there the other day buying a machine, when the salesman told him of a doctor that had come in a few days before because he had become interested in a machine owned by a patient. "I can beat that," said the second doctor. "I am here because one of these machines made me forget a patient. I went to call on a patient the other day, and in the first room in the house that I visited I came across an Edison machine. I got interested and spent an hour there putting on and taking off records. At the end of that time I went upstairs to bid my patient good-bye, and she asked me with a smile: 'Did you come to see me or hear music?' I concluded I had better get a machine of my own and wear out my curiosity before I really neglected a patient."

Some of the new dealers on the Edison disc list are the Field-Lippman Piano Co., which handles the Victor in Piano Row; the Concordia Music House, which is moving from Eighteenth and Olive streets to 912 Pine street, only a block from Piano Row, Edison disc exclusive; C. A. Kleinhans, 2316 Chouteau avenue, city; Frank Halley, Louisiana, Mo.; Haynes A. Esbeck, Decatur, Ill.; Hornersville Music Co., Hornersville, Mo.; Harmony Music Co., Harmony, Kan.; J. H. Kayter, Nevada, Mo.; Wilson Bros., Aurora, Mo.; Rhodes Music Co., Lama, Mo.; Shellach Drug Co., Galena, Ill.; Charles Selig, Eldorado, Ill. It is intimated

that the St. Louis list is practically complete.

The jobbing business, Mr. Silverstone says, will show an increase each month, not excepting the December business, which Mr. Silverstone regards as material progress.

One of the recent would-be purchasers of an Edison machine offered to trade two town lots in Reno, Tex., for a suitable instrument.

### WHY HE WANTED HYMNS "MADE."

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

There is more logic and common sense to the following letter recently sent to the Columbia Graphophone Co. than would appear at a first glance. The appeal for music that can be easily understood is, undoubtedly, an excellent suggestion, but the company regretted its inability to record hymns to suit the fancy of each one of its many thousands of admirers.

"DANVILLE, ILLINOIS.

"Messrs. Columbia Graphophone Co.:

"Please let me know how much a dozen you would charge me for your double disc records? of the hymns that I will send to you with music al loud and plain, some that I will mark sung slow solmn. when the disk will not record the whold hymn be sure and use the last verse. the trouble with musick is the words of the Hymn cannot be well understood. and there is no com-

mon sence in musick that cannot be understood. Yours respectfully."

### TALKING MACHINE IN CHURCH.

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

(Special to The Talking Machine World.)

CHICAGO, ILL., March 7.—The Rev. Arthur J. Francis, pastor of the Pilgrim Congregational Church, 6401 Harvard avenue, made use of a talking machine at his service last night to harmonize the musical program with his sermon on "Edison—His Value to Society."

"It was a great success," said Mr. Francis. "I shall probably use the machine at my evening services every other week from now on."

The church was packed.

In closing, the pastor said: "Where there is no vision the people perish," it is said. So long as America produces men like Thomas Edison, there is little danger of our perishing."

### CATALOG OF REPAIR PARTS.

The Victor Talking Machine Co. sent out to its dealers this week new repair catalogs for Victrola XIV and XVI. The company also announced that it has secured a new style patented spring binder, which will accommodate about 200 pages, and is provided with an inside folder for retaining the repair part catalogs. This binder is much superior to the one formerly used.

# YOUR OPPORTUNITY

## HERE IT IS

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

## Will You Ignore It?

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

## Send a Trial Order

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

## DON'T DOUBT UNTIL YOU TRY

Very sincerely

# BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres.

97 CHAMBERS ST., NEW YORK



**HOWARD T. GRIFFITH HONORED.**

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

(Special to The Talking Machine World.)

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



H. T. Griffith.

Mr. Griffith is also vice-chairman of the publicity division of the Indianapolis Chamber of Commerce, and will be one of the re-

ception committee to entertain the central division convention of the Associated Advertising Clubs of America, to be held in this city April 9 to 11. Some of the biggest men in the advertising field will be present.

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

**EXHIBIT AT BROOKLYN SHOW.**

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

A complete line of Victrolas is being displayed this week by Fred'k Loeser & Co., Brooklyn, N. Y., at its exhibit at the Pure Food and Industrial Exposition, which opened March 2 at the Thirteenth Regiment Armory, Brooklyn, N. Y. This show, which is visited by thousands of people during the two weeks that it is presented, is an ideal place for a Victrola display, and a number of sales of expensive machines have been closed during the course of the two weeks.

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

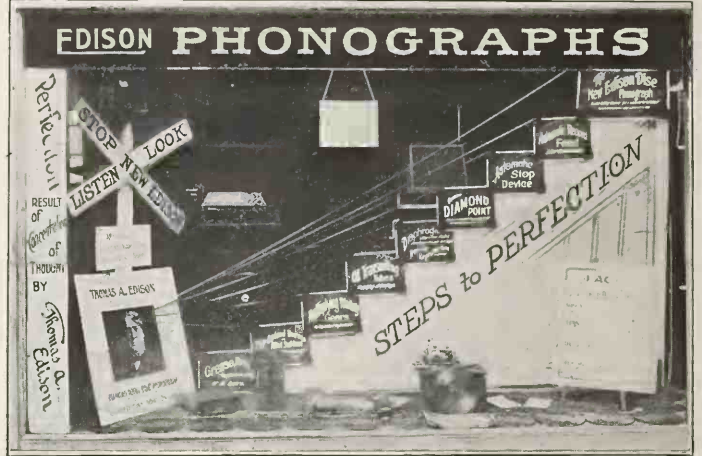
Other exhibits in the Loeser Victor display include a number of accessories, among which are the Standard automatic stop, Standard fibre needle cutter, "Masterphone" and others. These are all attracting favorable comment.

**THE WINDOW A TRADE DEVELOPER.**

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

(Special to The Talking Machine World.)

CLEVELAND, O., March 10.—The illustration herewith conveys an excellent idea of the window of The Phonograph Co.'s branch store in the Taylor Arcade, this city. The design is elaborate and attractive, and appeals unflinchingly to the thousands



Unusual Window Display of the Phonograph Co., Cleveland.

who daily pass through the Arcade. The value of a well considered window display is accentuated by the way this window attracts and holds people, thus proving an advertising medium of tremendous value.

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

**Another Example of \$witky \$ervice**

**Victrolas XI Growing Scarce**

But Our Dealers Need Not Worry

¶ Last summer we foresaw the condition that is coming. We took in all the Elevenths that the Victor factory could ship us, besides buying up a lot from other sources during the dull season.

¶ Although warehouse charges, interest and insurance have cut into the margin of profit, it was your benefit only that we thought of.

Order Now—Order Liberally.

Telephone! Telegraph! Write! Get Busy!

**BENJ. SWITKY, VICTOR DISTRIBUTOR  
NEW YORK CITY**



**TO REMODEL ST. LOUIS QUARTERS.**

Elaborate Plans Made for Housing Columbia Co. Branch in That City to Better Advantage—Recent Visitors—Managerial Changes.

(Special to The Talking Machine World.)

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

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

Among other changes will be the removal of the Dictaphone department to the second floor. The offices will remain on the first floor, but will be remodeled for economy of space and efficiency. Stock and showrooms will be on the second floor.

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

J. J. Bennett, traveler for the Columbia Co., is back from a Northern trip and reports excellent trade. He reports new contracts with Allen Jewelry Co., Roodhouse, Ill.; George W. Brown, Jr., Hillsboro, Ill.; S. G. Smith, Jr., Edwardsville, Ill., Lombard Piano Co., 3540 Olive street, St. Louis.

Mr. Bennett says one of the marked developments of recent trade is the demand for foreign records and that his business in these records has increased fully 25 per cent. within three months.

R. S. Odell, of the Columbia sales staff, has been engaged as manager of the talking machine department at the F. G. Smith Piano Co. in the place of C. W. Smith, who left the Smith Co. to take charge of the talking machine department of the Sommers Furniture Co., also an exclusive Columbia agency. Mr. Odell will continue the policy of the F. G. Smith Co. to give occasional concerts, his next one being announced for March 27.

**LISTS OF CREDITORS TOO LONG.**

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

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

The thing to do is to confine your business to as few firms as you can with justice to your stock. The merchant who does this makes his business important to his wholesalers. They are ready to give him of their very best efforts; he has their confidence; they are anxious to co-operate with him in every possible way because it is to their best interests to do so.

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

**A. D. MATTHEWS' SONS IN LINE.**

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

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

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

**VACATION WEARIES EDISON.**

Inventor Orders Phonograph Records Sent to Him in Florida.

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

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

**EDISON DISC OUTFIT FOR ELKS.**

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

**HOW ADVERTISING PAYS.**

The Clever Publicity and Follow-up System of the Columbia Co. Bears Fruit in New Agents—Makes Most Favorable Impression on the Trade Throughout Country.

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

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

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

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

**INCREASE YOUR RECORD SALES**

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



This attractive flexible cover is designed to hold the Victor or Columbia semi-annual record catalog, and is bound in mahogany colored imitation leather, and lined with black silk cloth. The price of this flexible cover is so low that it permits you to give same free to your customers with the record catalog inclosed, thereby making a useful souvenir and a permanent advertisement; or you may charge a nominal sum for it if you desire. In lots of 100 or more, your name will be stamped on face of cover in gilt lettering free of charge.

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

**No More Scratching of Cabinets and Tables by Record Albums**

Our Albums are now equipped with LEATHER COVERED RING PULLS

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

**NEW YORK ALBUM & CARD CO., Inc.**

23-25 Lispenard Street - New York  
(Formerly New York Post Card Album Mfg. Co.)



**GETTING RESULTS WITH "SERVICE."**

How One Salesman for Talking Machine Jobber Got Business Away from a Competitor by Keeping Quiet and Helping Out in the Pinches—A Lesson in Business Building.

The man who serves is the man who wins, and this is a point well worthy of consideration by jobbers and dealers alike. Service is the key that unlocks the interest of patrons, wins their custom and enduring fidelity to an establishment. This point of view was well elaborated on by the Victor Co. some time since in the following pertinent preaching:

"Don't think I'm sore, for I'm not. I'm only curious. Our goods are the equal of So-and-So's. Our prices are right. Our deliveries are prompt. I know, too, that you are a friend of mine and want to treat me right. Now what gets me is how you ever happened to swing your recent orders over to So-and-So. Do you mind telling me?"

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

"The manager hesitated a moment, then he said:

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

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

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

"Now, then—how much effort do you really expend in helping your customers to get more joy out of the Victor you sold them? Don't, for goodness sake, get the notion that because you have sold 'em a machine that that's the end of it. The more those people enjoy the Victor, the more Victors will you sell to others. Here's an idea: The country is crazy, just plain crazy, right now over the tango and hesitation waltz, and the trot. To

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

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

**COLUMBIA WITH KRANICH & BACH.**

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

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

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

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

**FEBRUARY A RECORD MONTH.**

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

"Shipments of disc records are being received

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

**STRONG EDISON AD CAMPAIGN.**

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

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

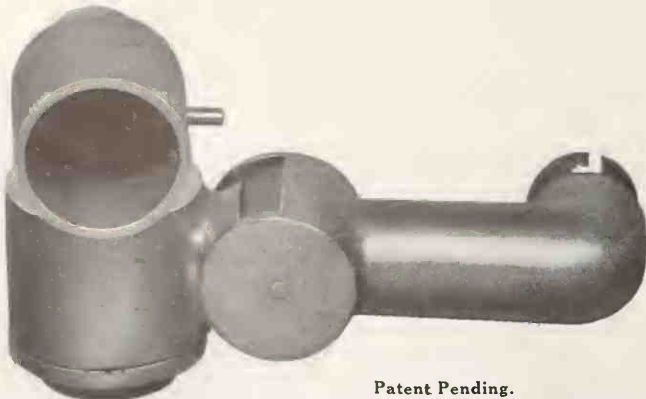
The list of Edison disc representatives presented in the latest advertisements is an imposing one, and in addition to the large number already mentioned in the columns of *The World* include the following new ones: Schultz Novelty & Sporting Goods Co., 118 Nassau street, New York; Spector & Son, 904 Prospect avenue, New York; Richard W. Olsen & Co., 617a Fifth avenue and 113 Flatbush avenue, Brooklyn; B. Poehland, 1592 Broadway, Brooklyn; Fred H. Ponty, Port Chester, N. Y.; Edward Waters, Oyster Bay, N. Y.; Hugo Traeger, 61 Wright street, Stapleton, S. I., N. Y.; William Ricker, 658 Newark avenue, Jersey City, N. J.; W. K. Muchmore, Morristown, N. J.; W. H. Morehead, 141 Main street, Somerville, N. J.; J. V. Flynn, Haverstraw, N. Y.; Rockland Talking Machine Co., Spring Valley, N. Y.; W. H. Pine, Asbury Park, N. J.; Estate of William Wright, Dover, N. J.; Gerber & Rau, Lakewood, N. J.; E. F. Glover, Plainfield, N. J.; The Jigger Shop, Princeton, N. J.; James McColium, Rahway, N. J.; Frank C. Dobert, Rutherford, N. J.; C. F. Wolf & Bros., Somerville, N. J.; Stoll Blank Book & Stationery Co., Trenton, N. J.; Henry Bishop, Babylon, L. I., N. Y.; Benj. Rosen, Southampton, N. Y.; I. P. Hallock, Greenport, L. I., N. Y., and G. R. Pattison, West 125th street, New York. Mr. Hallock is one of the best known "talker" dealers on Long Island, catering to an extensive clientele, while Mr. Pattison but recently purchased the Harlem store of the Hallet & Davis Co., the prominent piano house.

**PRESIDENT EASTON RETURNS.**

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

**IMPORTANT NOTICE TO EDISON DISC DEALERS**

## The New Thomas Attachment



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

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

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

Patent Pending.

# FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

**Flood of Cheap Disc Records Causing Noticeable Reaction in Trade Circles—First Case of Record Infringement of Copyright in Court—Trade in Persia and Japan—The Edison Disc Line in England—Improvement Looked for in Reproduction—Leipzig Fair Visitors—New Records Placed on Market—Dinner to Paul H. Cromelin—Latest Record Lists Interesting—General News of the Trade.**

(Special to The Talking Machine World.)

LONDON, E. C., ENGLAND, March 5.—Gramophone trade conditions on this side continue to excite a certain amount of nervousness, chiefly in relation to ruling prices for disc records. There is little or no cause for complaint on the ground of actual sales, for in this respect trade is undeniably good, time of year considered, but it requires an enormous turn over in order to ensure a reasonable amount of profit under present circumstances. Things went smoothly enough during the rush-time months prior to Christmas, but now that business has settled into a gradual decline, as we approach the summer season, traders are forced to abandon the policy of drift and concentrate on putting their house in order, if it is not already too late. In some cases this tardy realization of their serious position tends but to heighten the general instability prevalent in trade circles, and it will require more than ordinary commercial genius to find a successful solution of present difficulties. Time has revealed in no uncertain manner the futility of the policy which actuated the issuance of cheap records. The object aimed at may yet be achieved to some extent in the near future, indeed, if I read certain signs correctly, we shall experience more than one withdrawal from this market before next season. Competition will, however, be as strong as ever, for this field of activity seems invested with an attractiveness as fatal as a light is to a moth. Gramophone merchants come and go, and notwithstanding the obvious peculiarities of trade conditions here, we never lack the bright and hopeful "prospectors" who, somehow deceive themselves into the belief that they will revolutionize things and achieve success, where others of experience have failed. But that, by the way, whether or not competition becomes less active or otherwise, the fact remains that nothing can undo the irreparable damage sustained by the gramophone industry as the result of these cheap record issues. Indeed, I do not hesitate to state plainly that it is responsible for a substantial setback in the commercial development of sound trade, and the future alone can reveal the full extent of this damaging policy. A very undesirable class of trader has sprung into existence, price-cutting is more rampant than ever, decent dealers find it increasingly difficult to trade profitably, and the sales of records at half-a-crown are considerably on the decline. These are the apparent facts from a superficial survey of the situation, and I think it will be generally admitted they are bad enough. Optimism is for the time being under a cloud. The shilling records flourish as strongly as ever, and it is certain that if manufacturers do not withdraw this unsound trading, time itself will eventually compel them to, by reason of financial loss. The new policy of the Columbia Co. in introducing an eighteen-penny record, reduction of the Gramavox record to the same level, and as reported elsewhere the reduction of the Favorite record from a half-a-crown to eighteen pence, accompanied by the statement that the records will be marketed through an agency, is not without great significance in the light of present conditions. A large public has sprung into existence for the sale of medium-priced discs, and it is in keeping with the times that these firms should now cater for this extensive demand.

There are rumors that the Zonophone Co. would embark upon a new campaign, but in response to my inquiry direct, I am informed that it is mere

idle speculation—in short, the present policy of the company remains unchanged.

#### New Policy of the Favorite Company.

Under date of February 18, T. D. Addis, manager of the London depot of the Favorite Record Co., has intimated by circulars that "arrangements are now being made under which the English business \* \* \* will be carried on through an agency." Pending completion of the proposed new arrangement, Mr. Addis will personally attend to all matters. Full particulars of a generous exchange scheme operative until the end of February, accompanied this circular, which also advised the trade that the price of Favorite records was now: Ten-inch, 1/6; twelve-inch, 2/6, retail. A revision of the trade terms, presumably comes into force simultaneously with this reduction.

I do not think there is any need to enlarge upon the importance of this drastic change of policy, beyond a mention of the fact that it has met with general approval, among dealers especially. The view exists, however, in more than one quarter, that the company should have taken this very necessary step several months ago, but, better late than never, it is meeting with all the success that may be expected of a high quality record at such a competitive price as eighteen pence. If price and quality determine sales, I can only say that the Favorite record is assured of unlimited popularity among the great army of gramophonists.

#### First Record Infringement of Copyright.

A most important case in the history of the gramophone trade came to light recently in the Tower Bridge Police Court. From the proceedings reported below, it will be seen that this is the first case of infringement under the Copyright Act, and it is particularly suggestive in relation to the position of dealers who, perhaps, unknowingly place such records on sale. The records may have been published in all good faith without a copyright stamp. I am not speaking of the present case—and trusting in the action of the record publishing house, the dealer is liable to find himself in a very awkward plight. There is, I think, little occasion, however, for the respectable retailing houses to anticipate trouble in this direction. If a recorded copyright composition is sent out unstamped by the manufacturer, I am open to say it is not so much his fault as that of the Act itself, which is a source of continual complication by reason of its all too-parliamentary phraseology, and the fact that it places upon the issuing house the onus of elucidating obscure and sometimes questionable copy-

right ownership claims. Notwithstanding, or rather perhaps because of this condition of things, it is a tribute to the thorough and careful manner of investigation of copyright ownership made by record manufacturers that the case in point is the first known, and withal an isolated one during close upon two years' operation of the Copyright Act! I do not seek to minimize the gravity of it. With so many cheap, and job lots of records on the market, there is an ever-present possibility of trouble for the dealer who buys indiscriminately. The law cannot recognize any plea of ignorance, and it behooves all buyers of records to exercise unusual precaution in buying under such circumstances as is revealed in the following case, as reported by the London Music Trade Review. The summons was taken out by the Mechanical Copyright Licenses Co., Ltd., against Adolf Knopf, of 62 Lower Marsh, Lambeth. Counsel stated that his clients, the plaintiffs, attached considerable importance to the case. He believed it was the first action for unlawful infringement of copyright under the act of 1911. The prosecutors were the duly authorized agents of Herbert Sullivan, who on the death of Sir Arthur Sullivan, became entitled to the benefits of his compositions. The defendant appeared to have two places of business—one at 25 Waterloo road, and another at 62 Lower Marsh. The five summonses were in respect of various dates in January, when representatives of the company paid visits to the two places of business and purchased gramophone records of "The Lost Chord" and a song from "The Gondoliers." The defendant, in selling these records without a stamp, knew that he was doing wrong; he had been in the employ of a company of high standing, and was now an agent for the same company. Counsel added that he proposed to ask for an order for the destruction of the records on the premises.

Mr. Benwell, for defendant, said his client was in Russia. What he (Mr. Benwell) was told was that about a month or six weeks ago the defendant purchased about 12,000 gramophone records, some of which were stamped and some unstamped. As to some of these records, the copyright had become extinct, and the vendors gave his client an indemnity. He was willing to give an undertaking to pay all royalties which might be due. An offer to do so had been given before proceedings were undertaken. Huntly Jenkins observed that an undertaking was of little value.

The magistrate, in imposing a penalty of 40s on each summons, with five guineas costs, directed that the records in question should be destroyed.

#### Persian Trade Conditions.

Two consular reports just issued on the trade of Ispahan and Bushire, simply reiterate what has been stated so often about the anarchic conditions of Persia. Neither life nor property is safe, and the prevalent insecurity makes trading well-nigh impossible. An instance is given where specie was sent to a town in southern Persia, the distance being 260 miles. It reached its destination ten months later! Under these conditions trading is much too hazardous, and at such risks it is only possible for those who charge very high prices in order to cover the all too frequent losses.

#### No Annual Report Yet Ready.

According to a German contemporary, the directors of Carl Lindstrom, A.G., Berlin, declare that no definite announcement can yet be made about the past year's dividends owing to the fact that it will depend upon the reports of their foreign companies. The dividend is expected to be not less than 15 per cent., but this will be announced at the General Board meeting to be held about the middle of this month.

According to a report from Germany, the Deutsche Gramophon Co. are taking steps to enforce their claim to the exclusive use of the word gramophone as applied to instruments and

(Continued on page 44.)



## STROH VIOLS

VIOLIN, VIOLA, ETC.

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

**GEO. EVANS & CO.**

94 Albany St.  
London, Eng.

OR

in U. S. A. to their sole representatives

**OLIVER DITSON Co.**

150 Tremont Street  
BOSTON

NEW YORK and PHILADELPHIA



Violin

## FROM OUR LONDON HEADQUARTERS—(Continued from page 43).

records. The German trade press seem to resent this, claiming that the word is a generic term, as in England.

**Increasing Demand for Music from Japan.**

The recently published particulars of export trade with Japan indicates that with the Japanese European music is becoming increasingly popular. The 1910 figures show that Great Britain exported to that country instruments and records to the value of only £340, but two years later, 1912, we find that the figures have risen to the extraordinary total of over £5,000, notwithstanding the active operations of new record factories in Japan. The German export figures for the years mentioned were £2,325 and £10,210 respectively.

**Double Sided Records Most Popular.**

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

**New Columbia "Regal" Record.**

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

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

"This new public, accustomed to a low price for records, at the same time realizes that it cannot expect on the cheapest records artists of acknowledged fame, and would therefore willingly pay a few pence more for artists whom it is not possible to give on cheap records. \* \* \* The Regal catalog consists of 457 records transferred from the famous Columbia-Rena records, and fifty-five records of new recordings. \* \* \* Regal records will be sold under strict price maintenance covered by our patents. Supplements will be issued monthly. \* \* \* The name 'Regal' is well known in the trade in connection with the famous Regal instruments." A few of the well-known artists in the Regal catalog are: John Bardsley, Robert Howe, Jones and Van Brunt, Collins and Harlan, I. Gillette, Bela Berkes Orchestra, Austin, Kitchen, Beth Tate, May Moore Duprez, Loriner, Cunliffe, Sheridan, Will Evans, Champion, Jack Mills and company.

In connection with the "Regal" record issue, the titles deleted from the Columbia catalog are exchangeable on the basis of an order for twice the value in Columbia-Rena records, or three times the value in Regal records. The exchange ended February 14, and only new records were accepted. **Marketing the Edison Disc Line in England.**

Considerable interest is evinced this side by an authoritative statement from Orange concerning the marketing of the Edison disc products in England. The news was conveyed by letter from the Edison Co. to a Glasgow correspondent, and in part is as follows: "Mr. Edison has issued strict instructions that no disc goods are to be exported until the large initial demand in the States has first been satisfied. \* \* \* The records are practically unbreakable. \* \* \* We are not supplying a change device so that our records may be played on other machines." Apparently it is the company's intention to develop an entirely new field when they are ready to market the product here, but somehow or other the impression exists that we are not likely to see much of the Edison disc for some considerable time

ahead. We shall most certainly await its advent in England with great interest.

**Farewell Dinner to Paul H. Cromelin.**

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

The feature of the evening was the presentation to Mr. Cromelin of a "All British" Old Spade Guinea from the members of the association, which was followed by the passing around of the loving cup with all due formality.

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

**Thorpe Bates' First Columbia Records.**

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

Thorpe Bates is represented by two records as his first Columbia contribution—a 10-inch record of "Youth" and "To Anthea" and a 12-inch record of Amy Woodforde-Finden's lovely song, "O



To T.M. the King and Queen of Spain



To H.M. the King of Sweden



To H.H. the Khedive of Egypt



To H.M. the King of Italy



To H.M. the Shah of Persia



By Appointment To H.M. Queen Alexandra

## "His Master's Voice"

—the trade-mark that is recognised throughout the world as the

### Hall-mark of Quality

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

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



Great Britain:

**The Gramophone Company Ltd**  
 21 City Road London EC

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

Flower of All the World," paired with the favorite ballad "Sincerity."

**Latest Improvement in Reproducing.**

It is, I think, generally admitted that under present methods we must look for gramophone improvement, not so much from the side of recording as of reproduction. I would not suggest that inventors have exhausted all efforts in the former direction, but the fact remains that greater attention seems to be devoted to the methods of reproducing sound, as witness the progress made within recent years by not a few of our leading concerns. Mechanical music is thought by many to have reached a stage little short of perfection, and certainly it is a marvelous thing to have produced from an inanimate black disc a sweet discourse of melodious sounds. Still, one cannot disguise that scope exists for improvement, and the man that can "show the way" to this end, will be a maker of history. Possessing a full measure of enthusiasm, without which it would perhaps be difficult to get a commercial hearing, the sponsors of new inventions often develop the idea of revolutionizing the trade, seldom to any purpose, unfortunately. There is always a welcome for "something better," and it can only possess the elements of success providing it fulfils all claims, is well supported financially and is marketed in an enterprising and energetic manner. These attributes I can partly vouch for in connection with a new kind of method for the reproduction of sound which is about to be introduced on this market. The inventor is Jose Hoffay, whose extensive experience with the American Columbia Co. at once invests his claims with all the weight of a man who "knows!" Your correspondent was recently accorded the privilege of a first confidential demonstration of Mr. Hoffay's new instrument, a description of which must be left until another time when it is ready for the market. At the moment I can but speak of its tonal qualities. Every kind of record was played—Columbia, H. M. V., new Edison disc, Marathon, etc., vocal and instrumental. I can frankly say the result was truly astonishing, all being reproduced with remarkable fidelity; in fact, in a more realistic manner than is possible on the ordinary instruments in use to-day. Somehow or other the volume of even the loudest records, bands, etc., seemed just right, as did also that of the lighter class of instruments. One or two experts who have heard Mr. Hoffay's machine declare its superiority over all other sound reproducing mediums and predict that it will meet with instantaneous success. Certainly I have never heard records reproduced in such a natural and musically perfect way. It is, in my opinion, the most important development in the history of this trade, and we shall await complete details of its construction with keen interest. The new instrument is covered by nine separate patents and is protected in all the leading countries of the world. It is a gramophone and yet, says Mr. Hoffay, so vastly superior in its beautiful results that he hesitates to use the word. For a suitable commercial name Mr. Hoffay therefore authorizes me to state that he will award a prize of £10. Communication to our London office will be duly forwarded to the right quarter.

**Gramophone Co.'s Records for March.**

A list of more than special merit is that issued by the Gramophone Co. for March; it is brimful of interest for the music lover, whose every mood is ministered unto with a range of titles of great variety. The Celebrity records include a gem in "Dreams of Long Ago," sung in English by Signor Caruso, and "Marechiaro" (Tosti), by the great Titta Ruffo. Miss Alma Gluck sings two little ballads. Miss Ruth Vincent, we observe, is down for "A Birthday" (Cowen), and the lady tenor, Miss Ruby Helder, the "Green Isle of Erin." Some idea of the quality offered this month by the H. M. V. company may be gained by a perusal of the complete list of titles as follows: Twelve-inch, double-sided—"Welsh Rhapsody" (German), and "Norwegischer Kunstler Carnival" (J. S. Svendsen), Bournemouth Municipal Orchestra; "The Land of Roses," Valse (Herman Finck), "Ecstasy Valse" (Sidney Baynes), Mayfair Orchestra; "A Dream of Egypt," "Introduction," "Beside the Lonely

Hill" and "I Envy Every Circle" (A. Woodford Finden), band of H. M. Coldstream Guards; "Maximilian Robespierre op. 55, Part I and Part II (H. Litoff), band of H. M. Coldstream Guards; "Marana Tango" (Nat. B. Ayer), and "Seduction Tango" (G. Nocetti), Le Petit Cafe Orchestra. Ten-inch, double-sided—"Jumping Jim" (C. Kat-taum), and "Devil-May-Care," two-step (Paul Lincke), Mayfair Orchestra.

Twelve-inch, single-sided—"Parsifal"—Verwandlungsmusik Part 1, Act 2 (Wagner: "Parsifal"—Verwandlungsmusik Part 2, Act 1 (Wagner); "Parsifal"—Verwandlungsmusik, Act 3 (Wagner), all by Berlin Philharmonic Orchestra; "Some of These Days" (Shelton Brookes), Miss Shirley Kellog; "Katzensfuge" (Domenico Scarlatti), Mark Hambourg (piano); "Hush-a-Bye Baby" (Archie Naish), Tom Clare; "The Fallen Star" (Chevalier), Albert Chevalier; "The Village Fire Brigade" (monologue), Alfred Lester (assisted by Miss Buena Bent; "Take Advice from One Who Knows" (Arthurs and David), Miss Jenny Benson; "How Are Ye?" (Judge and Williams), George Graves.

Ten-inch, single-sided—"All Soul's Day" (Richard Strauss), John Harrison; "The Vagabond" (Molloy), Thorpe Bates; "Offerings" (Monk Gould), Hubert Eisdell; "Down in Lover's Lane" (Easthope Martin), Miss Paolo St. Clair; "Irish Names" (Turvey), Reinald Werrenroth; "The Maiden in Gray" (Barnicott), Elsie Baker and Frederick Wheeler; "Soldier, What of the Night?" (Airlie Dix), Robert Radford; "I Have a Thrush at Eve" (Codman), John McCormack; "Narcissus" (from water scenes) (Nevin), Florence Quartet; "Serenata" (Moszkowski), Miss Maud Powel (violin); "I Want to Be in Dixie" (Berlin and Snyder), Willie Solar.

**Leipzig Fair Visitors.**

An unusually large number of gramophone men will be making their way to Leipzig for the opening of the fair on March 2. The majority will be away for five or six days. From all reports there is a promise of some especially interesting exhibits, and these I hope to deal with in my notes next month. A fairly close canvass of the trade reveals the following list of names which will doubtless be inscribed upon the fair register: S. W. Dixon, the Gramophone Co.; John A. B. Cromelin, European general manager; Louis S. Sterling, British manager; G. L. Funnell, factory manager, and E. M. Burns, New York export manager, all of the Columbia Graphophone Co. Christian Durve, Manchester; T. Llewellyn Davies, Wholesale Musical Supply Co.; George and Bernard Andres, Homophone; A. N. Gray and W. Denville Simons, National Gramophone Co.; A. Balcombe and E. Somerfeld, O. Ruhl, Ltd.; A. Hertzog and G. Ficker, New Polyphon Supply Co.; E. Oppenheim and F. Cassel, Scrutton street; G. Murdock and R. Fulton, John G. Murdock & Co.; W. Cooper, Coliseum Record Co.; W. Johnson, Liverpool; Frank and Edgar Samuel, Barnett Samuel & Sons, Ltd.; H. Bosman, Scala Record Co.; Messrs. M., S. J. and B. Woolf, M. & A. Woolf, Ltd.; Messrs. Nottingham, Anchor Record Co.; C. F. Harth, Syrena Record Co.; W. H. Reynolds, W. H. Reynolds Ltd.; P. Cowan, Alexander Record Co.; H. Lewin, Operaphone Record Co., exhibit, Peterstr. 26; José Hoffay, and N. Carlton, late of the London Record Co.

In addition to the foregoing the following are probable visitors, but at the time of my inquiry they were a little uncertain: W. Mauson, British Zonophone Co.; L. H. Kempe, National Gramophone Co.; Mr. Appleton, Leids, and T. D. Addis, Favorite Record Co.

**Trade Commissioners on Visit.**

In accordance with the practise that has been established for his Majesty's Trade Commissioners in the several Dominions to visit this country officially from time to time, so that manufacturers may have the opportunity of consulting them on any matters connected with their business, or of obtaining information as to the possibilities of extending their trade, it has been arranged that the Trade Commissioner for New Zealand (W. G. Wickham) shall come to this country, and will

doubtless have arrived by the time these lines appear in print. Representatives of firms will first be seen in London, and then trade and industrial centers in the provinces will be visited.

**First Gorilla Records.**

Colonel "Buffalo" Jones, the veteran hunter of the Wild West, who has spent his life facing every kind of wild animal, with no other weapon save his lasso, is in London preparing for an expedition to rope gorillas in the French Congo. The Buffalo Jones expedition is taking a graphophone with it, according to the Daily Mail, to obtain the first "voice-records" of these terrible animals, whose roar is described by those who have heard it as being terrific—far louder than that of the lion.

**The Efficient Salesman.**

In the course of a business chat with young men at a London hall recently, F. W. Moore said: "Salesmen of all ranks from the pedlers on Ludgate Hill to the diplomatists at the courts of Europe, render service to their employers, to their customers and to themselves, and no deal can be straight and clean unless the interests of all three classes are properly guarded." The efficient salesman was the man who studied his goods, his customers and himself. He must make a hobby of his work, always learning from his failures how to avoid a repetition of them in his strenuous game, and he must have nerve, courage and grit, together with loyalty to his employer. He must be physically fit in order to be mentally fit, and must be candid."

**New Companies Incorporated.**

Ebonitis, Ltd., manufacturers of plastic material for making gramophone records; capital, £10,000; office, 5 Willowbrook Grove, Camberwell, London, S.E. In addition to the manufacture of records, the articles of association provide for the manufacture of electrical switches and other goods. The secretary pro tem. is W. F. Robbins.

**New Disc Record Placed on Market.**

Yet another new disc has been placed on the British market. It is called the Syrena grand record, ten-inch double-sided, and is the product of a large Russian firm whose operations, we learn, are very extensive on the Continent and abroad in other directions. Additional interest is aroused in the new venture on account of the fact that its control is placed in the hands of C. F. Harth, whose experience with O. Ruhl, Ltd., and more recently as London manager of the Favorite Record Co., may be accepted as a valuable asset in the launching of the "Syrena Grand" on this market. In partnership with Mr. Harth is Mr. A. Dub, who comes from the company's Warsaw headquarters, where, of course, he gained great experience of talking machine trade in general. A linguist of no mean ability, Mr. Dub speaks English fluently, and he will of a surety soon become a leading personality in British trade circles. These gentlemen have opened offices at 56 City road, London, where they trade under the title of Messrs. C. F. Harth & A. Dub. In conversation with your correspondent the former gentleman said: "The Syrena Grand repertory includes practically all the best Jewish, Russian and Polish titles, and there exists already a fairly comprehensive list of English compositions. We intend to concentrate on increasing the latter as soon as may be possible, and we shall offer the British trade a substantially good record at a competitive price. We are not confined to the United Kingdom, and shall cultivate trade, especially with the British colonies and dependencies." Under test I found the Syrena Grand a record of pleasing qualities in all respects, and there seems every prospect of its success, given, as I am assured will be the case, an energetic policy and an increased repertoire of English titles. Both gentlemen have The World's best wishes for the complete success of the new venture.

**The March Columbia Supplement.**

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

(Continued on page 46.)



**Nine out of ten people who hear record A-1448, "A Little Love, A Little Kiss" (instrumental)—buy it. A 65c. Columbia Double-Disc Record.**



(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**

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

well-known truism that nothing increases public interest in any goods more than the presentation of those goods in a new form, and there will be few record buyers who will fail to be highly impressed with the new style Columbia supplement. An important reason why this handsome booklet should be well distributed by dealers is that it contains the month's new issues of Columbia "De Luxe" records, a feature which will stimulate a demand for Celebrity records with all dealers.

Reed Miller is one of the artists represented by a twelve-inch Columbia-Rena record this month, being heard in the tenor aria "When Other Lips," or, as it is equally well known, "Then You'll Remember Me," from the "Bohemian Girl."

The instrumental section of the March Columbia supplement is unusually strong, for among twelve-inch records we have the inimitable Sergeant Leggett in fine cornet records of the Berceuse de "Jocelyn" and Schubert's Serenade, while in ten-inch there is that other artist of the cornet, Arthur Laycock, in "Old Folks at Home" and "Robin Adair"—both with variations. In addition, there are pianoforte solos, instrumental trios and a brace of merry concertina solos—"The Wedding Glide" is one of them—by Alexander Prince.

The Columbia announcement this month of a first record by the Milan Symphony Orchestra will attract general attention, especially in view of the statement that this record was made by the famous orchestra under the baton of Maestro Romani. This great Italian conductor made himself personally responsible for the orchestrations for this recording, and the orchestra of fifty performers has, under his direction, produced a record that will assuredly be acclaimed a new achievement in recording. The first record—twelve-inch, by the way—is a fantasia on themes of "La Traviata" in two parts, and a more entrancing interpretation, marked by a delicacy that is little short of wonderful in its detail and definition, it would be difficult to imagine.

The famous American prima donna, Alice Nielsen, furnishes a beautiful record in the Columbia "De Luxe" series this month of Tosti's "Goodbye" and "Sweet Genevieve."

Orville Harrold, who has been enjoying the distinction of being pitted as an attraction against Caruso in New York, has his first ten-inch record in the Columbia Celebrity series this month, being heard in two English songs—"For You Alone" and "Absent."

Ysaye—the world's master of the violin—has a new record on Columbia this month, it being that lovely tenor aria, the prize song from "The Meistersinger."

**American Mails—Important Alterations.**

It is announced that the British Postmaster General has relieved the Cunard Co. from collecting mails at Queenstown (Ireland) owing to the risk incurred in entering the harbor there with their large ships during violent weather. All the Cunard packet boats, including the "Lusitania" and "Mauretania," will therefore proceed direct from Liverpool to New York. In consequence it is now necessary for all correspondence intended for conveyance by these steamers to be posted on Fridays before midnight at the London General Post-office, the times of posting at other London offices and in the Provinces being similarly advanced.

**The Progressive Quality of Half-Crown Records.**

It is significant of trade conditions in this country that the various companies still manufacturing records at two shillings and sixpence (they—the companies—are a diminishing quantity, by the way) would seem to be concentrating upon the production of lists which each month represent a higher standard of quality over preceding issues. This is doubtless as wise a provision as it is necessary, having regard to the growing influence of records priced below this one-time standard rate. Be that as it may, it cannot detract from the recognition which is due the enterprising policy, for instance, of the Zonophone officials in catering to a select

public with records of increasingly high merit and general value each succeeding month. Space precludes a detailed mention of the various items comprising the latest supplement, but I am moved to these thoughts because of its generally superlative quality, which throughout offers a typical example of the progressive nature of present-day recording in conjunction with all that goes to the production of good records.

**TO SUPERVISE DANCE RECORDS.**

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

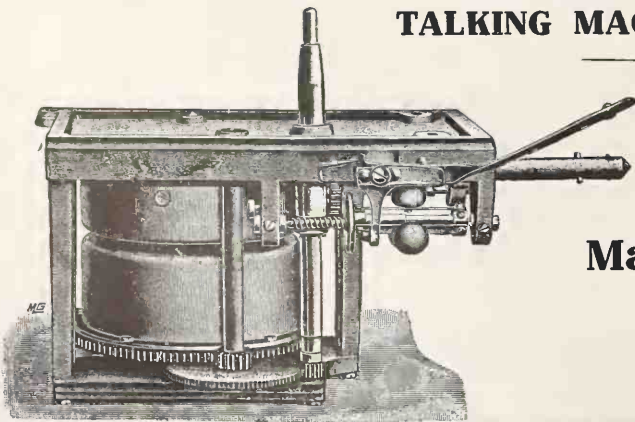
In a letter enclosing an advance copy of new records for the month of April, the Victor Co. sent out to its trade last week an important notice to the effect that Mr. and Mrs. Vernon Castle, the prominent exponents of the modern dance, had been engaged to supervise the making of all Victor dance records. The first records produced under this supervision are included in the April list.

Mr. and Mrs. Vernon Castle have acquired a country-wide reputation for their splendid interpretation of the modern dances, and Victor dealers are afforded a valuable selling argument in this announcement by the Victor Co. that the new Victor dance records will not only meet with the approval of Mr. and Mrs. Castle but will be recorded under their direct supervision.

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

Oreste Vessella, the famous bandmaster, has opened a talking machine store at 1436 Atlantic avenue, Atlantic City, N. J.

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



**Motors and Sound Boxes a Specialty**

CONCEDED TO BE THE BEST MANUFACTURED

OVER THIRTY DIFFERENT STYLES

**Machines with or without Horns**

FIRST QUALITY ONLY

**Noiseless Motors**

HIGHEST RECOMMENDATIONS

WRITE FOR DESCRIPTIVE CATALOGUE



## ECLIPSE PHONOGRAPH COMPANY

A. W. TOENNIES & SON

203 Washington Street, Hoboken, N. J.

JOBBER OF

# Edison Disc and Cylinder Phonographs Exclusively

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



### SWAMPED WITH THE DEMAND FOR RECORDS.

Volume of Record Business in Cincinnati Has Been Phenomenal—Leading Talking Machine Houses Make Most Encouraging Reports—A Policy of Expansion Is in Evidence Throughout the Trade and Everyone Is Most Optimistic.

(Special to The Talking Machine World.)

CINCINNATI, O., March 4.—During the past month the local talking machine trade has been swamped with demands on the part of record fiends. The volume of business of this class has been tremendous. The manager and assistants of the various places, while happy over the sales, would be willing to have a little rest. This is the state of affairs in Cincinnati. Even during the unusual blustery days of February, the customers found their way down town and loaded up.

The local situation, as a whole, appears very satisfactory. The arrival of the Cincinnati branch of the Phonograph Co., attracted much attention at the time, but the house is now taking its place in the ranks. Manager Peterson claims his main trouble is to secure sufficient supplies. J. B. Sims has joined the traveling forces of this branch. The company now has four local dealers. John Arnold, one of the latter, is still in the West, seeking health. Encouraging news comes from the little hustler, according to word given out at the store. Arnold is expected back about March 20.

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

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

"The dance records have opened up a tremendous field for sales of Victrolas of all sizes, and this, together with the increasing popularity of the machines as a general entertainer, has opened new avenues which will make the business during the year 1914 grow far in advance of that of 1913.

"Applications for Victor agencies are coming in larger quantities than ever known before, and the initial orders are exceptionally large and usually include sufficient stock to guarantee the dealers being able to start from the very beginning with proper equipments for pushing the Victrola business most successfully."

"Yes," said Manager Whelen, of the local Columbia Graphophone store, "business continues good. February sales went far beyond our expectations, and every department ran ahead of any previous February in the history of the Cincinnati store. Record sales have been phenomenal and, despite the fact that we daily received large shipments of records, we ran out of certain records for which there is a great demand. The Columbia dance records have certainly filled a long-felt want

among the dance enthusiasts, and those who have tried them are unanimous in their opinion that the tempo is simply perfect, which of course is the most important feature."

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

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

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

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

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

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

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

### BIG AUSTRALIAN SHIPMENTS

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

That Australians appreciate phonograph music is more and more evidenced every day. "The Star of India" recently sailed with one order alone for 140,476 Blue Amberol records. Another shipment of 100,000 has just been made by Thos. A. Edison, Inc., making 240,476 in the space of six weeks. And this is the dull or summer season in Australia, too.

### SETTLED IN NEW QUARTERS.

The Schmelzer Arms Co., Talking Machine Jobber, Occupies Handsome New Home.

(Special to The Talking Machine World.)

KANSAS CITY, MO., March 5.—The Schmelzer Arms Co., the prominent jobbers of Victor talking machines and Edison phonographs in this city, is now settled in its handsome new building at 1214-1218 Grand avenue, between Twelfth and Thirteenth streets. The new building, especially designed under the direction of the company for the purpose of housing the various departments of its business, which includes the handling of an extensive stock of sporting goods, is of concrete throughout, with an elaborate tile front, and contains approximately 57,500 square feet of floor space.

### NEW COLUMBIA AGENCIES.

Some Important Deals Made Recently in Connection with the Booking of New Representatives for the Columbia Line—Some Recent Additions to the Rapidly Growing List.

The Columbia Graphophone Co. has closed a number of important deals during the past fortnight which illustrate the rapid strides in popularity that Columbia products are making throughout the country. These new representatives, who are all located in near-by territory, form but a very small percentage of all the recent deals closed by the various Columbia distributors, as Wholesale Manager Yerkes has on his desk the names of many new representatives in all parts of the country, which will be announced in the near future.

Among the new Columbia dealers in near-by territory are the following: Joseph Michaels, a prominent and successful furniture dealer, with stores at 184 Smith street and 22 Grand street, Brooklyn, N. Y., and a third store at 503 Fifth avenue, Brooklyn, N. Y., under the name of Michaels & Co.; Columbia products will be handled in all three stores; R. D. Baker & Son, Warrensburg, N. Y.; the Franklin Parlors, Englewood, N. J.; B. Feldman & Sons, Little Falls, N. Y.; Eugene Weber, College Point, N. Y.

Wholesale Manager Yerkes was also advised last week of the closing of an important deal with the Gilchrist Department Store of Boston, Mass., one of the best-known stores in New England, which is arranging for an aggressive exploitation of Columbia machines and records.

### HEAVY DEMAND FOR DANCE RECORDS

(Special to The Talking Machine World.)

BUFFALO, N. Y., March 4.—No sooner had the Columbia Graphophone Co. at 622 Main street announced the Columbia dance records when the store was rushed with orders from all over the city. Dealers in Victor dance records have also been swamped with orders so that it is nearly impossible to fill them all at the present time.

Don't try to kill time. Time can stand the racket longer than you can.



## The only change in Columbia dealers' profits during the last month has been an improvement.



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

**Columbia Graphophone Company**  
Woolworth Building, New York

### STOCKS STILL REPORTED SHORT IN WISCONSIN.

Lively Business Prevents Jobbers and Dealers from Catching Up with Demands—Higher Priced Machines Have the Call—Miss Gannon on a Visit to the East—Arranging to Start New Columbia Dealers—John H. Becker Resigns—General News of Interest.

(Special to The Talking Machine World.)

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

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

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

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

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

L. C. Parker, the enterprising manager of the Victor department at Gimbel Bros.' Milwaukee store, has been making some more good sales of the Victor V and the small Victrolas to the Milwaukee schools. Mr. Parker was really the pioneer in selling Victors to the local schools, and he worked with Mrs. Frances E. Clarke, former supervisor of music in the Milwaukee public schools, now with the Victor Talking Machine Co., in arranging courses so that the talking machine could be utilized, especially in the grades. Mr. Parker and his sales force recently sold several machines to the Milwaukee Social Center, where they are being used to good advantage. General business in the Gimbel department is good, according to Mr. Parker.

The Columbia goods have been increasing in popularity to such an extent of late that A. G. Kunde, Columbia dealer and jobber, 516 Grand avenue, is preparing to start several new dealers who will handle the Columbia line in Milwaukee.

"The most phenomenal feature of our business

during February was the big increase in the record trade," said Mr. Kunde. "Our sales of records showed a gain of 100 per cent., as compared with the corresponding period a year ago. The demand for machines has been exceptionally good also."

C. W. Abbott, manager of the Victor department at the Boston store, is meeting with an especially good business in the Victrolas X, XI and XIV at the present time. Demand is strong, he says, for all the high class machines. Mr. Abbott has found that the scheme of maintaining salesmen to cover the outside trade is working out favorably and he believes that it is a plan which every department store could follow with success. Work

### MAKE MOST ATTRACTIVE DISPLAY.

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

(Special to The Talking Machine World.)

NORFOLK, VA., March 4.—One of the most attractive stores in the local talking machine trade is that of the Columbia Co., Inc., 67 Plume street, this city. Every detail in the furnishing and decoration of this store is in accord with the high-

will soon start at the Boston store for the purpose of doubling the size of the Victor talking machine department.

The J. B. Bradford Piano Co., which now maintains a highly successful Victor department, has consistently kept up its campaign of advertising the Victor goods in the Milwaukee newspapers, and the results have been more than satisfactory. Some especially fine sales of high-grade Victrolas are reported by officials of the Bradford house.

John H. Becker, Jr., one of the best known young talking machine men of Milwaukee, has resigned his position with the retail Victor store of Miss Gertrude F. Gannon. Mr. Becker has not completed his plans for the future as yet, but it is expected that he will again enter the Victor field at some point after he has enjoyed a short vacation.

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

Co.'s line. In addition to the sales value of this type of machines, there is no doubt but that table machines lend themselves peculiarly to the distinctive arrangement of a store display, and this is well evidenced by the distinctive appearance of the company's main display room.

The Columbia Co., Inc., is closing an excellent business with Columbia machines and records which is aided considerably by its aggressive advertising campaign in the daily newspapers. In addition to this consistent advertising, the com-



Showrooms of the Columbia Co., Inc., Norfolk, Va.

est ideals of dignity and taste, and the many out-of-town visitors who have called at the headquarters of the company while on a visit to the city, have been unanimous in their praises of its artistic appearance and comfortable and home-like atmosphere.

As will be seen by the accompanying illustration, the Columbia Co., Inc., makes a specialty of displaying the popular table machines that form such an important part of the Columbia Graphophone

pany features informal concerts at its store, where the beautiful Columbia "Grand" is presented to excellent advantage.

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



**TALKING MACHINE JOBBERS IN SESSION.**

Executive Committee of the National Association of Talking Machine Jobbers Holds Mid-Winter Meeting in Philadelphia and Consults with Victor Co. Officials at Factory—Plan for Discussion of Important Matters at Convention at Atlantic City, July 6 and 7.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., March 3.—The regular mid-winter meeting of the executive committee of the National Association of Talking Machine Jobbers was held at the Bellevue-Stratford, on Sunday, February 15, with a second meeting with the officers of the Victor Co. at the factory at Camden on Monday, and the sessions proved to be among the most interesting and resultful of any ever held by the governing body of the association.

increase its output and to take care of the unprecedented growth in demand.

The jobbers came away with the feeling that though deliveries in some departments were naturally slow, the company was using every effort to bring the output to a point where it would meet demands promptly. The plant is at present working four nights each week and new record presses are being installed at the rate of two per week to meet a demand for records that sometimes reaches

problems that a member cares to bring up through that medium will be not only considered by the association, but also when desirable by the factory officials.

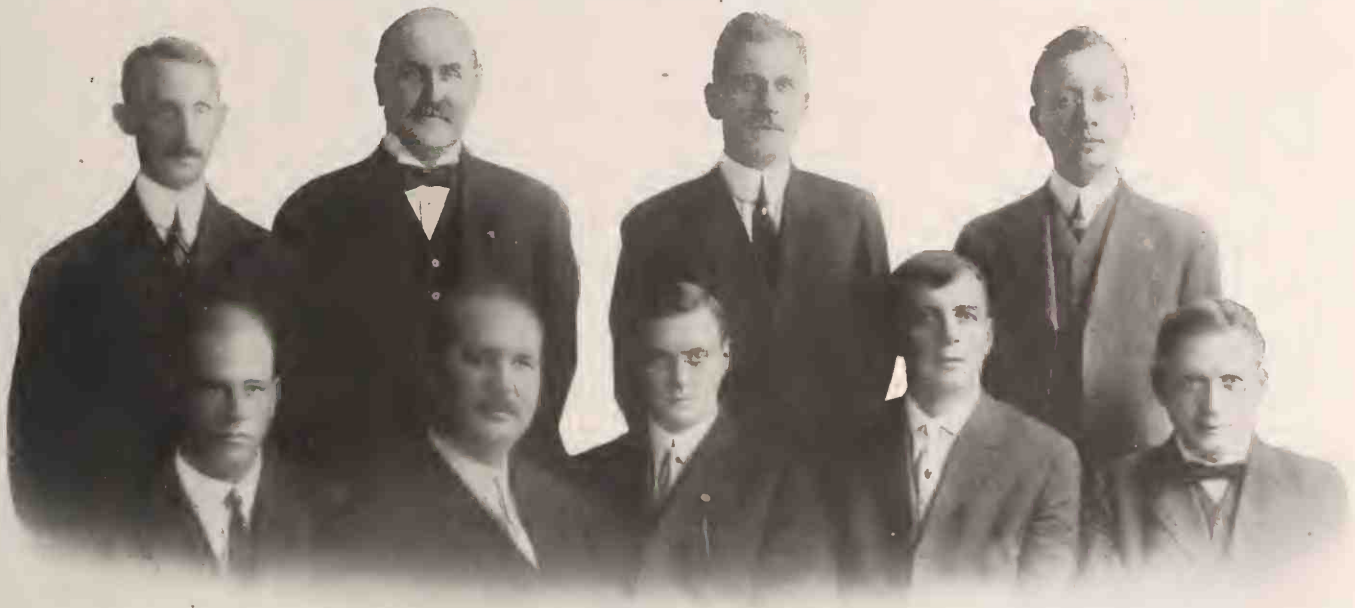
The arrangement committee of the association, represented by L. C. Wiswell, E. C. Rauth, A. A. Trostler, held its first meeting in Chicago later in the same week, for the purpose of making preliminary plans for Atlantic City sessions.

**MILWAUKEE CONCERN EXPANDS.**

Gensch-Smith Co., Victor Dealer, Adds Line of Automatic Pianos to Its Business.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., March 9.—The Gensch-Smith Co., operating an exclusive Victor shop at 70



Officers National Association of Talking Machine Jobbers.

First Row (left to right)—W. H. Reynolds, Treasurer; Geo. E. Mickel, Vice-President; J. C. Roush, President; Perry B. Whitsit, Secretary; James F. Bowers, Executive Committee. Second Row (left to right)—R. H. Morris, O. K. Houck, T. H. Towell, E. C. Rauth, also Members of the Executive Committee.

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

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

On Monday morning the jobbers went to the Victor factory, where they were met by Louis F. Geissler, general manager; Chas. K. Haddon, treasurer, and other officers and department heads. Various matters brought up by the jobbers were threshed out in conference with generally satisfactory and harmonious results, the committee being particularly pleased with the cordial manner in which they were received. Following the conference the jobbers were taken through the various departments of the factory and asked for suggestions that would tend to enable the company to

100,000 records per day. The facilities of the needle department have also been increased, and it is stated that in thirty days all back orders will have been filled. The company also took occasion to announce that a new and most liberal record cut-out and sales proposition would be issued in April.

One of the interesting features of the visit of the jobbers to the factory was the demonstration of the actual qualities of various needles for their benefit with a view to proving the claims of the needles for Victor records. Needles of the various makes were shown under a powerful microscope, which was very effective in emphasizing any imperfections that were hidden to the naked eye and therefore not generally appreciated.

Upon leaving Camden the majority of the jobbers went immediately to their homes, although Messrs. Taft, Towell, Roush, Bowers and Whitsit elected to spend some time in New York. In discussing the plans for the convention, President Roush said: "We wish specially to emphasize this year that the business of the convention will receive the first consideration and the social end will be relegated to second place, for it is the ambition of the officers to have every member leave the convention with the feeling that his time and money has been well spent, and that he goes home with increased knowledge regarding his business.

"We are making a special campaign to have the heads of the concerns attend the convention as well as the managers, for we feel that many of those not in closest touch with their talking machine departments have little idea of the extent of the business or what we are doing. This does not mean that we will not welcome the managers as in the past, we want them and want them badly, but we want the managers to bring the heads of their companies with them. One of the features of the convention will be a question box, and any

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

**WM. P. HOPE APPOINTED MANAGER.**

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

(Special to The Talking Machine World.)

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

A good guesser is generally a man who prides himself on his superior judgment.



**The Columbia Grafonola "Favorite"—\$50.  
Still the most popular talking machine  
in the industry.**



*(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**

**COLUMBIA GRAPHOPHONE CO. INVADES FIFTH AVENUE.**

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

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

Here, opposite the Waldorf-Astoria, and in the

all three are being most satisfactorily achieved.

The scheme of decoration followed is distinguished by artistic elegance and studied attention has been paid to the most effective display of product in every detail.

There will be, of course, an absolutely complete



Where the Columbia Line Will Be Handled at Fifth Avenue and Thirty-third Street, New York.

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

The basement, ground floor and mezzanine of the store provide 7,500 square feet of space for this new home of Columbia. The entire interior of the store is being reconstructed, refurnished and redecorated, and the three essentials that have been adhered to in this work are the comfort of customers, the efficiency of the service and artistic presentation in all things. It is safe to say that

line of instruments and records. Demonstration booths are being built on each floor and every facility has been provided for the maintenance of a retail service in keeping with the locality.

This move may be regarded as an eloquent indication of the vigor with which the Columbia Graphophone Co. is strengthening its position in New York and the East in general.

**DECISION ON RESALE PRICES.**

Resale Decision Against Waltham Watch Co. Upheld by United States Supreme Court.

*(Special to The Talking Machine World.)*

WASHINGTON, D. C., March 9.—The Supreme Court on Tuesday refused to review the decision of the Federal courts at New York, holding the Waltham Watch Co. could not fix the resale prices of watches by retailers.

\* \* \* \* \*

The Waltham Watch Co. sought last month to enjoin Charles A. Keene, a Broadway jeweler, from selling a watch movement manufactured by the Waltham concern, and known as Size 16 Riverside, at less than the price fixed by the manufacturers. Mr. Keene, in his answer to the petition, alleged that the Waltham Co., though it charged \$28.50 for the movement in this country, sold it to exporters for \$10. In dismissing the application for the injunction the court here held that it was contrary to public policy to permit a patentee to prescribe the terms of resale.

**HAS WON A MARKED SUCCESS.**

Miss Clara B. Elting, Manager of the Victor Department of E. Winter's Sons in Kingston, Has Introduced Several New Sales Ideas.

*(Special to The Talking Machine World.)*

KINGSTON, N. Y., February 23.—Miss Clara B. Elting, who was recently appointed manager of the Victor department of E. Winter's Sons, the prominent piano house of this city, is achieving a very pleasing success. Although her connection with this firm is her first experience in the talking machine trade, she has already shown a peculiar aptitude for this line of work that seems to insure her an excellent sales record in a very short while.

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

**NEARLY FOOL-PROOF.**

Advertising is nearly fool-proof. No persistent advertising of an article of merit has ever failed in the United States.

**CHEMISCHE FABRIK E. SAUERLANDT FLURSTEDT**  
 bel Apolda i. Th., Germany  
 The largest manufacturing plant in the world devoted exclusively to the  
 manufacture of Master-Waxes and Master-Blanks for  
**Gramophone and Phonograph Recording**  
 Sole Manufacturer of Wax "P." the best recording material for Berliner-cut.

**NEAL, CLARK & NEAL CO.'S NEW HOME**

One of the Handsomest Talking Machine Establishments in Buffalo or Elsewhere—Artistically Appointed—Business Is Excellent.

(Special to The Talking Machine World.)

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

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

The booths are of French gray, light and dark, and the walls are finished with blue bur-lap. The rugs used are genuine Oriental, with



Booth Facilities in Neal, Clark & Neal Co.'s New Store.

having an especially strong call at the present time.

color effects in harmony with the general decorative scheme.

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

company's balance surplus and reserve account on January 1, 1914, stood at \$866,588, as compared with \$601,128 on January 1, 1913."

**INTRODUCE TELELECTROPHONE.**

A Combination of the Talking Machine and Telephone Makes Its Appearance in the Gimbel Store in Philadelphia and Excites Considerable Interest and General Favor.

(Special to The Talking Machine World.)

PHILADELPHIA, Pa., March 9.—The telelectrophone, a combination of the telephone and talking machine, has been introduced for the first time in this country by Gimbel Bros.' department store and placed at the disposal of all who care to use it.

Beginning at 9 o'clock, the telelectrophone—there are thirty of them in use in the store—gives a concert, flashes news bulletins, recites menus for the benefit of the housewife, and during the afternoon rattles off current market reports and sporting events. Plans are under way to have the telelectrophone reproduce grand opera during the evening, when the service shall have extended to homes. This is another story, however.

**JOINS RECORDING DIVISION.**

Harold W. Lyle, a son of General Manager George W. Lyle, of the Columbia Graphophone Co., is now connected with the recording division of the company in the capacity of assistant to Manager Heindl, of the foreign record department. He is acquiring an intimate knowledge of the graphophone business, as he was a member of the selling staff of the Chambers street store for some time, and more recently was connected with the factory.

**CONCERT HELPS RECORD BUSINESS.**

(Special to The Talking Machine World.)

BUFFALO, N. Y., February 23.—According to W. J. Bruehl, manager of the Victrola department of the Neal, Clark & Neal Co., the demand for Tetrizzini and Ruffo records was brisk during the past week. Mr. Bruehl said that after a concert by famous artists the demand for records is always heavy.

**EDISON GOES ON VACATION.**

Thomas A. Edison left West Orange, N. J., Saturday to "get back to nature." Accompanied by his family, Henry Ford, the automobile maker, and John Burroughs, the naturalist, the noted inventor left for his winter home at Fort Myers, Fla. Included in the party besides Mrs. Edison were their two sons, Charles and Theodore, and their daughter, Miss Madeleine.

**NEW MISBRANDING BILL.**

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

(Special to The Talking Machine World.)

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

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

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

**VOICE CULTURE WITH PHONOGRAPH.**

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

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

**BEST YEAR FOR GRAPHOPHONE CO.**

Excellent Financial Report Made by the American Graphophone Co. for Year of 1913.

The financial columns of the leading local newspapers contained the following account of the 1913 business closed by the American Graphophone Co. referring to the past year as the best in the company's history:

"The report of the American Graphophone Co. for the year ended December 31, 1913, shows the best results in the history of the company. The earnings from all sources were \$720,161, with \$600,028 remaining after making deductions for interest of the funded debt. After writing off \$172,079 for depreciation and other items there remained a surplus for the year of \$127,949, an increase of \$132,833 over 1912.

"The amount paid in dividends on the preferred stock was \$162,488, a gain of \$68,168 over the year before, while the amount added to surplus, or \$265,760, showed an increase of \$64,963 over 1912. The

**Special**

Send for a package of our Improved Half-Tone and Loud Tone Needles in New Style Envelopes.

If you want to advertise yourself, we will put your own name or trade-mark on the envelopes, or will pack in Puritone envelopes.

**Quality Guaranteed**

The Best Needles mean profit and satisfaction.

If you want to sell 1,000 Needles at a time instead of 100, use the "Dean-packed" Needles. Five boxes of 200 each, Extra Loud, Loud, Opera, Medium and Soft packed in a carton. The best package and fastest seller on the market. Write for samples.

**JOHN M. DEAN, CORP.**

Talking Machine Needle Manufacturers

PUTNAM, CONN.

## LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

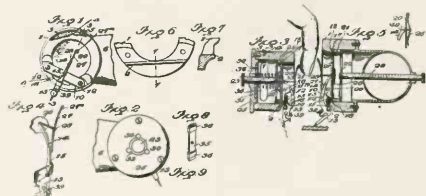
WASHINGTON, D. C., March 10.—SOUND BOX, Henry C. Miller, Waterford, N. Y. Patent No. 1,087,035.

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

The object of the invention is to provide a "fret" held spring plate fulcrum, a pad acting the same as finger pressure over the fret to give a certain note, as in the case of an instrument such as a mandolin or guitar.

A further object of the invention is to provide a self-adjusting means on the stylus lever to permit the latter to be in yielding contact with the diaphragm, irrespective of the adjustment of the fulcrum, also to recompense for the dishing of the diaphragm by an adjustable modifying element and its actuating means.

In the drawing Fig. 1 is a side elevation of the improved sound box. Fig. 2, is a view looking from the opposite side. Fig. 3, is a transverse sec-



tion on the line 3-3 Fig. 1. Fig. 4, is a detail perspective view of the stylus lever. Fig. 5, is a transverse section showing the adaptation of the invention when used in connection with a record having vertical indentations in its groove. Fig. 6, is a detail front elevation of the front of the casing to bring out clearly the formation of the fret. Fig. 7, is a detail section on line 7-7 Fig. 6. Fig. 8, is a detail perspective view of one form of modifying element. Fig. 9, is a detail view of a further modified form of modifying element.

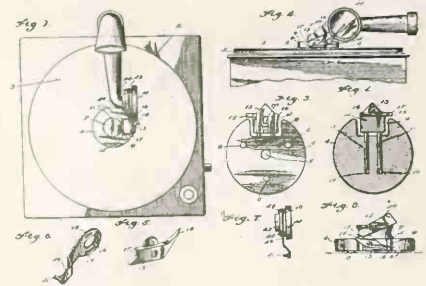
TALKING MACHINE ATTACHMENT.—William C. Holland, Niagara Falls, N. Y. Patent No. 1,087,493.

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

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

Further objects of this invention will appear as the following specific description is read in connection with the accompanying drawing, which forms a part of this application, and in which:

Fig. 1 is a top plan view showing the attachment applied to an ordinary disc talking machine. Fig.



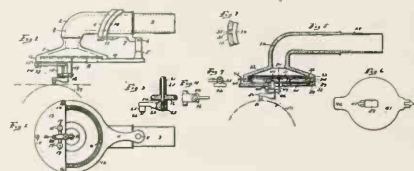
2 is a side elevation thereof. Fig. 3 is a bottom plan view of the attachment removed. Fig. 4 is a horizontal sectional view through the attachment. Fig. 5 is a perspective view of the tripping dog supporting head removed from the attachment. Fig. 6 is a perspective view of the reproducer lifting arm removed. Fig. 7 is a detailed edge elevation of said arm showing its association with the reproducer or sound box. Fig. 8 is a side elevation

showing the position of the parts when operated.

SOUND BOX.—Peter Weber, Orange, N. J. Patent No. 1,087,339. In the manufacture of phonograph records as carried on by modern processes, it frequently happens that the record groove is slightly distorted; that is to say, it does not follow a theoretically correct helix around the surface of a cylindrical record, or a correct spiral around the face of a disc record. The best practice in phonograph construction requires that the sound boxes be mounted rigidly against lateral movement and that the box body be pivoted to oscillate in a plane perpendicular to the axis of the cylindrical record or to the plane of the disc record; or to provide means whereby the stylus may oscillate in a vertical plane where the entire sound box is held against movement in any direction. Unless some provision is made for a slight lateral movement of the stylus under the conditions above named, the stylus itself will not track properly in the record groove, with the result that the disagreeable scratching and the jumping of the stylus from the one groove to the next will take place.

The purpose of this invention is to provide the stylus and its connection with the diaphragm of the sound box with means whereby said stylus may oscillate laterally and thus be caused to follow the record groove no matter how distorted such grooves may be or how unevenly the mandrel upon which the record is mounted may run. The structure whereby this result is accomplished is applicable to either form of sound box; that is to say that form in which the sound box is permitted to oscillate bodily toward and away from the record, or that form in which the sound box is held rigidly against movement in any direction. This invention is also shown as applied to both forms of sound boxes and in the following description the full details of so much of said sound boxes will be set forth as will enable persons skilled in the art to which the invention pertains, to make, construct and use the same.

In the accompanying drawings forming a part of this specification, Fig. 1 is an enlarged side ele-



vation of a sound box and its connection, designed to oscillate about a pivot in a plane perpendicular to the axis of a cylindrical record. Fig. 2 is a bottom plan view of the same. Fig. 3 is a detached vertical section through the stylus arm bearing and stylus lever. Fig. 4 is a plan view of the stylus lever showing the tubular bearing for the stylus arm. Fig. 5 is a vertical section of a sound box which is designed to be held rigidly fixed. Fig. 6 is a bottom plan view of the floating weight. Fig. 7 is an end view of the connection between the floating weight and the sound box body. Fig. 8 is a view partly in section of the sound box body and the metallic retailing washer for the gaskets.

TALKING MACHINE.—Walter H. Pumphrey, New York, N. Y., assignor to the American Graphophone Co., Bridgeport, Conn. Patent No. 1,087,256.

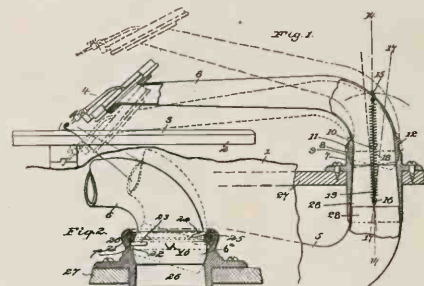
This invention relates generally to talking machines and more particularly to the construction and mounting of the sound conveying tube or tone arm employed in connection with such machines.

The object of the invention is to simplify the construction and dispense with small parts in mounting the tone arm and at the same time give it the required freedom of movement in planes parallel and at right angles to the surface of the record.

The accompanying drawings will serve to illustrate several forms suitable for carrying this in-

vention into effect. It should be understood, however, that the inventor does not limit himself to the exact constructions shown in the drawings, as various changes may be made therein within the meaning of the present invention.

In the drawings, Fig. 1 is a view in elevation, partly in section, showing the application of im-



proved form of mounting to a modern talking machine. Fig. 2 is a detail sectional view illustrating another form which the invention may assume.

PHONOGRAPH.—Pliny Catucci, Newark, N. J., assignor to A. F. Meisselbach & Bro., New Jersey. Patent No. 1,085,849.

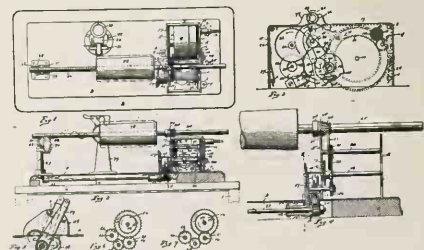
The principal object of this invention is to so improve the construction of a phonograph as to materially increase its efficiency as a device for the reproduction of musical and other sounds, but also to reduce its cost of manufacturing to the lowest possible point, consistent with good material and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

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

By the former methods of construction, if a four-minute record was desired, it was necessary to correspondingly increase the number of threads on the feed screw to 200 to the inch. It will be readily seen that a feed screw of this extreme fineness would be too delicate for the practical application of the phonograph to ordinary use.

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

Fig. 1 is a plan view of the improvement with



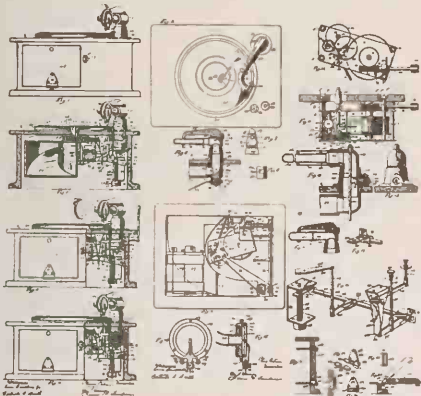
the cover for the motor removed to disclose the interior. Fig. 2 is a side elevation partly in section of the completed structure. Fig. 3 is an end elevation partly in section of the motor, and its governing mechanism. Fig. 4 is a sectional view on line X, X, of Fig. 5. Fig. 5 is a vertical view on line Y, Y, of Fig. 4. Fig. 6 is a diagrammatic section of the subtransmental gear train for repro-

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

PHONOGRAPH.—Pliny Catucci, Newark, N. J., assignor to A. F. Meisselbach & Bro., New Jersey. Patent No. 1,087,106.

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

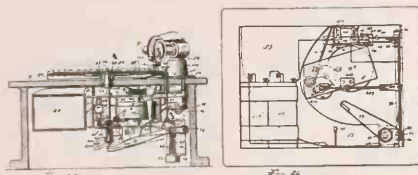
Other features of improvement relate particularly to the motor and the means for winding up the motor spring; the turn table and the method of mounting the same, whereby the table itself has a flexible connection with the drive shaft upon which the same is mounted, and important improvement is made in the sound conveyor whereby the sound box may be rotated through an angle of substantially 180 degrees to carry the stylus of the sound box out of and into position for engagement with the record disc; another important feature resides in the sound conveyor, the same being made



of telescoping parts with connections whereby the movable telescoping part may be actuated to be lifted through a distance sufficient to carry the stylus of the sound box entirely free from the record, as for example, at the end of the rendition of the selection upon the record; another feature of the invention embodies automatic mechanism whereby, at the close of a rendition of a selection, the sound box and its stylus are raised clear from the record and simultaneously the motor is automatically stopped. There is also provided a novel form of trap door for the outer end of the sound conveyor, so that the sound waves as they pass from the sound conveyor to the open atmosphere may be damped or muffled to any desired degree.

In the accompanying drawings, Fig. 1 is a front elevation of the improved phonograph showing the sound box and conveyor in elevated position. Fig. 2 is a plan view of the same. Fig. 3 is a view similar to Fig. 1 with the left hand end of the case broken away to expose a part of the automatic mechanism in the interior of the case, and showing the sound box and conveyor in elevated position. Fig. 4 is a view similar to Fig. 3, but with the sound box in a position occupied during the completing of a record. Fig. 5 is a sectional view showing the interior mechanism in the positions occupied by them when the motor is stopped and

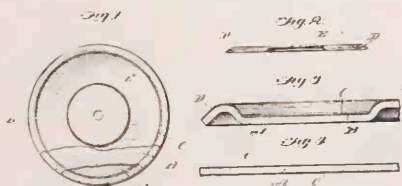
the sound conveyor elevated. Fig. 6 is a vertical section of the sound conveyor showing the details of the mechanism and the various bearings connected therewith. Fig. 7 is an end elevation of the sound conveyor showing the stops for limiting the position of the sound box when the same is either in the position for playing or in reversed position for the readjustment of the stylus needle. Fig. 8 is a side elevation of a short portion of the telescoping conveyor tube showing the limiting set screw. Fig. 9 is a bottom plan view of the structure illustrating the position of the motor and the details of the stop mechanism. Fig. 10 is a top plan view of the motor showing the details of the winding mechanism and of the hand mechanism for stopping the motor. Fig. 11 is a side elevation of the motor disconnected from the case. Fig. 12 is a longitudinal section and a modification of the sound conveyor showing the means employed for elevating the same. The elevating device of this



modification contemplates the omission of the automatic elevating device as illustrated in the other figures. Fig. 13 is an end view of the modification illustrated in Fig. 12 showing the hand lever for elevating the sound box and telescoping sound conveyor by hand. Fig. 14 is a front elevation of the sound box showing the details of the stylus lever. Fig. 15 is a vertical sectional view of the same. Fig. 16 is a detached view in perspective of the operating rock shaft hereinafter referred to. Fig. 17 is a detached perspective view of one end of said shaft. Fig. 18 is a vertical sectional view of a still further modified form of a sound conveyor. Fig. 19 is a sectional view through the spring hinge structure for the amplifying part of the phonograph. Fig. 20 is a horizontal sectional view of the hinge through its axis. Fig. 21 illustrates the parts of the hinge structure separated to show their details. Fig. 22 is a rear view of the door section of the hinge. Fig. 23 is a sectional view of one of the hinge members. Fig. 24 is a sectional view similar to Fig. 19, showing the limiting position of the door and its various adjustments. Fig. 25 is a side elevation of the mechanism within the case, showing the structure whereby the record support may be raised and lowered, the general features of the structure being the same as illustrated in the preceding figures. Fig. 26 is a bottom plan view of the structure shown in Fig. 5.

BLANK FOR TALKING MACHINE RECORDS.—John Schumacher, Chicago, Ill., assignor to Joseph Sanders. Patent No. 1,082,709. The objects of the present invention are to provide a record blank which is less expensive, of less weight, and less liable to breakage than blanks made wholly of shellac or of a composition of which shellac is the principal ingredient, or of other plastic material.

With this object in view, the inventor makes the blank of a body or core of some flexible porous material, such, for example, as cardboard or blotting paper. This body or core is first sized in a



manner that wholly prevents the shellac from penetrating it. This body or core is coated on one or both of its faces with a plastic material, such as shellac or a composition containing shellac, which is adapted to receive and retain impression. The helical groove of the record is only an almost infinitesimal fraction of an inch in depth, and in order to meet the requirements in this respect it is

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

In its completed condition the blank is a normally flat disc of sufficient rigidity to maintain or substantially maintain its normal shape in ordinary handling. That is to say it may be handled precisely as the above described blanks or records at present in use are handled and if held at one side and in horizontal position, it will not bend appreciably under its own weight. At the same time it does not have the rigidity and therefore it does not have the fragility of the records of commerce.

In the accompanying drawing, which is made a part of this specification: Fig. 1 is a face view of a record blank embodying the invention, portions of the size and plastic coating being broken away. Fig. 2 is a transverse section thereof. Fig. 3 is a section of a fragment thereof, thickness being exaggerated. Fig. 4 is an exaggerated section of a fragment of a blank of different form, embodying some features of the invention.

NEW WONDERS PREDICTED.

London Editor Says That Improved Phonographs Will Recount the Events of the Day to a Public Too Lazy to Read—Every Reporter of the Future to Have a Portable Wireless Telephone Outfit.

Robert Donald, editor of The London Daily Chronicle and President of the Institute of Journalists, painted a striking picture of the newspaper of the future in his Presidential address at the annual meeting of the institute held recently in York.

Mr. Donald said if he were to attempt to forecast the future he would say that newspapers would be fewer in number. The tendency toward combination would increase and colossal circulations would continue to grow. He added:

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

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

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

"At people's recreation halls, with the cinematograph and the gramophone or some other more agreeable instrument of mechanical speech, all the news of the day will be given hot from its source.

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

Don't waste time explaining your actions; people prefer to draw their own conclusions.

50 YEARS' EXPERIENCE

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RECORD BULLETINS FOR APRIL, 1914

VICTOR TALKING MACHINE CO.

- No. Size.  
 17538 Ma Poulette—One-step or Trot (C. J. Roberts) Victor Military Band 10  
 Sebastian's Tango (Arthur N. Green) Victor Military Band 10  
 17542 Romance Waltz—Hesitation (Ernie Erdman) Vessella's Italian Band 10  
 Ecstasy Tango (Ecstasy) (Leon Obreiro) Vessella's Italian Band 10  
 17547 A Little Love, a Little Kiss (Un peu d'Amour) Waltz Hesitation (Lao Sileau) Victor Military Band 10  
 Little Gray Home in the West—Waltz Hesitation (Lohr) Victor Military Band 10  
 17550 Thanks for the Lobster—Trot or One-step (Caddigan and Story) Victor Military Band 10  
 What D'ye Mean You Lost Yer Dog?—Trot or One-step Victor Military Band 10  
 17553 Castle Walk (Jas. Europe-Dabney) Europe's Society Orchestra 10  
 You're Here and I'm Here—One-step (from "Laughing Husband") (Jerome D. Kern) Europe's Society Orchestra 10  
 35370 Kiss Me Good-night Medley—Trot, One-step or Two-step Victor Military Band 12  
 Isch ga Bible—Medley, One-step or Trot Victor Military Band 12  
 35371 Lukounii—Tango (Ruis De Velasco) Victor Military Band 12  
 Delicioso—Maxixe or Tango (Dixon) Victor Military Band 12  
 35372 Castle's Lame Duck (Jas. Europe) Europe's Society Orchestra 12  
 The Castles in Europe—One-step (Jas. Europe) Europe's Society Orchestra 12  
 17536 La Paloma (Yradier) In English. Alan Turner O Sole Mio (My Sunshine) Serenade (E. di Capua) In English Alan Turner 10  
 35365 Gems from "Queen of the Movies" (Paulton-Mac Donough-Gilbert) Victor Light Opera Co. 12  
 Gems from "Sari" (Shar-ih) (Cushing-Heath-Kalmán) Victor Light Opera Co. 12  
 17546 In the Night (When the Moon Slightly Winks) from "Queen of the Movies" (Paulton-Mac Donough-Gilbert) Lyric Quartet 10  
 Oh Cecilia, from "Queen of the Movies" (Paulton-MacDonough-Gilbert) Lyric Quartet 10  
 17551 Sharpshooters March (Bersaglieri) (Reois) (Accordion) Pietro Deiro 10  
 Beautiful Days Waltz (S. Falco) (Accordion) Pietro Deiro 10  
 THE POPULAR SONG LIST  
 17537 Let's All Go 'Round to Mary Ann's (Macdonald-Carroll) Collins and Harlan 10  
 Camp Meeting Band (Gilbert-Muir) Collins and Harlan 10  
 17539 Don't Blame It All on Broadway (Williams-Young-Grant) Peerless Quartet 10  
 The Bells (Klein-Stillwell) Peerless Quartet 10  
 17543 A Fool There Was (Dubin-Benkhardt) De Los Becker 10  
 Little Church Around the Corner (Gray-Carroll) De Los Becker 10  
 17544 In the Heart of the City that Has No Heart (Allen-Daly) Henry Harrison 10  
 The Woman Thou Gavest Me (Cobb-Powell) Harry Macdonough and Hayden Quartet 10  
 17545 'Cross the Great Divide (I'll Wait for You) (Lewis-Meyer) Harry Macdonough and Hayden Quartet 10  
 When the Maple Leaves were Falling (Tell Taylor) Edna Brown James F. Harrison 10  
 17552 I Miss You Most of All (McCarthy-Monaco) Edna Brown 10  
 Would You Take Me Back Again (Lamb-Surman) Henry Burr 10  
 TWO FAMOUS WAGNER SELECTIONS.  
 35360 Siegfried's Funeral March, from "Götterdämmerung" (Richd. Wagner). Vessella's Italian Band 12  
 Ride of the Valkyries, from "Die Walküre" (R. Wagner). Vessella's Italian Band 12  
 PURPLE LABEL RECORDS.  
 Two New Records by Nora Bayes.  
 60113 The Good Ship Mary Ann (Kalm-LeBoy) Nora Bayes 10  
 60114 You Can't Get Away From It (Jerome-Schwartz) Nora Bayes 10  
 TWO OF HARRY LAUDER'S 1914 SONGS.  
 70106 The Portobello Lass (Harry Lauder-Gilbert Wells) Harry Lauder 12  
 70107 It's Nice to Get Up in the Mornin' (But It's Nicer to Lie in Bed) Harry Lauder 12  
 RED SEAL RECORDS FOR APRIL.  
 87176 Amor Mio (My Love)—Vocal Waltz (Gaeta-Ricciardi) Tenor solo in Italian. Eurico Caruso 10  
 64401 Drink to Me Only with Thine Eyes (Old English Air) Mezzo-Soprano with orch. In English. Julia Culp 10  
 64402 Wiegandien (Cradle Song) Op. 49, No. 4 (Piano-forte by Coenraad V. Bos). (Brahms) Mezzo-Soprano Solo in German. Julia Culp 10  
 88452 Magdalen at Michael's Gate. Soprano Solo in English, with piano-forte by Gabriel Lapiere (Kingsley-Lehmann) Nellie Melba 12  
 88450 Marriage of Figaro (Nozze di Figaro) Doh vien non tardar (Oh, Come, My Heart's Delight) (Act IV) (Mozart) Soprano Solo in Italian. Frieda Hempel 12  
 88463 Parla Valse (Oh, Speak) (Arditi) Soprano Solo in Italian. Frieda Hempel 12  
 64400 Carmen—Vocal Waltz (Walton-Wilson) Soprano Solo in English. Harry Lauder 10  
 87174 Don Giovanni—Serenade, "Fin ch' han dal vino" (Wine, Flow a Fountain!) (Act I) (Mozart) Baritone Solo in Italian. Titta Ruffo 10  
 74356 The Holy City (Weatherly-Adams) Tenor Solo in English. Evan Williams 12  
 NEW EDUCATIONAL RECORDS.  
 17548 Gloria Patria (Palestrina-Damrosch) In Latin. Victor Chorus 10  
 Popule Meus (Palestrina-Damrosch) In Latin. Victor Chorus 10  
 17549 Seein' Things (Love Songs of Childhood) (Eugene Field) Cora Mel Patten 10  
 1. My Shadow. 2. Where Go the Boats (Robert L. Stevenson) Cora Mel Patten 10  
 COLUMBIA GRAPHOPHONE CO.  
 SYMPHONY DISC RECORDS.  
 By Teanne Gerville-Reache, the Famous French Contralto. Double. 12-inch. Single.  
 A5533 Samson and Delilah (Saint-Saëns). "Mon cœur s'éveille à ta voix" (Softly Awakes My Heart). In French with orch. "Amour 36832 Samson and Delilah (Saint-Saëns). "Amour 36825

- viens aider ma faiblesse" (Love, Lend Me Thine Aid). In French, with orchestra.  
 SYMPHONY DOUBLE-DISC RECORDS.  
 A1488 Ach Wie Ist Möglich (How Can I Leave Thee?) In German, with orch. Mme Fremstad 10  
 Cradle Song (Wiegandien) (Brahms). In English, with orch. Mme. Fremstad 10  
 A1490 L'Heure Exquise (The Enchanted Hour) (Lilhan) In French, with orch. Maggie Leyte 10  
 Mifanwy (Foster). In English, with orch. Maggie Leyte 10  
 BLUE-LABEL DOUBLE DISC RECORDS.  
 A1487 Andalusian Romance (de Sarasate) Violin solo. Cristeta Goni 10  
 La Gallina Ciega. Habanera (de Sarasate). Violin solo. Cristeta Goni 10  
 A1491 Meet Me by Moonlight (Ward) and Orch. Annie Laurie (Words by Scott). Orch. accomp. Columbia Stellar Quartet 10  
 A1492 Our Last Waltz (Only To-night) (Molloy) Baritone Solo, orch. accomp. Andrea Sarto 10  
 Some Day I'll Wander Back Again (Huntley) Tenor Solo, orch. accomp. Harry McCluskey 10  
 A5534 Eily Mavouneen (Benedict) Tenor Solo in English, with orch. Ruby Helder 12  
 My Dreams (Tosti). Tenor Solo in English, with orch. Ruby Helder 12  
 A5536 Norma (Bellini). "Hear Me, Norma." Soprano and Contralto Duet, orch. accomp. Grace Kerns and Mildred Potter 12  
 Sicilian Vespers (Verdi). "Oh, Thou Queen of Love and Beauty." Soprano and Contralto Duet, with orch. Grace Kerns and Mildred Potter 12  
 A5538 Te Deum No. 7 in B-flat (Festival) (Buck). Orch. accomp. Columbia Mixed Quartet 12  
 Morning (Von der Mehden) and Orch. accomp. Columbia Male Quartet 12  
 DOUBLE-DISC RECORDS.  
 A1485 Village Belles (Holst). Prince's Band 10  
 Babbling Brook (Rega). Prince's Orchestra 10  
 A1486 La Belle Helene (Offenbach). Aria, Harp-Zither Solo. Kitty Berger 10  
 I and My Boy (Millocker) (I und mei' Bua). Harp-Zither Solo. Kitty Berger 10  
 A1489 An Old Sweetheart of Mine (Riley) Recitation. Harry E. Humphrey 10  
 Me an' Jim. Recitation. Harry E. Humphrey 10  
 A1493 Faust (Gounod). Soldiers' Chorus. Prince's Band 10  
 Souvenir De Valence (Bleger). Cornet Duet, band accomp. Vincent Buono and R. McCann 10  
 A1499 Che! Que Corte! Mattheiche (Grossi). Prince's Band 10  
 El Camambu. Mattheiche (Villoldo). Prince's Band 10  
 A5535 Washington Post March (Souza). Prince's Band 12  
 Father of Victory March (Ganne). Prince's Band 12  
 A5537 Orpheus in Hades (Orphée aux Enfers). (Offenbach). Overture—Part I. Prince's Orchestra 12  
 Orpheus in Hades (Orphée aux Enfers) (Offenbach). Overture—Part II. Prince's Orchestra 12  
 POPULAR SUCCESSES FOR APRIL.  
 A1496 Camp Meeting Band (Muir). Baritone and Tenor Duet, orch. accomp. Arthur Collins and Byron G. Harlan 10  
 Buffalo Baby Rag (Reed). Orch. accomp. Peerless Quartet 10  
 A1494 While the Rivers of Love Flow On (Ball). Tenor Solo, orch. accomp. Arthur Aldridge 10  
 As Long as the World Goes Round (H. Von Tilzer). Tenor Solo, orch. accomp. Arthur Aldridge 10  
 A1497 Do You Take This Woman for Your Lawful Wife? (H. Von Tilzer). Baritone Solo, orch. accomp. William Halley 10  
 Don't Blame It All on Broadway (Williams-Young-Grant) orch. accomp. Peerless Quartet 10  
 A1495 Where Can I Meet You To-night? (Farren and Lange). Soprano and Tenor Duet, orch. accomp. Ada Jones and Henry Burr 10  
 Medley of Irving Berlin Hits (Berlin) Prince's Orchestra 10  
 A1498 Who Will Be With You When I Go Away? (Farrell). Baritone and Tenor Duet, orch. accomp. Arthur Collins and Byron G. Harlan 10  
 Good Night, Dearie (Reed). Soprano and Tenor Duet, orch. accomp. Ada Jones and Henry Burr 10

THOMAS A. EDISON, INC.

CONCERT LIST.

- 28192 (a) Menuett Gb Major (Beethoven); (b) Valse Bluette (Drigo) Violin, piano accomp. Kathleen Parlow 10  
 28193 The Last Rose of Summer. Soprano, orch. accomp. Marie Rappold 10  
 28194 The Lawn Swine (Carl Jean Tolman). Contralto and Chorus, orch. accomp. C. Miller and Chorus 10  
 REGULAR LIST.  
 2210 Hallelujah. Christ is Risen—Easter Anthem (Grant Colfax Tullar). Orch. accomp. Edison Mixed Quartet and Chorus, orch. accomp. Rudolf Priml) Tenor 10  
 2211 The Bubble—High Links (Rudolf Priml) Tenor and Chorus, orch. accomp. Emory B. Randolph and Chorus 10  
 2212 All Aboard for Dixie Land—High Links (George L. Cobb) Coon song, orch. accomp. 10  
 2213 The Rosary (Ethelbert Nevin) Cornet, orch. accomp. Ernest Albert Couturier 10  
 2214 A Little Love, a Little Kiss (Lao Sileau) Tenor, orch. accomp. Reed Miller 10  
 2215 Favorite Airs from "The Pirates of Penzance" (Gilbert and Sullivan). Edison Light Opera Co. 10  
 2216 Sit Down, You're Rocking the Boat (Jean Schwartz) Comic Song, orch. accomp. Billy Murray 10  
 2217 Cavalleria Rusticana—Siciliana and Intermezzo (Mascagni) American Standard Orchestra 10  
 2218 My Chair of Memories (Mrs. Herbert Ingraham) Soprano, orch. accomp. Beulah G. Young 10  
 2219 Rev. 91-91-95 and The Gate Ajar for Me (S. I. Vail) Scripture Lesson with Hymn, orch. accomp. Madison C. Peters, D.D., and Edison Mixed Quartet 10  
 2220 My Love Nell (C. Miligan Fox) Baritone, orch. accomp. Gordon MacLean 10  
 2221 Hungarian Fantasia (Theo. M. Tobani) Edison Concert Band 10  
 2222 Sing Me the Rosary (F. Henri Krickmann) Tenor and Chorus, orch. accomp. Irving Gillette and Mixed Chorus 10

- 2223 Lullaby (Chapman) Contralto, orch. accomp. Grace Couch Embler 10  
 2224 I'm Crying Just for You (James V. Monaco) Conversational duet, orch. accomp. Ada Jones and Billy Murray 10  
 2225 The Junk Man, Rag Medley. Banjo, orch. accomp. Fred Van Eps 10  
 2226 Love Divine, All Love Excelling (Sir John Stainer) Soprano and Tenor, orch. accomp. Marie Kaiser and Royal Fish 10  
 2227 Carmen—Toreador Song (Georges Bizet) Baritone, in English, orch. accomp. Alan Turner 10  
 2228 Love Is So Fickle—Waltz Hesitation (Philip Kruseman) For dancing. National Promenade Band 10  
 2229 The Bells—Burlesque (Frank Stillwell) Male voices, orch. accomp. Peerless Quartet 10  
 2230 I'm Crazy 'bout a Ragtime Minstrel Band (Wm. Tracey) Coon song, orch. accomp. Edw. Meeker 10  
 2231 Tango—The Santley Tango (When Dreams Come True) (Silvio Itin) For dancing. National Promenade Band 10  
 2232 The Ragtime Dream (Goodwin and Brown) Coon duet, orch. accomp. A. Collins and B. G. Harlan 10  
 2233 I'm on My Way to Mandalay (Fred Fischer) Tenors, orch. accomp. Albert H. Campbell and Irving Gillette 10  
 2234 You're My Girl Medley—Turkey Trot for dancing. National Promenade Band 10  
 2235 (a) In de Mornin'; (2) Jes' Gib Ilim One ob Mine (Paul Laurence Dunbar). Reading. Edward Sterling Wright 10  
 2236 The Dear Old Songs (Dox Cruger) Tenor and Chorus, orch. accomp. W. Oakland and Chorus 10  
 2237 Pastel Menuet (Paradis) Piano, Violin and Violoncello. The Tollersen Trio 10  
 2238 When the Bloom is on the Cotton, Dixie Lee (J. Fred Helf) Tenor, orch. accomp. M. Romain 10  
 2239 My Old Kentucky Home Fantasia (Otto Langey) Edison Concert Band

BUFFALO T. M. DEALERS TO ORGANIZE

Expected to Follow Lead of Piano Dealers in That City—Said to Be Badly Needed.

(Special to The Talking Machine World.)

BUFFALO, N. Y., March 10.—Spurred on by the actions of local piano dealers and manufacturers in forming a protective organization, an association of dealers in talking machines and supplies is being contemplated in this city. Thus far the project has only been discussed and no definite actions have been taken in the matter. However, it is likely that before long the organization of talking machine dealers will be realized, as its need is being distinctly felt in this section of the State.

When the organization is formed it will be for the protection of all local dealers in the talking machine trade. This association will, if organized, promote not only the trade in this city, but also in this entire section of the State. It is hoped by local men that the project will be a success.

NEW VICTOR WINDOW HANGER

Designed to Emphasize in Attractive Manner the Testimonial of Richard Strauss.

The Victor Co. has just announced to its trade the publication of a very attractive window hanger presenting a testimonial from Richard Strauss, the celebrated composer, in which he pays a tribute to the musical qualities of the Victor. This hanger is designed in a distinctive manner, showing an excellent portrait of Strauss, together with his praise of the Victor in both German and English. The attention of the trade is called to the fact that Mr. Strauss speaks of the Victor as the gramophone, which is the name by which it is known in Europe.

The text of Richard Strauss' testimonial is as follows: "The gramophone which was demonstrated to me to-day reproduced with approximate perfection, worked faultlessly and was very pleasant in tone and volume of sound, so that I can conscientiously bear witness to the fact that it provided a most delightful treat to a very sensitive ear.—Dr. Richard Strauss."

NEW VICTOR FOLDER.

The Victor Talking Machine Co. has just announced a new folder, showing in detail the complete line of Victrolas, accompanied by adequate descriptions of the various machines. It is the company's intention to introduce in the very near future another folder devoted to the horn types of machines.

The folder featuring the Victrolas is neat and attractive, presenting, in addition to clearly defined cuts of the machines, several pithy selling arguments on behalf of the Victrola. Victor dealers throughout the country are requested to place their orders for this new literature as soon as possible, as there will undoubtedly be a heavy demand for the folders.

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**R**EAD your trade paper! Get The Talking Machine World regularly—It is worth many times to you its annual cost.

There is but one talking machine paper covering this entire industry, and it is admitted by all that it is of great aid to the dealers in every part of this country.

New economic conditions make certain knowledge necessary on the part of merchants, and in every issue of The World there is contained educational matter, instructive service, business news and technical articles which are worth many times the cost of the paper.

Thousands have been benefited by the business articles which appear in The World, and every talking machine dealer should receive it regularly.

The only way to do that is to pay for it, and the cost is trifling—a little over eight cents a month, and for that small sum The World, with all its mine of information, is at your service.

If you do not receive the paper regularly, just put your dollar in an envelope and address it to the office of the publication, and you will say that it is the best investment that you have ever made.

Do not delay but send on your dollar now.

Recollect that your competitor is getting The World—getting it regularly, and in it he is securing some valuable pointers—information which places you at a disadvantage if you do not read the paper.

Do not overlook such a valuable contributing factor to your business success.

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