

*The* **TALKING**  
**AND NOVELTY NEWS**  
**MACHINE**  
**WORLD**

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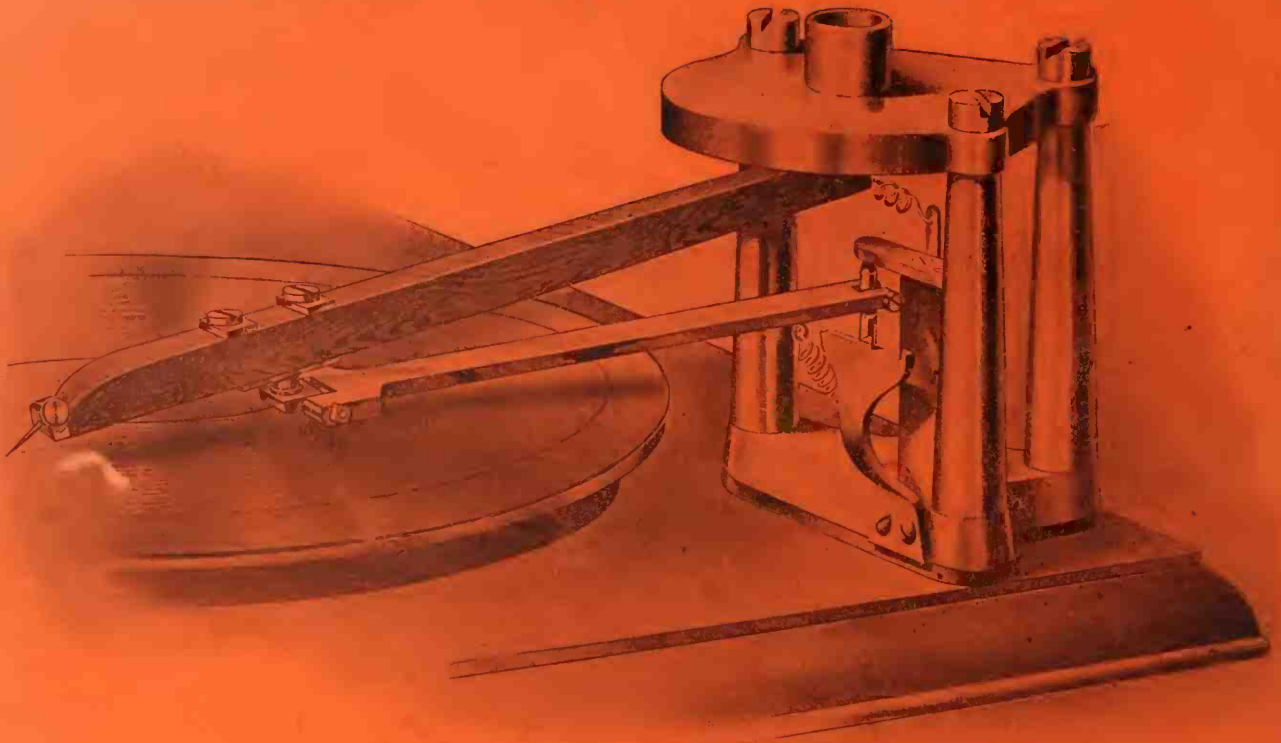


A Corner of the Music Room  
in the White House

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# The Vitaphone Reproducing Device



Showing the

## Vitaphone Stationary Sound Box

The extreme sensitiveness of the Vitaphone diaphragm, bringing out the full strength and correct tone of such instruments as the harp, piano and piccolo, is due to its fixed position and a non-metallic flexible connection under constant tension pressure. This exclusive Vitaphone sound box construction develops detail hitherto considered impossible to secure from a record and eliminates all disagreeable metallic harshness.

The Vitaphone Wood Arm refining the vibration and the extremely sensitive stationary diaphragm provide a system of reproduction without competition in tonal quality or price.

Vitaphone machines are sold only under a maintained and established price, which is protected by absolutely unassailable basic patents.

*THE Vitaphone Co.*

Plainfield, N. J.



# The Talking Machine World

Vol. 9. No. 1.

New York, January 15, 1913.

Price Ten Cents

## CREDIT TO THE CREDIT MAN.

The Important Position Held by Credit Man in Modern Business World.

The credit man has to convince the salesman that, besides being a waste of time, it is foolish to take orders from irresponsible parties and put upon the credit man the burden of declining them. Further, that in being easy with a delinquent customer, the salesman is frequently doing him anything but a favor, and that beyond the immediate ill results to his own house, there is danger of weakening all along the line, and consequently injury to every other grantor of credit.

In these and many other ways the credit man is a great force in elevating business standards, in eliminating bad practices and antiquated customs, and the result of the teaching of the modern credit man will be more apparent as time goes on.

Although he gives credit, like many other teachers, he rarely is given much of the credit for the value of the work he does. The things he doesn't do are often the most important. He must be content to have his reward in the knowledge that in teaching others he is himself learning to be a better business man, doing better work for his company, widening his influence and becoming a more useful man in his community.

## PRICE MAINTENANCE UPHELD

By California Supreme Court in Recent Suit Fought Through the Various Courts.

The Supreme Court of California, in deciding the case of D. Ghirardelli Company vs. Jeremiah E. Hunsicker and Fritz Ernest, December 16, upheld the right of a manufacturer to fix the resale price on his unpatented goods by means of a label on the case. The defendants had cut the retail price on ground chocolate of the plaintiff's manufacture, and the Superior Court granted an injunction in May, 1911. The defense contended that since the goods were sold to jobbers and then to retailers, the Ghirardelli Co. parted with title to them and could not force a retailer to maintain the price when he bought the goods from a jobber and not directly from the maker.

In deciding this point the Court said: "If the goods in the hands of the wholesaler or jobber, who had purchased directly from the plaintiff, were subject to the conditions we have specified, including the stipulation that if he sold them at wholesale he would do so subject to the same conditions, the situation presented by the complaint is in all respects substantially the same as if defendants had purchased directly from plaintiff upon the same terms and conditions as the jobber or wholesale purchaser."

## SAVING TIME IN REPORTING.

One of many instances of the usefulness of the phonograph in connection with court reporting comes from Seattle, Wash., via the Tacoma Tribune. That newspaper tells how two reporters, W. L. Fenstermacher and James M. Palmer, relieved each other in working shifts of one hour and by the aid of phonographs kept three typewriters busy taking from 150 to 175 pages a day.

The plan of dictating notes is in use all over the country, says the Phonographic World, and anyone taking the trouble to go around to the south side of the Capitol in Washington may see Fred Ireland and others of the reporting corps talking into a machine after taking down in shorthand the more or less enlightening remarks of the solons of the nation.

As a matter of information, too, it might be added that no matter how large the output of talk in Congress, and it runs pretty high some days, it appears in the Congressional Record early the following morning. The Congressional record is practically the only daily publication for which the reporting is done in shorthand.

## TALKING MACHINE EXPORTS.

The Figures for November Presented—Reports Show Increase for the Month.

(Special to The Talking Machine World.)

Washington, D. C., Jan. 11, 1913.

In the summary of exports and imports of the commerce of the United States for the month of November (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for November, 1912, amounted to \$302,714, as compared with \$269,556 for the same month of the previous year. The eleven months' exportation of talking machines, records and supplies amounted to \$2,343,550.

## TO HANDLE EDISON LINE ONLY.

Harger & Blish Relinquish Victor Representation in Conformity with Contract and Issue Interesting Announcement to the Trade.

(Special to The Talking Machine World.)

Des Moines, Ia., Jan. 10, 1913.

Harger & Blish, the prominent talking machine jobbers of this city, have just issued the following announcement to their dealers. It speaks for itself:

"We announce our intention to distribute for Iowa and South Dakota Mr. Edison's new disc phonograph.

"Our distributor's contract with the Victor Talking Machine Co. prohibits our jobbing any other line of disc machines and records than Victors. This means, of course, that we must discontinue the Victor line.

"After fourteen years of successful jobbing of their product and the splendid treatment always accorded us by the Victor Co., this was not an easy decision to arrive at, but after careful consideration we deemed it advantageous.

"To our former Victor dealers we extend our heartfelt thanks for their loyal support.

"To our Edison friends we bespeak for ourselves your continued support and patronage, assuring you that our facilities will be increased and bettered. With the new Edison disc added to the wonderfully improved cylinder products we will have a full and complete combination line to offer to our clientele."

## NEW HOME FOR ROSS P. CURTICE CO.

Four-Story Building to Be Erected for Use of Lincoln, Neb., House.

The Ross P. Curtice Co., Lincoln, Neb., has secured a site in that city and completed arrangements for the erection of a large four-story building with a frontage of 50 feet and depth of 142 feet for the housing of its growing business. Work on the new structure will begin early in the spring and will be pushed rapidly. A feature of the building will be a spacious recital hall on the third floor, which will be used for talking machine, player-piano and other forms of recitals.

## VICTROLAS FOR BATTLESHIPS

Included in Specifications for Two Fighters Now Being Built in this Country for Argentine Republic.

In the specifications for two new battleships now being built in the United States for the Argentine Republic, there are included two Victrolas apiece for each vessel as a part of its regular and official equipment. Such a high tribute to the Victrola is to be greatly appreciated.

In learning salesmanship don't confine yourself to the study of the theory. Get right into the harness and learn from practical experience.

## VICTROLAS REPLACE PIANOS

In Sixteen Different School Buildings in Des Moines—Testimony to the Value and Educational Influence of the Talking Machine.

(Special to The Talking Machine World.)

Des Moines, Ia., Jan. 6, 1913.

Commenting upon the growth of the talking machine in the schools and the fact that in many institutions it is replacing the piano, one of the local papers remarked:

"Des Moines school children don't march out to the music of a rattly piano any more. No, indeed; the up-to-date school boy shakes his feet downward to the classic music of a Victrola.

"There are sixteen different school buildings in Des Moines which own their own expensive Victrolas. The machines are purchased by the school children themselves as the result of school entertainments. It is hoped that every school in the city will eventually own its own music maker.

"The buildings which have Victrolas transfer them from room to room. There are special music days when the voices of some of the world's greatest singers in classic numbers are heard.

"Miss Frances Wright, music supervisor for the Des Moines schools, acts as censor of the Victrola records, and only those may be played which have her approval. There are plenty of lively marches but no ragtime."

## MRS. BELMONT'S TALKING PICTURES.

Suffragist Leader Is Considering Offer to Make a Six Minutes' Speech.

Mrs. Oliver H. P. Belmont has been asked to give a "Votes for Women" speech for the kinetophone, Thomas A. Edison's new talking and moving picture invention, and she is considering whether it would help the suffrage cause. Mrs. Belmont does not like making speeches, and she is rarely heard outside her own club rooms, 15 East 41st street.

In the new pictures Mrs. Belmont would appear as the president of the Political Equality Association, which she founded, and as one of the leaders of the movement in this country. She has been asked to talk on suffrage for six minutes. Since she joined the fighters for the franchise no other woman has shown greater activity and been more before the public than Mrs. Belmont.

## FOURTEEN NEW CATALOGS

Containing Lists of Selections in Twenty-six Foreign Languages Issued by the Victor Co.

Fourteen catalogs of Victor records, listing selections in 26 foreign languages, were sent out early this month by the Victor Talking Machine Co. to its dealers in every part of the country. Accompanying these catalogs was a two-page letter from the advertising department of the Victor Co., calling the attention of the Victor representatives to the unlimited possibilities that exist for the cultivation and development of a profitable trade in foreign records.

Very gratifying progress has been made the past few years in the production of foreign records that will satisfy the tastes and requirements of the vast numbers of foreign-speaking people who reside in our large cities and cosmopolitan trade centers. The demand for foreign records is steadily advancing, and the aggressive dealer is already laying plans for the securing of a profit-showing share of this trade during 1913.

The recent catalogs sent out by the Victor Co. contain records in the following languages. These records were selected with the utmost care as to their fitness and merit: Arabian, Bohemian, Hungarian, Polish, French, French Canadian, German, Gregorian, Greek, Hawaiian, Hebrew, Yiddish, Italian, Portuguese, Swedish, Danish, Norwegian, Finnish, Spanish, Turkish, Russian, Ruthenian, Slovak, Croatian-Servian and Roumanian.

## THOS. A. EDISON'S NEW TALKING PICTURE INVENTION

A Decided Success and Wins the Highest Encomiums from Those Present at the Initial Exhibition Given at the Laboratory in West Orange, N. J., Recently—Represents the Latest Development of Thos. A. Edison's Efforts in the Line of Synchronizing the Motion Picture and the Phonograph—Presentation of an Entire Play or Opera Combining Action, Conversation and Singing Now Possible—Full of Possibilities.

Talking motion pictures are at last a reality. This newest form of amusement is to be offered to New York City in the course of four or five weeks. The inventor, Thomas A. Edison, promised it after a demonstration of his latest invention in the directors' room of the Edison laboratory in West Orange, N. J., on January 3. Arrangements have been made to install the talking motion picture machine in four vaudeville theaters in Manhattan and three in Brooklyn.

After many years of experimentation Mr. Edison has at last perfected a machine synchronizing the motion picture and the phonograph, solving a problem that has engaged the attention and study of investigators in every country where the motion picture is known.

The demonstration at the laboratory was witnessed by several of his associates and employes and the veteran inventor was an interested spectator himself. He occupied a seat on the front row, where he could best catch the strains from some of his favorite selections.

In all seven reels were exhibited. The first picture was that of a lecturer advancing to the front of the stage, bowing to the audience and proceeding in good voice to describe the new invention, which he called the "Kinetophone," the words having been placed in his mouth, after the fashion of ventriloquists, by the synchronized phonograph behind the curtain. He then made several tests to establish his assertion of perfect synchronism. A piece of chinaware was dashed to the floor with a crash. Horns and whistles were blown, followed by piano, violin and vocal solos. When collie dogs that actually barked were introduced into the picture, the shadowy lecturer, apparently satisfied that his audience was convinced, came forward again and said:

"To what vast purpose it can attain can only be guessed. Consider, for instance, the historic value of a Kinetophone production of George Washington if it were possible to show it now, and you will realize the splendid opportunities of future generations to study the great men of today. The political orator can appeal to thousands while remaining at his own fireside; the world's greatest statesmen, actors, singers can be seen and heard in even the smallest hamlet, not only to-day, but 100 years hence. In fact, there

seems to be no end to the possibilities of this greatest invention of the wizard of sound and sight, Thomas A. Edison."

Mr. Edison, taken by surprise at the complimentary utterances of the picture talker, looked as embarrassed as a schoolboy, and, fearing that there might be further tributes to himself on the unwound reel, straightway demanded of his chief engineer, M. R. Hutchison, that the performance be discontinued.

The next reel showed the miser scene from the "Chimes of Normandie," and in turn the Miserere from "Trovatore," the quarrel between Brutus and Cassius from "Julius Caesar," a comedy sketch entitled "The Politician," and two others, "Her Redemption" and "Dick, the Highwayman."

In light and grand opera, in comedy and serious



Thomas A. Edison.

drama, the movements of the actors and singers were marked by the realism of the present-day stage. Distinct articulation was attained, and this made it all the more obvious that voice and action had been simultaneously recorded. In order to synchronize light and sound waves it was necessary to have a recorder of sufficient delicacy to be affected by the minutest sound waves at a distance of fully 40 feet, so that the recording apparatus would be outside the field of the lens. The phonographic recorder was attached to the picture machine, and it was only left for the actors to perform in the regular way to make a dual record.

The record thus made is reproduced in the same

way that all motion pictures are projected, with the addition of the synchronized phonograph that interprets the pictures from behind the curtain. The phonograph can be removed from the picture machine at distances varying up to 300 feet. The talking machine is so constructed that it "sets the pace" for the picture machine, so that the reel cannot overrun the record on the phonograph. The operator of the picture machine, whose booth the law requires to be fireproof and consequently almost soundproof, is provided with a transmitter from the phonograph and a speed indicator, by which he can detect any trouble behind the curtain.

Mr. Edison expressed himself as highly gratified at the results achieved. He was frank to admit, however, that there were still some defects to be overcome, and his critical ear was quick to find fault with the selection from "Trovatore," which, he said, was "still rough" and would have to be "toned down."

"In the next year or two," said Mr. Edison after the completion of the tests of his new contrivance, which seems to have solved the problem of synchronizing the motion picture and phonograph, "it will be no unusual thing to present an entire play or opera, as we now are able to produce a playlet or scene from the big plays.

"The trouble was in getting sound tonal effects, as the recording device is obliged to act in concert with the photographic instrument. This compelled the players to talk at an instrument forty feet away, and it was quite difficult to get their words so that they could be reproduced naturally. We have managed it somehow, so that the amusement public, as well as ourselves, will be the gainer."

"How will this affect the stage?"

"It will give everybody an opportunity to not only see celebrated stage folk but to hear them in their portrayals as they speak their lines. The voices will be easily recognizable, and the larger the theater the better the words can be understood. The Kinetophone is not yet perfected by any means, but you may say that in my opinion the talking moving picture is no longer a theory but a scientific fact."

Mr. Edison then said it was his wish to put the best operas and dramas within the reach of the man of small means, or, as he expressed it, "to make it possible for the poorest families in Squeedunk to see the same operas and plays that are produced in New York City for an admission price of five cents."

### THE POWER THAT WINS.

I know of no power more irresistible than the power of enthusiasm, optimism, proper self-confidence. It's the power that wins.

# We are busy

with nineteen thirteen business but take this opportunity to thank our dealers who favored us during nineteen twelve, for their support and to extend to them our heartiest wishes for their continued success in the year to come.

During the current year we shall aim to improve our service and by so doing not only hold our regular trade but attract new dealers, familiarize them with our methods and be able to number them among our "regulars" and to favor them over the transients during the time of shortages as we have during the holiday season just passed.

**IF YOU ARE NOT BUYING OF US NOW—WRITE.**

**EASTERN SERVICE IS GOOD SERVICE. BUT ABOVE ALL IT IS JUST.**

## EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

FOR EIGHTEEN YEARS TALKING MACHINES EXCLUSIVELY





# 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 salesrooms they are today, and raised the entire musical industry to a higher and more substantial basis.

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

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

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 & Haln.	Elmira, N. Y. . . . . Elmira Arms Co.	Oklahoma City, Okla. Schmelzer Arms Co.
Altoona, Pa. . . . . W. F. Frederick Piano Co.	El Paso, Tex. . . . . W. G. Walz Co.	Omaha, Neb. . . . . A. Hospe Co. Nebraska Cycle Co.
Atlanta, Ga. . . . . Elyea-Austell Co. Phillips & Crew Co.	Galveston, Tex. . . . . Thos. Goggan & Bros.	Peoria, Ill. . . . . Putnam-Page Co., Inc.
Austin, Tex. . . . . The Talking Machine Co., of Texas.	Grand Rapids, Mich. J. A. J. Friedrich.	Philadelphia, Pa. . . . . Louis Buehn. C. J. Heppe & Son. Penn Phonograph Co., Inc. The Talking Machine Co. H. A. Weymann & Son, Inc.
Baltimore, Md. . . . . Cohen & Hughes, Inc. E. F. Droop & Sons Co. H. K. Eisenbrandt Sons.	Honolulu, T. H. . . . . Bergstrom Music Co., Ltd.	Pittsburgh, Pa. . . . . C. C. Mellor Co., Ltd. Standard Talking Machine Co.
Bangor, Me. . . . . Andrews Music House Co.	Indianapolis, Ind. . . . . Stewart Talking Machine Co.	Portland, Me. . . . . Cressey & Allen.
Birmingham, Ala. . . . . Talking Machine Co.	Jacksonville, Fla. . . . . Florida Talking Machine Co.	Portland, Ore. . . . . Sherman, Clay & Co.
Boston, Mass. . . . . Oliver Ditson Co. The Eastern Talking Machine Co. M. Steinert & Sons Co.	Kansas City, Mo. . . . . J. W. Jenkins Sons Music Co. Schmelzer Arms Co.	Richmond, Va. . . . . The Corley Co., Inc. W. D. Moses & Co.
Brooklyn, N. Y. . . . . American Talking Machine Co.	Lincoln, Neb. . . . . Ross P. Curtice Co.	Rochester, N. Y. . . . . E. J. Chapman. The Talking Machine Co.
Buffalo, N. Y. . . . . W. D. Andrews. Neal, Clark & Neal Co.	Little Rock, Ark. . . . . O. K. Houck Piano Co.	Salt Lake City, Utah Consolidated Music Co.
Burlington, Vt. . . . . American Phonograph Co.	Los Angeles, Cal. . . . . Sherman, Clay & Co.	San Antonio, Tex. . . . . Thos. Goggan & Bros.
Butte, Mont. . . . . Orton Brothers.	Louisville, Ky. . . . . Montenegro-Riehm Music Co.	San Francisco, Cal. . . . . Sherman, Clay & Co.
Chicago, Ill. . . . . Lyon & Healy. The Talking Machine Co. The Rudolph Wurlitzer Co.	Memphis, Tenn. . . . . O. K. Houck Piano Co.	Savannah, Ga. . . . . Phillips & Crew Co.
Cincinnati, O. . . . . The W. H. Buescher & Sons Co. The Collier & Sayle Co. The Eclipse Musical Co.	Millwaukee, Wis. . . . . Wisconsin Talking Machine Co.	Seattle, Wash. . . . . Sherman, Clay & Co.
Cleveland, O. . . . . The W. H. Buescher & Sons Co. The Collier & Sayle Co. The Eclipse Musical Co.	Mobile, Ala. . . . . Wm. H. Reynolds.	Sioux Falls, S. D. . . . . Talking Machine Exchange.
Columbus, O. . . . . Perry B. Whitsit Co.	Montreal, Can. . . . . Berliner Gramophone Co., Ltd.	Spokane, Wash. . . . . Sherman, Clay & Co.
Dallas, Tex. . . . . Sanger Bros.	Nashville, Tenn. . . . . O. K. Houck Piano Co.	St. Louis, Mo. . . . . The Aeolian Company of Mo. Koerber-Brenner Music Co.
Denver, Colo. . . . . The Hext Music Co. The Knight-Campbell Music Co.	Newark, N. J. . . . . Price Talking Machine Co.	St. Paul, Minn. . . . . W. J. Dyer & Bro. Koehler & Hinrichs.
Des Moines, Ia. . . . . Chase & West.	New Haven, Conn. Henry Horton.	Syracuse, N. Y. . . . . W. D. Andrews Co.
Detroit, Mich. . . . . Grinnell Bros.	New Orleans, La. . . . . Philip Werlein, Ltd.	Toledo, O. . . . . The Whitney & Currier Co.
Dubuque, Ia. . . . . Harger & Blish, Inc.	New York, N. Y. . . . . Blackman Talking Machine Co. Sol. Bloom, Inc. Emanuel Blout. C. Bruno & Son, Inc. I. Davega, Jr., Inc. S. B. Davega Co. Chas. H. Ditson & Co. Landy Brothers, Inc. New York Talking Machine Co. Silas E. Pearsall Co. Benj. Switky.	Washington, D. C. . . . . E. F. Droop & Sons Co. Robert C. Rogers Co.

## TESTIMONY AS TO ACTIVITY IN DETROIT.

The Talking Machine World Scout Makes Gratifying Report Regarding Conditions as He Found Them in His Quest for News—Found an Army of Buyers of Talking Machines at Points Visited and a Cleaning Out of Stock That Bodes Well for Continued Activity During the New Year—News of the Month Worth Noting.

(Special to The Talking Machine World.)

Detroit, Mich., Jan. 9, 1913.

Some people are suspicious of the veracity of figures, arguing that they can be made to lie, so probably there will be among those who read the following a few skeptics who will glance aslant at the truthful facts herein recorded. But all scoffers are warned that The Talking Machine World scout in Detroit, having no reason to prevaricate, and having no physical disabilities causing him to see double, guarantees what is herein set forth, for one year, or money refunded.

On his monthly news-seeking tour he dropped into Grinnell Bros., State jobbers for the Victor and Edison companies, and found no less than twenty-eight prospects undergoing the ordeal of deciding just what machine they wanted to buy. And it wasn't the day before Christmas, either, but one week later, with the holiday rush seven days astern.

Manifestly, under those conditions getting an interview was out of the question, so The World scribe, marveling, betook himself to the Victrola shop of the Max Strasburg Co. There, too, every one of the dozen demonstrating rooms was in use. Mr. Strasburg himself waited on two or three patrons at once.

Exit once more, disappointed and wondering where the copy was coming from to fill a column in the January number. Invasion of the Detroit branch of the Columbia Phonograph Co. followed. All rooms in use and all attachés humping themselves. Something had to be "did," so in desperation Manager K. M. Johns was chased into a corner and held there by main strength until he was forced to disgorge a few remarks.

"No, it wasn't anything unusual," he said. That sort of stuff had commenced shortly after the first of December and had waxed steadily greater until in the closing hours of the holidays it had assumed proportions which made to-day's scramble seem considerable of a lull. The evidence was to the effect that almost everyone who had heard a Christmas phonograph had decided to go buy one of his, or her, own. The business had extended beyond the holidays in a way that made December a far bigger month than the same period of 1911, and put the entire year miles ahead of last year.

The talking-machine manufacturers have at last awakened to the importance of the Detroit trade, too, if not to the possibilities, for they kept all stores fairly well supplied, in comparison to last year.

"We couldn't get enough of the \$200 models," said Mr. Johns, "nor enough of three or four of the styles costing less than a hundred, but otherwise we filled our orders pretty promptly. The machines came in large lots, and besides that, we had enough special orders shipped by express to run up a bill of \$80 for that kind of transportation. All styles were in good demand, and we had lots of inquiry for the new \$500 grand, but it didn't arrive in time. All of our downtown Detroit agents had ordered from the picture, without seeing one."

The Farrand Co. is the fortunate possessor of the only Columbia Grand that has yet reached Detroit. It came in December 30 and held a levee in the show-window all day Tuesday. It was displayed in a way to show its gold-mounted arm and gold-plated tools, oil can and other interior fix-

tures, and a crowd was always on hand. Manager E. P. Andrews was so proud of it that he took delight in personal demonstrations for all comers. The owner of a \$200 machine, the best previously to be had, put in a bid for it, and it was as good as sold before it had been on exhibition a day.

A second trip to the Victrola Shop found Mr. Strasburg in position to talk while he worked, having switched from demonstrating to checking up a big shipment of records.

"I could have sold twenty-five machines to-day if we had had them to send out," he said. "As it was, we sent ten to their permanent homes. You see we are pretty well cleaned out. During the holiday trade we lost at least six or seven thousand dollars' worth of business in just that way—we couldn't get the goods to deliver.

"It puts me in a quandary. Here we are with a big store, all fitted up, and the talking-machine business growing at a rate that makes it seem as if we shall have to go after still more space. Yet, we can't get the stock to fill it and make the added expense pay a profit unless we put in a line of pianos to utilize the room. So I haven't decided what I shall do. I think we will wait a while, in hope that the talking-machine manufacturers will take care of us, for it is the best end of the music trade business. The goods move quicker because of the smaller prices and greater variety of styles and of music they furnish, and consequently the profits are turned over faster. But if we can't get the talkers, we will be compelled to put in pianos."

The Strasburg Co. has just hung up one of the finest electric store signs in Detroit. It is placed so that it can be seen from Library avenue, Farmer street, Grand River avenue and Woodward avenue. It is large enough to be read half a mile away. It says: "Victrolas and Grafonolas. Max Strasburg Co."

Lack of stock is not deterring the Detroit dealers from advertising, however. They are all intent on building for the future, rather than for the present alone, and are confident that in time the facilities of the manufacturing plants will be increased so that their trade may be adequately catered to. Then they expect a business that will repay them for the trials of the present.



# Won't You Have a Lesson in Spanish?

It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new \$35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only \$35.

If you want to increase your business, write to-day for full particulars.

**International Correspondence Schools**  
Box 918, Scranton, Pa.

## VICTOR RECORD TO HELP COMPOSER.

May Offer Mascagni Means for Learning Tones of Nightingale's Voice.

According to the London Telegraph Mascagni has put nearly all the finishing touches on the opera in which he has collaborated with Gabriel d'Annunzio and the libretto of which is based on Byron's "Parisima." The only thing completed is a section of the music, which is expected to represent the voice of the nightingale. It is said that Mascagni has never heard a nightingale warble and must wait until spring to become familiar with its notes.

"But wait!" says the Evening Post, of New York, "there is a Victor record, the result of a lucky chance, which reproduces the song of the nightingale most charmingly."

It is little comments like these that help.

## VICTROLA FEATURE OF COMEDY.

Instrument Acts as One of the Central Figures in a Charming Love Scene in "Years of Discretion."

One of the features of the new Belasco comedy, "Years of Discretion," at the Belasco Theatre, New York, is the use of a handsome Victrola in the second act, the instrument and the record of a love ballad which it plays dividing interest with the actors in a charming love scene in which the Victrola furnishes inspiration and acts as a scene between two couple. It is not often that a talking machine is referred to so directly or plays so prominent a part in a legitimate production as the Victrola at the Belasco.

The Victrola was furnished by the Silas E. Pear-sall Co.

Steam is useful only when properly disciplined. It's the same with energy and enthusiasm.





**Ysaye, the greatest violinist of this or any other age, has just made his first records. An announcement significant to Columbia dealers.**



**Columbia Phonograph Co., Gen'l  
Tribune Building, New York**

### SUGGESTS RECORDS OF PIPE ORGAN MUSIC.

An Interesting Letter Which May Appeal to Laboratory Heads Regarding Neglected Records of Special Music for Important Events.

A number of valuable suggestions are made in the letter printed below, in which the writer points out the need for more instrumental records which might be used at funeral services either in churches or in the homes, particularly in the smaller cities, where good music is the exception and not the rule.

As far as organ records are concerned it has been difficult hitherto to secure first-class reproductions of pipe organ music, but this, however, is now being obviated, and the time is coming when

organ records will form as great a feature of the catalogs of our manufacturers as the piano now does. Until such time as the laboratories are equipped with pipe organs an excellent substitute may be had in the Mason & Hamlin Liszt pedal organ, which, by reason of its construction, simulates the pipe organ tone most effectively.

The talking machine is now entering so many fields of artistic usefulness both in the home and in the concert hall that a new future has been unveiled, and a new appreciation evidenced, that

### A NEW PICTURE OF SOUSA.

Great Bandmaster Snapped While Listening to Records of His Band During Stay in Springfield, Ohio—Well Pleased with Them.

A particularly interesting picture of John Philip Sousa, the famous bandmaster, was snapped recently in the store of H. H. McFarland, a Victor dealer in Springfield, O.

Upon the appearance of Sousa and his band in

newspaper reporters and photographers at the proper moment. Mr. Sousa was photographed while listening to one of the selections by his own band.

Mr. Sousa apparently appreciated the advertising value of the incident to the Victor dealer and aided in every way possible to make it a success.

### GOES HUNTING DE LUXE.

A Victrola talking machine put in a rather unusual two weeks in the north woods of Michigan

last month. When C. A. Grinnell and A. A. Grinnell, of Grinnell Bros., Detroit, Mich., went to the Upper Peninsula on their annual deer-slaying expedition, they stopped at one of the Grinnell branch stores and corralled the aforesaid Victrola and took it to the hunting lodge, together with a cargo of the most modern and modish records.

There were seven hunters in the Grinnell party, but the usual dull routine of evening camp life did not bore them. They did not have to invent hunting yarns in an attempt to entertain each other

or to listen to the same. The Victrola made the evenings as entertaining as a Broadway playhouse. There was a greater variety and no dull spots.

The best place to buy is where you are sure of prompt and careful attention.

tells of the firm place which this instrument has won in the affections of those who at one time apparently underestimated its value and its importance.

The letter referred to is as follows, and we commend it to the attention of the manufacturers of records:

To the Editor of The Talking Machine World:

Apropos the interesting item in your current issue touching the Victrola music at the funeral service of a prominent citizen of Zanesville, O., November 29, permit me to say I was present on that occasion and found it the most impressive and appropriate music, both in selection and rendition, I had ever heard at a funeral; and that was the common verdict of all who heard it.

The only wonder is that such music has not already come into general use, as it surely must in the near future. For the records afford or can furnish vocal selections by the best of choirs, quartets and soloists and instrumental records by the best of bands and orchestras—resources to be had, except by this means, only in the largest cities, and there only at considerable expense and inconvenience.

There is now no lack of hymns and other vocal records suitable to such occasions. But desirable and needful additions might well be made to the instrumental records. At present (I am writing of disc records) there are but two funeral marches recorded in this country—Chopin's Marche Funebre and Handel's Dead March in Saul, the latter but a recent record. The Victor and the Columbia have band records of each, but one of the records of the Dead March is unsatisfactory, being a ten-inch, and hence too brief and played altogether too fast to be appropriately solemn and impressive.

I have band records of three others, but they are foreign—Wagner's from *Götterdämmerung* (12-inch double face); Beethoven's, from the Heroic Symphony, and Guilmant's Marche Funebre. Others by Beethoven, Mendelssohn and Schubert, to say nothing of lesser lights, afford a fertile field for selection. Good instrumental records might also be made of familiar hymns commonly sung at funerals.

Not the least impressive or appropriate of instrumental music would be good organ records. But, strange to say, no American organ disc records have yet been made—apart from a few accompaniments. That this grand instrument can be successfully recorded is shown by a number of foreign records, including Chopin's Funeral March and the Dead March in Saul.

As your columns have shown, this marvelous machine music has already been used with marked interest and appreciation on a number of funeral occasions, and its use is destined steadily to grow until it becomes universal. It is up to the companies to encourage and meet the demand by providing all desirable records in number and variety; and dealers would find it to their interest to keep on hand a supply of such records to meet the wants of those not having machines and records of their own.

VICTROLIST.

New York, December 18.



Sousa Listening to His Own Music on the Victor

that city some time ago Mr. McFarland arranged a special window display of Sousa records, which attracted much attention. One of his employes met Mr. Sousa at the hotel and requested that he drop into the store for purposes of inspection. Good press agent work resulted in the presence of

# EDISON Blue Amberol Records

## Mr. Edison's latest invention



—will make your sales far and away the best sales in your experience, because they make the Edison Phonograph far and away the best sound-reproducing instrument that can be had.

For the first time you can tell your patrons that you are offering a record which no amount of careless handling can injure, and yet has a clear tone of wonderful purity, an increased volume and a more lifelike quality of reproduction than any record they ever heard.

More than this, they can be assured that when they buy a Blue Amberol record, it will always be theirs as vividly as at first, for the Blue Amberol never wears out.

Three lists are now ready. Are you letting your jobber keep you up-to-date with them as fast as they appear?

**THOMAS A. EDISON, Inc., 59 Lakeside Ave., Orange, N. J.**



# EDISON Amberola III.

**makes a hit with  
the pocketbook**



This is the model that will doubtless be within the reach of the many people who have listened to the more expensive models in your store.

You know how many times you could have put over a sale if the customer had just been a little richer. He didn't need to be convinced of the charm of an Edison—all he lacked was the wherewithal.

He's the man who will be equally fascinated by this handsome hornless Phonograph at a very reasonable price. The mechanism is precisely the same as the already famous "Opera" model—probably the one that made such a hit with your customer. The new model is finished in mahogany (piano or dull) and gold or weathered oak.

It's Amberola excellence less Amberola cost.

**THOMAS A. EDISON, Inc., 59 Lakeside Ave., Orange, N. J.**



EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

Trade Representatives: GLAD. HENDERSON, C. CHACE, L. E. BOWERS, B. BRITAIN WILSON, A. J. NICKLIN, AUGUST J. TIMPE, L. M. ROBINSON.

Boston: JOHN H. WILSON, 324 Washington Street.  
Chicago Office: E. P. VAN HANLINGEN, 87 So. Wabash Ave.

Philadelphia: R. W. KAUFFMAN. Minneapolis and St. Paul: ADOLF EDSTEN.  
San Francisco: S. H. GRAY, 88 First St. Cleveland: G. F. PRESCOTT.  
St. Louis: CLYDE JENNINGS. Cincinnati: JACOB W. WALTER.  
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NEW YORK, JANUARY 15, 1913.

THE business craft has been launched for the new year, and sails are now set for an eventful voyage during 1913. Whether it arrives at the port of success depends entirely on the soundness of the craft and the ability of the men to run it.

One thing is sure, the year just opened can be made one of good, sound business profit by talking machine men who look at the situation as it is, who do not fool themselves as to conditions, and who go ahead resolutely and courageously developing a business campaign on advanced lines.

Basing opinions on reports which come from eminent authorities in the financial and commercial worlds, the conditions for 1913 point unerringly to a era of prosperity.

At no period in its history has the talking machine and its position as a musical and educational factor been so greatly appreciated or understood as to-day.

This is due, first and foremost, to the perfection attained by the manufacturers in the production of machines and records, and to the exploitation which they are receiving in national periodicals.

This great educational campaign is now being better supported and supplemented by the right kind of work on the part of the retail selling forces.

This means much for the future of the business.

In the past too many of the men selling talking machines did not fully appreciate the remarkable merits of the product which they were offering to the public, nor did they seem to understand the importance of doing their share in bringing them before their local clientele by means of vigorous publicity.

There has been a tremendous awakening, and talking machine men now generally comprehend the importance of well-established and equipped warerooms or attractive windows, and the value of recitals and other publicity to interest the public in their product.

Talking machine merchants and salesmen are displaying a keener interest and more enthusiasm in their work. To such people the talking machine business opens up opportunities which are bound to pay a goodly return in increased business and profits.

The steadily increasing demand for talking machines of the better grade indicates that the product is steadily increasing its army of friends among those who are best able to judge of its artistic values. To-day the talking machine has reached a point where it supplies the demand of discriminating people for a perfect entertainer and instructor, and judging from the con-

tinued labors of inventors there will be no let up in its development.

ONE of the most gratifying developments in the talking machine field during the past year has been the increased appreciation and understanding of the talking machine as a musical factor in the community.

This feeling is not confined to any one section of the country. Travel where you will, you will find that old-time prejudices against the talking machine have disappeared. This is true particularly among teachers and others in the musical world, who sneered at the talking machine and calculated that it would "debase" musical art.

These people have been converted from their heresies, and to-day they are paying tribute to the talking machine by using it, not only in their homes but in their studios, as a means of enlightening pupils how certain noted artists interpret famous operatic roles.

This is a tribute not only to the reproductive perfection of the talking machine, but to the perfection of the record. And properly, for in this department of manufacture wonders have been accomplished along the lines of artistic completeness.

Plato, in his "Republic," declares that among the factors which make for the development of an ideal state "musical training is a more potent instrument than any other." And the reason assigned is this: "Because rhythm and harmony find their way into the secret places of the soul, imparting grace, and making the soul graceful of him who is rightly educated, or ungraceful of him who is ill-educated."

If, therefore, "sweetness and light" are the distinguishing characteristics of the noblest manhood and womanhood, and music makes for these traits, then any man who contributes to the spread of musical taste is a public benefactor, whether it is done in the name of philanthropy or primarily as a matter of business.

Indeed, the talking machine manufacturers and merchants who are distributing their products are to-day doing service of the highest possible order in stimulating musical taste and appreciation in America. Through the aid of the "talker" the greatest artists of the world have been brought into the homes of the people and have been made acquainted with the works of the masters, and in this way their tastes have been elevated and a new vista opened up to them in a musical way.

A PUBLIC acknowledgment of the value of the talking machine as an educational factor came within the hearing of the writer during a recent visit at the Wadleigh High School in New York, to hear a lecture on "Music in the Home." The lecturer, in speaking of the various factors that are influencing musical taste to-day, spoke in flattering terms of the talking machine.

He considered it one of the greatest influences for good, and gave it as his belief that the continued hearing of good songs by means of the talking machine could not but engender a liking for a better class of music, and especially among the young people would it stimulate a love for music which could not be attained in any other way.

This spontaneous tribute to the talking machine was not influenced by any monetary consideration, but rather a statement of fact based upon observation.

In this busy country of ours work and business of all kinds are conducted under a great strain. There is little time, as in the old world, for contemplation or concentration. When many people return to their homes in the evening they are either mentally or physically tired, and just in a receptive mood to listen to and enjoy a good song or instrumental number played on the talking machine.

This may be considered merely entertainment. It is more. It conveys a knowledge to the hearer of a special song or a certain class of music, which in time he is bound to like, and in this way his tastes are sharpened and his love for music broadened and accentuated.

The merchant will do well to get this viewpoint—that the talking machine to-day is far different from the toy of years ago, that it is now a musical instrument of tremendous scope, one that



has earned the right to recognition, no matter where it is sold. It should arouse his enthusiasm, and he should sympathize in a practical way with the efforts made by the manufacturers to acquaint the public with its possibilities whether in the school, in the church, in the studio, or in the home.

**A** READER of The Talking Machine World asks the following question: "Will you be good enough to give me your opinion regarding the use of proxies at conventions?"

Certainly we will, but our friend did not state specifically what kind of conventions he had in mind, and that is a very important matter to settle before answering the question.

If he means trade conventions we would say that such action must be governed entirely by the by-laws under which the organization works.

There is no opinion to express in a matter of this kind.

If the by-laws distinctly say that proxies should be used, then their use is in perfect form and there is no violation of rules whatsoever in securing them by members of the association.

If our reader means his question to apply to the Talking Machine Jobbers' Association, we would say that we are inclined to believe that the gentlemen connected with that organization are perfectly capable of managing its affairs without any special suggestions from us.

And right here we may say that a meeting of the Talking Machine Jobbers' Association is to be held in this city on January 14 and 15, the day when this paper appears, discussing many matters which may properly come before the meeting.

It is understood that one of the leading subjects which will be up for discussion will be amending the by-laws so that the use of proxies for the election of officers at the annual meeting may be rescinded.

Should the by-laws be changed to harmonize with this suggestion, it is proposed to retain the proxy privileges to apply to all other purposes.

After the Atlantic City Convention last year the use of proxies for the annual election of officers was discussed and a good many opinions were expressed which did not favor their use—in fact, some members did not hesitate to condemn the custom in the strongest terms.

As a matter of fact, we believe that when proxies are given by members of such an association they should be accompanied by an explicit statement that the party has a preference for a particular nominee for stated offices.

In no other way, in our opinion, can the giving of proxies work out satisfactorily and avoid the creation of ill feeling.

We might go a step further and say that it is hardly fair to the men who devote time and money to attend conventions to have their proxies nullified to a large extent by having proxies given by men who do not care enough about the Association to make any outlay to support it.

Really, the men who are engaged in the building up of the Association are the ones best qualified to judge as to its proper management and as to what rules should safeguard its future.

We do not know what action the meeting in New York may take at this writing, but we repeat that it is a matter entirely up to the members of the Talking Machine Jobbers' Association, or any other association for that matter, to establish rules which shall govern the organization.

If men do not care enough about the Association to participate in its workings, they have no moral right at least to sit back and criticize the actions of men who are devoting serious thought to its advance!

**A** DECISION of national interest and one which covers a most important issue was that handed down by Judge Hazel in the United States District Court recently in the suit of the American Graphophone Co. against C. A. Pickard, as assignee of the Hill Piano Co., Watertown, N. Y., which some time ago became involved in financial difficulties.

The question under consideration was whether the threatened violation by the assignee of the contract containing restrictions as to the selling price of Columbia goods signed by his assignor constituted contributory infringement. In this respect the court decided in the affirmative, and thus for the time definitely decides a question on its merits which has been of long standing.

The court held that the defendant assignee could not by the assignment to himself for the benefit of creditors secure any greater right to sell the patented articles than had his assignor. Thus the right of the Federal Court to enjoin the assignee appointed by the State Court is confirmed and the right of the assignee to sell at cut prices denied, the court holding that this he had no right to do, and enjoins him from doing.

The circumstances leading to the suit are interesting and as set forth elsewhere in this issue of The World are well worth reading. From the start the American Graphophone Co. was determined to assert its rights in this matter, and its attorneys took such steps that a rehearing was brought about, followed by the decision of Judge Hazel reinstating the original restraining order, which prevents the assignee from selling the goods at public auction.

**I**N the establishment of credits it is now conceded that business management with its orderly, exact cost accounting and money-saving efficiency system, is a factor of tremendous importance which is considered and weighed by banking interests who recognize its advantages in the development of modern industrial enterprise.

Conditions in the manufacturing field are being watched more and more, for the industry which is capably conducted has a relatively greater borrowing capacity than one which has failed to keep abreast of the times, even though it may have behind it many years of successful operation.

Those lynx-eyed men at the head of our great credit systems, keep a close watch, not only on the young industry, but on the old, in the fear that the latter may be retarding its progress to its own loss, and to the gain of its more progressive competitors. With these changes come corresponding revisions in credits.

Institutions are judged by their actions; in other words, there can be no resting on past achievements in the manufacturing world. Constant advance must be in evidence. Dry rot must be eliminated, and a close watch kept on competitors to the end that a healthy development of business ensues.

Many manufacturers never consider that credits are frequently judged by factory management, but the fact remains that the concern that lives in the past and is not alive to present opportunities is not in a condition to merit the financial support that is so readily given to those men and concerns which are imbued with progressive ideas in the control and advancement of their business.

## BOOK TALKING PICTURES.

Edison Invention to Be Installed in 100 Vaudeville Houses.

It was announced Monday by the United Booking Offices that arrangements had been made with Thomas A. Edison whereby his latest invention, the kinetophone, or talking pictures, would be installed in more than 100 vaudeville theatres under its control.

Contracts signed with the American Talking Picture Company, which will distribute the invention, are expected to net more than \$500,000 in royalties within the year. One day last week an exhibition of the kinetophone was held at the Edi-

son laboratories in West Orange, at which the vaudeville men were present. Among them were E. F. Albee, representing B. F. Keith; A. Paul Keith; Martin Beck, head of the Orpheum Circuit; J. J. Murdock, executive manager of the United Booking Offices; F. F. Proctor, Sr., and F. F. Proctor, Jr.; M. Shea of Buffalo and Toronto, Jake Wells of Wells's Southern Circuit, Harvey Watkins of Montreal, Carl Lothrop of Detroit and Rochester, and Mr. Shenberger of Baltimore, and they expressed surprise and pleasure at the perfection of the Kinetophone.

In discussing the matter, Carl H. Wilson, Vice President of Thomas A. Edison, Inc., said that there would not be any contract made whereby any manager could get exclusive use of the inven-

tion. He said that while the selling arrangements had not yet been perfected it was certain that any one who wanted to could buy one of the machines.

## WORTH EMULATING.

The success of another man should be something to emulate, not to envy. His success is proof that success is possible and this is all the assurance one needs.

The people you work for don't want to know about what you did yesterday. What they want to know is about what you are doing to-day and what you are going to do to-morrow.

**"This is not the place to discuss the actual figures of the margin of profit on Columbia instruments and Columbia Records, but we are prepared to go into the full particulars with any dealer who will put a little of his time against a little of ours. We will agree to make the conversation interesting."**

**(From "Music Money", a book you ought to have.)**

**Columbia Phonograph Co., Gen'l  
Tribune Building, New York**



### HEADS OF DEPARTMENTS AND FOREMEN ENTERTAINED.

Management of the American Graphophone Co. Entertains Heads of Departments in Connection with the Opening of the Exhibition Room at the Factory in Bridgeport, Conn. Interesting Remarks by C. E. Woods, Manager of the Factory—President Easton and Messrs. Lyle and Dorian Also "Among Those Present"—An Interesting Gathering.

(Special to The Talking Machine World.)

Bridgeport, Conn., Jan. 9, 1913.

An exceedingly enjoyable affair was the supper and smoker given last night in behalf of the management of the American Graphophone Co. to the heads of the departments and their foremen, in connection with the opening of the exhibition room at the local factory of the company. The affair was made more enjoyable by the presence of President Edwin D. Easton, General Manager George W. Lyle and Frank Dorian, head of the dictaphone department. These gentlemen made the journey from New York to hear, as they all said, in the course of their remarks, the words of wisdom which were to be heard from C. E. Woods, who has been the manager of the factory for the past seven months.

Not only these visiting officers of the company, but all of those who have been serving under Mr. Woods, and noting the improvements he has made in every department of the factory in the brief time he has been at the helm, found what he had to say of the most vital interest. It had been generally known by most of those present that Mr. Woods was one of the top liners in the art of modern manufacturing and scientific management, as well as the author of books on technical subjects that are held in high esteem, even among the masters. Therefore, a great deal was expected and it is gratifying to note that no one was disappointed.

It was said of Mr. Lincoln's first inaugural address that he delivered it with an ease and perfect mastery of his subject that indicated that the business of his life had been to deliver inaugural addresses. Mr. Woods' manner, the geniality with which he spoke, his absolute freedom from any attempt at oratory, and the prevalent strain of common sense that characterized all he said, went home to the heart of every man present. There was no jarring note, no accent of criticism in a single sentence.

He pointed the way to the results he desires and expects to achieve, and impressed all who listened with the thought that here is a man who comes to help in solving hard problems and who says frankly that he needs help as much as the helpers need him. It is not to be doubted that no body of men engaged in "making things" ever listened to a more instructive talk on subjects with which they were familiar or to one more charmingly blended with light and shade.

Frank Dorian spoke with grace and pungency about the Dictaphone and was listened to with great pleasure.

General Manager Lyle was very generous in his remarks, crediting the factory with having made great advances, during the past year, over anything that had ever been achieved before, and

predicting for 1913 still further advances. His words were those of encouragement and kindly praise and everybody felt the happier for having heard direct from the general manager.

President Easton was most happy in his remarks. One thing he said, every man present carried away with him under lock and key, and that was that whatever of machinery, of patents, of good will, with all that these imply, any company might have, the most valuable asset that any corporation possesses is its men. He called upon those who had been in the service of the



C. E. Wood.

company twenty years to stand up. There were a handful of these, including Herbert A. Budlong, the assistant manager of the factory; Frank A. Dorian, of New York, and B. C. Root, of this city. He then asked those to stand up who had been in the service fifteen years and more than twenty men arose, and so on until the call for ten-year and five-year classes brought nearly every man present to his feet.

William E. Parker, the assistant general superintendent, who is in the fifteen-year class, made an effective speech relating to the manufacture of graphophones and some of the many difficulties that are encountered in their construction.

Aside from those already mentioned, there were present Raymond L. French, general superintendent of the factory; James I. Brereton, purchasing agent, both of whom are in the fifteen-year class; Charles A. Chadwick, a veteran who is probably in the twenty-year class, for he was associated

with the late Thomas H. Macdonald in East Bridgeport, when the talking machine art was very young; Charles Morrison, one of the fifteen-year men, and Walter P. Phillips, of the same class; Frank L. Capps, Homer Reid, W. S. Tyler, Thomas Stevensen, M. E. Lyle, Walter E. French, Edward Brurdage and A. A. Steventon, the two last named in the fifteen-year class, as well as E. V. Sloan and A. E. Belcher. Also the following named of vintages ancient and recent, and all of them of vintage rare: W. S. Tyder, F. Horsfall, F. Hinckley, W. S. Kerr, W. P. Case, A. Elwood, R. R. Meade, James Phelan, W. S. Scott, C. W. Ellison, P. G. Verrelle, Fred Emaneger, Daniel Fogarty, J. H. Bentley, W. H. Mueller, Herman Mueller, Charles Horsey, W. H. Crowther, James Mullen, Charles Lomme, James McCaffrey, E. E. Moore, Hugo Windhovel, E. L. Tanner, D. W. Rowell, Frank Kron, Thomas Condon, P. McLaughlin, George H. Symonds, H. J. Kennedy, M. J. Grant, Charles Plumb, P. Brantmeyer, Fred Tordoff, G. B. Rowell, A. Fardee, J. T. Wilson, A. E. Crowther, E. E. Price, J. Scully, A. W. Wadham, L. Morrison, G. W. Spall, J. R. Petrie, E. S. Towne, F. Barrow, A. Burkhard, J. Riley, J. Murphy, G. Langham, F. Bray, J. Cashman, H. Warren, G. Finch, J. Kramer, A. Seaman, T. McGovern, C. Haugh, W. Parsell, G. Bentz, Edward Kermod, James Moloney, Nicholas Cullen, George Hawkins, Patrick McGough and Messrs. Callahan, Dunleavy, Rauscher, Connors and Hopkins.

### CARD OF APPRECIATION.

Sent Out by the Blackman Talking Machine Co. to Its Friends in the Trade.

The Blackman Talking Machine Co., 97 Chambers street, New York, is sending out to all its dealers a card of appreciation for their unswerving loyalty during the past year, and expressions of good wishes for the coming year. Accompanying each card is a handsome fob, designed for both artistic appearance and durability with a very pretty figure as a charm, bearing the words "Victor" and "Edison."

It is a general custom for the employes of the Blackman Talking Machine Co. to present Mr. Blackman with a Christmas gift as a token of their appreciation of his treatment during the year. This idea has never met with Mr. Blackman's approval, and he informed his staff last Christmas that he would be obliged to decline any gift in 1912 as being against his principles of doing business.

When the rumors early last month of a gift being selected by his employes reached Mr. Blackman's ears, he immediately wrote a letter to his employes, explaining his position in the matter, assuring them of his appreciation of their good intentions and splendid work during the year, and emphasizing the fact that any Christmas present would be positively declined by him.

It's good advertising and right treatment of a customer that anchors him to the house. It's that kind of a store policy that pays, and pays BIG.



# The Right Record

— WITH —

# The Right Surface



*Fit Any Phonograph*

The demand today is for an indestructible record with a smooth playing surface. A record free from knocks and gratings. A record that will not break or wear.

U. S. Everlasting Records meet these conditions in every particular, and are the only records fulfilling this demand.

The construction of U. S. Everlasting records is indestructible throughout—not partially. Dropping them to the floor does no harm. They will not break in handling. They are true to name—everlasting.

We invite—yes challenge comparison—with any indestructible or semi-indestructible record on the market. Compare the surface of U. S. Everlasting Records with any other so-called indestructible records by playing them side by side. A trial will give you ample evidence—the results convincing as to the supremacy of U. S. Everlasting Records.

*The January list of U. S. Everlasting Records will meet with the unqualified approval of the most critical. Your copy is ready for you—also our complete new record catalog. Ask for them today and make the comparison suggested above. It is to your advantage.*

## THE U. S. PHONOGRAPH COMPANY

ASSOCIATED WITH

### THE BISHOP-BABCOCK-BECKER COMPANY

CLEVELAND, OHIO

The announcement of the Columbia "Grand", price \$500, will have a big effect on those people who insist upon getting the *best*—but it is also bound to give a tremendous impetus to the sale of the Columbia "De Luxe" at \$200, from the large and representative class of people who always seek the happy medium.



Columbia Phonograph Co., Gen'l  
Tribune Building, New York

### EXPECTATIONS OF PACIFIC COAST DEALERS REALIZED

In the Matter of Holiday Business—December as a Matter of Fact Established a New Record in the Number of Machines Sold—Complaints of Shortage Were Universal—Opening of the Emporium Department an Event—Sherman, Clay & Co.'s Big Victor Business—Pacific Phonograph Co. Featuring Edison Goods.

(Special to The Talking Machine World.)

San Francisco, Cal., Jan. 5, 1913.

Holiday business in talking machines was fully up to the expectations of the local distributors and dealers. In many cases December established a record in the number of machines sold. The only cloud in the sky was the general shortage of machines. Jobbers shipped out machines as fast as they were received, but they could hardly supply the demand. Stocks are very low now that the holidays are over and the managers are placing orders quite freely for immediate delivery. They find business keeping up very well since the holidays, especially record business. Columbia dealers were a little disappointed because the new \$500 Grand Grafonola did not reach the Coast in time for the holiday trade, but even so, it is expected to attract considerable attention when it does arrive. Dealers in Edison goods are also holding over orders on account of the shortage of the new disc machines.

#### Opening of the Emporium Department.

The principal event in the local talking machine trade the past month was the formal opening of the Emporium department, which took place in time to share the holiday rush of business. It opened with a complete line of Columbia machines and records, and opening business proved very gratifying to Manager Morgan. The department is situated on the third floor adjoining the piano display space, and is an attractive show place, although the present arrangement is only temporary. Soon after the first of the year it is to be given considerable more space, which will be utilized for more demonstration rooms and an auditorium, where Saturday afternoon concerts will be held. A few days before the opening of the department the Emporium devoted a full page advertisement in one of the daily papers to an opening announcement, giving in detail the policy of the department, terms, etc. It stated that any machine up to and including \$50 styles could be had for \$2 down and \$5 a month; any machine over \$50, for \$5 down and \$5 a month. The announcement stated further that there would be no discount for cash, no interest charge, and that monthly charge customers would be entitled to these terms. Since the opening of the department Columbia machines and records have been featured quite extensively in one of the large show windows and in various prominent places on the first and second floors of the building in order to call attention to the new department.

J. H. Dorian, representative of the Columbia Phonograph Co., General, stopped over a few days in San Francisco on his way to New York from the Orient, where he has been for the past four years, during which time he has achieved great

success in introducing the talking machine into new territory and stimulating the demand in sections where it had been introduced before his arrival in the field.

The local office of the Columbia Phonograph Company, General, is closing the best fall business it has ever enjoyed, according to Manager Gray. He says for several months they have shipped out machines on orders just as fast as they could get them, and that now stocks are generally low all along the Coast.

A. R. Pommer, manager of the Pacific Phonograph Co., distributors of Edison goods, is very enthusiastic over the new disc machine, and says he is finding no difficulty in getting dealers to recognize its strong points. The supply of records being very limited handicaps demonstrations to a certain extent, but even so, the special room arranged for the reception of visitors interested in the new product is hardly ever silent. The representatives of the company, who covered the Coast territory, giving special demonstrations with the new machine just after its arrival, met with very good success in securing large initial orders among the out-of-town dealers.

J. B. Chandler, special representative of the Edison Company, who makes his headquarters with the Pacific Phonograph Co., in this city, returned a short time ago from a visit to the trade in the Northwest, and reports having placed good substantial orders with jobbers in Portland, Tacoma, Seattle and Spokane for the disc machine.

Manager Bailey, of the local branch of Babson Bros., reports a very good holiday business in Edison goods, considering the fact that the supply of disc machines was so limited. Mail order business in Blue Amberol records during the month of December was very good.

Peter Bacigalupi, Jr., manager of the talking machine department of Peter Bacigalupi & Son, who handle Victor and Edison goods, reports a very good holiday business in both lines. He expects big things with the new Edison machines.

A. G. McCarthy says that Sherman, Clay & Co. had the biggest Christmas business in Victor goods in the history of the organization. They are practically sold out. The day before Christmas they put on four extra delivery wagons for the delivery of talking machines alone. Business is keeping up very well since the holidays also, especially in records, the people with new machines now being much interested in records. Mr. McCarthy says that the branch stores of Sherman, Clay & Co., all along the Coast enjoyed a good talking machine business during December, as well as the local establishment.

Manager Black, of the Wiley B. Allen Co.'s talking machine department, reports a very successful Christmas business, but the same as other deal-

ers, experienced difficulty in filling the demand for certain styles of machines. He noticed a decided falling off in the demand for horn machines. In fact, he says there were very few inquiries for them, and in most of the cases where visitors did ask for them, they changed their minds before placing their orders.

Christmas morning found Kohler & Chase with but very few machines, either Columbia or Victor, on hand, which indicates a splendid holiday business in the department. E. W. Scott is now getting ready to replenish his stocks.

The California Music House, on lower Market Street, owned by R. A. Daniels, is being moved to San Jose, where Mr. Daniels will occupy part of the store of the J. H. Harrell Co., piano dealers, with his stock of small goods, talking machines and sheet music. The two companies have not consolidated, however, as was planned a short time ago.

The Columbia Phonograph force celebrated the close of the year's business by a dinner at the downtown cafe, followed by a theater party.

The entire stock carried by Benj. Curtaz & Son, outside of pianos, has been purchased from the trustees by the Mission Phonograph Co.

### TWO NEW SIMPLEX BOOKLETS.

Interesting Information for Both Trade and Public Regarding Simplex Start and Stop Device Offered in New Literature.

The Standard Gramophone Appliance Co., 173 Lafayette street, New York, manufacturers of the Simplex automatic start and stop device, has just issued two interesting pamphlets, entitled "Hints to Dealers and Jobbers," and "You Need This Simplex Automatic Start and Stop Device." The first named booklet is being distributed in large quantities to jobbers and dealers, and shows how to attach the Simplex for demonstration purposes without disfiguring the top of the cabinet, explains how to demonstrate the Simplex with ease and accuracy and is a brief but concise circular on the merits of the device. The second named booklet is along the lines of the "Hints," but is intended for distribution by dealers direct to the consumer. It is a very neatly printed circular, and contains much information of value to prospective purchasers of a start and stop device.

"We are progressing very nicely," stated Thos. W. Kirkman, manager of the company, in a chat with The World. "We are adding new representatives to our lists all the time, and our circulars are bringing excellent returns. We are working on an extensive advertising campaign to feature the device in the daily newspapers in order that our dealers may reap the results of localized publicity. This campaign is well under way, and our agents will also be aided by display cards and various forms of publicity that we are now preparing. The outlook for this year is very promising, and I am very well pleased with the success to date of the Simplex device."

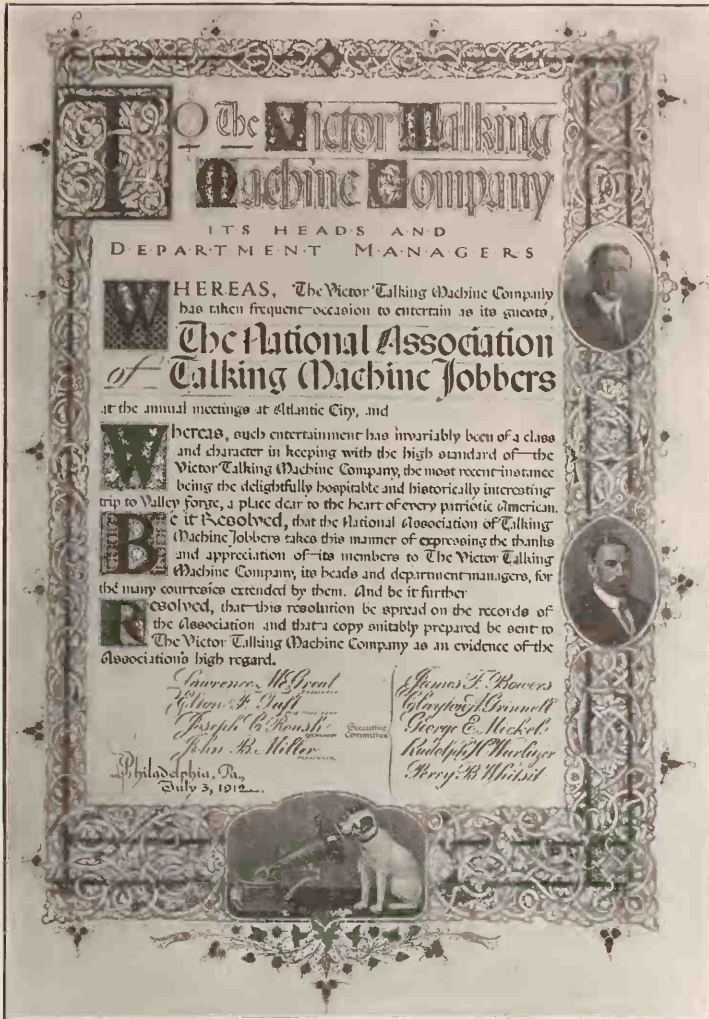
Good will as a business asset is the hardest to get and the easiest to lose, yet without it no business can long prosper.



ILLUMINATED RESOLUTIONS PRESENTED TO VICTOR CO.

The accompanying illustration portrays the set of resolutions presented to the Victor Talking Machine Co. by the retiring officers and executive committee of the National Association of Talking Machine Jobbers. As explained in detail in last month's World, the object of presenting these resolutions was to express the appreciation of the association for the many entertainments furnished it by the Victor Talking Machine Co., and particularly for the one enjoyed by the association's members and guests at Atlantic City last year.

The illustration hardly does justice to the beauty of the original set of resolutions, which are engrossed in gold and colors. The panel portraits of Mr. Johnson and Mr. Geissler are in water colors and enclosed in a beautiful and expensive frame. The presentation address was made by Jas. F. Bowers at an informal



luncheon held at the Bellevue Stratford Hotel, Philadelphia, on Dec. 7, 1912.

STRONG PROTEST BY DEALERS.

At Suggestion of Victor Co. Dealers All Over the Country Sent Telegrams and Letters to Congressmen Protesting Against Passing of Oldfield Bill.

Before this issue of the Talking Machine World reaches subscribers hundreds of Victor talking machine dealers and other members of the trade will have dispatched a telegraph night letter to

both their Senator and their Congressman, protesting against the passage of the Oldfield Bill. Spurred on by the manufacturers, who have impressed upon the dealers the disastrous effect the Oldfield Bill would have on their business if it becomes a law, the retailers of talking machines have evinced a strong interest in the fight against the passage of the bill and their telegrams of protest sent, at the suggestion of the Victor Co., must have created a strong impression on those who have received them.

INDIANAPOLIS TRADE GLEANINGS.

Thomas Devine to Feature Dictaphone—Handsome Victor Window—Kipp-Link Co. and the Edison—Victrolas for Christmas Gifts.

(Special to The Talking Machine World.)

Indianapolis, Ind., Jan. 10, 1913.

Thomas Devine, manager of the Indianapolis branch of the Columbia Phonograph Co. since 1905, leaves that position this week to devote all his time to the Dictaphone business, and a new manager will succeed Mr. Devine.

In view of Mr. Devine's experience with the old commercial graphophone in New York, it is predicted that he will handle his new position successfully. Mr. Devine will still have his office in the local store in North Pennsylvania street.

In the past Mr. Devine has handled both the Dictaphone business and the graphophone business, but both have grown to such proportions that it became necessary to separate the work. Mr. Devine is pleased that the opportunity came to him to devote all his time to the Dictaphone.

The talking machine business in Indianapolis in December went above the high water mark. All dealers are one in saying that they cannot account for the large amount of business done in their lines.

The window of the Stewart Talking Machine Co. in North Pennsylvania street has been attracting more than usual attention. W. S. Barringer, manager, has installed a miniature grand opera stage with a number of scenes from the well-known grand and light operas. Victor business with the Stewart store has been the same as everywhere else—not enough machines.

The new Columbia reproducer has made a tremendous hit and the demand for it exceeds the supply at the present time. The window in the Columbia store has been attracting attention. It was designed by C. P. Herdman. With a white background, the full Columbia line in mahogany finish showed up wonderfully well.

At the request of several Indianapolis newspaper men, Hylton Howell, of the local Columbia staff, gave a musical entertainment at the Denison Hotel on the Sunday night preceding Christmas. The Grafonola was used by Mr. Howell and the affair was a pronounced success.

The Kip-Link Co. in Massachusetts avenue is busy taking orders for the new Edison disc machine. Mr. Kip says he will not be able to get enough machines for some time to fill the orders he has taken. This company has the State agency for the Edison machines, and it reports that all who have heard the new Edison are loud in their praises of it.

Miss Lazarus, manager of the talking machine department of Aeolian Hall, did not have enough Victor machines for the holiday trade, and her record trade has exceeded her fondest hopes, she says. One woman bought three Victrolas from Miss Lazarus for Christmas presents.

FAMOUS RECORD ALBUMS



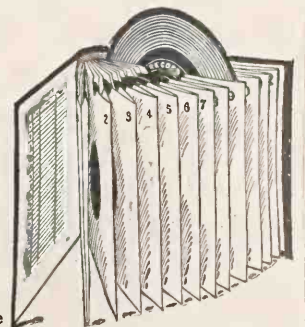
SHOWING ALBUM CLOSED

When full of Records the Album will fit in a cabinet or book case.

These Albums are made to match Victor, Edison, Columbia and all other Cabinets.

Containing 17 pockets, made of strong Jute fibre paper, for both single and double faced Records.

Each pocket is hinged on both sides and joined to a heavy back, covered with a rich brown cloth, and has emblematic gilt stamping on the front cover. Also bound in very attractive Imitation Leather.



SHOWING ALBUM OPEN  
Showing Reference Index

THE "NATIONAL" RECORD ALBUMS are made by the most skillful workman. They possess qualities found in no others, and are sold at very low prices

Write for terms and samples if you are not already handling our Superb Albums.

Address; NATIONAL PUBLISHING CO., 241 South American St., Philadelphia, Pa.



# THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

Boston, Mass., Jan. 11, 1913.

Boston talking machine dealers are especially interested just now to see what effect the new parcel post will have upon their business, for there is a feeling among some of them that this method of transportation to going to work out advantageously when it comes to sending away records. Several local concerns are experimenting with it and there is an eagerness to get hold of the new zone maps, that a careful study of the proposition may be made before dealers take advantage of the new privilege.

#### Successful School Work.

The work among the schools undertaken by the Columbia Phonograph Co. has been meeting with wonderful success. Manager Erisman has lately compiled a tabulation in considerable detail of the work done among the Boston public schools, and this is being forwarded to the head offices of the Columbia Co. According to the figures from September 15 up to January 1 there were 217 calls made on the masters of the schools, and only six of that number failed to give the plan proper attention. During this same period 681 teachers and 28,429 pupils have heard the Columbia machines, and there are 37 of them now installed in schools, with a number of good prospects ahead.

#### To Handle the Edison Line.

Thomas A. Edison, Inc., has made a selection of four representatives in Boston who will be the dealers for the new disc machines which now are practically on the market. These dealers will be F. H. Thomas Co., of 690 Boylston street; George Lincoln Parker, Colonial building, Linscott Sporting Goods Co., 7 Hanover street, and the C. E. Osgood Co., 744 to 756 Washington street.

#### 45 Per Cent. Increase in Business.

Manager Erisman, of the Columbia Phonograph Co., reports that the 1912 business in this city was 45 per cent. in advance of last year's business. He says that the outlook for the new year is exceedingly bright and rather different from a year ago, when many dealers were found who were not pushing business as they ought. During the year the field was pretty well gone over, so that today nine out of every ten dealers retained are "on the job" in no uncertain way.

#### Eastern Co.'s Striking Window Display.

One of the most conspicuous windows along Tremont street during the holidays was that of the Eastern Talking Machine Co., which had a large display of dolls dressed by Gaby Deslys, the foreign musical comedy star and dancer, who was playing an engagement at the Shubert Theater at that time. These dolls were subsequently distributed by the little dancer on the stage of the theater to a number of poor children. With the dolls were a number of machines and records, so that no one could look at the window without becoming familiar with the talking machine appurtenances. In the same way the past week the same window has been full of Harry Lauder reminders, that famous Scotch comedian and entertainer also playing an engagement at the Shubert Theater.

#### Recovering from Accident.

The trade will be glad to learn that Edward Read, of Read & Read, one of the veterans in the talking machine business, is rapidly recovering from the accident which befell him in the subway a few weeks ago. Mr. Read is one of the best-known talking machine men in New England, and was one of the first to sell outfits in this part of the country.

#### The Champion Carter.

E. J. Wilkinson, the champion carter for talking machines, and familiarly known as the "chief of the papposes," has been about the busiest man in the business the past few weeks. He is known to everyone in the trade, and when it comes to expressing machines no one knows how to handle the outfits quite as does "Old Ed."

#### Visit from Legal Light.

C. A. L. Massie, the legal adviser of the Columbia Phonograph Co., was a caller in Boston lately. Mr. Massie combined business with pleasure on this visit. He was entertained by Manager Erisman, of the Columbia, while here.

#### Doing Increased Victor Business.

Ever since the downtown retail warerooms of Chickering & Sons have been opened in Tremont street the Victor business has been surprisingly large, and Manager Urquhart has experienced only one difficulty, and that was getting a sufficient number of machines to supply the demand.

#### A Visitor from Manchester.

The Boston trade has had the pleasure quite

often lately of welcoming to the city William F. Howes, who is with the Piper & McIntyre Co., of Manchester, N. H., who are Victor and Columbia distributors. Mr. Howes formerly was head of the phonograph department of Houghton & Dutton, in this city.

#### Geo. L. Parker Exploiting the Edison.

George Lincoln Parker, who has added another room to his Victor department in the Colonial building, has made rather extensive arrangements for demonstrating the new Edison disc machines under the most approved conditions. Mr. Parker has taken a large apartment, almost a small hall, at the top of the Colonial building, where visitors are entertained with this new machine. The daily demonstrations are being largely attended and Mr. Parker's method of publicity is meeting the eye and ear of hundreds of people.

#### To Lecture on Talking Machines.

W. L. Hubbard, the publicity manager of the Boston Opera Co., who has been giving a course of well-attended and instructive lectures on opera at the parlors of the Columbia Phonograph Co., has a most informing lecture on talking machines which he is preparing to give, and arrangements may be made to present this lecture at the Columbia parlors shortly.

#### Close Phenomenal Year.

Manager Herbert L. Royer, of the Victor department of the M. Steinert & Sons Co., reports the year 1912 as having been a phenomenal one and 1913 begins with a great number of excellent prospects. Mr. Royer, as soon as he can find the time, will make a tour of some of the principal New England cities by way of stimulating trade. The arrangement of the executive offices on the second floor, which Manager Royer put into effect some time ago, is proving of the utmost value in the dispatch of business.

#### Guests of E. F. Taft.

Manager E. F. Taft, of the Eastern Talking Machine Co., entertained his mother and father, from Providence, over the Christmas holidays, at his pleasant home in Beacon street, Brookline.

#### Planning to Take on More Room.

So rapidly is the business growing with the Columbia Co. that Manager Erisman is planning to take on more room at the Tremont street quarters, and at the same time there will be a rearrangement of the apartments, by which Mr. Erisman will have new private offices. The new parlors on the second floor have proved an immense benefit in the demonstration of machines.

#### Attractive Window Display.

Charles F. Atwood has an attractive Victor display in his Tremont street window, and the most conspicuous feature is the announcement in the center of the window of gems from "The Merry Countess," which is especially opportune, as that musical piece opens to-night at the Shubert Theater, a block away from Mr. Atwood's warerooms. Mr. Atwood sold a large number of Victor outfits during the holidays.

#### Travels for the Edison Institution.

Through an inadvertence H. R. Skelton, the active, enterprising traveling man for the Edison goods, was last month referred to as of the Pardee-Ellenberger Co., though everyone knows that Mr. Skelton is directly associated with Thomas A. Edison, Inc., by which concern he is recognized as a most valuable man.

#### Ditson Co.'s Clever Victor Display.

Victor business with the Oliver Ditson Co. is all that could be asked for and the year has begun most promisingly for Manager Winkelman and his able staff. In the show window of the house devoted to the display of musical instruments there has just been installed a clever display by way of advertising the Victor. It is no less than an optical illusion. In the center is a large Victrola of Louis XIV design with the doors open, and through the opening one sees at the rear at an

**THE KEYSTONE**  
OF OUR  
**BUSINESS BUILDING**  
IS **P-E SERVICE**

Never before has P-E Service occupied such an important position to you. Service is becoming more and more the chief demand.

During 1913 we will even better 1912's good service. "Exclusively Edison and Exclusively Wholesale" aptly describes the scope of it.

With the addition of Edison Home Kinetoscopes, it lends further opportunity to the live dealer for an expansion of sales and profits.

You should be with the P-E organization. A special letter tells you in detail about it. Want to read it?

EDISON JOBBERS EXCLUSIVELY  
**THE PARDEE-ELLENBERGER CO.**  
66 Battery March St. BOSTON, MASS.  
96 State St. NEW HAVEN, CONN.



# THE TRADE IN BOSTON AND NEW ENGLAND

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

angle a Red Seal disc, over which are spread quantities of fiber needles which seemingly are kept in position by nothing at all. On both sides of the Victrola are fancy screen arrangements carrying out the Louis XIV idea, and on these is an elaborate arrangement of floral designs, one panel on one side advertising Caruso records; the similar panel on the other side calling attention to the Melba records. The display is attracting a great deal of attention because of its artistic cleverness.

#### Orders for Columbia Grands.

Manager Erisman, of the Columbia Co., states that he is in receipt of a number of orders for the new \$500 machines for February delivery. The public who have the money seemingly want the best there is when they select a Columbia outfit. Boston Opera Artists Make Columbia Records.

Two of the new artists of the Boston Opera Co. to begin recording for the Columbia are Jeska Schwartz, contralto, and Fely Dereyne, soprano. Arrangements for whose appearance at the Columbia laboratory were made through Manager Henry Russell, of the Opera House, and Manager Erisman, of the Columbia.

#### Tom Murphy with Thomas A. Edison, Inc.

Tom Murphy, who made many friends in Boston when he was in charge of the Loston Opera ticket office when it was located in the warerooms of the Eastern Talking Machine Co., has associated himself with Thomas A. Edison, Inc., as a special agent and will travel in the interests of the new Edison disc machine.

#### Grafonola Concerts Half Movies.

The Dream Theater, in Winthrop, a few miles out of Boston, has taken advantage of the Columbia machines as aids in its entertainment, and between the moving pictures on the screen the manager gives concerts, mostly of the vocal character, advertising on the outside of the house the artists who are appearing, and even asking the audience often for a choice of singer and giving them what they ask for, too.

#### Spends Whole Time in School Campaign.

The Eastern Talking Machine Co. has put Edward A. Welch out on the road to give his whole time to the school proposition. Accordingly, he will spend all of his time among the schools for the most part in Greater Boston. Manager A. W. Chamberlain, of the wholesale department of the Eastern Co., has been hustling for fair lately and he has the satisfaction of seeing a notable growth in his department. Speaking of goods purchased through the Eastern warerooms, there is a man over in South Boston, so The World correspondent was told the other day, who is the proud owner of 950 Victor records, practically all of them purchased through the Eastern's salesmen.

#### Lively Post-Holiday Demand for Victors.

At the Henry F. Miller Victor warerooms one finds all the demonstration rooms occupied these days, many of the callers being persons who have just become interested in the Victor proposition. Manager Francis T. White and his assistants have been unusually busy since the new year came in.

#### A LIVE COLUMBIA DEALER.

(Special to The Talking Machine World.)

Boston, Mass., Jan. 10, 1913.

One of the particularly live Columbia dealers of this city is R. A. Dinsmore, proprietor of the Roxbury graphophone store, which is now located in attractive new quarters at 1221 Tremont street. Through the medium of original and persistent advertising and live salesmanship Mr. Dinsmore has built up an excellent demand for the instruments and records of the Columbia line.

Some dealers have tried short items in the local news columns and with good results. People come in the store and mention the advertising.

## M. SONNENBERG PIANO CO.'S STRIKING WINDOW DISPLAY.

The M. Sonnenberg Piano Co., which controls a number of stores in the leading cities of Connecticut, is justifiedly proud of the cleverly ar-

hibiting this line has been most gratifying. As will be noted, the display is designed along original lines. The talking machines are shown prominently and tastefully.

The M. Sonnenberg Piano Co. represents some of the leaders in the piano field, and caters to a high-class clientele that appreciates quality as represented in a piano or talking machine. The celebrated Chickering and the old-established Kranich & Bach lines are extensively advertised by this progressive house.

#### NO WONDER.

"I've found a new use for those gramophone records you bought last week and which cost such a lot of money," said his wife, according to the San Francisco Chronicle.

"How clever you are," he exclaimed. "What is your latest?"

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

The fond husband gasped in admiration.

"But that is not all," she continued. "To-morrow I shall place a little bath-brick on one end of the records, start the gramophone, and so clean the knives."

He is still gasping.



anged handsome show window in its store at Bridgeport, Conn., shown in the accompanying illustration. This enterprising house recently closed a contract with the Columbia Phonograph Co. to handle a complete line of Columbia products, and its success to date in selling and ex-

# W. H. BAGSHAW

ESTABLISHED 1870

## Lowell, Mass., U.S.A.

WORLD'S LARGEST MANUFACTURER OF TALKING MACHINE NEEDLES

DESIGNER AND MAKER OF  
**DUPLEXTONE NEEDLES**  
THE NEEDLE WITH TWO TONES  
LOUD AND SOFT  
WRITE FOR ILLUSTRATED BOOKLET

OF ALL STYLES, SHAPES AND SIZES

Some dealers have tried short items in the local news columns and with good results. People come in the store and mention the advertising.



We Are Exclusive  
Manufacturers of

## Salter's Patent Felt Lined Shelf Cabinets



No. 103. Top 20 1/4 x 24 1/4. 33-in. High. Interior has Felt-Lined Shelves.



### SALTER'S ADJUSTABLE CORNERS

"PATENT PENDING"

Can be put on any Cabinet to fit all styles of machines. Holds machine firmly in place on cabinet.

If your jobber does not handle our line we can take care of you direct

Our 1913 Catalogue is just out, ask us to send you one to-day

# SALTER MFG. COMPANY

337-343 NORTH OAKLEY AVENUE, CHICAGO, ILLS.

## ALL BUSINESS RECORDS BROKEN IN 1912.

At Least as Far as the Sales of Talking Machines and Records Go in Baltimore—The Final Spurt Made in December the Climax to a Most Remarkable Season—Interesting Reports Along Optimistic Lines Made by the Various Dealers in the Monumental City.

(Special to The Talking Machine World.)

Baltimore, Md., Jan. 5, 1913.

December broke all previous monthly records for the sales of talking machines and records in this locality and the year of 1912 broke all yearly records for the same business. The final spurt made by the dealers in December was the climax to one of the most remarkable seasons that any of the men ever engaged in the trade have experienced. The break which led to the making of the two records described above started just after the vacation period last September and kept up unabated right straight through the fall months without any let-up, but increasing steadily each month. The result of the whole business is that at every store the dealers declare that their stock is completely depleted and with the exception of a few of the smaller instruments there is practically nothing in stock and the dealers are awaiting shipments from the factories.

One of the features of the Christmas trade was the remarkably pretty window display at Cohen & Hughes, Victor representatives, which was arranged entirely by Mr. Silverstein, the manager of the Victor department. This display represented a beautiful and up-to-date music room with the mother and father and two children enjoying the charms of music from a Victor Victrola and a player piano. The mother was the operator of the new musical instruments and she placed the records on the Victrola and the music roles in the player-piano, while the father occupied an easy chair smoking a Havana cigar, while the children were romping about the floor in gay delight. The figures used were of genuine wax and it is unnecessary to

say that the crowds about the windows were large each evening.

Mr. Silverstein said that there was more business than could really be attended to because of the lack of supply of machines and the month was the largest the firm has ever had. Mr. Silverstein is preparing for a trip South where he will visit the trade for the firm in the various localities.

Charles F. Stran, who recently entered business for himself under the firm name of the Lyric Music Co., reports that December was an excellent month for the sale of Victor and Columbia machines and records.

Manager Denison of the Columbia Phonograph Co. branch, stated that the business done during December was the largest of any month which the firm has done since the branch was started 22 years ago, while 1912 carried off the honors of being the banner year for the trade.

"A 75 per cent. increase over the business done any previous year is what our records for 1912 show," is the way Manager W. C. Roberts, of E. F. Droop & Sons Co., explains the condition of trade as far as his firm is concerned. This firm handles the Victor line and the only kick Mr. Roberts has is that he cannot keep a sufficient supply on hand to satisfy all customers. Mr. Roberts is preparing to make a trip to the Victor factory within the next week or so.

Manager Thomas Gordon, of the Gordon Talking Machine Co., Columbia and Victor representatives, announced that December was the best month ever so far as his firm is concerned. He and his able assistant, Josie Fink, were on the go night and day looking after the rush of customers.

Sanders & Stayman enjoyed their share of the good business during the month with the Victor and Columbia lines, while they also had a nice trade with records.

William Knabe & Co. did well with the Columbia line, while the Kunkel Piano Co. had a number of good sales to report of Victors. Hammann & Levin likewise had a good run on the Victor machines and records.

## WIRE RECORD RACKS

Made Under the Heise System by the Syracuse Wire Works Are Steadily Enlarging Their Sphere of Usefulness.

The Heise system of wire record racks was evolved by the Syracuse Wire Works, Syracuse, N. Y., to aid the talking machine dealer in the maintenance of records. The system occupies but little space and is so arranged that any particular record can be secured instantly. In addition, a minimum of record breakage and damage is reported by those using the Heise system.

There are two types of this system, the wall model and the revolving model, both furnished for either cylinder or disc records. Of course, the large demand is for the disc styles. The prices are very low, costing about \$2 a tier, each tier holding approximately 250 records. Material used in the construction is heavy, strong wire, plated and lacquered, made by skilled workmen, and the finished product represents a record system that is "simply perfect and perfectly simple."

## WHAT NON-ADVERTISERS LOSE.

Business men who do not advertise lose: New customers; interest on invested capital in stock unsold; time waiting for customers who do not come; clerk hire for the same periods of waiting; decadence in dust-collecting stock; popular acquaintance, which means return of trade; credit among live business men; loyalty of employes; confidence of customers; opportunity; their business.



**EXCELLENT POST-HOLIDAY TRADE IN PHILADELPHIA.**

The Volume of Business in December Was Far Beyond Expectations—Depleted Stocks Being Rapidly Replaced—Much Interest Displayed in Edison Disc Plans for Quaker City—Important Pennsylvania Co. Moves—Strawbridge & Clothier Take on the Columbia—More Room for Wanamaker—Few Changes at Opening of Year—News of the Trade.

(Special to The Talking Machine World.)

Philadelphia, Pa., Jan. 10, 1913.

The talking machine business in Philadelphia during the entire month of December was phenomenal. The holiday business was beyond all expectation. Everything was practically cleaned up and deliveries were continued well into Christmas Day. There was a shortage of goods and many sales were lost, but not to the same extent as last year, for the dealers had provided themselves more bounteously. And the most satisfactory feature of the business was the high-class machines which were sold in the majority.

The dealers started the new year with practically nothing in the way of machines to sell, and with a very much depleted record shelf. But owing to the foresight of all the big companies they kept their factories continually at it, and already a number of the stores have been able to get about a normal stock. A still further agreeable feature is the amount of selling that was done between the holidays. Many, it is evident, who had found money in their Christmas stocking, decided to invest it in a talking machine, and the dealers believe that business is going to keep steadily on and they are all optimistic regarding the present year.

No changes have taken place among the Philadelphia talking machine merchants with the dawn of the new year, and neither can I hear of any new dealers entering the business. The factories, in a great measure, have made this prohibitive except to some one with a substantial backing and with capital to purchase and pay for a stock sufficient to start a respectable place. Through the State it is different and a number of new fellows are being continuously started.

Manager Eckhardt, of the Pennsylvania Talking Machine Co., is going right after the dealers with success. The Strawbridge & Clothier department took on the Columbia in the early part of December and they had a phenomenal holiday trade on the Columbia.

The Estey Co.'s talking machine department was wonderfully successful and the proprietors are so delighted with the results they have had in Philadelphia that they will add the Columbia to their piano store in New York. Walter Linton, in charge of the Estey department, says: "We surpassed our most sanguine expectations in our December business. Considering that it is only a new thing with this company, started last June, the heads of the firm are very much gratified with the results. One gratifying feature was that the Columbia had prepared itself to the extent that we were able to get enough machines. The storm before Christmas simply swamped our delivery, so that all day Christmas we were delivering and were kept busy at the 'phone answering inquiries as to when the machines would arrive."

The Wanamaker talking machine department, for at least two weeks prior to Christmas, was congested at all times. It was compelled to make hearing rooms out of its offices and move the management into the main concert room. It expects shortly in the new year to build a number of additional hearing rooms, as the twelve booths it now has is not nearly adequate for its trade. Otherwise there will be no change in this department.

In the talking machine department of C. J. Heppé & Son, Mr. Elwell says they had a banner month and the business they did was greatly in excess of last year. They received more goods this year, but not enough in proportion to the orders. The trouble that we did experience was that the machines did not come in at the time we most needed them, and for that reason we were compelled to turn down a number of sales. They also had a tremendous record business, and Mr. Elwell says that the same report that is made of

the Philadelphia store applies to all the stores in this district who obtain their goods from the Heppé house.

The Edison Co. is preparing to enter this field with its new disc machine very shortly. While no announcement is made as to who will handle it rumor has it that before spring it will be in full running order here and with an establishment thoroughly in keeping with this firm. Just prior to the holidays it had quite an extensive Edison disc machine exhibition in one of the large parlors of the Continental Hotel. This exhibition was visited by a number of the dealers, in spite of the busy period.

Manager Eckhardt, of the Pennsylvania Talking Machine Co., reports that his holiday business was most satisfactory. And what is especially pleasing is that all the dealers in the Columbia in this territory enjoyed with the main house in Philadelphia the holiday prosperity. With them the retail business showed a very substantial increase over last year, and business has been keeping up very nicely since the holidays, with every indication of a bigger business three months after than was enjoyed three months prior to Christmas.

Mr. Eckhardt says: "I believe the people are beginning to appreciate and realize the excellent advantages of the new model Grafonola, and this is shown in the little difficulty we experience in selling these instruments." M. H. Housel, of Sweet & Reid's, Williamsport, Pa., will join the Pennsylvania Talking Machine Co.'s local force this week and will cover eastern Pennsylvania for them, filling the vacancy caused by Mr. Heath joining the Columbia force at New York.

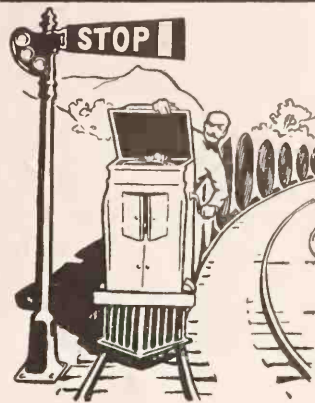
The Pennsylvania Co. has two very important deals now pending and it believes that during 1913 it will be able to show that it is necessary for all talking machine merchants who desire to keep strictly up to date to handle the Columbia. The local business in December was handicapped somewhat in its inability to wait on all the trade for want of room. The Mignonette, \$100, was the most popular seller, but there was also a very heavy trade on the De Luxe and the Regents, which are very popular with the trade in this territory.

Gimbel Bros. report that they had a fine holiday business in talking machines, and the two new rooms that they recently added to the department helped them materially during the rush, but they are badly in need of more space, but don't hope to secure it at least for the present. They made a big gain the past holiday season over last year. The entire holiday selling force will be continued at the Gimbel department on account of the increased business, and it is practically the only department in the store in which there was not someone laid off after the Christmas rush.

Louis Buehn & Bro. in December closed the biggest month they ever had, and Louis Buehn is highly delighted with the success of his house in 1912, not alone in its talking machine business but in the very excellent business they have had in the Edison dictating machine. He says: "The prospects for the new year show every indication of being a better year than last year." They are going after the dictating machine business for everything that is in it in the coming year, and they already have on tap a number of very big orders. They are going to try to see whether this machine cannot be placed in every important establishment in Philadelphia where it could be used. The firms now using it are highly delighted.

**THERE'S LITTLE DIFFERENCE.**

Little difference whether you are the man who hires or the man hired. One aim means success for you and for the firm. It is to have a foundation of satisfied customers.

**The Victrola Engineer**

does not worry about stopping and starting his Victrola when it is equipped with a

# Simplex Automatic Start and Stop Device

—the one with the exclusive starting feature.

—the stop which adds to the appearance of the Victrola and completes the Victrola equipment.

—the device that can be attached to any Victrola by anyone in a few minutes.

—the stop that people appreciate and buy wherever they see it demonstrated.

**Our skillfully prepared newspaper advertising campaign to benefit dealers**

is of enormous importance in popularizing the SIMPLEX AUTOMATIC START AND STOP DEVICE in your own town.

Write us for the details of our newspaper campaign and how we make it effective for you.

Ask us how to proceed to interest your customers so that every Victrola you sell may be equipped with the SIMPLEX.

Ask us to demonstrate to your complete satisfaction why the SIMPLEX START AND STOP DEVICE is by far the most practical and useful appliance of its kind.

Be sure you understand clearly those superior points which make the SIMPLEX the one Victrola attachment in its field which leaves absolutely nothing more to be desired.

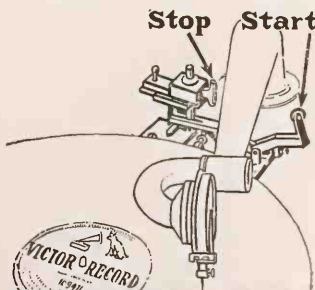
**Everybody wants it**

There's a virgin field awaiting you, and our proposition will let down the bars to some mighty profitable grazing for you.

**WRITE NOW**

**STANDARD GRAMOPHONE APPLIANCE CO.**

173 Lafayette Street, New York, N. Y.



## How to Increase Your Profits

Why not supplement your stock of Talking Machines and Records by carrying as a "side issue" a profitable quick-selling line of Small Musical Instruments and Supplies? Such a line occupies little space, requires but a small investment, can be handled by your regular sales force and offers a very handsome margin of profit. It is a very desirable adjunct to a Talking Machine store, attracting a class of customers who are likely to develop into purchasers of Talking Machines and Records—the amateur players on Guitar, Mandolin, Banjo, Violin, etc. Suppose, for instance, that a violinist should step into your store to purchase a set of strings and that you should, for his benefit, put on a record by one of the famous concert soloists. Doesn't it stand to reason he would at once see that possession of such an instrument by him would be almost equal to a course of study under that particular artist, and that a realization of that fact would be a strong incentive for him to buy a Talking Machine as well as to become a regular customer for records by players of his favorite instrument?

We are certain that it would be well worth your while to give this matter your immediate and careful consideration and to write us for further information. Our experience of nearly half a century in the music business is at your service in the selection of a stock of goods exactly suited to your requirements. We should like to tell you about our Musical Supply and Show Case Outfits. They cost little and bring quick returns.

Why not write us today and thereby open the way to a very desirable addition to your regular line of business?

*Lyon & Healy*

**Chicago**



# FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 37 SOUTH WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

(Special to The Talking Machine World.)

Chicago, Ill., Jan. 8, 1913.

The only complaint one hears in the Chicago trade, both wholesale and retail, regarding business for 1912 can be characterized as a negative one. It refers to the larger business we could have done had it not been for the shortage of machines. As it was the year as a whole was an excellent one showing a fine increase over the preceding year. December made an excellent showing. Although business really started even in a retail way in November, the first part of December was somewhat disappointing, but a heavy rush started about the 10th and brought the month up to the proportions of a record breaker. The week between Christmas and New Years is reported by many of the retail stores as having been something of a revelation in point of sales.

Jobbers say that since the first of the year types of machines on which there has been a severe shortage have been coming forward and material relief of the situation now seems to be in sight. That both dealers and the public have come to a realization of the situation is found in the fact that although every distributor carried over large numbers of unfilled orders cancellations have been surprisingly few. There has been some revision of orders, of course, but little reduction in total volume. The record business has been something immense, the dealers generally heeding the urgent advice of the jobbers to specialize on record sales and thus offset any deferred or lost business through the machine shortage. The great bulk of machine business has been on the higher priced goods; that is the report all along the line.

General conditions are considered healthy, collections this fall have been satisfactory, and the opinion generally expressed is that 1913 is going to be a bigger year than 1912 with less worry and strain as the year advances because of a more perfect adjustment of supply to demand.

#### Columbia Makes Exhibit.

The Chicago office of the Columbia Co. has a fine exhibit at the Household Show which opened at the Coliseum on Jan. 3 and closes on the 12th. A fine showing of the various types of Grafonolas is made, Columbia records are exhibited and photographs of the Columbia grand opera artists occupy strategic positions. An attraction that draws crowds to the booth is a guessing contest further conducted by the Industrial Exposition Co., the promoters of the show. It is the traditional jar of

beans proposition, but the prize offered is certainly up to date enough, being a Columbia Princess \$75 Grafonola. The exhibit is in charge of S. M. Field, the retail floor manager of the company's Chicago office.

#### Damon and Pythias.

Frank Moses, Wisconsin traveler for the Talking Machine Co., underwent an operation for appendicitis at St. Luke's Hospital last Saturday. The offending organ was successfully removed and Mr. Moses expects to be back on the job again in a fortnight. With him during the operation was Elmer Dittmar, his college chum and fraternity brother, who also travels for the Talking Machine Co., with Illinois and Iowa for his territory. A year ago Moses was Dittmar's constant companion when the former underwent a similar experience. Prior to Mr. Moses' seance under the surgeon's knife the twain had spent the holidays happily at Dittmar's home in Clay Center, Kans. Truly a case of "comrades in joy and adversity."

#### Monthly Sales Energized.

The Chicago house of the Rudolph Wurlitzer Co., will send to their dealers each month this year a blotter bearing the calendar for the month and a Victor sales argument selected from the Victor advertising literature. "Grand Opera at Home" is the subject of the January blotter talk which is embellished with a pertinent illustration. The recipient is advised "to try it (the argument) on your trade." The idea is just to place one of the strong Victor sales arguments before the dealer each month on the dealer's desk where it will be kept constantly before his eye.

#### Represent New Line.

The O'Neill-James Co., 337 West Madison street, will act as jobbers for the entire line of the Boston Talking Machine Co., and which will be shortly ready for the market. The machines are equipped with a reproducer with a sapphire needle and play the Phono-Cut (hill and dale) disc record. The O'Neill-James Co. have already on their floor a sample of a Boston hornless machine retailing at \$30 and other and more expensive styles will follow. The initial record bulletin shows a fine list of double-face records retailing at 65 cents. Besides acting as a jobber for the entire line, The O'Neill-James Co., announce that they are the sole distributors for the United States for the Little Wonder talking machine made by the Boston Talking Machine Co. It is a small horn machine of

unique construction with a tone which in volume and quality is entirely out of proportion to the size of the machine itself. It has the sapphire point reproducer and uses the Phono-Cut records. The company are prepared to supply the trade with this machine and have a stock of records on hand.

#### Columbia Notes.

C. F. Baer, manager of the Chicago office of the Columbia Co., says that both in point of dealers' business and the Chicago retail business December was a record-breaking month. The bulk of the business ran on machines ranging from \$50 up, with an amazing proportion on the highest price machines. An important point in the business of the Chicago office is the number of good new accounts recently established. Two notable deals in the loop were made last month when the P. A. Starck Piano Co., and Rothschilds added the Columbia line. Within the past week or so The Packard Co., Fort Wayne, Ind.; Bell Bros., Muncie, Ind.; Elbell Bros., South Bend, Ind., and the Brown Piano Co., Bloomington, Ill., have all put in the line last named, being exclusive Columbia dealers. E. B. Selbman, 2033 Milwaukee avenue, one of the largest talking machine dealers outside the loop, gave the company the largest order he ever placed with them.

The Chicago office of the Columbia Co. has organized a department for the establishment of Dictaphone agencies in the Chicago territory outside of the city. Desirable agencies have been established recently, Hammond, Fort Wayne, South Bend, Hammond, Oshkosh, Peoria, Cedar Rapids and a number of other important points. The work is in charge of E. F. Baumann, who has had charge of the order department for several years past.

W. A. Everly, E. O. Zerkle and G. L. Cook, travelers for the Columbia Co., all spent the holidays in Chicago.

W. C. Fuhri, District Manager of the Columbia Phonograph Co., is spending the week at headquarters in New York.

#### The U. S. Line in Canada.

T. J. Bennett, Canadian representative for the United States Phonograph Co., of Cleveland, recently returned from an extended trip to Canada and the Northwest. At Winnipeg he found Whaley, Royce & Co., who were made United States jobbers a year ago, doing an excellent business.

(Continued on page 22.)



The Wade

Fibre  
Needle  
Cutter No. 1



The Wade

Fibre  
Needle  
Cutter No. 2

The WADE FIBRE NEEDLE CUTTERS, No. 1 and No. 2, trim the needle at the proper angle, and the needle can be repointed from 12 to 15 times, thus giving as many perfect tunes per needle as any other cutter made. This cutter is provided with a self-acting stop, which prevents cutting away more than enough to make a new point.

The WADE CUTTERS have an upper and lower blade, the upper blade being loosely pivoted and pressed against the lower blade by means of a spring, making a perfect contact. These blades are made from the best Swedish Tool Steel, and are scientifically hardened by electricity, giving the most lasting and finest cutting edge that it is possible to produce, and seldom ever needs sharpening.

The construction of the WADE No. 2 affords the most powerful cut of any tool ever made, and the blades work parallel to each other, therefore it requires practically no exertion whatever to trim the needle.

We fully guarantee this cutter in every respect, and if the blade of this cutter ever gets dull we will give you a new blade upon return of the old one.

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

Order from your regular Distributor—we sell to Jobbers only

**WADE & WADE,**

1227 East 46th Street  
CHICAGO, ILL.



## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 20)

ness on the line throughout the provinces of Manitoba, Alberta and Saskatchewan. The Hudson Bay Co., is doing a large business at its numerous trading posts. At Vancouver he arranged with the Teportren Drug Co., as jobbers for British Columbia. The Vancouver Piano Co., are handling the United States line and the Victor goods and have a beautiful department fitted up for the purpose. At Portland, the Eilers Music House has taken on the line as jobbers, while at Seattle a new distributor was established in the Stewart & Holmes Drug Co.

**Has New Manager.**

E. P. Rowe has been made manager of The Talking Machine and Music Parlors at 1010 Wilson avenue, succeeding P. A. Tyson, who disappeared a month ago. Mr. Rowe was formerly a member of the sales staff of The Talking Machine Shops, Jackson Boulevard and Wabash avenue.

**A Joyful Announcement.**

Chicago friends of L. C. Parker, manager of the talking machine department of Gimbel Bros., Milwaukee, have received cards announcing the arrival on January 5 of Miss Fern Parker. The little lady weighed seven and a half pounds at the time of her debut and is said to be the possessor of a fine lyric soprano voice.

**Enlarge Departments.**

The house of Adam Schaaaf, the well-known Chicago piano manufacturer, is enlarging its Victor department on the second floor of its building at West Madison street, and building two additional demonstration booths.

T. P. Flannery, Halstead street and Diversey boulevard, who has handled Victor goods in connection with his drug business, will incorporate a company for the conduct of his talking machine business, which will be provided with separate quarters in the vicinity of his present store.

**Developing Record Sales.**

In one of its meaty monthly letters to its trade, the Talking Machine Co. recently had this to say on the subject of the proper following up of record sales. It's worth remembering:

"It's the man, who, when he first buys his machine, is sold a well selected list of records—not all Grand Opera, not all comic, nor Collins and Harlan stuff—but a few of the standards, some of the old song—but a few of the comics—a line of which he can't tire—and who in some way is made to buy a few new records each month; that's the man who is the profitable customer.

The question is, how to get that man into your store. A card system showing each customer, the machine he owns, and possibly keeping track of every record he buys, will give you a very good index of his taste, and also the opportunity of guiding him into the correct way of purchasing records.

"See to it that your customer keeps a proper index of records and carries them in convenient form, so that when he wants a certain record he can put his hands on it. You have no idea how this helps you to keep up the customer's interest."

**Brieflets.**

George M. Nisbett, sales manager for the U-S Phonograph Co., Cleveland, O., paid a visit to the Chicago branch of the company a few days ago.

George Cheattle, traveler for the Talking Machine Co., is spending a week's vacation in New Orleans.

Both Lyon & Healy and the Rudolph Wurlitzer Co. have discontinued as jobbers of the Edison phonograph line and will devote themselves to the Victor line exclusively.

Babson Bros. bought the Edison stock of Wurlitzer in Cincinnati and Chicago and the Edison record stock of Lyon & Healy.

**Phonograph Co. Opening.**

No definite statement can be made as to the exact date when The Phonograph Co. will open in its new quarters at 227 Wabash avenue, in this city, which is being remodeled, but this will occur as soon as a complete stock of Edison disc phonographs can be secured, it is stated. The company will handle Edison disc and cylinder goods, both wholesale and retail. It is understood that one

of the best-known talking machine men in the country, with a wide knowledge of and acquaintance in the Western trade will have charge as manager.

The Phonograph Co. will occupy the first floor as machine demonstration and general reception rooms. A series of attractive booths are now being constructed. The record sales department will be on the second floor. In all probability the third floor will be devoted to wholesale stock. The fourth floor of the building has been leased to E. C. Barnes & Bros., the Edison dictation machine dealers, who will move in about February 1. They will have more than double the space now occupied in the First National Bank building.

**Take on the Victor Line.**

The Bissell-Weisert Piano Co. has just closed a lease for a series of seven rooms adjoining its warerooms in the Fine Arts building and extending along a passageway connecting with the main warerooms. The rooms are beautifully decorated, having been used formerly by W. K. Cowan as showrooms for art furniture, and will need little rearranging to adapt them to the company's purposes. They will be used for additional pianos and for Victor talking machines, which this house handles exclusively. O. C. Searles, who has been manager of the talking machine department of the Aeolian Co.'s Chicago branch, has been secured as manager. When he had charge of the talking machine department of the Bissell-Cowan Co. he went with the department to the Aeolian Co., when that company took the lease of the Bissell-Cowan Co., two and a half years ago.

Now that the Aeolian branch is discontinued the Bissell-Weisert Co. will have the only talking machine department on Michigan avenue.

**LYON & HEALY AND PARCEL POST.**

**The Prominent Institution Has Put in Practice a System Which Will Be of the Greatest Benefit to the Customers of the House.**

(Special to The Talking Machine world.)

Chicago, Ill., Jan. 11, 1913.

As a result of careful study of the new parcel post law, Lyon & Healy have just put into practice a system which will be of the greatest benefit to their customers.

This system consists in having all orders to go by parcel post filled complete, including wrapping and stamping, in one handling. Parcel post packages are then placed in specially designed receptacles ready for the Lyon & Healy parcels post messenger service. This messenger begins at 8 o'clock in the morning, making the circle of the various departments of the big house, collecting all parcel post packages. As soon as he has made the tour of the house he takes all the packages over to the Chicago post office.

He then returns and makes another tour of the house. This proceeding continues throughout the entire day. The result is that many dealers will now receive their orders from Lyon & Healy twenty-four hours ahead of the old schedule. For instance, if an order is received, say, from Indiana, at 8 a. m., it may be filled and ready for delivery at 8.15. If it is, it is certain to be at the post office and on its way by 9 a. m. The post office, in all probability, will catch a noon train and the music dealer will have his supplies in hand by the middle of the afternoon. Under the old express system this order would be filled in the morning, checked later, and finally sent to the shipping room in time for collection by the express company at 5.30 in the evening. Dealers on Lyon & Healy's lists are now in a position to offer their customers such service as would have been entirely out of the question last year.

**LARGER QUARTERS FOR TALKERS.**

The Florida Talking Machine Co., of Jacksonville, Fla., is experiencing the most successful season in its career and has moved its office to the mezzanine floor of the store in order to make room for additional sound-proof demonstrating booths.

**DEALERS' ASSOCIATION MEETS.**

**Talking Machine Men Hold Their Regular Quarterly Session on Wednesday of Last Week—Resolutions Against Oldfield Bill and the Advertising of Certain Jobbers Passed.**

The regular quarterly meeting of the Eastern Talking Machine Dealers' Association and the first meeting of the new year, was held on Wednesday of last week at the Cafe Lion d'Or, New York, with a large percentage of the membership of the association in attendance. The session held particular interest for the dealers in that a thorough discussion of the Oldfield bill was one of the leading features.

The dealers went on record as being strongly opposed to the bill and passed a resolution to that effect, it being also resolved that a committee representing the Eastern Talking Machine Dealers' Association, possibly accompanied by a committee from the Philadelphia association, call upon Representative Littleton, of New York, and a member of the House Committee on Patents, and present the arguments of the dealers against the bill in person. The committee called upon Mr. Littleton at Whitestone, L. I., on Tuesday last.

The Oldfield bill and its ramifications and the price maintenance question came in for much general discussion, pro and con, before the resolutions were passed. It was suggested that where manufacturers of articles protected by patents sold them at prices that offered the manufacturers excessive profits at the expense of the public, the matter should be the subject of Federal investigation with a view to regulation, but the protection of the actual patent rights should be maintained. The dealers were particularly impressed with the dangers that lurk in the price-cutting which would surely be indulged in by the department stores were the fixed price on machines and records wiped out.

Another matter that caused considerable discussion was the advertising of certain jobbers, which, it was claimed, was directed against and proved detrimental to the interests of the dealer. A resolution was passed to the effect that the dealers discontinue patronizing the jobbers who offended in the matter of advertising and that the jobbers be notified regarding the objections of the dealers and their stand in the matter.

Several new members to the association were announced at the meeting. The next meeting of the association will be held at the Lion d'Or on the second Wednesday in April, at 12:30 p. m., which has been decided upon as the official opening hour.

**DATING CHECKS AHEAD.**

**How One Shrewd Merchant Saved His Money When a Customer Died and Left Affairs In Bad Shape.**

This is what one shrewd retailer did, and saved his money in doing it. He received information that one of his heaviest customers was in close quarters, and that a loss might be made on the account with his storekeeper. The latter called on his customer, who admitted that he was short of cash. "But I'll do this," he said. "I will give you a check dated thirty days ahead."

"I don't like that plan," said the merchant. "Suppose you give me a check dated to-day. I will pledge my word not to bank it or use it any way for thirty days. You know that my word can be taken." The debtor demurred, but finally gave the check as asked for. This is what happened: When the customer failed the merchant was clear. Others, who accepted checks dated thirty days in advance, lost their money, for the customer, who was apparently most healthy, suddenly died. The check dated back was good. Those dated ahead were worthless—because dated after the death of the man who signed them, says the Hardware Dealers' Magazine. Dating a check ahead is simply a promise on the part of the maker to have the money in the bank at a certain time. As a matter of fact, he is simply giving a promissory note for the amount.



### An Incident

"Have you Record number 16377?"

"I will see. No, we have not got that one, but—"

"Well, let me hear number 35259."

"We haven't that one in stock either, but I can get it for you."

"Never mind, good day."

## Short a Few Records and a Customer Lost

Mr. Dealer: Full loyalty and allegiance to Victor Goods has made us Distributors in the sense of the true wholesaler.

You will appreciate our service—no matter where in the United States you are situated—*forget the freight and get the goods!*

Largest Victor Distributors in the World

**The Talking Machine Company**  
137 N.Wabash Avenue, Chicago, Illinois

**New recordings by Mary Garden, Orville Harrold, David Bispham, Kathleen Parlow and Madame Maeterlinck are in the Columbia list for February. Announcement of new recordings by any *one* of these artists always causes a steady movement across the counter.**



**Columbia Phonograph Co., Gen'l  
Tribune Building, New York**

### MAKING A HOBBY OF ONE'S BUSINESS.

Develop a Pendant for Hard Work, and Specialize—Then Watch Prosperity Draw Near—  
Good Advice for the New Year.

A happy new year to you, Mr. Dealer, and here's hoping that old Father Time has not aroused your superstition with the unlucky 13.

There is just one way to fool the crusty old gentleman of the scythe and silvery locks, and at the same time prove to the world that there is nothing unlucky in a baker's dozen. Make up your mind to do thirteen times as much business this year as you did last, and rest assured if your wish comes true (and there is no reason on earth why it should not) old Dad Time will crawl into his hole and pull his superstition after him.

By this time, I imagine, you are wondering what recipe for prosperity I have copied in my little red memorandum book for you. Be patient only a little while and the same shall be unfolded to you.

It materialized in this way: Three gentlemen were dangling from straps in a crowded trolley car. The writer was more fortunate, having procured a seat. There being no ladies standing in his immediate vicinity, he did not feel it his duty to keep his attention focused upon the pages of *The Talking Machine World*, which lay across his lap, so he gazed at the gentlemen instead.

Two represented normal specimens of the desk-toiler, solid, capable men, you understand, but a little worn, tired, and dissatisfied looking. The other fellow, however, was as jubilant as a school boy on the verge of his vacation. If he had a care in the world, his face did not show it, and while his companions were saying unkind things about the traction company for not running sufficient cars to provide for the comfort of its patrons, he was gaily propounding to them the advantages to be derived from maintaining an upright position while in transit. They were an interesting trio, and as the car rocked its way down town I enjoyed their company hugely.

When at last I reached my destination and alighted, I found the care-free one beside me. We exchanged greetings, as is customary in the City of Brotherly Love, and walked on together, chatting as we went.

Learning that he was a substantial talking machine jobber with whom I had long desired an interview, I told him of my wishes and he promptly invited me to his office.

Upon our arrival there, he excused himself for a sufficient time to look over his mail, dictate an important letter or two into his commercial phonograph, and then with a courteous invitation to ask as many questions as I liked, he proclaimed himself at my service.

"Please tell me about yourself," I suggested. "Give me a brief resumé of your career."

"Very well," he answered smiling, "if that is what you want, you shall have it, and a simple and unvarnished tale it shall be."

"From the very first," he began, after a moment spent in careful thought, "I made a hobby of my business. Really, young man, there is little else I

can say, because I owe my entire success to that one thing."

"I will emphasize that point in my story," I promised him, "but I would like the details, please. Making a hobby of one's business sounds mightily interesting. Won't you particularize?"

He looked at me quizzically for a minute in silence, then asked, with a grin, "Did you happen to notice those fellows on the car with me this morning? You did? Well, they were bound for a Southern gunning trip. Didn't seem very enthusiastic over their prospective vacations, did they? They never do; they have no hobby, you see.



Capturing That Check.

They're good chaps, and all that, but a man without at least one hobby will never achieve real success, because his heart is not in his work."

"Now, my friends will go down along the Maryland shore and bang at ducks for a couple of days, and try their level best to think it's fun they're having. When they get back to Philadelphia and sit at their desks once more they will endeavor to do business in a businesslike way, but their success will be in proportion to their endeavor—"nuff sed."

"I have developed a penchant for hard work to the degree of taking it to bed with me nights and to the table with me at meal times, and yet it has not undermined my health or interfered with the sunny side of my disposition to the slightest degree. Why? Because I have made it a hobby, and consequently it does not seem like work to me, but rather a congenial and absorbing pastime; a game I am playing against old Father Time. Every time I pull off a good deal or one of my men makes a big sale I feel as happy as a baby over its first tooth.

"When you make a hobby of your business you conduct it along scientific lines. You are not content to fight the battle for existence as the other

fellow fights it, but search for the heaviest weapon obtainable, and proceed to lick him if you can. You make warriors of your subordinates, too.

"One of the most powerful weapons with which to gather the scalps of your competitors is specialization. To illustrate how a talking-machine specialist can make a sale materialize from thin air, I will cite an incident that occurred a few days after Christmas. One of my young salesmen was on his way to the store—he makes business a hobby like his boss—and in the course of his journey overheard, unintentionally, of course, the chatter of two fair maidens. One of them, it seemed, had received a check from father, and had not definitely decided how to spend it.

"It was up to the specialist to collect sufficient data to put that check in circulation, so he bided his time until he saw a meek-looking young man lift his fedora to the lady of wealth, then he diplomatically engaged the meek one in conversation, first speaking casually of the weather, and the after-Christmas crowds, but gradually drifting round to his heart's desire. Eventually, as opportunity offered, he feigned an acquaintance with one of the maidens, mentioning a name.

"By Jove! That's rich! Why, you've made the mistake of your life!" exclaimed the meek one. "That's Geraldine Dale. Lives at the Hamilton apartments, you know."

"Of course he knew. How horribly stupid of him.

"That afternoon Miss Dale was waited upon by my specialist with a wonderful talking machine, together with a glorious array of crimson-centered discs, and when they parted company the check from father nestled against his heart.

"A hobby, according to no less an authority than Webster's Dictionary, is that which a person pursues with zeal or delight. Therefore, if a man will but choose his profession carefully, being sure of its congeniality, and making it a hobby, success must surely knock at his door ere long."

Thus ended the interview.

How about making a hobby of your business during 1913, Mr. Dealer, and see what happens?

HOWARD TAYLOR MIDDLETON.

### IN SEARCH OF BUSINESS SUCCESS.

Many merchants, like Sir Launfal, travel far and at random in search of the Holy Grail of business success that lies at their very doors.

The men who try to do something and fail are infinitely better than those who try to do nothing and succeed.

### This Is What It Will Do

THE GRAPHITE RECORD LUBRICATOR will improve the reproduction. It will reduce the scraping noise one-half. It will make the record last three times as long. It has scientific basis. It is what has been looked for from the beginning. Send for circular and learn all about it.

**Vox Humana Talking Machine Co.**  
NANTUCKET, MASS.



## MEETING OF TALKING MACHINE JOBBERS ASSOCIATION.

Held at Hotel Knickerbocker on Tuesday of This Week with Many Officers and Members Present—Clause in Illinois Corporation Laws Prevents Amendment of By-laws—Oldfield Bill Discussed and Energetic Action Taken—Question of Fixed Instalment Price for Talking Machines and Records Again Laid Aside.

A special meeting of the National Association of Talking Machine Jobbers was held at the Hotel Knickerbocker, New York, on Tuesday morning, January 14, for the purpose of taking up the question of amending the by-laws of the association with a view to prohibiting the use of proxies in voting at the annual elections of officers.

Although called together for the purpose of accomplishing a definite object, the members of the association were met with a peculiar situation, for it developed that J. Newcomb Blackman, president of the association, had consulted a firm of corporation attorneys for the purpose of insuring the legality of any action that might be taken at the meeting, and had learned that the by-laws of the association providing for the amending of any of the sections of the by-laws at a special meeting of the members of the association was in direct violation of the corporation laws of Illinois, under which the association is incorporated.

The Illinois corporation laws provide that changes in the by-laws of a corporation can only be made at an annual meeting of the members of the corporation and after due notice being served thirty days in advance. Considerable expert information was also collected regarding the legality of proxies, and as a result the matter was laid aside to be taken up at the next annual convention of the association.

### The Oldfield Bill.

Upon learning that the membership of the association as a whole could not take action in amending the by-laws, a meeting of the executive committee of the association was called, at which the members at large attended. The regular routine business to come before the committee was disposed of and a discussion of the Oldfield bill entered into. The resolutions committee reported that the resolution protesting against the bill based on that passed by the National Association of Piano Merchants, had been forwarded to Representative Oldfield and various other members of the House of Representatives. It was decided that those present at the special meeting should sign a protest against the Oldfield bill, to be sent on Wednesday night to the father of the bill, as well as to both the majority and minority leaders in the House, and that the individual members at the same time make formal protest to their Congressmen.

### The Matter of Prices.

The question of two fixed prices, cash and instalment, for talking machines, also came up for consideration at the meeting, owing to the fact that a special instalment price feature appears in the new agreements issued by Thomas A. Edison, Inc. The executive committee, in whose hands the question was left at the last convention in Atlantic City, however, decided that it would be unwise at this time, as it was before, to stir up the price question while dangerous legislation is pending.

The business before the meeting was all completed at the morning session, and in the afternoon most of those in attendance divided their interest between the Automobile Show and the gathering of piano merchants at the Hotel Astor.

### Those Present.

Those present at the meeting included Emanuel Blout, New York; S. B. Davega, of the S. B. Davega Co., New York; A. F. Ferris, Utica, N. Y.; N. D. Griffin, of the American Talking Machine Co., Gloversville, N. Y.; E. P. Hamilton, of Frederick Loeser & Co., Brooklyn, N. Y.; M. Goldsmith, with Sol Bloom, New York; Louis Buehn, Philadelphia; R. H. Morris, American Talking Machine Co., Brooklyn, N. Y.; Benj. Switky, New York; H. L. Royer, M. Steinert & Sons Co., Boston, Mass.; O. K. Houck, of the O. K. Houck Piano Co., Memphis, Tenn.; Burton J. Pierce, of J. W. Jenkins' Sons Co., Kansas City, Mo.; M. H.

Andrews, Bangor, Me.; H. W. Weymann, of H. A. Weymann & Sons, Philadelphia; John B. Miller, Penn Phonograph Co., Philadelphia; W. D. Andrews, Syracuse, N. Y.; C. N. Andrews, Buffalo, N. Y.; A. W. Tocennies, Eclipse Phonograph Co., Hoboken, N. J.; I. Davega, of I. Davega, Jr., Inc., New York; N. Goldfinger, Greenhut-Siegel Cooper Co., New York; Louis J. Gerson, John Wanamaker, New York; E. A. S. Barkelow, Silas J.

## BLACKMAN BANQUETS JOBBERS.

President of National Association of Talking Machine Jobbers Provides Handsome Entertainment at Hotel Knickerbocker for Visitors.

J. Newcomb Blackman, president of the Talking Machine Jobbers' Association, tendered a sumptuous banquet to the members present at the meeting at the Hotel Knickerbocker at seven o'clock in the evening. The banquet was purely informal and was thoroughly enjoyed by all present.

Mr. Blackman acted as toastmaster, and introduced several of the guests, who responded with extemporaneous talks, some of a serious nature and others in a humorous vein. There was no attempt to make the banquet the scene of trade discussions, but rather to promote the feeling of good-fellowship which marked the proceedings.

Each guest at the banquet was presented with a handsome souvenir of a delightful evening in the way of a fob bearing the words "Blackman, Victor and Edison." This fob presents a very attractive appearance, and its receipt was appreciated by all present, who pronounced it a souvenir in harmony with the enjoyment of a "comrades" dinner. The table was artistically decorated, and the menu reproduced herewith did credit to the ability of the Knickerbocker chef, who served a dinner that left nothing to be desired on the part of the diners.

### MENU.

Cape Cod Oysters		
Veloute Clamart aux Croutons		
Supreme de Sea Bass, Duglere		
Medaillon de Bœuf, Choisy		
Pommes Helene	Laitues Braises au Jus	
Sorbet Faverney		
Chapon de Philadelphia Roti,	Cressonniere	
Salade Lorette		
Mousse Glace aux Violettes		
Mignardises		
Cafe		
Cocktail	Sauterne	Champagne

In welcoming the guests to the banquet, Mr. Blackman reminded them that the dinner was intended as a "get-together" meeting of the members, and that informality would be the rule of the evening. He called attention to the pleasant relations that exist at the present time between members of the association, and his earnest desire that these cordial relations will never cease to exist. At the conclusion of his speech of welcome, Mr. Blackman was unanimously greeted and toasted as the "white blackman" and a "general good fellow."

In presenting the first speaker of the evening, O. K. Houck, of Memphis, Tenn., Mr. Blackman commented on the splendid establishment that Mr. Houck represents, and the magnetic personality of its president. Mr. Houck responded with a semi-humorous talk dealing partly on the important part which talking machines will undoubtedly play in the hereafter and the probability that the traditional harps above have been surely changed to Victrolas by this time. Speaking seriously, Mr. Houck stated that he believed that the Victor Co. had done more in the last ten years to uplift and elevate music than any other force had accomplished in the previous hundred years. He remarked on the splendid opportunities that exist at the present moment for the development of a profitable talking machine clientele, and stated that the industry was in its infancy. In support of this assertion, Mr. Houck stated that his profits in his talking machine department for the month of

Pearsall, New York; J. Newcomb Blackman and R. B. Caldwell, Blackman Talking Machine Co., New York; J. W. Blackman, Blackman & Son, New York; J. J. Wood, Charles H. Ditson & Co., New York; G. T. Williams and V. W. Moody, of the New York Talking Machine Co., New York; O. L. Neal, Neal, Clark & Neal, Buffalo, N. Y.; J. F. Bowers, Lyon & Healy, Chicago; F. A. Seamon, Rudolph Wurlitzer Co., Chicago; H. L. Ellenberger, Pardee-Ellenberger Co., Boston, Mass.; James B. Landay, Landay Bros., New York; James K. O'Dea, Paterson, N. J.; Perry B. Whitsit, Columbus, O.; J. C. Roush, Standard Talking Machine Co., Pittsburgh, Pa.; J. H. Dittrich, Rudolph Wurlitzer Co., Cincinnati, O.; J. G. Corley, Corley Piano Co., Richmond, Va.; and Carl A. Droop, E. F. Droop & Sons Co., Washington, D. C.

December, 1912, were greater than the profits for the entire year of 1911.

In introducing the next speaker, Edward Lyman Bill, Mr. Blackman made a short address outlining the importance of trade journalism in the talking machine industry, and commented on the fact that prior to the publication of *The Talking Machine World* the talking machine trade had had no means of exploiting their product in a public way, and was considerably handicapped by this lack of proper support. Mr. Blackman spoke of the inestimable good that Mr. Bill had conferred on the entire industry by his tireless work on its behalf, and of the many instances when he had occasion to refer to Mr. Bill or the paper for the solution of some difficult trade problem.

Mr. Bill gave an interesting address on the present condition of the talking machine industry, its steady growth, and the future in store for it. In speaking of the men behind the industry, Mr. Bill paid tribute to the ability, personality and progressiveness of the men who form the National Association of Talking Machine Jobbers, and stated that the association had accomplished incalculable good by standing together as a single unit, instead of striving in opposite directions as individuals. Mr. Bill also commented on the benefits of price maintenance, and the fact that this single feature plays an important part in the placing of the talking machine industry on the high pedestal it now occupies. Mr. Bill concluded his remarks with a short talk on trade journalism.

Mr. Blackman next called upon W. D. Andrews, of Syracuse, N. Y., and in presenting him to the guests, spoke of the troubled conditions that existed years ago, before any association had been formed, of the formation of the Eastern Talking Machine Jobbers' Association, and the difficulty in locating a man who would steer the ship during these troublesome days. The ultimate selection, stated Mr. Blackman, was Mr. Andrews, who had assisted largely in the promotion of the feeling of good-fellowship that now exists between members.

Mr. Andrews gave a short talk on the progress of the industry and of the pleasant relations that now exist between the jobbers and the factories. In the course of his address, Mr. Andrews stated that he did not believe it would be a wise thing for the jobbers to ask the manufacturers to change their policies at the present time, as the industry is in a very prosperous condition, and in view of the fact that the factories are turning out goods as fast as they possibly can.

At the conclusion of Mr. Andrews' talk, Mr. Blackman placed the remainder of the evening in the hands of the guests, who were asked to call upon anyone present. The following remarks were purely informal, and among those who contributed to the jollity of the evening were Louis Buehn, Burton J. Pierce and Milton Goldsmith.

After the guests had expressed a vote of thanks to Mr. Blackman for the delightful evening that had passed, the banquet came to a close.

The Standard Gramophone Appliance Co. exhibited its Simplex Start and Stop device to an interested gathering of jobbers prior to the opening of the banquet. The exhibit was in charge of Manager Thomas W. Kirkman. W. A. Condon, of the Condon Autostop Co., also exhibited its new device called the "Noret" Autostop.



## PROPOSED TAX ON SHELLAC AND COPAL GUM.

Talking Machine Records Affected—Proposed Underwood Tariff Bill Imposes a Duty on Raw Materials Used in Their Manufacture.

In an interview with M. Dorian, treasurer of the American Graphophone Co., bearing on his recent appearance in Washington in connection with the hearing on tariff revision, he furnished The World with the following particulars:

The Committee on Ways and Means of the House of Representatives (Hon. Oscar W. Underwood, chairman) began hearings on the 6th inst., at which interested parties were permitted to express their views or to submit briefs for or against the proposed amendments and modifications of the existing tariff laws and regulations. The hearings will continue until each schedule, of which there are about a dozen, has been gone over in this manner.

These hearings are preliminary to a revision of the present tariff act—known as the Payne Tariff Act—and are expected to afford the Committee on Ways and Means, which will have charge of the drafting of the revision, all necessary data for properly presenting its views and recommendations to the House of Representatives when the same convenes in special session at the call of President-elect Wilson early in March.

Schedule A—chemicals, oils and paints—was the first to be considered by the committee. The hearings on this schedule lasted two days. A large number of industries are affected under this schedule. The talking machine industry is one of them.

Under the so-called Underwood bill (H. R. 20182), paragraph 37, a duty of one-half of one cent per pound was imposed on copal gums, and from one to one and one-half cents per pound on shellac.

Both of these products enter into the composition of disc talking machine records, some manufacturers using one ingredient only and others both.

The House bill 20182 was under consideration by the Committee on Finance of the U. S. Senate in March of last year. The Senate Committee on Finance reported adversely upon the proposition to put shellac and copal gum and other articles now upon the free list upon the dutiable list.

In this report the Finance Committee says: "It does not appear that any representations have ever been made to Congress by manufacturers of chemicals, by the manufacturers using said products, or by any other persons, looking to a revision of said schedule. On the contrary, all of the representatives of such industries who have appeared before your committee have protested against the enactment of said bill in whole or in part."

Further along in the report the committee said: "Many of the articles transferred by this bill from the free list to the dutiable are articles of common household use. They are not produced in this country and cannot be profitably produced here. To place them upon the dutiable list, therefore, would constitute a tax without any compensation by way of the encouragement of home industry and without any possibility of the tax being avoided by the production of such articles in the United States."

The Committee on Ways and Means of the House proposes to reintroduce this same schedule and to place under the handicap of a duty those products which are not produced in this country and which cannot be produced here—profitably or otherwise—but which are indispensable ingredients to the American manufacturer.

Mr. Dorian appeared before the Committee on Ways and Means and urged that shellac and copal gum be retained upon the free list. He pointed out to the committee that both of these commodities are of foreign origin; cannot be produced in this country, and are indispensable in many American industries, including the talking machine industry. That American manufacturers are in close competition with foreign manufacturers for foreign markets on products where these ingre-

dients form an important part, and that the foreign manufacturer already enjoys an advantage over the American because of his closer proximity to the source of supply, cheaper transportation rates and cheaper labor. That the imposition of a duty upon these hitherto free raw materials will constitute discrimination against the American manufacturer in favor of his foreign competitor so far as these foreign markets is concerned, and either result in closing these foreign markets to him or compel him to shift such portion of his manufacture as is meant for foreign consumption to a foreign country, thus depriving American labor of an opportunity to retain for its benefit work it has formerly exclusively enjoyed.

In the course of the hearings the statement was made on behalf of the committee that the purpose of the proposed revision was to reduce the duty on some schedules and to meet this loss of revenue by putting some hitherto free materials upon the dutiable list. The opinion was expressed by several members of the committee that the industries affected should be willing to support this additional tax.

There was also manifest on the part of a majority of the House committee a determination to adhere to the original program, notwithstanding the protests and arguments submitted.

The consensus of opinion about the Capitol is that the bill when introduced will follow closely the provisions of H. R. 20182 and that it will finally pass the House in that form.

When it reaches the Senate, however, the industries affected will renew their objections with better prospects of securing some relief from the unfair and burdensome provisions favored by the Ways and Means Committee.

## THE VALUE OF STOCK ENVELOPES

Demonstrated Most Successfully by the New York Talking Machine Co.

The New York Talking Machine Co., 83 Chambers street, New York, is experiencing a steady and gratifying demand for their special dealers' stock envelope which embodies several features of considerable value to the Victor dealer.

This stock envelope was conceived with the idea of enabling the dealer to keep an accurate record of the drawing-powers of each separate and individual record, thereby making it possible for him to know at a glance how many of a certain record should be called for in his order or re-order, and at the same time the dealer can keep his Victor envelope fresh and clean, and have it in a presentable shape to give to a purchaser.

The stock envelope is used in the following manner: When a stock of records is received, they are immediately transferred to these special stock envelopes, and their factory number placed in the upper corner of the envelope. The Victor envelope is then placed aside, and is fresh and clean for the use of the purchaser of the record. The record in the stock envelope is placed in the record rack, and after a sale is made the dealer has an empty stock envelope on hand, which serves as a re-order. When the dealer places his re-order with the jobber or distributor he places the date of the order and the quantity ordered on the bag. On receipt of the quantity ordered he places a ring around the quantity showing that they have been received, and continues to re-order on this arrangement.

It can be readily seen that the dealer by means of this system has an infallible record of the popularity of a particular selection with his clientele, as the number of re-orders and the quantity called for each time will, of course, increase as the demand for the record grows. Whereas, the first and initial order placed may have called for only one record, the sixth order placed one month later will probably call for twenty-five records of a certain number, as the dates on the stock envelope

will tell the dealer accurately just how long the last order was on his shelves, and give him a definite basis for the time and quantity of his next order.

## COLUMBIA WITH ESTEY CO.

New York House to Follow Example of Philadelphia Institution.

The Columbia Phonograph Co. has just completed arrangements with the New York headquarters of the Estey Piano Co., at 23 West 42d street, whereby this prominent concern will handle the Columbia line in its New York store. The Columbia products have been handled by the Philadelphia house of the Estey Co. for some time, and the results achieved were so satisfactory that the company decided to install a Columbia department in New York.

## JUST A FRIEND FROM HAVANA.

The Illustration Not New Form of Record, but Reproduction of One of the "Smokes" That Made Friends of Vitaphone Co. Happy.



No! this is not a page from a cigar catalog. The illustration simply shows the style of business card adopted by the Vitaphone Co. of Plainfield, N. J. To have things consistent, the company had to buy good cigars, so anyone favored by a Vitaphone call will smoke "long and hearty." Judging from its size, it must be a "two-hour record" and the music is well flavored, showing admirable choice in selection. To those who had the privilege of being favored around the holidays with these choice "dispellers of gloom," the Christmas dinner left no bad after effects. The "grouch" was eliminated by the "optimist" who bid the old year a hearty farewell with all its "hard knocks" and the New Year was started with the cheerful feeling that as the world grows on there will be room enough for all to get their share in the way of business. And no one smoking these cigars could overlook extending to the donors the best of wishes for advancement and progress during 1913.

A well-known English recorder of seven years' experience recording in Europe and Asia, Edison tuition, desires position in America. For full particulars address "Recorder," care of The Talking Machine World, 373 Fourth Avenue, New York City.

CHAUFFEUR'S COMPLETE OUTFIT SACRIFICED.—Consisting of elegant mink fur-lined coat, Persian lamb collar, \$35; pair of elegant bear robes, \$15 each; raccoon cap, \$5; pair of fur gloves, \$4; pair of goggles, 50c; 1 pair leather leggings, \$3.50. Will sell separately or the lot, all new; never worn. Original price, \$225. C. CHASE, 118 East 28th St., New York City, N. Y.

FOR SALE.—5,000 Edison 2-minute records, 10c. each; 5,000 Zonophone 19-inch records, 15c. each; all new, clean stock. DENINGER, 335 North St., Rochester, N. Y.

POSITION WANTED.—Experienced talking machine man with wholesale and retail experience, will be open Jan. 1 for position, either traveling or retail; capable of taking management; prefer West. Excellent references; know business thoroughly from repair to selling. Address "M. L.," care The Talking Machine World, 373 Fourth Ave., New York City.

EXPERT REPAIRMAN, familiar with all makes of talking machines and phonographs, is open for a position; highest references as to capability. Address "EXPERT REPAIRER," care The Talking Machine World, 373 Fourth Ave., New York City.



## THE TRADE SITUATION IN THE CREAM CITY.

Heavy Holiday Business Causes Shortage of Stock Among Both Jobbers and Dealers, but Plans Are Made to Take Care of Coming Demands—Better Class of Both Machines and Records Have the Call—Some Interesting Window Displays—McGreal Now a Minion of the Law—The Victrola Used in Vaudeville—The Month's News Summarized.

(Special to The Talking Machine World.)

Milwaukee, Wis., Jan. 11, 1913.

Everywhere one hears the same thing—the report that this season's holiday business established a new high record. Jobbers and retailers have the same story to tell and all say that they could have disposed of more machines had they been able to secure them. Indeed, the shortage of stock seems to have been the only disquieting feature of this year's business. Dealers all over the State say that people bought goods more freely than they have in recent years and that demand was not confined to any one class of goods, but was more general in nature. This seems to prove that prosperity is widespread in the Wisconsin field and that the talking machine men are coming in for their just share of the good things. Another bright feature of the situation is the fact that collections are giving probably less trouble than they have in years.

The shortage of stocks is still being experienced, owing to the fact that the factories are still behind on their orders and are unable to supply jobbers with the necessary goods. This state of affairs has its bright side as well as its dark, because there is no denying the fact that stocks in dealers' hands are lighter than they have been in many seasons. Instead of the dealer laying in a heavy stock of machines before the holiday rush, the average retailer was able to secure hardly enough to meet his actual requirements, so there is a fertile field for the jobber from now on. Jobbers in all the leading lines say that they will be able to dispose of every machine which they can lay their hands on for the next three months. This fact, combined with the bright outlook in all lines of trade, certainly promises a period of prosperity for the talking machine interests. Dealers and jobbers are all decidedly optimistic regarding the coming year and all seem convinced that a record breaking trade will be secured.

"Our business during the month of December was remarkable," said Miss Gertrude Gannon, head of the Wisconsin Talking Machine Co., jobber for the Victor line, "but it would have been much better had we been able to secure the machines to meet the demands of our dealers. The prospects for the coming year are certainly bright. Leading Milwaukee dealers have told us that their holiday business this year was the best in their history."

"We couldn't have asked for a better holiday trade," said Lawrence McGreal, well known Edison jobber. "There was a strong demand, as usual, for high grade goods, although I think that demand was more general than it has been in some time. If 1913 business keeps up at the rate at which it has started, we will be more than satisfied. The new Edison disc machine is making a decided hit with the Wisconsin dealer and orders are coming in even better than we expected. There is not the slightest doubt but that the Edison people have a wonderful proposition in this machine."

"The holiday business was the best in the history of our store," said A. C. Kunde, 516 Grand avenue, Columbia jobber and retailer. "Demand was good for both machines and records, but we were handicapped like most of the other dealers by the inability to secure stock enough to satisfy the trade."

William P. Hope, traveling representative of the Thomas A. Edison, Inc., in Wisconsin and Upper Michigan, was in Milwaukee this week on business. Mr. Hope has been demonstrating the new Edison disc machine about Wisconsin and has been meeting with the best of success in securing orders. Mr. Hope says that dealers are intensely interested in the new machine and that they are backing up their convictions by placing some fine contracts.

Paul A. Seeger, manager of the new Victor department at the Edmund Gram Music house, reports that the December business far exceeded his expectations. Mr. Seeger says that the demand for Victrolas X, XI, XIV and XVI, has been especially good.

J. H. Becker, Jr., manager of the Victor department at the Espenhain department store, is maintaining his past reputation of featuring interesting window displays. While the "Pink Lady" was at one of the local theatres recently, Mr. Becker filled an entire window with "Pink Lady" records, literature and Victor machines, with the result that some fine sales were made. The same scheme was followed with "Robin Hood" records. Mr. Becker is keeping up his daily concerts and he believes that they are bringing in a lot of new business.

L. C. Parker, manager of the Victor department at Gimbel Brothers, has found business so good after the holidays that he has retained all the extra employes secured for his department during the rush season. Mr. Parker has found that his gain in business for the past year exceeded his expectations. Some fine Victor sales to Milwaukee public schools are reported by Mr. Parker.

The talking machine departments at the two stores of the Edward Schuster & Co. are continually making more of a feature of the Victrola business. Miss Elizabeth Hughes, assistant manager at the Third and Garfield store, has been giving special demonstrations of the Victor line before various organizations and has met with a fine sale of high-grade Victrolas as a result. Miss Elizabeth Meizer, assistant manager of the Twelfth and Vliet street store, has met with a fine business of late.

H. O. Franke, representing the Pooley Furniture Co., of Philadelphia, recently called upon the Milwaukee trade.

Lawrence McGreal, Edison jobber, who was elected sheriff of Milwaukee county at the last election, entered upon the duties of his new office on Jan. 5. Joseph F. Gannon, assistant manager of the Wisconsin Talking Machine Co., jobber for the Victor line, was appointed one of the deputies. Both Mr. McGreal and Mr. Gannon are

finding time to look after their talking machine interests.

The Victrola was well advertised in Milwaukee this week by Charles Kellogg, the "nature singer," who appeared at one of the local vaudeville theatres. Five Victrolas, furnished by the Wisconsin Talking Machine Co., assisted Mr. Kellogg in his different singing and whistling acts.

The Auxetophone was made good use of recently at Madison, Wis., by Dr. L. A. Coerne, well known head of the school of music of the University of Wisconsin, who employed one of these machines and a Tel-Electric piano to demonstrate opera music at one of a series of lectures given by the faculty of the school of music. The Auxetophone was especially successful in demonstrating the Wagner opera, "Die Walkure."

### RATHENAU MEDAL TO EDISON.

First American to Receive Prize Coveted by the Scientists of Europe.

Thomas A. Edison has been awarded the Rathenau medal for the best device or process in the electrical industry for safeguarding industrial life and health.

It will be presented to him on the evening of Jan. 23 at the American Museum of Safety, No. 29 West Thirty-ninth street. The medal is coveted by inventors and scientists in Europe. It gets its name from its presentation in one year by the German Emperor to Dr. Emil Rathenau, long at the head of the Berlin Electricity Company, for a submarine wireless telegraph device with which in 1894 messages were sent for three miles under water. Mr. Edison will be the first American to obtain an impression from the famous die.

The award is made to him because of his storage battery as a safety device in mines, tunnels, submarine boats, factories where explosives are made, powder magazines and in industries in which explosive gases are generated or used. This invention has reduced to a minimum the physical risks of workers in these lines.

The following concerns have completed arrangements with the Columbia Phonograph Co. during the past few weeks to handle the Columbia line: S. R. Leland & Sons, Worcester, Mass.; Robert W. Carter, Concord, Mass.; F. A. Guttenberger Co., Macon, Ga.; D. J. Stevens, Danbury, Conn.; Allen Piano Co., Perth Amboy, N. J.; F. A. Von Entress, Town of Union, N. J.; Norwalk Piano Co., Norwalk, Ohio; Fairbanks & Son, Natick, Mass.; Tampa Hardware Co., Tampa, Fla., and Emanuel Somenfield, Cleveland, Ohio.

**I**N the clinches you can rely upon the Ditson Victor Service. Profits are contingent upon *our fast work*—and we know it.

**S**TOP saying to your customers: "We haven't got it," because you can get it from **DITSON**.

**F**AST Victor service is our aim and that we hit the mark is proved in our rapidly growing clientele of dealers.

**A**LL Victor styles, records and parts, with a complete line of albums, cabinets and needles.

**W**E specialize upon Victor goods exclusively, and correspondence with dealers desiring the best in Victor service is invited.

**Oliver Ditson Company, Boston, Mass.**



Watch  
interest

And those dealers who

Last year more dealers sold more Columbia product than ever before in the history of the Company—60% more than in 1911. Any dealer able to look through an open window can see that the demand for Columbia product is healthy, natural and dependable, and that Columbia dealers are putting away an extra amount of dollars for a rainy day.

So our first message to you for this most promising year of 1913 is to ask yourself if you can unearth one solitary business reason why you *can't* or *shouldn't* sell the thousands of record buyers who are now going down street or across town.

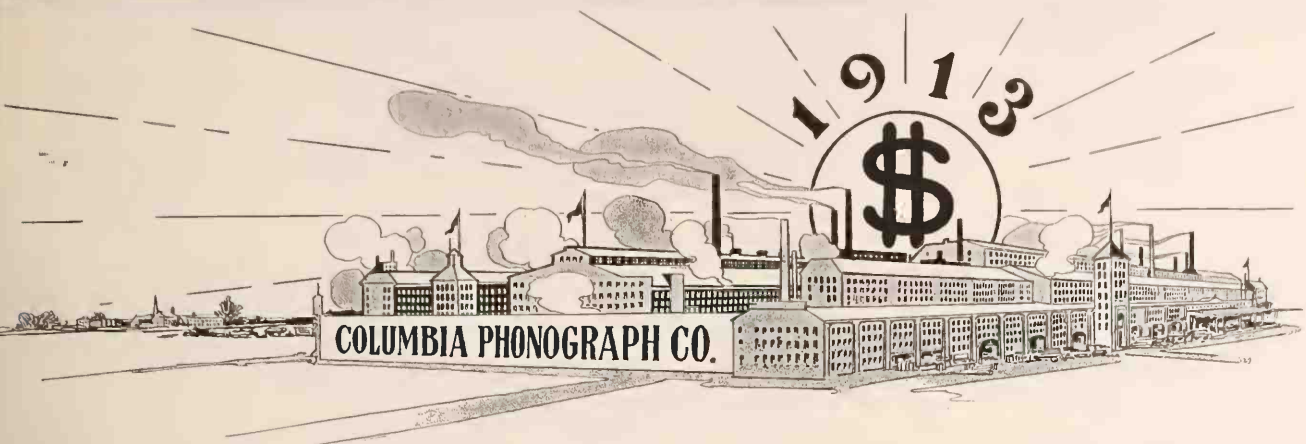
# Columbia Phonographs

## Tribune Building



Creators of the talking machine industry. Pioneers and leaders  
Largest manufacturers of talking machines in the world.





# See the Columbia for the most interesting events in 1913—

who watch *from the inside* will have a much better view.

People are asking for Columbia product. The demand proves it. And they are going to continue to ask more and more. They are asking for records by

Destinn,	Nielsen,
Fremstad,	Bispham,
Slezak,	Parlow,
Zenatello,	Hofmann,
Nordica,	White,
Garden,	Gay,
Harrold,	Seguroola.

They *want* records by artists such as these—and there are *no substitutes*. In just the same manner they will want Bonci records, just announced, and Ysaye records soon to be announced.

Is there any reason under the sun why *you* shouldn't get this business?

And instruments: Our \$20 "Eclipse" can play rings around any competitive instrument at \$25; while the same machine in mahogany at \$25 is the only mahogany machine under \$40. There's our good old "Favorite" at \$50, the most popular and the largest selling instrument ever put out, with every comparison boosting it a notch higher. There's our "Baby Regent" at \$100, "Colonial" at \$150 and "Regent" at \$200, the only line of table instruments made and absolutely free from competition. There's our "Mignonette" at \$100, "Nonpareil" at \$150, and "De Luxe" at \$200, that need no "boosting" from us. They are able to stand on their own legs in more senses than one.

Finally there's our Columbia "Grand," price \$500, an instrument that will find a ready market with those who want only the best, and are willing to pay for the best.

We have the demand; we have the product; we have the organization; we have many thousand loyal, plugging dealers, and your only excuse for not securing a Columbia agency should be because some live dealer got there first.

# See the Columbia Company, Gen'l g, New York

the talking machine art. Owners of the fundamental patents.  
Write for "Music Money," a free book you ought to have.



## RECORDING ARTISTS IN MOSCOW AND ST. PETERSBURG.

An Impression of Moscow and Its People—The Artists Including Cossacks and Sarts—Life of the Artists in St. Petersburg—Other Interesting Data.

By T. J. THEOBALD NOBLE, a Prominent European Talking Machine Recorder.

After a very tiring journey lasting four days, from London through Paris, Berlin and Warsaw, I arrived in Moscow, where it was extremely cold, the thermometer registering 24 degrees of frost. I had encountered one or two incidents so common and anticipatory when entering or leaving Russian Territory. I will mention but one. At Warsaw I was compelled to wait twenty-two hours in a desolate, ill-smelling and unsanitary room as there was a suspicion of a trivial kind on my passport. In my excitement at such unmitigated impertinence, I went from asseverations to threats; both proved unavailing, the officials were inexorable, and what is the more amazing would not be bribed. (The first time in my experiences, and they are many, that a Russian official refused a bribe). On the following day I was released with many belated expressions of regret and apology, but unrequited as to the reasons of my temporary arrest. I eventually discovered the reason through the inevitable means, "A bribe, surreptitiously given" to an under officer. It transpired a passport had been stolen in Berlin from an Englishman, and on my arrival at the frontier I had been suspected, being alone and not having a knowledge of the language (the Russians immediately suspected me of purposely not speaking the language with a view of passing myself off as an Englishman), together with the suspicious appearance of my recording outfit, which they believed to be parts of an infernal machine. The arrest of the culprit in Berlin I was informed saved me from the possibility of several days detention. Moscow has been written about to such an extent I will not worry you with my encomiums, but I should like to say a few words of Moscow from a talking machine recorder's point of view. I found the town wonderfully interesting, and when once settled down, I found myself living in and amongst customs and life of the early nineteenth century, for comparatively (with other great towns) speaking, Moscow remains in the same state of progress now as when Napoleon saw it. There are in Moscow sixteen hundred churches, or as the Moscovities say "forty times forty churches." The famous historical building the Kremlin (Moscow's Acropolis) is there with its three tremendous old-time fortified walls, surrounding it, the size of which can be gauged when it is known that contained in its walls, is the city or business center of Moscow, also fifty churches and the Royal Palace. Outside the principle streets the shops are rudely constructed of wood, and appear to have stood just as they now stand for centuries.

On the sidewalks are to be observed—and many times felt—obstacles of various sizes which outside of Moscow would not be tolerated. Large ten-inch rain pipes protruding from the shop fronts on to the sidewalk, for any person to cut, break or bruise their shins. Gratings lifted out of the walk a good three inches for tripping over and inflicting Heaven knows what damage.

Shop shades or blinds pulled down to within five feet of the walk. Holes, posts, and projections of all kinds are tolerated in a manner which is to other than Moscovities extraordinary.

Yet, strange as it will doubtless appear, after a very short time one becomes accustomed to this curious state of negligence, and commences to enjoy and appreciate this association with an earlier period, the existence in an atmosphere which is not yet contaminated with the progress of mechanical life which is referred to in Europe and America as, "civilization."

Here, there are no tubes, overhead trains, motor lorries, motor buses, taxicabs or motorcycles; no rush, wild-headed speculations or hustle. All is different, business proceeds in a leisurely form, and it is a proverbial fact, that you cannot succeed in making a Moscovite "hurry."

This must not be interpreted to mean that they

are a lazy or lethargic populace—it is a state of, or an existence in an earlier period of civilization, a period which we have already passed and forgotten. Of the people, I find them interesting, philosophical, intellectual, and argumentative. In business (talkers), careless, mercenary and a bad creditor.

### Hospitable Russians.

Hospitality is such that its magnanimity is incomprehensible. Sympathetic, confidential and most sincere friend when once obtained. In trouble they display the same characteristics as most discontented souls—courage, bravery and daring. (I had many times witnessed this latter statement.) Until one penetrates into the vast areas of police terrorism which crowd on the Russian people from every side, it is difficult to comprehend the great feeling of disgust and contempt which the people have against the Government in their tyrannous rule. Such is my opinion of the Russian people after having lived amongst them for over three years.

My recording room in Moscow was large and very satisfactory, and I was anxious to test it with my diaphragms, and make the necessary alterations to them for using in a new atmosphere. My first date was with a choir of eight men who had arrived from Kazan. I was not a little perturbed on observing them, for they were all big heavy fellows over six feet and must have averaged a weight of fifteen stone at least.

Their bulk was such that I could not record them as to horns I had were too short to allow bunching them round the machine and near enough to the horns to make a satisfactory record. I was, therefore, compelled to postpone the date in order to have two longer horns constructed. When they did sing, however, it was a revelation, the very building shook with the immense volume of tone, and although I had figured out the distance away from the horns they stood, I was inclined to believe that the strength would be too great for my diaphragm and that there would be a number of blasts in these "masters." I was accustomed to record loud records, but I certainly had never recorded such a volume of tone and such great power before. To my surprise the diaphragm held and had made a good record. I here surmised and afterwards proved that there is a certain quality in the language which assists the recording, there is an absence of the hard, guttural and blatant words so common in the English and German languages.

The expression, synchronizing, and harmony in each of the numbers was faultless and above criticism. The clearness of the tenors, the roundness of the baritones and the sonorous tone of the basses was a thing which I had never heard before. The rendering was so fine that it fascinated me and I was sorry when I had finished making their records.

### Records of Noted Artists.

My next artist was the bass Ciberiakoff, another giant. In his case I was compelled to have a part of the floor opened to allow him to stand down ten inches. Otherwise the angle of the recording horn would have been such, that it would have entirely altered the tone of his voice and resulted in a bad record; unnatural, thin and weak. He made a number of very fine bass records of which no doubt there are many in America.

My next artist was the baritone Kamionski who had just returned from America where he had won success and was returning. It was here I first encountered a Russian, or I should say a Moscow Orchestra, whose playing was so bad that I was forced to dismiss the whole of them. They played in a nonchalant manner as though accompanying a third rate vaudeville turn and treated

the whole process of recording as a big joke, which was, however, quickly dispelled through my summarily dismissing them. I was paying Kamionski a hundred dollars per song, and the orchestra a dollar an hour for three hours. The conductor three dollars the session.

I wasn't wasting any time with bad musicians. Apologizing to the artist I postponed the date for a week, determined in the interim to scour the town with the intention of acquiring sixteen reliable or musically intellectual men.

During the four following days I recorded four more artists, sopranos, tenors and a choir, all with excellent voices and a perceptive knowledge of the intricacies in recording which was of great assistance. About this time I recorded, or attempted to record a military band. I noted the draggled slovenliness of the men, the dirty instruments which to my surprise were being carried as one would carry a piece of wood or rope, and prognosticated that all this omened bad playing.

I nevertheless decided to test them, and after having carefully focussed them, informed the conductor he could commence. To my horror they commenced to play without having first tuned up, and when it is remembered that outside it was freezing hard, the awful result can better be imagined than explained. I have never heard such an abominable conglomeration of music before in all my experience, they were not only out of tune, but were not blowing clearly and making the most horrible mistakes. After listening with great patience for ten minutes, I saw that it was hopeless and dismissed them, much to the astonishment of the conductor who was ignorant of even the first principle in music.

### Difficult to Get Good Military Bands.

After this debacle I was compelled to go round in an endeavor to discover a representative military band, but after a seven days' search and after hearing approximately twenty bands I was unable to obtain a really good one. However, military bands being a necessity for the catalogue I chose the best of a bad crowd. Eventually I was able to instill into their heads the necessity of playing without error, and I was able to make a number—but certainly very few—good band records.

By this time I had formed a pretty bad opinion of Moscow orchestras and bands, for it must not be forgotten that I had been also trying to discover sixteen good musicians for accompanying, and in this I was experiencing incredible difficulty. At the opera where fifty men are playing and where there has been several days' rehearsal of the opera by the men, the playing is irreprovable. To choose sixteen of their number for recording, however, is quite a different matter—they are useless after an hour. I eventually succeeded in obtaining fourteen fairly good men from the opera and the symphonic orchestras. Even these men to say the least were an uncouth, lethargic and disinterested group, who looked upon the recording from a monetary point of view only, a thing which surprised and disappointed me considerably, for the vocalists were such charming people. Several amusing incidents occurred which illustrates conclusively the blatant ignorance of the military band conductors who are a callous, mercenary, malignant and unscrupulous clique.

During the playing one day of the first selection I noticed the cornets were blowing a curious tone and remonstrated with the conductor, who without even testing it himself replied, "Oh, no, Monsieur, it is impossible." I immediately demanded through my interpreter for the cornet to tune to the clarinet, the result was that we found the instrument broken and blowing a tone similar to a two-cent whistle.

The man afterwards confessed that his conductor was aware of the broken instrument and had forbidden it to be mentioned to me.

On another occasion I had a similar dispute as to the band being out of tune, but in this instance a conductor ordered the men to tune, which they did. Still, the fault was there, but this time the conductor pretended, or actually did not notice it until the men tuned their instruments singly, when it was discovered that the basses had brought, and were actually playing on flat, instead of sharp-pitch



instruments. I was in the habit of paying the band (the conductor) sixty-five dollars for a session of three hours, with twenty-four men. I was not a little surprised and disgusted when I learned that the conductors were paying their men but 75 kopecks (35 cents) for the three hours' work, whilst pocketing over fifty-six dollars themselves. One no longer is amazed at the slovenliness of the poorer fellows. They are treated as dogs by their conductors and it is little wonder that there is such a painful absence of good military bands for recording purposes.

My next artist was a contralto, Mme. Vasskevitch. She possesses a voice of exceptional range and was a pleasure to record, she so quickly grasped how to record that I was able to record a dozen different songs in three hours. This artist I may add spoke perfect English having been educated in England; she also spoke fluent French, German and Italian. She is visiting America in 1913 and should prove a big success both on the stage and on records.

It was about this time that I recorded the finest selections I have ever recorded in my experience—a mixed choir from the Opera House. If these records were on sale in America, I have no hesitation in saying they would prove a revelation, not so much for the actual recording, but for the magnificent, incomparable and glorious rendering of the "Savitzky Choir." This choir, consisting of twelve women and twelve men, sang selections of such varying styles that were extraordinary. One selection would be Faust, the next a Russian peasant's wedding feast; it made no difference to their rendering, which was at all times superb. To make a record of such a choir with an accompanying orchestra consisting of twenty men is an extremely difficult undertaking for a recorder at any time, but especially in a foreign country.

The placing of forty-four musicians and vocalists around four horns, all in focuses, is an operation that obviously requires a certain amount of cogitation, and I have no hesitation in saying that had I not received the co-operation and assistance of the artists, I should never have succeeded in making the records. They entered into the recording with a contagious enthusiasm and vital interest which was amazing and of incalculable help to me.

During the progress of these selections the recorder has to be in and among the artists, for in one part he may have to draw four men away from the horns and at the same time place five others nearer, while in another part the sopranos may have a few bars to themselves, necessitating the men to withdraw from the horns and the ladies to approach nearer. In the next few bars it will be "ensemble," and then all have to bunch around the horns and in such a position to insure a good balance, and so on through the record. All these movements have to be surreptitiously carried out without the slightest noise. The manner in which the Russian ladies entered into the recording was beyond praise. I remember in a particular record the ladies were not required for the last half minute of the selection; they did not merely bend or lean away from the horns, but voluntarily stooped and almost sat on the floor to enable all the men to approach nearer the horns. Imagine getting some of our own dear ladies to assist in the recording to that extent—Caesar!

The hilarious selections with singing, yelling, balalaika, harmonium, tambourines, whistling and all other forms of sound were difficult to record, but were nevertheless delightful selections and gave an excellent insight into the Russian national character in their amusements. A number of these records are among my most prized collection in my home, and their piquancy and irresistible jocundity are often the cause of much amusement and appreciation. The singing of the Cossacks was a great disappointment, for their singing can only be likened to a lot of overgrown children yelling and crying, each making an earnest endeavor to cry louder than another, resulting in an awful hulla-balloo. They were in most cases accompanied by one of their women playing on an old—very old—harmonium, which produced a tone similar to a pig who objects to being kicked. I

afterward recorded many records of the Cossacks in their own territory, "The Beautiful Caucasus," but with similar results—very disappointing.

During my sojourn in Moscow I had recorded a little over two hundred titles, including the best and the worst of Moscow and other Russian artists, whose fees ranged from 5 roubles to 600 roubles per song. The latter price was paid to the most popular artist in Russia, a lady who received the equivalent to \$6,000 for twenty titles (600 roubles per song). The Cossacks, on the other hand, received their railroad fare from Vladikavkaz and back, and the large sum of 500 roubles for forty titles (eight men). I recorded

but a few important artists in Moscow, for the best were, I was informed, in St. Petersburg. After receiving the necessary permission from the police to leave Moscow, I left for "Peterburg." Before leaving Moscow I should like to say once again that the recording was a success and the array of talent was unexcelled throughout the world. The people were charming and hospitable to a degree and I was treated with the utmost respect by the employes of the company. It was here, too, that I met and enjoyed the company of that inveterate globe-trotting American recorder, Fred Gaisberg, of the Victor Co.

(To be continued next month.)

## INCREASING DEMAND FOR EDISON DISC PHONOGRAPH.

Continues to Be of Enormous Proportions—Working Hard to Supply the Demand—To Issue Salesmanship Record—F. K. Dolbeer's Report on Conditions.

Conditions at the Edison factory in regard to shipping the new disc phonograph and records have greatly improved since the last writing. Jobbers and dealers, however, are still using their creative powers for new excuses to secure the goods from the factory and to their customers because they have not got sufficient goods.

The day the writer was there a concern telephoned from Boston claiming that they could sell within a week one hundred of the new \$250 Edison disc phonographs, providing they could receive sufficient records to go with them.

To show how the Edison disc records are moving, a little town just over the line in Canada which formerly used \$200 or \$300 worth per year, increased their volume many times, recently ordering \$5,000 worth.

For the exploitation of these disc records the Edison Co. is putting on the market what they call their Advertising record, but which is really more of a salesmanship record. It is a talk upon the Edison machine, its inventor and its scope. A deep, powerful voice tells the story, beginning with Mr. Edison's first experiment thirty-four years ago—how he made 2,000 experiments on reproducers; how the materials are selected and manufactured; of the details of the recording of

the artists; of the plans to come for music—an interesting story in every way.

This will be a valuable aid to dealers throughout the country. All that will be required is to put this record upon the machine and the machine sells itself, so to speak. There will be fifty disc records in the new list when it is completed.

The sales offices of the Amusement Phonograph end of Thos. A. Edison, Inc., have all been segregated upon the second floor of the Administration building. This was done for the purpose of concentrating upon details. For instance, F. K. Dolbeer now has offices formerly occupied by President Wilson; C. E. Goodwin, manager of the traveling men, is now in the rear of the second floor, instead of being on the third floor. The third floor is now devoted to the kinetophone, kinetograph, business phonograph and advertising executive departments.

F. K. Dolbeer, sales manager, gave The World details covering the above story, particularly in regard to the ordering and shipping of the goods. Mr. Dolbeer is exerting every influence he can to care for the trade, but he fights heavy odds, owing to the tremendous demand for the goods and the limited output so far, notwithstanding an increased working schedule.

## YSAYE MAKES COLUMBIA RECORDS.

The Famous Belgan Violinist Who Is Scoring Such a Great Success in America Signed a Contract with the Columbia Phonograph Co.—His Records Will Have a Great Vogue.

The Columbia Phonograph Co. announces that arrangements have been completed whereby Eugene Ysaye, the world-famous Belgian violinist, will produce records exclusively for the Columbia Co. Ysaye is recognized as the greatest living violinist,



Eugene Ysaye.

and his tour in America this year has been a continual chain of tremendous successes. His performances are attended by large and enthusiastic assemblages and the mere announcement that Ysaye will perform is sufficient to draw music-loving crowds.

Ysaye made his first Columbia records last week,

and according to those present at his recordings they were unusually successful. These records will be placed on the market the early part of next year, and the international fame of Ysaye assures an enormous sale. The Columbia Phonograph Co. is justly elated over the addition of such a wonderful artist as Ysaye to its rapidly growing list of famous record producers. It was only after many months of persuasion that Ysaye would consent to sign a contract for the producing of records, but he finally signed for a number of years, and his first records will be the forerunners of many more to appear regularly.

## CABINETS AND ALBUM RACKS.

Featured by John Wanamaker—Most Attractive Propositions—Business Continues Active.

The talking machine department of John Wanamaker's New York store continues to do a splendid business notwithstanding the passing of the holiday season. High class types of Victor machines are in particular demand, and the call for expensive records has been enormous following the large sales of machines made during the holidays. There is also a steady call for the language outfits manufactured by the Thos. A. Edison, Inc., in conjunction with the International Correspondence Schools.

On another page of this issue of The Talking Machine World is shown a number of talking machine accessories which the Wanamaker talking machine department is handling both wholesale and retail, and which have met with uniform success. Their record cabinets and album racks especially have won high praise from users for their completeness and excellence throughout.

Keep advertising it all the time, rain or shine. You'll find 'twill pay.



## PARCEL POST POSSIBILITIES

So Far as It Affects the Talking Machine Trade Summarized—Little Too Early to Note Whether It Will Be Used Largely or Not.

With the opening of the new parcel post system on January 1, talking machine dealers have been discussing the possibilities of the new system, whether or not it will help their trade, and to what extent its use will become general. As the system has been in use but a few weeks, there has hardly been sufficient time to make a fair test of the benefits to be derived from an active use of the system by talking machine dealers. The public in general has not become thoroughly acquainted with the detailed working of the parcel post, and as a result, there has been a slight tardiness in taking advantage of the benefits it undoubtedly offers, if utilized extensively by the public.

Talking machine dealers are offered a wide field for the use of the new system, as they may not only send records by the parcel post, but needles and similar accessories for the talking machine. In order to ascertain the views of talking machine dealers in New York and vicinity, a representative of The World visited several of the dealers who were practically unanimous in their opinions as to the various benefits to be derived from the use of the parcel post. They stated that this was particularly true as regards the summer trade, when customers, who are away on vacations and unable to secure records, needles, etc., from any dealer within a considerable distance, will be greatly assisted by the parcel post which delivers any parcel up to eleven pounds to any point reached by rural or free delivery.

The regulations provide that parcels of merchandise, including farm and factory products (but not books and printed matter) of almost every description up to eleven pounds in weight and measuring as much as six feet in length and girth combined, except those calculated to do injury to the mails in transit, may be mailed at any post-office for delivery to any address in the country.

Delivery will be made to the homes of people living on rural and star routes as well as those living in cities and towns where there is delivery by carrier. Where there is at present no delivery by carrier the parcels will go to the post-office as is the case with ordinary mail.

The postage rate for the first zone—that is, within distances not exceeding fifty miles, will be five cents for the first pound and three cents for each additional pound. The rates increase for each successive one of the eight zones into which the country is divided, the maximum rate being 12 cents a pound, which will carry a parcel across the continent, or even to Alaska and the Philippines.

For a fee of ten cents a parcel may be insured, and if the parcel is lost in the mails an indemnity to the amount of its value, not to exceed \$50, will be paid to the sender.

The law provides for the use of distinctive postage stamps, and there is now being distributed to postmasters for use in parcel post systems a set of stamps of twelve denominations. Parcels post maps, with accompanying guides, are to be sold to the public at their cost, 75 cents, through the chief clerk of the Post-Office Department.

## OF INTEREST TO EXPORTERS.

Trade Conditions in South America Described in Detail in Instructive Books Prepared by the Pan-American Union.

The Merchants' Association has just received for filing in its reference library a number of books descriptive of Latin America which will be of interest to New York manufacturers exporting to South and Central America and the West Indies. Most of these books are published by the Pan-American Union, under the direction of the Hon. John Barrett, and all are distributed through the agency of the International Bureau of American Republics.

## ARTISTIC VICTOR ROOMS IN LOS ANGELES.

Illustrations and Description of the Very Beautiful Establishment Conducted by the Musical Record Co., Give an Idea of the Value of Artistic Environment.

(Special to The Talking Machine World.)

Los Angeles, Cal., Jan 5, 1913.

The opening of the Victor shop by the Musical Record Co., of this city, of which Albert D. Wayne is manager, has created considerable comment among the friends of the Victor product in south-

one immediately to the heart of the Orient. The mission Indian room, with its Navajo blankets, Indian baskets and pottery, together with oil portraits of some of the famous Indian chiefs, seems to be the proper setting for "Ragtime Cowboy Joe." But the crowning feature of this establish-



The Tropical Garden of the Musical Record Co.'s Victor Shop.

ern California. The manager, after seventeen years' experience in the talking machine business, decided to pin his faith exclusively to "His Master's Voice." The salesroom of this department is finished in mahogany, and its walls covered with goblin tapestry is without a doubt one of the most handsome of its kind in the country. The record

ment is a garden in the rear filled with a valuable collection of tropical plants and palms which is the private collection of one of the stockholders. The swinging seats and rustic benches scattered about in the garden, giving a capacity of three score or more of people who would like to enjoy the afternoon and evening concerts around the goldfish



Reception Room of the Musical Record Co.'s Victor Shop.

rooms, with their upholstered walls of padded brocaded silk, are certainly unique, one of which is furnished in the Louis XVI. type, with Vernis Martin Victrola and gold-plated furniture; is in fact the most gorgeous outlay. Another room with its Turkish couches, Oriental rugs, old Persian wall hangings and Damascus blades seem to transport

fountain and under the vine-covered pergola. The patronage extended the company has so far exceeded its expectations, and it has been put to its wit's end to replenish the stock, being compelled to order by wire from wherever the goods could be had. The people in the city appreciate a talking machine shop that is "different."

The titles of some of the books received are as follows:

"Latin America—The Land of Opportunity."

"Traveling Notes in Central America."

"Panama—Method of Acquiring Public Land."

"Rubber and Its Relatives."

"Tobacco."

"Cotton, the Most Widely Used Staple in the World."

The Hon. John Barrett, the Director-General of The Pan-American Union, has also forwarded to the association for the information of the members consulting the library:

"Chili; an Account of Its Wealth and Progress,"

by Julio Perez Canto. "Brazil in 1911," by J. C. Oakenfull, and "Guide to Modern Peru; Its Great Advantages and Vast Opportunities," by A. de Clairmont, M.D.

These publications are especially important in view of the approaching completion of the Panama Canal and the keen interest which is now being taken in trade extension in Central and South America. A somewhat similar series of books dealing with the industries of the Netherlands was recently added to the library and catalogued in last week's Greater New York. These books are available for consultation by the members of the Merchants' Association.



## THE HIGH COST OF CHEAP CREDIT.

By J. NEWCOMB BLACKMAN, President of the Blackman Talking Machine Co., New York, and the National Association of Talking Machine Jobbers.

[A discussion of the freedom in which credit is extended in both the wholesale and retail trades, and the importance of more care being taken in the extension of credit, not only for the sake of economy, but in justice to those members of the commercial world who are entitled to credit by reason of their true financial standing and value. —EDITORIAL NOTE.]

The high cost of living seems to be a favorite excuse for many ills of to-day, both in business and private life. I believe the American people fail to realize the important part which every merchant and buyer plays in the cause and effect of this situation. Did you ever stop to carefully consider the fact that the honest man must pay for those who are dishonest? That the man who pays his bills must also pay those of the one who fails to do so, and again the fact that crime and dishonesty in many forms exist makes it necessary to maintain an expensive police force?

The man who does not pay his bills and makes a habit of not doing so is not worrying as much about the high cost of living as the honest man, but he is the common enemy of all classes except those of his own kind. Now let us consider this situation as confronting us in the talking machine business, and it will apply equally as well in practically every other line of commercial life.

Millions of dollars are spent each year telling people their credit is good and letting them believe that all they need do is to express a wish for something, whether it be a luxury or otherwise, and it will not only be granted them by the delivery of the article without delay, but payment will be the last consideration. Is it any wonder in view of this state of affairs that the average buyer fails to recognize the justice of insisting that he establish his responsibility before delivery?

It is the duty of every employer not to surround his employes with temptations, and rules must be formulated that will safeguard them against temptations. Taking the extension of credit, however, and starting with the retail buyer you will find that the dealer must be liberal or lose the business to the other fellow. Too often it is a case where they fail to regard their obligations seriously, simply because their jobber is too liberal in extending credit.

Recently a failure of several hundred thousands of dollars in Newark, N. J., disclosed simply another example of the truth of the high cost of cheap credit. Here was a concern that obtained some \$400,000 worth of credit on what eventually appeared to be, according to a commercial agency report, a "paid in" capital of about \$150. Talking machine jobbers and piano merchants extended liberal credit and allowed this firm to compete, by means of their assistance, with those dealers in that territory who are paying their bills and are entitled to credit.

Many creditors of this concern gave them credit, simply because they relied on what should have been the good judgment of some of the bigger fellows dealing with the same firm, and in the meantime this concern filled the newspapers with advertisements which tended to ruin the reputation of reputable piano manufacturers, piano merchants and talking machine dealers. During the interim others looked on, with the courage of their convictions, losing business, or continually asking themselves whether or not "two and two still make four," or if they were not mistaken, and had better not leave the path of good business judgment and follow suit. You probably know the final outcome so far as the existence of this particular company was concerned, but who pays the bills?

Every creditor who lost money will at the end of his business year look at his profit and loss sheet and perhaps forget one of the real causes should it fail to be satisfactory to him, but, instead, may complain that the profit on the goods he handles is not sufficient, or he may even tighten a little more where not justified or needed.

I take the position that it is the duty of every merchant not to extend credit in a reckless man-

ner, if for no other reason than to give the dealer who pays his bills and is entitled to credit an honest chance. Also that failure to follow this principle has driven many an honest dealer to dishonest methods or to a reckless conduct of his business, eventually bringing about disaster.

For the benefit of the dealer who wants cheap credit let me say that if he does not realize that it is not good for him, in many cases he should be treated like the child that cries for candy just before meal time. Did that dealer ever stop to consider that he cannot have a monopoly on this cheap credit, and that he should look with suspicion upon the jobber or manufacturer who is enabled to offer him things which old reliable and financially strong concerns are unable to do?

Right here let us consider the position of some of the dealers who owe a bankrupt concern a considerable amount, and who may be put out of business by the cold demands of the receiver to pay up at once or suffer the consequences. Such a course



J. Newcomb Blackman.

of duty seems rather harsh after notes had been renewed and other usual privileges had been discontinued, but why did he not consider that possibility when he did business with that kind of a concern?

One of the chief causes of the high cost of living to-day is wastefulness, and the fact that there are too many consumers and not enough producers, but this thing is sure—if the safe, sound and conservative merchants and dealers will find each other and stick together, the reckless concerns will find their game harder and an economy will be introduced that will be very productive for all. The Government is investigating a claimed "money trust," and yet the concern that I referred to before, I am told, had no difficulty in finding eighty-seven banks who made them loans on what I am safe in saying was certainly questionable security.

We have some of the best organizations in the country dealing with the subject of credits, and that they do not lack knowledge of credit methods is evidenced by the fine speeches heard at banquets and the excellent articles written, but which are not always carried out in practice by the authors. In defence of some of these authors let me say that many a credit man is unable to follow his convictions because the house keeps on complaining of poor sales and will not back him up or the house itself, suffering from competition made possible by cheap credits, thinks it necessary to take many chances.

Fortunately, merchants and the buying public are beginning to realize that honesty in merchandising pays, and that a square deal policy is the best for all. There is also a noticeable change in

the advertising of the best concerns, for they are taking their customers into their confidence, as it were, and talking in an open, frank and honest way about their methods. They should have the support of everyone, and it is to be hoped that the American people in measuring a man's success in life will not do it by means of the dollar sign.

Everybody likes to be encouraged, and it is a great help to the merchant or employe who is trying to do what is right. Would it not therefore be a good resolution for the year 1913 that every jobber and dealer resolve for his own protection, in justice to others and for the sake of economy that he will not give or accept credit which his own common sense tells him is like gambling, even though he may have to discontinue business and work for someone else. This will at least be one of the many ways that great improvement and economy in the conduct of business will be attained, and there will be less bad debts and bankrupts, and business men will conduct their business not only with an eagerness to acquire money but for the confidence and respect of those with whom they deal.

### PRICES CANNOT BE CUT.

Decrees and Injunctions Issued Against Concerns in Butte, Mont., and in Chicago, on Complaints of American Graphophone Co.

A decree and injunction have been entered in the U. S. District Court, District of Montana, against Orton Bros., of Butte, Mont., for cutting prices on Columbia products.

A similar decree and injunction for price-cutting on Columbia products have also been entered in the U. S. District Court, Northern District of Illinois, Eastern Division, against Spiegel, May, Stern Co., of Chicago.

In both of these cases the defendants appeared by counsel and paid the costs. Spiegel, May, Stern Co. was represented by Mayer, Meyer, Austrian & Platt, Esqs., of Chicago, and Orton Bros. by E. B. Howell, Esq., of Butte, Mont.

The American Graphophone Co., complainant in both suits, was represented by its counsel, Elisha K. Camp, Esq.

### OPEN "TALKER" DEPARTMENT.

A. McArthur Furniture Co., of Boston, Takes on the Columbia Line and Will Feature It in a Prominent Way in the "Hub."

A recent addition to the rapidly growing list of Columbia Phonograph Co. representatives in the New England states is the A. McArthur Furniture Co., of Boston, one of the largest furniture establishments in the state of Massachusetts. This firm has opened a handsome talking machine department, and will handle the Columbia line exclusively. Their initial order was placed by the American Supply Co., of Worcester, and called for a representative stock of all the different Columbia machines. Although the new department has been open but a week or two, Manager H. A. Yerkes, of the Columbia Phonograph Co.'s wholesale department, states that they are achieving a splendid success.

### EDISON AGENTS IN PORTLAND.

Three Edison agencies were established in Portland, Me., this week by the traveling representative of Thos. A. Edison, Inc., who visited Maine demonstrating the merits and features of the New Edison disc machine. The new representatives are Lord & Co., Edison Phonograph Co., and the James Bailey Co.

Franz Ewald Thormeyer of Hamburg, Germany, was granted a patent this week on a device by means of which the inventor proposes to so regulate the starting of a talking machine as to produce synchronous action with the movements of a picture reproducing machine.

The question of whether or not there is room at the top need not trouble you until you get there. Then it will take care of itself.



### HER RECORDS ARE POPULAR.

Those Made by Mme. Staberg-Hall, the Noted Soprano, in Swedish and Norwegian, Particularly, Are Great Favorites.

In the Columbia list appear a number of records made by Mme. Staberg-Hall, a concert singer of note, who began her career under the training of Fritz Arlberg. The brilliancy and beauty of her voice secured her the position of first soprano in the Swedish Ladies' Octet, which toured America for two seasons. Then she developed into a coloratura singer, appearing in the large cities of



Mme. Staberg-Hall.

the country as soloist with such noted musical organizations as the Boston Symphony Orchestra and the Minneapolis Symphony Orchestra. She has also sung before royalty in Europe and her concert travels have taken her as far away as Australia.

Mme. Staberg-Hall then returned to Berlin and Stockholm for three years, following which she took up her residence in Minneapolis, where she secured a great success as a vocal teacher as well as in concert work. Four of the records made by Mme. Staberg-Hall are in Swedish and one in Norwegian, and recently she commenced making a new series of songs. Her records are considered to be of the highest character in enunciation and intonation.

### AN ALBUM MUCH IN FAVOR.

The accompanying illustration shows the new style of album cover stamping introduced by the Schafford Album Co., 26-28 Lispenard street, New

York. This is designed to meet a popular demand for 1913, and orders to date give indications of its success. These albums are furnished in brown silk cloth and Viennese imitation leather, with gold plated rings. Each album contains seventeen envelopes and are

made for either ten inch or twelve inch records. The company still furnishes albums with the regular marking of only the two words, "Record Album," to those who prefer it. Prices are low, as shown by the Schafford announcement elsewhere in this number.

Do not growl because the old man goes out to play golf at 3 o'clock. Either he has earned the right by perfecting his organization or he is giving you a chance to pick up opportunities which he is neglecting.

### GREETINGS TO COLUMBIA DEALERS.

General Manager Lyle Reviews the Progress Made in the Columbia Business During the Past Year and Predicts Further Advances and Great Activity for 1913—Compliments Dealers Upon Co-operation.

George W. Lyle, general manager of the Columbia Phonograph Co., this week sent out the following letter to the dealers throughout the country handling the Columbia line late in December:

"To Columbia Dealers: The season of the year is at hand when Christmas greetings and good wishes for the New Year will reach you from your many friends.

"None can be more earnestly sincere and hearty than those which the Columbia Phonograph Co., General, herewith extends you.

"The year 1912 is nearing its close. It has proven the most prosperous in our company's history. We cheerfully accord to all our dealers a high measure of praise and acknowledgement for the success which has so abundantly crowned our efforts throughout the year.

"Without their loyal co-operation, their keen appreciation of the quality which we put into our product and advertising, and their superior salesmanship and business methods, our success would have been measurably less.

"We are going to show our appreciation in something more than mere good wishes, however hearty.

"We are going to increase our factory capacity again, notwithstanding we increased it fifty per cent. less than six months ago. Our advertising for 1913 will, as in the past, be focused on bringing the business to the dealer, and will be more extensive, more comprehensive and more insistent than ever before.

"Quality in product will continue to govern every instrument and record put out under the mark 'Columbia.'

"To be first on the market with new models—thus giving Columbia dealers the opportunity to take the cream of the trade—will be our aim and accomplishment.

"A liberal and sane policy—a policy of non-interference with the management of the dealer's own business except in the matter of price maintenance—will continue to regulate our relations with the trade.

"These are the elements upon which we propose to rely for infinitely greater prosperity in 1913 than has been our good fortune in 1912.

"We want all Columbia dealers to have an ample and satisfying share in this prosperity, and if we pull together that result will be sure to follow. We pledge ourselves to do our share and confidently count upon you to do the rest. If you respond as effectively as in 1912 the victory is as good as achieved."

### WINDOW TRIMMERS.

The Art Continually Growing in Importance as Competition Becomes Keener.

The art of window trimming is fast becoming an important one. The window trimmer, known as the "window advertiser," has become a professional man. He is looked upon to plan, originate, and decorate displays that will sell merchandise. To perform his duties most effectively, he must have something in addition to his merchandise. He must put something in the foreground or background to attract and hold attention—window eards, movable displays, etc., proper fixtures, lighting, etc., all serve for the foreground. The background must be such that will "show off" or pose the merchandise in the best possible way and in the proper atmosphere.

For all his work, including scenic backgrounds,



# 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.

plain or panel backgrounds, ceilings or walls, floors, fixtures, etc.—the window trimmer must use colors. To use colors successfully and change, whenever he desires to change his color scheme, suggest the use of flat colors and other paint products. The introduction of the new prepared wall boards has increased the demand for flat colors.

### AN ORIGINAL WINDOW DISPLAY.

Arranged by Victor Dealers in Indiana—Advantage of Special Displays That May Be Made to Reflect Local Conditions.

While the window displays arranged by the manufacturers for the use of jobbers and dealers are admirable in every respect and most effective when used properly, the dealer who has the am-



Harding & Miller Music Co.'s Artistic Window.

bition to create his own window displays along individual lines, is deserving of much credit.

A window display may reflect local conditions in a manner that is entirely beyond the made-to-order displays. For instance, local celebrations may be marked by special window displays and much trade be secured from the numerous visitors.

The accompanying window display was originated by Start Nueller for the Harding & Miller Music Co., Evansville, Ind., for use during the Thanksgiving period, suggestive of a bountiful harvest and the desirability of a Victor to play during the annual dinner are admirably brought out.

E. P. Cornell is now associated with the Musical Instrument Sales Co., the offices of which are at 635 West Forty-ninth street, New York. Mr. Cornell has had a wide experience in the trade, having been with M. Steinert & Sons Co. and the Boston Talking Machine Co., and recently with John Wanamaker of Philadelphia.



**GREETINGS FOR VICTOR DEALERS.**

Open Letter by Louis F. Geissler Full of Optimism Regarding Conditions in the Talking Machine Trade Continuance of Victor Co. Progress for Year Just Opened.

The following greeting to Victor dealers for the new year appears on the front of cover of the "Voice of the Victor" for January, and indicates that the Victor Co. is full of optimism regarding the outlook in the talking machine field for 1913. The letter is signed by Louis F. Geissler, general manager of the company, and reads:

We have just closed the biggest year in the history of the talking machine industry.

Notwithstanding the necessity of curtailing shipments during May, June and July to clear the market for the introduction of the new Victrolas X, XI, XIV and XVI, the trade have enjoyed an increased supply of Victor goods over any previous year.

The improved Victor X, XI and XIV have each found their own particular market without the least interference to the demand and sale of the Victrola XVI, which retains its dignified position at the top of the Victor line.

Our new factory buildings are being equipped with machinery and labor as fast as the former can be installed, and the latter secured—which means an early increase in factory output, and more sales and greater profits to Victor dealers.

To our dealers who have materially aided us in all the achievements of 1912, we take this opportunity of making known our deep appreciation of their splendid energy, enthusiastic co-operation and unswerving loyalty to the Victor, with the assurance that the Victor will climb to bigger and greater achievements during 1913.

Wishing every one a New Year full of health and prosperity.

**TRADE EXPANSION IN CUBA.**

Frank G. Robins & Co. Is Building a Most Successful Business with the Columbia Line—A Believer in Publicity and Gets Results.

M. D. Easton, road ambassador for the export department of the Columbia Phonograph Co., returned to New York recently after a month's trip to Cuba. "Our Havana agent, Frank G. Robins & Co., is achieving a large measure of success," states Mr. Easton. "It is not only selling a large number of Dictaphone outfits, but its talking machine business is gradually assuming imposing proportions. Under the capable management of R. W. Crain, the company is taking advantage of every opportunity offered it to gain valuable publicity in Cuba. It not only accepts our co-operation plans gladly, but has also originated several ideas which has gained it many sales. One unusual scheme it tried while I was there consisted in presenting a Columbia Regent, Jr., to the leading batter in a baseball series being played between the Cuban teams and a well-known American colored team. The publicity resulting from this offer was surprising, as the people of Havana are baseball fanatics, and the immense crowds in attendance each day were furnished by F. G. Robins & Co. with score cards showing the leading batters' averages and a suitable advertisement of the Columbia products. Mr. Crain assured me that many sales were closed each day as the result of this novel publicity."

**TO CHANGE COMPANY NAME.**

Resolution Presented to Change Name of Columbia Phonograph Co. to Columbia Graphophone Co. at Meeting This Month.

A special meeting of the stockholders of the Columbia Phonograph Co., General, was held early this month, when a resolution was presented requesting the stockholders to vote on changing the name of the company from the Columbia Phonograph Co., General, to the Columbia Graphophone Co.

# GREETINGS for 1913

The year 1912 is gone, never to return, but has its place in history. We greet with "OPTIMISM" the new year, and it forecasts nothing "unlucky," although the "13" is very prominent.

Our DEEP APPRECIATION is extended to those who have made our closing year prosperous.

It is very encouraging to know that the bulk of our Trade represents customers who have dealt with us for years, and that in expanding our business our policy has always been to safeguard them and not neglect the "old" for the "new."

It is not so difficult for merchants to adopt a policy insuring a "SQUARE DEAL FOR ALL," but it is no easy task to stick to it. That this policy pays, however, we firmly believe, and that our customers appreciate it is evident in the steady, healthy growth of our business.

Our policy for 1913 will be that of further progress, using the past only as a guide to avoid repeating mistakes and considering the results as the starting point for improvement.

You will notice no "LAGGING BEHIND," no "RESTING ON OARS," but "ADDED ENERGY," and a more close contact between ourselves and our Trade.

It has been mostly through a "misunderstanding" of the real conditions, either on the part of customers or ourselves, that has caused whatever little friction there has been at times.

We want to ENCOURAGE the GREATEST CONFIDENCE on the part of our Trade, and will endeavor to maintain a BROAD POLICY that will give all the possible support to those Dealers who deserve it, whether it be in the extension of credit or in the shipment of goods, and to maintain this policy. To avoid giving support to unfair competition, we will decline to grant unreasonable requests.

It is not to be safely predicted what another year will bring forth, but anything we do will first be given the most CAREFUL CONSIDERATION, not only as to how it will effect us, but OUR CUSTOMERS.

Will you SUPPORT US, and HELP US by pointing out the defects of our organization, and thus enable us to introduce REMEDIES where necessary?

Yours for a Healthy, Happy and Prosperous New Year.

Very sincerely,

**BLACKMAN TALKING MACHINE CO.**

J. Newcomb Blackman, President

97 Chambers Street, New York.



## TRADE CONDITIONS AND THE OUTLOOK IN ST. LOUIS.

December Business Breaks All Records with Majority of Dealers—Stocks of Machines and Records Cleaned Out During Rush, Including Shopworn Goods—Silverstone to Change Name of Company to Silverstone Musical Instrument Co.—Some Interesting Selling and Advertising Stunts Recorded—Waiting Arrival of Columbia Grand.

(Special to The Talking Machine World.)

St. Louis, Mo., Jan. 12, 1913.

The St. Louis talking machine dealers experienced a glorious New Year's. Chiefly it was because they had footed up the December business and knew that the totals were far and above previous figures. At the Columbia store Retail Sales Manager Byers says "more than 40 per cent. increase over last December." At other stores exact figures are not quoted, but several say "almost double."

One very pleasing feature of the situation is that the stocks are remarkably clean for the beginning of what all declare "will be the biggest year the trade has ever known."

"We can now go ahead with our new model machines without embarrassment," say the Victor folk. "Our new reproducers are putting us in right in front," say the Columbia dealers. "The disc machine makes us leaders again," is the Edison assertion. All of these dealers say their decks are cleared for action on the new models.

The Christmas trade was somewhat embarrassed in most stores by a lack of both machines and popular records. In fact, the business ran beyond conservative expectations and slow delivery of machines caused some embarrassment and light advertising early in the month of December.

President Silverstone, of the Silverstone Talking Machine Co., says that his greatest difficulty is to keep from selling machines. "I have customers for fifty or more of the disc machines, and they cannot be made to understand thoroughly why, if I have the machines here in my store, I should not sell them. If I had had the records to deliver with these machines, I could have so far eclipsed all previous sales records for this company that it would have looked like we had changed environment entirely. Of course, we are carrying this business in prospect for future months, but we are anxious to deliver it, and the customers apparently just as anxious as we are. I have written to the Edison Co. urging a date for delivery, as I think a positive date would be much better than the indefinite scheme under which we are working."

Victor dealers in St. Louis are practically clean of dead and damaged stock. The demand for machines prior to Christmas was so sharp that old styles, shopworn goods and second hand instruments were sold at prices undreamed of in September, and after visiting several stores and learning of stock conditions, the purchasers invariably realized they were being given the very best service possible. Practically all that was left after the Christmas rush were box machines and a few horn instruments. One dealer with a large stock declared that he had more than 50 box instruments loaned to persons who wanted to buy better and larger machines. He closed the holiday with less than a dozen instruments in his store.

Bollman Bros. Piano Co. did an excellent Victrola business. President Piper said that he had placed orders with practically every jobber shipping to St. Louis, and fared very well in the late distribution.

Harry Levy, of the Aeolian Co., says the busiest days of his life were those when the belated shipments arrived. The machines were unloaded on the sidewalk, and as one wagon placed them there another stood at the end of the line to receive them for immediate distribution.

"We did not get all of the machines we wanted for either our retail or jobbing trade, but I think the Victor factory did remarkable work in those last few weeks. We could have handled more, and our order books are open now for a large number of immediate shipments. Dealers from far and near tell us they have small machines in pawn for the delivery of large ones. Our own

retail department is in the same shape. We declined more jobbing orders than we filled, and handled hundreds of machines that never entered the stock room. But the trade ended in very satisfactory shape.

"I look for a splendid Victor year. Tradesmen everywhere are realizing that the talking machine opens a vast field for immediate and good profit and is a clean, likable business. More men are pushing the sales of talking machines to-day than ever before and more persons are ready to be sold to. The appreciation of the machine as a musical instrument and as an ornamental piece of furniture is rising daily. The stage is set for a monster business that will again tax the capacity of the factories."

The holidays interrupted the Aeolian Co. plan of demonstration concerts for records. It was realized that it would be impossible to gather attentive audiences for such concerts, and so that for the January records was called off. The series will be resumed at once, and matinee concerts for January records were planned to again attract attention, and with the February records full demonstrations will be undertaken.

Manager Robinson, of the Thiebes talking machine department, says that his department fared very well indeed with the holiday trade. "We had a good supply of machines," he said, "and we had the trade all right. Our needle manufacturers came across with a shipment of 100,000 of our special needles in time to save us from embarrassment during the big season, and now we have promise of a shipment of 1,000,000 within a few days." At the Thiebes store they are taking a good deal of pride in a letter one of the young women demonstrators received from a customer for whom she selected an order of \$85 worth of records. The order was open, it being a first order, and the machine buyer did not have time to listen. "Send what you think we would like," was the order, with a total limit. The letter says: "There seems to be nothing lacking in what you sent and nothing that we care to change."

The Silverstone Talking Machine Co. appears to have "put one over" on other Edison dealers in working out the factory permission to cut the prices of wax records to 31 and 21 cents. This permission reached the local trade just before the holidays and the dealers, almost without exception, immediately cut their prices, each fearing their competitors would get ahead of them.

Not so with Silverstone. He disregarded the notice for the time being and held to regular prices during the holidays. When any customer quoted cut prices to him, he told them that his stock was too complete to cut, but that after the holidays he would cut prices in half-dozen lots. And immediately after Christmas he put up signs and advertised to that effect. And he is doing a thriving trade.

Mr. Silverstone has concluded that the phonograph of to-day is a "musical instrument," and he will act accordingly to the extent of changing the name of his firm. After this month it will be the Silverstone Musical Instrument Co. "I got to thinking it over," he said, "after I had listened to the new reproducer and the disc machine. It is certainly a musical instrument. Persons who weigh the meaning of words would see my firm name and think that I sold only dictating machines. Hence the change. The fact that I am selling pianos now has something to do with this decision, but chiefly I want to rise to the dignity of my chief line, for I will place the phonographs first in my line."

Manager Ramsdell, of the Columbia Co., says that he is much pleased with the country holiday trade, but he admits that he was not in a very good mood a few days before Christmas. "We

did not get the advance Christmas business we expected," he said, "but the late orders looked very well. Since Christmas I have received letters from a number of our dealers reporting that they are cleaned out and are in the market for good bills. That is what makes me feel so good.

As to the new reproducers, Mr. Ramsdell says they have made a hit. "We received 100 of the improved reproducers," he said, "and have none in stock now. We have placed all of them on Columbia machines already in use, and the customers are immensely pleased at the improvement this modest investment has brought. We are ready to handle a lot more of them just as soon as we can get them. Columbia owners are sort of a club, and they pass a good thing along, and it is going to keep us busy keeping up with the demand that this 100 has created."

Mark Silverstone, of the Silverstone Talking Machine Co., has found a talking machine reputation a good asset for beginning a piano business. He is now selling pianos in his new location at 1124 Olive street, and he expects to have his entire business removed to the five-story building at that number by Feb. 1. "Several of my old-time customers have come in to buy pianos," he said. "They say, 'You treated me right before and I know you will now.'"

Mr. Silverstone expects to keep his talking machine line as the major in his business, and will give over to it almost the entire first floor. I am a talking machine man," he says, "but there is more space here than I need and I am going to let the pianos help pay the rent."

Mr. Silverstone's plans for his new building include a concert hall arrangement for demonstrations of the disc machines and monthly records. He has placed his pianos on sale in the building while it is still in the hands of the carpenters, and his talking machine arrangements are just becoming evident. His first floor demonstration parlors will be equal to any in the city, he says.

Mr. Silverstone's well-known advertising ingenuity has taken a new form in this situation. For one thing he has put his new disc machines on display in the new building, and to customers who care to hear them he takes them from the old building to the new, less than a block away, to impress them with the new store. He is doing this while the disc machines are not actually on sale.

The Thiebes Piano Co. has created something of a stir by having the Victor monthly catalog bound in a special cover each month. The special cover present views of the talking machine department, the monthly selections and other advertising for the firm, the last page being devoted to service. The catalog looks entirely different from those distributed with the local imprint.

The Columbia sales force is anxiously awaiting the arrival of the Grand machine, promised for last month but delayed. They think they have four or five as good as sold, and besides they want to show the novelty in their always attractive show windows.

The Thiebes Piano Co. has recently dropped the line, "Leading Victor Parlors," that for several years was a part of all that company's advertisements. Asked as to the change, Manager Robinson said: "I understand one of our newer competitors kicked on our use of the line which the Victor rules prohibit except under certain conditions. While I was confident that we could establish our right to the title, I did not think it worth while entering a controversy and so let it go. It will not hurt us much and will not do the other fellow any good."

Traveling Auditor Lauri for the Columbia Co. was a guest of the local store for two weeks just before Christmas, having been given this engagement after completing his work in Texas.

A. L. Ginzell, of the Ginzell Mercantile Co., of Trenton, Ill., and A. L. Askew, vice-president of the McFall Hardware Co., Benton, Ill., were recent business callers on talking machine jobbers.

The Columbia Favorite was the popular machine with that company in the holiday trade. "At one time in December the local store had more than 300 in storage and cleaned out on them.



*The John Wanamaker Store*

Broadway and Ninth Street, New York

National Wholesale and Retail Distributor of the Victor-Victrola

**The Wanamaker Record Cabinet for the Victrola**

Designed by H. B. Bertine, N. Y., 1911. (All rights reserved)



Interior of the Record Cabinet (open)

Especially constructed to match the \$200 and \$250 Victrolas, Type XVI, in design, size and all woods. It comes in mahogany, Circassian walnut and all oak finishes.

Invaluable for record collections and especially desired by Victrola owners.

**This Cabinet Complete Is Priced at \$75**

IT INCLUDES:

Eighteen volumes, turkey red binding, having a capacity of three hundred ten and twelve-inch discs of all makes, backs of albums alphabetically lettered A to R. A record card index, shown below, also belongs to the outfit. Cabinet has a disappearing slide shelf to support the open albums, and is completely equipped with castors, brass hinges, lock and keys.



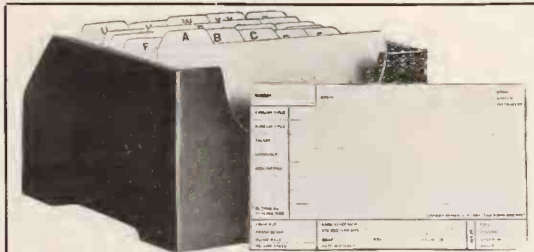
The Record Cabinet (closed)

**Record Card Index**

Designed by Louis Jay Gerson, N. Y., 1911  
(All Rights Reserved)

Fits in the Top of Victrola

**A Simple Arrangement  
For Classifying  
Victor Records.**



Tray with Index and 200 Cards, Complete, \$1.75  
Extra Cards per (100) 25c. Extra Index (A to Z) 25c.

This illustrates the mahogany tray which holds the ruled cards. These cards are separately indexed in alphabetical order. In writing on the cards, copy the printed matter direct from the record labels. Each card should describe and index the name of the music on each record, and the entire collection be represented in the index.

**RETAIL PRICES OF THIS RECORD CABINET**

In Solid Mahogany, Golden Oak or Mission Oak, \$ 75.00  
In Circassian Walnut or White Enamel . . . 100.00  
In Vernis Martin—(Solid Gold Leaf) . . . 250.00

**THE DIMENSIONS OF THE CABINET ARE:**

Height 4 ft. 4 in. Width 1 ft. 11 in. Depth 1 ft. 8 in.  
The net weight is 137 Pounds.  
The gross weight (packed for shipment) is 200 Pounds.



**Wanamaker Record Cabinet  
Is Our Exclusive Design**

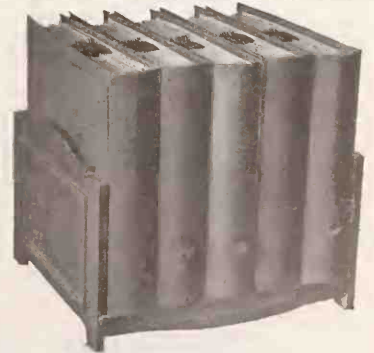
This Record Album Rack, similar to a book rack, can be placed on or underneath a table. A wide window-sill will hold it conveniently, or it can rest on top of a book-case or other similar piece of furniture. The Victrola Album Rack comes in either genuine mahogany, quartered golden oak, or mission oak complete with five albums in either 10 inch or 12 inch sizes.

These albums are cloth bound and of the latest double face pattern containing 16 oblong indexed pockets of the strongest material.

*Trade Prices Upon Application*

**Record Album Rack**

Wanamaker Design 1911  
(All rights reserved)



**RACK HOLDING FIVE ALBUMS**  
Total Capacity: 80 Records  
Price Complete, 10 inch, \$7 50  
" " 12 " 8.50

Read detailed description of this cabinet with its album and filing contents in our booklet entitled "The Care of Victor Records." Copy free for the asking.

*Address Victrola Section*

**JOHN WANAMAKER, New York**

Eighth to Tenth Streets

Broadway to Fourth Avenue

# FROM OUR EUROPEAN HEADQUARTERS

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

British Talking Machine Trade of 1912 in Retrospect—Year Marked by the Appearance of Several New, Low Priced Records on the Market—The "Stencil" Record in Evidence—Expiration of the Berliner Patent and Its Effect—How the Cost of New Copyright Bill Has Fallen on the Trade Rather Than the Public—Comparatively Small Amount of Litigation During Year—The Situation in the Cylinder Field—What the Dealers' Protective Association Is Doing—Blue Amberol Record Announced—New Companies to Enter Talking Machine Field—New Company Formed to Take Over National Gramophone Co.—Other Items of Immediate Interest.

(Special to The Talking Machine World.)

London, Eng., Jan. 6, 1913.

The New Year is now with us. What trade secrets it will reveal remains to be told upon a future occasion. From a business viewpoint it has opened up amazingly well here, and with the expression that it will continue to offer equally good prospects throughout its span of existence, we will turn to a retrospect of trade conditions during the past twelve months. Copy book maxims have it that one should look forward; never backward. I believe in looking both ways, for in business "success doesn't consist in never making mistakes, but in never making the same one twice." In other words, one builds hope of the future upon avoiding failures of the past. Anything I may say, therefore, is without string, without partiality, and with the sincerest hope that this brief chronicle may be accepted as a mirror of events as I see them. Others may not see eye to eye with me in every thing, but with slight modifications according to individual view, I believe it will be conceded that my presentation of the trade situation during 1912 is founded upon incontestable facts.

#### The Record Situation.

An examination of the disc field furnishes interesting reading. During the year close upon a dozen new records have been placed on this market, but contrary to general expectations the consequent increased competition, broadly speaking, has not materially affected the sales figures of individual record manufacturers. As a matter of fact the new records, in the main priced at 1/6, as against the hitherto recognized standard figure of 2/6, were responsible for the cultivation of fresh fields and pastures new, although there can be little doubt but what a portion of the extra trade occasioned would have gone to the account of the older firms. The latter, however, have nothing to complain about, for if the result of my inquiries is confirmed by their profit and loss accounts in pretty well every instance, a very considerable trade increase is to be recorded. Certainly my reports emphatically indicate a much greater amount of business all round, compared with the figures available for the preceding year.

#### The "Stencil" Record Appears.

To my American and Colonial readers, it may appear somewhat extraordinary that a ten-inch double-faced disc of average good quality can be sold at the low price of 1/6 retail, 10½d to 12½d wholesale. The reason is not far to seek. Some of the records represent surplus factory production, put out under a variety of names and labels; others are what we call "stencil" records. These latter are in every respect the same as the mother records; that is to say so far as concerns the artist, selection, and recording, the only difference being their issue under a different name and a *nom de plume* for the artists. The mother record may be sold at 2/6, the offspring only 1/6. A peculiar situation, you must agree.

Apart from this aspect of the disc record situation, from a scientific viewpoint, a certain amount

of progress is identified with 1912. As a rule, professional records are not of a confiding nature, so that one is precluded from entering upon specific details of the improvement made in the reproduction of sound. Although individually these improvements may appear to be of no great significance, collectively they are of the utmost importance as representing a progressive step in the scientific fight which is being constantly waged for the harnessing of nature, so to speak.

Recording has advanced in many directions, and by the purity of tone alone innumerable records testify to the progressive action of the man at the helm. A diminishing amount of surface scratch is noticeable.

#### A Progressive H. M. V. Move.

With the exception of one or two insignificant issues all the leading disc records here are double-faced. The last to come into line was the Gramophone Co., Ltd., who during the year announced an important departure in the direction indicated. With such an extensive repertory of single records the action was certainly a bold one. The change is evidently to be of a gradual nature, because so far only instrumental selections are recorded on the double-sided discs, the number of which is quietly on the increase. This far-reaching event won instant approval from the trade, especially having regard to the fact that the company issued the double-faced record at the same price as that charged for the single discs, i. e., 12-inch 5/6, 10-inch 3/6. Naturally the business increased tremendously and H. M. V. agents have every reason to congratulate themselves upon their allegiance to a company whose first interests are that of their dealers.

#### Price Reduction.

The tendency to reduce prices of established records was this year considerably less noticeable than last. During December Messrs. Hough announced that their velvet-faced record, hitherto sold at 3s., will be reduced to 2/6 each, the reason given being the discovery of a new process which facilitates manufacture.

Another announcement of great importance emanated from Messrs. Barnett Samuel & Sons, Ltd., who are the sole agents for Fonotopia, Odeon and Jumbo records. Intimation was given to the trade that the well-known Odeon record would be reduced from 4s. to 3s. each. This departure exercised a big influence in the direction of increased sales, and was the subject of much favorable trade comment.

#### Beka English Factory.

The enormous expansion of the Beka record trade in this and other countries was a determining factor in the decision of the Beka Company directors to facilitate the manufacture and save time by the establishment of an English factory. Plans were soon developed and without much loss of time building operations commenced a few months ago. Situate at Hertfordtown the factory is now *fait accompli* and has been in full operation for some time. The ground area is some 15,000 feet, and while most of this is utilized provision has been made for an early extension of the building. W. O. Ruhl expresses himself as very pleased with the general quality of the records produced in the new factory. Upon another occasion I shall hope to give my readers further details concerning this departure.

#### A Fine Cut Disc Record.

Last year (in my review of the year 1911) I spoke of the coming "Marathon" long playing record and said that "the sooner the proprietors get active the better." In the spring of 1912 preparations commenced in earnest and it was not long before the firm, styled The National Gramophone Co., Ltd., began an active campaign to make known their unique record. The "Marathon" people use a very fine thread on the record, by

which it is possible to obtain as much as six and one-half minutes' of music on one side of a 10-inch disc. The longest piece, however, recorded so far plays for five minutes and forty seconds, which in itself is a wonderful achievement. The Marathon 12-inch record, of course, carries a proportionately greater amount of music.

Although only in operation a few short months, the company's business has expanded to a remarkable extent, the latest returns being most satisfactory. Their £1 shares arc (at the time of writing) quoted on the Stock Exchange at close upon £9! The advent of the "Marathon" record was certainly a most important feature of the past year's business.

#### Expiring of Berliner Patent.

The seeming eagerness with which the expirations of the above famous patent was awaited in trade circles here, led me to believe that European manufacturers would prepare to invade the American market in force. There has, however, been little evidence of any such intention lately, and I believe as a matter of fact, except perhaps in an isolated case or two, there has been no serious attempt in the direction indicated. Record manufacturers this side are busy enough providing for the home and Colonial demand, and many think it good policy to fight shy of the almost certain litigation which would follow any attempt on their part to capture American business, even if it were possible to secure any substantial support from your dealers.

#### Effect of the Copyright Bill.

Six months ago—July 1, 1912, to be precise—the act providing for royalty payments came into force. It has created a tremendous amount of work for the record people, and in very many instances special staffs have been created to deal with the detail involved. As I predicted, the cost of the act has not fallen upon the public. It represents a big item for the trade alone to pay, and especially so with the manufacturers, becomes increasingly serious. In working, the act has presented several difficulties, due in part to the obscure meaning of certain classes which lend themselves to slightly varying interpretations. All things considered, however, the trade seems to have adapted itself very well to the new order of things. It is really early days yet, but there are not wanting signs of indication that the copyright act from the author's viewpoint has been very successful. But in this regard, I may say that record makers have in course of preparation certain protective measures which may or may not minimize the royalty expense. It is obviously inexpedient at the moment to enter into details, but at some future date things may develop in sufficiently concrete shape to justify publicity.

#### Litigation.

The courts were not greatly troubled during 1912. With the exception of one very important action—National Phonograph Co., Ltd. v. National Gramophone Co., Ltd.—there were few cases of interest. In this action the National Phonograph Co. sought to restrain the defendant company from using the word National. Interesting evidence—much of it of quite an historical nature—was furnished by a number of prominent trade witnesses, and after a protracted hearing, His Lordship intimated in a verbal manner that plaintiff's case was none too strong, but that whatever his opinion may be, the defendants should proceed with their answer. After some further evidence, plaintiff's counsel intervened and stated that his clients had instructed him that, having regard to the views expressed by the learned judge, they did not desire to continue the action and accordingly withdrew. His Lordship thereupon directed that the action should be dismissed with costs.

Another case was that in which Lionel Monckton sought to claim copyright in sound. He based his case on the common-law right of proprietorship,



and sought to restrain defendants from reproducing his song "Moonstruck" on gramophone records. The copyright act was not in force at this time, and the Master of the Rolls in non-suiting plaintiff said "the law had never recognized property in an idea expressed not in language but in some system of musical notation, when it had once been made public. Plaintiff was endeavoring to assert a right which did not exist at common law."

**The Phonograph Trade.**

Whether or not the cylinder will ever come into its own again time and the Thomas A. Edison Co. will determine. If progressive action, a constant striving after something better all the time, and many other attributes, in conjunction with effective advertising, counts for anything, then the Edison Co. will have cause to congratulate itself upon the energetic fight it has consistently waged in favor of cylinder goods. The trade situation is of good omen, and sales during the past year have been of satisfactory volume. It may be very reasonably ascribed to the many improvements and innovations introduced by the Edison concern here. Before I enter upon these, it should be mentioned that Thomas A. Edison, Ltd., is responsible for the greater bulk of cylinder trade in this country, and under the direction of Paul H. Cromelin, the outlook has considerably improved. By the way, during 1912 an important change was made in the style of the company, the title, National Phonograph Co., Ltd., having been dropped in favor of Thomas A. Edison Co.

For the first time I believe in its history, the company announced in February an exchange scheme of a generous nature whereby dealers were enabled to relieve themselves of much old and otherwise unsalable stock. Later, the scheme was extended to the public; it remained in force until December 31, and was very widely utilized. This in itself exerted a powerful influence for good, and when later in the year a very effective and improved home recording apparatus was marketed, dealers began to revive interest in the vast possi-

bilities for business thus afforded. No other kind of machine offers provision for this fascinating pastime, and the trade did not fail to push it as an exclusive Edison feature.

Especial interest is attached to the issue of the new "opera" type phonograph, owing to its unique features. Equipped with a moving mandril, the reproducer being stationary, this new method of playing a record won much admiration, and dealers have experienced quite a nice demand for the "opera," which certainly represents a forward step in the reproduction of music mechanically.

In the latter part of 1912 announcement was made of the suspension of further issues of the Standard series, although deliveries would be made of the old titles which are retained in the Edison catalogue. Its effect was an immediate increase of the Amberol sales and attachments. From all of which it is evident that the Edison business is not going to lag in 1913 when, I understand, a number of other new lines will be announced. The first—that of the Blue Amberol record is referred to elsewhere, and doubtless now that the Edison disc is marketed on your side, it will not be long before the British trade will have a sight of it.

**Dealers' Protection Association.**

Reference to the above may legitimately cover a brief survey of the situation in regard to price maintenance, and I propose therefore to deal with the subject generally. Perhaps at no other time has such a serious attempt been made to grapple with this question as during the past twelve months. Early spring saw the formation of the Gramophone and Phonograph Dealers' Protection Association, its chief object apparently being to arouse manufacturers to their responsibilities in connection with safeguarding not only their own interests but that of their customers also against the growing practice of undermining established prices. Let us examine the position. The association has been at work some eight months, and viewing its operation in the most impartial light I am unable to report very material results. The officials, I know, are animated

with the sincerest desire to accomplish good, but it is a very uphill fight they are waging. Without substantial membership their efforts lack the force and influence necessary to move "the gods" to a full realization of the position of things, and with the exception of one or two manufacturers the rest are practically indifferent to all representations. To combat the evil successfully I maintain that it is the manufacturers—in a united body—who must take action. A dealers' association is of great subsidiary value, and for this reason its administrators are entitled to all the encouragement and support of which the trade is capable. The association has unlimited sources of great influence at its disposal, but it must first place itself in a position to command these sources by sheer strength. An essential consideration to this end is, of course, numbers—a membership of one or two thousand of the better class dealers, but one cannot disguise the fact that to secure this is, under present circumstances, a task of such gigantic magnitude as to appal the most optimistic. Acting in quite an honorary position the present officials are devoting considerably more time to the work than can reasonably be expected of them, having regard to their business interests, and while the valuable services of these gentlemen should be retained as long as possible, there is no doubt in the minds of thinking men that a paid official should be appointed, as in the case of the cycle dealers association, whose duties would mainly center upon gathering in the subscriptions. With that, a brief reference to what the companies are doing towards suppressing price cutting, and I will pass on to another subject. By its system of trading only with dealers, the Gramophone Co., Ltd., is enabled to exercise a close control over its output and in consequence it is an exceedingly rare occurrence for "H. M. V." records to be sold under price. A few other concerns trade direct and with them the same conditions apply. But the majority of records are sold through factors, and to a great extent manufacturers thereby lose con-

(Continued on page 40.)



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

# 'His Master's Voice'

Trade Mark is recognized the world over as the

## Hall Mark of Quality



To H. M. the SHAH OF PERSIA



BY APPOINTMENT To H. M. QUEEN ALEXANDRA

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.  
 BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.  
 DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnens, Copenhagen.  
 FRANCE: Cie. Française du Gramophone, 15, Rue Bleue, Paris.  
 GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.  
 HOLLAND: American Import Co., 22a, Amsterd, Veerkade, The Hague.  
 HUNGARY: The Gramophone Co., Ltd., IV. Kossuth Lajos-Utca 8, Budapest.  
 ITALY: Compagnia Italiana del Gramofono, 5, Via S. Prospero, Milan.  
 SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, St. Petersburg; 9, Golovinsky Prospect, Tiflis; 30, Novia Svit, Warsaw.  
 SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Appelbergsgatan, Stockholm.  
 EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.  
 EAST AFRICA: Bayley & Co., Lourenzo Marques, 8 Beira.  
 SOUTH AFRICA: Darter & Sons, Aderley St., Cape Town; Mackay Bros., Rissik St., Johannesburg; Mackay Bros & McMahon, 443 West Street, Durban; Ivan H. Haarburger, Maitland street, Bloemfontein.  
 INDIA: The Gramophone Co., Ltd., 158, Ballaghatta 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, E. C.

GREAT BRITAIN

The Gramophone Co., Ltd.

21 CITY ROAD LONDON, E. C.



HIS MASTER'S VOICE



## FROM OUR LONDON HEADQUARTERS—(Continued from page 39).

trol over the retail distributor. Should they be inclined to take action against a "cutter," there being no patents affected (except in one or two cases), the courts will only grant an injunction restraining the dealer from selling below the agreed price. Great praise is due the Columbia Co. in particular for the active campaign waged against this profit-wrecking mania. During 1912 the company has secured quite a number of injunctions, apart from the substantial amount of good accomplished by friendly representations. It has certainly made every endeavor to protect legitimate and straightforward trading dealers, and expresses intention of waging an active campaign against all who sell Columbian goods under established prices.

Upon this question, the British Gramophone Co. also maintains a very strict attitude. In any flagrant breach of its agreement a warning is issued to the delinquent, who, if not amenable to this reasonable representation, is at once cut off the books. A notable case occurred during the year, and being a well-known and large buyer, it naturally caused a deal of surprise in trade circles. A policy is only a policy when it is rigidly enforced!

In other directions certain companies have made spasmodic efforts to stem the tide of price cutting, but as may be expected, with little result. A continuity of effort must obtain all the time if any impression is to be made. However, the signs of 1912 in this respect are much better than in any previous year, and with the new year hope is born afresh.

**Personal.**

During the year a number of staff and agency changes occurred and briefly the following represent the most important cases:

After several years' service with the Gramophone Co., Ltd., James C. Goff relinquished his position as manager. Messrs. Anderson, Davis, Heighway and Crawley have also resigned.

S. P. Turner, one of the joint managers at Messrs. Pathe Freres has now commenced on his own account. He is managing director of a new concern—Saphone, Ltd., with offices in this city.

Charles J. Hopkins, who has been associated with this industry since 1907, is now with Thomas A. Edison, Ltd., in charge of its business phonograph department. Several years with the Columbia Co., Mr. Hopkins possesses a wide and useful experience of this trade, in the interest of which he has made many journeys in foreign climes.

The agent of the Dacapo record since its inception here, Mr. Barrand (Barrand & Co., Ltd.), recently relinquished the agency, and has now taken over an entirely new record to this market. It is called "Invicto," and in a short time has won much favor.

The Dacapo agency is being run by a new company, the Dacapo Record Co., Ltd., with Mr. Hale as manager. Formerly with the Columbia, and the Homophone companies, this gentleman brings to bear an experience which will stand him in good stead in his new sphere of activity, and I beg to tender him my hearty congratulations.

**Miscellaneous.**

Quite a number of novelties were introduced during the year. In point of number, so-called tone-modulators easily carry the day, but I have yet to discover one of real merit.

The most interesting device for the improvement of sound is undoubtedly the Rayflex sound reflecting elbow. It is the novelty of the year. With ordinary elbows the top is round, but the Rayflex represents a radical departure from this principle. On the top bend there are two flat plain surfaces set at different angles, by means of which the sound is directed straight out of the trumpet without impinging on the walls thereof. The result is a purified and increased reproduction. A good thing!

A number of fires are to be recorded. Early in the year, the premises of Robert Nelson & Co., Edison's factory, London, were badly damaged and much stock destroyed. It has all been made good and business is proceeding as merrily as ever.

The month of May witnessed a disastrous outbreak at the Columbia factory, located at Earlsfield. The whole place was practically gutted, valuable buildings, stock and machinery being reduced

to a scrap heap. Not during a particularly busy time of year, yet the fire was sufficient to cause considerable inconvenience and delay in obtaining supplies. Other factory accommodations was fortunately available. The factory is now rebuilt on an enlarged and improved scale, and equipped with up-to-date machinery, is turning out better records than ever.

Later in the year a terrible fire occurred in City Road at premises situated between the Columbia and Baker buildings. Two persons unfortunately lost their lives. The prompt attendance of the fire brigade resulted in confining the fire to the building in which it originated. A lucky escape though, for the two record houses on either side.

**Blue Amberol Edison Record Announced.**

At the moment of closing for press I have received intimation of the early issue of the Edison Blue Amberol record. Recording for the Standard record has ceased and the January wax Amberol supplement is the last to be issued. About fifty titles in the February list represents the initial output of Blue Amberols. Of course, titles listed in present catalogue of wax Standard and Amberol records will be available for supply against order. That being clear, let me say that in common with all who have heard Mr. Edison's new record, I believe it will absolutely revolutionize the cylinder market, and interest a goodly percentage of disc enthusiasts, too. For the sole reason that its tone quality is so sweet and natural, pure and free from harsh foreign noise in reproduction, as to at once stamp its superiority over all other records. My readers are doubtless aware that the Blue Amberol is practically unbreakable, and according to a recent test, almost unwearable. It is reported that a sample was played three thousand times, the three thousandth reproduction being as good as the first. That's an experiment though, that few will want to try, but as testimony of the record's durability it's a good sales point of which full advantage should be taken.

The Blue Amberol will certainly make a strong appeal to the masses, because with commendable foresight Mr. Edison ensured that it could be played on all existing machines without alteration, and with much better results than that obtained by the wax Amberol. The highest and best degree of sound reproduction is, however, made possible by the use of a new diamond point reproducer, just marketed. The purity of its tone and power of delivery in reproducing the most delicate shades of music is really wonderful, and the company is justly proud of the new goods as representing the most scientific advance in the art of recording and reproducing sound within recent years. The result of thousands of experiments, this new diamond point reproducer in its construction alone represents a radical departure from the general form of phonograph repro's. A world search for a new diaphragm, after many trials and the testing of an innumerable variety of substances, ended at last in Japan, where a suitable and satisfactory material was found. The Blue Amberol record will be issued in two classes—ordinary 2s. each retail, concert and grand opera selections, 3s. The latter is particularly significant and will come as a pleasant surprise to cylinder users in view of the hitherto prevailing prices, 4s. to 8s. each.

Ample provision is made for exchanges, and under the terms announced dealers are allowed to return their stocks of wax Amberol and Standard records for full credit to the extent of 20 per cent. in value of their monthly Blue Amberol record purchases. 1913 is evidently going to be a red letter year for Edison dealers, the Blue Amberol being only the first of the many new things coming along, including the new concerted horn cylinder machines, the new disc (ready, I understand, in a month or so), a new Home recording campaign, etc. It will not be the fault of Thomas A. Edison Co., Ltd., if the cylinder does not come into its own again. The prospect could not be brighter, and with hearty co-operation Edison dealers may expect to enjoy a real trade boom. The Blue Amberol is going to instil a little enthusiasm into all apathetic phonograph owners, for let them once hear the

record, they are converted. Another time I will hope to be in a position to announce further interesting details, meanwhile, I may be allowed to heartily congratulate the Edison company upon the issue of such a beautiful production.

**Saphone, Ltd., a New Concern.**

S. P. Turner, who recently resigned the managership of Messrs. Pathe Freres, commencing a new company under the name of Metophone, Ltd., now announces that in consequence of the word "Metophone" having been previously used in connection with records, the company will in future be known as Saphone, Ltd.

**Synchronized Film Talking Machine.**

Apropos Mr. Edison's synchronized film and talking machine, of which, by the way, some favorable press comments have appeared this side, it is interesting to read that the Gaumont Co. recently demonstrated in Berlin a device which they claim solves the problem of perfect synchronization. *Nous verrons!*

**New Companies.**

The Victory Gramophone & Record Co., Ltd., private company. Capital, £100 in £5 shares. Registered by Goldberg, Barrett & Newall, 2-3 West Street, Finsbury Circus, London, E. C.

Barker, Son & Heins, Ltd., musical instrument dealers. Capital, £1,000. No address given.

Pathescope, Ltd. Objects: to secure the exclusive trading rights of Pathe Freres home picture machine for the United Kingdom.

**Taxing Foreign Companies.**

Of great interest to manufacturers' agents in this country, who, according to the "British Trade Journal" are threatened by income tax officials with requests for payment of income tax upon the profits made in England by the foreign manufacturers whom they represent is the opinion of Mr. F. G. Aylett, whose position as the honorary solicitor to the Manufacturers Agents Association, lends considerable value to his views upon the matter. Mr. Aylett writes: "When a foreign manufacturer has an office in this country, holds stock here, and collects accounts and discharges liabilities here, then the foreign manufacturer, or failing him, his manager or agent, is liable for income tax on the profits of the business done in this country. On the other hand, if the agent merely receives a contribution from the manufacturer towards the expenses of the office, needs to receive confirmation of contracts before he enters into them, even though he holds stock, he is not liable for income tax, provided that all payments for goods made to the agent are remitted by him straightway to his foreign manufacturer. The chief point upon which the manufacturers' agent must be circumspect is that he must not pay cheques received from his customers into his own bank, but must forward them, endorsed, if necessary, to his foreign principal."

**In New Premises.**

The Seymour Manufacturing Co. inform me that they have removed to a more convenient location—50 Tufnell Park Road, Holloway, London, N.

**His Master's Voice Publicity.**

The New Year has opened up remarkably well for His Master's Voice dealers, for which the advertising and the issue of choice lists of new records is largely responsible. I have before me the January Supplement of H. M. V. Records, and to say that it is replete with unusually good fare is to convey but little idea of quality offered. Perhaps the finest orchestral combination in the country is the New Symphony Orchestra, whose contributions to the list under review are characteristic of the difficult classical selections which they undertake with such masterly credit. The following are the three records in question: Theme and Variation, Suite No. 3 in G., Op. 55. Themes 1, 2 and 3; Themes 4, 5 and 6; and Themes 8, 9 and 10 (Tchaikowsky). It would, however, be invidious to select any special records for distinctive mention and dealers are well advised to study the complete list for themselves: "Why Do the Nations," "Messiah" (Handel), Mr. Clarence Whitehill; "Love Not the World," "Prodi-



FROM OUR LONDON HEADQUARTERS—(Continued from page 40).

gal Son" (Sullivan), Mme. Kirkby Lunn; "The Yeoman's Wedding Song (Poniatowski), Mr. Thorpe Bates; "The Sailor's Dance" (Molloy), Mr. Harry Dearth; "The Floral Dance" (Katie Moss), Mr. Peter Dawson; "Love and Wine," "Gipsy Love" (Lehar), Mr. Peter Dawson; "Somewhere a Voice is Calling" (Arthur Tate), Mr. Hubert Eisdell; "Let Me Dream Again" (Sullivan), Miss Percival Allen; "Mona" (S. Adams), Miss Ruby Helder; (a) "Bourrée" (Handel), (b) "L'Abeille" (Schubert) (Violin), Miss Marie Hall; "Novelletten—Last Movement" (Gade), Renard Trio; "Gems," "Duchess of Dantzic" (Caryll), Light Opera Company; "I Had a Little Garden" (Hanray), Mr. Tom Clare; "The Suwanee River Bend" (Mierisch-Lowitz), Mr. Arthur Collins; "The Kilty Lads" (Lauder), Mr. Harry Lauder; "The Pro's Landlady" (Pether), Mr. George Robey; "Come Over the Garden Wall" (J. W. Tate), Miss Clarice Mayne; "Ragtime Soldier Man" (Irving Berlin), Messrs. Collins and Harlan; "Be My Little Baby Bumble Bee" (Murphy-Marshall), Miss Ada Jones and Mr. Billy Murray; "Jubilee Medley," American Quartet. H. M. V. double-sided records: "Lurline," overture (Wallace), and "Crown Diamonds Overture" (Auber); "Gipsy Love," Selection I, and "Gipsy Love," Selection II (Lehar); "Le Myosoti's Intermezzo" (Wachs), and "Salome Intermezzo" (Lorraine), the Band of H. M. Coldstream Guards; "Badinage" (Mindeatt), and "Song of Autumn" (Joyce); "Three Dances" from "Palace of Puck," first dance, "Tarantella; second dance, "Rhodanthe;" third dance from "Palace of Puck," "Masquerade" ((Fenn-Leyland), and "Dance Russe" (Tschalkowsky), Mayfair Orchestra "The Girl in the Taxi," waltz (Jean Gilbert), and "Un Pen d'Amour," Melodie (Las Litesu), and "The Girl in the Taxi" March (Jean Gilbert), and "Once

Upon a Time" (Lincke), Jacob's Trocadero Orchestra.

#### Government Report Criticized.

In many directions the American Governmental report, which has been extensively published your side, of talking machine trade in Great Britain is amazingly inaccurate and misleading, a typical instance being found in this paragraph:

"Both cylinder and disc records are used, but the former more extensively, as the machines with which they are played are cheaper than the disc machines, and the records themselves cost less than the disc. The latter, however, have grown in favor among those able to afford the more expensive article."

My experience is that for every cylinder record sold in this country, there are at least 100 discs sold. Ninety-nine per cent. of new buyers choose the disc; a good disc machine costs no more in price than does a good cylinder machine; often in fact, it is the cheapest. According to list prices, and having regard to the fact that one disc contains two selections, there is no difference between the lowest prices of the two types of record!

#### Outline of New Company.

The subjoined report has just reached me: A company has been formed with a capital of £250,000 in shares of £1 each, to take over the present National Gramophone Co., with all the assets, including the patent rights all over the world, and including existing cash assets, etc. The vendor company will receive £165,000, leaving £85,000 for working capital, of which amount £50,000 has been guaranteed. The nominal capital of the vendor company is £25,000. Of this amount the directors have been able to secure the cancellation of 11,000 shares, leaving 14,000 to participate in the purchase consideration.

The vendor company has reserved to itself the

right to apply for, within eight days of the registration of the new company, 150,000 shares at par. A statement of the earnings of the vendor company is in course of preparation and will be published very shortly. In the meantime the directors desire to inform the shareholders that the trading results have been far in excess of their anticipations, the inability of the vendor company to cope with the orders in hand being the reason for the formation of a new company.

Apropos the above, the following which appeared in the columns of "John Bull" is of interest: NATIONAL GRAMOPHONE—A PROMISING INDUSTRIAL.

The forecasts which I have made with regard to the development of business in the miscellaneous department of the Stock Exchange are being amply fulfilled. National Gramophones afford a distinct example, and in response to the active demand the shares have gone up to 7 5-8. Profits are being earned already, as the chairman stated at the recent meeting, at the rate of 100 per cent. per annum. The company owns the world's master patents for records cut to some depth, but practically without width. This system is claimed to obviate all harshness heard on records chiefly used hitherto, is more reliable, playing twice as long as any others, and is, therefore, of great service. A German company is in process of formation, in which the National Gramophone Co. will hold a controlling interest, while negotiations are stated to be well advanced for the sale of the French and American patents. It is reported that in that case royalties would accrue to the company, which are estimated at £42,500 for the French, and £60,000 for the American patents per annum. Should these sales be successfully concluded, the price of the shares would, of course, be greatly affected.

### SCHOOL PROPAGANDA INTERESTS.

Professor Goodwin of the Educational Department Tells of Dealers Specially Interested.

Professor Frederic Goodwin, director of the Educational Department of the Columbia Phonograph Co., which was only created four months since, reports a most pleasing interest on the part of dealers as regards the school business. "Our work the past few months has achieved gratifying success," stated Mr. Goodwin in a chat with *The World*. "I am naturally optimistic over the outlook for the ensuing year, and with the appointment of special school representatives in every city of importance,

we are certainly prepared to make a strong bid for school business during 1913. Nothing succeeds like success, and judging from the reports received from our new representatives, our school business will certainly spell success. We closed a number of important sales during the past two months, and our dealers who are going after school business are taking advantage of every co-operation offered them by this department. It is pleasing to observe that our initial publication entitled "School-room Music," is at present running in its sixth edition, and this meaty booklet is being generally commended by both our dealers and school teachers. Our plans for the coming year are based on the development of our work along the lines we have started, and our

working in harmony with the leading school-room book publishers will doubtless tend toward the production of very satisfactory results."

The special representatives referred to above are as follows: W. M. Edwards, Atlanta, Ga.; Philip Lang, Baltimore, Md.; E. A. Kingsley, Boston, Mass.; W. M. Handley, Birmingham, Ala.; Mr. Brown, Cincinnati, Ohio; C. A. Routh, Cleveland, Ohio; J. G. Kirby, Dallas, Texas; Louis Rae, Detroit, Mich.; W. H. Moore, Hartford, Conn.; C. P. Herdman, Indianapolis, Ind.; L. V. Smith, Kansas City, Mo.; Leo J. Reid, Louisville, Ky.; J. M. Means, Memphis, Tenn.; H. M. Young, New Haven, Conn.; D. Barre, New Orleans, La.; G. C. Kenny, Omaha, Nebr.; Jos. Murphy, Philadelphia, Pa.; Harry Buck, Pittsburgh, Pa.; J. F. Halfpenny, Portland, Me.; Miss A. Pennick, Portland, Ore.; Herbert Corri, Providence, R. I.; F. W. Warren, Rochester, N. Y.; E. L. Smith, Scranton, Pa.; F. W. Doubleday, Springfield, Mass.; Chas. Byars, St. Louis, Mo.; R. L. Blanchard, St. Paul, Minn.; L. L. Archibald, Terre Haute, Ind.; Albert Mack, Toledo, Ohio; C. B. Eastburn, Wilmington, Del.; W. B. Sharpe, San Francisco, Cal.; W. T. Graves, Washington, D. C.; C. F. Baer, Chicago, Ill.; M. A. Dunn, Buffalo, N. Y.; H. D. Turner, Los Angeles, Cal.; New York and Brooklyn, Robert E. Cleary, H. E. Foster, A. L. Williams, W. D. Martone and A. N. Thomas.

### INVENTORS ACTIVE IN 1912.

The marked prosperity of the country is reflected in the receipts of the United States Patent Office from fees for applications, according to Edward B. Moore, Commissioner of Patents, in his annual report. The total receipts of the office for the fiscal year ended June 30 were \$2,094,059, compared with \$1,987,778 for the previous year. The number of applications for patents for inventions aggregated 69,236, against 65,154 for the fiscal year ended June 30, 1911.

The establishment of the Patent Office as an independent bureau of the government is recommended by Commissioner Moore. He also recommends that a new building be erected. The present quarters, he says, are insanitary and crowded and valuable records are in constant danger of destruction by fire.



## A BUSINESS OPPORTUNITY

A live wire Electric Self-Stop for the live wire dealer. Now is the time after the holiday rush to handle an accessory of merit and push it.

Here is a Self-Stop of quality. It is absolutely guaranteed and means very large profits.

Large and reputable dealers in the East have turned prejudice into profits. Why?

The answer is in the booklet. Write for one.

### STANDARD ELECTRIC STOP COMPANY

Walnut and Thirteenth Streets

PHILADELPHIA, PA.



**The new Columbia recordings by Bonci  
are now ready—the best numbers from  
the repertory of the world's most artistic  
singer.**



**Columbia Phonograph Co., Gen'l  
Tribune Building, New York**

### ADVERTISING MANAGERS CONDEMN OLDFIELD BILL.

**Their National Association Issues Strong Plea Against Proposed Measure—Fight Against Bill Has Spread Throughout the Country—Thomas A. Edison's Views on the Patent Law and Its Operation Will Be Read with Interest—He Is an Authority.**

In the talking machine trade jobbers and dealers should keep alive to the fact that the campaign against the Oldfield Bill is still on, and those who have not taken steps to get in touch with their Senator or Congressman and acquaint him with their views regarding their opposition to this measure are neglecting a very important duty.

The fight against this proposed measure which was given its initiatory stimulus by the efforts of the manufacturers of talking machines, has now been taken up all over the country, and the Association of National Advertising Managers has issued a strong plea urging every man connected with advertising—manufacturer, agent and publisher—to immediately aid in the opposition to the Oldfield Bill which will be voted on by Congress soon. It properly says:

"The passage of that bill would be a severe blow to all advertising, as Section 2 proposes to make impossible the fixing and maintaining of prices on patented articles. It would be a misfortune of far-reaching effect to have the American Congress declare itself on the wrong side of this issue, for it would spread the impression that price regulation by the manufacturer was outlawed and would start an onslaught of price cutting on both patented and unpatented goods as well as influencing the Courts in their judgments on all price agreements and price-maintaining systems."

It is interesting to note that in Leslie's Weekly of January 3, Thomas A. Edison, who has been granted patents on about 4,000 inventions expressed his views very fully in opposition to the Oldfield Bill when he said in part:

"The patent law as it exists is fundamentally sound. What is needed is not the making of any changes in the fundamental principles of the law,

such, for example, as lessening the consideration granted to an inventor for making his invention publicly known, thereby discouraging and hampering the inventor, instead of giving him encouragement. What the public has contracted for is new and useful devices, introduced commercially so they may enjoy the use thereof, and to secure this the inventor should be given prompt and effective protection against an unworthy competitor.

"The inventor is in a position to obtain capital when the contract between the Government and the inventor is being carried out in a practical manner; no great combination of capital can raid him—there are literally thousands of small shops with which he can deal.

"The next thing is the introduction and selling of the invented process or device to the public. This the inventor does by employing jobbers and dealers, which are the common merchandising instrumentalities of the country. These jobbers and dealers, to all intents and purposes, are the salesmen of the inventor; they are part of the mechanism the inventor must use to introduce, educate, and create a demand from the public and sell the goods.

"These jobbers and dealers trade in goods of which the great preponderance are not patented. They are free goods and the public has been educated as to their value. The demand is large and the profits are not great, but, as a rule, sufficient. Competition has been fought to a finish; all know what it means to cut prices, hence the custom is to put a moderate profit on each article, the large sales bringing an adequate return.

"The inventor and his associates will not make the price to the public any higher than is necessary to afford such percentage of profit to the

jobber and dealer as will prevent them from giving up the sale of the goods; just that amount of profit over free goods that will recompense the sellers for the risk and comparatively small demand. Any higher price will diminish the inventor's sales. These price contracts should be enforceable by suit for infringement, as now; otherwise the Government is not carrying out in good faith its compact with the inventor or making the law practical.

"I have heard and read numerous statements that many corporations buy valuable inventions to suppress them, but no one cites specific cases. I myself do not know of a single case. There may be cases where a firm or corporation has bought up an invention, introduced it, and afterwards bought up an improvement and ceased using the first patent—suppressed it, in fact. Why should that not be done? It is for the benefit of the public that it should get the latest improvement. I can not see why the public should be asked to change the patent law to enable a competitor to get hold of the disused patent so he could have a basis on which to enter into competition with the pioneer of the invention who has introduced an improved machine.

Before any changes in the law are made, let the objectors cite instances where injustice has been worked on the public by the alleged suppression of patents for other reasons than those which were due to improvements."

### SUPPLEMENT TO SPANISH RECORDS.

The February supplement of Spanish records just issued by the Columbia Phonograph Co., contains the selections of a number of artists prominent in the operatic and musical worlds. The cover of this supplement is unusually attractive, and portrays Alice Zeppilli, the world-famous soprano. The Columbia business in Spanish records is steadily advancing, and careful attention is paid to the production of records that will appeal to the music-loving population of Latin America. The recent Portuguese-Spanish catalog published by the company has been accorded a most gratifying reception by South American dealers.

**MR. DEALER, SEND YOUR ORDERS TO**

# The Corley Company

**RICHMOND, VA.**

We give our Regular Dealers first consideration, of course, but we are strong believers in the Victor Department of our business and we are Big buyers, so are more likely to be able to fill your orders than any other distributor in this growing Southern territory.



**RETURNS FROM RECORD MAKING TRIP AROUND WORLD**

An Interesting Story of Henry L. Marker's Trip and Accomplishments in Hawaii, Singapore, Java, Hong Kong, Shanghai—Some Odd Experiences In Making Records—Many Difficulties Encountered, but the Winning Man Conquers—Java a Country That Delights the Student of People and Happenings—How Marker Managed to Secure a Photograph of a Procession in Which Three Sons of the Sultan of Java Participated.

On Christmas eve, 1912, Harry L. Marker, Columbia recording expert, boarded a train in the Jersey City station of the Lackawanna railroad



H. L. Marker.

and made the last lap of a 12,500-mile hike that brought him home to Orange, N. J., just in time to celebrate Yuletide. He had left China nearly two months before and traveled west—the Trans-Siberian railroad across Siberia and Russia; on through Germany, after an argument with the cus-



H. L. Marker's Laundresses at Work.

toms officials, a stop-over in London while awaiting some baggage that had gone astray in the middle of Europe, and then the North Atlantic trip.

in some experimental work and then traveled together as far as Frisco. Here they parted. Mr. Emerson stayed a while in San Francisco, his birthplace, and Mr. Marker kept going west. His first stopping place after leaving this country was Honolulu, and the result of his visit there materialized in the wonderful series of Hawaiian records that the Columbia Phonograph Co. has since put on the market. Some of them have been listed domestically for home consumption, and are proving very popular.

But the records had nothing on Marker, for in Hawaii he made himself just as popular as the records have become in America, and the oldest inhabitant of Honolulu will tell you that there never was such a triumphal exit from that fair and beautiful island as that made by Harry L. Marker. Hawaiian royalty turned out for the occasion and, led by princesses of royal blood, with native bands and singers, the Harry L. Marker farewell to Honolulu was a tremendously impressive and picturesque occasion. Mr. Marker



Native Band of Batavia on Way to Make Records.

himself, the center of all the proceedings, was easily the most picturesque figure there, with floral decorations and wreaths and festoons of flowers and garlands of green stuff draped around his manly chest and shoulders. The latter he flung back onto the surface of the waters in token that he returned the good-will of his hospitable hosts.

From Hawaii Mr. Marker went to Singapore. In Singapore he found John Dorian, the Columbia Phonograph Co.'s Oriental representative, in the hospital. Mr. Dorian had gone down with fever and dysentery in Siam and had journeyed by grad-

made with Tio Tek Hong, and where Mr. Marker made over five hundred records. It is quite possible that those Javanese records might not appeal to the cultured musical taste of America and Europe, but over in Batavia they are reckoned



John Dorian on Left—H. L. Marker on Right.

great stuff. Most of them are native music pure and simple, but among them are adaptations from Broadway. There is one in particular—a record of "After the Ball"—sung in Javanese and accompanied by the Javanese idea of what an accompaniment ought to be. The orchestra included a



Victor H. Emerson.

The most typical instrument of native music throughout Java is the gamalong. It looks like twenty-four



State Procession at Java (Royal Princes Under Umbrellas).

Harry L. Marker left New York in April, 1911. Victor H. Emerson, superintendent of the Columbia Recording Laboratory, started with him. The two stopped over in Salt Lake City, Utah, and put

ual stages to Singapore, where he could get better medical treatment. He recovered his health in some measure and the two traveled together to Batavia, Java, where the Columbia contract was



H. L. Marker Dancing in Java to Native Music.

different kinds of drums and sounds like a medieval xylophone in a straitjacket. Mr. Marker succeeded in getting a very fine series of

(Continued on page 44.)



**"Selling Columbia instruments and Columbia records is not difficult. And the closer the competition the surer the sale; because the closer the competition the closer the comparison. If everyone made comparisons before buying, everyone would buy Columbia product."**

**(From "Music Money", a book you ought to have.)**



**Columbia Phonograph Co., Gen'l  
Tribune Building, New York**

## RETURNS FROM RECORD MAKING TRIP AROUND THE WORLD.

*(Continued from page 43.)*

gamelong records, both with the instrument in solo and also as an accompaniment.

The favorite diversion of the wealthy Javanese is to get some star vocalist who can sing and play his or her own accompaniment on the gamalong. Mr. Marker got hold of one lady who, according to all reports, was the local Tetrizzini, only more so. At the time appointed for the securing of records the dusky diva made her appearance with a retinue of coolies carrying the various component parts of the gamalong. These she set out in battle array, so to speak, and at the word "go" from Mr. Marker she opened up hostilities.

Mr. Marker personally had his troubles, but they were counterbalanced by a good many very enjoyable recollections. Not the least of these was the assistance and general good treatment he received from E. S. Reardon, American consul in Batavia, and B. Powell, an Englishman, who is the American consular agent in Soerabaya. Both of these were men of fine caliber and just the right type for the work they have to do out there—brains, enterprising diplomats. The latter, Mr. Powell, gave Mr. Marker two or three days' shooting on his country estate up in the hills, and the Columbia recording expert's bag included three lions and a couple of panthers, besides wild fowl.

A lot of Arabian and Chinese records were secured in Soerabaya, and then Mr. Marker went on to Singapore for L. E. Salomonson for Malay and Chinese records. In Singapore, after a good deal of investigation through the native quarters, Mr. Marker satisfied himself that he had the best native band there was in the city, and the usual appointment was made for them to play into the recording machine. Mr. Marker, be it known, in a pith helmet and a suit of white duck, with shoes to match, is an imposing figure. Wherever he went he made a great impression on the natives; in fact, in one place he had a whole regiment of them praying to him. This Malay band in Singapore was no exception to the rule, and they decided that if they were going to play for the big white sahib it was up to them to put on their best bib and tucker, so to speak. They did, and it was a gorgeous sartorial kaleidoscope that presented itself at the temporary recording department—fourteen of them actually wearing trousers and boots. After the first selections had been made, however, Mr. Marker noticed that the band did not seem quite comfortable, and then a bright idea struck him and he said to the interpreter: "Tell that bunch of misguided heathens to take off their boots or there will be no more records made." The boots came off, they stretched their toes and wiggled them with a keen degree of comfort, and the balance of the record-making session was a success.

It was Java that yielded up the biggest homage to Mr. Marker's white suit, for it was there that Mr. Marker stage managed a royal pageant until he had it to his own liking. One day while Mr. Marker was staying in Djokjokarta, the capital of middle Java, the three sons of the Sultan of Java

were to be initiated into certain mysteries of the court, and the event was celebrated with true Oriental pageantry. There were musicians and dancers and all sorts of court functionaries in the procession which followed the ceremony. Marker was looking on, and it struck him that a really good photograph of the scene would be a fitting souvenir. When his interpreter was told what he wanted, he was scared to the verge of paralysis, but managed to collect his wits enough to run away, so Marker fell back on an ancient Dutchman, who spoke the native language. He told him what he wanted. "Sure thing," said the Dutchman, or words to that effect. "Come along." So they held up the procession and they grouped the princes and functionaries and the musicians and soldiers into just the kind of pose they wanted; then they borrowed a couple of the soldiers to keep the rest of the crowd away and Marker took his picture, said "Thank you," and the procession went on—in proof of which we reproduce the photo—and each of the three umbrellas indicates a prince. Marker had a close call in Singapore. He was using gasoline for illuminating purposes and the climate was so hot at that season of the year that it exploded and Marker caught fire. Had it not been for the devotion of his Javanese servant, whom he had taken along with him from Soerabaya, Marker would never have come back to New York. The Javanese first of all put out the flames that enveloped Marker—although not before he was badly burned—and then with three or four volunteers managed to save his instruments before the building burned down.

From Singapore Marker went on to Hong Kong for Chinese records and was aided considerably here by Mr. Fong-Foom. A building was hired in the city and the recording plant installed; then Marker looked around for a watchman. He engaged one, but when "Watch" saw the building he salaamed very profusely and said: "Me no sabee want un job; no can do." That was all he said, but he said it over about ten times and lived up to it. He simply refused to go inside the house and Marker started to investigate the trouble. He went to the owner. The owner, of course was Oriental, folded his hands across where his waist line ought to have been, and said: "Me velly solly; eight people die one week—plague." With a few days to spare after making his Hong Kong records, Marker accepted the invitation to visit Fong-Foom's home up the West River. A crew of women paddled him up the river in a dugout until they came to a place where Fong was making ramee cloth. There were a couple of hundred or so coolies working in the ramee field, and one of them when he came down toward Marker accosted him in perfectly good English: "Hello; where are you from?" As there wasn't a white man living within fifty miles of that place, Marker was considerably startled. "New York," said he. "You sabee know New York?" "Bet eheer life," said the coolie in the

most approved Bowery accent. "I ran a joint in Third avenue for eleven years."

Shanghai was Marker's next stop and here a contract was made with the firm of Mustard & Co. A further set of Chinese records was secured and John Dorian, whose health at this time had broken down, left Marker and sailed for San Francisco.

Marker took a train on the Trans-Siberian for New York; was held up as a cholera suspect; his baggage was sent astray; he nearly became a prisoner in a military fortress because somebody thought he looked like a spy; he had a very hot argument with German customs people because he hadn't brought his baggage with him, and finally was held up in London for a week until the baggage did turn up. After all of which, as we said in the beginning, he made Orange, N. J., on Christmas eve, and achieved what he intended to do when he left China—spend Christmas day with his wife.

## TO SELL THE KINETOPHONE.

**The American Talking Picture Co. Organized to Handle Thos. A. Edison's Combined Moving Picture and Talking Machine.**

The American Talking Picture Co. has been organized to sell the Kinetophone, a new machine manufactured by Thos. A. Edison, Inc., Orange, N. J., which is a combination of moving picture and talking machine. The office of the company is at 1495 Broadway, New York, the representative being W. E. Wardell. The factory management is under the direction of William Pelzer.

This is the device that has long been expected and is going to be a great boom to the moving picture houses. While no deliveries are being made, it is understood that orders are being booked.

## GRAFONOLA FOR Y. M. C. A. CAR.

*(Special to The Talking Machine World.)*

Spokane, Wash., Jan. 8, 1913.

Willis S. Storms, local manager of the Columbia Phonograph Co., General, of this city, was greatly pleased recently at the sale of a Columbia Favorite Grafonola, a cabinet and a large collection of records to be used in the Y. M. C. A. traveling car which will run from Boville, Idaho, to Elk River, Idaho. This car will stop at various lumber camps throughout this district for a few days at a time and entertain the lumbermen with music from the Grafonola. It is a new use for the talking machine, that of furnishing music to the lumbermen in the wilds of the Northwest, and as the very best music will be furnished, the innovation will certainly meet with well-deserved success. The idea furthermore is to hold religious services and to play selections on the Grafonola by Gipsy Smith and the other evangelists.

Some people don't realize what competent liars they are until compelled to make an effort to tell the truth.

All losses come out of your net profits.



## RECORD HOLIDAY BUSINESS IN CINCINNATI.

Increase of Fifty Per Cent. and More of Previous December Claimed by Several Prominent Houses—More Expensive Types of Machines and Higher Class of Records Have the Call—Even Better Conditions Looked for During Present Year—What the Various Dealers and Managers Have to Say—Krolage Music to Close One Branch and Plans to Open Another Nearer Headquarters—John Arnold Considering Enlarging Quarters.

(Special to The Talking Machine World.)

Cincinnati, O., Jan. 8, 1913.

The holiday business was an immense one, and might have been greater but for the fact that the talking machine stock in the Cincinnati market was not up to the demand. Manager Dittrich, of the talking machine department of the R. Wurlitzer Co., tells the story as follows:

"We had a fine holiday trade in Victrolas—a very large increase over last year, in spite of the almost insurmountable difficulties resulting from shortage of instruments. Every Victor instrument of the Victrola type, irrespective of model, wood or finish, went to fill the tremendous demand for Victrolas. The wonderful hold that the Victrola has obtained was clearly shown by the fact that choice had to be made from a line that was incomplete at all times and buyers had to accept styles and finishes other than they had in mind to purchase.

"The reason assigned by the Wurlitzer Co. for the great impetus in Victrola sales is that the new model machines leave nothing to be desired. It is a singular fact, notwithstanding that the Victrola has long since become standardized, and generally recognized that nearly every purchaser remarks on the perfection of reproduction by the new types.

"It is a fact that with a majority of Victrolas sold this Christmas the Sextette and other high priced Red Seal records have been included when the same selections could be bought in the lower priced records. The selecting of Red Seal records in most cases was the first thought of the purchaser. The lighter selections were seemingly a secondary consideration."

The Wurlitzer Co. looks on the future of the Victrola business with supreme confidence, and adds: "An instrument that is a perfectly satisfactory medium for all that is good in music and the only one available must live as long as music itself."

Throughout December, and especially the last two weeks of the month, business at the Columbia Phonograph Co.'s local store was characterized by strenuous hustle and bustle all through the day and late into the night, both in the wholesale and retail departments.

"Business during the holidays," said Manager Whelen, "was unusual, and we did the largest business by 50 per cent. than any previous holiday season in the history of the Cincinnati store, both in records and machines. The stock was practically cleaned out in both and business was limited only by our inability to obtain sufficient machines and records and lack of room to accommodate customers. However, we are now getting in supplies

sufficient to keep trade moving, and the new year has opened up most encouragingly and we have a fine lot of machine prospects for the month of January, thus making a successful wind-up of a prosperous year's business. The largest demands were for the higher priced Grafonolas, such as the \$150 Nonpareil, the \$200 De Luxe and the various types of Regent tables. As is always the case, however, the popular \$50 Favorite held its own, and the new Eclipse and Regal proved that there is a tremendous demand for popular priced high grade instruments. The demand for our line of grand opera records was beyond even our expectations, and all who heard them expressed admiration at the life-like rendition of the reproductions of the great artists offered by the Columbia Co."

In conclusion, Mr. Whelen said: "We all went home the night before the 'big day' tired but happy, ready to enjoy our much earned holiday. During the month we enjoyed the visits of many of our dealers who came in personally to select their holiday stock, and reports from all over the territory are to the effect that business in this line was phenomenal. The year as a whole has been a most gratifying one from the Grafonola and Synphonograph point of view, but the year 1913 bids fair to be the banner year in the talking machine business, and when next Christmas rolls around 1912 figures will be very small in comparison, although now they loom up in good, round, substantial figures.

"Business in the Dictaphone line has been exceptionally good for this time of year, and we have doubled our sales over last year. While everybody was thinking about Christmas the local Dictaphone salesmen have not been idle and many installations will be made this month. The general public are beginning to realize more and more every day what the word 'Dictaphone' means, and we expect to triple last year's business in 1913. The way the new year is starting out it looks as though our anticipations will be more than realized."

The Lyric Piano Co. is well pleased with its trade for the holidays in the talking machine shop. The results obtained were better than expected.

"We found that we ran short on a certain number of machines that it was impossible to get, and this goes to prove the assertion made before," said the manager, "that if the agencies that had been previously established could have had their wants supplied we would have had still better results. But take it all in all, we feel well paid for our efforts.

"We sold with every outfit quite a number of records, and by getting cash for the records sold, besides the first payment on the machine, made each and every deal a good one, hence we feel that we have secured a better class of business than we

have ever had before, and we find that our trade has kept up very nicely since Christmas."

John Arnold, of Fifth and Elm streets, said it was the best season he had experience in the ten years he has been in the talking machine game. So successful has been that he is now seriously considering making a move to a more prominent location—one with larger quarters.

J. E. Poorman, Main street dealer, was likewise successful. He also handles the bicycle as well as a side line, and claims that the sales in the latter were the greatest in eighteen years.

The Krolage Music Co., Race and Arcade, is closing out its branch talking machine store on Central avenue, near Twelfth street, and intends to open up one near the present headquarters.

Manager Stadler, of the Milner Musical Co., is visiting his parents in "Old Virginia."

## PLEASING VITAPHONE PROGRESS.

Reported at Annual Meeting of Company Held Recently—All Officers Re-elected—Reproducing Device Proves Interesting to the Trade.

At the recent annual meeting of the officers of The Vitaphone Co., Plainfield, N. J., the old officers were re-elected together with several new ones. The board of directors include the officers of the company and W. A. Lawrence, of Newark, N. J.; Ralph C. Lupton, of Wilmington, Del., and Frank T. Wentworth. The Vitaphone officers are: C. B. Repp, president; Archie M. Loudon, vice-president; J. H. Greene, Jr., treasurer; H. N. McMenimen, secretary and general manager.

The reports of the various officers were received and accepted. The directors felt particularly pleased at the expansion and progress evidenced during the past year, and were impressed with the possibilities of the future. They found a busy organization and a busy factory, both attempting to fill the orders for goods, and the meeting was a satisfactory one in every way.

The recently erected building for assembling and shipping is now occupied and its output is helping the sales department. Another temporary structure is being built, and this plant will be devoted only to assembling. In a few weeks three buildings will be devoted to the production of Vitaphone products, which shows the advancement made by the company during the past year better than a verbal description.

One feature that is impressing the readers of The World is the new reproducing device for the non-metallic reproduction of sound, including the use of the Vitaphone solid wood vibratory arm. H. N. McMenimen, general manager, summarizes the Vitaphone proposition to the dealer in these words: "Vitaphone dealers enjoy the advantages of tone without comparison; splendidly built instruments; novel, interesting and simple construction; assured profits of a maintained selling price and the protection of absolutely unassailable basic patents." In the Vitaphone catalog this device is featured at length, with illustrations and descriptive matter.

You can have either style of stamping with your orders for the new 1913 line of

## SCHAFFORD ALBUMS

with bindings in Brown Silk Cloth or Viennese Imitation Leather, Gold plated rings.

COMPARE THESE PRICES WITH OTHERS

10 inch Albums, 17 Envelopes, 52½c.  
12 inch Albums, 17 Envelopes, 75c.

Large profits assured. When ordering, give style of binding and stamp desired.

The Schafford Album Co.

26-28 Lispenard Street

New York





## MUSIC BRINGS CHEER TO THE SETTLEMENT HOUSE.

With Spirit of Christmas in His Mind, Talking Machine Man Uses Grafonola for Furnishing Welcome Entertainment for the Less Fortunate.

The following incident is related with the idea of presenting to dealers and salesmen an example of the many opportunities for sales that exist in places off the beaten tracks, but which can be ferreted out by research and investigation. In the accompanying story the only object in the use of the Grafonola was to promote good cheer and add to the general Christmas spirit, but the fact that the audience, poor as it was, nevertheless was both amused and impressed by the performance is substantial evidence of the truth of the statement that opportunities for sales exist in many out of the way places.

"It is quite a long step from a New England Christmas party one evening to a Christmas party down in a settlement house on the east side of New York the next. The stage settings are not quite the same, you can readily suppose." With this statement a modest worker in the executive offices of one of our large talking machine companies looked out of his office window into the distance as though he were reflecting upon something pleasant to remember. He had just answered my question, "How did you enjoy Christmas?" with these words, "I both enjoyed Christmas, and gave of myself in the spirit of it."

"How is that," said I, sensing a "story," for this man with his constructing helpful nature is always mixing into some good somewhere in this wide world, and a great deal of his work is very interesting, for his scope is extensive and his opportunities for research both many and varied.

He answered, "I had a Christmas made to order up in my New England home. It was a fine Christmas, one full of the great good things of the soul, the things that tend to uplift and better mankind. The next night I made a Christmas for others in a measure. It was an unusual but pleasing experience and taught me that no matter how contrasting the environment the Christmas spirit can be made anywhere that humans are found. On the subject of these contrasts let me draw your attention to these two dissimilar pictures.

"Tradition has lent both charm and dignity to descriptions of a snow-clad New England Christmas, and while mine was much like the tales of tradition, it looks so good to me I am going to describe the details. It may help in appreciating the surroundings of the second picture. Imagine then for the first picture a large living room with that quiet charm of the refined well-kept New England home, decorated with wreaths of holly, the family gathered around the open fire on the hearth, and a single candle burning in the front window, and you will realize a sense of homelight of love and kinship that is enhanced only by reminiscences of the 'old folks,' the song of the middle-aged and the pater of a recitation by the youthful heir of the household that begins 'The Night Before Christmas,' social joy that fills the heart with tender emotions.

"Then look into a well-filled room where upwards of fifty mothers of divers nationalities are convened within the four walls of a Settlement house in a crowded section of this great city to gather the crumbs of happiness distributed by others who are interested in their welfare, heart and soul. A Christmas tree lighted and resplendent with decorations and a wool snowman with a 'stovepipe' lid on, that the children had pelted with imaginary snowballs at their little party held the previous afternoon. Otherwise a barren and not altogether attractive room, the mothers referred to before, a few women who give of their lives for others and a man who for the past eight years has directed the little social gatherings in this spot of charity and good-will. As I thought of my own blessings as I found myself wondering about the home surroundings of various types of the poor classes I wondered if my efforts to bring something of joy to them would be fraught with success.

"I had sent a Columbia 'Favorite' down to the

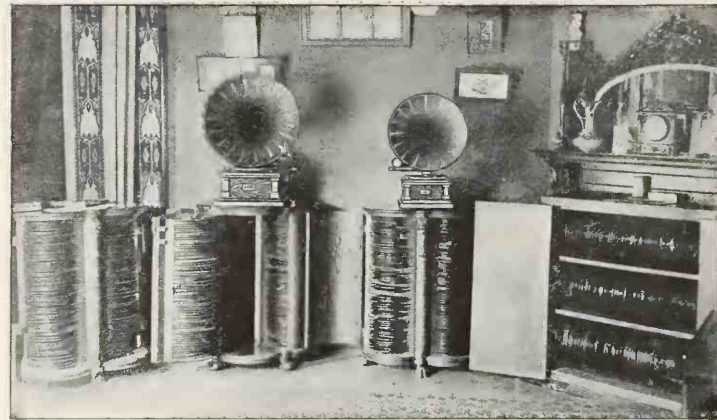
settlement house and had chosen a number of records along lines which I calculated would generally please. As I played the march 'Lorraine' I started the ball rolling by telling them to form for a grand march knowing that this march brings people together quickest of any and creates a feeling of good spirit and friendship. 'All two-step' the director next shouted out and in an instant the room was awhirl and the spell was broken. Dancing is elemental you know. 'Horrigan's reel' found four sprightly Irish women dancing with a grace that no 'glide' or 'trot' can compare with. The German women sang 'Holy Night,' the Italian

women hummed the arias from the operas. They all sang the popular song 'Where the River Shannon Flows,' they laughed and made merry with the comical records, and changed to tears when they listened to the old folk songs of their native lands across the seas. They danced with all the joy of children, and at the close of the performance at ten o'clock, after refreshments had been served, they went back to the place they know as homes. As they passed out the door the expression of pleasure on their faces would have well repaid infinitely more time or labor than I had given them and their sentiments were summed up in these two sentences whispered to the sweet-faced but care-worn matron, who is their friend through thick and thin. "We are going to hold our own entertainments in order to make enough money to buy a 'Grafernoler," and 'We have been given a fine time.'"

## A GREAT PRIVATE RECORD LIBRARY OF A CHICAGO MAN.

Victor Enthusiast in Windy City Has Added to His Library of Records Until He Now Has Fifteen Hundred of the Interesting Discs in His Home:

Those connected with the talking machine trade often hear of people with libraries with a thousand or more records, but it is rare indeed to see a real



Home of a Record Enthusiast.

library with over 1,500 records in it, and that the property of a private person.

The accompanying illustration appears at first

glance to be the demonstration parlor of a live Victor dealer, with most of the stock of records available for testing purposes. As a matter of fact it is simply the private collection of P. S. Goodman, a talking machine enthusiast of Chicago.

The photograph was obtained through the efforts of Lyon & Healy, Chicago, from whom Mr. Goodman has bought most of his records and is referred to by the Victor Co. as an example of what may be accomplished through the combination of good salesmanship and good records. Indeed, it should be a stimulus to greater achievements on the part of members of the trade.

## PREDICTS WONDERS IN FILMS.

Sir Hubert von Herkomer Expects All Facts Will Be Recorded in Them.

Sir Hubert von Herkomer draws a striking picture of the future of the cinematograph in a letter he has written to a London paper on the subject of the censorship of films exhibited in public.

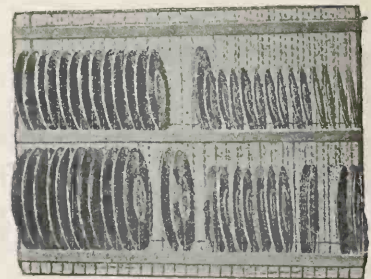
"The cinematograph has already shown itself to be a potent factor in daily life," he says, "and possibly the day will come when one film will take up form, color, and sound and reproduce all these simultaneously; when a cinematograph will be laid in every home as your gas or electricity is now laid; when the world's stories will be brought to you in pictorial and dramatic form such as one has not yet dreamed of; every child will be taught geography, natural history and botany by screen pictures rather than by books; actors and singers be recorded for all time; the progress of any great engineering feat be recorded accurately. In short, the feature will be made of recorded facts.

"I will not venture to say it is all for the good of mankind; but man is getting more and more subjective, and his inventive faculties lean altogether that way."

Sir Hubert von Herkomer considers that with the public rests the question whether the cinematograph can be made one of the greatest powers for good so far placed in the hands of man.

"Before it can attain its full development," he concludes, "the strong prejudice still existing among middle class people must be overcome."

THE  
**Heise**  
SYSTEM



You need the Heise System for the best keeping of your records.

Above is shown a small multiple of the system. Made for 10" and 12" records; built of heavy, strong wire, plated and lacquered. Furnished in 2 to 7 tiers, each tier holding about 250 records. Cost about \$2 a tier. An immense space saver; keeps records clean and accessible.

Write for 20-page catalog giving details and information on record systems.

The Syracuse Wire Works, Syracuse, N. Y.



**IMPORTANT COURT DECISION ON PRICE CUTTING.**

United States Court Grants Preliminary Injunction Against Assignee Appointed by New York State Court, Enjoining Him from Selling Columbia Graphophones and Records Below the Authorized List Prices—First Time This Question Has Been Definitely Decided on Merits—Decision Results from a Vigorous Following-up.

An opinion by Judge Hazel, U. S. District Judge, was filed in the U. S. District Court, Western District of New York, on December 23, 1912, in the suit of American Graphophone Co. against C. A. Pickard, as assignee of the Hill Piano Co. The question at issue was whether the threatened violation by the assignee of the contract containing restrictions as to the selling price, signed by his assignor, constituted contributory infringement. The court held that it did and that under the facts as alleged in the bill of complaint, the "defendant assignee could not by the assignment to himself for the benefit of creditors secure any greater right to sell the patented articles than had his assignor."

The Hill Piano Co. was one of the largest piano houses in Western New York and at the time of its failure had in its possession a large stock of Columbia graphophones, Grafonolas and records.

The assignee, a well-known lawyer of Jamestown, N. Y., proceeded to advertise the goods for sale at public auction, notwithstanding the fact that he was warned not to do so by the complainant, taking the ground that he had the right to sell the goods at the best price to be obtained for them regardless of the restrictions under which they had been sold to his assignor, the Hill Piano Co.

The American Graphophone Co., as the owner of the patents under which all Columbia product is manufactured, at once entered suit and its attorney appeared before Judge Hazel at Buffalo and obtained an order to show cause with a restraining order meanwhile which effectually prevented any further proceedings on the part of the assignee as far as the sale of the goods was concerned.

On the return of the order to show cause the motion for preliminary injunction was denied on the ground that Section 265 of the Judicial Code, re-enacting Section 720 of the Revised Statutes, prohibited the United States courts to stay proceedings by writ of injunction in any court of a State, except in cases where such injunction may be authorized by any law relating to proceedings in bankruptcy.

The American Graphophone Co. at once took an appeal to the United States Circuit Court of Appeals for the Second Circuit, upon the theory that as the goods had been sold to the Hill Piano Co. subject to conditions and restrictions as to the person to whom and the prices at which they might be resold by any person into whose hands they came, the threatened sale by the assignee at cut prices in violation of those conditions and restrictions, constituted infringement of its U. S. Letters patent under which they were manufactured, over which question the Federal Court had exclusive and original jurisdiction, and that the defendant assignee, standing in the shoes of his assignor, with no better or greater rights, could only sell the said patented articles subject to the same conditions and restrictions.

Shortly after the assignments of error on the appeal were filed, Judge Hazel handed down a memorandum decision in which, on his own motion, he granted a rehearing and an order vacating the order denying the motion for preliminary injunction, and requested counsel to file briefs within ten days regarding the right of the court to grant the preliminary injunction.

In accordance with this decision an order was entered which, among other things, reinstated the original restraining order, which effectually prevented the assignee from selling the goods at public auction pending decision on the rehearing.

While the right of the Federal Court to enjoin the assignee appointed by the State Court was decided in the affirmative, the main point at issue was the right of the assignee to sell at cut prices, and this, the court holds, as above stated, he had no right to do and enjoins him from doing.

The assignee put up a hot fight and summoned

to his assistance two of the ablest lawyers in Western New York.

The following is Judge Hazel's opinion:  
 DISTRICT COURT OF THE UNITED STATES, WESTERN DISTRICT OF NEW YORK,  
 AMERICAN GRAPHOPHONE COMPANY,  
 Complainant,  
 Against  
 C. A. PICKARD, as Assignee of the Hill Piano Co.  
 Defendant.  
 On rehearing.  
 ELSHA K. CAMP, for Complainant.  
 WEEKS & ROSS, for Defendant.  
 HAZEL, J.

The denial at the hearing of a preliminary injunction to the complainant proceeded on what I now think was an erroneous assumption that the suit was based solely on contract, and was not strictly an action arising under the patent laws. If this assumption were correct the earlier decision would doubtless have been necessary under Section 720 of the Revised Statutes which forbids federal courts to stay proceedings of a state court of concurrent jurisdiction. But a closer examination of the bill shows that the gravamen is the indirect infringement of complainant's patents by the breach of the conditions upon which the patented articles were to be sold. The question then arises as to whether the threatened violation by the defendant of the contract containing restrictions as to the selling price constitutes contributory infringement. The Supreme Court of the United States in *Henry v. Dick Co.*, 224 U. S. 1, has set this precise question at rest. There it was expressly held that an action which raises a question of infringement is an action arising under the patent law, and may be instituted in the district court, even though the construction relating to the contract is also involved. Nor is it sufficient to bar an action in the district court that in general the rule of comity requires that this court should not enjoin the sale of property in the possession of the State court. In the present case effect must be given to the nature of the action and the relief sought, a relief which the federal courts alone can grant. *Hupfeld v. Automaton Piano Co.*, 66 Fed. 788.

It appears herein not only that the patented articles were bought from complainant by the Hill Piano Co. subject to terms and conditions relating to the selling price, but also that notice thereof together with notice that the articles were covered by complainant's patents were brought home to his assignor, i. e., a license subject to price restrictions. Under such circumstances the defendant assignee could not by the assignment to himself for the benefit of creditors secure any greater right to sell the patented articles than his assignor, i. e., a license subject to price restrictions. *Oliver et al. v. Rumford Chem. Co.*, 109 U. S. 75; *York Mfg. Co. v. Cassell*, 201 U. S. 345; *Thompson v. Fairbanks*, 196 U. S. 516; *United Wireless Tele. Co. v. National Electric Signaling Co.*, 198 Fed. 385. In the latter case it is held that where a defendant has infringed a patent and is subsequently adjudged a bankrupt, the court has power to enjoin the sale by the trustee in bankruptcy of the infringing apparatus. By analogy this principle applies to this case.

Next, it is contended by the defendant that the complainant violated its contract conferring upon the assignee exclusive right to sell the patented articles within a specified locality. It is argued that if the defendant had remained the sole salesman, the selling price fixed by the maintenance contract would have been obtainable from intending buyers, but said contract does not I think bear out the claim of exclusive territorial agency and was terminable by the complainant. At any rate, it appears that only after the assignment by the Hill Piano Company which has since been adjudicated bankrupt, did the complainant designate another selling agent. This, in my opinion, is insufficient to require a denial of the injunctive relief prayed for, and therefore the injunction may now issue.  
 December 23, 1912.

**HEADS GENERAL FILM CO.**

Frank L. Dyer Assumes Important Position in Motion Picture World.

Frank L. Dyer, who recently resigned as president of Thomas A. Edison, Inc., and severed his connection with other Edison interests in Orange, N. J., is now the president of the General Film Co., with offices at 200 Fifth avenue, New York. Mr. Dyer's recognized ability as an executive and his wide experience in the motion picture field make him particularly fitted for his new position, which he assumed with the feeling that the motion picture field offered him great opportunities. The General Film Co. is a remarkable organization with branches throughout the United States and Canada and is steadily growing in power and importance.

Don't stop to chat socially with one customer after a sale is made, if another is waiting for attention.



**Skating on rather thin ice**

—the dealer who has a "promising" jobber, who gets promises handed out to him when he ought to be receiving the goods he ordered.

You never can tell when there'll be a break between you and your customers—but there surely will be one—when you have to depend upon such a jobber.

That's just the point—you don't have to depend upon a jobber of that caliber. It costs you no more to have the right kind of a jobber—one who is alive to your interests and helps you take care of your customers.

This is the way we do it: we ship all orders the same day they are received. And whatever you want in Victors, Victor-Victrolas, Victor Records, record cabinets, horns, fibre cases, needles, repair parts and other accessories, is here subject to your orders.

Right now is the best time to send for our catalog and our booklet, "The Cabinet That Matches".

**Victor foreign records**

"If it's in the Victor catalog, we have it" applies to foreign records as well as all other Victor goods. We have the entire Victor list ready for immediate delivery.

- |                 |                   |                       |
|-----------------|-------------------|-----------------------|
| Arahian         | Greek             | Norwegian             |
| Bohemian        | Gregorian (Latin) | Polish                |
| Chinese         | Hawaiian          | Portuguese            |
| Croatian        | Hebrew            | Roumanian             |
| Cuban           | Hungarian         | Russian               |
| Danish          | Italian           | Sistine Choir (Latin) |
| Finnish         | Japanese          | Slovak                |
| French          | Jewish            | Spanish               |
| French Canadian | Mexican           | Turkish               |
| German          | Neapolitan        | Welsh                 |

**New York Talking Machine Co.**

Successors to Victor Distributing and Export Co.

81 Chambers Street New York



The sixth edition of "School Room Music", the book issued by our Educational Department, is now on the press. This is the book that enables Columbia dealers to offer comparative tests—and the Columbia always wins.



Columbia Phonograph Co., Gen'l  
Tribune Building, New York

### YEAR OF UNEXAMPLED PROSPERITY AHEAD.

Trade in Cleveland Continues to Be of Large Proportions—U-S Phonograph Co. Closed Gratifying Business for Year—Many Dealers Cleaned Out of Stock After Holidays—High Priced Victrolas and Grafonolas Most in Favor—L. A. Lucker Reports Lively Edison Trade—The Talking Machine as a Bird Trainer—Other Items of Interest.

(Special to The Talking Machine World.)

Cleveland, Ohio, Jan. 10, 1913.

The Cleveland talking machine dealers, without exception, assert that the recent holiday business largely exceeded all records and are positive in the belief that the trade is entering upon a year of unexampled prosperity—a year of continued extending trade and development of a phenomenal character.

Christie MacDonald and members of the "Spring Maid" company were frequent visitors at the Eclipse Musical Co.'s store while the opera had its stay in Cleveland. They all were particularly interested in the new records of Titta Ruffo. Miss MacDonald requested the loan of a Vernis-Martin Victrola, which was placed in her parlor at the new Statler Hotel, where she had her picture taken holding a Victor record and listening to her own voice. She has promised The World one of her photos.

Sales manager of the U. S. Phonograph Co., G. M. Nisbett, made a hurried trip to Chicago last week. He reports the results of his visit was most successful from every point of view.

M. Elser, a special representative of the Dictaphone, was a visitor at the Columbia store the first of the year.

"Take a canary bird when it is young and bring it up in an artistic environment, surrounded by a talking machine with select records and it will develop into a regular warbler and can whistle tunes just like a human sort of a college bred bird," said R. N. Russell, the postmaster's secretary. His fad is canaries and he brought one he had just purchased to the post-office to demonstrate its vocal ability. The bird gave a satisfactory exhibition of its vocal powers in an hour's flow of melody. "That's the best warbler I ever heard," said Russell, when the concert was over. "He was brought up on a phonograph and can whistle a number of tunes. He'll make a fine addition to my collection."

The prosperous conditions existing in the talking machine trade have been shared in a large degree by the U. S. Phonograph Co. The season just closed has been the most successful in the history of the company. The holiday trade exceeded the fondest expectations, and orders on hand for future delivery, it was stated, guarantee that the next four months will be as busy at the factory as during December. The demand for U. S. Rex and U. S. Royal phonographs was unabated, in fact, is so great that the company has decided to discontinue practically all other types of machines and dispose of the existing stock of Banners, Operas, Grand and Peerless types at extraordinarily attractive prices to the trade.

The volume of business transacted by the Columbia Co., at the Cleveland store, during the past month, was the largest the company have ever

done, G. R. Madson stated. "We were rushed throughout the holiday season, night and day," he said, "and by strenuous work managed to meet the extraordinarily heavy demand. Columbia dealers in our territory were all able to supply the wants of their customers in all lines and report an exceptionally large trade."

Mr. Probeck reports the Dictaphone business is as good as usual at this season, and that the prospects for this year are very promising. He has a number of fine prospects ahead.

The Eclipse Musical Co. has much to be thankful for. "Business is very favorable," said Mr. Towell. "Not a machine was left on our sales floor Christmas Eve. An unusually large record trade for January is following and it looks now as if there would not be any of the best selling records left if the factory is not able to supply the immediate demand." Fred E. Lane, in charge of the retail department, is continuing his monthly record concerts, with the attendance increasing each month. Many machine and record sales follow these recitals.

The Eclipse Musical Co., as well as the entire talking machine trade, mourn the death of one of their most progressive dealers, Frank Semmence, of Erie, Pa. He was a man admired and loved by all with whom he came in contact. P. J. Towell, manager of the wholesale department, who was a close friend of Mr. Semmence, attended the funeral at Erie.

At the Edison distribution warerooms of Lawrence A. Lucker the past month was one of unceasing activity. The sales of both machines and records was extensive although curtailed by inability to procure supplies from the factory. The new disc machine has met with great favor and a large number of dealers were supplied. There is a steadily growing demand for the new Blye Amberol records, the demand being much greater than the present supply.

Phil Dorn, manager of the Collister & Sayles Co., is highly pleased with the prosperous business of the past month in the talking machine department. The stock of Victor machines was practically cleaned up with some orders unfilled.

It was a very busy place in the talking machine department of the Bailey Co., throughout the holiday season. E. A. Friedlander, manager, expressed himself delighted with results of the month's business.

Business in the talking machine department of the Hart Piano Co. is moving along prosperously. The manager stated the company enjoyed a very large trade in both Victors and Edison goods during the season and that the demand, especially for records, continues good.

The past month closed with the largest sales in the history of the W. H. Buescher & Sons Co. exhausted and the record sales decimated the supply to the lowest ebb.

The H. E. McMillin & Son Co. report an unusually satisfactory holiday business in both the Victor and Edison lines. The company was well prepared with a large supply of machines and records to meet the unusual demand. Trade in pianos and other lines of musical goods was also good.

Miss Ethel M. Volk says business in the talking machine line of the May Co. during the past month has never been excelled. Practically the entire stock of machines were disposed of as well as nearly all the high grade records.

The attractive display of Victrolas at the beautiful parlors of the W. F. Frederick Piano Co. drew crowds of customers seeking suitable holiday presents. The volume of trade was eminently satisfactory, and has continued well into the new year, giving promise of continuous growth and prosperity.

H. D. Berner, who handles the Columbia and U. S. Phonograph Co.'s goods, located in the Taylor Arcade, reports business is exceedingly good. He did a large holiday trade and it has continued good right along to date. His U. S. phonograph display is especially attractive.

R. Svehla, proprietor of the West Side Columbia store, is doing a prosperous business. He says his last month's trade was the largest, most satisfactory and profitable he has ever had.

The H. M. Brainard Piano Co. reports trade in Columbia machines and records is very satisfactory. The company is well pleased that it took on this popular line of goods.

### TO HAVE INDIVIDUAL MANAGER.

With the Resignation of O. A. Gressing the Claffin Stores Will Be Separately Controlled.

Otto A. Gressing, supervisor and general manager of the Victor departments of the four Claffin stores in this city since their establishment about two months ago, retired from this position the first of the year. According to present plans no successor to Mr. Gressing will be appointed, but each one of the four stores will be in charge of its own manager. The four stores in question and their present managers are as follows: Lord & Taylor, manager, Henry Broad; O'Neill-Adams, manager, Harry Munroe; McCreery's 34th street store, manager, Miss Steel; McCreery's 23d street store, manager, Miss Katherine Tracy.

### GREAT DEMAND FOR VICTORS.

The expensive styles of Victor machines still continue to be in great demand by the Victor dealers, and the New York Talking Machine Co., 83 Chambers street, New York, is finding extreme difficulty in supplying the needs of their many customers. Record sales are way ahead of last year, and the company undoubtedly closed the greatest year in its history.

Dealer: "Yes, sir. This is the famous Columbia 'Regal.' It is the finest instrument at its price on the market. Motor, sir? Very fine piece of work, sir. Plays six records without winding."

Customer: "And—er—how many will it play if I wind it?"

Utter collapse of dealer.—World of Records.





SOLID WOOD (NOT VENEERED)

**Mr. Dealer!**

**MUSIC  
MASTER**  
Solid Wood Horn



The Horn with  
Music in it

It's bound to be quite a while before any HORN will be produced to even look like the

### Music Master Solid Wood Horn

and a great deal longer before one can be produced that can compare with its tone.

There never was a sound amplifier such a complete success as the MUSIC MASTER.

This WONDERFUL HORN aroused the Public to a greater and more intelligent appreciation of the best in music.

**Only Horn Guaranteed.**

Write for samples, giving name of Jobber.

**SHEIP & VANDEGRIFT, Inc.**

PHILADELPHIA, PA.

#### THE COLUMBIA IN TRAVELOGUES.

Columbia Records and Machines Furnish Music Preceding and During Lectures of Professor Robeson—Something Entirely Novel.

A novel form of publicity recently evolved by the Columbia Phonograph Co. and used in connection with the travelogues of Professor Frank R. Robeson is attracting considerable attention and meeting with gratifying success. Prof. Robeson is acknowledged to be one of the top-notchers in America's lecture world, and appeared before over 150,000 people in his recent lectures in New York and Brooklyn.

Preceding every lecture a concert of Columbia records, on a Columbia machine, has been given by C. J. Thayer, connected with the Twenty-third street store of the Columbia Phonograph Co. As a rule Prof. Robeson also introduces two or more records during the course of his lecture, which all adds to the popularity of the talking-machine as the records used apply to the subject of the evening.

Prof. Robeson left last Saturday night to open up a course of lectures on seventeen different countries, and will stop for one or two weeks at various cities en route to Denver, Colo. He was accompanied by a Columbia outfit of machine and records, and will use these in the same fashion as he did in New York. His itinerary includes such prominent cities as Toledo, Dayton, Buffalo and etc.

All his performances circulars describing the Columbia product are distributed to people in the audience, and as his travelogues are usually given in conjunction with some leading newspaper of the city he visits, as was the New York Globe in this city, there is certain to be an unusually valuable amount of publicity given Columbia products. It has been estimated that Prof. Robeson will lecture to over 250,000 persons on this trip, and the "live-wire" Columbia dealers, by keeping in close touch with the activities of this prominent lecturer will doubtless close many sales as a result of his visits.

Said a domineering store manager: "You bet my men all jump when I speak." Yes, but how much jumping do they do when you are not there."

#### TRADE ACTIVITIES IN LOS ANGELES.

December a Record Breaking Month with Leading Dealers in Southern California—T. H. Barnes Co. New Concern in Los Angeles—Fitzgerald Music Co. Settled in New Home—Other Items of General Trade Interest.

(Special to The Talking Machine World.)

Los Angeles, Cal., Jan. 1, 1913.

Dealers throughout this entire section are very much pleased with the business for the month of December, it being a record breaking month, in fact, the largest month that many of the leaders have ever experienced. All types of machines were ready sellers, especially Victrola XI and XVI, which in all cases were considered very popular.

The Andrews' Talking Machine Co. is one of the many pleased dealers of this city, who had a large machine and record business. Mr. Andrews, Sr., states that if the present conditions existed much longer a new sale force would be necessary to cope with the demands.

The Fitzgerald Music Co. is now nicely settled in its new home at 947-19-51 South Broadway. The talking machine department is being successfully conducted by its new manager, Emma H. Kennedy, who has made a great showing in the past few weeks.

The Geo. J. Birkel Co. reports, through their talking machine manager, A. Graham Cook, a satisfactory business in that department. The same satisfactory reports are made by W. F. Stidham, local manager of the Columbia Phonograph Co. (Gen'l), the Wiley B. Allen Co., of which R. E. Wolfinger is manager, and E. E. Purser, who has taken hold of the talking machine department of the Eilers' Music House.

W. C. K. Campbell, who has been manager of the Pasadena Music Co., Pasadena, Cal., for the past four years, is back again with Sherman Clay & Co., Victor distributors, where he originally spent many years.

The George H. Barnes Piano Co., 131 South Broadway, is a new concern carrying a complete line of pianos, and also an up-to-date talking machine department with several sound-proof rooms for demonstrating machines and records. The Columbia line is handled very extensively and good results have been obtained by the able manager, Miss A. N. Brown, formerly with the Fitzgerald Music Co.

C. S. Ruggles, local manager of Sherman, Clay & Co., states that the month of December was the largest in the history of this branch and even the shortage of some styles of Victrolas did not seem to hinder very much.

Miss M. V. Sullivan, who is well known to the talking machine trade in San Diego, is again in the game, now having charge of the talking machine department of Therle's Music Co. of that city. Miss Sullivan is one of those whose ability shows the results by the many sales.

F. Saltamachia, special representative for the Columbia Phonograph Co. (Gen'l), returned from his Arizona and New Mexico trip, where he has had great success calling upon dealers of that district.

#### CO-OPERATION AND SUCCESS.

A recent letter sent out to Victor dealers by the advertising department of the Victor Talking Machine Co. starts out in the following interesting manner: "If you could borrow a little horse-power from Niagara Falls without expense you would do it quickly and feel proud of your shrewdness." It can be readily surmised that any letter with such an unusual introduction will contain items of interest and benefit to Victor dealers, and a further perusal of the letter justifies this idea. This letter accompanied the proofs of the newspaper advertisement to be used this month by the Victor Co. and dealers were told that if they worked in co-operation with this advertising they would be well rewarded by increased sales of Victor products. Particular attention is called to the fact that Victor newspaper advertising localizes and strengthens the dealer's publicity while the magazine campaign creates a national demand for Victor goods.

## FOREIGN TRADE IN TALKING MACHINES AND RECORDS.

The Special Report Issued by the United States Government Bearing on Talking Machines Shows the Wide Scope of the Business in Canada, Central and South America, Germany, France, Russia, Great Britain, Asia, South Africa—in Fact, Everywhere—The Opinions of the Local Consuls Regarding Methods of Selling and Other Matters Are Interesting and Valuable—Shows the Importance of the Industry Throughout the World—Great Export Markets for American Machines and Records.

[In The Talking Machine World for November and December there were published two instalments of the Monograph, issued by the Department of Commerce and Labor, on the foreign musical instrument trade of the United States, relating directly to talking machines and records. The first instalment referred particularly to the present business and the opportunities existing in Central and South America, which is considered to be the section which offers the natural field for the export trade of this country. Last month, trade in Germany, Great Britain, Italy, Switzerland, Russia, Turkey and Greece was the important subject under consideration. The closing instalment this issue covers a number of widely separated countries, running from the Orient to South Africa.—EDITORIAL NOTE.]

### Asia.

The use of talking machines has spread to all countries of Asia, and the trade presents about the same features as in European or American markets. The fact that the "talker" can be easily adapted to any language has given it a quick and wide popularity in the Near and Far East. Disc machines are practically universal, and there is apparently no particular choice as to the character of the selections. Throughout the whole continent, however, the market for the best grades of machines is small, and in many none can be sold.

American machines have found a considerable sale only in China, Japan and (to a smaller extent) British India, though they are known in most other countries. As in European countries, the German machines control the market for inexpensive articles.

In Asiatic Turkey, where the popularity of the phonograph is declining, they share the market with the English makes, largely if not wholly the products of the Gramophone Co., and in Indo-China with the French Pathé machines. In both places there is a small demand for the superior machine, but conditions are not encouraging for the sale of American instruments. The same thing is true of Siam, where machines to the value of \$21,013 and records valued at \$38,095 were imported in 1910, but where practically the whole trade is in the hands of English, French and German exporters.

Most of the machines imported into Vladivostok in the past have been Victors, of German make, but recently some Russian machines have made their appearance. In the Straits Settlements the countries from which phonographs are imported, in order of their importance, are Germany, England, the United States and France. Germany's lead is due to the extremely low prices at which the German products are sold, the attractive design and finish, and the very liberal credit terms.

The English makes are the product of a factory using American patents and operating in conjunction with a leading American company, and are practically identical with these American machines. American and French sales are limited, the former largely on account of the high prices and the apparent unwillingness of the manufacturers to make minor changes in finish and equipment demanded by the trade there, which is largely with the native population. While the German machines are generally conceded to be inferior in mechanical excellence and durability, they sell best because the natives will not consider wearing quality as against cheapness and attractiveness. Machines retailing at more than \$50 have an extremely limited sale.

In Java there is a fair market for all grades of talking machines which are sold for \$10 to \$100, and most of which are supplied by Germany. That country sends about \$50,000 worth annually. Apparently there are no American machines on the market. In most countries of Asia quotations should be c. i. f., but in the Straits Settlements sales are made, as a rule, f. o. b. with both European and American firms.

### China.

There is a good market in this district for talking machines and one which gives promise of future expansion. The Chinese here, as elsewhere in the country, have taken very kindly to these instruments, and have them in their homes, shops and places of amusement. The value of the phonograph as a crowd gatherer is already recognized by them, and many of the large shops in the native city have one or more playing all day long.

The value of machines of this kind and accessories imported into Canton in 1909 was \$10,758, and in 1910, \$16,239, most of which were apparently American. In 1909 the value of the phonographs and accessories imported into the whole of China was \$121,029, of which the United States supplied \$39,291 and France a little more than half that amount, with Canada a close third and Germany and Belgium following with about \$18,000 each.

There are comparatively few machines owned by foreigners in Canton, and it is the Chinese market that must be worked. The talking machine for the local market is a cheap, ornate instrument, with the disc records of Chinese words and music. One of the chief qualities which appeal to the Chinese is loudness. No machines with concealed horns are on sale here as yet, but it is said that a trial shipment was easily sold in Hongkong at \$15 each, and it is probable that they will soon be on sale in Canton. Instruments sold here retail for \$5 to \$63, the most popular being the \$8 to \$12 grade.

The question of how best to push the sale of phonographs in this district is involved in the general question of how to push sundries of all sorts. The representatives of American phonographs are now certain foreign firms in Hongkong, and under this system a fair sale has been attained. The machines are sold in Hongkong to the local native retailers, who know where to look for them. Much might be accomplished by advertising in the Chinese press and by posters, thus keeping the phonograph always before the eyes of the native public. If American manufacturers wish to alter the present system there are several alternatives open to them. They may open their own offices in the district, or leave their agencies where they are in Hongkong, or transfer their agencies, so far as this market is concerned, to foreign firms in Canton itself. It is doubtful if the present local market warrants the opening of a special office by any American phonograph manufacturer, but a special representative might be sent out for a time to look over the market and perhaps carry out a scheme of advertising.

Conditions in Hongkong, Shanghai, Swatow, Tientsin, Manchuria and the Harbin districts are pretty much the same as in Canton. The sales of American machines are large and steadily increasing, the United States imports of these specialties heading the list.

### India—Bombay.

Natives here are very fond of machines. The Gramophone Co. (Ltd.) has established in Calcutta a record-manufacturing plant and its output is the most popular in India. These records are all discs. Probably 75 per cent. of the records sold in India are manufactured in this country. The greatest demand is for records in the Hindustani, Gujerati and Urdu languages, comprising songs, humorous sayings, speeches, etc., just as in the English language.

There is a small demand on this market for the best phonographs. German machines are sold here for as low as \$2.90 and dealers say that dozens of machines are sold for less than \$13 to one for more than that. A few machines with concealed horns are marketed, but the percentage is very small.

American machines are not imported to the same extent as they were a few years ago, probably because of the high prices and because the American manufacturers have not solicited the trade as much as they formerly did. Another reason perhaps is that Americans do not supply records in the native dialects. German machines apparently lead in sales, with Swiss next, and American, French and English following in the order named. Sales from the importer to the user of a machine are invariably for cash. Practically all sales to importers are made by the manufacturer upon payment against draft.

### Madras.

At present there is but one American machine in use here, an American Victor-Victrola, with disc cabinet attached, which would retail in the United States at \$200. The selections rendered by this instrument are far superior to those of any European machine introduced, but while this is conceded the type is too large and expensive to have an extended sale. Instruments of a corresponding grade, but smaller and less expensive, and preferably with concealed horn, would probably find a good market.

In all machines constructed of foreign woods, the cases invariably warp. The native teak wood is the most suitable for such purposes, as it is unaffected by the climatic conditions here, and it is probably not more expensive than other hardwoods. The current price of such wood is about \$1.18 per cubic foot c. i. f. New York and 81 cents f. o. b. Madras. Importations of talking machines and accessories into Madras in 1910-11 amounted to \$7,907, of which the United Kingdom sent \$2,917 worth, Germany \$2,793, and the United States \$253.

### Japan.

The principal factor in the phonograph business of Japan is a manufacturing plant located near Yokohama, which is owned and managed chiefly by Americans. This enterprise is handled by American experts both in the manufacturing and the selling end, and in the factory American overseers direct the work of native employes, some of whom produce approximately the same results as workmen in the United States at about one-fourth the cost.

The output of the factory is sold by a selling company called the Nipponophone Co. (Ltd.), which has thirty-one branches and 106 agents and which has been notably successful. One of its methods has been to make every dealer a stockholder. According to the plan the dealer is required to deposit approved security for goods sent to him on consignment and when he buys stock in the selling company and pays cash for it he is allowed to deposit his stock as security, besides getting a discount of 2 per cent. on goods purchased. The company sells the machine at cost and gets its profits from the sale of records.

There is small market for high-grade phonographs and those with exposed horn are in greatest use. The sliding panels which are used in Japanese houses instead of doors and windows are usually kept open and more of the sound escapes than in foreign houses. The machine with considerable volume of sound is therefore best liked.

### Africa.

Apparently the only African markets for talking machines worth considering by American manufacturers are in Egypt and British South Africa. In Morocco about \$20,000 worth of machines are annually imported, but they are mostly from France, and no American makes are represented. France and Germany also supply most of the articles of this kind in Algeria.

### Egypt.

There are a large number of the better grade of phonographs in use in Cairo, and machines costing as much as \$150 find a ready market among the wealthier natives. The phonograph with concealed horn was introduced a year or so ago and some few sales were effected, but most of the machines sold are of the other type. Most machines sold are imported from the United States, but there are also a large number from France and Germany. The American phonograph costing between \$40 and \$50 is usually preferred, as are disc records with operatic music.

American phonographs are also preferred in



**Demonstration—Proof—Evidence!**  
**The only article of merchandise that**  
**actually tells its own story: the Columbia**  
**Double-Disc Demonstration Record gets**  
**the names of owners of disc machines**  
**and makes a friend of every name.**



**Columbia Phonograph Co., Gen'l**  
**Tribune Building, New York**

Alexandria and enjoy a large sale. There is considerable advertising both in newspapers and on billboards, as well as by elaborate window displays, and, judging from these, the operatic selections are in greatest demand. The phonograph is perhaps the only article of American manufacture for which the Egyptian buyer will pay prices f. o. b. American point of shipment. The damp climate of Alexandria is said to have a very destructive effect on disc records.

#### Union of South Africa.

The imports of phonographs into the Union of South Africa in 1909 were valued at \$131,892, the principal countries sharing in the trade being credited with the following amounts: United Kingdom, \$68,934; Germany, \$27,875; United States, \$22,488; France, \$3,258, and Belgium, \$3,548. The gramophone and Pathephone seem to be the most popular types of machines, and the demand is for popular as opposed to classical selections. Quotations are more satisfactory to South African importers if made f. o. b. New York.

#### Johannesburg.

Until the introduction of Edison cylinder machines two years ago disc records were almost universally used here, but now there is a considerable demand throughout the country for the phonographs of the cylinder-record type. The chief sale here, however, is still for the cheap German disc machines, which are largely sold by jewelers and pawnbrokers. All the leading music houses find a good demand for the better class of machines and the market is well supplied with high-class goods. The exposed-horn machines seem to be in greatest demand, and they are apparently holding their own with the newer concealed-horn type.

Imports of talking machines by countries cannot be ascertained for a later year than 1909, as they are now included in the same classification with bioscopes, magic lanterns, etc. However, it is known that the Johannesburg firm which has probably the largest sale of phonographs in this district last year imported from the United States for sale here and at its branches in Kimberley and Durban phonographs and accessories exceeding \$35,000 in value.

#### Zanzibar.

There is a growing demand among the Indians, Arabs and Swahilis, who make up the bulk of the population of this consular district, for talking machines of various kinds, and the two classes first named have also the ability to buy. Songs and readings from the Koran in Arabic are eagerly listened to by the Arabs. The coffee houses frequented by the mixed native population use the cheaper grades of phonographs with outside horns, while those with concealed horns are to be found in the private dwellings. At present the cheap machines for which there is the principal demand are being imported from Germany and a much better grade from Great Britain. Machines of American make are also found here, but so far as can be learned they are received through British agencies. Although there is generally a loss in tone value in this climate, machines and records stand the conditions here fairly well if properly looked after.

#### Australia.

American talking machines and accessories find one of their chief markets in Australia, and their sales far exceed those of any other country. The general prosperity of the country, the low tariff duties, the fact that the English language is spoken, and perhaps the scattered nature of the population make Australia one of the best markets in the world for American phonographs and records. Although there is direct steamship service between New York and Australian ports, many American shipments are sent by way of England and are credited to that country.

#### Oceania.

The Australian people are lavish buyers, and there is always a good market in Australia for goods of superior grade, though these will never be sold in the same quantities as the less expensive machines. This is only natural, as talking machines are purchased generally by all classes, and as the working people are in the majority, the largest number of machines sold will be of the grades they can buy.

#### Records in Demand—Sales Methods.

So far the cylinder records have had by far the strongest hold on the market, though there is always a certain demand for disc machines and records. The music usually termed popular has much the larger sale here, the operatic taking a comparatively low position in point of sales. The climate has no effect on records except perhaps in the extreme northern portions of the country, where some makes of both cylinder and disc records would be affected.

Machines with concealed sounding horn are comparatively new in this market, and dealers say that although a number of them may be sold, the general demand will always be for the exposed-horn machine. The retail prices of the most popular cylinder machines range from \$12 to \$30.

General advertising in magazines and trade papers has naturally a certain amount of effectiveness, but the selling companies realized long ago that to do the largest amount of business possible in this country it was necessary to establish branch offices here. This course has been followed by the Columbia Phonograph Co., General, the Victor Talking Machine Co. (which markets its goods through the Gramophone Co.), and Thomas A. Edison, Inc.

#### Melbourne.

Talking machines are extensively sold here and the business is capable of great expansion. One English and two American companies practically control the market, although there are seven or eight other companies, principally German, whose products are also on sale in comparatively small amounts. The three companies referred to have depots to facilitate the distribution of their machines and records, the price of the former rang-

ing from \$15 to \$200 retail and of the latter from 60 cents to \$5. The trade in disc records is growing and that in cylinder records correspondingly decreasing.

#### New Zealand.

It is impossible to say how many talking machines are sold in this country, as the customs department does not give separate statistics for these articles, but there is no doubt that the sales are very considerable. Most of the accessory parts are brought from England, but it is understood that, as with machines, parts are manufactured in the United States and sent to England, where they are put together and from there shipped to New Zealand, thus obtaining the benefit of the 10 per cent. reduction under the preferential tariff. A certificate from a British firm saying that any musical instrument exported to this country contains 25 per cent. of British material and 25 per cent. of British labor in its construction will serve to admit it as British goods.

The utmost care is necessary in packing records. Out of three recent shipments, aggregating 10,000 records, 7,000 were more or less damaged by mildew. It is possible that they were packed in damp straw and placed somewhere near the engine room, and that these unusual conditions accounted for the loss, but it is nevertheless desirable that zinc-lined cases should be used for all such shipments in order to reduce the possibility of damage.

#### TALKS OF VICTOR CO-OPERATION.

Ernest John, of the advertising department of the Victor Talking Machine Co., Camden, N. J., had an interesting chat in a recent issue of Printer's Ink on the Victor Co.'s policy of helping the dealer, in which he gave an interesting description of what Victor co-operation means and the system of advertising designed to identify the local Victor dealer with the visiting Victor artist.

#### ROUSH ON TRADE IN PITTSBURGH.

J. C. Roush, of the Standard Talking Machine Co., Pittsburgh, Pa., the well-known Victor jobbers, was a visitor to New York recently. He called on his many friends in the trade, and when seen by The World stated that the talking machine industry in his section of the country was in a very prosperous condition. In common with other Victor jobbers, Mr. Roush stated that his company's business would have been much larger than this year's total if they had had the goods to fill the orders received from their customers.

Have you mapped out your line of campaign for the spring, or are you going to "take things as they come"? Being prepared to meet the situation is nine points of the game.

CHEMISCHE  
FABRIK

**E. SAUERLANDT**

FLURSTEDT  
bei Apolda i. Th., Germany

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for

**Gramophone and Phonograph Recording**

Sole Manufacturer of Wax "P," the best recording material for Berliner-cut.



RECORD BULLETINS FOR FEBRUARY, 1913

COLUMBIA PHONOGRAPH CO.

**SYMPHONY DISC RECORDS.**  
*Mary Garden in Selections from the Chief Operas.* Single.  
 Double.  
 A5440 Louise (Charpentier). "Depuis le jour" 36385  
 (Since that fair day). In French, with orch.  
 Thais (Massenet). "L'Amour est une vertu 36386  
 rare" (Love is a virtue rare). In French  
 with orch.  
*Two English Recordings by Orville Harrold.*  
 A5439 Jocelyn (Godard). Berceuse (Lullaby). In 36483  
 English, with orch.  
 The Snowy-Breasted Pearl (Robinson). In 36422  
 English, with orch.

**12-INCH SYMPHONY DISC RECORDS.**  
*Two English Songs by David Bispham.*  
 A5437 The Arrow and the Song (Balfe). In English, with  
 orch.  
 Annie Laurie (words by Scott). In English, with  
 orch.

**10-INCH SYMPHONY DOUBLE DISC RECORDS.**  
*Two French Songs by Mme. Maeterlinck.*  
 A1243 Bois Epais (Dense, leafy woods) (Lully). In French,  
 with orch.  
 Elle avait trois couronnes d'or (Three golden crowns  
 she) (Febrier). In French, with orch.  
*Kathleen Parlow, in Two Popular Numbers.*  
 A1241 Valse Bluette (Auer).  
 The Last Rose of Summer (Irish Melody).

**12-INCH SYMPHONY DOUBLE-DISC RECORDS.**  
*By Jaska Swartz, Mezzo-Soprano, of the Boston Opera Co.*  
 A5438 Joan of Arc (Tschaiakowsky). (Farewell, ye bells)  
 "Adieu, adieux." In English, with orch.  
 Faust (Gounod). "Le parole d'amor" (Flower song  
 —"Bear my message of love"). In French, with  
 orch.

**10-INCH DOUBLE-DISC BLUE-LABEL RECORDS.**  
 A1250 Angel's Serenade (Braga). George Stehl, Marshall  
 Lufsky, and Charles Schuetz; violin, flute and  
 harp trio.  
 Aubade (Morning Serenade) (Ambrosio). Cristeta  
 Goni, Violinist.  
 A1249 A Dream (Bartlett). Craig Campbell, Tenor, orch.  
 accomp.  
 Sing, Smile, Slumber (Serenade) (Gounod). Grace  
 Kerns, Soprano, orch. accomp.

**10-INCH DOUBLE-DISC RECORDS.**  
 A1244 Row, Row (Monaco). Arthur Collins, Baritone, orch.  
 accomp.  
 The Ghost of the Violin (Snyder). Peerless Quartet,  
 orch. accomp.  
 A1255 Lucky Moon (Stevens). Orchestra Bell Solo by Al-  
 bert Henry, orch. accomp.  
 Beaumaire (Carnes). Orchestra Bell Solo by Al-  
 bert Henry, orch. accomp.  
 A1252 Keep Away from the Fellow Who Owns an Auto-  
 mobile (Berlin). Walter Van Brunt, Tenor, orch.  
 accomp.  
 You're My Baby (Ayer). Ada Jones, Soprano, and  
 Walter Van Brunt, Tenor, orch. accomp.  
 A1251 I'll Be Back in the Sweet Bye-and-Bye (Spencer).  
 Albert Campbell, First Tenor, Henry Burr, Sec-  
 ond Tenor, orch. accomp.  
 Oh! You Silvery Bells (Botsford). Peerless Quartet,  
 orch. accomp.  
 A1253 Badinage (Herbert). Prince's Orchestra.  
 Intentions (Vorsatz). Prince's Orchestra.  
 A1246 When the Midnight Choo-Choo Leaves for Alabama'  
 (Berlin). Byron G. Harlan, Tenor, and Arthur  
 Collins, Baritone, orch. accomp.  
 Oh, You Little Bear (Heath and Vanderver). Byron  
 G. Harlan, Tenor, and Arthur Collins, Baritone,  
 orch. accomp.  
 A1247 Till the Sands of the Desert Grow Cold (Ball).  
 Frank Croton, Bass, orch. accomp.  
 My Little Persian Rose (Friedland). Peerless Quartet,  
 orch. accomp.  
 A1245 On Jersey Shore (Pryor). Prince's Band.  
 Pride of America (Goldman). Prince's Band.  
 A1248 Everything's at Home Except Your Wife, from "Oh!  
 Oh! Delphine" (Caryll). Idelle Patterson, Sop-  
 rano, and Chorus of Male Voices, orch. accomp.  
 A1254 Oh Mother Dear, Jerusalem (Ward). Henry Burr,  
 Tenor, and Frank Croton, Bass, orch. accomp.  
 Forever with the Lord (Woodbury). Columbia  
 Mixed Quartet, orch. accomp.

**12-INCH DOUBLE-DISC RECORDS.**  
 A5435 Down by the River Side I Stray (Thomas). Henry  
 Burr, Tenor, orch. accomp.  
 Do They Think of Me at Home? (Grannis). Frank  
 Coombs, Counter-Tenor, orch. accomp.  
 A5436 Voices of Spring—Waltz (Strauss). Prince's Or-  
 chestra.  
 Roses from the South (Strauss). Prince's Orchestra.  
**12-INCH DOUBLE-DISC BLUE-LABEL RECORD.**  
 A5434 Count of Luxembourg (Leliar). Vocal Gems. Col-  
 umbia Light Opera Company, orch. accomp.  
 Count of Luxembourg (Lehar). Selections. Prince's  
 Orchestra.

U-S PHONOGRAPH CO.

**FOUR-MINUTE RECORDS.**  
 1608 Dreams of Erin. U.S. Concert Band  
 1537 As I Sat Upon My Dear Old Mother's Knee. Will Oakland  
 1600 The Lyre-Bird and the Jay. Agnes Kimball and H. McClaskey  
 1603 My Little Persian Rose. Geo. W. Ballard  
 1607 Aloy, My Lads and L'Infanta March (Banjo). F. Van Eps  
 1566 Aria from "Elijah" (It Is Enough). Frank Croton  
 1605 The Organ Grinder's Lament. The Tone Performers  
 1598 Uncle Josh's New Year's Pledge. Cal Stewart  
 1601 The Nightingale (Concertina). I. Piroshnikoff  
 1606 Whistling Jim. Peerless Quartet  
 1569 As We Parted at the Gate. H. Burr and Chorus  
 1574 Serenade (Violin). H. Spitalny  
 1615 The Rye Waltzes. U.S. Concert Band  
 1614 At the Gate of the Palace of Dreams. John B. Wells  
 1611 Everything's at Home Except Your Wife. Walter J. Van Brunt  
 1620 The Butterfly (Flute and Clarinet). U.S. Peerless Orchestra  
 1612 When You're Away. Ada Jones and W. J. Van Brunt  
 1614 Laurentian Echoes. U.S. Concert Band

**TWO-MINUTE RECORDS.**  
 525 One Heart, One Mind (Bells). A. Benzler  
 471 Come, Sweet Morning. Luez Barbour  
 520 A. Frangesa March. U.S. Military Band

501 Idillio—Instrumental. Florentine Quintet  
 526 Guard of Honor March. U.S. Military Band

VICTOR TALKING MACHINE CO.

**BLACK LABEL, SINGLE-FACED.**  
 No. Size.  
 31876 Gems from "Pagliacci" (Leoncavallo). Victor Opera Company 12

**BLUE LABEL, DOUBLE-FACED.**  
 45050 Pasquinade—Caprice, Op. 59 (Gottschalk) (piano-  
 forte). Frank La Forge 10  
 Danse Creole, Op. 94 (Chaminade) (pianoforte). Frank La Forge 10  
 17182 A Song of Steel (Neiman-Spross). Wilfred Glenn 10  
 The Yeoman's Wedding Song (Hayes-Poniatow-  
 ski). Alan Turner 10  
 17236 My Little Lovin' Sugar Babe (Murphy-Marshall)  
 (With Will Oakland). Heidelberg Quintet 10  
 Shamrock Belles (Mahoney-Wentrich). Campbell and Burr 10  
 17237 On the Mississippi (Macdonough-Carro-Fields)  
 American Quartet 10  
 In a Little White (Kingsley-Christie). Campbell & Burr 10  
 17238 First Heart Throbs (Eilenberg) orch. bells with  
 cello obligato. William M. Reitz 10  
 Good Night Quartet from "Erminie" (Jacobow-  
 ski). Victor Brass Quartet 10  
 17239 Whistling Jim (Esrom-Morse). Peerless Quartet  
 Parisienne (Brown-A. Von Tilzer). American Quartet 10  
 17240 Oh Lord, Most Holy (Franz Abt). Trinity Choir  
 Calvary (Vaughan-Rodney). E. L. B. 10  
 17241 I've Forgotten Them All for You (Stanley  
 O'Hara). Harry Macdonough 10  
 Amarella—Waltz Song (Winne). Reed Miller 10  
 17242 El Choclo—Tango Argentino (original dance by  
 Elsie Janis). Victor Orchestra 10  
 Songe d'Enfant (Gabriel-Marie). Victor Orchestra 10  
 17243 Colonel Donovan March (9th Regt. M. V. M.)  
 (Strachan). Pryor's Band 10  
 Jock's Patrol (Godfrey). Conway's Band 10  
 17244 Beautiful Doll, Good-Bye (White-Ginsburg).  
 American Quartet 10  
 My Marguerite (Gaston-Selden). W. J. Van Brunt 10  
 35267 A Race for a Wife (Descriptive Racing Spe-  
 cialty). Ada Jones and Len Spier 12  
 Florida Minstrels, No. 25. Victor Grand Orchestra 12  
 35271 With the Wine on the Rhine! (Am Rhein und  
 beim Wein) (Ries) English version, Nathan  
 H. Dole. Reed Miller 12  
 It Was Not So To Be, from "The Trumpeter  
 of Sakkingen" (Scheffel-Nessler). F. Croton 12  
 35272 Little Boy Blue—Medley (Bereny). Pryor's Band 12  
 La Pepita—Intermezzo (Tobani). Vessella's Italian Band 12  
 17190 The Arrow and the Song (Longfellow-Pinsuti).  
 Alan Turner 10  
 The Lass with the Delicate Air (Arne). Olive Kline 10  
 35241 Carnival Roman Overture Op. 9 (Borodin).  
 Victor Concert Quartet 12  
 Polonaise Militaire (Chopin). Vessella's Italian Band 12  
 35243 Surprise Symphony—Allegro di Molto (Haydn).  
 Victor Concert Orchestra 12  
 Surprise Symphony—Andante (Haydn). Victor Concert Orchestra 12  
 35244 Surprise Symphony—Menuetto Allegro Molto  
 (Haydn). Victor Concert Orchestra 12  
 Surprise Symphony—Finale (Haydn). Victor Concert Orchestra 12  
 35268 Leonore Overture No. 3—Part I. (Beethoven, Op.  
 72). Victor Concert Orchestra 12  
 Leonore Overture, No. 3—Part II. Victor Concert Orchestra 12  
 35269 Leonore Overture, No. 3—Part III. Victor Concert Orchestra 12  
 Adagio from Fourth Symphony (Beethoven). Vessella's Italian Band 12

**SPECIAL LATE NUMBERS.**  
 17245 Don't Turn My Picture to the Wall, from "The  
 Girl from Montmartre" (Smith-Keru). Clark and Van Brunt 10  
 When It's Apple Blossom Time in Normandy. Dunlap and Macdonough 10  
 17246 Casey Jones Went Down on the Robert E. Lee  
 (Marvin Lee-Clarence Jones). Collins & Harlan  
 When the Midnight Choo-Choo Leaves for Ala-  
 bama' (Irving Berlin). Collins and Harlan 10

**PURPLE LABEL RECORDS.**  
*A Dell' Acqua Song by Marsh.*  
 Lucy Marsh, Soprano.  
 60092 Chanson Provençale (A Song of Provence) In  
 French. "dell' Acqua" 10  
*Elsie Janis Sings An Italian Dialect Song.*  
 Elsie Janis, Comedienne. 10  
 60093 When Antelo Plays the 'Cello. Janis 10  
*A Dramatic Poem by Hilliard.*  
 Robert Hilliard. 12  
 70093 Christmas Day in the Workhouse. Sims 12

**NEW RED SEAL RECORDS.**  
 Enrico Caruso, Tenor—In French.  
 88408 Hosanna (Easter Song). Jules Granier 12  
 In French.  
 87122 Because. Teschemacher-d'Hardelot  
 Titta Ruffo, Baritone—In Italian. 10  
 87114 Zaza—Buona Zaza, del mio buon tempo. Leoncavallo 10  
 87112 Don Giovanni—Serenata. "Deh vieni alla finestra"  
 (Open Thy Window)—Act II. Mozart 10  
 87113 Ballo in Maschera (Masked Ball)—Alla vita che  
 t'arride (The Life Thou Dost Cherish)—Act I  
 Verdi 10  
 John McCormick, Tenor—In English.  
 64302 At Dawning. Eberhart-Cadman  
 In English. 12  
 74329 Nirvana. Weatherly-Adams  
 Clarence Whitehall, Baritone—In English. 12  
 74321 Love's Old Sweet Song. Bingham-Molloy  
 Ignace Jan Paderewski, Pianist. 12  
 88402 Etude in F Minor. Liszt  
*Maud Powell Plays a Wieniauski Dance.*  
 Maud Powell, Violinist, piano accomp. by George  
 Falkenstein. 12  
 74326 Polish Dance—Kujawiak (Second Mazurka).  
 Wieniauski 12

**EDUCATIONAL RECORDS.**  
 17174 1. Hear Me, Norma (Bellini) Oboe and Clarinet  
 Doucet and Christie 10

2. Tarantelle (Saint-Saëns) Flute and Clarinet.  
 Barone and Christie 10  
 1. Siegfried's Call (Wagner) French Horn  
 A. Horner 10  
 2. "Sweet Bird" from "Il Pensieroso" (Handel)  
 Oboe and Flute. Doucet and Barone 10  
 17179 Allerseelen (All Soul's Day) Op. 10, No. 8 (Rich-  
 ard Strauss)—In German. Reinald Werrenrath 10  
 Zur ruh, zur ruh! (To Rest) (Kerner-Wolf)—  
 In German. Reinald Werrenrath 10  
 17185 Romanze Op. 26, No. 1 (Rubinstein). Victor String Quartet 10  
 Canzonetta (Hollaender). Victor String Quartet 10  
 17186 March Romaine (Gounod). Victor Concert Orchestra 10  
 Frühlingslied (Spring Song) Op. 15 (Henselt).  
 Victor Concert Orchestra 10

THOMAS A. EDISON, INC.

**FOURTH LIST.**  
**BLUE AMBEROL GRAND OPERA LIST.**  
 28130 "Ich schneit" es gern in alle Rinden ein" (Schu-  
 bert). Tenor solo in German, orch. accomp. Heinrich Knote  
 28121 "Pagenarie"—Masked Ball (Verdi). Soprano  
 solo in German, orch. accomp. Melitta Heim  
 28122 Mi chiamano Mimi (My Name is Mimi)—Bo-  
 hème (Puccini). Soprano solo in Italian,  
 orch. accomp. Lucrezia Bori  
 8130 "Eri tu". Baritone solo in Italian, orch. ac-  
 comp. Ernesto Caron  
 28131 Ballatella, "Che volo d'angeli" (Ye birds without  
 number!)—I Pagliacci (Leoncavallo). So-  
 prano solo in Italian, orch. accomp. M. Sylva  
 28132 "M'appari" (Ah! so pure)—Martha (Flotow).  
 Tenor solo in Italian, orch. accomp. Aristodemus Gorgini  
 28133 "Caro nome" (Dearest name)—Rigoletto (Verdi).  
 Soprano solo in Italian, orch. accomp. Selma Kurz  
 28134 "Prologo" (Prologue)—I Pagliacci (Leoncavallo).  
 Baritone solo in Italian, orch. accomp. Carlo Galleffi  
 28135 "Che farò senza Euridice" (I have lost my Eury-  
 dice)—Orfeo ed Euridice (Von Gluck). Con-  
 tralto solo in Italian, orch. accomp. Selma  
 28136 "Ah! leve toi soleil!" (Arise, radiant sun!)  
 Romeo et Juliette (Gounod). Tenor solo in  
 French, orch. accomp. Gaston Du Bois  
 28137 "Vissi d'arte, vissi d'amore" (Love and Music)—  
 Tosca (Puccini). Soprano solo in Italian,  
 orch. accomp. Adelina Agostinelli  
 28138 "Dei miei bollenti spiriti" (Will My Dream of  
 Youth)—La Traviata (Verdi). Tenor solo in  
 Italian, orch. accomp. Elvino Ventura  
 28139 "Ave Maria" (Ilai, Mary)—Otello (Verdi). So-  
 prano solo in Italian, orch. accomp. Maria Farneti  
 28140 "Morte d'Otello" (Death of Otello)—Otello.  
 (Verdi). Tenor solo in Italian, orch. accomp.  
 Florence Constantino

28141 "O tu che in seno agli angeli" (Thou Heavenly  
 One)—La Forza del Destino (Verdi). Tenor  
 solo, in Italian, orch. accomp. Carlo Albani

**BLUE AMBEROL CONCERT LIST.**  
 28128 Afton Water (Hume). Contralto solo, orch. ac-  
 comp. Edvard M. Favor and Chorus  
 28129 Mary ("Kind and Gentle is She") (Richardson).  
 Tenor solo, orch. accomp. Orville Harrold

**BLUE AMBEROL REGULAR LIST.**  
 1510 My Best Girl and Me—"My Best Girl" (Craw-  
 ford). Song and chorus, orch. accomp. Chorus  
 1512 I'm Smiling at de Moon dat Smiles at You—  
 "My Best Girl" (Crawford). Tenor and  
 chorus, orch. accomp. Irving Gollette and Chorus  
 1513 Just That You Are You—"The Merry Countess"  
 (Strauss). Comic song, orch. accomp. Walter J. Van Brunt  
 1517 Rocked in the Cradle of the Deep (J. P. Knight).  
 Bass solo, orch. accomp. Frank Croton  
 1528 Quartet from Rigoletto (Verdi). Mixed voices,  
 orch. accomp. Frank Croton Quartet  
 1529 Row, Row, Row—"Ziegfeld Follies of 1912"  
 (Manoca). Comic song, orch. accomp. Collins and Harlan  
 1530 A Little Girl at Home—"The Lady of the Slip-  
 per" (Herbert). Soprano and tenor, orch.  
 accomp. Elizabeth Spencer & H. Hindermeyer  
 1541 When Was There Ever a Night Like This—  
 "The Passing Show of 1912" (Hirsch). Tenor  
 solo, orch. accomp. Chas. W. Harrison  
 1543 Red Wing (Kerry Mills). Tenor and chorus  
 accomp. by N. Y. Military Band. Frederic H. Potter and Chorus  
 1560 The Preacher and the Bear (Anzonia). Tenor  
 solo, orch. accomp. Arthur Collins  
 1611 Who Put Me in My Little Bed (Harry von Til-  
 zer). Contralto solo, orch. accomp. Ada Jones  
 1612 Spirit of Independence March (Holzmann).  
 New York Military Band  
 1613 At the Gate of the Palace of Dreams (Joian C.  
 Schmidt). Baritone solo, orch. accomp. Joseph A. Phillips  
 1614 Bridal Chorus—"Lohengrin" (Wagner). Mixed  
 voices, orch. accomp. Metropolitan Quartet  
 1615 When the Old Oaken Bucket Was New (Cooper).  
 Tenor solo, orch. accomp. Manuel Romain  
 1616 Dialogue for Three (Hymn). Flute, Oboe and  
 Clarinet. Spindler, Santangelo and Giammatteo  
 1617 Sleepy Rose (J. E. Andino). Baritone solo, orch.  
 accomp. Arthur C. Lichty  
 1618 Ragtime Soldier Man (Berlin). Baritone solo,  
 orch. accomp. Ed. Mecker  
 1619 Her Bright Smile Haunts Me Still (W. T.  
 Wrighton). Chas. W. Harrison  
 1620 Venus Waltz—"Oh! Oh! Delphine" (I. Caryll).  
 American Standard Orchestra  
 1621 Everything's at Home Except Your Wife—"Oh!  
 Oh! Delphine" (Ivan Caryll). Tenor solo,  
 orch. accomp. Walter Van Brunt  
 1622 Orpheus Overture (Offenbach). American Standard Orchestra  
 1623 I'll Sit Right on the Moon (and Keep My Eyes  
 on You) (Manoca). Contralto solo, orch. ac-  
 comp. Edna Brown  
 1624 Take Me to That Swanee Shore (Muir). Coon  
 duct, orch. accomp. Collins and Harlan  
 1625 You're the Flower of My Heart. Sweet Adeline  
 (Armstrong). Tenor and chorus, orch. ac-  
 comp. Royal Fish and Chorus

THE POINT OF VIEW.

The big salesman sells his customer a fat bill of goods, but the great salesman makes his customer feel sorry he can't double the order.



**LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS**

(Special to The Talking Machine World.)

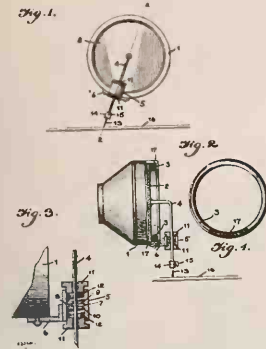
Washington, D. C., Jan. 7, 1913.

**NEEDLE-CONTROLLING MEANS FOR SOUND BOXES.** James P. Shinn, Camden, N. J. Patent No. 1,048,219.

This invention relates to improvements in needle-controlling means for sound boxes, the object of the invention being to provide a phonographic sound box with improved means for controlling the vibration of the needle, which means is always under the control of the operator, so that the needle may be allowed just the proper amount of vibration to insure the best possible results.

A further object is to provide an improved diaphragm having a needle arm fixed thereto and projected through a cylinder in which mechanism is provided for elastically controlling the vibration of the needle arm.

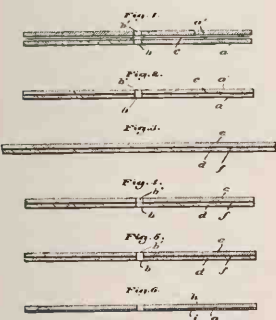
In the accompanying drawings: Figure 1 is an end view of the sound



box illustrating the improvements. Fig. 2 is a view partly in section on the line 2-2 of Fig. 1. Fig. 3 is a fragmentary view in section on an enlarged scale illustrating the needle arm controlling mechanism, and Fig. 4 is a view in elevation partly in section showing an improved form of diaphragm holding gasket.

**PHONOGRAPH RECORD.** Josiah B. Miller, Boston, Mass., assignor to Boston Talking Machine Co., same place. Patent No. 1,047,971.

This invention relates to phonograph records and more particularly, though not exclusively, to records in disc form. Figure 1 shows the component parts of a disc record embodying one form of the invention in the condition in which such parts are prior to pressing; Fig. 2 shows the complete record after pressing; Fig. 3 shows in cross



section of a portion of composition sheet material from which a record made according to one form of the invention may be formed; Fig. 4 shows a disc formed from such material prior to pressing; Fig. 5 shows a completed record after pressing; and Fig. 6 shows a modified form of record.

**SOUND-RECORDING APPARATUS.** John Noll, New York, assignor of one-half to Eugene Del Mar, same place. Patent No. 1,047,976.

This invention comprises new means for effecting a talking machine record of speech or sounds and is particularly adapted to the making of records of telephonically transmitted speech. The term talking machine is used broadly, the particular type illustrated herein being that in which the record is made in a circumferential spiral line upon

a cylinder, as of wax or other appropriate material. The organization comprises, among other things, a stylus lever operated by vibrations of a medium such as a stretched metal band actuated electromagnetically in the case of telephonically transmitted sounds, said stylus lever having a floating fulcrum through which an adequate gravity stress, capable of adjustment if desired, may be imposed upon the receiving stylus bearing upon the record receiving surface.

In the accompanying drawings: Figure 1 is an end elevation; Fig. 2, a plain view; Fig. 3, a section on the line 3-3 of Fig. 2; Fig. 3a is a detail horizontal section taken slightly above the stretched metal band and through means for holding one end of the same, parts being shown in elevation; Fig. 3b is a side elevation of the post which engages the feed-screw; and Fig. 4 a bottom plan view of the recording device.

**SOUND CONDUIT AND AMPLIFYING DEVICE.** Alex. Fischer, Kensington, London, Eng. Patent No. 1,046,454.

This invention relates to sound conduits and amplifying devices and refers to that class of such conduits and amplifying devices as are constructed with reflecting surfaces after the manner described in applications for Letters Patent Serial No. 555,776, filed April 16, 1910, and more particularly to those in which no sectional area at right angles to the reflector is less than the area of the smaller tube, or in the case of circular tubes the vertical distance from the reflecting surface to the inner angular point where the two tubes join is approximately equal to the diameter of the smaller tube.

In applying the principle of the former aforesaid patent application to certain cases, in adapting it for instance to the receivers and transmitters of telephones, to speaking tubes, as well as to sound conduits of talking machines, certain phenomena became apparent. It was observed that when two tubes or sound conduits met at an angle and a reflector was provided, as described in the aforesaid application, if the reflector was only of sufficient size to include on its surface the projection of the smaller tube the sound waves were too much confined, while on the other hand if the reflector was of sufficient size to include on its surface the projection of the larger tube, the sound waves were allowed to spread out to an undesirable extent, and in each case the result was not so perfect as it can be made by carrying into effect the principle of the present invention.

According to the present invention, in place of making the reflector of sufficient size to include only the projection of the smaller tube or large enough to include that of the larger tube, it is made intermediate in size. Then, supposing we have the tubes which are to be used as sound conduits, and one of these tubes has a diameter of  $x$  millimeters, while the other has a diameter of  $(x+2y)$  mm. When these are connected together at a certain angle and a reflector is provided the projection of the smaller tube on the plane of the reflector is an ellipse with a minor axis  $x$  mm. in length. Again the projection of the larger tube on the same plane would give an ellipse with a minor axis of  $(x+2y)$  mm.

According to the present invention there is selected for the minor axis a length intermediate between the two, say  $(x+y)$  mm. This construction enables the waves to spread to a certain extent without giving them too much freedom, and produces surprisingly good results. It will be understood that the major axis of the ellipse and the

general dimensions of the reflecting surface are correspondingly and suitably proportioned, and the end portions of the reflector, that is the portions representing the amounts by which the reflector exceeds toward the end the ellipse-forming the projection of the smaller tube, may be adjacent to one of the tubes or part may be adjacent to each of these tubes. These portions may be formed of one or more small plane reflectors set at suitable angles to catch and reflect the spreading waves, or, especially in the case of the larger tube, the auxiliary reflector may be curved in one direction so that the spreading waves impinging at slightly varying angles, due to their having

emerged from the smaller tube, may nevertheless be reflected straight along the larger tube. And in order that this invention may be better understood, reference is made to the drawing accompanying this specification, which shows by way of example two methods of carrying the invention into effect.

Figure 1 is a side elevation of the junction of two sound conducting tubes. Fig. 2 is a back elevation of same. Fig. 3 is a similar view to Fig. 1 of another form. Fig. 4 is a similar view to Fig. 2.

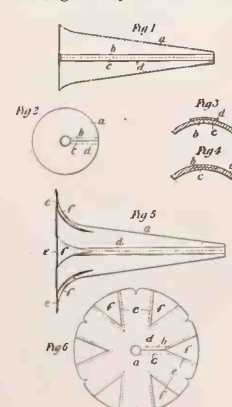
**GRAMOPHONE, PHONOGRAPH AND LIKE HORN.** Joshua Green, London, Eng. Patent No. 1,047,789.

This invention relates to the manufacture of horns for gramophones, phonographs and the like. Such horns are in practice usually made of metal, such as tin, or of wood, and in the latter case are built up of sections or strips, the edges of the adjacent strips being connected together so as to form a complete horn. This construction, however, is costly.

Now, this invention has for its object to provide means whereby such wooden horns, which, for various reasons are preferred to the tin horns, can be manufactured at a considerably less cost than has hitherto been possible. To this end, according to this invention, a horn is made from a single blank of wood which is shaped to the usual conformation and is connected together at the two adjoining edges.

In carrying out this invention a blank of plywood is taken and subjected to a dry heat, the heat being continued until the wood becomes pliable and can be worked on a mold of the shape of the horn to be produced. In practice use is made of a hollow metal mold which is internally heated in any suitable way, say, for example, by the passage therethrough of the gases of combustion from a fire or furnace, or of steam. The plywood from which the horn is to be made is applied to the said heated mold and is gradually caused to assume the shape of the finished horn. To connect the abutting edges of the bent blank forming the horn, use is made of a butt strip, or the edges may be halved and connected together.

In the case of horns in which the bell-mouth or flared end is of marked dimensions some difficulty may be experienced in the molding; the inventor may then make the extremity of the strip which is to form the said bell-mouth or flared end with a series of slits which permit the said extremity to be opened out or flared to the extent desired. The wedge or other shaped spaces which are formed by the slits when the extremity is thus opened out may be filled up in any convenient way. For example, separate pieces of wood





may be filled in the said spaces or a strip or strips of wood may be applied circumferentially around the inner or the outer surface of the horn at the slit extremity.

In practice the insertions or portions of wood applied to the flared end or bell-mouth of the horn may be of different colors, thus giving rise to artistic effects of a kind which may be varied as desired.

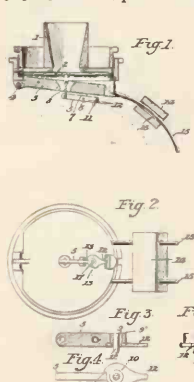
To enable the invention to be fully understood reference is made to the accompanying drawing:

Figure 1 is a side view of a horn molded from a single blank of wood according to the invention. Fig. 2 is a front view thereof. Fig. 3 is a transverse section of the joint between the edges of the wooden blank forming the horn and drawn to a larger scale. Fig. 4 is a view similar to Fig. 3, but illustrating a modified form of joint, and Figs. 5 and 6 are views similar to Figs. 1 and 2, respectively, of the modified construction of horn.

**TALKING MACHINE.** Charles P. Carter, Kingston, N. Y., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,047,497.

This invention relates to improvements in the sound reproducing mechanism of talking machines, and particularly to the stylus and mounting therefor.

It consists broadly in a single stylus adapted to track two different kinds of record grooves, as, for example, record grooves having 100 threads per inch and record grooves having 200 threads per inch, as the grooves upon the so-called two-minute and four-minute cylindrical sound records. This is accomplished by forming the stylus of different contours in planes at right angles to each other, so that the stylus as viewed in one direction is narrower than when viewed in the direction at right angles thereto. A cross section of the stylus in one direction is of suitable size and form for tracking the 200 thread record grooves, for example, and its cross section in the other direction is of suitable size and form for tracking a record groove of different size and shape, as for example a 100 thread record groove. The stylus is mounted by any suitable means, which can be shifted through an angle preferably of 90 degrees, to permit the stylus to be used in a single reproducer comprising preferably a single diaphragm, a single floating weight, and a single stylus lever upon one end of which is mounted a holder for the stylus. This holder is rotatably mounted upon the lever. Upon moving the holder through an



angle of 90 degrees, the stylus will be rotated to present a contour suitable for engaging a record groove having a different number of threads per inch from the record groove with which the stylus was adapted to coact before the rotation.

Figure 1 is a central vertical section of a phonograph reproducer provided with and embodying the invention. Fig. 2 is a bottom plan view of the same. Fig. 3 is an enlarged vertical section through the stylus lever, the stylus being shown in side elevation. Fig. 4 is a bottom plan view of the same, and Fig. 5 is an end view of the same.

**GRAMOPHONE RECORD.** Cornelius Leonhard Roth-eudt, Walheim, near Aachen, Germany. Patent No. 1,046,650.

When it is desired to play a gramophone record several times in succession, the stylus must each time be lifted and transferred from one end of the record groove to the other, the play being meanwhile interrupted. This is of great disadvantage particularly when marches and dances are to be repeated, which repetition ought to be obtained without noticeable interruption in the play. This drawback is remedied by the present invention according to which the groove of a

gramophone disc is made endless, the ends of the record groove being joined by a return groove carried in a parabolic curve across the turns of said record groove. The direction of the curve is naturally dependent upon the direction in which the disc turns and its form should be such as to guide the stylus with as little resistance as possible. Having once been started in the direction of the return groove, the stylus is easily guided through the same, and the part of the groove which crosses the turns of the record groove can therefore be narrowed sufficiently for preventing it having a detrimental effect on the record. The interruption caused to the music while the stylus passes through the return groove will hardly be noticeable.

In the drawings a is the disc and b the spiral groove which contains the record. The ends of the groove b are joined by the return groove c, which is carried in a parabolic curve across the turns of the groove b.

The record is started in the ordinary manner and the stylus is automatically returned by the groove c to the starting end of the groove b, so as to repeat the piece as long as the disc is kept in motion.

**VICTOR NUMERICAL CATALOG**

Just Issued Up to and Including December List Will Be an Immense Aid and Convenience to Salesmen in Filling Orders with Dispatch.

The Victor Talking Machine Co. has just published the December numerical catalog of Victor records, which will be found of immense value to Victor representatives. In a letter to its agents the Victor Co. calls the attention of the dealers to the practicability and meritorious points of the catalog. The following extracts will give some idea of the features of this publication:

"It will be observed that preceding each serial number is a ruled space for the convenience of dealers in keeping accurate account of stock on hand, record orders placed and shipments received, which in the end will conclusively show the sale of each record.

"Our suggestion is that you enter in front of each serial number the date and quantity of each record in stock, and as further shipments of records are received, make an entry of the exact quantity, and repeat this same process as often as additional stock is received. When stock is again inventoried (which should be done at least twice a year) you will have complete information as to the sale of each particular record, which will certainly assist materially in keeping up your stock on all the big sellers and avoid overstocking on the slow-selling numbers."

**KEEPING AHEAD OF THE GAME.**

Successful Merchant Is the One Who Thinks Quicker Than the Other Fellow.

"Keep your mind open to the oncoming events. Do not be content to think just what somebody else has thought. Give your own mind a chance. Reach out into the future, remembering that nothing in this world stands still; everything moves—either backward or forward. See the faults that exist, and in them see your opportunities for improvement," says a successful business man. "Is it thinkable, for even a fraction of a second, that the limit

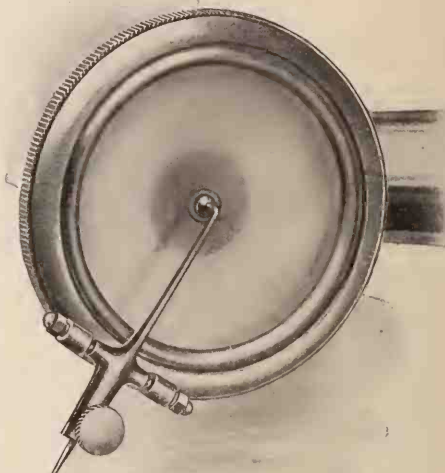
of the human mind has been reached? More has been done by that brain in the last twenty-five years for progress than in any preceding 100 years, and the young men of to-day are the descendants of such brains. What an inspiration for the future! Be an optimist. Believe in the United States, in its institutions, and in its men."

**INTRODUCE NEW REPRODUCER.**  
Columbia Co. Gives an Interesting Description of This New Reproducer.

The January list of the Columbia Phonograph Co.'s new records contains an important announcement relative to the production of the new Columbia reproducer No. 6, which is now being delivered to Columbia dealers, who have been authorized to allow \$3 for any Columbia reproducer as part payment toward the price of the new reproducer, which retails at \$5.

The new No. 6 is shown herewith, and the following extracts from the printed description will give some idea of its merits and features:

"In its construction the new No. 6 reproducer



New Columbia Reproducer.

is a marvel of mathematical exactness. The gauge of proportions is not in hundredths or even in thousandths of an inch. It runs as finely as ten-thousandth parts of an inch; for its range of usefulness must cover every form of music.

"In a large measure this is due to the one-piece, drop-forged tempered steel needle arm, which is an innovation in the mechanics of reproducers. It is made of the finest instrument steel, tempered with the nicety of a tuning fork. It has all of a tuning fork's elasticity to transmit vibrations and works absolutely true to tone, from the most delicately shaded vocal solo to the heavy instruments of a brass band. Each individual note is so clearly analyzed and the full, rich undertones of accompaniment so richly retained in all their softness, that the results obtained are truly remarkable."

**LATEST ADDITION TO GIMBEL LINE.**

The Columbia Phonograph Co. recently completed arrangements with Gimbel Bros., New York, whereby this prominent establishment will handle a complete line of Columbia products. The initial display is now being shown in the handsome talking machine warerooms of the store on the eight floor.

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Los Angeles, Cal., Columbia Phonograph Co., 420-422 S. Broadway.  
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New Haven, Conn., Columbia Phonograph Co., 25 Church St.  
New Orleans, La., Columbia Phonograph Co., 933 Canal St.  
New York City, Columbia Phonograph Co., 89 Chambers St.; Columbia Phonograph Co., 35-37 W. 23d St.; Columbia Phonograph Co., 39 W. 125th St.; (Brooklyn) Columbia Phonograph Co., 1372 Broadway.  
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Philadelphia, Pa., Pennsylvania Talking Mach. Co., 1109 Chestnut St.  
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Portland, Me., Columbia Phonograph Co., 550 Congress St.  
Portland, Ore., Columbia Phonograph Co., 371 Washington St.  
Eilers Piano House, Portland, Ore.  
Providence, R. I., Columbia Phonograph Co., 119 Westminster St.  
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St. Paul, Minn., Columbia Phonograph Co., 20 E. Seventh St.  
Terre Haute, Ind., 23 N. 8th St.  
Toledo, O., Columbia Phonograph Co., 229 Superior St.  
Washington, D. C., Columbia Phonograph Co., 1210 G St., N. W.  
Wilmington, Del., Columbia Phonograph Co., 810 Market St.

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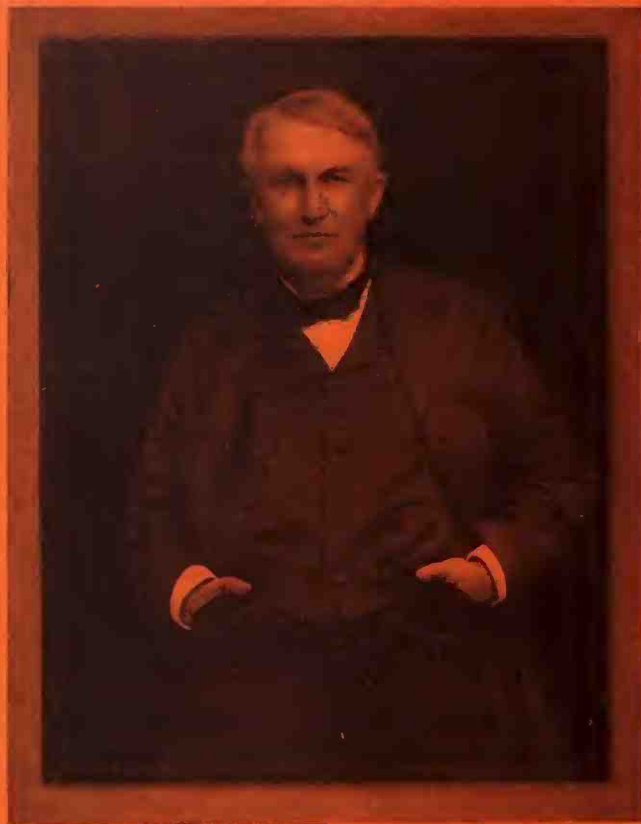
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Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your Firm in the February List.



*Thomas A Edison*

MR. EDISON'S policy has always been that an invention was not good enough for the public until it was as perfect as he could make it—and that means as perfect as it could be made.

FOR two concrete instances of this, see the Edison double-page in this issue.



# The TALKING MACHINE WORLD



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**The best-known trade mark in the world**

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