

The TALKING
AND NOVELTY
NEWS
MACHINE
WORLD

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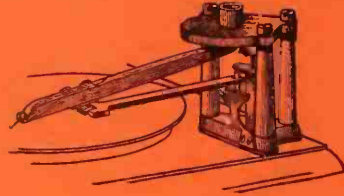


The best-known trade mark in the world

“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*.

VITAPHONE

CABINET INSTRUMENT



The Vitaphone reproducing device, with solid wood vibrating arm, has the indefinable quality of allowing only the musical tones to pass to the diaphragm. The Vitaphone plays every make of disc record, sharp and clear, without surface noise or nasal twang.



VITAPHONE
TYPE No. 50
\$50.00

Made in Quartered Oak

OTHER TYPES
FROM \$15.00 to
\$250.00

Catalog, Discounts and Terms on Request

THE Vitaphone Co.

Plainfield, N. J.

The Talking Machine World

Vol. 9. No. 7.

New York, July 15, 1913.

Price Ten Cents

SUBSTANTIAL BUSINESS GAIN FOR FIRST HALF YEAR.

Talking Machine Dealers From All Parts of the Country Make Reports of Progress As Compared With the Same Period of Last Year—Public Now Educated To the Real Value of the Talking Machine As An Educational Factor—Splendid Demand for Records.

With the close of the first half of the year it is interesting to note the reports of business conditions received from representative members of the talking machine industry. Notwithstanding the stir in business and financial circles caused by the proposed tariff revision and currency reforms, the first half of 1913 has shown a healthier and more substantial gain over the business of the corresponding period of 1912 than was expected by the most optimistic enthusiasts.

From all parts of the country the reports are alike in their tenor, namely, that the first half of this year in the talking machine industry was one of the best periods ever experienced by the trade. Jobbers and dealers both report emphatic gains over the first half of 1912, and the business outlook for the fall indicates that the entire year of 1913 will be a record breaker in talking machine circles.

Two of the most significant features of 1913 business to date is the remarkable increase in the demand for the higher-priced types of machines and the phenomenal trade in records of all types and classes. At the close of last year it was freely predicted that the call for the higher-priced models of machines would break all records this year, and judging from present indications this prophecy

is certain to be fulfilled in every particular.

The public has been educated to the real value of the talking machine, both as a factor in amusement and as an educational factor, and there is no longer any question in the public's mind that the prices asked to-day for the talking machine are commensurate with the value given. This has been the keynote of the selling argument for the higher priced machine, and the high grade of quality and workmanship that characterizes the present-day product of the leading talking machine manufacturers has convinced the public that the machine retailing for \$100 is worth every penny of the price asked and is backed by the highest type of constructive quality.

The demand for records the past six months has exceeded all predictions made last year, and with the advent of the summer season and the present call for the so-called dance records the active and progressive dealer is destined to close a splendid all the year round business in his record department. Expensive opera records have also met with larger sales than ever before, and in every department of the record catalog the demand this year has shown a substantial increase over the first half of 1912.

VICTROLAS FOR ARCTIC TRIP.

Expedition Under Stefansson and Dr. Anderson Equipped with Three Victrolas, One the Gift of the Government, and a Plentiful and Varied Supply of Records.

(Special to The Talking Machine World.)

VICTORIA, B. C., June 30.—From the sensitive walls of the Metropolitan or Covent Garden to the remote reaches of the Arctic Circle is a far and bitter cry, but by virtue of art, in conspiracy with artifice, the seemingly absurd has become possible, plausible, almost elemental.

Imagine Caruso caroling to the Arctic moons and Calve as Carmen singing tears into the tidal waters of the wintry back of beyond. The gap is bridged by means of a talking machine. Sir Richard McBride, than whom there is no more enthusiastic advocate of Arctic expedition, soon to be made under the direction of Stefansson and Dr. Anderson on the ship "Karluk," was himself responsible for equipping the expedition with one Victrola, together with a large quantity of records, and it is understood that two other machines will also go North with the party.

The Victrola in question represents the gift of the Provincial Government, and it may be said without fear of contradiction that no gift could have been more happily chosen. Sir Richard himself attended to the purchase of the machine, visiting the Gideon Hicks Piano Co.'s store on Government street and personally selecting the instrument after having it tried over with a number of records.

The selection of records made by the members of the expedition was varied. Vilhjalmur Stefansson evidently preferred baritone songs, while Dr. Mackay lifted his voice in favor of orchestral selections of a classical nature. Mr. Cox, another scientist of the party, had a penchant for Gilbert and Sullivan's operas in the lighter vein. In all 200 records were taken, embracing all species of musical rendition, and including several Caruso numbers and items by Galski, Tetrizzini and Kubelik.

One of the most interesting of the records to be taken along by the explorers is that made by Sir Ernest Shackleton, the renowned British explorer, who tells of his experiences on his trip to the South Pole and mentions distinctly the names

of his companions as a part of the narrative. Several of those who accompanied Shackleton, including Dr. Forbes Mackay, will accompany the "Karluk" on the coming Arctic trip, under command of Vilhjalmur Stefansson. The talking machines and records will be divided between the Northern party under Stefansson, and the Southern party under Dr. Anderson.

CHANGE IN PITTSBURGH STORE.

New Company Organized to Take Over the Talking Machine Shop, the Retail Branch of the Standard Talking Machine Co.

(Special to The Talking Machine World.)

PITTSBURGH, PA., July 1.—A new company composed of Alexander Kramer, president; C. B. Pine, vice-president; John Miller, treasurer, and O. P. Thomas, secretary and manager, has been incorporated with capital stock of \$25,000, and has taken over the retail store conducted by the Standard Talking Machine Co., Victor distributor, under the name of The Talking Machine Shop, in the Jenkins Arcade. The transfer took place on June 30.

According to J. C. Roush, of the Standard Talking Machine Co., the officers and stockholders of that company are not now interested, directly or indirectly, in any retail talking machine house. "Being strictly wholesale," said Mr. Roush, "we are in a better position than ever before to take care of the requirements of our dealers promptly and completely."

PHILLIPS' MAGAZINE.

The friends of Walter P. Phillips are glad to get in touch with this old-timer in the telegraph and talking machine trade through Phillips' Magazine, the first copy of which appeared this month. It is described as "a compendium of general information; especially prepared, however, for those interested in the possibilities of telegraph, telephone, wireless, typewriter and talking machine people." The initial issue contains a number of interesting articles, many of them of a reminiscent nature, in which Mr. Phillips himself and other notable men have played a prominent part.

Co-operation means learning how to get along with your fellow-man.

TALKING MACHINE AS TEACHER.

Interesting Discussion on Vocal Teaching—The Teacher with the Perfect Voice Is Found Only in the Talking Machine According to a New York Writer Who Discusses This Subject in a Very Novel but Interesting and Convincing Way.

Teachers of the voice, as well as manufacturers of talking machine records, will be interested in the following letter written by a prominent New Yorker, which is of general interest:

"Most modern writers on the subject of voice production, who have studied the psychology, as well as the physiology of the voice, agree that the student should follow example rather than precept. The surest way to produce a good tone, it is said, is first to hear a good tone sung. And the best way to insure a poor tone, it seems, is to take the singer's original poor tone and try to modify it by precept and theory of voice mechanism and the like.

"Though many successful teachers do teach the mechanics of the voice and then explain their precepts by singing the correct tone, their success is to be attributed rather to the singing of the correct tone by way of example than to the precept itself. The foundation of all singing for the beginner is, then, to be imitation. Imitation—helped out perhaps by precept, by theory, by whatever else you please—but, at bottom, imitation. Thus say modern experts, and in so saying they apparently follow closely in the footsteps of the old Italian masters.

"But where can we find a teacher with a perfect voice? I answer: In the phonograph. Let the gentlemen who are now reproducing and perpetuating all the great music of the age—let them hire us the greatest tenor in the world, the greatest soprano, the greatest alto, the greatest contralto, the greatest bass—and have them sing for us the simple exercises which we would learn. Have them sing for us the well-known vocal exercises—Sieber's, Concone's, Vaccai's—so that we can hear them sung perfectly and then sing them perfectly ourselves, or at least as nearly perfectly as our mechanism permits.

"That is, to me, a tremendous possibility. And surely the great voices who were thus singled out as the best in the world to teach the rest of the world how to sing—surely they would gladly sing in such a cause and not charge too much for their services, so that their example might be before all who wish to hear and learn."

REALIZED BOBBY BURNS' WISH.

Edison Tells of the Effect on Piccolo Player of Hearing His Own Performance Through Medium of Phonograph.

During the demonstration of his new kinetophone, Thomas Edison said:

"With this invention an actor may hear himself speak as well as see himself act. Let us hope he won't be disappointed—like the piccolo player in a music store who was urged to buy a phonograph. The dealer, as a last resort, got the man to make a phonographic record of 'The Last Rose of Summer' with his own piccolo.

"The dealer then ran the tune off, while the player—a really wretched performer—listened with a strange frowning air. At the end the dealer said:

"There! Isn't that wonderful?"

"'H'm—well—yes,' said the piccolo player.

"'And now,' said the dealer briskly, 'are you going to buy a phonograph?'"

"'No,' the player answered, 'I'm going to sell the piccolo.'"

Every advertiser gives a bond, a mortgage on his future, which can be foreclosed at any time that he fails to keep faith with his customers.—Clowry Chapman, New York.

BROADEN ASSOCIATION SCOPE.

Employees of Members of Eastern Talking Machine Dealers' Association Can Now Join—President Bremner's Interesting Talk—To Agree on Uniform Interest on Instalments—To Organize an Employment Bureau.

A general meeting of the Eastern Talking Machine Dealers' Association, the first since the election of the new board of officers, was held at Keene's chop house on West Thirty-sixth street, on June 19, and the members present appeared to be well pleased with the manner in which the new executives have mapped out the work for the future.

The following amendments to the by-laws were offered and carried:

First.—That any employe of an active member of the Eastern Talking Machine Dealers' Association be eligible to become an associate member of said association.

Second.—That any dealer in the Eastern States, outside of a fifty-mile radius of New York City, be eligible to become an associate member of said association.

It was also voted that the Executive Committee work up a plan for the formation of an employment bureau for the benefit of both employe and employer. It is hoped that some means may be found to have a complete register of capable talking machine sales people, with records of their honesty and efficiency.

President Bremner gave an interesting talk on the subject, "The Effect of the Recent Supreme Court Decision on the Retail Trade." The talk was essentially one to inspire confidence, the whole tenor of the discourse being optimistic, bringing great stress to bear on the idea that the retailer's future was the manufacturer's future. The fact that the manufacturer was spending hundreds of thousands on factory improvement would be the keynote for the dealer's enthusiasm.

A committee will shortly take up the work of having the dealers come to some sort of an agreement whereby a uniform interest may be charged on instalments. The dealers of New York and vicinity were sounded on this subject about one year ago, and the association has replies from about 150, all in favor of a ten per cent. increase on instalments.

Inasmuch as the Victor Talking Machine Co. cannot see their way clear to incorporate the double set of prices in their dealers' contracts, it behooves all dealers, including the large department stores, to get together on this arrangement, in order that cash sales may be increased, and on instalment accounts the dealer at least get interest on the money outstanding.

The new members of the Executive Committee

are: J. E. Hunt, of Hunt's Music House, White Plains, N. Y.; Albert J. Beers, of Fuller, Bagley & Beers; G. W. Morgan, of Gimbel Bros.

It is stated that the officers of the association would be pleased to get in touch with similar associations throughout the country for the interchange of ideas for the betterment of the industry. Communications may be addressed to Francis F. Steers, secretary, 3496 Broadway, New York.

SOMETHING OF AN INNOVATION.

Is the Establishment of a Harp Department by the Grafonola Co., Rochester, N. Y.

An innovation in talking machine circles is the establishment of a harp department by the Grafonola Co., Rochester, N. Y. The display and demonstration of the Clark Irish harp and the larger concert harp was a feature of this progressive company's recent successful opening.

The harp has certain individual ornamental qualities which make it a very artistic addition to an attractive salesroom. In addition to this it has attained such popularity of late that many musical

establishments, alert to its commercial possibilities, are successfully undertaking its exploitation.

The Grafonola Co., however, has the distinction of being the first talking machine dealer to inaugurate a harp department, and the intense interest displayed at its opening, especially in the small Irish harp, gives indication that this will be a very profitable department.

TALKER AS A VOICE TRAINER

Enables Singer to Judge Work of Great Artists and Discover Own Faults.

"My advice to a young woman who aspires to become a great singer is to buy a talking machine and listen to the songs of great singers. I find a lot of satisfaction even in hearing my own songs. It gives me an opportunity to judge myself and shows me my errors." Mme Schumann-Heink was so quoted in the Minneapolis Tribune last October, and anyone who has the least acquaintance with Schumann-Heink and her monumental earnestness will realize how much a statement of that kind means.

AN ENTERPRISING NEW JERSEY TALKING MACHINE DEALER

One of the most enterprising talking machine dealers in New Jersey is Frederick G Loeffler, who is a great believer in up-to-date sales methods. This is demonstrated in his attractive establishment and his always well-arranged windows.

An idea of how artistically arranged is his store at 200 Bergenline avenue, Union Hill, N. J., may be gleaned from the illustration which appears herewith, and which, by the way, shows Mr. Loeffler himself in the doorway. This is the Victor room, and an exceedingly handsome room it is.

Mr. Loeffler handles the Victor and Edison line, and has built up a very large following in his territory. He not alone displays his progressiveness

by means of artistic warerooms, but utilizes the local papers to good purpose. He points the way



F. G. Loeffler's Victor Room on Bergenline Avenue, Union Hill, N. J.

to others within the metropolitan area to be up and doing if they wish to attain a larger measure of success.

INCREASED WHOLESALE BUSINESS

During the year 1912 our wholesale business showed an increase over that of 1911 of 68%. Of this increase 28% was on what we are pleased to call "our dealers'" accounts, and the balance of 40% was from new accounts, about evenly divided between newly established dealers, and dealers who formerly purchased from another distributor.

Increased demand accounts for 48% of this increase. Efficiency and the Eastern Service is responsible for 20%.

If dealers realized fully the manifold advantages of Eastern Service the increase this year would double from this source.

A good thing is worth trying—take our word for it that Eastern Service is exceptional—and try it.

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY



The Columbia Graphophone Company is open for representation by a few more houses of high standing—concerns that can display the Columbia “Grand” without incongruity. Whether or not they are already carrying “talking machines” is immaterial.

We have the product: we have the demand: we have the organization: we have a doubled and re-doubling business in which you may just as well share—and we can make deliveries.

Right **now** is a remarkably appropriate time to ask us for particulars.

The Columbia
“Grand”
Grafonola



The last word
in instruments
of music

PRICE \$500

Columbia Graphophone Company

Woolworth Building, New York

Creators of the talking machine industry. Pioneers and leaders in the talking machine art. Owners of the fundamental patents. Largest manufacturers of talking machines in the world.

UTILIZES THE PHONOGRAPH.

W. H. Betts, of Richmond, Makes Records of His Voice, Sends Them to Riccardo Martin, Who Gives This Boy So Much Encouragement That He Is Now Studying for Opera.

The value of the phonograph as a perfect voice recorder was illustrated afresh last week when W. H. Betts, of Richmond, Va., received a letter from Riccardo Martin, the well-known tenor of the Metropolitan Opera House, complimenting him on the real beauty and brilliancy of his voice. How this tribute to Mr. Betts' voice materialized follows:

"Unable, from lack of means, to come to New York to have his voice tried, Mr. Betts, on June 29, 1912, sent four phonograph records of his singing voice, addressed to Martin at the Metropolitan. An accompanying letter begged the artist to give an opinion of his voice.

"Martin was on an extensive tour, which later took him to England, to Madeira, through the Mediterranean, to Africa and finally Italy. Betts' voice pursued him from the Metropolitan Opera House over the entire journey, and overtook him finally in Milan. Martin was impressed by the latter, but it was some time before he found an opportunity to use a phonograph.

"When he did put the records on a machine, the voice that came from the horn was a fine, robust tenor, from a rich depth to clear upper chest tones, that amazed the listeners. A sympathetic serenade was followed by Bartlett's 'Dream' and two other semi-popular ballads.

"That boy has a voice," exclaimed Martin. "With careful instruction his dream will assuredly be realized."

"That night a letter was dispatched to Richmond. Betts had long since abandoned hope of ever leaving the express office in which he worked twelve hours a day.

"By all means go ahead with your vocal study; you have a fine voice," is the message from Martin he cherishes to-day.

"Betts has sent word to a friend of Martin's here that he is coming to this city to study."

PROVES VALUE OF ADVERTISING.

Banker Declares That Advertising of Talking Machines and Other Lines So Increases Demands of Public as to Upset Credit Situation.

It is often the case that an argument that appears sound on the surface can be twisted to indicate that it is in favor of the very matter it was intended to condemn. In this connection, for instance, in a recent address on the study of credits before the Chicago Chapter of the American Institute of Banking, Edward M. Skinner, of Chicago, had the following to say of the demand created by advertising which, though it displays a tendency to upset the credit situation, indicates that the advertising of talking machines has achieved results that have served to appeal to bankers in their own field. Mr. Skinner says:

"It became the duty of advertising not so much to indicate why we should use this or that necessity, but to show us why this or that was a necessity, until to-day we are all, those of small means as well as those of large (and unfortunately those of us of small means are the more easily persuaded) just as sure we need a talking machine or an automobile as we are we should use Ivory soap, the Dutch cleanser, or one of Heinz's 57 varieties, and so it goes along the line of merchandising, even as the advertising expert will tell you, first attention, then desire, a desire for things is created. Now, if this desire were created only among those who could afford the article, well and good; but, like the rain, 'it falls upon the just and unjust,' and those who cannot afford become even more intense in their desire than their more prosperous brothers. And so we have our present-day condition of the overexpansion of abuse of retail credit until it has in reality become a menace not only to the merchant and to the individual, both man and woman, but to the community itself. What would happen if all your merchants insisted upon all their accommodation credit accounts being paid promptly in thirty days?"

You can make extra money by selling Herbert Music Rolls

as you are in close touch
with music lovers,
many of whom buy music rolls.

If you will devote only 10 per cent. of the energy that you use selling talking machine records, your music roll profits will be amazing.

Player pianos are being sold in large numbers and the music roll industry is increasing with magnitude. Interest in the player is kept alive with good music rolls and your field is limitless.

To sell Herbert Rolls requires but a small investment—very small. As with records, new music rolls appear monthly, and there is an endless chain of profits.

Write for more details; we'll give you the whole story.

The Herbert Company

Newark, New Jersey



You needn't go to the top of the Woolworth tower to get a better view of the Columbia proposition for this Fall. Our activities on the twentieth floor will show you all you care to know.



Columbia Graphophone Company
Woolworth Building, New York

TRADE PROSPECTS EXCELLENT IN SAN FRANCISCO.

Great Call for Small Machines and Records During Summer Months—Interest in Exposition Increasing—Talking Machines to be Represented—Department Stores and Talkers—Death of C. E. Skinner Regretted—W. S. Gray Enthusiastic About Conditions.

(Special to the Talking Machine World.)

SAN FRANCISCO, CAL., July 6.—Business, such as is expected during the vacation period, is a little slow at the present time, but the talking machine departments of the local music houses, from all reports, are busier than the other sections of the stores. Special feature is being made of the small machines of all types for country homes and outing trips, and a good business is reported in these styles. Prospects for fall business are considered very bright, and with schools opening early this year, which regulates the return of families to the city, the trade anticipates only a brief lull in business. Interest in the exposition is increasing very rapidly, now that marked progress is being made in the preparations. Plans for exhibits are under way, and from all indications every branch of the music business is to be well represented. Provision is made for the display of phonographs, graphophones, talking machines and similar devices, together with other musical instruments, in the Liberal Arts exhibit palace.

Talking Adjuncts in Department Stores.

From present indications Oakland, instead of having one new talking machine department this fall, is to have two, both of which are to be located in large department stores. Taft & Pannoy, as mentioned before in these columns, are preparing to install an exclusive Edison disc department, and now it is reported that Kahn Bros. will include a music department in their new building, which will be formally opened for business about August 1. Their new building is one of the finest structures in the new retail center of Oakland, and is being provided with all the latest improvements in equipment, so it is safe to predict that the talking machine department will be fitted up in first-class shape. It has not as yet been announced what line or lines will be carried.

Attracting Much Attention.

The new Columbia machine, the "Favorite," is attracting very favorable attention among the Coast Columbia enthusiasts, and the new "Leader" is considered by several dealers the best value yet put out by the company. The metal motor board, new tone arm and other features appeal to the trade.

W. S. Gray Returns from Eastern Trip.

W. S. Gray, local manager of the Columbia Graphophone Co., spent the past month in the East on a combined business and pleasure trip. He was accompanied by his family and had a very enjoyable trip, returning home by way of New Orleans. He is never lacking in enthusiasm, but returns from his visit to the factory with a little more than usual. F. R. Anglemier, wholesale manager, reports a normal month's business, and is now planning an active campaign for the new "Leader" machine, which he considers a fine value for \$75. C. J. Moore, traveling representative, is calling on the trade in the northern Coast counties of California with very good results.

J. J. Morgan, manager of the Columbia department of the Emporium, is anxiously awaiting the arrival of a shipment of the "Leader" machines. He reports business keeping up satisfactorily for this time of the year. He has the promise for the enlargement of his department, but does not know just how soon the plans can be carried out.

Vacations the Order of the Day.

A. R. Pommer, manager of the Pacific Phonograph Co., is just ready to leave on a vacation to his summer home in the Bear Valley. He made a business trip to the Sacramento Valley not long ago, and reports very favorable crop conditions in that part of the State, with the Edison dealers preparing for a big fall business. The travelers for the Pacific company have completed their trips and J. E. McCracken is taking a vacation in the southern part of the State. F. L. Sues, who had been out for some time, covering Washington, Oregon, Utah, Idaho and Montana, is at headquarters. He opened up quite a bit of new territory on his last trip and secured some very good orders. E. V. Chandler, special representative of the phonograph department of Thomas A. Edison, Inc., is still making short trips out of Oakland.

Death of Charles E. Skinner.

Sherman, Clay & Co. suffered the loss this month of one of their most highly esteemed employes in the death of Charles E. Skinner, who for a number of years had been head salesman in the talking machine department. He had been with them since boyhood, and had a wide circle of friends. A. G. McCarthy, manager of the department, says his death is a great loss, as he had a very pleasing personality and was one of the best talking machine men in the country.

Blue Amberol Records in Great Favor.

J. S. Baley, manager of the local branch of Babson Bros., reports a very good business in Blue Amberol records, and finds that the last list was particularly good. In spite of all the talk about disc machines he has a big call for the cylinder products.

Visitors to the Trade.

Recent visitors to the local trade included William Thomasson, of Hollister, and J. R. Lester, of Sonora, also Ames H. Curry, a prominent talking machine man of El Paso, Tex. Mr. Curry is manager of the W. G. Walz Co. in that city, and a short time ago was married to Mr. Walz's daughter, Miss Ethel Marie. The wedding took place in Los Angeles in order that the bride's father, who came to California some time ago on account of his health, might give his daughter away. Mr. and Mrs. Curry are on an extended honeymoon trip.

Pleased with Business Growth.

Clark Wise, of Clark Wise & Co., took a little outing to Napa Springs early in the month, leaving the business in charge of R. A. Wise. They are well pleased with the way business is opening up

in their new quarters, especially in the talking machine department, which is feeling the summer lull less than the piano section.

Edison Disc Phonograph Interests Crowd.

Many pedestrians have stopped in front of Eilers Music House lately to hear an open air concert, in which an Edison phonograph and a player-piano were the star performers. The music house is being completely remodeled, and the concerts were given while the front of the store was removed.

Byron Mauzy Expansion.

Byron Mauzy is making extensive changes in his store this summer which will give him another floor for display purposes and give several of the departments, including the talking machine, enlarged quarters.

ALBERT SPALDING ARRIVES.

Famous American Violinist Comes to Fulfill Engagement with Edison.

Albert Spalding, the American violinist, arrived last week on the "Kronprinzessin Cecilie," accompanied by his father, J. Walter Spalding, a member of the American Olympic Committee; his mother and Mrs. Boardman. At the pier he was met by a host of friends and given a hearty welcome. His purpose in coming is to play for the Edison record library. He will return in the fall for an extended tour of the Continent.

TALKER AND MUSIC APPRECIATION.

Schumann-Heink Credits Talking Machine with Much Aid in Spreading of Musical Knowledge in a Recent Interview.

Schumann-Heink, talking to a Los Angeles reporter recently, said: "I believe there is a great growth in music all over the country, and it seems to me a good deal of it must come from the excellent service of the talking machine, which enables people continually to hear in their own homes the music that comparatively few can hear in the concert room. The people are continually demanding better things and better singers. I believe that far from hurting concert business the talking machine is creating a greater interest in the actual concerts. Many people have come to hear me sing because they have heard the records of my voice on the machine. That is one reason why I believe it is well for the artist to sing for the talking machine—he is doing even a better work for the people generally than he is doing for himself."

A FACT WORTH REMEMBERING.

Don't get the idea that just because you have been in business for ten—fifteen—twenty-five years, that experience is knowledge. Experience simply represents the things that have happened to you. Knowledge is a comprehension of why it happened and what will make it happen again.

It was Marshall Field who said: "The customer is always right." Richard Sears, the mail order genius, says the Sears, Roebuck business is a monument to the policy of trusting the customer's honesty.



There isn't a phonograph demand that the Edison doesn't meet—whether it's the highest priced cabinet model, or

Amberola VI

the latest, most remarkable machine of its type on the market.

Amberola VI is a logical development. It retails for \$60. The distinction and beauty of its physical appearance are backed by wonderful tone production. It's compact and trim, easy to move from spot to spot, economical to buy.

But the biggest advantage of Amberola VI to you is this: It's selling like hot cakes—just breezing along. Isn't that sufficient reason for you to get on the job now and write to your jobber?

THOMAS A. EDISON, Inc., 59 Lakeside Avenue, Orange, N. J.

And if ever there was a record that has played and talked itself into widespread popularity, it's the

Edison Blue Amberol

It isn't merely the fact that the Blue Amberol is practically unbreakable, or that it plays four minutes of the clearest, purest and strongest tones you ever listened to, that has made it successful. It's more than that.

It is these features backed up by a great sales organization that is always at your disposal to help you put it over. If you haven't made use of this opportunity, don't wait a minute. Play the Blue Amberol and play it up with the rest of the Edison line.



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



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Cable Address: "Elbill," New York.

NEW YORK, JULY 15, 1913.

THE opinion of The World was sought recently as to the effect of the talking machine upon the piano business. In other words, whether it had been a power in increasing or diminishing the sale of pianos.

A practical answer might be made to the question by stating that for the first half of the present year there was an increase amounting to from 10 per cent. to 15 per cent. in the output of the piano factories over that of last year. Such an increase shows conclusively that the piano business is not diminishing. On the contrary, it is steadily increasing, and this country has an absorptive power of a half million pianos annually, and we have not reached that figure by less than 150,000. So the growing popularity of the talking machine has not prevented a reasonable increase in the piano industry.

The statement, too, has been frequently made that the talking machine has interfered with the player-piano business.

The answer to that might be similar to the first question by stating that 1912 was the best year in player-pianos which the music trade has ever enjoyed. The percentage of increase was large, and this year the player-piano will show still greater growth.

It is natural that the talking machine has probably interfered with individual sales, but as a whole the piano business shows a substantial growth.

The great popularity of the talking machine has made it almost a necessity in the homes throughout the land.

It is popular not alone in the domiciles of the rich and well-to-do, but in the humble abodes of the people whose income falls far below that designated in the proposed income tax.

The talking machine, of course, is a rival as an entertainer of the piano and player-piano, and the piano merchants of the country have now commenced to realize its great importance and its tremendous influence as a stimulating factor in their business.

For a long time a number of them looked upon the talking machine as a creation of ephemeral existence. They believed that its popularity would be transitory. Many of them did not give the subject the investigation it deserved, but some of the larger and progressive houses saw the tremendous business-building powers of the talking machine at the start and they were in at the beginning.

As a result, they have made the talking machine branch of their business very profitable. Hundreds of those who were loath at the beginning to take on talking machines have, in the past twelve months, shown great anxiety to get on the talking machine side of the business game.

They have realized its importance and that it has come to stay as a popular entertainer.

They have learned that the range of prices permits people of humble means to become the owners of talking machines and they have learned that in this way they can draw more people to their establishments and that the talkers are business builders as well as profit makers.

THE fact that a good many of the piano dealers have taken on talking machines should act as an onward spur to the exclusive, and oftentimes indifferent, talking machine dealer who has been nursing the belief that his position was secure in every way.

No business is secure unless there be enterprise and progressiveness behind it, and the exclusive talking machine dealer cannot sit down and reap big profits unless he does his share of the work.

Right here it must be admitted, as a class the talking machine dealers have done precious little to encourage the business themselves in any particular.

They have simply profited by the enormous publicity campaigns carried on by the great producing houses and have had trade turned their way without special effort or financial outlay on their part.

With the growing advent of the piano men as retail factors in the talking machine business, it must be plain that some of them will have to change their tactics in a substantial manner, else their business will be on a downward scale.

There are no products with which we are acquainted which have been easier for the retailer to dispose of than talking machines. Why?

First, because of their unusual entertaining powers.

Next, because a progressive policy on the part of the makers has placed their marvelous attributes before millions of buyers, and the dealers themselves have profited by this condition forced upon them through no acts of their own.

And the question is, are they doing their share of the business to-day—now?

Are they fully alive to its possibilities and do they realize that there are other elements coming into the field which will become powerful selling forces and will cut into their business unless they remodel their plans somewhat?

OF course, there are some men who are fully alive to the situation, but it can be truthfully said that there are many who sit indifferently by and wait for others to create a demand for them, failing to do their part in many particulars.

By reason of price restrictions, the small dealer has enjoyed a position which is not found in any other trade.

It has been impossible for the man of great capital and large business organization to sell talking machines at lower prices than the small man with limited capital and narrower facilities.

That one point alone should act as a stimulus to the small man who in time may become the big man.

The only way to become a larger factor is by work and application.

A good many men feel that the summer months spell business relaxation, but should they in the talking machine business?

There are so many ways in which the talking machine may be used during the vacation period that dealers should emphasize the charms of the talking machine for the yacht, for the camp, for lawn parties and outings.

Campers along the shores of the lakes are enabled to make up an interesting and varied program for evening entertainment, which is afforded by no other product of human hands.

A farmer trade may be made profitable during the summer and something is always necessary to stimulate business for the heated term.

The farmer who never takes a vacation will buy a talking machine as readily in the summer as city people in the winter, and more so, because he never has the opportunity to enjoy shows, nor is it possible for him to hear the great artists of the world in any other way than through the mediumship of the talking machine.

Some dealers make a special point of working the farmer trade during the summer. They take a wagon load of talking machines and drive from one place to another, or ship them to the nearest towns, which they include in a carefully worked out itinerary.

In the small towns may be found a great number of retired

farmers who have large tracts of land and who have moved to the smaller towns for a little enjoyment.

THERE are so many ways in which the talking machine business can be developed profitably during the summer that World readers should improve their opportunities to the utmost.

When dealers have such an interesting product as the talking machine, they have material at hand for effective summer work, and it is up to them to give the service.

The whole subject of retail talking machine business building needs a careful and commonsense analysis.

Salesmaking in all branches of industry is constantly changing and wideawake men should figure new methods of reaching the public. Surely, no business man who expects to conduct a successful trade enterprise can be long indifferent to the radical changes which are going on in every industry.

If talking machine men remain indifferent to the opportunities which are round about them, they must expect to have incursions made by others into their field, for it is certain that the established music houses will give more attention to the business as time rolls on.

For methods—plans—features, the field is a wide one, and no general rule can be applied to business building, but it is possible for every man, if he analyzes the conditions fairly and methodically, to develop certain ideas which will apply to his own particular vicinage, and in the end develop trade along larger lines.

It would seem in a trade like this, when the small man is not at a disadvantage when placed alongside of his larger brother, that he should realize the strength of his position and improve it to the utmost.

Take in the general field of merchandising—the small dealer is cut into more and more by his larger competitors, but in the talking machine field it is different, and it is possible during the summer of 1913 for the small man to develop into a strong factor in the trade and to develop better business profits for himself, but he cannot accomplish this if he sits down and figures business will come to him without effort!

The time for the business drone has gone by.

Do you hear the call?

IMMEDIATELY after the decision of the Supreme Court was announced in the famous Sanatogen case, manufacturers and merchants in various lines exhibited considerable alarm as to the result of this decision upon articles, the sale of which has been hitherto regulated by price stipulation.

Some of them thought that the door to price cutting was thrown wide open and that considerable trade demoralization might follow as a natural sequence.

However, when things have simmered down a bit and men have viewed conditions in a cooler light, it is considered that the decision will have but an infinitesimal effect upon the vending of patented price regulated articles.

Under this decision the manufacturer cannot control the sale of goods after he has parted with them, but a direct contract with a dealer as to how he will dispose of them would unquestionably stand in law.

In other words, no matter whether the article be patented or not, every manufacturer has the right to enter into contractual relations with the vendor regarding its sale, and if the contract is broken he has immediate recourse to law in a damage suit, or quick action may be taken through injunctive proceedings.

THE value of the window as a sales factor is a topic that is of continuous interest, and one which is engaging the attention of the best minds in all lines of industry to-day. While it is only one of a number of factors that contribute to a store's success, yet it is a vital one, because the window is a continuous trade promoter day and night, and where the merchant gives it intelligent attention, it is bound to be a profit-maker. As someone said recently: Don't be afraid to be seen looking straight into your competitor's window and look deliberately, too, for you may there and then discover the real reason for his success, for in these days an attractively arranged window is almost too big an asset to set a limit upon—you cannot calculate the big results.

When you see a whole front torn out of a comparatively new building, just to put in a new idea of a window, just make up your mind that that merchant is a smart one, and has discovered the value of a good looking window, and he doesn't care what he spends to build and dress it.

It will pay to make your windows look smart at any cost. Make people think they want what they never thought they wanted before, and they will want when they see attractive looking windows. Now, if you have well digested this fact, and put it into execution, you have conquered a big obstacle to success, and you have been put on your mettle, too.

You should put your personality into your show windows, displays and your store, and make them represent you by having everything therein look neat, attractive, conservative and dignified.

TALKER BRINGS JOY TO BLIND.

Talented Daughter of Charles K. Harris, the Composer Counts Victrolas Among Her Cherished Possessions—A Versatile Girl.

Mildred Harris, the daughter of the famous composer and publisher of popular ballads, has been blind from birth, but despite that apparent handicap recently graduated from one of the New York public schools the fifth highest in scholarship of a class of 125.

Miss Harris, who is sixteen years old, is an accomplished pianist, something of a poetess and includes among her fads the theater and baseball, she being able to get as much excitement from the latter as one gifted with sight. One of her cherished possessions, however, is a Victrola and a library of several hundred records of all kinds which have been carefully arranged in order and from which Miss Harris can readily pick out any selection desired. Besides a complete collection of all the records of her father's ballads that have appeared in record form, and they are many, Miss Harris also displays a strong desire for music of the operatic and classical nature, and finds that the Victrola aids her in passing pleasantly many hours that would otherwise prove empty of interest.

In all things be prompt. Get the thing done. Do it now. Delay is fatal. The only way for a busy man to get through his work is to take up one thing at a time and stick to it until he puts it through.

ARE YOU ON

Our Mailing List? If not, you should be, as you need us.
Prompt Deliveries. Complete Deliveries.
Perfect Records.

Our Victor Record Stock

Is depended upon by the entire trade.

TRY US

SILAS E. PEARSALL COMPANY

541 FIFTH AVENUE

16, WEST FORTY-SIXTH STREET, 18

NEW YORK

Victor Distributors

Victor Specialists

CONTINUED BUSINESS ACTIVITY IN CLEVELAND.

Volume of Business for June Most Gratifying—Some Dealers Report Fifty Per Cent. Increase as Compared With Last Year—Although Stock is Being Received in Larger Quantity There is Still a Shortage in Some Styles—The News of the Month.

(Special to The Talking Machine World.)

CLEVELAND, O., July 10.—The trade generally is surprised at the continued activity in the talking machine business. The volume of business in June was larger, by quite a per cent., than it was in the same month last year, some dealers reporting an increase in trade of 50 per cent. It is noted that there is an increasing call for the high-grade machines, while sales of the cheaper ones continue fairly good. The stores are all well supplied, although there is complaint that there is still a shortage in some types of machines.

On the evening of July 7 the seventh monthly concert was given by the Eclipse Musical Co., on which occasion the parlors were crowded with Victrola owners and others. Harry E. Parker, a popular tenor, rendered some of the songs found on Victrola records. A lady who visited the store next day and purchased a Victrola, expressed her opinion of the concert thus: "Any store that gives free to the public a concert of such high merit as you gave last evening, certainly deserves their patronage."

The large business transacted at the local store of the Columbia Graphophone Co evidences the continued increase in the volume of trade. G. R. Madson, manager, expressed himself well pleased with the steady advance the store is making in Cleveland. He said the retail business of June was largely in advance of that of May. The following new dealers are announced: The William Taylor & Sons Co., who are putting in a full line of Columbia goods; the Hefling Music Co., New Philadelphia, O.; G. M. Ott & Bro., Akron, and the Marks Co., Euclid avenue, who will soon open a new exclusive woman's store, are fitting up handsome Columbia departments.

When caught on the fly, T. H. Towell was making preparation for his automobile trip to the Buffalo convention, accompanied as his guests by J. C. Roush, of the Standard Talking Machine Co., Pittsburgh; Perry B. Whitsit, of the Perry B. Whitsit Co., Columbus, and D. J. Nolan, of the May Co., this city. Mr. Towell said: "The business of the Eclipse Musical Co. in both the wholesale and retail departments continues good in spite of the hot weather."

Fred E. Lane, manager, attended what he says was one of the most interesting recitals and stereopticon lectures imaginable at Willoughby, O., on the evening of June 27. Mr. Lane said: "The lecture was given by Prof. F. M. Wood, of the new Andrews Institute for Girls at that place. Prof. Wood's procedure is as follows: He has pictures of all the great artists and scenes from the operas. His lights are lowered, and he then flashes upon the screen Amato, and then gives a very interesting talk upon his life, while from the semi-darkness is heard the sweet strains of Amato's voice singing the Toreador song from 'Carmen.' Other celebrities follow when he flashes scenes from the opera where all take part, and from the darkness is again heard the beautiful sextet from 'Lucia.' It seems to me that a more instructive and interesting lecture on musical appreciation could not be given."

Business is reported to have been very good at both stores of H. D. Berner. Sales of a number of high-grade machines were made, with a good trade in records. During the month several new dealers were established.

In both the wholesale and retail departments of the W. H. Buescher & Sons Co. business is moving very satisfactorily. Mr. Buescher stated there had

been no lull in trade during the past month, the sales covering the entire line of Victor goods. With the present midsummer activity he thinks it a forerunner of a big fall business.

The W. F. Frederick Piano Co. reports a normal business in the talking machine department. Mr. Cook, manager, said that notwithstanding the unusual hot weather of the past month sales of both machines and records had increased and exceeded those of the previous month.

"Business with the B. Dreher's Sons Co. has been very good during the recent hot weather," said William G. Bowie, advertising manager. "In fact," said he, "we have been unable to supply the unusually heavy demand for the late dance records, as our supply has been exhausted within two or three days after we received shipments. Our Victrola sales have been unusually large for this season of the year."

The Caldwell Piano Co. is making the talking machine department a big feature in the business and reports good sales of Victor machines and records during the past month. Talking machines are liberally sandwiched in the piano window displays and are very attractive.

The talking machine department of the Bailey Co.'s large department store is one of the most attractive and busiest quarters in the store. The company carries a complete line of Victor, Edison and Columbia machines and records and is doing an extensive business. Mr. Friedlander, manager, said trade was surprisingly active for the season of the year.

Ethel M. Volk, who directs affairs in the talking machine department of the May Co., expressed herself delighted with the way trade is steadily increasing and the gratifying prospects in view. Sales of both machines and records, she said, were of the most satisfying kind.

The H. E. McMillin & Son Co. reports a very satisfactory summer business in both lines of Victor and Edison goods. The company reports a number of recent sales of the highest priced Victrolas and Amberolas and a large trade in records.

Business with the Collister & Sayle Co. is reported fairly good in the talking machine department, although Phil Dorn, the manager, is more intensely absorbed in the sporting goods line. The company is doing a normal Victor trade in both the distributing and retail departments.

VICTROLA IN CANADIAN SCHOOL.

The William Lunn School, one of the largest schools of the Protestant faith in Montreal, Canada, recently purchased a Victor No. V outfit and a large number of records for the use of the pupils. In a letter sent to the Berliner Gramophone Co. from whom the outfit was purchased, A. H. Herlow, the principal, voices appreciation of the instrument as follows:

"During the short time the Victrola has been in this school I have been able to confirm my opinion that it would be a useful and beneficial addition to a school equipment. Primarily purchased for use in the gymnasium, it has proved most satisfactory. With its aid marching, skipping, calisthenics, folk-dancing and club-swinging have become easy and attractive.

"As a means of leading and brightening up assembly singing it has surpassed expectations. In this connection let me express the hope that the growth of this department of your business will soon warrant the production of a greater number of records of Canadian and British patriotic and folk-songs.

"But I expect still greater things from the use of the gramophone, and I already have some grounds for the expectation. As a means of acquainting the pupils with some of the best things in music, to cultivate an appreciation of what is good in the art, to awaken a sense of discrimination that will be a lasting joy to them, what else could take its place."

Truth is a part of efficiency in advertising; efficiency is the greater word because it includes truth and also the further vital thing—effectiveness.—F. St. Elmo Lewis, of Detroit, Mich.



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.



The number of talking machine dealers who restrict their business to one line of product alone is becoming less by every mail.



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

DETROIT DEALERS NOT TO BE CAUGHT SHORT THIS YEAR

Leading Establishments Ordering Talking Machines and Records Early—Do Not Intend to Have a Repetition of Shortage of Last Year—Torrid Weather Has Deterrent Effect on Business but the Average Summer Trade Is Being Done Throughout This Territory.

(Special to The Talking Machine World.)

DETROIT, MICH., July 9.—Most of the prominent talking machine dealers of Detroit now think they are protected against a recurrence of the holiday shortage of instruments which for several years past has lost them a lot of money because of inability to deliver the goods. They are a unit in determining that they will not be "caught short" again.

One establishment already has thousands of dollars' worth in "cold storage." It is taking a chance on new models being put on the market within the next six months and rendering its stock out of date. Another store is ordering for delivery September 15 and October 1. Another has made a contract with a certain jobber, whose identity or location the manager of the firm refuses to disclose, to "take care of him." And so on. Even the smaller houses are trying to get in on the ground floor.

The company which is storing the goods, purchased for cash from jobbers all over the country, is the Farrand Co. The enormous resources of its new ownership enable it to do this. It requires a big outlay of ready money, but the company expects to reap full profit on the investment by being able to take care of all the trade that comes in December.

The Farrand Co. in June completed its first year as Victor dealers, having previously devoted its attention entirely to the piano and player-piano end of the music trade. The year has been a profitable one, in spite of the fact that those in charge of the department were practically learning a new business. There is no doubt that the ensuing year will be more profitable, because the business has been growing steadily, except for one or two dull spells, which are liable to beset any business.

For the past two weeks business of every kind has been affected by the torrid weather. People who can get away from the home or the place of business are going steamboat riding instead of shopping. The business lost through the weather is not irredeemable, however. It is only deferred a few weeks. When a party makes up his mind to have a talking machine he generally gets one. The dulness seems to be inequitably distributed. While some dealers are complaining, others are fairly busy, and one or two are enjoying a brisk business. One of the latter is Max Strasburg, of the Max Strasburg Co., who generally puts in large spaces of time in the summer days playing golf. He hasn't had the time to do it this year, and also has been obliged to call off his proposed visit to the convention of the Talking Machine Jobbers' Association, where he had hoped to renew old acquaintances.

Harry Rupp, manager of the talking machine department of Grinnell Bros., Victor representatives, will be the only Detroitier to attend the con-

vention. He joined a party of fifteen Western members of the association who came to Detroit Saturday, spent that day in the city and took the Saturday night boat to Buffalo. They came from Chicago, St. Louis, Kansas City, St. Paul, Minneapolis and other Western points. The idea of them making the pilgrimage en masse was originated by L. C. Wiswell, of Chicago, who was general-in-chief of the traveling legion.

The talking machine dealers of Detroit are working in absolute harmony, in which they afford a magnificent object lesson to the exponents of various other kinds of business. It is that situation which is so largely responsible for the prosperous condition of the business here. It is also responsible for the general feeling that no one will start price-cutting here no matter what effect the much talked of Supreme Court decision has in other cities. The business in Detroit is on an absolutely solid foundation and everyone now is planning for the future with the greatest optimism.

Cash sales seem to be growing in favor with buyers as well as with the dealers. One good thing

regarding cash sales is that generally they are the high-priced machines. The man who can afford to pay cash wants the best machine. He is not looking for a toy, but for something that will make a beautiful piece of furniture as well as dispense music. While he could get the machine on time at the same price, he does not care to waste time bothering with a contract and making the payments.

The biggest sales, viewing the field generally, still are in the \$50 machines of all styles. If there should be a shortage anywhere next winter it will be in the medium-priced goods. The dealers are arranging for especially large quantities of these. They have the satisfaction of knowing that even if they do run a bit short of these, and have large lines of the other styles, they can in the holiday season, manage to switch off a customer to a machine which costs a few dollars more, or perhaps less. It is a shortage of all styles which has hampered them in the past, and which they are anxious to avoid the coming fall.

Business in records is very large for the summer season, and is nearly all cash. A big surprise was the demand for the Hawaiian records put out by the Victor Co. this month. Dealers ordered sparingly, in doubt as to how the innovation would be received by the public. Now they are ordering additional cartloads of them forwarded by express.

EDISON LETTER ON PATENT LICENSE AGREEMENT.

Important Communication Sent Jobbers and Dealers by Thos. A. Edison Inc., in Which It Is Shown That Recent Decision of Supreme Court in Sanatogen Case Does Not Affect Agreements Now in Force—Legal Rights to Be Protected and Enforced.

The following announcement, bearing date of June 23, has been sent out by Thos. A. Edison, Inc., Orange, N. J., to all its jobbers and dealers:

"We have been advised by our counsel, who have fully and carefully considered the decision handed down by the Supreme Court of the United States on May 26, 1913, in the suit of Bauer Chemical Co. vs. O'Donnell, known as the 'Sanatogen Case,' that that decision does not affect the essential features of the system of patent license agreements in force between this company and its licensed jobbers and dealers for the past ten years or more.

"The decision in the Sanatogen case is, in brief, to the effect that a dealer who had never entered into a license agreement, and who bought the patented Sanatogen from a jobber who also had never entered into a license agreement, did not infringe the patent when he sold contrary to the terms of a notice on the goods prescribing its selling price.

"Ours is a totally different system. Our jobbers and dealers have all entered into patent license agreements with this company, and there are numerous other points of difference from the Sanatogen case, as, for example, the fact that there are conditions governing the use of our patented goods such as were sustained by the Supreme Court in the case of Henry vs. Dick, decided on March 11, 1912. Our license agreements more nearly resemble the arrangement reviewed by the Supreme Court over ten years ago in the case of Bement vs. National

Harrow Co., 186 U. S. 70, in which the Supreme Court sustained a license agreement fixing the price at which patented harrows should be sold, saying that such restraint did not come within the Sherman Act and was only recognizing the rights created by United States letters patent.

"Our license system has been favorably passed upon repeatedly by very many of the lower Federal courts and by a number of the Circuit Courts of Appeal. Except in the Bement-Harrow case referred to above, no similar patent license agreement has been before the Supreme Court. Our counsel advise us that in their opinion the Supreme Court, if called upon to pass on our system, would sustain the views which have been expressed by the lower Federal courts and the Circuit Court of Appeals. We beg to announce that the Edison Phonograph license agreements now in effect between this company and its jobbers and dealers will be continued in force, except that from this date all stipulations thereof as to selling prices shall apply only to patented Edison phonographs, reproducers, recorders and records which have not been sold at retail at full list price; and, further, all stipulations thereof as to the handling of or dealing in goods not of our make are hereby withdrawn. It is our purpose, as heretofore, to invoke the aid of the courts, whenever it becomes necessary, to protect and enforce our legal rights with respect to the sale and use of goods covered by our patents."

SALTER CABINETS



No. 105
FINISHED IN MAHOGANY
OR ANY FINISH OF OAK.

SIZE—31 in. high
TOP—20¼ x 24¼ in.

MAKE FRIENDS AND PROFITS

SALTER CABINETS ARE DISTINCTIVE

They show the hand of the master workman in design, material, construction and finish.

The Salter way of doing business also permits of a profit to the dealer that means a real increase in his income.

Write for a catalogue, showing (besides the regular line) cabinets that match the new Columbia Favorite and Victor No. 9 Machines.

The Salter Manufacturing Company 337-43 Oakley Ave. CHICAGO

Originators and only manufacturers of *Felt-Lined Shelf Cabinets* of quality and perfect satisfaction. Do not invest your money in cheap inferior imitations, but insist on the Salter Brand, which incorporates all the merits that can be gained only by many years of experience in the manufacturing of Cabinets.

QUAKER CITY DEALERS WELL PLEASED

With General Condition of Business for June and the Opening Weeks of July—Philadelphians at the Convention—Gimbel Bros. to make Extensive Improvements—The Pennsylvania Talking Machine Co. Report Remarkable Business—Weymann & Sons' Activity.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., July 8.—The talking machine business in Philadelphia during June was most satisfactory. The dealers went considerably ahead of last year, and in fact the month was more productive by a good deal than the dealers had expected. The orders to the factory are unusually heavy of late in anticipation of a large business this fall, and already a number of jobbers have been booking orders with the retail trade for delivery during the three fall months.

Philadelphia was not very well represented at Niagara Falls at the convention. Louis Buehn, Harry W. Weymann and Mr. Barnhill, of the Penn Co., were the only ones I have heard that attended. For some reason Philadelphians are loath to attend conventions, but they all express much interest in the subject of sustaining the prices which is so freely discussed, and they all await the reports of these discussions in the Talking Machine World with much interest.

Louis Buehn, who went to Niagara on Saturday, before starting told me that his June business was very fair and ahead of last year, although not up to the same percentage that some of the previous months have shown, but this was not to be expected. The Edison dictating machine business has been unusually good, and Manager Smith has found his new automobile, which he uses to solicit business, of much advantage to him. Among some of the large firms who have closed for a number of the dictating machines in June were the Adams Express Co., the Carpenter Steel Co. and the large department store of Dives, Pomeroy & Co., in Reading.

Lit Bros. have placed all new fixtures in their department and their record shelves have been entirely rearranged, the new pens holding twice the

number of records, and they are rearranging everything about the department in anticipation of a very heavy fall trade.

Gimbel Bros. expect to make extensive improvements in their talking machine department during the next six weeks to be ready for their fall trade. They will add some more booths and in various other ways improve the department. Considering the amount of business they do, Gimbel Bros. occupy a very small space and they are badly in need of more room. Their department, however, is always kept in excellent shape and is one of the most attractive in the city.

Business with the Keen-o-Phone has been very good in June. They have been signing up quite a number of dealers. Their library of records is gradually increasing, and their new catalog, which is now in press, will contain seventy-five new numbers.

Among the recent visitors in Philadelphia who looked over the talking machine situation here were Rudolph Wurlitzer, of Cincinnati; Vincent Healy, of Chicago, and C. H. Lichty, of Reading, with his talking machine manager, Victor Hunsicker, as well as Mr. Steger, manager of the Newark branch of the Steger Co., and his assistant, Mr. Johnson.

The Pennsylvania Talking Machine Co. has been surprised at the machine business done in June. It has been considerably above normal. It is having a remarkable demand for the new \$75 Columbia machine, the "Leader." On all of these instruments repeat orders are being received. This machine has helped their business a whole lot, and the demand was so great that they have been unable to keep themselves supplied.

The Dictaphone business of the Pennsylvania Co. has been most gratifying. They have taken a

number of large orders in June from the Fidelity Mutual and Penn Mutual Life Insurance companies; the Lehigh Valley Railroad, for use in its offices at Allentown; the Chambers Press, as well as a number of smaller concerns. Manager W. L. Eckhardt has taken his family to Atlantic City for the summer, and he is going back and forth each day and is spending the week-ends there.

H. A. Weymann & Sons report that they have been receiving a very large number of advance orders—far in excess of last year. These are not for immediate shipment. They are stocking up heavily with Victorolas, to be in a position to fill orders placed with them for September, October, November and December.

The Pennsylvania Talking Machine Co. had a most attractive Fourth of July window display.

The Victor dealers placed "The Bird of Paradise" music on sale last Friday a week, and it was only a few days until the entire stock in town was exhausted. It is interesting to note how a certain class of music may go in spite of the dealers' belief in it. With the exception of one or two houses, very little of this music was ordered, but they did not know how much the weird music was going to be appreciated. The play had a long run here and every one was desirous of securing the music, and there will no doubt be a heavy sale on it during the summer.

JOINS ADVERTISING DEPARTMENT.

M. D. Easton, a son of President Edward D. Easton, of the Columbia Graphophone Co., has joined the staff of the advertising department of the company. Mr. Easton was formerly connected with the Dictaphone department of the Columbia Co., where he scored a pronounced success. He is possessed of an intimate knowledge of the details of the business and is very popular with the officials and employes of the company.

Railways used to follow rivers and mountains; now the surveyor runs a straight line. Drive straight to the point.



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



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

COLUMBIAS IN THE SCHOOLS.

Trio of Photographs Which Show the Widespread Popularity of the Columbia Graphophone and Its Varied and Important Uses by Schools in Indoor and Outdoor Exercises.

The accompanying photographs, which were recently taken in New York by the educational department of the Columbia Graphophone Co., present interesting scenes of the various uses of the talk-

pictures, who evidently regard the talking machine as a welcome addition to their daily curriculum.

A noteworthy feature of these photographs is the fact that the great value of the machine in the public schools is well evidenced by the indoor and outdoor scenes. In one of these pictures the children are on an end-of-the-school-term picnic, and although the talking machine had been used throughout the year for their music and physical training exercises, the children still deemed it an instrument of pleasure and not of labor, and in-

At the head of the Columbia Co.'s educational department, which incidentally was created but a year ago, is Prof. Frederic E. Goodwin, a prominent educator and well-versed in every detail of school room work. Prof. Goodwin is a very busy man at all times of the year, but his explanation of the remarkable growth in popularity of the talking machine in school work is interesting and well worth attention.

"I attribute the remarkable success of this department to a number of things," stated Prof. Goodwin in a recent brief talk with *The World*. "In the first place, the recent great improvements in recording have been of wonderful assistance in our educational work and of great importance in developing our field. A standard repertoire of the best musical literature is another factor of prime importance in presenting our products to the schools throughout the country. And then again we must consider the convincing acceptance by trained musicians, which has had a pronounced effect upon educators in all parts of the country, that a well made talking machine record by a great and talented artist constitutes the best model for imitation or appreciation in the school. The foregoing are only a few of the important reasons for the phenomenal success of the Columbia product in school work, but they will give some idea of the whys and wherefores of the value and practicability of the talking machine in the school room.

"As a medium for standardizing methods in school systems the talking machine in school work plays a very important and prominent part. It is a matter of common knowledge that there has been a noticeable weakness in some branches of education, and this is particularly true of the study of music. The talking machine, by standardizing the methods to be used in pursuing the study of the subject, is raising the study of music to a high and valued position that it has not heretofore occupied.

"The immediate influence of the talking machine in school work has probably been felt most strongly in the physical education department of the school program. Daily drills in the gymnasium and field days in the parks or playgrounds are now inspired by good music that makes the children view these important exercises as a pleasure and not as a burden.

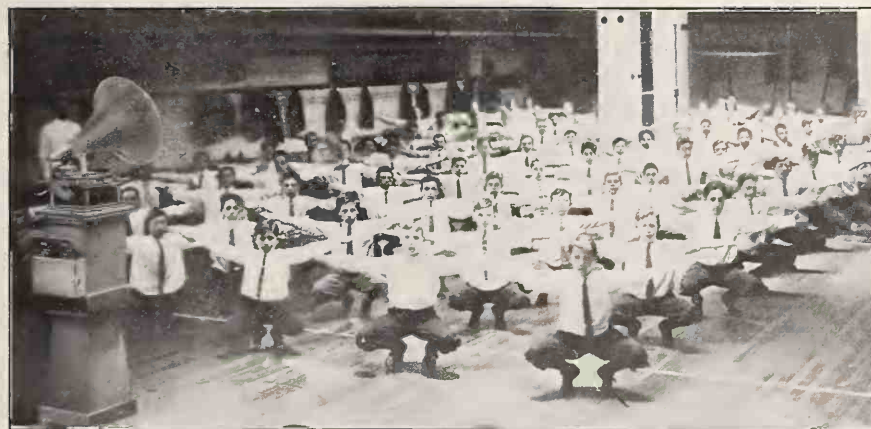
"This subject of physical education occupies a most important position in daily school work, and by assisting the teacher in countless ways in the proper handling of this subject, the talking machine is of vast benefit to both the teacher and the pupil.

"I am more than pleased with the outlook for our second year's work, and with the co-operation of the Columbia dealers, who are fast realizing the educational value of the talking machine in school work, I see no reason why we should not make great strides in the cultivation and development of our field. The opportunities are there, and our first year's work has conclusively proven the great value of the Columbia product in school work."

Equality of treatment is the next forward step in business—to put character into every transaction.—Louis D. Brandeis.



Outing of a Class in a Cleveland School.



Gymnasium Scene, Commercial High School, Brooklyn, N. Y.



Field Day. Public School 171, New York.

ing machine in school work. The machines shown in these photographs are all "Columbias," and the popularity of the machines may be gleaned from the happy expressions of the school children in the

sisted that it accompany them on their picnic. This desire of the pupils is a fair indication of the high regard with which the talking machine is regarded in the average school room.

**Largest
Talking Machine Needle
Manufacturer
in the World**

W. H. BAGSHAW
LOWELL, MASS.

¶ Established in 1870 this house was the first to make Talking Machine Needles. From the beginning the business has constantly increased, thus always maintaining our reputation as the largest manufacturer. Naturally Bagshaw-made Needles are the best, and are fully guaranteed.

THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

Boston, Mass., July 12.—Summer half-holiday closing is in operation on Saturdays in all the talking machine places of the city, and the employes are thereby given a fine opportunity of getting away for the afternoon and evening, and this is especially appreciated as these past two Saturdays have been excessively warm. Vacations have begun in the warerooms, and a number of the vanguard have gone for their fortnight's respite from work. The employes of practically all of the houses in Boston got the Saturday after the Fourth, as there was a general closing from Thursday till Monday.

The Eastern Talking Machine Associates.

The outing of the Eastern Talking Machine Associates, which was held at Crescent Park, near Providence, R. I., on June 17, proved to be the most enjoyable day that the boys have had in a long time. The party consisted of thirty members and guests, the latter including Fred Hatch, of the Boston firm of Simons, Hatch & Whitten Co.; V. G. Wilkinson, the popular teamster, who is pleasantly known to all of the talking machine boys; J. D. Widener and Frank O'Neil, of the Shepard Norwell Co.; F. M. Kern, of the Kern Music Co., of Providence, and William Beal, of Fall River. The great feature of the outing was the baseball game between the Shiny Dippers and the Rusty Mugs, the former being captained by Friend Reed and the other by Herr Price. Manager Taft was the umpire, and many of his decisions were gravely questioned. The score was nineteen to eighteen. The party arrived at the park about ten o'clock and thereon until the return at night there was something doing every minute. Dinner was served in a newly enlarged dining room seating 1,800 persons, but of course the Eastern boys did not quite occupy all of the space. What if they were a tired lot when they reached home? They all had a great time.

President Beck a Visitor.

William H. Beck, president of the Eastern Talking Machine Co., enjoyed the hospitality of Boston for ten days, a week or so ago. He came here from Washington with his close friend, Senator Houston, and while here Manager Taft did the honors on several occasions.

Gratified with Six Months' Showing.

Manager Arthur Erisman feels exceedingly gratified over the results of the first six months of the year, as the business of his Boston house showed up one-third better than the same period of a year ago. It was all a pretty high-class business, too. Just now Mr. Erisman is especially enthusiastic over the new machine called the "Leader," which is selling for \$75 and which promises to be a big seller as soon as a sufficiently large stock of the machines can be had from the factory.

Already many orders are on the books, but when the goods can be shipped is a question.

Change at G. L. Parker's.

Charles Trundy no longer is the manager of the Victor department of George Lincoln Parker's establishment in the Colonial building. Those now in charge are W. E. Crerey and John Alsen, both of whom are experienced men and have been with Mr. Parker before the change. Mr. Parker reports a very good business, many orders coming from the summer homes of his patrons.

An Acceptable Class Gift.

The graduating class of the Girls' High School in Boston, in looking about for an acceptable class gift to the school, hit upon a \$150 Columbia "Nonpareil," and this, with a large number of choice records, was given to the school. The Somerville schools lately gave an exhibition of folk dancing to the music of a Columbia machine, and the purity of the music was generally remarked both by dancers and audience. Edward A. Kingsley, the manager of the Columbia's school proposition, reports much success in creating an interest among instructors, both of public and private schools.

Atwood's Attractive Warerooms.

Charles F. Atwood finds his new Victor ware-rooms in the Walker building a great success. He has convenient and well-appointed quarters on the third floor of the building and it did not take his many customers long to find out where he was located.

Henry A. Winkelman's Outing.

Henry A. Winkelman, manager of the Victor department of the Oliver Ditson Co., looked forward with interest to his trip to the jobbers' convention. He left town Saturday night, and at the conclusion of the convention he will go to Camden and pay a visit to the Victor factory. In all, he will be away about a week. He will take his vacation in August. Several of Mr. Winkelman's staff of clerks are away on their vacations.

Pardee-Ellenberger Co. Activity.

Manager Silliman reports business fine with the Fardee-Ellenberger Co., and this despite the warm season. Guy R. Coner, one of Manager Silliman's traveling men, is leaving to-morrow for his annual vacation. He is going first to the Elks' convention at Rochester, N. Y., and from there he will take in Niagara Falls and other places.

W. O. Pardee in Europe.

W. O. Pardee, of the Pardee-Ellenberger Co., who makes frequent visits to the Boston offices of the company, has gone abroad and will return on August 1. He is accompanied by his wife and daughter, and, following a visit to England, they will take in Holland, France and other countries.

Fitzgerald's Good School Work.

Hustler Fitzgerald, of the Eastern Talking Machine Co., says that the "school proposition" ended

in a blaze of glory, and since the schools have been closed all sorts of inquiries are daily being made relative to equipments for delivery as soon as the terms begin in September. Many principals and teachers have come in for demonstrations of the Victor equipment, and by mail come requests for special appointments with Mr. Fitzgerald to discuss next fall's prospects.

Has Landed Some Good Prospects.

Manager F. S. Boyd, of the talking machine department of the Iver-Johnson Sporting Goods Co., planned to take in the jobbers' convention at Buffalo. Manager Boyd has been doing some great hustling lately, and as a result he has been able to land some splendid prospects.

A Famous Game of Ball.

On July 12 there will be a baseball match between the teams of the Columbia Graphophone Co. and the Eastern Talking Machine Co. The game will be played either on the Franklin Park or on the Brookline playground. All the good players are priming up for the game.

Taking a Leisurely Vacation.

Manager Arthur Erisman, of the Columbia Graphophone Co., is not taking any prolonged vacation this summer. Instead, he is taking afternoons off here and there and indulging in his favorite game of golf. He is not disposed to get far away from home—just waiting, simply waiting.

Ventilating System Appreciated.

The Victor department of the M. Steinert & Sons Co. in Arch street has lately installed a ventilating system that bids fair to revolutionize the conditions surrounding the demonstration booths, which in very hot weather are not altogether comfortable when it comes to shutting them up. By an arrangement suggested by Manager Herbert L. Royer, a long pipe was run around the top of the corridors, and from this an opening was made into each booth. Then a large blower or fan was installed at the one end of the pipe connected with the outer air, and with this in motion all the foul air is constantly drawn out, leaving the booths cool and fresh. The arrangement works like a charm, and in Manager Royer's ware-rooms, at least, there is no discomfort these hot days. Mr. Royer says that there is considerable business, even if it is mid-summer.

Compliments for Management.

Mr. Morey, assistant auditor of the Columbia Graphophone Co., was in Boston for three weeks, examining the accounts of Manager Erisman's quarters, and when he went back to New York it was with the assurance that this was one of the most methodical and best managed offices anywhere around.

Vacations Under Way.

Vacations have begun at the Eastern Talking
(Continued on page 18.)

P-E MONEY-MAKING SERVICE

The Wonderful Beauty, Smoothness and Clarity of Tone of the New

Edison Blue Amberol Record

MAKES NEW CUSTOMERS. WINS BACK OLD FRIENDS. PUTS DOLLARS IN YOUR POCKET.

They Won't Break; Don't Scratch, and Never Show Wear

Will you permit our Special Representative to call and explain the New Selling Plans which allow you to sample the Blue Amberol Record to your customers FREE?

Send us your name on a Postal and secure Exclusive Money-making P-E Service without cost.

BOSTON
66 Battery March St.

THE
PARDEE-ELLENBERGER
CO., Inc.

NEW HAVEN
96-104 State Street

P-E MONEY-MAKING SERVICE

P-E MONEY-MAKING SERVICE

P-E MONEY-MAKING SERVICE



Forty per cent.! That's the average Columbia dealer-increase over last year, and last year was the largest in the history of the Columbia Company.



Columbia Graphophone Company
Woolworth Building, New York

THE TRADE IN NEW ENGLAND.

(Continued from page 17.)

Machine Co.'s place. Henry Crandall, of the Victor department, and May A. Sheehan already are away, the latter having gone to Boothbay for a fortnight.

Soloists Selected in Unique Way.

The Boston offices of the Columbia Graphophone Co. have been greatly interested in a unique use which the machines of this company lately were put to. A very successful performance of "The Messiah" was given in Pittsfield, Mass., by a group of high-class soloists, and these soloists were selected from among the artists that sing for the Columbia. The men and women had been heard in various of the Columbia records, and first this one and then that proved so eminently satisfactory that they were put on the list of singers that were deemed necessary for the success of the oratorio. Subsequently they were engaged, and the management found it had made no mistake.

Takes On Edison Disc Line.

A. L. Bailey, of Laconia, N. H., who also has large establishments at Burlington and St. Johnsbury, Vt., has added the disc line of Edison goods to his Laconia store, and thus far has met with marked success in introducing the disc machines.

Make Several Good Sales.

Manager White, of the Victor department of the Henry F. Miller Co., has made several good sales lately. Recently Mr. White gave up his Brookline residence and moved to Atlantic, not far from the shores of the bay. He finds life so comfortable there these hot days that he will not go away for any vacation, but just stay at home.

Now On the Move.

The first to take vacations at the Columbia Graphophone Co.'s store are David Bedrick and James Holohan, who are away at this writing.

Reports an Excellent Business.

The Fitchburg Hardware Co., which is pushing out for a good business in Edison goods, has been able lately to land several splendid sales, and Manager I. C. Farwell, of this department, has lots of good prospects in view.

Doing an Excellent Business.

The J. A. Foster Co., of Providence, has been remarkably successful in disposing of Edison disc machines. Since this line has been on the market the Foster Co. has installed thirty-five machines in homes of prominent people in this city.

Handsome Window Exhibit.

In one of the large show windows of the R. H. White Co.'s department store in Washington there is a large exhibit of talking machines, both the Victor and the Columbia goods being featured. A specialty is made of the cheaper lines, such as are popular with summer cottages and for canoes.

Victor Demand at Chickerings.

Ubert Urquhart, in charge of the Victor department of Chickering & Sons' retail waterrooms, has found quite a call for Victor goods the past month and quite a number of persons have dropped in on their way to their summer homes to make purchases. W. A. Batchelder, Mr. Urquhart's right hand bower, leaves for his vacation on July 19. He will take his family to The Weirs, N. H.

H.R.SKELTON'S THREE MONTHS' TRIP.

Ambassador for Thos. A. Edison, Inc., Returns to Boston After a Most Interesting Trip to the Pacific Coast and Canada—Made Important Connections for the Edison Disc Machines at All Points Where He Visited.

(Special to The Talking Machine World.)

BOSTON, MASS., July 11.—H. R. Skelton, the able traveling man for Thomas A. Edison, Inc., has returned to Boston after his three months' Western trip, which was an unusual one in many respects. Mr. Skelton returns full of enthusiasm for the Northwest and its people, and he made a number of good friends while away. He had good weather practically all of the way, and his trip was both interesting and successful. Going West he was just able to escape the inconveniences of the floods in the Middle West.

Mr. Skelton's first stop after leaving Boston was Chicago, and from there he went up to the Alberta Province in Canada, where he began to get a close view of what hustle and energy and enterprise mean. Calgary he found to be a beautiful city, solidly built and in the promotion of which the Dominion has been most generous. Mr. Skelton went through the Rockies and then to Vancouver Island, where, at Vancouver, he had many interesting experiences, chief of which was some wonderful automobile trips into the surrounding country. The roads all about Vancouver he describes as simply immense, making riding a great delight. Seattle was his next stop, and here he found what to him is the greatest city north of 'Frisco. When he looked into the tremendous business done by the Eilers Music House he began to realize what a hold the talking machine business has in the Northwest. This city is the great port of entry for Alaskans, and Mr. Skelton had the privilege of disposing of several Edison disc machines to dealers in that Northern clime.

A visit to Portland, Ore., proved interesting, and so did the trip to Spokane. At Helena, Mont., he had the pleasant experience of going over the prairies in a machine with some of the dealers. In all he covered 800 miles, and incidentally some of the mining camps of Montana were visited. Ogden, Utah, proved an interesting city. The beet sugar and grazing industries are important departments of business life here, and although there is some uneasiness over the tariff situation Mr. Skelton said that he believed it would adjust itself all right. There is considerable wealth in Ogden, of which there are evidences everywhere. Salt Lake City he found one of the prettiest cities of his trip, and at Colorado Springs he had an opportunity of making a number of side journeys to Pike's Peak, the Garden of the Gods and the Cave of the Winds. Denver was next taken in, then Omaha and then back to Chicago, from which city he came immediately East.

During all of his trip Mr. Skelton had with him an Edison A 250 disc machine, and at nearly every point he gave demonstrations. At Victoria he had an audience of fully 1,000 people, and everywhere not only were there correspondingly large assemblages but the people were interested and enthusiastic.

Mr. Skelton will take a rest on the South Shore, and later in the season will begin a Southern trip for the Edison Co.

PITTSBURGH TRADE ACTIVE.

Rumors That One Talking Machine Department May Be Discontinued—Big Increase in Business of Standard Talking Machine Co.—Those Who Attended Jobbers' Convention—New Stores Get Excellent Results.

(Special to The Talking Machine World.)

PITTSBURGH, PA., July 7.—It is rumored here that the local store of McCreery & Co., is undecided regarding the continuance of its talking machine department. It is understood that an inventory is being taken for the purpose of learning whether the talking machine department is a good feature for this store. The demonstrating parlors, only recently installed at great expense, are among the finest in the city.

J. C. Roush, president of the Standard Talking Machine Co., reports the wholesale business in the Victor line to be better than ever, the first six months of the year having shown an increase of 35 per cent. over the same period in 1912.

Mr. Roush left Pittsburgh for the convention of the National Association of Talking Machine Jobbers on July 4, going around by way of Cleveland, where he joined Perry B. Whitsit and Thomas Powell, and traveling to the Falls with them. Returning, the party went to Toronto, through Canada to Windsor and across the lake to Cleveland. Other members of the Pittsburgh trade attending the jobbers' convention were J. Fischer, of the C. C. Mellor Co., and G. S. Hards and Nestor French, of the W. F. Frederick Piano Co.

George S. Hards, manager of the Victrola department of the W. F. Frederick Co., Pittsburgh, reports business very good at Meadville, Grove City and Greensburg branch stores, where talking machine departments were recently installed. The Pittsburgh store is doing a large business now in small machines, selling most of them to camping parties and canoeing and motor boating parties. The branch stores are now in elegant shape and preparing for a large business between now and Christmas time.

During the hot weather of July and August the most of the dealers in the Pittsburgh district will close at noon on Saturday, among them being Standard Talking Machine Co., C. C. Mellor Co., S. Hamilton Co., W. F. Frederick Co., H. Kleber & Bro., McCreery & Co. and Boggs & Buhl.

Kaufmann's, the big department store of this city, will open a talking machine department about October of this year. Extensive alterations are being made to their Fifth avenue corner now, and upon completion a large space on the fourth floor will be devoted to a complete line of machines and records. O. C. Stone, for many years with the W. F. Frederick Piano Co., and recently in the piano sales promotion business, will have charge. It is understood the Victor line will be handled.

Retail mail order houses are wise enough not to try to combat the merchant's strong points—they simply take advantage of his weak ones.

DIFFICULTY OF MAKING RECORDS.

Many Noted Grand Opera Stars Would Much Rather Sing Before the Most Critical Audience Than Before a Talking Machine, for the Talking Machine Record Never Overlooks Mistake—See the Point?

It is well known that the grand opera stars make a great deal of money singing into the talking machines of various concerns in order that these companies may manufacture the records for sale, but the fact that almost without exception a grand opera star would much rather sing before the most critical audience than before a talking machine is by no means generally known.

In the first place it is rather uncanny, standing in a big empty room before a mammoth horn protruding from between curtains, with the conductor away up high where he will not interrupt the sound waves, and the "orchestra" composed of weird looking instruments made especially for this work.

The singer stands on a little wooden platform at the mouth of the receiving trumpet.

A red light is flashed, and the queer little orchestra gets to work. Then at the crucial moment the artist has to sing to this strange little assembly with the same zest he would under the inspiration of brilliant lights, beautiful clothes, splendid settings and an applauding audience. It is an ordeal, because he has to sing with far greater care in front of the talking machine than is required when an audience is to be pleased. The slightest variation means a start over, a slight clearing of the throat, a deep breath or slight shuffle of the feet—and the revolving discs record every one of these faults—and the record is spoiled. But these faults are all criticised by an experienced record director, and it is his business to see that nothing short of the perfect records is produced—because from these first molds are made all of the thousands of records that go into so many homes.

When the artist has finished, the record is played over and the imperfections criticised. The weak spots are rehearsed, and the whole trying business commenced over again.

And so it is acknowledged by many of the theatrical and music hall stars that to produce a record of pure and distinct tone is far harder than to make their way successfully through a whole operatic score. It is a tremendous task to get a set of the perfect records from the opera favorites. It has been said that Caruso has been forced to spend over four hours of untiring work before he was able to perfect his "Ridi Pagliacci" in the opera of "I Pagliacci," and in that time he was forced to make over thirty fresh starts before a disc of pure and distinct tone was obtained.

EDISON DISC RECORD PUBLICITY.

Thomas A. Edison, Inc., Orange, N. J., has just issued an interesting catalog containing a preliminary list of Edison disc records, together with a partial list of artists who have made and will make Edison disc records. This publication is possessed of added interest because of its being the first catalog of Edison disc records to be presented to the grade.

The list of artists and organizations who have made or will make Edison disc records presents an imposing array of talent that will undoubtedly prove of interest to the Edison disc dealer as indicative of the high class of the Edison records that will be presented to the trade for the new Edison disc product. Under the heading "Operatic Artists Who Have Made or Will Make Edison Disc Records" are listed over fifty artists who are famous the world over as symbolic of the very highest types of present-day operatic performers. The records listed merely constitute a preliminary list which will be considerably strengthened and enlarged when the next catalog is issued in the very near future.

L. B. Dibelbiss is building up an excellent trade in Victor Victrolas in Columbus, Miss., where he has been located for the last twelve years, and whose display rooms are most attractively arranged. In addition to talking machines Mr. Dibelbiss is a book seller and office outfitter.

A SECRET TOO GOOD TO KEEP

THE "SECRET" IS A "HABIT" GOOD TO KEEP.

There is little, if any, excuse for a modern merchant, at least in the talking machine business, not being always busy. It's an old story with us that "Blackman is always busy—either with business, or getting business."

SOW IN THE SUMMER AND REAP IN THE WINTER.

This applies to our business, for the aftermath of a strenuous busy season with a shortage of goods, causing a loss of profits, should disclose ways for improvement and preparation to avoid a repetition.

WHERE IS THE MAN WHO CAN'T IMPROVE?

He was never born or probably has passed away. The dull summer months are often as dull as you make them. It is the time to improve your system, get in touch with your customers, find your weak points, secure a new field of operation, and generally improve your efficiency and service.

HAS YOUR JOBBER STOOD THE TEST OF HOLIDAY DEMANDS?

If not, now is the time for you to investigate the records of service among different jobbers.

HERE IS THE "BLACKMAN RECORD"—THINK IT OVER.

We gave service for the third holiday season on the "Reciprocity plan," that is, those who always gave us "first call" or might be termed "Regular Dealers" received first attention, and we spared no effort to protect them on sales.

UNDERSTAND US RIGHT—READ CAREFULLY!

We did not have all the goods needed or wanted, but the Dealer who was a Blackman Dealer during the summer months and gave us first call when goods were not scarce, was not permitted to lose a single actual sale.

WE DID NOT "ROB PETER TO PAY PAUL."

"Peter" was the regular Blackman Dealer. "Paul" was the one who said he would be some day, if we would "Rob Peter," but as we had to draw the line, and could not serve both, Peter was favored, and some of the Pauls were sore.

"ON THE LEVEL, ISN'T THAT THE RIGHT POLICY?"

If every Jobber treated his regular Dealers in that manner and adopted a system which we have of seeing that every machine during a strenuous time of shortage, was sent only where needed, and to protect actual sales first, the same number of machines would go further, and it would help Dealers, Jobbers, and the factory.

HERE IS THE "MILK IN THE COCOANUT."

If you are not now a regular Blackman Dealer, put us to the test by patronizing us during the summer months, and you will have earned a membership card in the "Peter class," and agree that "Paul" should be on the outside looking in, when there aren't enough goods to go around.

WE ARE GETTING IN SHAPE FOR INCREASED BUSINESS.

We positively will not take on new business at the expense of the old trade, but with increased space, stock, and better facilities for service in general, we can now handle additional business under the Blackman Policy.

IT'S THE STYLE NOW, AND THE PROPER THING, APPARENTLY, FOR CORPORATIONS TO BE INVESTIGATED.

Investigate us, Mr. Dealer—our policy, our methods, and if you find a "Trust," it will be one of the good kind—the kind that will make you stick—stick to us, us to you. You see, there is a difference in "trusts."

WE BELIEVE IN "OPEN CO-OPERATION."

Take out a good policy and then "sit tight" until you can find a better one. We believe in the "Blackman policy." It "protects" you during the holidays, and the "premiums" are no higher than those charged for "policies" that do not carry out their mission. We're here to serve you on Victor or Edison, and now is as good a time as any.

Yours for service,

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres.

97 CHAMBERS ST., NEW YORK



TRADE IN ST. LOUIS SHOWS GREAT STRENGTH.

Talking Machine Dealers Pleased at Way Business Has Kept Up During Summer Months—Silverstone Music Co. Planning Big Edison Campaign for Fall—Why Manager Levy of Aeolian Hall Is Optimistic—Columbia Co. Will Need Larger Store—Month's News.

(Special to The Talking Machine World.)

ST. LOUIS, Mo., July 10.—St. Louis talking machine dealers say they really are surprised at the strength trade has shown during the very hot weather that late June and early July brought. The feature of the trade, if feature is needed, doubtless is the demand for small machines for summer resort trips and outing camps. Most of the local dealers are going in strongly for this trade and beginning the talk for an exchange for a better machine in the fall.

There also has been a brisk trade in popular music records, especially does this run to vocal numbers, and the rivers and streams around St. Louis where canoeing and launch trips are popular are said to resound with ragtime airs.

But while summer has brought a small machine trade, there has been a steady placing of higher priced machines of all makes even during the hot weather, and one dealer reported at least three families that had given up vacation trips to buy good outfits.

President Silverstone, of the Silverstone Music Co., is planning for the fall, when he expects to push the Edison disc machines even more sharply than he did last spring. "The initial demand and the advertising that we placed when the talking pictures came out served very well to carry us over last spring when our stock was light and public interest great. Also it gave me time to experiment with plans for a fall campaign," says Mr. Silverstone. "We have no complaints to offer as to business now, despite the fact that many of our prospects are away for the summer. We will have plenty to do to get ready for fall while caring for our regular trade. The cylinder record business has improved sharply following the public grasp of the blue amberol records and the diamond reproducer."

Before the hot weather brought all indoor pleasure to an abrupt stop, the Silverstone Co. conducted a successful series of Edison disc machine recitals. All were invitation affairs. This card being sent to the women invited:

"Thomas A. Edison requests the presence of yourself and friends at a private concert to be given on his new disc phonograph in the concert room of the Silverstone Music Co., 1124 Olive street. It is Mr. Edison's desire to have you hear his latest accomplishment in the art of recording and reproducing sounds. Come and hear this real musical instrument. Concert at 3 o'clock."

In addition to an excellent program in the concert room in the second floor each woman was presented with a souvenir, often articles useful in every-day affairs of the house. The recitals became very popular, and it is Mr. Silverstone's intention to continue on much the same plan.

Mr. Silverstone, after deciding not to attend the convention, planned to leave St. Louis the night of July 7 to join a party of jobbers in Chicago and with them visit the Edison factory. But for business reasons this trip was delayed for one month, and Mr. Silverstone expects now to spend most of August in the East.

Harry Levy, of Aeolian Hall talking machine department, was greatly disappointed that business affairs kept him from attending the convention, as he had planned. "I believe in the convention," he said, "and was sorry to miss it. But interests here were such that I could not get away. We have been doing business much more comfortably the last few weeks than for some time past. The Victor Co. is taking care of us nicely in machine shipments, and we are taking care of our customers better than we have been able to do. Recent correspondence assures me that the dealers generally are getting a better understanding of the Victor situation and this will help us much. Letters inform me that a good many of our dealers will be here very soon to talk over fall and winter orders, and to plan that we may be better able to get supplies for their needs. I think the sooner we all realize

that the conditions of last winter are likely to be repeated again, the better we shall be prepared for the holiday trade. I fully expect distribution troubles again and I want the dealers to know that they are to be expected.

"The record business has been excellent, as has the machine sales. Averages are running far ahead of previous years. Supplies of records are ample and the trade generally is pleased. The new XI model is meeting with good sale, and the new X is meeting with an excellent demand even before actual deliveries are made. We have enjoyed a fine business on all of the new models, and the fact that the dealers are co-operating with the factory in developing the summer camp trade has stimulated trade on the box machines."

A new store is the big question with Manager Irby W. Reid, of the Columbia store. "We are going to be practically forced to move very soon," he said, "and I am looking around to see what is the best we can do for ourselves. I thought I had solved the warehouse proposition a month ago, but it has come back because the warehouse we took is going to be rebuilt and I have had to hunt another. The latest one has an Olive street front, which is rather classy for a warehouse.

"But as to the store proposition, that is different. It comes before me on my return from the New York meeting of branch managers, where I was fired with additional enthusiasm as to the prospects for the coming season. On my Eastern trip I met the men who are making the Columbia machines go, and it was good to be among them. I came back ready to tackle anything. Business has been jumping ahead with us, too."

Sales Manager Duffy, of the Columbia, spoke of excellent record sales and said that he was getting a full share of summer camp sales, which feature of the business the Columbia Co. was the first to see in the local market. Mr. Duffy is getting settled to his stride in his new work.

J. K. Savage, of the Silverstone Music Co. dictating machine department, has gone to Michigan for a month on his farm as his form of vacation.

Edwin C. Rauth, secretary of the Koerber-Brenner Music Co., was the only St. Louis dealer to attend the convention this year.

David Sommers, who handles Columbia machines in connection with his furniture business,

was seriously injured in an automobile wreck July 2. Mrs. Sommers and their two children were killed and Mrs. Sommers' mother was crushed to death. Two other members of the family were hurt. The accident is ascribed to flooding a narrow roadway with oil.

Bollman Bros. Piano Co., Victor dealers, has been giving novelty to its advertising by offering a combination of machines, records and record cabinet at a special price. Sometimes this offer starts other dealers to figuring if price cutting is being concealed, but so far there has been no ground for objection. This ad is said to be a good business puller.

H. Pemberton, advertising manager for the Field-Lippman Piano Stores and who conducted the stirring advertising campaign when that firm took the sale of Victors less than a year ago, has resigned to enter the Nolley Advertising Co. in New York City.

TALKING MACHINE EXPORTS.

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

(Special to The Talking Machine World.)

WASHINGTON, D. C., July 10.—In the summary of exports and imports of the commerce of the United States for the month of May (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 May, 1913, amounted to \$194,800, as compared with \$163,156 for the same month of the previous year. The eleven months' exportation of talking machines, records and supplies amounted to \$2,589,500.

A FILING SUGGESTION.

If carbon copies of correspondence are made here is a suggestion. Whenever the length of a letter requires a second sheet, have your stenographer use both sides of the filing copy. When you have occasion to refer to it, you will find it on both sides of one sheet, avoiding the use of pins or paper fasteners, which often get detached and the papers become separated and sometimes misplaced. We know of firms who have copies of their replies made on the back of the original letter answered. By these methods some filing space and stationery can be saved. It's the little economies that help swell the profits.

VICTOR DEALERS, ATTENTION

Here is a real novelty for free distribution—

The Victor Fan
—an exact reproduction of an 8-inch Red Seal Record, dog and all.

Your advertisement in large type on the red center. Both sides alike.



Patent design applied for.

Every theater patron will appreciate the fan, will surely read the ad, and will remember it, too.

This fan is approved by the Victor manufacturers, and is sold only to Victor dealers at \$15.00 per thousand, F.O.B. Hartford. Send your order with copy for advertisement and get the fan working as soon as possible.

THE INTERNATIONAL ADVERTISING AND SALES CO.
39 Ann Street, Hartford, Conn.



Bonci, Ysaye, Godowsky, Orville Harrold, Chauncey Olcott, Morgan Kingston—these are some of the great artists who so far in 1913 have signed Columbia contracts.



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

SCHOOL CHILDREN ENJOY THE TALKING MACHINE

Prove an Inspiration and Distinct Help to the Children of Hazeldale School, One of Cleveland's Educational Institutions—Miss Anna C. Sloan, the Principal, Enthusiastic Over the Value of the Talking Machine for School Purposes—Stimulates and Educates.

(Special to The Talking Machine World.)

CLEVELAND, O., July 10.—The photograph here-with shows the children of the Hazeldale School, one of the public schools of this city, enjoying life and at the same time deriving the full benefits furnished by the Victor talking machine. The photograph was taken in the school yard and shows

The Hazeldale School has found, with entire satisfaction and pleasure, the fact that the Victor provides the music necessary to carry a musical education to its highest degree. Miss Anna C. Sloan, the principal, expressed herself enthusiastically regarding the subject, saying: "I find the Victor, sold us by the Eclipse Musical Co. one of the most



Children of Hazeldale School, Cleveland, O., Dancing to the Talking Machine.

Frances Root, six years old, executing a very pretty dance to the music of the Victor. The children are being taught the folk dances, and utilize the records for singing and games. At every session the children, in soldier manner, march in and out of the building to "talker" music.

intensely interesting, entertaining and useful instruments ever invented. It brings us all the best music of every description and literature embracing all the great masterpieces, while the best of all is it brings it right into our school rooms for our children to use as models."

MEETING WITH GREAT SUCCESS.

The Union Specialty & Plating Co. is Having a Great Demand for Its Union Attachments, Whereby Disc Records Can be Played on Any Disc Machine.

(Special to The Talking Machine World.)

CLEVELAND, O., July 9.—The Union Specialty & Plating Co. is meeting with the most signal success in the sale of its Union attachments for all the disc talking machines. The company is receiving orders from every section of the country, and numbers are duplicating their orders. It is simple, practical and has proved itself one of the most desirable adjuncts offered the talking machine trade. With the Union any disc record can be played on any disc machine.

WHOLE-HEARTED EFFORT PAYS.

Nothing is worth doing by halves. If it is worth attempting, put some earnestness into it, so as to make it splendidly successful. And if not worth a whole-hearted effort, leave it strictly alone. To do a thing by halves is an insult to the enterprise that is worth while, and to attempt anything into which you cannot put your heart is an insult to yourself.

AN ORDER THAT PLEASURES.

Parcel post stamps are valid on all classes of mail since July 1, and ordinary stamps, including commemorative issues, will be good for postage on parcel post packages, under an order issued by Postmaster General Burleson.

If you cannot appreciate greatness in another man it is because you have an exaggerated idea of your own importance.

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

WASHINGTON, D. C., July 8.—Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

June 11.
Amsterdam, 10 pkgs., \$572; Belfast, 4 pkgs., \$101; Bristol, 2 pkgs., \$131; Calcutta, 9 pkgs., \$236; Callao, 19 pkgs., \$960; Colon, 11 pkgs., \$189; Guayaquil, 3 pkgs., \$416; Havre, 10 pkgs., \$513; Kobe, 14 pkgs., \$986; Liverpool, 6 pkgs., \$128; London, 54 pkgs., \$5,870; Manila, 10 pkgs., \$720; Pernambuco, 9 pkgs., \$558; Santo Domingo, 3 pkgs., \$86; Singapore, 47 pkgs., \$2,131; Valparaiso, 31 pkgs., \$1,167; Vera Cruz, 216 pkgs., \$8,754; 21 pkgs., \$1,384.

June 18.
Acajutla, 15 pkgs., \$854; Algoa Bay, 73 pkgs., \$1,229; Colon, 9 pkgs., \$12; Demerara, 2 pkgs., \$110; Guayaquil, 33 pkgs., \$1,051; Hamburg, 4 pkgs., \$177; Iquique, 3 pkgs., \$140; Kingston, 17 pkgs., \$2,027; London, 3 pkgs., \$107; 73 pkgs., \$3,906; Manaos, 3 pkgs., \$125; Rio de Janeiro, 4 pkgs., \$315; 53 pkgs., \$8,293; 30 pkgs., \$165; Trinidad, 7 pkgs., \$322; Valparaiso, 3 pkgs., \$130; Vera Cruz, 22 pkgs., \$1,110.

June 25.
Barcelona, 2 pkgs., \$850; Batavia, 24 pkgs., \$739; Berlin, 2 pkgs., \$134; Cartagena, 4 pkgs., \$207; Cotion, 11 pkgs., \$614; Havana, 18 pkgs., \$1,554; Limon, 7 pkgs., \$230; London, 33 pkgs., \$1,626; Manila, 77 pkgs., \$2,380; Para, 25 pkgs., \$1,176; St. Johns, 5 pkgs., \$150.

July 2.
Algoa Bay, 750 pkgs., \$20,774; 14 pkgs., \$788; Bolero, 2 pkgs., \$103; Cardiff, 2 pkgs., \$106; Havre, 2 pkgs., \$150; Kobe, 16 pkgs., \$1,062; London, 11 pkgs., \$360; 11 pkgs., \$838; Piraeus, 1 pkg., \$270; Port Madryn, 3 pkgs., \$213; Southampton, 1 pkg., \$110; Tsington, 28 pkgs., \$1,765; Valparaiso, 18 pkgs., \$1,760; Vera Cruz, 50 pkgs., \$120.

Be your own competitor.

"DUSTOFF" RECORD CLEANERS
ARE A POSITIVE NECESSITY
to all owners of talking machine records.

"DUSTOFF" De Luxe
Made on beautiful oxidized metal holder. Each in a box, and 12 in a display box. Retail, 50c. each. (In Canada, 75c. ea.) Liberal trade discount.

"DUSTOFFS" get into the minute sound grooves of the record as nothing else can, because of the special processed high nap fabric employed.

"DUSTOFFS" cannot scratch and to use it is only necessary to simply brush across face of record a few times.

"DUSTOFFS" CLEAN ALL MAKES OF RECORDS.

The use of "DUSTOFFS" before playing ensures a wonderfully clear and distinct tonal reproduction free from blurs, scrapings, or harsh sounds, and moreover through the removal of dust and dirt from the reproducing point track, lengthens the life of the record.

"DUSTOFF" (Regular) Model
Made on finely finished wood holder. Each in two color box. Retail, 15c. each. (In Canada 25c. ea.) Liberal trade discount.

JOBBERS AND COLUMBIA DISTRIBUTORS EVERYWHERE in the United States can supply you.
Canadian trade can be supplied through BERLINER GRAM-O-PHONE CO., Montreal.

MINUTE SHINE COMPANY, Sole Mfrs., 282 N. E. CANAL STREET
PROVIDENCE, R. I., U. S. A.

THE TALKING MACHINE AT THE VILLAGE FESTIVAL.

Some Remarks of Interest at This Summer Season Whereby Keeping in Touch with the Numerous Festivals Which Now Prevail Throughout the Country Talking Machine Merchants Can Add Materially to Their Trade and Book Prospective Business.

Have you ever attended a village festival, Mr. Dealer, in the good old summer time? To use one of Cal. Stewart's favorite phrases, "If you haven't, there's a treat in store for you."

The hall is extravagantly decorated with flags and blossoms, the long tables groaning under the weight of every edible dainty imaginable.

Golden cakes rising from the gleaming napery like artful flowers from a snowdrift, wicker baskets filled to overflowing with freshly roasted peanuts, great bunches of bananas at the most luscious stage of ripeness, be-ribboned boxes of home-made candy and pails of iced lemonade, form an alliance with no other end in view but to tickle your palate and pull at your purse strings.

Buxom country lassies in fluffy white gowns flit hither and yon, pad and pencil in hand, busily engaged with the proper fulfilment of ice cream contracts.

While you stand—there are never enough seats to go round at a village festival, you know—and gaze enraptured upon this alluring picture, a sweet, seductive melody rises gently above the patter of



The "Talker" at the Festival.

feminine feet and the hum of conversation. Victor Herbert (please absorb this) V-I-C-T-O-R H-E-R-B-E-R-T—the letters cannot be too large—the man you pay several hard dollars to hear at the Academy of Music in the winter time; the superb orchestra leader whose very name pronounced with the reverence it deserves, starts the thrills to tangoing up and down the spine of every true music lover, and his glorious organization of instrumental artists are playing the entrancing "Idol's Eye" selection.

Here you are, Mr. Dealer, far away from the metropolis and the white lights of its nocturnal existence. Yet you cannot escape the city atmosphere.

There are people, perhaps, present at this celebration who never have afforded themselves the pleasure of hearing the Herbert Orchestra in reality (this is not a paradox, though it sounds like one; you'll tumble in a moment), who are raving to-night about him and his rendition of "The Idol's Eye." They are listening to a talking machine, you see, and it sounds good to them.

The talker at a village festival is just as important as the cakes, and the fellow who does not take advantage of this fact is neglecting an opportunity as golden as the cakes.

When you go out for an evening's fun in the city with your wife, sweetheart or sister upon your arm, you would not consider your money well spent or the outing a success without music. Be candid and tell me. Now would you?

At your little table upon the vine-clad balcony in the Cafe l'Empire, with French Louie hovering near to do your bidding, would the lettuce prove as crisp and the lobster as succulent if the Hungarians behind the palms were not playing that concerto of De Beriot's so divinely?

No, say what you will, music is the mainspring of enjoyment, and without it that enjoyment be-

comes a pitiful thing. Show me a man who does not like music and you reveal a pathetic example of mental degeneracy. But we are at the festival and time passes.

We have heard that "Idol's Eye" selection, you and I, and we desire more, so we journey forth together in the direction of sweet sounds in order that we may drink more deeply from the fountain of melody. We find upon arriving at our destination that before we can quaff our fill of music we must first drink lemonade, and the cost is 10c. per glass, the price of a real drink, think of it.

As the fair keeper of the fountain explains the situation to us, however, our disappointment is short lived.

"Why such forbidding countenances, gentlemen?" she asks, mockingly. "Is it not worth while to drink my fresh lemonade, made in the shade, stirred with a spade by an old maid"—two dimples and a blush manifest themselves at the close of this time-worn quotation—"when by so doing, you can listen to the world's greatest music? Gaze at my program and decide."

We gaze and we decide—in the affirmative.

Who could resist such musical organizations as the American Standard Orchestra, Edison Concert Band, Victor Herbert Orchestra, Jorda-Rocabruna Instrumental Quintet, National Promenade Band, United States Marine Band and Venetian Instru-

TRADE CONDITIONS IN BALTIMORE.

Business Opened Up in Lively Shape Following the Respite Over the Fourth of July Holidays—Summer Trade Is of Average Volume—What Leading Members of the Trade Say.

(Special to The Talking Machine World.)

BALTIMORE, Md., July 7.—The majority of the talking machine dealers in this section have returned to work again after recuperating in various ways during the Fourth of July holidays. This little respite followed months of steady work, which brought forth most excellent results in the way of sales and made the dealers feel that the rest they obtained was a well deserved one. The results all along with regard to sales of machines and records have been most satisfactory, and the dealers feel that there will be no let-up, but that the good results will remain with them during the summer and that all kinds of records will be broken when the cool weather sets in. Naturally, as a consequence of the week-end holiday, very little thus far has been done during the present month, but the dealers look for July to more than hold its own.

Joseph Fink, proprietor of the Fink Talking Machine Co., announces that everything is going nicely with him since he entered business on his own hook two months ago. Six Victor Victrolas are among the sales made during June, while the demand for records has also been heavy. Mr. Fink also announces that he had a good month with the various lines of Columbia machines and records.

Manager Albert Bowden, of the talking machine department of the Sanders & Stayman Co., Inc., reports a good month with both the Columbia and Victor lines.

Very encouraging reports are made regarding the Victor trade by Manager W. C. Roberts, of E. F. Droop & Sons Co., while Manager F. A. Denison, of the local branch of the Columbia Graphophone Co., reports the first month's results since the firm occupied its new home on North Howard street to be far better than was anticipated. The other dealers also make very optimistic reports concerning their results during June.

Advertising knowledge comes slowly and by bits. No advertising man ever sprang up fully equipped for the work, no matter what may have been his previous condition or instruction.

mental Trio, to say nothing of the coterie of invincible vocalists that await our commands within the depths of the magic cylinders rising in a gleaming blue pyramid before our eyes.

The beverage is pure and so is the music. We drink and listen copiously, and are greatly refreshed in consequence.

We depart from the fountain laden with an abundance of lemonade, melody and phonographic literature, and our souls are at peace with the world. We pronounce the festival a success, and do not hesitate to make the S a big one.

Your business orb is in the West now, Mr. Dealer, and in order that your autumnal trade sunrise may be a glorious one, you must prepare for the momentous event at once. Nothing will help you along this line more than keeping in close touch with the public during your light season, and the village festivals will assist you in this regard. These functions are always cosmopolitan gatherings, and if you have a representative present to give a concert and distribute literature, as described above, donating the financial proceeds to whatever good cause the festival is in sympathy with, you will reap large benefits from an advertising standpoint, and advertising to the business man is life.

How about starting one of your sales force upon a festival circuit covering the villages of your county or State? The gentler sex should always be chosen for this work, and she should be charming enough to make a favorable impression while assuming the role as the keeper of the fountain.

Every festival needs a talker, Mr. Dealer; it's up to you to satisfy the demand.

HOWARD TAYLOR MIDDLETON.

CLOSES AN EXCELLENT BUSINESS.

D. W. Moor Books Many Orders for the Simplex Start-and-Stop Device During His Recent Trip Which Carried Him to the Coast.

D. W. Moor, traveling ambassador for the Standard Gramophone Appliance Co., 173 Lafayette street, New York, returned to New York the early part of this month, after an extended trip to the Coast. "This trip was a successful one in every sense of the word," stated Mr. Moor in a chat with The World. "I found the jobbers and dealers in all parts of the country really enthusiastic over the merits of our Simplex Start-and-Stop device, and in a number of instances they are exhibiting our device in their show windows with appropriate explanatory signs regarding its use.

"Business in general in the talking machine industry is very good at the present time, and I heard very few complaints from members of the trade on the status of their individual affairs. The Coast in particular is experiencing a period of prosperity that seems to give every indication of continuing for some time to come. Everyone out there is optimistic, and the steady growth of business is not by any means artificial or forced, but rather the results of consistent and energetic hard work on the part of the people on the Coast, coupled with the promising prospects for a banner period prior to the 1915 Exposition.

"Regarding our own business throughout the country, I was more than gratified to observe the cordial reception tendered our device by the leading members of the industry in all sections of the country. The feeling certainly exists that a start-and-stop device that does everything that its manufacturers claim for it is well worth handling, and the orders that I received on this trip indicate that the Simplex is due to enter on a most successful fall and winter trade. I brought back with me many letters of commendation on the practicability and value of our device."

A MAN'S PERSONALITY.

A man's personality serves him about the same way in business that his sling-shot did when he was a boy. His will power is the elastic, made fast to ends and steadied by the crocheted stick, ambition. But instead of a stout, springy rubber, some men have rigged up their sling-shot with limp calico rag, and they wonder why they can't land.

Victor Exclusive Talent

The best friends you can have—who cheer you with their music and song, who unfold to you all the beauties of the compositions of the great masters, who through their superb art touch your very heart strings and become to you a wellspring of inspiration.

Painting adapted from the Chicago Tribune cartoon of John T. McCutcheon.

Copyright 1913 by Victor Talking Machine Co., Camden, N. J.



Victor-Victrola

For advertising value, this wonderful Victor advertisement has never been surpassed.

One glance at this impressive picture tells the whole story, and its use on the back covers of the Saturday Evening Post, Collier's, Christian Herald, Metropolitan, Theatre, and other magazines, carries its message into millions of homes and will make thousands of new Victor owners.

1898



The greatest musical industry in the

You know it—the instruments, the records, the exclusive Victor talent, your salesrooms, your profits, all testify to that.

And the people know it too—because we are constantly telling them through advertising, and because they come to your store to buy.

But large as the Victor factories are they are not large enough to supply. Every new photograph you see of the immense Victor plant shows some more for we keep right on growing.

And the growth of the Victor factories means the growth of Victor dealers.



The latest Victor factory addition

The block of buildings, shown in these two views, has just been torn down to make room for new additions to the mammoth Victor plant.

Every building within the heavy black line has been demolished and will be replaced by six-story concrete structures to be finished in August.

the world
our prosperity,
ugh our adver-
y the demand.
new additions,
rs everywhere.



"His Master's Voice" is the best-known trademark in the world. It is a guarantee of Victor quality and stands for all that is best in music.



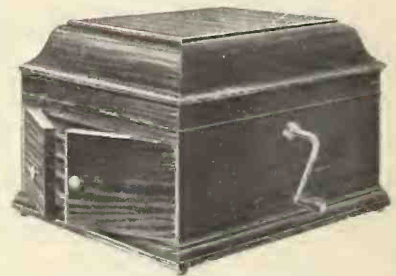
Victor-Victrola IV, \$15
Oak



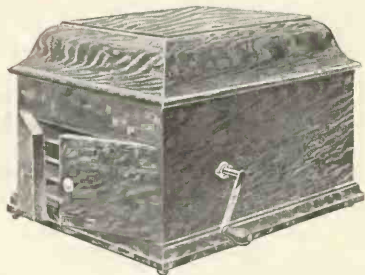
Victor-Victrola XVI, \$200
Mahogany or quartered oak



Victor-Victrola VI, \$25
Oak



Victor-Victrola IX, \$50
Mahogany or oak



Victor-Victrola VIII, \$40
Oak

The complete line of Victor-Victrolas—the instruments that have brought prosperity to Victor dealers; that become more valuable every day as a source of profit and prestige.



Victor-Victrola X
Mahogany or oak
With Victor record albums, \$85
Without albums, \$75



Victor-Victrola XI, \$100
Mahogany or oak



Victor-Victrola XIV, \$150
Mahogany or oak

FAILURES FOR HALF YEAR

Decrease in Number, but Increase in Aggregate of Liabilities—Figures in Detail.

Commercial failures in the first half of 1913 showed a substantial decrease in number over the same period of 1912, but the aggregate liabilities, according to R. G. Dnn & Co., rose to the largest figure for the corresponding stretch of time since 1893. This was due to several insolvencies of exceptional size.

The number of failures was 8,163, against 8,317 from January to July last year. Defaulted indebtedness amounted to \$132,909,061, as compared with \$108,012,223 in the six months of 1912. In 1913 total liabilities were \$168,879,539, caused by the collapse of 6,401 firms.

Separation of the statistics according to the usual general classification shows that there were 2,049 suspensions in manufacturing lines for \$55,493,269; trading losses numbered 5,783, and involved \$60,582,724, while reverses among agents, brokers and concerns of a similar nature were 331, with debts of \$16,833,068. These figures compare with 1,928 manufacturing defaults for \$45,114,121 last year, 6,070 defaults in trading occupations for \$49,535,601, and 319 in other commercial branches, involving \$13,362,501. Thus it appears that the falling off in the number of insolvencies was confined wholly to the trading division, whereas the indebtedness was larger in all three classes—the difference in both manufacturing and trading being in excess of \$10,000,000.

On the other hand, the entire increase in the manufacturing liabilities is accounted for by two suspensions of abnormal size, while the trading comparison loses much of its significance when it is considered that one failure alone involved about \$4,000,000.

Banking failures during the first six months of 1913 were fifty-five in number—the same as last year—but the liabilities were much smaller—only \$6,417,372, against \$17,833,235.

SENDING PARCELS C. O. D.

Government Lays Down Rule for New Service Which Began on July 1 and Which Is of Interest and Value to Talking Machine Men.

A circular has been sent out from Washington to all post offices of the country containing instructions for the handling of C. O. D. parcel post matter under the new "Collect-on-Delivery Service," which went into effect on July 1, under Section 66 of the parcel post regulations, pertaining to fourth-class mail.

The sender of a mailable parcel on which the postage is fully prepaid may have the price of the article and the charges thereon collected from the addressee on payment of a fee of 10 cents in stamps affixed, provided the amount collected does not exceed \$100. Such a parcel will be insured against loss without additional charge, in an amount equivalent to its value, but not to exceed \$50. The sender of a collect-on-delivery parcel will receive a receipt showing the office and date of the mailing, the number of the parcel, and the amount due him.

C. O. D. parcels will be accepted for mailing only to a money order post office. If a C. O. D. parcel is received at a non-money order post office, the postmaster will notify the office of mailing of the amount of postage required for its return. The postmaster at the office of mailing will ascertain from the sender whether he desires the parcel returned or delivered without collection of the charges. If the sender notifies him in writing that the parcel may be delivered without collecting the charges, he will attach the order to the office coupon and notify the postmaster at the office of address to that effect.

A C. O. D. parcel will be treated as ordinary mail until it reaches the office of address, where, on payment of all charges, it will be delivered to the addressee or, unless otherwise directed by the addressee, to the person, firm, or corporation in whose care it is addressed, or to any responsible person to whom the addressee's mail is ordinarily delivered.

The addressee will not be permitted to examine the contents of a C. O. D. parcel until it has been received for and all charges paid. A parcel may be refused when it is tendered for delivery, but after delivery has been effected it cannot be returned on account of dissatisfaction with the contents or the amount collected. The post office department will not be responsible for errors made by senders in stating the collection charges or for any misunderstanding between the senders and addressees regarding the character of the contents of parcels.

COLUMBIA MANAGERS IN NEW YORK.

Eight Managers of the More Important Columbia Stores Most Unexpectedly In New York, Visit the Factory, and with Officials of the Company Are Entertained by President Easton at Dinner at the Waldorf-Astoria.

An informal gathering of a number of the managers of the various branch stores of the Columbia Graphophone Co. was unexpectedly staged at the headquarters of the company in the Woolworth building June 20, when, by a surprising coincidence, eight of the Columbia branch store managers arrived in New York within a few hours of each other. None of the eight was aware of the fact that his confreres were on their way to headquarters, and there was a general exclamation of surprise and hand-shaking all around when the eight encountered one another on Friday at the executive offices.

The eight Columbia branch store managers who visited headquarters that week are as follows: Managers Fuhri, Chicago; Gray, San Francisco; Erisman, Boston; Reed, St. Louis; Eckhardt, Philadelphia; Nichols, Pittsburgh; Farquharson, Toronto, and Wheeler, of Minneapolis, Manager Dennison, of Baltimore, was also in New York for a few days, but he returned home before the advance guard of the eight had arrived in town.

Informal chats with the officials and heads of the departments were indulged in by the managers during Friday and Saturday, while on Monday they visited the factories of the company at Bridgeport, Conn., in company with General Manager Lyle and several other officials of the company. While in Bridgeport the party were the guests of Clinton E. Wood, superintendent of the factory, who entertained them at luncheon.

On Monday night the visitors, together with all the officials of the Columbia Graphophone Co. and the heads of department, were the guests of President Easton at an informal dinner given in the East room of the Waldorf-Astoria Hotel at 6:30 p. m. At this dinner Mr. Woods represented the factory as one of the guests. A dinner that was thoroughly enjoyed by all present put everyone in the best of spirits, and during the course of the evening strictly informal, but interesting and forceful talks, were delivered by several of the officers, heads of departments and guests.

HANDSOME AMBEROLA STYLE.

Is Style VI Which Has Recently Been Put on the Market by Thos. A. Edison, Inc.

"Amberola VI" is the latest member of the popular Amberola family to be presented to the trade by Thomas A. Edison, Inc. This handsome machine, which is catalogued to retail at \$60, embodies the many distinctive features of the entire Amberola family, together with its handy size, which makes it particularly adaptable for use in the library, studio or veranda. Those members of the trade who have seen the new machine are enthusiastic in their praises of its numerous qualities and predict that it will be one of the most popular Edison machines ever introduced.

THE MAN WHO WINS.

The man who wins to-day is the man that has the sunshine of success in his soul—the man that has the true ring of a result-getter—the tireless, always-willing-to-work chap that knows darkness is the messenger of the coming day—he who lets your little failings fade into the shadow of charity—the man that syndicates sunlight and sends the whole blamed organization on to success.

THE EDISON DISC LINE IN NEW YORK.

Tower Novelty and Manufacturing Co. Meets with Much Success in Retailing Edison Disc Machines and Records in Metropolitan District—Cultivating a High Class Trade Under Constructive Policy That Spells Success.

One of the first Edison disc retail stores to be opened in local territory was that of the Tower Novelty & Manufacturing Co., 326 Broadway, New York, which opened a few months since with a complete line of the new Edison product. This department, which is under the management of H. N. Purdy, has been making energetic strides in the short while it has been open, and results to date warrant the belief that the new Edison disc product will find a ready market with the Tower Co.'s clients this coming fall.

"The results we achieved during the first two months we have been open are very encouraging," stated Mr. Purdy in a chat with *The World*. "The new Edison disc machines are gradually getting a strong foothold with our customers, and I expect this fall to be a very prosperous one for this department. Notwithstanding the fact that we have been open but a very short while, we have already closed quite a number of sales of the new machines, and all these purchasers are delighted with the sweetness of tone of the new Edison product and speak in the highest terms of the constructive quality of the machines.

"We are concentrating our efforts on the cultivation of a high-class clientele that will appreciate the true quality and value of the Edison disc machine, and judging from present indications this high-class trade will steadily grow each season. One of our sales last week was that of a \$450 machine to a prominent music lover up-State, and this sale is but one of many of more than average figures that we have closed since we opened this department. I see no reason why the Edison disc machine should not be firmly entrenched with our clientele by this fall, and we are making preparations to take care of a prosperous fall and winter trade."

COLUMBIA MANAGER WEDS.

(Special to *The Talking Machine World*.)

DALLAS, TEX., July 9.—J. G. Kirby, retail sales manager of the Dallas, Tex., branch of the Columbia Graphophone Co., surprised his many friends by getting married on Sunday, the 6th inst., and departing hurriedly for the Texas coast country. He is spending his honeymoon at the new Hotel Galvez at Galveston. Mr. Kirby followed the example of the Columbia Texas manager, R. R. Souders, in getting married on July 6, only the latter took the step fourteen years previous when he was in the service of the St. Louis store.

R. R. Souders, Texas manager Columbia Graphophone Co., sailed from Galveston on the 9th inst. on the steamer "Lampasas" for New York. He will spend a few weeks in the North visiting the headquarters of the company at New York and the factory at Bridgeport, Conn. On his way home by rail he will visit several of the large cities of the eastern and central States and expects to have an enjoyable and restful trip. Mr. Souders is quite optimistic over the business outlook.

MUSIC HELPS THE MOVING.

An old story in a new dress presented to the *New York Sun* is as follows: "A phonograph and a dozen ragtime records have been made part of the equipment of a downtown office building. The machine is used only when a tenant moves out or another moves into the building. It is placed in the car used by the movers and it is the duty of the elevator operator to keep the music going all the time.

"The manager of the building, an efficiency engineer, has learned that men will work better and faster to music. He says that instead of four hours being spent to move a firm into the building it takes an hour and a half to do the trick since the music was introduced."

EDISON FIELD DAY

Held at Olympic Park, Orange, N. J., on June 12, a Most Enjoyable Event—Large Attendance and Good Program Enjoyed by the Participants—Thomas A. Edison Present.

Edison Field Day was held at Olympic Park, Orange, N. J., June 12th, and judging from all accounts received from the participants of the outing, the day was certainly a pronounced success. The day was divided into sections, the morning being devoted to the preliminaries in the field and track events, the finals of which were run off in the afternoon.

By 2 o'clock the spectators numbered approximately three thousand, and when Mr. Edison appeared on the field about that time he received a tremendous ovation that was heard far outside the park. From his seat of honor in the grand stand he awarded the various prizes to the winners in the track and field events, the handsomest of which was a beautiful bronze statue, Mr. Edison's personal gift to the winner of the highest number of points.

One of the features of the day was the fat man's race, which Sales Manager Dolbeer captured after a terrific sprint on the home stretch. This race was hard fought from start to finish and the winner was heartily applauded after his strenuous efforts to achieve victory.

Advertising knowledge comes slowly and by bits. No advertising man ever sprang up fully equipped for the work, no matter what may have been his previous condition or instruction.—E. C. Tibbetts, B. F. Goodrich Co., Akron, O.

POULSEN PATENTS QUASHED.

English Courts Give Decision Against Telegraphone Company.

A cable to the New York Times dated July 10, says: "The English courts have refused a further grant of the British patents owned by the Telegraphone Corporation of New Jersey in Valdemar Poulsen's invention for 'storing up speech or signals by magnetic influence' on the ground that it has not been worked in England.

"The patents were granted in 1899 and have now expired. The corporation's counsel told the court that the invention had never been used in England because the corporation was awaiting a perfected machine, which was now being used successfully in America. The English Crown Counsel was not opposed to the grant, but desired that the matter be fully investigated.

"Mr. Justice Warrington finally decided that the American company had not supplied sufficient reason for not attempting to work the patents in England."

EDISON PHONOGRAPH ON THE SEA.

An Edison phonograph with a suitable supply of records is now a part of the equipment of Light Ship No. 94 on Frying Pan Shoals. The members of the light-ship crew are enthusiastic over this new purchase of the government's, as sea-life on these ships is anything but lively. It may be a good suggestion for dealers near these light-ships or life-saving stations to impress upon the men the beauties of the ownership of a talking machine as this enthusiasm may result in the receipt of substantial orders.

ST. LOUIS BUSINESS MEN'S LEAGUE.

Embraces Many Talking Machine and Piano Men—Some Moves Helpful to Talking Machine Interests Recently Materialized.

(Special to The Talking Machine World.)

St. Louis, Mo., July 10.—Following the recent membership revival by the Business Men's League, the principal business and civic organization of the city, special committees have been organized. One of these is the Music and Musical Instrument Committee. It is the intention that this committee shall serve in a measure like a congressional committee on any particular work. The committee will meet weekly and all matters that concern the special line of business will be referred to, and also members of the trade having complaints as to freights or other business conditions can appear before this committee and gain instant hearing. Any suggestion approved by this committee is given instant standing before the league. The talking machine members of this committee are Edwin C. Rauth, secretary of the Koerber-Brenner Music Co., and Lynn T. Piper, advertising manager of the Bollman Bros. Piano Co. One of the recent accomplishments of the league which is welcome to talking machine interests here was a package car on the Rock Island line to break bulk at the Southern Pacific depot at El Paso. This assures far Southwestern shipments will be securely packed in St. Louis and left along to El Paso, and also insures more prompt delivery to Arizona and New Mexico goods.

Knowledge is not what you happen to remember, but ability to apply it when needed.

Jobbers Wanted—



Pat. Dec. 6, 1904. Pat. Pend.

This is a "life-size" view of Union No. 1, for use on Edison Disc Machines for playing Victor, Columbia, and other lateral groove records. Attaches easily and quickly without alteration to machines. Retail Price: Nickel Plated.....\$5.00 Nickel or bronze.....4.00

Pat. Pend.



This is the Union Sound Box. An important advance in the construction of tone reproducers is marked by this instrument. Retail Price: Gold Plated.....\$5.00 Nickel or bronze.....4.00

Seven Easy Sellers—

The Easiest thing to sell is the article the public most needs. Investigate.

UNION PHONOGRAPH SPECIALTIES

and you will soon find the two big reasons why this line is a remarkable selling proposition for jobbers and dealers. *First*, because there is a long felt need for such devices; *Second*, because there are attractive profits for both jobber and dealer in the "Union Line." Owners of Disc Machines are quick to "see the point" in these attachments. The value of each attach-

ment is too evident to be missed—sales are quick and plentiful.

Each device is scientifically right and very attractive in appearance. To attach them to disc machines requires absolutely no alteration of any description. Send for the illustrated booklet entitled

"Two Phonographs for One"

Next to a demonstration, this booklet attractively illustrated and altogether free from technical phrasing, is the best "Pull" for these devices that a

jobber or dealer could desire to distribute free to his customers. Sample copy to you by return mail.

Retail Price:— Gold Plated \$7.50 Nickel or bronze \$6.50.

The Union Specialty & Plating Company
409 Prospect Avenue
Cleveland, Ohio

Union No. 2 is here shown in position to play an Edison record on a Victor machine. The adjustment is instantaneous and without alteration to the Victor.

Retail Price:— Gold Plated \$7.50 Nickel or bronze \$6.50.



Union No. 1 is here shown in position to play a lateral groove record on an Edison Disc Machine. The sound box shown is a Union. Retail prices of Union No. 1 are given in opposite corner.

This shows the Tone Modifier for Edison Disc Machines. Hitherto there has been no way to vary the volume of sound on these machines. This simple, quick, attachable device does it.

Retail Price:— Gold Plated...\$1.50 Nickel or bronze 1.00



Pat. Pend.

This is a cut of the tone modifier to be used on Victor or Columbia Machines. The turning of the screw opens or closes a valve inside giving a soft or full tone. Different size needles are no longer needed. Attaches instantly.

Retail Price:— Gold Plated...\$1.50 Nickel or bronze \$1.00



Pat. Pend.

(Pat. pending.)



Union No. 3 is here shown in position to play an Edison record on a Columbia Machine. It fits any Columbia and is adjusted in a second.



Seventh Annual Convention of the National Association of Talking Machine Jobbers Niagara Falls, N. Y., July 7 and 8, 1913

(Special to The Talking Machine World.)

NIAGARA FALLS, N. Y., July 7.—The opening session of the seventh annual convention of the National Association of Talking Machine Jobbers was held at the International Hotel to-day with a most satisfying attendance of association members and their friends, a large majority of whom were accompanied by their families, and combined convention business with a most pleasant holiday at this prominent resort.

Though the first general session of the convention was scheduled for to-day, the jobbers began to arrive in the convention city as early as Friday of last week. A large delegation from New York, Philadelphia and other Eastern cities traveled in a special car over the Lackawanna road and arrived on Saturday night, while a Chicago delegation, headed by L. C. Wiswell, reached the convention city on Sunday morning, having traveled from Chicago to Detroit by rail and taken the boat to Buffalo. As a result of these early starts, the roll call of the association found a large percentage of the members present and ready for business.

The main topic of interest, and one that proved an attraction for many of the jobbers, was the proposed contest for the election of officers for the association for the coming year. One ticket was headed by J. Newcomb Blackman and designed to re-elect the present officers of the association, while the other was headed by J. C. Roush, who proved a strong factor in the election contest last year, and who had secured the support of a number of jobbers, especially those located in the West. The liveliness of the electioneering in the lobby before the meetings rivaled in earnestness a national campaign, for both personal and business interests were factors in the contest. Both sides were active in securing the endorsement of their friends, either in person or by proxy, and up to the time of the election itself the final result was much in doubt.

Beside the election, the chief subject of interest was the price maintenance question and the probable effect of the recent Supreme Court decision. The jobbers were practically a unit in expressing their confidence in the future of price maintenance, as it afforded protection to the talking machine interests, the fact that the decision was rendered simply on a patent medicine proposition being considered significant. The court decision and the question of price maintenance, however, were not taken up officially in the meetings, it being considered by those at the head of the organization that the matter was not one that they should handle at this particular time.

There were several dealers in attendance at the convention, among them being a delegation from the Eastern Talking Machine Dealers' Association, headed by President J. G. Bremner, New York, who while not taking part in the meetings of the jobbers' association, nevertheless conferred with the retiring officers and with J. C. Roush and other officers-elect regarding plans for co-operation between the jobbers and dealers' association in handling matters of general trade importance.

At the first session to-day the members of the association were welcomed to Niagara Falls in a hearty manner by Col. O. C. Cutler, secretary of the Bureau of Conventions of the city, and who was present as a representative of the Mayor, the latter being unable to attend.

Following the address of welcome, President J.

N. Blackman read his report for the year, in which he handled prominent association and trade questions in the following comprehensive manner:

Report of President Blackman.

"Fellow Members: In accepting and thanking you for the expression of confidence in electing me your president last year, I pledged myself to accept the responsibility, having regard for the interests and welfare of every member, without disregarding the necessity to deliberate in a manner that would be proper for the association as a whole. Last year's convention was strenuous in ways that your memory will recall clearly, and while the parting words seemed to be 'harmonious co-operation,' there confronted your president matters to be handled in the performance of his duty which, of course, involved differences of opinion.

"My predecessor made certain recommendations

unless he appoints as his proxy someone who would serve his interests, exercising the right so conferred as though the member was there personally, and not to control deliberations. Let me leave this question, however, with the statement that I would have failed to perform my duty had this question not been threshed out to what, at the present time, seems to be a permanent conclusion.

"Owing to legislation and court decisions, extreme caution has been, and is still advisable; so if we err, let it be through failure to act rather than to act unwisely, remembering that our actions may affect the entire trade. We represent an industry built on a firm and apparently safe foundation. We sell merchandise of merit, stamp it with a true means of identification so everyone knows and buys with a knowledge of its quality and worth. Reviewing recent conditions, we should



Newly Elected Officers—Left to Right: J. C. Roush, President; W. H. Reynolds, Treasurer; George E. Mickel, Vice-President; Perry B. Whitsit, Secretary.

regarding the apparent necessity for amendments, and definite disposition, if possible, of the further use of proxies. Finding this sentiment sufficiently supported, a meeting of the executive committee was called, together with the special meeting of the association which was held in New York City in January. I am confident that these meetings were not without good results. Every member was notified of the results, and it should now be clearly settled that it is impossible to prevent the use of proxies, or to even regulate their use in a manner that would avoid the abuse of same, other than through extreme care on the part of the members in giving them.

"Personally, I feel that every member should cast a vote on all important questions, but if he cannot attend meeting, should withhold his vote,

feel fortunate that we have the confidence of each other to the extent that that there is apparently no desire to bring about common injury. The association has been a force for good in the past, and should be in the future.

"I appreciate the support given me during the year, and it is very gratifying to note by the secretary's report that we have held our membership intact, more than offsetting any loss in membership by the enrollment of new members, and that with, I think, one exception, the loss has represented cases where members have either discontinued as jobbers or gone out of business entirely. I do not hesitate to state that in continuing our policy to hold together all members regardless of the lines they handle, we have pursued a wise

(Continued on page 30.)



We have enough big news for Columbia dealers this Fall to make them think that their best months heretofore were only promises.



Columbia Graphophone Company
Woolworth Building, New York

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

course and made it possible for us to treat things in a broad and temperate manner, and I hope this policy will continue.

"It is fortunate that your president and secretary have been located so that they could keep in close touch, not only with each other but with the factories. This has enabled them to analyze the situation from the manufacturer to the consumer, feeling the pulse from a legal and a layman's standpoint. It is generally conceded that much of our present legislation is in response to an apparent public demand, and the feeling seems to grow that



J. Newcomb Blackman, Retiring President.

we business men must be more frank with the public and educate them to the justice of our claims.

"This may not seem necessary in the talking machine business, for our methods of merchandising are on the "open and above board" plan, profits are reasonable and competition is keen.

"I do not think the public wants unrestricted competition, but rather 'competition with open cooperation.' It was my intention to prepare a paper having for its subject 'Open Co-operation Versus Open Competition,' but other papers will consume time and are perhaps more important.

"This convention can be successful from every standpoint if we will simply try and harmonize. How much better it is to know your competitors, to feel that you can stamp a report 'false' because you have met the person and that you know his character.

"Many unwise things are said and done simply because we place too much reliance on statements unfounded without carefully considering the motive. 'To err is human,' but it is with a different feeling and spirit that we reprimand or call attention to mistakes when we know that there is nothing wrong in the motive. To acknowledge a

mistake simply shows that we are gaining wisdom.

"Your present officers and executive committee have had long experience, and their business inter-



H. C. Brown and H. W. Weymann on Observatory.

ests are sufficiently scattered and varied to insure consideration from every angle on subjects having their attention. This condition has seemed desirable in the past, and I hope it will be found equally so in the future.

"Before our by-laws were amended, changing the time of our convention from September to July, the newly elected officers and executive committee did not assume their duties until September. For some reason we have still followed that plan, but I think it might be well to consider the advisability

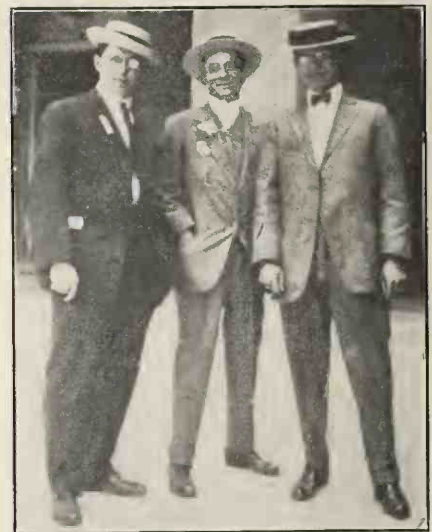


From Maine to Texas—J. N. Swanson, Houston, Tex., at Left; W. G. Jordan, Bangor, Me., at Right.

of having the administration of the association turned over to the newly elected officials immediately at the close of each year's convention, unless it is thought advantageous to have the old officials

meet in executive session and take up and terminate matters referred to the executive committee at each convention. In the past there has been little or nothing to do after the convention, and about two months have elapsed which would tend toward inaction under the plan we have followed.

"Then again, it might be well to determine whether the old officers and executive committee could not do very effective work immediately following the convention, while it is fresh in their minds what was the consensus of opinion of the members on subjects referred to them. This is especially true where the newly elected officials represent a considerable change. In that event, the plan of deferring the time of new management could be used in that manner.



Three Live Wires—L. C. Wiswell, A. A. Trostler and L. Burchfield.

"In conclusion, allow me to impress upon every member the advantages of the kind of co-operation that will enable us to lay aside our personal ambitions and desires when it is evident that it is not for the welfare of the majority, but recognize, as far as possible, the consensus of opinion in membership personally represented. If there have been differences of opinion, remember only that portion of the past which makes for healthy progress, and assemble as far as possible with some of the glorious spirit of fraternalism that has recently been in evidence on the old battlefield of Gettysburg. Could we have a better example?"

Next in the regular order of business came the report of the secretary, Louis Buehn, who said:

Secretary's Report.

"In filing this, my report as secretary for the past year, it is my intention to present as briefly as possible a resume of the various happenings during this year.

"We have had a net increase in the membership of three members, there being added to the roll

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 30).

the following eight firms: W. D. Andrews, Buffalo, N. Y.; Musical Instrument Sales Co., New York City; Buchn Phonograph Co., Inc., Pittsburgh, Pa.; W. H. Buescher & Sons, Cleveland, O.; Hayes Music Co., Toledo, O.; H. D. Berner, Cleveland, O.; Silverstone Music Co., St. Louis, Mo.; Mickel Bros. Co., Des Moines, Ia.

"Five members have been lost, three discontinuing business, one discontinuing the jobbing of talking machines, and one resigned.

"During the past year the secretary has collected and turned over to the treasurer \$1,110 for current dues, leaving a balance still owing to the amount of \$82.50.

"A special meeting of the association and executive committee was called by our president, this meeting being held jointly at the Knickerbocker Hotel, New York, on January 14, 1913, at which forty-one members were in attendance and six of the executive committee, namely, Messrs. Bowers, Miller, Houck, Andrews, Blackman and Buehn.

"Various important matters were discussed at this meeting, particularly the need for a differential price on cash and instalment sales, specific action on which was deferred owing to the request of the manufacturing companies, due to the pending legislation in Congress at that time, this legislation being popularly known as the Oldfield bill.

"On this particular matter the secretary was in-



Sheriff McGreal of Milwaukee and His Diamond Studded Star.

structed to send a night lettergram to each of the majority and minority leaders in the House of Representatives and Senate; also to Mr. Oldfield, to the Speaker of the House and to the Vice-President of the United States, protesting against this bill, which was done.

"Since our last convention the Edison Co. has bettered its exchange plan by increasing its allowance from 10 to 15 per cent. on record purchases, and has granted an additional return privilege of 7½ per cent. on machine purchases.

"A special committee consisting of Mr. Blackman, Mr. Blish and Mr. Buehn was appointed for the purpose of interviewing the Edison Co. relative to the revising of its exchange plan, in order to improve the general conditions existing throughout the country on cylinder product, and negotiations have reached a point where your committee feel confident they will achieve success."

Treasurer Miller's Report.

Treasurer John B. Miller, in presenting his report, stated that receipts had been \$3,177.55; disbursements, \$2,156.47, and balance on hand, \$1,021.08.

The only formal committee report presented during the first day's session was that of the traffic committee, of which L. C. Wiswell is chairman, and which was as follows:

Report of Traffic Committee—1913.

"Since our last convention, 1912, so far as your committee can learn nothing has happened, nor have any changes in the rates of transportation on talking machines and records been suggested or cocketed at the meetings of the various classification committees to alarm the talking machine trade in general and your committee in particular; hence we have just cause for jubilation.

"It has come to the notice of your committee that in Wisconsin the State Railroad Commission ordered the express companies operating in that State to reduce their rates on Wisconsin business



A Group of Early Arrivals.

about 20 per cent. This ruling means a big saving to the Wisconsin dealers. The ruling was the result of a case brought by the Merchants' Manufacturing Association of Milwaukee.

"Your committee, being apprehensive lest some of the association members were experiencing delays and shortages in their shipments from the factory, owing to the terrible catastrophe (the flood) that visited a number of our central States, and being anxious to be helpful wherever possible, sent out under date of April 1 a letter wherein they placed themselves at the service of those that were affected. The letter as sent out reads as follows:

"To Members National Association of Talking Machine Jobbers: The terrible catastrophe that has visited the States of Indiana and Ohio has demoralized transportation, which means that shipments are delayed and in many cases lost; therefore, if you are being inconvenienced by delay or unfortunate in having lost en route from factory a shipment of Victrolas, Edison phonographs or records, the traffic and transportation committee places itself at your command.

"The committee has excellent railway connections at Chicago, and with this advantage would no doubt be of much help in locating shipments.

"If you wish to use the committee's services in regard to lost or delayed shipments, please give in writing detailed information, namely, date of shipment, routing, what shipment consisted of, number of pieces, etc. If possible, send duplicate copy of bill of lading covering shipment in question.

"The services of the committee are yours to command.

"Very truly yours,

"NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS, TRAFFIC AND TRANSPORTATION COMMITTEE.

"Per L. C. WISWELL, Chairman."

"It transpired that the hand of fate was especially kind to the talking machine interests, for there were only two replies received, one citing delay in shipment and the other claiming shortage of a number of cases. Your committee, through the efforts of F. Randall, traffic manager Lyon & Healy, Chicago, Ill., located immediately the delayed shipment; in fact, it was on the same day that the letter was received that shipment was located and started on its way to destination.

"Concluding, your committee feels grateful that there have been no disturbances during the past year; however, we think it not out of order to state that we are facing in the immediate future what will probably be a most vigorous effort on the part of the railways to increase their freight charges.

"Recognizing this fact, that any increase in freight charges would be a decided hardship upon distributors and dealers, we commend that the matter have your most careful consideration."

Important Matters Discussed.

During the course of the meeting a number of subjects of importance to the trade were discussed



E. F. ("Doc.") O'Neill and Chas. K. Bennett.

at length, and in the majority of cases placed in the hands of the executive committee of the association for further action. There was for instance, much discussion pro and con regarding the two prices, cash and instalments, for talking machines, and the matter was laid on the table for further action at a later date. In the matter of the Oldfield bill, it was the sense of the association that all had been done that could be done at the present time, and that matter was also laid on the table. Another subject of much interest was the advisability of the factory increasing the initial order required from a dealer in order to qualify, but under present trade conditions it was not considered advisable to go into this matter to any extent, the number of new dealers being comparatively small, and those few being carefully selected. The question was left in the hands of the executive committee for any further action.

During the course of the meeting the following paper on "Advertising" was read by Louis Buehn, of Philadelphia, Pa.

ADVERTISING AS A BUSINESS FORCE.

By LOUIS BUEHN, Philadelphia, Pa.

Advertising—the most powerful force in business to-day is as old as the world. Noah was an advertiser when he foretold the flood and gave out the sailing date of the Ark.

The old Roman that put up a bush outside of his house, to let folks know he was selling new wine, was an advertiser, and more progressive than some modern merchants who believe in letting prospective customers guess what they have for sale.

All the great men of the world were and are good consistent advertisers. Luther advertised

when he burnt the Pope's bull at Wittemberg. Caesar, Napoleon; all the mighty ones including "Teddy" have been great for publicity and profited thereby.

Advertising, as we understand it to-day, first became general in the beginning of the eighteenth century, and was mostly confined to notices of books, since when it has developed into an art, applied to the development of business of every description, and is of many varieties, each having merit of its own and adapted to many uses.

(Continued on page 32.)

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 31).

Thousands of the brightest minds are engaged in studying and unfolding its possibilities, it is being taught as a profession in our colleges. It is no longer an experiment, but an essential in business and the big successes of to-day are those which advertise ably, honestly and persistently. Last year the expenditure for advertising reached the tremendous sum of \$100,000,000.

You patronize the merchants that advertise, you buy advertised goods and you are therefore quite

textile, cloth, our own line and every other manufacturing line you can name. "What was the last advertisement you read and wondered *just what store in town* would be progressive enough to have the goods in stock so you could see them—and purchase."

Fling out your banner—let every man, woman and child know where you are, what you sell and why. Put your advertising appropriation in the hands of an advertising agent; he will focus on

stuff it with a hundred dollars' worth of matter; be convincing, but brief. Don't be flippant or gay—"funny" ads are seldom funny and mostly useless. Don't expect to have to call the police the day you begin advertising, to handle the crowd, and don't be disappointed if Jones, down the street, does not go out of business. Keep at it—and when business is "good," redouble your efforts, swim with the tide. The time to sell goods is when people want them, so advertise liberally at



Officers, Members and Friends of the National Association of Talking Machine Jobbers.

as much concerned with advertising as the man who makes it his business and whose aim is to render advertising more efficient.

What Is Advertising?

What is advertising, an old encyclopedia says it is "the public notification of a fact," but with us, advertising is nothing more than salesmanship; it is just showing a man how he will add to his profit or his comfort or happiness by the use of that which is offered for sale. But advertising does what no salesman can do in that it enters into the most intimate relation with people, in their homes, and sees and talks familiarly with tens of thousands in a day, from the cottage to the palace.

There is no escaping advertising—you either have to put out the light and go to bed—or become unconscious to get away from it.

If you tread on a tack, when you get up to heat a bottle for the baby—you are reminded of the hardware store that sold you the d—n thing, or fall over a rocking chair and you are swearing at some furniture dealer.

But someone has said, and truthfully—"the vital thing in advertising is to have an article with real merit"—we have it. But what are we doing to let people know about it? It is true that our manufacturers advertise largely and successfully, and we derive much benefit from it, but do we let our customers know that we can deliver to them the goods which great advertising paid for by our manufacturers have interested them in? If not, we are not reaping the full measure of good from it that we should.

Making Yourself Known.

How shall we do this you say—advertise yourself, conduct your own local campaign, key in with your manufacturer and join heart and soul with his efforts—it is not necessary to spend a great sum—the main thing is to *begin*. You know local conditions better than the manufacturer, the best newspapers, the people they reach, and remember, "more goods are sold under the evening lamp at home than you dream of." Foolish, you say, yet look around you—how few retailers take advantage of the great advertising campaigns run by food,

your problems all his concrete information and experience, he will study your business, map out a plan, give you reasons why such and such newspapers should be used in preference to others, arrange the rates, and administer all the affairs of this most important department of your business wisely and with the least possible amount of trouble to you.

Consumers Put More Faith in Advertising.

Consumers are putting more faith in advertising every day, therefore be represented every day if you can, in one or more of your daily newspapers. Your manufacturer stands ready to help you; help yourself, ask him for electrotypes suitable to run in your own advertising—he will be glad to give them to you.

Consumer demand for advertised goods is now divided broadcast among all the stores in your town. Use your advertising in your local papers to focus this demand upon your store and see how you will benefit. We have a most notable example in our own business where large space used by the manufacturer has resulted in benefit to one concern in a town almost entirely, because the others did not advertise themselves, individually.

Is it possible that any gentleman here believes that the other stores in these towns would not have had a fair share of the business resulting from such advertising had they done their part toward getting it—individually? Advertising is of proved value—and the man who fails to use it loses much to his competitors.

Some Suggestions as to Copy.

Now a word as to your advertising—take your prospective customers into your confidence—let your advertisements be truthful—make them attractive but truthful—large and handsome as you please, but *truthful*; talk to them as you would if you had them on your sales floor, let them see the goods with their mind's eye, and don't hand out a lot of stilted stuff that you would never think of using in your store. Advertise as frequently as possible—every time you are out of the papers it's like taking down your sign.

Don't buy twenty dollars worth of space and

such a time and thus accumulate enough business to average-up on, when dull season comes—if it should come to you.

There is always plenty of "live news" about your goods that people want to hear, and you should never be at a loss for something interesting to tell.

Treat your advertising appropriation as part of your fixed charges—just as necessary a part of every live business as light, heat and wages—let it be the last item you cut when reducing expenses. Don't be mean with it, that is, don't expect a boy to do a man's work; advertise in proportion to the work you have to do to get the results you want.

Suggests an Exchange of Ads.

Now, I have talked quite a lot about a subject that perhaps some of you are more familiar with than I am. I did not come here to instruct you, but just to get a few things off my chest in the hope that they would awaken interest and helpful considerations and suggestions that will benefit us all. I will welcome anything that you can give me that will enable me to see the light clearer. I would like to see some plan adopted by which we might benefit by one another's advertising experiences—an exchange of advertising, both copy and ideas, such interchange could not fail to be most helpful. I should be most happy to send our ads to my brother in another city, and to receive his for my inspection and study, together with any remarks he might be good enough to send; such a procedure would have one good result at any rate, viz: it would make us better acquainted with each other, bring us closer together and enable us to deal more satisfactorily with the problems that hourly confront us in this great business of ours.

Paper Aroused Interest.

The reading of Mr. Bucher's paper was listened to with considerable interest, for advertising is a topic of vital importance to talking machine men, whether jobbers or dealers, and the work of the manufacturer's is of little avail unless supplemented by advertising.

The next paper scheduled for consideration was that by Louis J. Gerson, head of the Wanamaker talking machine department, which read as follows:

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 32).

DEAL SERVICE IN THE TALKING MACHINE SALESROOM.

By LOUIS JAY GERSON, Manager of Talking Machine Department, the Wanamaker Stores.

Well do I recall the early phonograph days of 1896-97, when the talking machine business throughout the country was conducted in a very different manner. In that early stage of the busi-

ness and bicycle retailers, opticians, druggists and racket stores.

In most cases these dealers were the most progressive business men of their town, and were al-

rooms those days, for such was the public's curiosity to hear them, and so remarkably did their reproduction demonstrate the wonderful phenomenon, that all possible publicity was given to the playing of the records for advertising purposes, if for nothing else.

It was not very long, however, before difficulty presented itself. While the machine was new and the records limited in quantity, many listeners and customers would assemble together to hear the se-



Machine Jobbers, International Hotel, Niagara Falls, N. Y., July 7 and 8, 1913.

ness exclusive talking machine establishments were so much of an exception that they were mentioned with a shake of the head as examples of a unique character, and it was hard to convince the average commercially trained, hard-headed business man that they could be profitably conducted. Many were no more or less than slot machine phonograph parlors, existing principally on the business secured in the evenings with people who desired amusement at a low cost. These phonograph slot parlors have now almost disappeared, their big

ways established on a more or less exclusive basis, there existing between the traveling man for the factory and the merchant himself a tacit understanding to that effect. Contrary to the general impression, it was not difficult to book orders in the earlier days referred to. Of course, many salesmen of that period had a reputation for being more or less clever, but where that was so the cleverness did not enter into the selling so much as it did in securing the money in advance. For as a fact, in this first period of the talking machine business, the instructions to all salesmen were to get "money with the order," and these terms were printed at the top of the order blanks that the dealers signed, and they "came across."

The automobile business of the present day has nothing on the talking machine business of the late nineties. The former certainly did "put it over." The earlier talking machines averaged at retail \$50, \$75 and \$100 each. The records sold for \$1 each or \$10 a dozen, and they were mostly "dubs" that had been duplicated on soft wax from the master records; and altogether speaking, they were indeed a "sorry lot," from our present day standards.

Some few of the larger dealers, those of the more progressive type, resold talking machines and records to smaller merchants, and this was the beginning of the regular jobbing business in talking machines. The factories themselves were the original jobbers.

Beginning of Retail Business.

The retail business had its beginning in the phonograph slot machine parlor, and it developed along the lines of least resistance, purveying to the entertainment of the public, and thence working itself into the homes, it following the well-known principle, "If the mountains won't come to Mohammed, Mohammed must go to the mountains." As all the homes could not come to the amusement parlor, the phonograph had to go to the homes. This necessitated the equipping of machines with spring motors as an adjunct to electric motors with storage batteries.

In the stores these machines were marketed like other merchandise. Then machines were played right in the open store, and surrounded with other merchandise. There being no necessity for sound

lections played and to choose those they wished to purchase. Interest would even be shown in hearing the same selections repeated, because of the great difference in the reproduction of the duplicates, there being a wide range in their efficiency. In some cases customers would demand to hear three or four records, all of the same selection, in order to choose the one that reproduced the best. It was universal among the larger talking machine establishments to have as many as three, four and sometimes half a dozen machines, all playing different records for customers, who could be seen listening with their ears close to the horns. Line-ups along long counters were a frequent sight,

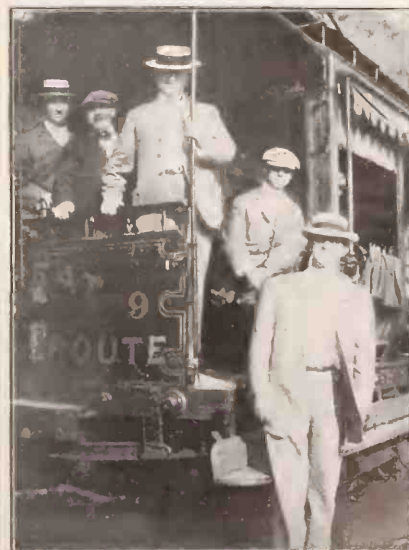


Some of the Young Conventioneers.

Left to right: Adeline Buehn, Marguerite Barnhill, Louis Buehn, Jr., Albert Blackman, Mildred Price and Elsie Buehn.

run being in the late nineties, or about the time the Kinetoscope first appeared on the market. This was the first moving picture machine in this country. The present moving picture machine business is simply a development of the phonograph slot machine parlor business and the Kinetoscope.

The marketing of wax cylinder records, phonographs and graphophones constituted the original talking machine industry in America. Dealers were created here and there throughout the United States by the manufacturers to handle their product. In most cases these dealers were piano and music houses, stationery and book stores, sporting goods



Ready for the Gorge Trip.

especially in the large cities and where small machines were being distributed by local newspapers as circulation premiums.

In a number of cities these little machines were (Continued on page 34.)



Judging from the thousands of sales of Bonci's records that have already been made, the announcement of two new recordings by this artist in the Columbia list for August will be particularly gratifying to *Columbia* dealers.



Columbia Graphophone Company
Woolworth Building, New York

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 33).

distributed to hundreds as free premiums with an only condition of the purchase of a dozen records and the prepayment of a small charge of twenty-five or fifty cents to cover expressage on the machine. I distinctly remember of a line of a hundred people waiting their turn to sit at counters to buy the records, there being already as many as twenty-five machines playing continuously as many different pieces, the selections ranging from "Rocked in the Cradle of the Deep" to "A Hot Time in the Old Town To-night." And, at that, the people seemed to be very happy at the prospect of getting a "machine for nothing" with the privilege of making the small payment and buying the records.

In order to provide more privacy for record customers who desired to be removed from annoyance and discordant tones and sounds of the many machines playing for the "free traders," the experiment of building two or three booths or little private hearing rooms was tried. These hearing rooms created a lot of attention, and in some cases dealers came miles to see them, and they still do it at that. I distinctly remember having gone from Philadelphia to Chicago on the same errand, and not a few years at that. Thus we have the development of the private hearing rooms or, as they are generally called, "soundproof booths."

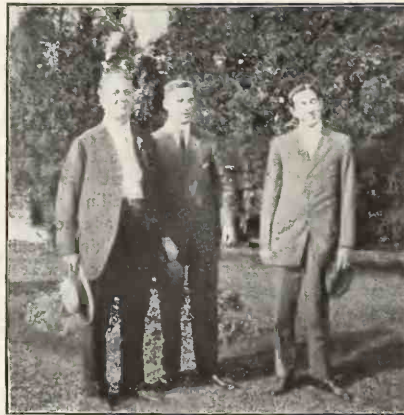
Start of Wanamaker Department.

The talking machine section of the Wanamaker New York store, as I am told, had its inception by the placing of an Edison phonograph on the top of a steam radiator in the toy department. I understand that this one machine on the radiator, with a dozen or two of wax records, constituted the nucleus of the present Victrola section. The phonograph was bought as a curiosity by the toy buyer, but it so jarred the sensitiveness of the ears of one of the officials that whenever he would be seen coming the aforesaid phonograph was immediately hushed up and hid out of sight. What a change there has been since then. The talking machine business of that store to-day is second to none anywhere. It is one of the most expensive locations in the store. The quarters occupied are the most luxurious and, in fact, the finest in the store. The department adjoins a large auditorium having a seating capacity of 1,600 persons, on the first floor, on which is handled none but musical merchandise. The first floor is one floor up above the main street floor, and the surroundings are musically ideal. Pianos, player roll department, musical merchandise, talking machine section and auditorium.

The talking machine or Victrola section is divided up into three divisions. First, large exhibition room for the Victrola display; second, many private hearing rooms or music rooms, where uninterrupted both the Victrola and records can be heard; third, record stock rooms, where all but employes are denied admission. These stock rooms serve as a storage place for records only, systematically arranged for quick, efficient service. These three divisions cover the essentials of the talking machine business at the Wanamaker New York store.

We will now go into the details of the three divisions named, and so divided to secure for the customers the highest class of service obtainable. In the main exhibition rooms the machines are set off to the greatest advantage.

Every type of Victrola is shown. There are samples of each size and in every finish of wood. The smaller sizes of Victrolas rest on suitable cabinets of exclusive make and design, best harmonizing and best serving the purpose. In this large room, and appearing in a glass case, are also shown the necessary accessories for talking machines. Comfortable chairs and other furniture are so distributed to take away shop effect that might otherwise be produced, and the whole arrangement is made homelike and inviting, so that visitors and customers may feel free to walk around or seat themselves to listen to the playing of the machines, and without being importuned by overzealous salesmen. In this room records are



**Delegates from Eastern T. M. Dealers' Assn.—
Geo. W. Morgan, J. G. Bremner, Pres.;
and R. Montalvo, Jr., Vice-Pres.**

played on one machine only at a time, and that merely for the purpose of interesting the casual caller or prospective customer, at least before they have actually indicated some interest. Playing records will also attract attention from persons passing to and fro from the adjacent auditorium.

The special soundproof or private music rooms surrounding this exhibition room were built to fully deserve their name as "soundproof." A noisy booth or music room is a great mistake. Private music rooms are designed to serve one purpose, and that being to prevent interruption, and it is the best place to take prospective buyers of both records or machines. This room should be well planned and ventilated, also attractively furnished and "comfortable," giving customers a chance of becoming so interested that they will not notice the lapse of time.

Certain records when played will have quieting influences on the brains of the listeners, and this psychological fact cannot be duplicated in any other line of merchandise. The prospective customer is given a record catalog to make his selections. He should get what he asks for, and this

produces the very result that the salesman desires. It produces immediate interest, and stimulates the customer's desire to possess the record as well as the machine (if one is not already owned). Being absolutely free from interruption of either people or adjoining playing machines, there is no reason why the salesman cannot quickly stimulate the necessary decision to buy on the part of the customer. Thus we have the psychology of the soundproof booth. It might be termed "salesproof," and mean the same.

The Record Stock Room.

One of the most important functions of the talking machine business is careful stock keeping of the record stock, and this embodies the systematizing of the records, with the view of giving the customer ideal service at all times.

When you go into the restaurant, for example, you pick up a bill of fare and order from it. Now, to be told by the waiter that he is out of everything except roast beef and hash, you can appreciate how a customer feels when he looks over a large catalog of records which you hand to him for the purpose of making a selection of what he desires to hear, and then after he has made a list of what he desires to hear, you tell him you are very sorry, but "that and that" is out of stock, but you *do* have "so and so" and "so and so." Old talking machine men may smile when they hear this, but isn't it so? You may reply that it is very difficult to maintain a complete record stock. Well, I will admit that it is hard, but I will deny that it is impossible. "The early bird cannot always get the worms." But why "worms?" If one cannot keep his stock up to the catalog, change the catalog to conform with the stock. This is a very simple matter, and can be accomplished by any typewriter. Better a record catalog like Elbert Hubbard's "Essay on Silence" than Webster's unabridged Victor catalog, with all the sellers out of stock. This all comes under the head of the "stock keeper," and just as soon as you yourself become a bad stock keeper give that job to someone else, and it will pay you tenfold. Just think what you lose when ten customers ask for Victor record No. 96200 and you don't have it, and your competitor does!

This can be avoided by carrying a full sample demonstrating set of records, exclusively for the purpose of demonstrations. A strict injunction should be put upon the salespeople that these records are not to be sold. This at least gives you the chance of selling to the prospective customer who can hear any record, and you always have the opportunity of filling his order, providing the customer is willing to wait. The very fact that you *did* have the record and could play it for the customer, establishes and maintains the confidence that is necessary to hold the customer's future business.

The word "service" is a broad term. But "good service" is very wide. No rules are necessary. It is simply a matter of common sense.

Importance of the Sales Force.

The saying that "salesmen are born and not

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 34).

made" is particularly true in the talking machine business. The trouble with the average salesman is the likelihood to go to extremes. It is a very difficult matter to graduate an efficient talking machine salesman by giving him a stockroom experience. Talking machines are not sold on their own merits. No, sir. It is the pleasing impressions which the records played upon them produce. The salesman, therefore, must have a good fundamental knowledge of the record end before he becomes a real success. The tastes of prospective Victrola buyers are so much at variance that an insight to human nature, coupled with the knowledge of the right records to play, is very necessary to produce a high average of salesmanship.

With the very best salesmen there is a tendency to overlook record business and to be rather short-spoken to some people who are more or less fastidious in their choice of records, and who apparently take a little more time than is necessary to select records. The salesman thinks "too much time for a very little business." The salesman who handles a very large business in machines feels more or less resentful with this class of patronage. It is quite natural, in fact, but as all kinds of people and every size of sale go to make up a successful business, so it is necessary for the salesman to overcome this tendency on his part, be he paid a salary or commission.

I have checked this tendency of salesmen by segregating the business. By this, I have one set of salesmen on the machines and another set on the records. This works out very well for record business alone. On machine sales it is not very practical. The particular reason for this is that the customer sometimes wishes to take advantage of the salesman's experience and knowledge on records, particularly after having purchased a machine. As far as the general record business is concerned, a separate set of salespeople can have three or four rooms apiece, personally looking after that many customers at one and the same time. With a machine customer, a salesman can-

not leave the prospect for one minute until after the sale is consummated. If the salesperson waits on record customers at the same time, the sale of the machine is jeopardized, for should the customer decide to "come again" there may be quite a difference in the day's cash receipts.

Summary of Good Service Requirements.

Shipment and delivery of the goods also constitutes a very important part of the "service" of an ideal talking machine plant. In many cases record purchases are made for an evening's entertainment and, as a customer has given considerable time to the purchase, failure to deliver on time will seriously injure future business relations with him.

To briefly summarize the points above outlined and which constitute good service in a modern talking machine salesroom, I might itemize them as follows:

1. Store located in best retail section of the city.
2. Retail talking machine salesrooms easy of access to street—preferably on street or ground floor.
3. An attractive, complete exhibition of the full line of machines.
4. Plenty of soundproof rooms to handle the maximum number of record customers at one time.
5. A stock of records to fully offset the catalog presented, and one from which the customer is to choose.
6. A "promise and perform" delivery department.

Others Who Made Addresses.

A. A. Trostler, of the Schmelzer Arms Co., and G. A. Mairs, of W. J. Dyer & Bros., also read carefully prepared papers on questions of great importance to the members of the association and not for general publication.

The adjournment of the meeting at 12:30 o'clock marked the ending of the session for the day, the members and their families enjoying a trip over the Great Gorge Route in the afternoon.

With the adjournment of the meeting the convention of 1913 came to a close.

List of Those in Attendance

J. C. Roush, Standard Talking Machine Co., Pittsburgh, Pa.; B. E. Neal, Neal, Clark & Neal, Buffalo, N. Y.; D. W. Moor, Standard Gramophone Appliance Co., New York; Perry B. Whitsit and W. F. Davisson, Perry B. Whitsit Co., Columbus, O.; E. F. Taft, Eastern Talking Machine Co., Boston, Mass.; C. N. Andrews, W. D. Andrews,



"Doc." O'Neill in Good Company—Miss Gertrude Gannon (Left) and Friend.

Buffalo, N. Y.; H. W. Weymann, Weymann & Sons, Philadelphia; E. Buckley, Neal, Clark & Neal, Buffalo; Malcolm G. Price and family, Price Talking Machine Co., Newark, N. J.; A. A. Trostler, Schmelzer Arms Co., Kansas City, Mo.; R. H. Morris, American Talking Machine Co., Brooklyn, N. Y.; W. H. Reynolds, Mobile, Ala.; French Nestor, W. F. Frederick, Piano Co., Altoona, Pa.; Julius A. J. Friedrich, Friedrich Music House, Grand Rapids, Mich.; J. Newcomb Blackman and family and R. B. Caldwell and wife, Blackman Talking Machine Co., New York; E. Paul Hamilton and wife, Frederiek Loeser & Co., Brooklyn, N. Y.; F. F. Van Keuren and wife, Price Talking Machine Co., Newark, N. J.; N. Goldfinger, wife and daughter, Greenhut-Siegel Cooper Co., New York; R. Montalvo, Jr., New Brunswick, N. J.; G. W. Greener, Richmond, Va.; Fred R. Kessinch, Richmond, Va.; Fred A. Sieman, Rudolph Wurlitzer, Chicago; George A. Mairs, W. J. Dyer & Bro., St. Paul, Minn.; L. C. Wiswell and James F. Bowers, Lyon & Healy, Chicago; H. P. McNulty and T. F. Walsh, Union Specialty & Plating Co., Cleveland, O.; Samuel O. Wade, Wade & Wade, Chicago; I. Davega and wife, New York; S. B. Davega, New York; H. G. Stanton, R. S. Williams & Sons Co., Toronto; living H. Buescher and W. H. Buescher, W. H. Buescher & Sons Co., Cleveland, O.; Charles Bobzin, Silas E. Pearsall Co., New York; J. G. Bremner and wife, New York; Louis J. Gerson, John Wanamaker, New York; George W. Morgan, Gimbel Bros., New York; J. N. Swanson, Houston Phonograph Co., Houston, Tex.; T. H. Towell, Eclipse Musical Co., Cleveland, O.; Benjamin Switky, New York; George E. Mickel, Nebraska Cycle Co., Omaha, Neb.; Fred Kesney, Corley Piano Co., Richmond, Va.; E. C. Rauth, Koerber-Brenner Music Co., St. Louis, Mo.; Miss Gertrude Gannon, Wisconsin Talking Machine Co., Milwaukee, Wis.; J. P. Werlein, Philip Werlein, Ltd.; Ruby Spaulding, Aeolian Co., New York; Lester Burchfield, Sanger Bros., Dallas, Tex.; W. O. Crew, Elmira Arms Co., Elmira, N. Y.; H. D. Rupp, Grinnell Bros., Detroit, Mich.; W. C. Roberts, E. F. Droop & Sons Co., Washington, D. C.; A. W. Toennies, Eclipse Phonograph Co., Hoboken, N. J.; W. H. Putnam, Putnam, Page Co.; G. W. Barnhill and family, Penn Phonograph Co.,

(Continued on page 36.)

OFFICERS ELECTED FOR THE COMING YEAR.

(Special to The Talking Machine World.)

NIAGARA FALLS, N. Y., July 8.—The second and final session of the convention was held this morning and was of particular interest, as the first matter of business scheduled was the election of officers, and which, through the spirit of rivalry prevailing, occupied the greater part of nearly a three-hour session. The question of the proxies consumed much time in their examination by contending parties, although on this occasion there was no question regarding the propriety of their use. The final count showed that the victory had perched on the banners of the Roush ticket. The officers elected were as follows:

President, J. C. Roush, Pittsburgh, Pa.
 Vice-president, George E. Mickel, Omaha, Neb.
 Secretary, Perry B. Whitsit, Columbus, Ohio.
 Treasurer, W. H. Reynolds, Mobile, Ala.

EXECUTIVE COMMITTEE.
 O. K. Houck, Memphis, Tenn.
 James F. Bowers, Chicago.
 E. C. Rauth, St. Louis, Mo.
 R. H. Morris, Brooklyn, N. Y.
 T. H. Towell, Cleveland, Ohio.

The total vote was 94, of which Roush secured 53 votes and Blackman, the now former president of the association, 41. As was the case last year, the proxies of those members of the association unable to attend figured largely in the election, the Roush forces polling 22 proxies and the Blackman adherents 14. The making of the nominations and the examination of the proxies consumed considerable time before the election was declared at an end, and at times it seemed as though a storm was

about to break. By vote of those present, the election of Mr. Roush was made unanimous.

The final triumph of the Roush ticket brings into control the Victor element in the association, which has for some time past constituted the majority of the membership of the jobbers' organization. Though an invitation to attend the convention was sent to the officials of Thomas A. Edison, Inc., none was present at the session, and Thomas A. Edison and Carl H. Wilson sent letters of regret in reply to invitations to attend the banquet. Just what the Edison element in the present association will do in the future is a matter for speculation, although tentative plans for a new association of Edison jobbers exclusively are said to be actively under way.

During the course of the meeting Article 12 of the by-laws of the association was amended in order to have them conform with the corporation laws of the State of Illinois, under which the association holds its charter.

A resolution was also passed providing that the terms of the newly elected officers expire with the ending of the annual convention next year, and that that rule be followed in the future. Up to this time the retiring officers have held over until September 15, the date upon which the first convention of the association was held.

Following the passage of another resolution, the members of the association paid a standing and silent tribute to the memory of Edwin Buehn, head of the Buehn Phonograph Co., Pittsburgh, Pa., who died very suddenly not long ago.

A number of cities in both the West and East presented invitations to the jobbers to meet in their precincts for the next convention, but, as usual, the matter was left in the hands of the executive committee, who will secure the decision of the members by letter.



The most popular instrument in the industry—The Columbia Grafonola "Favorite" has been still further improved. Send for the circular describing it.



Columbia Graphophone Company
Woolworth Building, New York

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 35).

Philadelphia, Pa.; Louis Buehn and family, Philadelphia, Pa.; H. L. Royer, M. Steinert & Sons Co., Boston, Mass.; J. Fischer, C. C. Mellor Co., Pittsburgh, Pa.; A. R. Boone, the Talking Machine Co., Birmingham, Ala.; C. H. Eisenbrandt, H. R. Eisenbrandt & Sons, Baltimore, Md.; W. H. Dorn, Collister & Sayles, Cleveland, O.; M. Upshaw,

Eiyea-Austell Co., Atlanta, Ga.; W. S. Barringer, W. M. English and George E. Stewart, Stewart Talking Machine Co., Indianapolis, Ind.; W. G. Jordan, Andrews Music House Co., Bangor, Me.; H. A. Winkelman, Oliver Ditson Co., Boston, Mass.; A. A. Buehn, Buehn Phonograph Co., Inc., Pittsburgh, Pa.; F. S. Allen, Musical Record Co.,

Los Angeles, Cal.; G. T. Williams, New York Talking Machine Co., New York; Louis F. Geissler, Chas. K. Haddon, Henry C. Brown, E. F. O'Neill, Chas. K. Bennett and R. H. Staats, Victor Talking Machine Co., Camden, N. J.; Charles Jacob, Jacob Bros., New York, and Dan. W. Moor, Gramophone Appliance Co., New York.

SPEAKERS AT ANNUAL ASSOCIATION BANQUET.

(Special to The Talking Machine World.)

NIAGARA FALLS, N. Y., July 9.—The big social event of the jobbers' convention—the annual banquet—was held at the International Hotel on Tuesday evening and provided a fitting close for the year's meeting. Practically all the jobbers present, as well as the ladies, attended the banquet and, as is usually the case, the affair was an attractive and lively one.

Even before the first course had been served the younger element of the association had begun to enliven matters with a series of songs of a topical nature in the construction of which very few of the prominent lights of the trade present were overlooked. Despite the absence of Burton Pierce, the work of the "Angel Chorus" was fully up to standard and in excellent voice. The leaders of the chorus occupied a large table in the center of the hall and worked the old "He Ain't Got No Style" song to the limit. Other topical songs, including a "Mary Ann McCarty" number, were also rendered with abandon, and the dominating proxy manner. At the end of the banquet proper Presquestion was handled in a thoroughly satisfactory manner. Blackman called the diners to order and introduced that old reliable presiding officer for association banquets, Jas. F. Bowers.

James F. Bowers as Toastmaster.

Mr. Bowers, who has established a national reputation as a toastmaster, never appeared to better advantage than at the banquet table at Niagara Falls. Mr. Bowers shifted from grave to gay with lightning change, and his witty and poetical remarks elicited frequent applause.

Before introducing the speakers of the evening the toastmaster read letters of regret from Eldredge P. Johnson, president of the Victor Co.; Thos. A. Edison, president, and C. H. Wilson, general manager, of Thos. A. Edison, Inc., and O. K. Houck, the genial jobber of Memphis, Tenn., who was compelled to miss the convention for the first time in several years.

Louis F. Geissler's Speech.

The first speaker introduced was Louis F. Geissler, general manager of the Victor Talking Machine Co., who spoke on "Our Commercial Prospects," saying:

Mr. Toastmaster, President, Ladies and Gentlemen—Looking through the gateway to a new half year, we are compelled as ever at this season, to

forecast. Optimism, in our line, there certainly is; but outside there is a curious mixture of hope and fear.

While probably few of you have been affected, and some sections of the United States are absolutely free, there is no doubt that, taken in its entirety, i. e., including the field of investment securities, there is a declining tendency noticeable in total business results. However, the continuous and increasing demand of ninety-five million of population in this country, to say nothing of our wonderfully increasing export trade, is always sufficient to make certain a vast volume of business to the merchant and manufacturer.

Philadelphia, America's most important manufacturing city and one of its greatest and most conservative financial centers, expresses through its bankers and merchants much the following sentiment:

That despite the continued spirit of caution in the money market it is now the prevalent belief among larger business interests of Philadelphia that the last half of the year will be a period of conservative forward movement for the country as a whole. No abnormal activity is expected, but a normal and steady progress is now being reckoned upon—always assuming that there is no material deterioration in crops. If the expectations in the latter connection are fulfilled, Philadelphia believes that nothing can stop industrial progress.

Specifications and inquiries prove to business men's minds that buying will be on a reasonably large scale after the dullness usual to mid-summer has passed. It is held that the known and visible requirements of consumers will more than offset any possible derangement growing out of tariff revision, while as for the money situation the "rest cure" which the business world has been taking has brought about more of a liquid condition among manufacturers than at any time in a decade.

Railroads having their terminals at Philadelphia did a record freight business in June, and after taking soundings the officials expressed satisfaction over the future from a strictly business point of view.

As most of the railroads of the United States ended their fiscal year on June 30, it would be a month or more before the actual gross or net for the twelve months was available; nevertheless, with the figures now at hand for the eleven months, it is possible to estimate the results for 1913. Ac-

ording to those figures, it now looks like the railroads will earn something like \$3,175,000,000 gross, or \$300,000,000 more than was earned for 1912. This illustrates beyond argument the excellent business of the country up to June 30.

In my past addresses to your society I rarely failed to touch upon the general economic conditions of our country. We cannot get away from the admittedly great influences of general conditions upon all or any industries, but, as I have as frequently pointed out, we have been practically immune from the great depressing influences of panics by reason of the infancy of our industry and the great unworked fields which spread themselves out before the vision of any enterprising exploiter.

People in our country will be amused and are inherently extravagant. The very small percentage of them which as yet own talking machines is the solution of the excellent business which we are all enjoying.

I think I am safe in saying that every house here represented is pleased, if not perfectly satisfied, with the share of this world's goods that they have acquired through the medium of profits made in the talking machine business. The question now before us is how to retain our present prosperity and expand it into the future.

Some years ago I felt it necessary to emphasize, to protest, before you regarding the mutuality of the interests between the Victor Co. and its distributors and dealers. Mr. Johnson said in the last paragraph of his letter of regret to your secretary that "he is pleased to observe the continued success of your organization and the pleasant relations existing between your organization and our company, and that the same are a source of much gratification to him personally."

I believe it is a fact that for the past several years no threatening questions or any questions of serious moment have been discussed between us. In the earlier part of the life of the organization all matters of doubt were handled to the satisfaction of all concerned. Concessions to your suggestions were made by the factory with pleasure, whenever it was possible, and our explanations to your committees almost invariably proved satisfactory either at the moment or in their ultimate working out.

I wish to take advantage of this opportunity to make a suggestion to you all as dealers (which you all are as well as distributors)—a suggestion

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 36).



The Annual Banquet of the Association at the International Hotel, Niagara Falls, N. Y.

of practical application and one that will be productive of infinite good to the industry.

At the risk even of inviting unfavorable criticism, I will make a statement that the Victor Co. has done much for all its dealers by hewing straight to the line. We have laid out what we thought to be good policies; spent our money lavishly in the improvement of our wares, in the improvement of our literature and in the extension of our national advertising, and executed those policies to the best of our ability and judgment.

You have placed heavy loads on our shoulders and we have felt at times slightly discouraged by the questions that were propounded to the Victor Co. for solution, which might have been better met and solved by the dealers themselves had there been hearty and co-operative understanding between them. In this way you distributors and dealers have had, compared with other lines of merchandising, a very easy time—a comparative sinecure.

The Victor Co. has sacrificed millions of dollars of possible profit because we doubted the wisdom of such temporary gain and because we believed that by the acceptance of such business our already established distributors and dealers, to whom we feel very keenly our obligations, might suffer. Victor policies always look towards permanency of trade and profits rather than increased temporary gain, and you may anticipate a continuance of this policy in the future. You can possibly now render us and yourself a service of inestimable value.

Dealers Should Get Together.

My suggestion is that all Victor dealers, in every city in America where there are two or more, get together and form a local Victor dealers' association. I do not mean that it is to be called a "Victor dealers' association," nor that it is to include only those dealing in Victors, the object being simply to get acquainted and fraternize with your competitor; to eliminate hoggishness; to educate one another; to do away with unbusinesslike methods, unbusinesslike and unprofitable offerings; to eliminate all those little tricks that serve to drive out competition; to let the little man live and build him up if you can, because in so doing every dealer is elevated and built up.

The entire community will notice the change in atmosphere, the courtesy of one dealer towards another. If a dealer loses a sale to-day by his courtesy to his competitor, he will regain it to-morrow by a similar act on the part of that competitor. The atmosphere of complaint, of doubt and of insinuation, which now permeates to the factory, will be well nigh removed. Suspiciousness and doubt of the other dealers' methods will be entirely removed by a candid interchange of opinions at these meetings.

I have been struck by the friendliness and utmost of candor that has been displayed between the members of these retail associations and before me in my office when I have had visits from such associations.



Louis F. Geissler.

I wish you all to understand that I mean by these suggestions that you distributors, in your respective cities, should be the moving spirit in this dealers association; that you will seek to inculcate among the many dealers who now are not affiliated closely enough with the talking machine business to really absorb its spirit of enterprise, candor and fair play, the desire to do business along dignified, enterprising and clean lines.

How It Would Benefit.

You will educate your backward customers into your and our way of doing things; you will eliminate nine-tenths of the friction and misunderstanding that now trouble you.

Don't have your meetings too frequent—say, every three months after you have started; don't have any dues, only enough to pay for a modest banquet; don't attempt to take up factory questions or attempt to appoint a committee to interview the factory, but educate the members to believe that the factory methods are correct and always considerate of their interests, simply educate them to follow the best business methods as adopted by the most successful distributors or largest dealers.

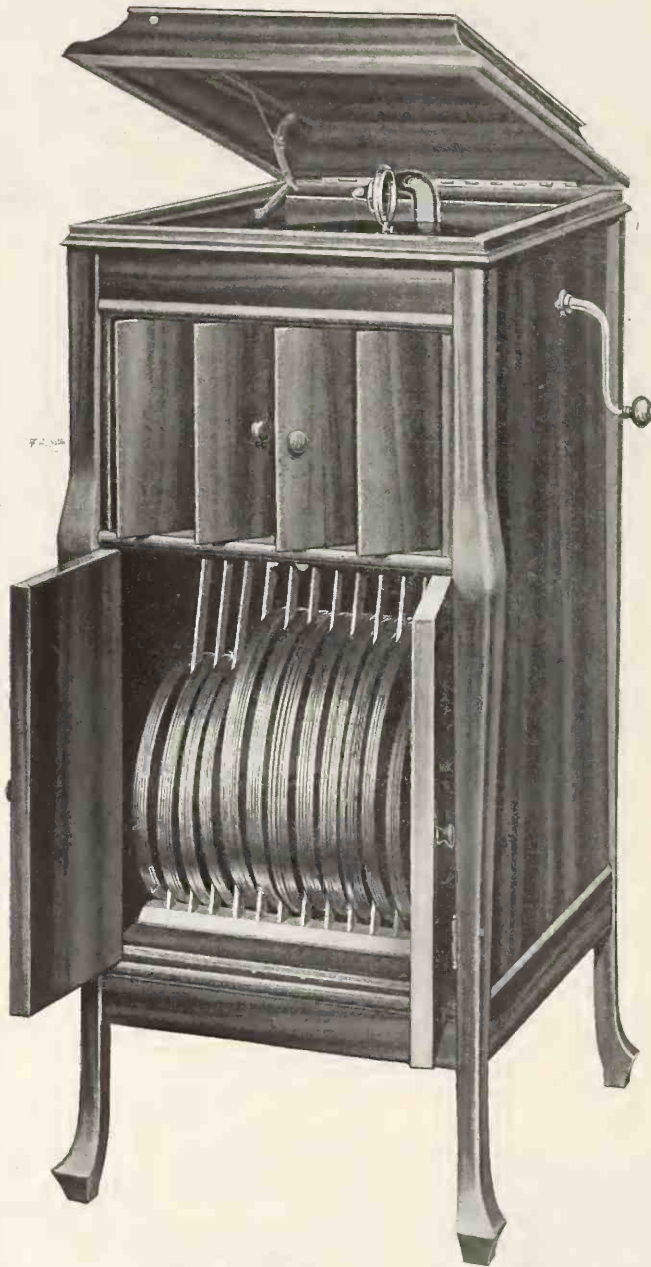
The factory would not be able to entertain or elucidate to the visiting committees from all sections of the country their methods and intentions, nor would it be wise to seriously entertain the visionary and impossible suggestions that frequently flit through the mind of a member who wished to make himself unduly prominent. The object of these associations would be to do things for themselves by personal contact and persuasion—to relieve the factory and not to encumber it.

All you gentlemen are capable of considering the above suggestions. It may be that it is not a good one—I frequently make mistakes and am always open to conviction—but were it worked out as I intend that it should be, I am sure that it would have a strong tendency to elevate the talking machine industry of this country.

There is no doubt that the personnel and the entire atmosphere of the talking machine industry has been elevated very appreciably of recent years

(Continued on page 40.)

Introducing the first Grafonolas



The "Leader"

a complete and completely
enclosed upright Grafonola

\$75

Seventy-five dollars looks small enough
alongside of the specifications of the "Leader":

Ample, open tone.

Metal motor-board combination, carrying
power plant, start-and-stop, needle cups and
speed indicator.

The new Columbia No. 6 reproducer, and
the new Columbia bayonet-lock tone-arm.

The tone-control shutters—an exclusive
Columbia feature that is making many a sale
all by itself.

A release button on the lid, so that it may
be opened and closed with one hand.

An enclosed record rack compartment
with a capacity for 72 double-disc records.

There you are—the *product*, the *price*,
and the *market*.

All you need is your order pad.



Graphophone Company, Wo

Creators of the talking machine industry. Pioneers and leaders in the talking machine art.

DEALERS WANTED WHERE WE ARE

of the new Columbia for the fall

The "Favorite"
greatly improved but
no advance in price
\$50



Sold for three straight years to more people than any other instrument—regardless of name, price, or make. "Favorite" in name and favorite in fact—and now here illustrated for the first time in its new form, better worthy of its "Favorite" name and of its reputation than ever before.

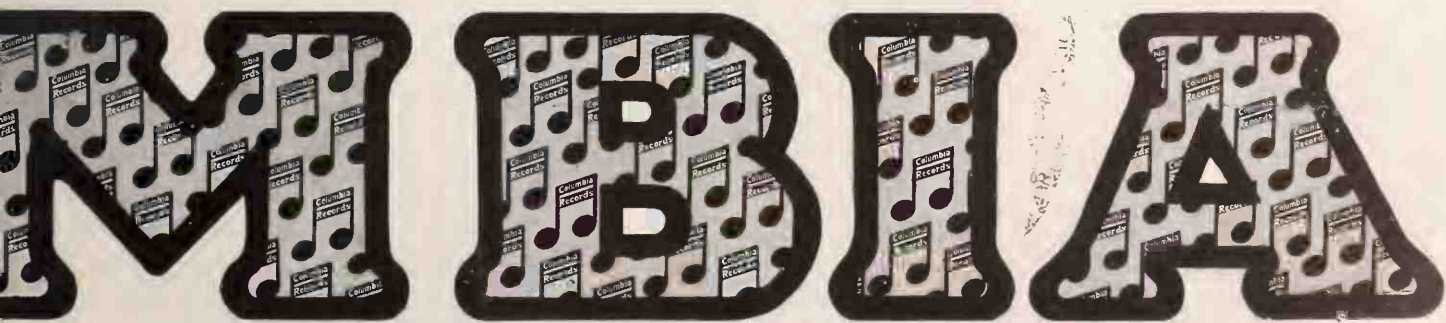
Here are the principal part of improvement:

A bigger, much deeper cabinet.

The new Columbia No. 6 reproducer—attached to the new Columbia bayonet-lock tone-arm. The new unit power plant—all mounted on a metal motor-board, and embodying the new Columbia speedometer and the needle cups.

The new push-button release on the hinge-lock on the lid—making the closing of the lid a thumb and finger operation.

It has been fairly proved to us that there is positively no instrument in our catalog, or any other catalog, that can sell to the man who has made up his mind to the "Favorite."



lworth Building, New York

owners of the fundamental patents. Largest manufacturers of talking machines in the world.
NOT NOW ACTIVELY REPRESENTED.



"Marvelous as have seemed the results produced by predecessors, the Columbia 'Grand' is so infinitely superior in every way that comparisons are impossible, and this magnificent achievement of the Columbia Graphophone Company cannot fail to meet with the recognition it merits." (Name on request)



Columbia Graphophone Company
Woolworth Building, New York

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 37).

and anything that can be done to continue that uplift is certainly worth the effort, and if you distributors, who are looked up to, will compliment your smallest dealer by inviting him to join the dealers' association with you he will certainly, in most cases, appreciate the advantages to accrue to him.

The situation between distributors themselves and between the distributor and the Victor Co. is so eminently pleasant and cordial that I can no longer find any unpleasant subject to avoid, and this is the condition of affairs that I would love to see extended to the smallest dealer, and I commend the above suggestion to the serious consideration of our distributors.

In closing I will say, ladies and gentlemen, that while the Victor Co. feels that it has been robbed of the pleasure of entertaining you at the factory this year, I learn from all sides that your meeting has been both pleasant and successful, and sincerely hope that the year 1914 will find you again our guests in Philadelphia.

Edward Lyman Bill's Remarks.

The toastmaster next introduced Edward Lyman Bill, editor of *The Talking Machine World* and *The Music Trade Review*, who said in part:

While sitting here to-night I have been indulging in some reminiscent thoughts concerning the developments in the talking machine trade since this organization was first formed in Buffalo seven years ago.

Since that time the trade has undergone some changes, but it must be admitted that those changes have made for the betterment of those associated with the talking machine industry. This is perhaps best illustrated in the fact that nearly all of the men who have been jobbing and retailing talking machines during the past seven years have accomplished substantial financial growth, so the results obtained show the wisdom of the men who have shaped the destinies of the industry.

Some of them have been criticised and, after all, no one occupying a position of prominence is free from criticism. It is quite easy to criticise, but it is quite another thing to win victory.

Some men can sit by and criticise the great leaders of human thought for not having accomplished more. In the great military campaigns of the past it is easily figured how the military chieftains should have won greater victories. It is easy for non-combatants to win on paper greater victories than have ever been won in reality.

During the first part of the month thousands of veterans from the North and the South gathered on the battlefield of Gettysburg, where fifty years ago the contending hosts of the dismembered Union met in the greatest battle ever fought on the American continent, when the forces of Meade and Lee met in the hot July sun, and rivulets of red trickled through the ungarnered grain, trampled by war's iron heel, while regiments and divisions were moving like pawns in the red game of war.

The story of the battle of Gettysburg has been told many times, but who will ever tell the story

of the real, the vital battle that took place in General Meade's mind that night of July 3 after Pickett had made his gallant and ever to be remembered charge across the open fields and Lee had gathered up his forces for the return to Virginia?

Meade has been criticised for not following up his great victory, but who knows what he was saying to himself as he stood on the hill and saw the evening shadows engulf the retiring forms of Lee's men on the opposite ridge? He knew one thing above all others—that he had won, and he knew that Lee was a mighty general who had led his army successfully against the Army of the Potomac, which he himself had commanded but five days. He did not know what condition Lee was in. He did know that he had guns and men in plenty, and he did not know but that he might move around his forces and march towards Baltimore in spite of the severe check which he had received at Gettysburg. He did not know but that he would endeavor to attack him again where he stood. He figured that it was better to be safe and ready than to risk everything in pursuit with his wearied men, so he waited and he was criticised!



Edward Lyman Bill.

In fact, a cry went up all over the land against Meade for not following up his great victory, but it is to be observed that he was not criticised by the men who were on the field—men who were acquainted with the actual conditions, but by those outside—in Washington and elsewhere.

And so it is usually in the business battle—the men who sit on the outside and watch the plays of the great leaders in trade are too free with their criticism, and yet they know nothing about the condition of affairs or what supplies, financial and moral, are at hand.

The men on the firing line have to plan by foresight, while the critics invariably are working on the hindsight principle. That is always easy, but the men who are on the red firing line know of the condition of their forces and they do not know always the condition of their competitors, so if a man fights the battle as best he can from his viewpoint, although he does not follow up a great victory with another and more sweeping accomplishment, he, like Meade, has won in a great battle.

Frequently you will hear, when men gather together, expressions to the effect that Mr. So-and-So, a big trade general, should have followed up the victory which he had won; that he then could have placed himself in an impregnable position by inflicting a crushing defeat upon the enemy.

Ah, yes! That is the criticism of hindsight, and it is the mouthings of the men who have not been on the firing line.

In other words, the men who stood up under fire and who won victories, even though they have not startled the world, should be accorded full credit for what they have done.

Industrial Leaders Win Despite Criticism.

The great industrial leaders who have led the talking machine hosts to victory have been frequently criticised, but that they have won must be admitted by all whose interests are interwoven with this trade.

They saw wonderful possibilities and have worked along lines which they deemed most advantageous and, as a result, all have been profit sharers in the far-sighted wisdom of our great trade leaders.

I believe that there are still greater victories to be won in the future than have been accomplished in the past, and I think the men who face the future resolutely and with a full degree of optimism will be the ones who will win in the coming trade battles, and so, if the talking machine trade stands together for the preservation of those principles which make for business stability, it would be much better for all.

If local associations are formed in order to watch for adverse legislation—in other words, to do police duty—these trade associations can accomplish much good, for it must be admitted that there is a kind of legislation constantly menacing business interests which appears from time to time in various State legislatures and in the national legislature at Washington as well.

If the organizations composed of business men use their influence to defeat unjust legislation—legislation which is calculated to injure the stability of business interests, they certainly will be directing their forces along right lines.

Take the question of price maintenance—every man in the talking machine trade is interested in seeing prices fully and fairly maintained.

That has been the sheet-anchor of the trade, and it is to be hoped in days to come that nothing will occur to create chaotic or unstable conditions by reason of price annihilating conditions.

These are matters which should appeal unerringly to jobbers, most of whom are dealers, and to the smaller dealers to whom they sell goods.

The relations of every department of this trade are so close that what affects one in time will be bound to affect the other!

Other Speakers of the Evening.

The next speaker was J. Newcomb Blackman, president of the association, who made a brief address of optimistic character regarding the accomplishments of the association and the trade in general; J. C. Roush, president-elect of the association, who spoke briefly of the spirit in which he planned to conduct his coming administration, was next in order, and he was followed by Col. O. C. Cutler, secretary of the Bureau of Conventions of Niagara Falls and a former Mayor of the city, who was largely responsible for the excellent and perfectly conducted plans for the entertainment of the convention delegates. Henry C. Brown, advertising manager of the Victor Talking Machine Co.,

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 40).

also made a short address in lighter vein, with just a touch of seriousness when he referred to the extensive campaign of Victor advertising now being carried on and that planned for the future. The last speaker was C. N. Andrews, of Buffalo, chairman of the committee of arrangements, who was indefatigable in his efforts to have his elaborate plans carried out smoothly, and who, with Col. Cutler, was voted the thanks of the association for their complete success in that matter.

HOW JOBBERS WERE ENTERTAINED.

Special Arrangements Made by Committee of Association with Co-operation of Col. Cutler Carried Out Without a Hitch—Special Trips for the Ladies—Big Crowd Takes Gorge Trip.

(Special to The Talking Machine World.)

NIAGARA FALLS, N. Y., July 8.—In many respects the meeting of the National Association of Talk-

ing Machine Jobbers just closed appeared to be about as much of an excursion as it was a convention. A large number of the members brought their wives and families to the city, and the social side of the meeting was one well worthy of consideration.

Special arrangements were made for the entertainment of both the members and of their ladies while the meetings were being held, and the success of the plans was due largely to the attentions of Col. O. C. Cutler, secretary of the Convention Bureau of the city and a former Mayor, who was well supplied with a fund of information regarding the falls and their history and well qualified to lecture on that subject.

On Monday the ladies were taken on a sight-seeing trip around the city and paid visits to a couple of the more prominent manufacturing plants located here. In the afternoon two special cars were chartered and the jobbers and their friends were taken over the famous Gorge trip, view-

ing the falls, the rapids, the whirlpool, the Brock Monument, and the many other points of interest reached by that line. Col. Cutler accompanied the party as lecturer. In the evening, and following dinner at the hotel, an elaborate and pleasing cabaret and vaudeville performance was given in one of the large parlors of the hotel under the direction of Col. Cutler.

On Tuesday morning the visiting ladies were taken on an automobile trip across into Canada and by the Horseshoe Falls as far as Chippewa, stopping at various points where the more advantageous views of the Falls and the gorge were to be obtained. In the afternoon the jobbers themselves joined the party, and a trip was made to the Cave of the Winds, one of the chief points of interest, where many of the party essayed a trip under the Falls proper. The party later enjoyed a sail on the "Maid of the Mist." This all preceded the banquet in the evening, the affair which officially brought the convention to a close.

PARAGRAPHS PICKED UP AT RANDOM.

Whatever may have been the success of the convention of the National Association of Talking Machine Jobbers at Niagara Falls last week from a business standpoint, it is to be conceded by all those who attended that the success of the meeting as a social gathering was complete. It is doubtful if on any previous occasion so many of the jobbers took advantage of the opportunity to give their wives and families such an enjoyable and interesting outing. While Atlantic City holds numerous charms as a resort, especially for those from in-

daylight trip from New York on the Lackawanna Railroad on Saturday before the convention, and despite the extreme heat suffered from the atmosphere managed to get considerable enjoyment out of the trip. On Sunday and up to the opening of the first session on Monday practically every train arriving in the city brought a quota of jobbers to swell the attendance.

One of the first to arrive—and it didn't take long for everyone to know who was there—was Lester Burchfield, manager of the talking machine department of Sanger Bros., Dallas, Tex., who had a shade on Hermann the Great with the number of tricks he had carefully stowed away in his pocket for the edification of the jobbers. If one accepted a cigarette from him either the box or the cigarette was sure to explode. If one had a drink with him the bartender had not turned his back before a ferocious looking bug, afterwards

Among those not members of the association who attended the convention were: J. G. Bremner, New York; R. Montalvo, Jr., New Brunswick, N. J., and George W. Morgan, New York, representing the Eastern Talking Machine Dealers' Association, of which Mr. Bremner is president and Mr. Montalvo vice-president. Owing to the fact that there was no open meeting of the association,



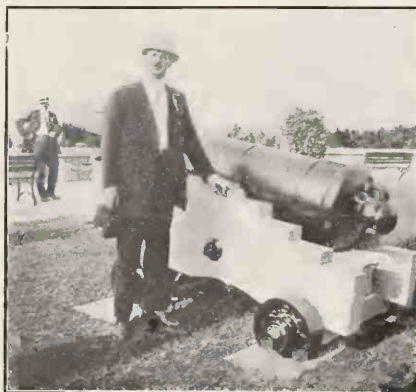
Ladies Starting on Sightseeing Trip.

land points, the advantage of a change of scene is not to be denied, and Niagara Falls appeared to have been chosen at the psychological moment. The children in attendance were numerous enough to afford a miniature convention all their own, and they ranged in age from two years up. The plans of the entertainment committee were carried out without a hitch, and the great majority of those in attendance took the Gorge trip, the sail on the "Maid of the Mist" and the trip through the Cave of the Winds as members of one large party, which added materially to the enjoyment of the tours.

The members of the New York delegation and their families, to the number of sixteen, took the



Prepared for the Cave of the Winds.



Two of the Big Guns at the Convention—J. N. Blackman and Brock Cannon.

discovered to be made of rubber, was seen floating gracefully on top of the refreshment. After the first day Mr. Burchfield was unable to give away even one of his cards. They, too, might explode.

It is probable that few conventions of its size can compare with that of the talking machine jobbers in the number of widely separated States represented in the meeting. The territory covered was literally from Maine to Texas and from Canada to California. North, South, East and West—all furnished jobbers to swell the attendance. Even without any formal meetings, the opportunity for jobbers from various sections to gather together and discuss general trade problems and business methods and conditions should make the trip well worth while.



Not a Group of the Kuklux Klan—Just a Jobbers' Party on the "Maid of the Mist."

the dealers were unable to discuss various trade problems with the jobbers as a body, but got a fairly good line on the situation outside of the meeting room.

H. N. McMenimen, general manager of the Vitaphone Co., Plainfield, N. J., attended the convention for the purpose of renewing his acquaintance with the various jobbers and forgetting business for the nonce. Mr. McMenimen is rated as one of the veterans of the disc game, having started his career in the trade over fifteen years ago, and has been identified with it continuously in one way or another ever since. Any doubts regarding "Mac's" popularity were soon dispelled after one viewed the demonstrative reception tendered him by most of the jobbers, and where the fun was liveliest there was "Mac" to be found. Incidentally, it is to be remarked that McMenimen is a member of the Fourth Estate now, being contributing editor to a Plainfield, N. J., paper. His editorials have the punch, too.

A view of the convention crowd bent on a
(Continued on page 42.)



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

(Reprinted from last year's Convention Number. That increase has multiplied since. Columbia dealers are doing forty per cent. more business this year, and by the same token that nervousness of yours can hardly be improving much.)



Columbia Graphophone Company
Woolworth Building, New York

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 41).

sightseeing tour would have brought tears of joy to the men responsible for the kodak. It appeared as though everybody was interested in picture taking, and the instruments ranged from tiny Brownies to complex cameras of the more expensive order. When an interesting scene was brought to view the snapping of shutters sounded much like the click of the turnstiles at the baseball field with a double-header scheduled.

Charles Bobzin, manager of Silas E. Pearsall Co., New York, also one of the veterans in the talking machine and music trade generally, found much pleasure at the convention in gathering groups of his old-time friends from every section of the country and swapping experiences of days gone by. As a story teller in dialect Mr. Bobzin shows much ability, and his imitations of trade characters were particularly amusing.

The Jobbers' Convention without at least one midnight "session" with a group of cronies around a long table and the waiter kept on the constant run would be barren indeed. Judging from some of the eyes that gazed upon one just before luncheon on Tuesday, this year's session, which

the genial jobber from Memphis, whose presence alone would serve to lend a touch of gaiety to a funeral, and the convention was far from that.

The little identification badges distributed among the members of the association and their guests were the most attractive yet gotten out by the



H. T. Griffith
Of the Udell Works.



Samuel O. Wade
Of Wade & Wade.

association. It was in the form of a button, finished in enamel and gold plate. It bore on its white center an eagle such as appears on a United States coin in gold, and around which in a circle of blue enamel was engraved the name of the association in gold. On a small ribbon attached were the words, "Sixth Annual Convention, Niagara Falls." The neat and inconspicuous character of the badge appealed particularly to the jobbers. The badge was so arranged that the ribbon could be detached and the button worn permanently by association members.

There was some discussion outside the meeting room regarding the attitude of association as a body in the matter of price maintenance, and there was considerable disappointment expressed by some that the subject had not been taken up at the convention. As a matter of fact, the price maintenance question was set aside

for an excellent reason, it not being considered as politic on the part of the association to enter into a discussion of the recent court decisions at this particular time. It was thought best that the matter be left in the hands of the manufacturers themselves, although the general opinion appeared to be that as the recent decision was based on a patent medicine it did not in any way lessen the protection afforded patented goods of any other character such as talking machines.

L. C. Wiswell appears to have a permanent job as chairman of the banquet committee of the association, and this year, as was the case last, the selection proved to be a wise one. Mr. Wiswell and his fellow committeeman, A. A. Trostler, went into the selling of banquet tickets with the same energy they display when disposing of talking machines, and with even better results.

Lawrence McGreal, who is out of the talking machine business for a time at least owing to the amount of work connected with his office as Sheriff of Milwaukee County, nevertheless attended the convention and took an active part in the meeting. Mr. McGreal was right there with his handsome diamond studded badge of office, which is brilliant enough to cast a shadow on the famous glittering star of the policeman of Spotless Town.

A feature of the Gorge trip, and especially that section of the ride on Canadian soil, was the profusion of cherries, large and ripe, that were offered for sale. The members of the party, especially the ladies, returned to the hotel laden with the luscious fruit to discover a large basket of cherries resting on a pedestal in the center of the lobby. After everyone had reduced the basket supply by a handful or more the name of the thoughtful person who provided the treat was learned. He was Samuel O. Wade, of Wade & Wade.

One of the first of the representatives of the Victor Co. to show up at the convention was Charles K. Bennett, who kept fairly busy working his kodak to advantage. Henry C. Brown, advertising manager of the Victor Co., also arrived early and accompanied the jobbers on their various sightseeing trips. Accompanying Louis F. Geissler, general manager of the company, who arrived in Niagara Falls on Tuesday for the purpose of speaking at the banquet in the evening, was Charles K. Haddon, vice-president and treasurer of the Victor Co.

Although the great majority of the jobbers had visited Niagara Falls one or several times before on pleasure bent, the convention trip did not lack in interest for them. The attraction of the Falls and the Rapids is never failing, and as a result none hung back from the various sight-seeing trips arranged for the entertainment of the Conventioneers.



Brock Monument in Canada—Mrs. R. B. Caldwell in the Foreground.

broke up in the wee sma' hours, was a highly successful one. But oh! that morning after!

A large number of the jobbers from Western States took advantage of their being as far East as Niagara Falls to continue their trip East and visit the factories after the convention was over. The particularly pleasing feature of Atlantic City was that it was near the factories, but the fact that the meetings were held at Niagara Falls did not deter those who wished to keep in touch with the manufacturing end from carrying out their desires.

There were many expressions of regret heard around the lobby over the absence of O. K. Houck,



T. H. Towell—On New Executive Committee.

THE EXHIBITS AT THE JOBBERS' CONVENTION.

(Special to The Talking Machine World.)

NIAGARA FALLS, N. Y., July 8.—There were, as usual, a goodly number of manufacturers of talking machine accessories and their representatives in attendance at the convention, where the visiting jobbers could inspect their lines without waste of time and with a minimum of effort. Although the usual cabinet lines were to be seen, the flood of automatic stops of various styles shown at Atlantic City last year were reduced to two this year, whether through process of elimination or for other causes.

The "Noset-Autostartstop" Exhibited.

One of the particularly interesting exhibits, and one that received much attention from the jobbers, was the "Noset—the Autostartstop," the latest addition to the line of the Condon Autostop Co. in New York. The Noset start and stop device is, as is claimed for it, absolutely automatic in its action. The mechanism itself, with its cogs and gears, is arranged on a flat metal plate on the cabinet under the turntable and is geared to the spindle. A turn of a record and the placing of the needle in first groove serves to start the mechanism, and as soon as the needle ceases to follow the grooves of the record at the end of the selection its uneven movement serves as the means for applying the automatic brake. The only part of the Noset device showing above the turntable is a small metal bar attached to the tone arm. W. A. Condon, head of the Condon Autostop Co., was at the convention and in charge of the exhibit.

Display of Union Attachments.

Another exhibit of interest was that of the Union Specialty & Plating Co., Cleveland, O., which had on display its various styles of Union attachments for Edison, Victor and Columbia machines whereby

either lateral groove or vertical groove records may be played on those machines at will. The attachments of the Union line are handsomely finished and have proven very popular wherever introduced, as they give the talking machine owner the opportunity of adding to his library any disc record of whatever character. There was also shown by this company the Union sound box for any disc machine, the jewel point, mounted in the needle arm screw, and the Union tone modifier, made of piano felt, all easily attached to the talking machine and very effective in their action. The exhibit at Niagara Falls was in charge of H. P. McNulty, vice-president and general sales manager of the company and well known as an inventor in the talking machine field.

New Styles in Long Cabinet Co. Line.

The truth of the old saying "Better late than never" was amply proven in the case of Clement Beecroft, sales manager of the Geo. A. Long Cabinet Co., Hanover, Pa., and his convention exhibit of cabinets. The cabinets strayed in transit and Mr. Beecroft was unable to get them to the hotel until Tuesday morning, the last day of the convention. From the time the cabinets were placed on the floor until a late hour in the evening Mr. Beecroft kept busy with his order book. Several new types of cabinets were shown, including an attractive new model in oak for Victors, numbers IV, VI and VIII. There were also on display several music roll cabinets of elaborate but refined design, which are strong features in the Long Co.'s line.

Attractive Pooley Cabinets Shown.

Another pleasing line of cabinets were those shown by the Pooley Furniture Co., Philadelphia, including its new Style 28 cabinet, finished in mahogany and oak and fitted with the company's

patented automatic record file, with which the pressure of a lever brings any desired record within reach of the operator. A feature of the Pooley line is the new cabinet in oak and designed to sell at a low price and to fit the No. IV, VI and VIII Victrolas. There is also displayed in the Pooley line a new self-opening record envelope placed in attractive cases, holding 60 records or more, and by the use of which the chance of having the record libraries mixed is practically done away with. The new low priced cabinet is equipped with three cases containing self-opening envelopes, and is a very effective piece of furniture. A new carrying case for records and containing the new envelopes was also on view. The exhibit was in charge of Frank Pooley, Earl Pooler and C. F. Johnson.

H. T. Griffith, of Udell Works, in Attendance.

Another cabinet man at the convention, although he did not have a line of displays, was H. T. Griffith, advertising manager of the Udell Works, Indianapolis, Ind., and who made his visit to Niagara Falls for a purely hand-shaking trip. D. G. Williams, who is the popular representative of the Udell Works, was missed at the convention. He is under the care of a doctor for temporary eye trouble.

Wade & Wade's Fibre Needle Cutters.

Samuel O. Wade, of Wade & Wade, manufacturers of the Wade fibre needle cutters, was among the early arrivals in Niagara Falls, and took occasion to demonstrate his cutter for the benefit of such jobbers who had not already tried it out and stocked it. The convenient size of the Wade fibre needle cutter, which is about the same size as and somewhat similar in appearance to a conductor's punch, has made a strong appeal to talking ma-

(Continued on page 44.)

The Sensation at the Jobbers' Convention

The new style CABINETS

MADE BY

THE GEO. A. LONG CABINET CO.
HANOVER, PA.

Circular matter will be ready shortly and will be cheerfully furnished. Write to-day for particulars of this splendid line.

ADDRESS:

CLEMENT BEECROFT, Sales Manager
309 W. SUSQUEHANNA AVENUE, PHILADELPHIA, PA.

Since the exclusive Columbia line of "table" instruments was introduced their steady increase of popularity has been one of the healthiest features of the industry.



Columbia Graphophone Company
Woolworth Building, New York

THE EXHIBITS AT THE JOBBERS' CONVENTION—(Continued from page 43).

chine owners who use fibre needles, with the result that the demand for the cutter is growing rapidly and steadily.

Inventor of Arteste Tone Magnifier Present.

The Stetson Manufacturing Co., Cleveland, O., makers of the Arteste tone magnifier for talking machines and for which much is claimed in eliminating foreign noises in reproduction and for improving the quality of and lending color to the tone of the records, had a worthy representative in Mrs. C. Stetson Butler, the inventor of the magnifier, the charming lady who turned the head of more than one conventioner. The Arteste tone magnifier is placed in the air chamber and against the diaphragm of the reproducer and produces excellent effects in bringing out the natural values of the separate voices in concerted productions and orchestral renditions.

Simplex Start-and-Stop Device Represented.

The Standard Gramophone Appliance Co., New

York, manufacturers of the Simplex start-and-stop device for talking machines, which was demonstrated for the benefit of the jobbers at Atlantic City last year, was represented at Niagara Falls by Dan. W. Moor, who carried on an active campaign in the interests of the attachment, which has a number of qualities which increase its salability.

Exhibit of Demonstrating Booths.

Geo. W. Smith & Co., Inc., Philadelphia, did not ask the jobbers to judge their trade specialty in the Smith unit-construction demonstrating booths from photographs of sketches, but had several of their booths in completed form and knocked down condition placed in one of the parlors of the hotel for inspection. The booths are handsome affairs, sound-proof, with cellular panels of wood below and double glass panels above. They are also roofed with glass. The booths are so arranged that they may be shipped in sections, knocked down and fitted together with very little trouble. Another advan-

tage is that they may be taken apart and moved to more advantageous locations in the department of the store as the occasion demands.

Shows Needles Made of Cacti.

F. S. Allen, of the Musical Record Co., Los Angeles, Cal., was one of the few dealers at the convention, and he brought with him samples of the cacti needles marketed by his company and for which wonderful wearing qualities are claimed. The cacti is so tough that while it does not cut into the record, it is sufficiently strong to resist the wear on its point during the playing of several dozen records, being resharpened when necessary with a piece of fine sand or emery paper.

The real novelties displayed at the convention were limited this year to one or two, but they were of a sort worthy of attention and the jobbers through the attention he gave the exhibits appeared to appreciate the opportunity of seeing the various accessories under one roof.

CARE IN MARKING PACKAGES.

Interstate Commerce Commission Decides That Marks on Express Package Control the Actions of the Carrier Irrespective of the Marks on the Receipt Given.

The Interstate Commerce Commission has recently decided a case in which the complainant delivered to an express company a shipment which was marked to a destination in one State while the shipping receipt, which was made out by the shipper, showed that it was destined to a point of the same name in another State. The express company changed the receipt to agree with the marks on the package.

At a later date the shipper discovered that the address on the shipping receipt was correct, and the package was on hand at the wrong destination, and sought to compel the express company to return the package because of its alleged error in changing the receipt without calling the shipper's attention to it. The Interstate Commerce Commission held that the carrier, in issuing the receipt, was not bound to call attention to the change in destination thereon, and that it was the duty of the carrier to give a receipt that would conform to the marks on the shipment.

The commission explained its position by saying: "In changing the destination named in the receipt conditions were not materially different from those that would have surrounded the shipment had the carrier completely filled in the receipt in the first instance."

The rules of the express company require the driver to give a receipt for shipments offered for transportation. If the shipper, for his own convenience, prefers to make out the receipt, the marks on the package and on the receipt must agree, and the express company cannot be held liable for errors growing out of the incorrect marking of the package.

The attention of shipping clerks should be called to this ruling, as errors of this kind are frequently

made, and usually result in friction between the shipper and the carrier.

A STRIKING WINDOW DISPLAY

Is That Numbered 32 and Made by Thos. A. Edison, Inc.

Window Display No. 32 is announced by Thomas A. Edison, Inc., this month, and according to its detailed description, it is one of the most artistic and attention-compelling displays ever introduced. The advertising department of Thomas A. Edison, Inc., is constantly at work devising and perfecting novelties in the nature of artistic window displays, and their success in this direction is evidenced by the rapidly increasing number of Edison dealers who are ordering these displays each month.

Display No. 32 occupies but three and a half feet of space and permits the dealer to show any type of machine under the central arch of the display by using at some other time the central transparency that forms an artistic feature of the display. The pictorial features are harmoniously colored and center attention on the reading matter, which quickly impresses the onlooker with the merits of the new Edison features. The general color is a rich buff with Roman gold moulding and relief effect air-brush scrolls.

For a night attraction the deep frame in the rear center of the display will prove a valuable drawing-card for the dealer's window by the placing of a light in an opportune place, thereby displaying a handsome moonlight scene of Venetian gondoliers rippling water and soft moonbeams. The windows glow in various colors while the figure in the foreground sits on the frame in splendid cut-out contrast.

This technical description of the features and possibilities of the new Edison display hardly does it justice as the illustration of the display sent out in recent circulars shows a truly handsome and attractive work of artistic perfection that should prove invaluable to Edison dealers.

RULES ON BUSINESS ETHICS

As Laid Down by the Commercial Ethics Committee of the National Association of Credit Men at Its Recent Convention in Cleveland.

(Special to The Talking Machine World.)

CINCINNATI, O., July 8.—The commercial ethics committee of the National Association of Credit Men, which met in convention in Cincinnati recently, reported these recommendations:

First—It is improper for a business man to participate with a lawyer in the doing of an act that would be improper and unprofessional for the lawyer to do.

Second—It undermines the integrity of business for business men to support lawyers who indulge in unprofessional practices. The lawyer who will do wrong things for one business man injures all business men. He not only injures his profession, but he is a menace to the business community.

Third—To punish and expose the guilty is one thing; to help the unfortunate but innocent debtor to rise is another; but both duties are equally important, for both duties make for a higher moral standard of action on the part of business men.

Fourth—In times of trouble the unfortunate business man has the right to appeal to his fellow business men for advice and assistance. Selfish interests must be subordinated in such cases, and all must give their co-operation and help. If the debtor's assets are to be administered, all creditors must join in co-operating to that end. To fail in such a case is to fall below the best standards of commercial and association ethics.

These rules were framed principally to govern the activities of creditors in the administration of a solvent estate.

A customer's refusal to see you isn't any higher than a stone wall, or more impassable than a barb wire fence. Walls and fences never kept a boy from the melon patch—and a really determined salesman can't be kept from good, ripe orders by customers refusing to be interviewed.



S-3042!—A Columbia Double-Disc Record that has proved to be the most successful marching record ever produced for use in Public Schools.



Columbia Graphophone Company
Woolworth Building, New York

THE SCIENCE OF ADVERTISING.

In Its Relation to Business as a Whole and to the Several Departments of Business, Form the Subject of a Course Which Is Covered Fully by the Division of Advertising of the New York University School of Commerce, Accounts and Finance—Will Interest Trade.

The Division of Advertising of the New York University School of Commerce, Accounts and Finance has arranged for a complete course covering the fundamental principles of the science of advertising in its relation to business as a whole, and to the several departments of business, for the evening sessions of the college year 1913-1914.

The plan of courses is based upon the belief that advertising is not merely applied economics, or applied psychology, or technique, but that it includes all three. For the best results preparation for advertising should include the study of it as a science and as an art and should also include many allied subjects essential to the general knowledge of any business man.

These courses give in practical, workable form the most important principles and enough practise in their application to give the student a command over them. University instruction, it is believed, should not be an imitation of experience, but rather a preparation for it, so that its problems may be most successfully solved.

The courses are adapted to the needs of two main classes: First, high school or college graduates who expect to go into advertising as a life-work, but who have had no experience in the field; second, those now engaged in advertising work who feel the need of special training along some particular line. For the first class the complete three-year curriculum of courses is suggested as providing the most essential preparation. The second class will be able to select from the curriculum the course or courses best fitted to serve their needs and to take the work in these courses alone. Such students will, however, be required to show evidence of fitness to pursue the courses they elect and must secure the consent of the instructor before undertaking the work.

In practically all respects the curriculum of advertising courses here outlined agrees with that recommended by the Educational Committee of the Advertising Men's League of New York. Many of the courses themselves, in fact, have been worked out as a result of the experience of the Advertising Men's League in giving Round Table Study Courses for its members and in them have been incorporated many suggestions and ideas of the officers and directors of the league. The plan as a whole and the individual courses that have already been given have been approved by the educational committee of the league.

The curriculum is divided naturally into two main sections. One includes courses primarily in advertising, the other allied courses of general information that are especially valuable to the advertising man. The courses primarily in advertising include those that consider the economics and psychology of advertising and those that consider its technique in the form either of copy or of display.

The courses in each of these divisions are as follows:

"Essentials of Advertising." (60 hours.) Mr. Tipper. Monday, 7:45-9:45 p. m. "Psychology of Advertising and Selling." Monday, 6-7:45 p. m. "Advertising Display." (60 hours.) Mr. Parsons. Friday, 7:45-9:45 p. m. "Advertising Copy." (60 hours.) Professor Hotchkiss. Tuesday, 7:45-9:45 p. m. "Magazine and Newspaper Advertising." (60 hours.) Mr. Lee. Wednesday, 6-7:45 p. m. "Advertising Campaigns." (60 hours.) Mr. Tipper. Friday, 6-7:45 p. m. "Analysis of Marketing Costs." (60 hours.) (Not given in 1913-1914.) "Printing." (60 hours.) (Not given in 1913-1914.)

AN INTERESTING PUBLICATION.

A special booklet compiled for the use of dealers and music-lovers has just been issued by the Columbia Graphophone Co. as the first one of a series to be published regularly. This publication is entitled "Il Trovatore," and is devoted to a brief though comprehensive story of this famous opera, illustrated by a number of interesting pictures. The story is written in plain every-day language, and gives the reader an excellent knowledge of the beauty and true significance of this famous opera.

TWO POPULAR SELECTIONS.

In the July supplement of Columbia records are listed two selections that should prove very popular throughout the country. These selections are the recordings of two boy scout calls by Ernest Thompson Seton, the famous naturalist. The phenomenal growth in popularity of the Boy Scout movement, together with the fact that the various patrols of scouts have different calls, assure Mr. Seton's record great success.

THE MAN WHO KNOWS.

The man who wins is an average man,
Not built on any peculiar plan,
Not blest with any peculiar luck,
Just steady and earnest and full of pluck.

When asked a question, he does not "guess"
He knows, and answers "no" or "yes."
When set a task that the rest can't do,
He buckles down till he's put it through.

Three things he's learned, that the man who tries
Finds favor in his employer's eyes:
That it pays to know more than one thing well;
That it doesn't pay all he knows to tell.

So he works and waits till one fine day
There's a better job with bigger pay,
And the men who shirked whenever they could
Are bossed by the man whose work made good.

For the man who wins is the man who works,
Who neither labor nor trouble shirks;
Who uses his hands, his head, his eyes;
The man who wins is the man who tries.

—Saturday Evening Post.

Although the old is vigorously defended against the new, the new always supplants the old.

ISSUES FOREIGN TRADE HANDBOOK.

Bureau of Foreign and Domestic Commerce Gives Results—Facts Reviewed—Large Increase in Many Lines—Interesting Details.

(Special to The Talking Machine World.)

WASHINGTON, D. C., July 9.—A volume has just been issued by the Department of Commerce entitled "American Manufactures in Foreign Markets." It gives the facts respecting sales of American manufactures abroad which have been put in condensed form. The facts themselves have been printed before, but they have never been printed in the way in which they now appear.

Sales of manufactures abroad of all kinds have grown from 47 millions yearly to 1,300 millions yearly since 1852. But even this misleads a little as to the correct inference to be drawn, for the figures just stated include manufactured foodstuffs. If we leave these out and consider only manufactured goods other than foodstuffs the ratio of increase has been even larger, for the foreign sales have jumped from 27 millions in 1852 to over 1,000 millions in 1912, and promise to be nearly or quite 1,200 millions in 1913.

While our total exports of manufactures including foodstuffs have increased 71 per cent. during the last ten years, the increase during these same 10 years in manufactures other than foodstuffs has been over 124 per cent. Strange as it may seem to some, the greatest increase of all is in those manufactures which are fully finished, which have grown from 322 millions in 1902 to what will probably be over 750 millions for the full year of 1913, an increase of 133 per cent.

The pamphlet gives details of the principal articles which are included in the various groups, as well as of the exports of each group to the different continents, and percentage tables from which the relation of all can be determined. Furthermore, the exports to each continent are given by classes of articles over a period of years, and, again, these classes are subdivided so that progress of particular industries in the export trade appears. For example, it is shown that the exports of machinery from the United States will, in the present fiscal year, probably exceed 200 millions which compares with 75 millions a decade earlier.

A table of particular interest is that showing manufactures in the international trade of the world, from which it appears that the percentage of increase in the export of manufactures from 1900 to 1912 is greater in the case of the United States than in that of her chief industrial competitors. The United States now ranks third among the nations in export of manufactures.

When Orpheus Went to Hell

After his wife, if, instead of his lyre, he had taken a few good records and a CLEANNOTE PAD, he would have brought the lady away. Lyres are not wanted even in Hell. The CLEANNOTE improves reproduction 50%. Dusts, Polishes and Preserves. This is the truth. Price, 25c.

VOX HUMANA TALKING MACHINE CO.
Nantucket, Mass.



Right now is a remarkably appropriate time for you to write us for particulars.



Columbia Graphophone Company
Woolworth Building, New York

SOME SECRETS OF EFFECTIVE WINDOW DISPLAY.

How the Small Dealer Can Make His Store Front Attractive and the Interior of the Window a Trade Builder—Arranging the Perspective—Building Up a Strong Background for Emphasizing the Attractiveness of the Display Itself.

Altogether too little attention is paid to window display by the average small merchant. Can it be his lack of energy, ignorance of results that may be accomplished or absolute failure to perform any sort of function successfully which calls for taste and originality?

If it be the first, luck seems to be the only solution to his remaining in business.

If it is the second, he need not step many feet from his door to find one who utilizes the window space at his command to produce both actual "bought on the impulse" sales and general publicity heralded throughout the community by those who admire his cleanly, well kept, attractive show windows.

If it is the last, we beg to present a solution that, if heeded, will at least improve your present efforts and perhaps lead on to scientific display.

First let us look over your store front, the exterior portion of your building facing on the street.

Really there's little frame work on the average front. Have you given thought how little care and expense is necessary to give it an inviting look by polishing metal portions and painting the remainder? Are your exterior signs dirty, illegible and ready to fall from their hangings just from neglect? Are your awning rods bent, rusty and squeaking with the wind? Do the ropes and battered edges of a faded awning slap every passerby in the face with every gust of wind? Does that awning hang so low that milady walks to the outside of the walk to protect her hat plumes?

Why should anyone stoop to enter your particular store?

Suppose you first attend to the exterior. Many of these corrections you can do yourself. Now there is the plate glass proper. Keep this as clean and bright as possible. Permit no obstruction to be placed directly in front of it or upon it at a height lower than six feet. See that there is a free unobstructed view of the interior of your window.

WANTED—Capable salesman of Victor talking machines to assume charge of new department with good concern in one of the best cities of the Middle West. Good future for right man. Address "Middle West Manager," care The Talking Machine World, 373 Fourth avenue, New York City.

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 Street, Rochester, N. Y.

FOR SALE.—Up-to-date Victor and kodak store for sale; owner's health poor; excellent location, opposite theater and near transfer station. "Rare Bargain," care The Talking Machine World, 373 Fourth avenue, New York.

Now we take up the subject of the interior of the window—the portion reserved for placing the merchandise you desire to display.

First, let us impress you with the necessity of having this space lit by electricity and enough lights installed to make it a bright shining attraction at night, the best window gazing period of the twenty-four hour day. No window display can be properly featured by the gas lighting process or made attractive when there are antiquated fixtures hanging from the ceiling. Use electricity, attach a clock switch and burn those lights every evening until one hour after theaters and amusement houses on your street close. Let the other fellow turn his off at nine if he is so short sighted but let your store front stand brilliantly lighted in the dark oasis thus created. Yes, your monthly lighting bill will be more but so will your profits, if you'll stick at it.

Next the floor and background, sides and ceiling of your windows must be prepared for proper display. Right here let us call your attention to the fact that nine-tenths of small merchants' store fronts have wasted display room directly back of the original built background which could be utilized to give more depth (a most desirable feature) by simply extending the platform or window floor a few feet to the rear and replacing the background farther from the plate glass. A show window should (and in nine cases out of ten can be so arranged at little expense) be deep enough and high enough to permit the one delegated to trim it to stand erect and move about with ease.

You cannot arrange (unless you are an expert) a symmetrical display by reaching and straining from this side or rear.

Supposing that your background, sides and floor are of smooth wood which does not present a good appearance. We recommend that you cover this neatly with gray or tan felt—the floor will probably give more service if dark green is used. This material is used plain, stretched smoothly and the seams or joined portions so arranged that they come in corners, direct center, or regular distances, each side of the center. These lap seams should be covered with small half round molding painted the same shade as the cloth. A heading of molding known as "O. G.," also painted, should extend around the top of background and sides.

If this be completed you will note with pleasure that the window proper is pleasing to the eye, minus merchandise of any description, depending, of course, upon carefulness in details and finishing touches.

Now, please note that there is usually a balance to all well arranged displays. For instance, if you were to divide the display in two portions, the right side is merely a duplicate of the left, at least in arrangement if not in actual merchandise. This is one of the first principles of display.

Now, to arrange merchandise simply use com-

mon sense. Make a firm decision to display only the quantity of material necessary to procure a pleasing effect and in such a manner that one article does not confuse or obstruct another from some angle at which the observer may take up his position.

This is usually accomplished by flat or floor trimming in the extreme front, gradually elevating the merchandise toward the rear and ends by use of pedestals, stands, shelves or the larger merchandise itself. In this manner your completed display presents a picture covered by the plate glass and framed by the plate-glass frames.

Every article is within the line of vision from some point outside the glass. And it is pleasing because it conforms to the general rule of design—that is, it balances.

If you will but keep this one fact in your mind, says the Edison Phonograph Monthly, improvements in your effort are assured.

GRAFONOLA GRAND PUBLICITY.

The Four Page Publication in Colors Devoted to Columbia Grand a Most Artistic Piece of Work from Every Standpoint—In Sympathy with the Character of the Instrument.

As a forerunner to a magnificent publication that the Columbia Graphophone Co. will shortly introduce in the interests of the Grafonola Grand, the company has just issued a very attractive four-page booklet for general distribution by Columbia dealers to live prospects for the new "Grand."

Designed in many colors, this four-page publication has for its front cover a most attractive design in artistic harmony of colors, portraying a splendid illustration of the Columbia Grand in the center of a tastefully furnished room, which stands out clearly and distinctly on the cover.

The center pages, in addition to presenting an interesting talk on the construction of the Grand, portray a number of pages that will be published in the magnificent production to be issued under the title "The Last Word in Instruments of Music." These miniature pages are shown in many colors, and the artistic appearance of this instrument, together with its distinctive construction, are shown to advantage. These pages present the subject of the Grand in an interesting, artistic and pleasing way that impress the reader.

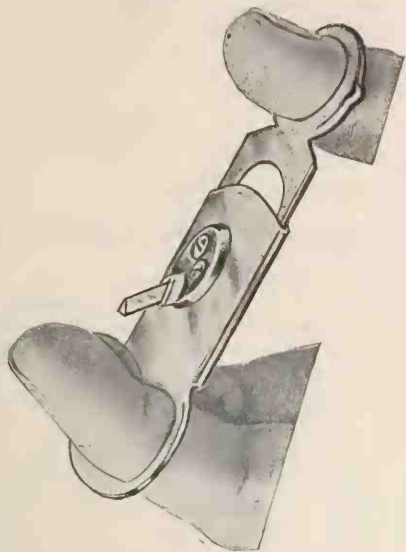
For export trade, the company has prepared a four-page booklet that differs in design and arrangement from the publication intended for domestic use. Instead of reproducing pages from the forthcoming publication, the inside pages of the export booklet portray a number of illustrations in colors that bring out in clear relief the most important features of the new Grand. This export publication is admirably conceived and will interest the export clientele of the Columbia Co.

Ellis Hansen, manager of the window display department of the Victor Talking Machine Co. has left on a three months' trip abroad. He will re-enter the field on his return.

Investigation of the new sweeps away the rubbish of outworn methods and opens the way to progress.

No. 14 at \$1.00

The Cutter That Makes the Fibre-Needle Economical



Here is a dollar cutter which does more and better work than any other cutter on the market at twice its price or more.

It points any fibre needle from 14 to 21 times—gives a clean, clear-cut, burrless playing point every time.

It's compact and good looking, simple and durable. It just can't get out of order, and anybody can use it right—"just slip in the needle and snip."

We've been selling No. 14 faster than our plant could turn it out, but increased capacity lets us promise quick deliveries from now on—unless we get swamped again.

Better send your order to your distributor now—if he can't supply you let us know and we'll fix it up.

Condon-Autostop Co.

Manufacturers of

Talking Machine Accessories

26 Front Street, New York

TALKING MACHINES IN HOSPITALS.

John A. Sabine, of the Music Supply Co. Distributor In Ontario for the Columbia Co., Makes a Very Valuable Suggestion Regarding the Use and Market for Talking Machines in Hospitals—Worth Consideration.

(Special to The Talking Machine World.)

TORONTO, CAN., July 9.—Considerable interest has been displayed in the trade by the appearance in the Toronto daily press of a letter from John A. Sabine, one of the proprietors of the Music Supply Co., Ontario, distributors of the Columbia Graphophone Co.'s products. This letter, which is here given, speaks for itself and suggests a market for the talking machine in hospitals, where, of course, it would be used with discretion. The letter reads:

"Recently one of our out-of-town dealers was taken ill while on a trip to Toronto, and was operated on for appendicitis. During his convalescence he asked for the loan of a Columbia Grafonola and some Columbia records, which we were about to send up to the General Hospital when we received a 'phone message telling us not to send the outfit as the hospital authorities objected. Our friend was very much disappointed, for the music of the Grafonola would have cheered the long hours in the hospital for him and many other unfortunate inmates. We were disappointed at being prevented from bringing this good cheer into the house of suffering, and we are at a loss to understand the objection. It was our intention to present the Columbia outfit to the hospital, but apparently it will not be accepted.

"We are writing to you in the hope that some of the patrons of the hospital will see this and that they will arrange for the acceptance of this gift, which my partner, C. R. Leake, and myself will so gladly donate, and which we are sure would be a source of pleasure to the sufferers for years to come. We might mention that Sir J. G. Tolle-mache Sinclair presented Columbia graphophones and records to a great many hospitals, schools, poor houses, convalescent homes, etc., in England, spending some \$50,000 out of his own pocket for this purpose, and it is safe to say that none of this generous baronet's other benevolent acts have been more highly appreciated. We quite understand that it is not desirable to have a Grafonola playing "At the Devil's Ball" in the hearing of some poor being who is at death's door, neither would some of the more mournful hymns be at all desirable, but in wards where the patients are well on their way to recovery what can possibly be the objection of some of the better music. There is a Grafonola in the King's library at Buckingham Palace, and it is an instrument that is endorsed by the world's leading musicians."

OPENS VICTOR DEPARTMENT.

The Lyon Dry Goods Co., of Toledo, Opens Handsomely Equipped Establishment—Will Be Under Management of J. D. Moore.

(Special to The Talking Machine World.)

TOLEDO, O., July 10.—The Lyon Dry Goods Co., of this city, a prominent mercantile establishment, opened a Victor department featuring Victor machines and records on Monday, July 7, under the management of J. D. Moore, formerly connected with the Victor Talking Machine Co., and well-known in the local talking machine trade. The new department is now practically completed and stock is being placed and displayed to excellent advantage.

This store is a member of the high-class Claffin chain of stores, and caters to an extensive and high-grade clientele that is rapidly growing. The new Victrola department occupies a street front space on the third floor 50x60 feet. It has two large all glass rooms 16x19 feet for display purposes and four regular demonstration rooms 11x13 feet. The department presents a very attractive appearance and is tastefully decorated and furnished.

A light head is about as conspicuous as a head-light, but disaster always overtakes the former, while safety follows in the wake of the latter.



Noset

The Autostartstop

was the sensation of the convention—with good reason. For Noset has added the last touch of perfection to the talking machine, in the shape of a stop device which is

Really Automatic

Noset is automatic—it starts the turntable automatically when the tone-arm is moved to the left; it stops the turntable automatically when the last note is played, and with

No Setting
No Adjusting
No Regulating

Noset is out of sight, yet instantly attached or detached—simple, but wonderfully effective; durable—it simply can't get out of order.

And once it is on the machine no hand need touch any part of it—the instrument stops playing when the record ends—no matter whether there is a stop-groove or not.

Noset is the solution of the stop problem—it does what all other devices fail to do. It makes the talking machine truly automatic, increases the pleasure of operating one and makes the process of selling one far easier than before.

Prices and terms on application. Deliveries on or before Sept. 1.

Condon-Autostop Co.

Manufacturers of

Talking Machine Accessories

26 Front Street, New York

Do you know that our Foreign Record Department issues records in thirty-eight different languages and that thousands of Columbia dealers in this country are making good regular money on these records?



Columbia Graphophone Company
Woolworth Building, New York

SLIDES FOR COLUMBIA DEALERS.

Affords New Opportunities for Dealers to Get Close to the Trade in an Advertising Way and One That Should Be Taken Advantage of by Wide-awake and Progressive Members of the Trade Everywhere.

The accompanying illustrations show two of the new slides just introduced by the Columbia Graphophone Co. for the use of its dealers. There are six slides in this series, and they are all of the same artistic appearance as the two shown herewith.

In an announcement to the trade the advertising



One of the Columbia Slides.

department of the company stated that it had found a way to put the imprint of the dealers on the slides at about one-third the price asked heretofore. This has brought the cost of the slides down to eighteen cents apiece, which is certainly a nominal sum for these attractive slides.

The ever-increasing popularity of the moving



Another Slide Design.

picture house opens the way for the talking machine dealer to get a large amount of high-class publicity by the use of these slides. This sort of

publicity is certain to result in the dealer securing many inquiries from moving picture theatergoers who are impressed by the consistent appearance of the slides on the screen and the attractiveness and force of the selling arguments presented.

PREPARING SAMPLE ROOM.

Columbia Graphophone Co. Arranging Very Handsome Display Room for the Use of Visiting Dealers and Members of the Trade Desirous of Hearing the Latest Columbia Products—Dictaphone Activity.

The Columbia Graphophone Co. is now constructing in its headquarters in the Woolworth building a large and spacious sample room, which is intended for the use of visiting dealers and members of the trade who are desirous of inspecting or hearing the various instruments in the Columbia line. This room, which is being furnished very tastefully and attractively, will have on display the complete Columbia line, and visitors to Columbia headquarters will be enabled to hear the machines in ideal surroundings. The company has felt for some time that the construction of such a room was advisable, as the number of visitors to the company's offices since its removal to the Woolworth building has materially increased.

The enlarged quarters of the Chambers street store of the Columbia Co. are being used to excellent advantage, and visiting dealers to the store have at their immediate command adequate demonstration rooms and a maximum of convenience. Since the removal of the Dictaphone department to separate quarters, the talking machine end of the Chambers street store has utilized the entire floor space, and this additional room has been found very handy. Manager Bolton is at present away on his vacation, but George A. Baker, who is in charge during his absence, reports a substantial increase in business over last year.

This is vacation time in the Columbia advertising department, the first member of the department to leave for a well-deserved rest being P. M. Brown, who left recently for a fortnight's vacation.

CARRIERS ARE NOT LIABLE

For Losses Caused to Goods in Transit or in the Hands of the Carriers Destined for Dayton or Other Flooded Districts.

An opinion of Attorney Colin C. H. Fyffe, counsel of the Illinois Manufacturers' Association, in answer to a query as to who is liable for loss on account of damage by the flood at Dayton, O., or other flooded points, on goods in transit or in the hands of the carriers, is to the effect that the carrier is not liable. The liability of a common carrier is said to be practically that of an insurer of goods against every kind of loss except those which proceed from: (1) The act of God; (2) the act of the public enemy. To these exceptions have been added in recent years, says the attorney, losses arising from an act of public authority; those arising from the act of the shipper, and those arising from the inherent nature of the goods. Most authorities construe an "act of God"

as the inevitable against which the carrier cannot guard, arising from violent disturbance of the elements, such as a storm or tempest, an earthquake, lightning, floods or the like, which must be the immediate cause of the disaster. No disagreement is said to exist among legal authorities that a loss caused by a flood is classed legally an act of God. Several citations accompany the opinion.

RECORDS MOST IN DEMAND.

H. B. Bertine, Manager of the Victrola Department of Wanamaker's Reports Big Demand for Dance Records—Classic, Semi-classic and Grand Opera Records Having a Fair Market, but Demand More Marked in Winter Time.

"We have just closed a period of exceptionally good business," remarked H. B. Bertine, manager of the Victrola department of John Wanamaker, New York, in discussing the first half of 1913. "Our business to date has been far ahead of all expectations, and the demand for machines of the higher priced types continues to advance steadily. We have always made it a feature of our business to push our high-priced machines consistently and forcefully, and our results have convinced us that the market for the more expensive machines is one which every dealer should carefully cultivate and develop.

"Considerable comment has been made this season on the demand for the so-called dance records, and this comment has been so general that many people have commenced to feel that it is somewhat exaggerated and that the demand for these dance records, although it may be more than normal, hardly justifies the attention that is being paid to it by the talking machine manufacturers' and dealers' newspaper advertisements. From our experience here, however, I can safely say that this call for records for dancing purposes has been astoundingly pronounced. Within the past few months our customers have requested these records in remarkably large numbers, and with the advent of the vacation season this type of record is included in practically every order that our customers leave with our record department.

"I do not mean to imply by this statement that the classic, semi-classic or grand opera record is no longer in demand, but just as the grand opera record occupies the attention of our clients in the winter time, so does the dance record attract attention in the present time, but in a greater degree. It should be considered, of course, that this call for dance records is one in which all classes of people participate, while the grand opera record is principally in demand by music lovers. Taking into consideration everything in general, the outlook in our business is very promising at the present time, and I expect this fall to be a banner one, both in Victor machines and records."

The man who is looking for the money is not worth the job. The man who is looking for the job is worth the money.

Haste is all right sometimes. But more often it costs people their jobs.

TALKING MACHINE POPULARITY THROUGHOUT CANADA

Proving in Great Demand as Additions to the Vacation Equipment—The Saskatchewan Retail Merchants' Association Organized—Talking Machine a Boom to the Isolated Ranchers—Activities of Some of the Prominent Houses Handling the Edison Line.

(Special to The Talking Machine World.)

TORONTO, CAN., July 9.—He would indeed be sadly lacking in powers of observation who could walk down the main streets of our cities and towns these days, passing the music stores, without being impressed that talking machines are musical instruments peculiarly adapted to one's use in the summer cottage or camp. The enterprising dealers in Canada are making good use of the summer advertising matter furnished by the manufacturers. The combined efforts of the trade to establish such an impression in the minds of the buying public are bringing good results. The extremely hot and humid weather during the latter part of June and the beginning of July increased the efflux of people to summer homes and resorts, and when frequently piano and player business was quiet talking machine and record sales have been reported satisfactory.

Provincial Dealers' Organization.

Another tribute to the progressiveness of the retail merchants in western Canada is the completion of the organization of the Saskatchewan Retail Merchants' Association. There is no class of dealers in that Province more progressive than the music dealers, and one proof of this fact is the advancement they have made, many of them in a comparatively short time, in the handling of talking machines and records. The very practical questions discussed at its initial convention indicate a splendid beginning. These included "Freight Transportation Problems," "Freight Claims," "Essentials in Buying," "The Problem of Credit," "Fire Insurance," "Bulk Sales Act" and "Uniform Bookkeeping," these subjects being handled by authorities in their line. In the discussion of such problems as the foregoing the music dealers have much in common with retailers in other lines which should make the new association a business force in the great Province of Saskatchewan.

Conditions in Western Provinces.

A friend of your correspondent's, upon returning from a trip through the Western Provinces, said to him: "The Western homesteader and rancher has no greater benefactor than the man who makes it possible for him to take to his isolation the world's music. The West is a great market for this line of business, and the Western music dealer has been quick to get after the business. He is well pleased with the results. While in one store I saw a farmer buying some records. Some certain selections he wanted were in a shipment still at the station. He would wait. Two hours later he was back again. 'I won't be in again this week,' he explained, 'and perhaps not next week.' He drove thirty-seven miles that morning to the town, and stayed until he got his records. The music dealers like talking machines because of the immediate profits, the quick turnover, and consequently the large volume that can be done with a fixed investment. Also this little line keeps people coming to the store, and Western people are good buyers of records."

Up-to-Date Store in London.

Finished in mahogany, with hardwood floors, costly and imported covering, the indirect system of lighting used on the lower floor and in the window arches, the new Mason & Risch store on Dundas street, London, Ontario, is one of the most up to date in western Ontario. Their active Victrola department, a feature of which is a record rack carrying 5,000 records, is in charge of F. H. Fetherston. The top floor is used for Victrola and player-piano recitals. A pleasing feature of the decorations are the pictures of the old masters and Victor artists which adorn the walls. Since the coming of the new manager, C. L. Gray, business has increased steadily and the new building became a necessity.

Winnipeg Piano Co.'s Enterprise.

The Winnipeg Piano Co., of Winnipeg, which

handles the Columbia line, has adopted a rather unique but very practical system in the nature of a register which shows at a glance whether its salesman and staff are "In" or "Out." Electric wires connecting all departments have been installed, and by the dot and dash signals any member of its staff can be instantly recalled from any quarter when wanted.

Returns from Trip.

H. G. Stanton, general manager of R. S. Williams & Sons Co., Ltd., Canadian distributors of the Edison line, recently returned from a visit to the leading centers in the Canadian West, including Winnipeg and Calgary, where his firm has branches.

A. G. Farquharson's Good Report.

A. G. Farquharson, Canadian manager of the Columbia Graphophone Co., has returned from a trip through the maritime provinces, on which he was accompanied by Mr. Wilson, manager of the Dictaphone department here. Mr. Farquharson reports a good trade being done in Columbia products by a large number of the eastern Canadian dealers. In Montreal, Canada's largest city, these include Layton Bros., Foisy Freres, Hurteau, William & Co. and the Canadian Graphophone Co.

A Crank on "System."

One of the Canadian retailers who is not reticent regarding his success with the Edison lines is a crank (and we forgive him for it) on system. He pointed out this brief piece of advice, which he endorsed, and which he said was given by the Thomas A. Edison, Inc.: "There are two, if not more, excellent reasons why every dealer in phonographic records should keep his stock always in shipshape: (1) A customer wants expeditious service when waiting to hear a record, and (2) a dealer needs to know exactly how his stock stands, that he may reorder promptly. It's bad business to leave records out of place, around the demonstrating room, for it makes confusion oftentimes when a record is needed instantly and is not to be found in its proper place.

"Some customers are more easily annoyed by a slight delay, and are prejudiced by that delay. It is a good plan to have one tray for demonstrating purposes and keep in a tray a selection of records

for this purpose. It is also a good idea to have pasted on the bottom of this tray the numbers of other records, so that they can be obtained quickly when needed without reference to a catalog or index. Then there is the other side of the proposition—keeping up your stock so that you have almost any record called for by a customer. Practise yourself, and insist that your clerks practise, scrupulous care in keeping records in the places where they belong."

The New Columbia "Leader."

The dealers here are being introduced to the new Columbia "Leader," which promises to gain favor quickly with the trade. It retails here at \$100—a popular price—and the company's claim for it that it is the only one of their designs selling for any price up to \$100 containing an enclosed record department is being taken by salesmen as a good talking point. Its capacity is 72 records. This compartment is removable, so the owner can remove it and substitute record albums if desired.

GOOD RECORD IN LOUISVILLE, KY.

The Stewart Dry Goods Co., Which Recently Opened Talking Machine, Piano and Player Departments, Is Building Up an Excellent Following—Quarters Very Completely and Attractively Equipped for Display Purposes.

(Special to The Talking Machine World.)

LOUISVILLE, KY., July 10.—The new piano and Victrola departments of the Stewart Dry Goods Co. of this city, which opened for business recently, are meeting with noteworthy success. The piano department, under the able management of R. E. Ching, and the Victrola department, under G. P. Ellis, are showing satisfactory results and the outlook is very bright.

This store, which is a member of the Claffin chain, is attracting many piano prospects with its line of Knabe, Mehlin, Vose, Brambach pianos and players and a number of gratifying sales of these instruments were closed the first week. The Victrola department is comfortably furnished and arranged, having a large machine room and four plate glass demonstration rooms. There are also four music-roll demonstration rooms in the piano department and the store carries one of the largest libraries of player roll music in the South.

An employer's assistants are, to a great extent, his capital.

Let Us Supply Your Needs Twelve Months of the Year

We wholesale only and claim to give you *better and fairer service than a jobbing retailer*, as we do not need machines for retail purposes during *October, November and December*.

GET THIS POINT—WE WILL HAVE

Victor-Victrolas and Victor Records

for all our regular dealers this fall but none for the eleventh hour dealer who wishes to switch his business.

IF THIS SOUNDS LIKE A BLUFF, CALL US

Standard Talking Machine Company

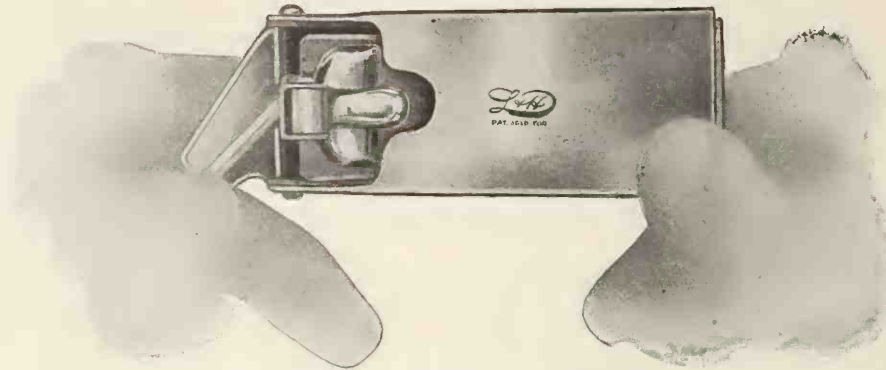
Exclusive Victor Jobbers

PITTSBURGH, PA.

Dealers everywhere should feature

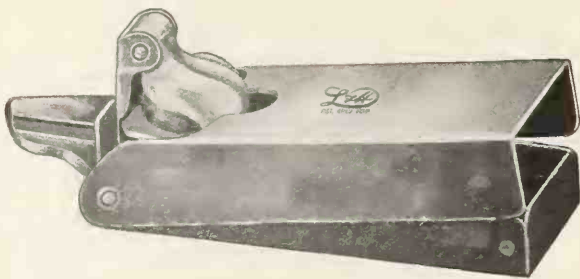
THE LYON & HEALY FIBRE NEEDLE-CUTTER

**SIMPLE
AND
EASY
TO
OPERATE**



**CORRECT
LEVERAGE
FOR A
PERFECT
CUT**

FINEST TOOL STEEL



**GUIDE
WHICH
SAVES
ALL
WASTE**



OVER 50,000 SOLD ALREADY!

The L. & H. Needle-Cutter or Fibre Repointer we now offer to the user of Fibre Needles is the result of four years' exhaustive experiments, and we feel safe to assert **NONE BETTER CAN BE MADE.**

The lover of **GOOD** music will find this cutter invaluable. The upper blade being pivoted above and back of cutting edge insures perfect contact with lower blade. Both of these blades are made from finest tool steel and properly tempered, and with ordinary usage will last for years without sharpening or renewal.

The cutter has a self-acting stop which prevents cutting away more than enough, thus a pin can be played twelve or fifteen times before becoming too short.

We give our absolute guarantee with every cutter sold.

RETAIL PRICE \$1.50

Messrs. Lyon & Healy,
Chicago, Ill.

Please send sample Lyon & Healy Fibre Needle Cutter, with bill for same and full particulars.

Name

Address

Lyon & Healy

CHICAGO

*Dealers' Discount,
same as your Victor
Discounts.*

FROM OUR CHICAGO HEADQUARTERS

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

(Special to The Talking Machine World.)

CHICAGO, ILL., July 10.—June, so far as the local retail trade is concerned, started out with a good deal of vigor, and it looked for a while as though it was going to be an especially big month. The extremely hot weather the last week affected the total seriously, however, but the month as a whole is reported as making a little better than an even break with last year.

Western talking machine dealers are already urging their dealers to prepare for the fall business. While the outputs of the big factories have been increased, the experience of the past few years has proven that it is a practical impossibility to keep up with the demand. Therefore, the man who anticipates his wants as much as possible is the one who will get the cream of the fall and holiday business, it is pointed out.

With the Outlying Retailers.

A. B. Crosby, Aurora, Ill., has built an eighty-foot addition to the rear of his store, which will enable him to greatly enlarge his talking machine department.

Charles C. Stein & Co., electric piano dealers, are getting into a fine new store at Twenty-sixth street and Fortieth avenue, where they will have a Columbia graphophone department.

The "Artinal" Incorporated.

The "Artinal," doing a periodical and talking machine business at 1040 Wilson avenue, has been incorporated under the same name with a capital stock of \$2,500.

Some Middle Western Items.

Smith & Allen, who bought out the piano and talking machine business of the big furniture house of French & Bassett at Duluth a year ago, are doing an excellent business and are taking rank as one of the most progressive firms in the Zenith City, according to Chicago travelers. Duluth has inaugurated a series of week-end carnivals in which street parades and regattas on the lake cut a prominent part. Mr. Allen, who gives his personal attention to the talking machine department of Smith & Allen, is taking an active interest in the plan to advertise Duluth and, incidentally, is doing some good publicity work for the firm. He has both a canoe and a launch in the water parade, and in each is a Victrola, dispensing sweet music to the "assembled multitudes." An excellent form of publicity.

The E. W. Owen Piano Co., Mankato, Minn., has recently moved into a fine new store, where it

has a fine Victor department with two handsome all-glass demonstration booths.

The H. Buchheim Co., of Sheboygan, Wis., has just completed the remodeling and enlarging of its music store. There are three demonstration booths, one in mahogany, one in fumed and one in weathered oak. The company had an opening recently, and an entire evening was devoted to demonstration only, no goods being sold.

New Evanston Stores.

O. Ericson has purchased the talking machine business of Patterson Bros., at Evanston, and has opened up an exclusive store at Chicago avenue and Davis street, handling the Victor and Edison disc and cylinder goods. It is said to be one of the finest exclusive talking machine stores in the vicinity of Chicago. Patterson Bros. continue at the former location, devoting their attention to the piano business. D. Orwig is the sales manager for Mr. Ericson.

Williams & Cunningham, who, as reported last month, opened an exclusive talking machine store at Evanston, have incorporated their business under the name of the Evanston Talking Machine Co. They have an attractive store and feature both the Columbia and Victor lines.

Prepared for All Demands.

The Salter Manufacturing Co., Chicago, announces that it has a large assortment of Salter cabinets, the kind with the felt-lined shelves, to match the new Columbia Favorite and also the Victor IX hornless machines.

Talking Machine Co.'s New Home.

The Talking Machine Co., Victor jobbers, are now pretty well settled in their new location in the Ward building, 12 North Michigan avenue. The quarters, which comprise over 20,000 square feet of space on the third floor, fully justify the "advance notices." They are reached by three modern passenger elevators, which open into a handsome reception and display room. To the right are three large booths for the use of dealers in demonstrating to their customers. The offices extend along a large portion of the 140-foot Michigan avenue frontage, giving a magnificent view of the lake. A large "directors' room" gives an opportunity for conferences of the heads of the departments. The salesroom and offices are finished in white enamel and mahogany. Large framed pictures of Victor artists decorate the walls. The indirect lighting fixtures are extremely artistic and are of the type used in the Blackstone Hotel.

The stock rooms are double the size of those in the old location at 37 North Wabash avenue, thus doing away with the necessity of having outside storage space and concentrating everything under one roof.

New record shelving has been installed and the facilities for filling both machine and record orders are unsurpassed. The receiving and shipping departments are on opposite sides of the building and each fed by a special freight elevator. The repair and finishing departments occupy an advantageous position on the Michigan avenue side. A canopied shipping platform in the wide alley gives the company all the advantages in this respect of a ground floor location. In the new location the company has facilities which will enable it to greatly improve its already famous service.

Personals and Visitors.

George K. Lyle, general manager of the Columbia Graphophone Co., spent Tuesday and Wednesday of last week at the Chicago office of the company.

E. A. Zerkle, the popular Wisconsin representative for the Chicago office of the Columbia Graphophone Co., spent several days in Chicago last week, met some Badger State dealers here, sold a nice bill or two, and again took to the road.

Among the visitors at the Columbia office were A. W. Thoma, Mineral Point, Wis., who, besides doing a nice local retail business in Columbia goods, has an extensive wholesale picture postcard business.

Joseph Wiggins, of the Gately-Wiggins Co., Calumet, Mich., which does a large general installment business in the copper region and handles talking machines on quite an extensive scale, was a recent visitor.

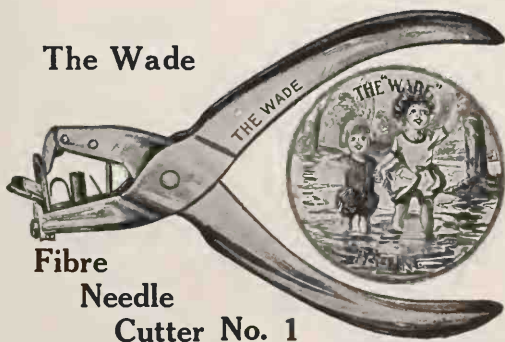
Chicago friends of H. J. Benson, floor manager for the Raudenbush Piano Co., St. Paul, and who has charge of the talking machine department, have received announcements of his marriage, which occurred on June 10. Mr. and Mrs. Benson have just returned from their wedding trip.

Among the visitors at the Talking Machine Co. were: Mr. Dennis, manager of the talking machine department of the Indiana Music Co., Terre Haute, Ind.; Will A. Young, the talking machine and piano dealer, of Fort Wayne, Ind.; Mr. Power, manager of the talking machine department of the Taylor Carpet Co., Indianapolis, Ind., and M. J. Buck, of Lansing, Mich. The latter came to Chi-

(Continued on page 52.)

THE WADE FIBRE NEEDLE CUTTERS

ARE THE MOST SERVICEABLE FOR SEVERAL REASONS



The Wade
Fibre
Needle
Cutter No. 1

They produce clean, perfect playing points.

They trim the needle at an angle that results in the best tone.

They repoint needles most economically, rendering each needle serviceable for from ten to twelve records.

They are made from the best steel and are scientifically hardened by electricity, giving the most lasting and cutting edge possible.



The Wade
Fibre
Needle
Cutter No. 2

They are provided with a self-acting stop. The Wade No. 2 affords the most powerful cut of any tool made. The blades work parallel to each other, requiring no exertion to trim the needle.

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

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 51).

cago to meet his two young sons, who were on their return home from California, where they have been attending preparatory school.

C. L. Davidson, of the Talking Machine Shops, has reduced his girth five inches chasing Victrola prospects this hot weather. George Davidson absolutely refuses to chase Victrola prospects when the thermometer is at Turkish bath temperature, and has therefore gained the "ong bong pwong" which C. L. now misses. Miss Pauline Tischler, of "the shops," says that there is positively nothing in the rumors set flying by her visit to Cleveland, O., on vacation bent. At least, there is no definite information to be given out at the present time.

E. A. Vaughan, an enterprising talking machine dealer of Princeton, Ill., was a recent Chicago visitor.

W. C. Fuhri, district manager for the Columbia Graphophone Co., spent a week at headquarters in New York last month.

Had Good Month.

The Chicago office of the Columbia Graphophone Co. reports that June showed an astonishingly large increase as compared with the corresponding month of last year. At the rate of gain the first half of the month it would have been a record breaker. As it was, in spite of the killingly hot weather the latter part it made a gain of 50 per cent. over June of 1912.

Mr. Byers, the retail floor manager, says that the remarkable thing about his business is that the more expensive machines are selling now. Judging from his St. Louis experience, the smaller machines of the portable type should be the strong summer sellers.

Convention Bound.

A merry crowd of talking machine men left on the Wolverine special train on the Michigan Central for Detroit, from whence they were to go by boat to Buffalo. L. C. Wiswell, who was the prime mover in the special; F. H. Siemon, of Wurlitzer's, and James I. Lyons formed the Chicago contingent.

At Lyon & Healy's.

Lyon & Healy report a good June, a notable increase over the corresponding month of last year. The company is taking advantage of the comparative slackness of the summer season to further perfect their Victor service. They are also arranging for the accumulation of the largest possible stock of Victrolas of the various types, and their record stock is to-day probably the largest and most complete they have ever had.

James F. Bowers left a week ago for Asbury Park, N. J., to see his family nicely located for the summer. After attending the convention at Buffalo he will return to Chicago and rejoin his family later.

A great deal has been said in the dailies the past few weeks about the proposed construction of a magnificent new building for Lyon & Healy on the site of the Wellington Hotel, Jackson and Wabash avenues. While it is true that negotiations have been under way looking to such a consummation for some time, nothing definite has resulted. No deal has been closed as yet, and from present indications will not be until after the summer vacation. Whether this particular deal is closed or not, there is no doubt but that the great house will within the next two years find themselves housed in a fine new structure which will give them the added space and facilities they need for their business.

Wurlitzer Improvements.

Extensive changes have been made in the wholesale department of the Chicago house of the Rudolph Wurlitzer Co., located on Wabash avenue a couple of blocks south of the general offices at 329-31 Wabash avenue. The record bins have all been moved and arranged in such a way as to increase the facilities for the prompt handling of record orders, while the storage space for Victrola stock has been rearranged and greatly enlarged.

The company has made preparations for a big fall and winter business. The business for the first six months of this year is reported as showing a run far ahead of the corresponding period of last year.

Good Outlook for Edison Disc.

C. E. Goodwin, general manager of the Phonograph Co., returned ten days ago from an Eastern trip, during which he visited Washington, New York and the Edison factory at Orange. He says that the company is now getting its record output on a satisfactory basis. Fifty additional presses

are ready for delivery and installation, and the prospects are that they will be able to meet the wholesale demands of the trade by August.

Mr. Goodwin looks forward with natural gratification to the near approach of the time when they can fill the insistent demands of the many Western dealers who have signed up on the Edison disc.

TWO VERY EFFECTIVE SUMMER WINDOW DISPLAYS

Attract Attention in Chicago, Namely Those of the Rudolph Wurlitzer Co. and Lyon & Healy Both of Which Are Described and Illustrated on This and Adjacent Page.

(Special to The Talking Machine World.)

CHICAGO, ILL., July 8.—Wabash avenue now boasts of two window displays illustrative of the use of the talking machine for camp and summer resort life, and which because of their ultra-realism

of use. Purling water actually purls from a grotto near by. An axe rests with its head imbedded in a fallen tree. Grass is growing, live ducks and ducklings swim in a pond or wander at will over the landscape, a rabbit or two browse at tender



Lyon & Healy's Artistic and Effective Victor Window.

attract daily crowds of people who, if they are not immediately induced to buy, at least have the talking machine idea indelibly imprinted on their minds.

The large north window of the Rudolph Chi-

blades of grass, pigeons roost in the tree branches or nest in the eaves of the hut. About the only artificial thing in the window is a camp fire made of red cloth underneath which are electric lights. Over it hangs a kettle which looks as though it



Summer Window of the Rudolph Wurlitzer Co., Chicago.

cago house of the Rudolph Wurlitzer Co. contains a decidedly lifelike reproduction of a "lodge in some vast wilderness." There is a log-house made out of real logs, with a homely bench in front on which is a primitive looking wash basin. The towel hanging near by appropriately shows signs

had rendered long and faithful service. On a stump is a \$25 Victrola waiting to entertain the owner, who has evidently gone down stream after a big pickerel, which he lost yesterday but is bound to get to-day.

(Continued on page 54.)

AN ARGUMENT
for
Fall and Winter Business

Supposing you anticipate and carry a Victor stock of \$1,000

Gross profit on sale of \$1,000 anticipated stock
\$400.00

Less interest on investment of \$1,000 at 6% for 4 months
20.00

Your Profit : : : \$380.00

But — not having the stock on hand—

Your loss of profit on sale of one \$50 Victrola
\$20.00

Your loss of profit on \$120 worth of record sales to this customer during year
40.00

Your Total Loss on this one Sale \$60.00

Profit lost on This One Sale would pay the Interest Three Times Over on an anticipated stock investment of \$1,000.00.

Start Stocking Up Now and Be Assured of Fall Profits

Our Stock is Complete at This Time

THE TALKING MACHINE COMPANY

12 North Michigan Avenue
Chicago

FROM OUR CHICAGO HEADQUARTERS.

(Continued from page 52.)

The live stock in the window has caused many comments and suggestions. L. Keane Cameron was approached by a man the other day who offered to rent him a badger, which he thought would add greatly to the attractiveness of the window. Cameron couldn't see that the badger would blend properly with the ducks and the rabbits and was compelled to turn the proposition down.

Lyon & Healy Window Display.

The Lyon & Healy display, while less rustic than their summer talking machine windows for several years back, is a particularly striking one. It apparently represents a scene at one of the beautiful little lakes not far from Chicago, and the scenic effects were evidently designed by one who understands the art of stagecraft to perfection. A sixteen-foot gasoline launch is made, by means of a concealed mechanism, to toot realistically upon cleverly simulated waves. In the stern of the launch is the figure of a man in outing costume, while in the prow is a six-year-old kid who is tending a \$40 Victrola. On the shore is the mother, smilingly awaiting the landing of the boat. The scenic background shows an extended lake view, broken with islands on which tents and cottages of campers are seen. Overhead scenic flaps produce realistic cloud effects. The floor of the window is converted into a sandy beach, with grass and mosses showing here and there. Tree stumps and a massive fallen trunk add to the realistic effect of the whole.

Portable Victrolas ranging in price from \$15 to \$50 are distributed at strategic points throughout the window, together with legends exploiting these instruments for camp and outing use.

AMERICAN KLINGSOR CO.'S PLANS.

(Special to The Talking Machine World.)

CHICAGO, ILL., July 11.—The Klingsor Talking Machine Co. of America, which has its headquarters in Chicago, and which controls the American rights of the Klingsor patents, is having incorporation papers prepared. The principals say they have met with remarkable success in embodying the Klingsor principles in cabinets suited to the American trade, and have also perfected certain especially desirable features connected with tonal reproduction which will be incorporated in the machines.

NATURALTONE CO. PLANS FACTORY.

(Special to The Talking Machine World.)

CHICAGO, ILL., July 9.—The Naturaltone Co., which was recently incorporated to handle the new needle arm invented by A. L. Burke and described in the May issue of *The World* is making plans looking to the acquisition of a factory that will be suitable to the manufacture of the new device. The company has opened an office in the North American Building and at the present time is kept busy by the demands of the local trade.

EXTOLL EDWIN C. BARNES' METHODS

(Special to The Talking Machine World.)

CHICAGO, ILL., July 10.—Edwin C. Barnes, of E. C. Barnes & Bros., Chicago representatives of the Edison business phonograph, formed the subject of an interesting feature story written by Theodore Autrey for last Sunday's issue of the *Workers' Magazine* Section of the Chicago Tribune, which tells how Mr. Barnes pitched in, got a job and succeeded in the "city of opportunities"—Chicago. His development of the Edison dictating machine was also dwelt upon at length. (Lack of space prevents a reproduction of this interesting story.)

The enterprising city of Lockport, N. Y., is being energetically solicited for Victor business by A. A. Van de Mark, a progressive Victor dealer of that city. Mr. Van de Mark is a full-fledged impresario, as under his management a series of concerts will be given when Mischa Elman, Alma Gluck, Evan Williams and other famous artists will be on the program. Mr. Van de Mark has already circulated a handsome prospectus regarding these events to the customers and prospects in his territory.

REVIEW OF TRADE CONDITIONS IN THE NORTHWEST.

Business Not Exactly Humming, but the Total Sales of All Houses Ahead of Last Year—
W. J. Dyer & Bro.'s Expanding Business—Minnesota Phonograph Co. an Exclusive Edison House—Grafonola "Leader" Very Popular—Archie Matheis' Extensive Trip.

(Special to The Talking Machine World.)

MINNEAPOLIS AND ST. PAUL, MINN., July 8.—With a half score of the leading piano houses in Minneapolis and St. Paul conducting Victrola departments, the Victor Talking Machine Co. has a big outlet for its instruments and records in the Twin Cities. Not a manager in the entire lot which has entered business relations with the Victor Co. regrets the step, but on the other hand bewails his blindness in not getting into the game sooner. The pioneer among the piano houses to see the possibilities of the talking machine was W. J. Dyer & Bro., who have built up a tremendous jobbing trade and are doing a handsome retail trade, for which they have laid the foundation by their series of fortnightly Victrola concerts, which have become immensely popular. Without doubt the Victrola concerts will be a feature of the coming season in Dyer Hall.

Business is not exactly humming these July days, but the houses are all doing something. Even the members of the floor staffs are taking vacations of varying lengths. The June totals for sales were exceptionally fine, and there is little doubt but that July figures will be better than for a year ago.

The Minnesota Phonograph Co. is now making an exclusive Edison emporium, and at both stores in Minneapolis—515 First avenue and 833 Nicollet—sell only the Edison goods. President Lawrence H. Lucker says that he expects to confine his talking machine department to Edison machines and records. The new concealed horn machines and the wide expanse in the way of new records has given the Edison a distinct advantage, which his company is pushing home with all its ability. The new store on Nicollet, opened largely as an experiment, is reported to have established itself as a permanent institution.

The Minnesota Phonograph Co. in St. Paul, with a retail store at 58 East Seventh street, is not connected with its Minneapolis namesake, but in a measure, however, is related, as it is owned by William A. Lucker, a brother of the main wheel of the Minneapolis concern.

The Grafonola "Leader," the new \$75 machine, has proven a tremendous success in Minneapolis and St. Paul. It is doubtful if any machine which has appeared recently has attracted such attention. Jay H. Wheeler, Minneapolis, and C. P. Herdman, St. Paul, look for a heavy harvest from the latest of the Grafonola family. While the quiet season is on Frank Bauer, of the St. Paul store, is "working" the lake district with much success, and is equipping nearly all the cottages at Bald Eagle and White Bear lakes not previously supplied with a machine and a bundle of records.

Archie Matheis, proprietor of the Talking Machine Co. located at 928 Nicollet avenue, having made an extended pleasure trip in the western part of the country calling on many dealers in different cities, reports that trade conditions seem to be up to the standard and all dealers are doing well, think well and expect well of the talking machine business for the next season. After making a stop of a number of days in the National Park, Mr. Matheis returned to Minneapolis, finding his own business for June the largest he had ever had. He says that during the month of March his increase was 250 per cent. over the same month in 1912. He is looking for a large business this fall, and from his personal observations of the crops, if nothing happens to mar them, this part of the country will be favored with a splendid return and the talking machine trade will in turn get much benefit from this prosperity.

The Metropolitan Music Co. is having a nice trade in the talker line. The department is well represented by Miss Blanche Saunders, whose pleasing manner should win for her many customers.

The Cable Company has installed a Victor de-

partment in connection with its piano business, has a nicely equipped department and should do well.

The C. A. Hoffman Co. has sold out its entire talking machine department and will devote its entire time to the sale of cameras and optical goods.

The New England Furniture Co. is still doing business at the old stand, and from the reports of the manager of the talking machine department must be doing a great business.

Foster & Waldo are having their good share of the Victor business and the department is in splendid hands, Arthur Magoon being in charge.

The Talking Machine Co. sold a Victrola June 16 in Texas and a smaller machine in Pennsylvania. Its mail orders are ever on the increase.

THE AUTO TRADE GETTER.

A Minneapolis Merchant Takes Phonographs Out by the Load and Sells Them.

S. W. Scovel, Minneapolis, Minn., has found that the automobile is a very helpful factor in selling Edison phonographs, cylinder type, throughout his territory. His plan is to take out in the country a



S. W. Scovel's Automobile.

load of machines, place them in farm houses along the road, as well as in the residential district of Minneapolis, and the following week, after the people have had a full week's trial, he follows up and closes the sales. The records show that Mr. Scovel has closed three-fourths of the sales on machines which he placed out on trial.

Here is a plan which is well worth following, and we have frequently stated that the automobile as a trade developing factor in the talking machine business is hardly understood or appreciated. Mr. Scovel's experience shows that he understands how to use it.

EASTON-BRADBURN.

The Arcola, N. J., home of Edward D. Easton, president of the Columbia Graphophone Co., was the scene of a brilliant military wedding on June 14, when Mr. Easton's daughter, Florence Lyle Easton, was married to Second Lieutenant Clarence Earle Bradburn, United States Cavalry, whose home is in Nebo, Ill. Lieutenant Bradburn, who was graduated from West Point last Thursday, June 12, was attended by a number of his classmates, who all appeared in full military dress at the ceremony. Mortimer D. Easton, a brother of the bride, was one of the ushers, and Miss Helen Easton, a sister, was bridesmaid. The wedding was one of the social events of the season, and the military dress of the lieutenants and cadets in attendance contributed to the brilliancy of the ceremony.

MARVELOUS.

"My new phonograph is an almost perfect instrument. I wish you would come over and hear it some evening. I had Jinx make a record for it the other day—a funny story; you'll be surprised."

"I would recognize Jinx's voice, would I?"

"Would you? It's so natural you can smell his breath."—Houston Post.

“TONE!

—that is not the *only* reason why you should buy a Columbia Grafonola.”

(Page 1, July 26th issue, Saturday Evening Post.)



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

CONDITIONS IN CINCINNATI.

**Business Disturbed Through Labor Troubles—
Leading Houses, However, Handling Victor,
Columbia and Edison Goods Speak Optimistically
About Outlook for Fall and Winter.**

(Special to The Talking Machine World.)

CINCINNATI, O., July 8.—In a general way business is not so satisfactory in the talking machine field. It is true that those who have specialized along certain lines have been successful, but accounts indicate that the general volume of business is not at a high stage. This is due to existing local conditions, principally of the labor type, and the extreme hot weather. Meanwhile, business at Aeolian Hall was splendid in June—way ahead of a year ago. Manager Ahaus was never so enthusiastic as at present over the entire situation and looks for a fine trade the rest of the heated term, with a land office business the coming fall.

The Aeolian Co. has been doing extensive newspaper advertising on Victrolas and Victor records, keeping the vacation thought in the foreground, suggesting that the camp or vacation in the country will not be complete without a Victrola. The \$50 and \$100 Victrolas have shown best selling

strength, and the record business has really been phenomenal. “The Trail of the Lonesome Pine” was the best selling record for the month, in fact, one of the most popular hits in a number of months. Another summer business feature has been the large number of Victrola owners who have called on the Aeolian Co. to box their machines for shipment to their summer homes. This is a practise which seems to be growing in favor.

Manager R. J. Whelen, of the Columbia Graphophone Co., reports June business a little slower than usual, caused principally by the intense heat during the month, he presumes, but even at that business has gone ahead of June, 1912. Mr. Whelen does not anticipate any marked decrease in sales during the summer months, for the campers and summer vacationists of all types are beginning to realize the pleasure to be derived from a Grafonola and Columbia records. “The Eclipse,” he says, “has proven exceedingly popular for this purpose, owing to the fact that it can be easily ‘toted’ around and fits into a boat or canoe like it was built for it. On the other hand, a large number of the more expensive types are being sold to people who do not even spare expense in the fitting up of their summer quarters.”

The Columbia dealers who were damaged during the flood are beginning to get on their feet again, and quite a few have visited the local store, placing orders for immediate delivery.

R. L. Seeds, the Columbia dealer and Dictaphone agent in Columbus, O., stopped over in Cincinnati the latter part of the month and was very enthusiastic about the prospects in Columbia for both the summer and fall business.

News comes from Cleveland of the formation of the Phonograph Co. at that place, which will have a capitalization of \$75,000. It will deal in musical instruments. Among the incorporators are L. D. Greendale, J. A. Freund, Lela Pugh, Charles Kovanda and J. G. Reyant.

The Milner Musical Co. did a splendid business during June. The entire interior of their store has been rearranged and additional space allotted to the Victrola department. During the past year this store has become quite a factor in the talking machine business of this city. They now carry one of the largest stocks of Victor goods, and their enthusiasm and push in going after business is stirring up the trade generally. Mr. Stotler, the manager, while primarily a piano man, and a very successful one, takes an active interest in the Victrola department. He has recently added to his force Allan Hyer, formerly of E. F. Droop & Sons Co., of Washington, D. C. Mr. Hyer has been placed in charge of the sheet music department.

The Rudolph Wurlitzer Co., when asked regarding conditions, said:

“We enjoyed great business during the last thirty days, both wholesale and retail. The unrest in labor circles showed itself in the lack of interest in that quarter, but this was more than made up by the demand for higher grade Victrolas and records. Wholesale trade was very heavy considering circumstances which would have a tendency towards the opposite. Business is showing a very healthy increase over last year, and with stock more plentiful a prosperous and profitable summer

is in view. Judging by the number of requests that have been made for packing and shipping Victrolas to summer resorts, the Victrola is as essential to the modern vacationist as rod and reel and other standard equipment. We have just completed four new display rooms on our main floor which are duplicates of those previously installed. A system of direct service from rack to Victrola will give us facilities for giving the quickest possible service in the most satisfactory manner and will undoubtedly have a vast influence on our record business. The new advertising circular gotten out by the Victor Talking Machine Co. is now reaching the public, and it is universally conceded the most artistic and beautiful talking machine advertisement that has ever been gotten out. A great number of the folders are being framed by those who receive them, and they will prove to be an ornament in many a home. This circular will undoubtedly be a factor in increasing the volume of Victor sales during the summer, and its effects will be felt for many months to come.”

OPEN VICTROLA DEPARTMENT.

**Powers Mercantile Co. of Minneapolis, Minn.,
Will Give Victor Line a Strong Showing.**

The Powers Mercantile Co., of Minneapolis, Minn., is the most recent link in the Clafin chain of stores to announce the introduction of a Victrola department. Work is now being rushed on the construction of a large and handsome department which will be a model of comfort and refinement. A complete library of records will be one of the features of the department, which will be opened as soon as possible. A manager for this new Victrola department will be appointed in the very near future.

**PHONOGRAPHISCHE
ZEITSCHRIFT**

BERLIN W. 30, GERMANY

**The oldest and most up-to-date
trade paper covering the
talking machine line published in
the German Language.**

PUBLISHED WEEKLY. FOUNDED 1900

Circulates all over the world.

**SPECIAL EXPORT NUMBERS
appear in four different languages at
regular intervals.**

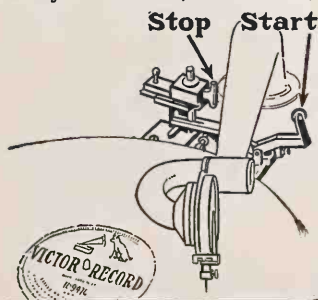
**Subscriptions for this talking machine
publication 10 Marks yearly.
Sample copies sent free.**

**Simplex
Automatic
Start and Stop
Device**

**LISTED BY 95%
OF VICTOR JOBBERS**

WHY?

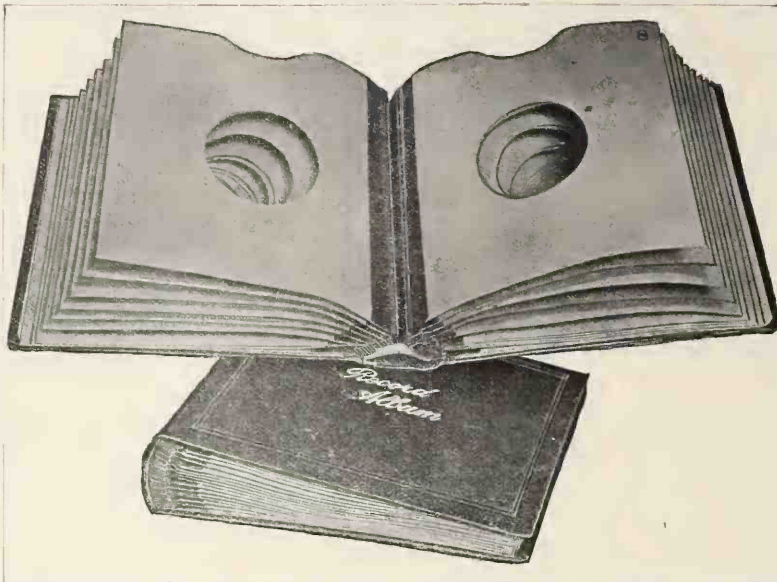
**STANDARD GRAMAPHONE APPLIANCE CO.
173 Lafayette Street, New York, N. Y.**



UNIQUE RECORD ALBUMS

CONTAINING SIX PAGES OF INDEX

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



DISC RECORD ALBUMS ARE WHAT EVERY Talking Machine Owner MUST NOW HAVE

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

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

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

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

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

BLACKMAN'S ATTRACTIVE DISPLAY.

New Show Window Makes Handsome Appearance With One of Edison Special Displays—Expect to Occupy Its Newly Enlarged Quarters the Middle of the Month.

The first display to be shown in the new show window of the Blackman Talking Machine Co., 97 Chambers street, New York, Victor and Edison jobber, which was recently completed, is attracting considerable attention from passers-by because of its unusual and unique arrangement and the character of the selling argument used. Incidentally, it may be added that the new Blackman window has proven to be an ideal location for a display card, and the inquiries already received to date from the first display indicate that this window will be quite a drawing power when fall trade commences.

This initial display in the new Blackman window is the Edison display card known as No. 31, which was introduced to the trade last month. The display is both a mechanical and pictorial one, and with the title, the "Sense of Sight," illustrates a selling argument that cannot fail to attract the attention of any passers-by who might be prospects for an Edison machine or records.

The Blackman Talking Machine Co. has always been a firm believer in the value of attractive window displays, and President Blackman has made it a rule to show the latest displays in his window as soon as they are ready for presentation. With its former show window the company was somewhat handicapped for the proper surroundings for the displays, as the posts in the window obstructed the view of passers-by and spoiled the artistic effect of the displays. The new window, however, eliminates these objectionable features, and the first Edison display in the completed window presents a truly artistic and pleasing appearance.

By the time this issue of The World is published, the Blackman Talking Machine Co. will be

established in its enlarged quarters, which now occupy space from one street through to the next one. The new offices are well arranged and the extra room available will be utilized to good advantage.

GOOD TRADE IN THE SOUTHWEST.

Big Orders Taken by the Schmelzer Arms Co. for Victor Goods.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., July 5.—The Field-Lippman Piano Stores, conducting four stores in Missouri and three in Texas, have just signed up for three complete stocks of Victor machines and records for San Antonio, Ft. Worth and Dallas. They now carry a complete line of Victor machines and records in all of their branch stores.

A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., through whom the order was placed, said: "We feel they will do a tremendous business. In fact, our business this year has been considerably greater than last. It is increasing every month, and from all indications this will be the biggest year in the history of the Victor line."

PHOTOPHONE CO. INCORPORATED.

The Photophone Co., of Boston, has been granted a certificate of incorporation by the authorities of Massachusetts for the purpose of conducting a talking machine business. Capital, \$50,000. Incorporators: L. M. Goulston, E. S. Goulston and J. D. McQuaid.

GEORGE W. LYLE ON VACATION.

George W. Lyle, general manager of the Columbia Graphophone Co., left July 3 for a ten days' vacation at his summer home, Summit, Schoharie County, N. Y., where his family is already established for the summer. H. L. Willson, assistant general manager is also spending a few days at Mr. Lyle's summer residence.

H. B. KAUTZMANN IS MANAGER

Of the New Victrola Department to Be Opened in the Department Store of J. N. Adams & Co., Buffalo, at an Early Date.

H. B. Kautzmann has been appointed manager of the new Victrola department of J. N. Adams & Co., Buffalo, N. Y., which is scheduled to be opened within a very few days. Mr. Kautzmann is well versed in every detail of the retail talking machine field, having been connected with Mason & Risch, Toronto, Can., and the Seattle store of Sherman, Clay & Co. J. N. Adams & Co. is a member of the Clafin chain of stores and the new Victrola department will carry a complete stock of Victor machines and records.

NEW MEANS TO RECORD SPEECHES.

German Obtains Patent on System for Recording Long Speeches, Compositions, Etc., on Two or More Machines—Starts One Machine After the Other at the Proper Time.

(Special to The Talking Machine World.)

WASHINGTON, D. C., July 7.—Means for recording and reproducing lengthy speeches, compositions and the like on disc records is the subject of Patent No. 1,063,085, which has just been granted by the United States authorities to Franz Ewald Thormeyer, of Hamburg, Germany. The invention relates to means for recording and reproducing lengthy speeches, music and the like by the aid of two or more sound reproducing machines.

The object of the invention is to provide means for starting the several instruments one after the other, the measure of motion of the apparatus working being transferred to a regulating device, which is set in motion together with the working apparatus and serves to determine the starting of the second apparatus, when the record on the first or working apparatus has come to its end.

NEW START AND STOP DEVICE INTERESTED CONVENTION

"Noset," Made by Condon-Autostop Co., Exhibited at Niagara Falls During Recent Convention of National Talking Machine Jobbers' Association, Aroused a Great Deal of Commendation for Originality of Construction and Effectiveness of Results.

At the Talking Machine Jobbers' convention, held at the International Hotel, Niagara Falls, July 7 and 8, William A. Condon, treasurer of the Condon-Autostop Co., New York, exhibited "Noset," the autostartstop. Mr. Condon was accompanied by Hugh Kahler, of the Proctor & Collier Co.

The officers of the company are in a most happy frame of mind because of their success in perfecting this absolutely automatic start and stop device, and those in the trade who have had an opportunity to inspect it share their enthusiasm, as they claim it is the mechanical marvel which has bridged the hitherto impossible gulf. The aim of the company and its inventor, E. T. Condon, Jr., vice-president, has been to market the device in one universal design that would be applicable to all types of any disc talking machine, with possibly a small change in the connecting rod which is fastened to the tone arm, which change might be made necessary because of the difference in the size of the tone arm and of its length, as represented in the manufacture of the Victor Talking Machine Co., Columbia Graphophone Co. and the Vitaphone Co. In speaking of the latest development of the Condon Autostop Co., an officer of the company said:

"After the initial marketing of the Condon-Autostop—the first stop device manufactured which opened up the floodgates for so many competitors manufacturing a similar article—the company found that while the device pleased many it was impossible to secure a universal sale for an automatic (so-called) stop device requiring setting or adjustment, for the fact could not be gainsaid that eyesight varies to such an extent that many are incapable of making an adjustment where the distance focused narrows down to a thread representing but a few thousandths of an inch, and the fact that if the adjusting device is not satisfactorily accommodated to this thread it will stop before the piece is ended, or because of the convenient stop groove at the end of the record the needle will revolve in this groove and, much to the chagrin of the purchaser, the stop will not be found to stop!

"Thereupon E. T. Condon, Jr., in charge of the mechanical department of the company, was directed to concentrate all effort and attention to the development of a stop requiring no setting or adjustment, and "Noset," the present device, represents in its manufacture an entirely new mechanical principle which experts pronounce most sound and

distinctly ingenious. Together with the development of the mechanical principle which made possible the marketing of "Noset," the most careful attention was directed to the patent situation, and the company is in complete control of basic patents on the principle of a device guaranteed to start and stop a record on the talking machine at the



E. T. Condon, Jr.

end of a piece with no previous setting or adjustment.

"Many of those close to the company in the trade offered the urgent advice that every possible consideration should be directed toward the marketing of but one universal design to meet any and all conditions on the different machines, and the last six months have been spent in conducting the most elaborate tests to accomplish this purpose. While considerable delay has resulted because of the wisdom to follow this advice, the company is in the strongest possible control of the market, and the original enthusiasm and belief has been greatly increased because of the additional knowledge acquired on the strength of the article to meet any and all conditions existent.

"One device alone has been used over 40,000

times, which gives some idea of the elaborate extent the company has gone to prove in practice what was demonstrated in mathematics. Night after night during these months the officers convened and some of the foremost heads of the largest factories were asked to offer suggestions. Because of the extent to which the company has gone to insure the fool-proof qualities of the article, the trade can rest assured that in every way "Noset" does not contain a single flaw.

"Another feature which is of great interest is the fact that it is entirely sightless on the machine—the stop being entirely concealed by the turntable and only a small rod being fastened to the taper arm. Therefore, nothing is sacrificed in the appearance of the machine, as nothing is visible.

"Noset" is easily applied to the machine and requires no book of directions to guide the uninitiated in using it. It is only necessary to put the record on the machine and move the taper arm to the left as far as it will go, and the turntable is automatically started. At the end of the piece the brake applies and the machine is automatically stopped. Everything possible will be undertaken to afford dealers co-operation, and most attractive literature and the latest features in decalcomanie and other special signs will be gratuitously distributed to the trade.

"Most special business has been conducted by the Condon-Autostop Co. with our No. 14 Needle Cutter, as its extremely low price and excellent quality have been widely accepted by the largest concerns in the trade. The volume of business has been much larger than our sales department expected, but a larger manufacture will shortly be able to satisfactorily cope with a large order situation."

PRACTICE MAKES PERFECT.

When, after the first year had passed, the student was allowed to make a sound on the strings, the notes were true and significant—not a haphazard caterwauling. Under this strenuous discipline he became a headliner in the musical world. If you meet discouragements as a beginner among salesmen, bear this example in mind. The prospects on which you "fall down" comprise a class of people which is to be your instrument. The more you learn of their crochets and the difficulty of selling them, and the more you learn of the way of accomplishing this purpose, the more proficient you will be when at last you sound your first note in the scale of successes.

The Bedford Co. (Cutter-Grasmann) at Broadway and Reid avenue, Brooklyn, N. Y., is featuring the Keen-O-Phone very prominently in its advertising. Last Sunday the Bedford Co. used nearly a quarter page in the newspapers.



This Illustrates the Mattatuck Player-piano; The Piano Style Is the Same.

Your profits are 150% with the Mattatuck piano

THE low price of the Mattatuck will enable you to sell it at the above profit, with the assurance that your customer will be pleased at its value. It is built in one of the best factories in the country and if you know anything about pianos, you'll know that its specifications are O. K.

Specifications:

New scale; $7\frac{1}{2}$ octaves; full metal plate; copper bass strings; heavy hardwood back; built-up maple wrest plank; fine spruce sounding board; double repeating action; ivory keys; extra heavy hammers; bushed tuning pins; empire top; full swing music desk; double veneered case elegantly finished and polished. Built on scientific principles and warranted.

WHAT makes the price to you so low is that the Mattatuck sells only for cash; it is the only "cash piano" in the trade. Selling a Mattatuck now and then thruout the year will give you \$1,500 to \$2,000 extra profits. Ask us for price today.

Mattatuck Piano Co., Stamford, Conn.

BRIGHT OUTLOOK FOR SUMMER AND FALL TRADE

Is the General Opinion of Talking Machine Jobbers and Dealers in Wisconsin—Crop Conditions Excellent and This Means Money for Talking Machines and Records—Big Orders Placed for Stock for Fall Trade—Flanner in Trouble—Other Items of News.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., July 11.—Despite the unusually hot weather which has been experienced of late all over Wisconsin, talking machine dealers and jobbers seem to be meeting with an exceptionally fine business. It is often the case that sales begin to fall off when the mercury climbs as high as it did during the latter part of June and the early half of July, but business mounted in company with the thermometer this year. Practically every Milwaukee dealer reports that trade has been remarkably good. The demand for high-priced machines seems to have been a leading feature of the situation. Houses handling the Victor, the Edison and Columbia lines have the same story to tell.

Jobbers say that dealers have been ordering more freely in both records and machines. Retailers in smaller cities and towns have been placing some exceptionally fine orders, and all seem confident that future business will be satisfactory.

The outlook for the coming summer and fall is indeed bright. General business in this and other Wisconsin cities is beginning to take on new life, now that the scare over the impending changes in the tariff bill has abated and crop predictions have been so favorable. The Wisconsin crop report for June, issued some time ago by James C. MacKenzie, secretary of the Wisconsin State Board of Agriculture, was even more favorable than the May report and gave promise of a bumper crop in all lines. Figures on both condition and acreage were highly satisfactory and showed gains over the report of the previous month. It is a never-failing rule that general business is pretty sure to be satisfactory when crops are good.

Attended the Convention.

Milwaukee had to depend this year upon its lady jobber, Miss Gertrude F. Gannon, head of the Wisconsin Talking Machine Co., jobber for the Victor line, to represent its talking machine interests at the annual convention of the National Association of Talking Machine Jobbers, held at Niagara Falls July 6, 7 and 8. Miss Gannon has never missed a jobbers' convention since she has been connected with the talking machine business.

An Excellent June Business.

Officials of the new Gensch-Smith Co., 730 Grand avenue, operating an unusually attractive and exclusive Victor shop, made up their minds to secure \$1,400 of business during the month of June and missed their mark by only \$5, the books showing a total business of \$1,395 up to June 30. During the first three days of July the company sold three \$200 Victrolas and three \$100 Victrolas.

New Talking Machine Man.

Paul A. Seeger, the young manager of the Victor department at the Edmund Gram Music House, welcomed a son to his home on July 2. The young man is said to be a "chip of the old block," and as he likes nothing better than to hear the Victrola, it is anticipated that he will join the ranks of the Victor selling forces when he grows up. Mr. Seeger reports that business at the Gram house is exceptionally good, with sales of high-priced Victrolas in the lead. Ernest F. Leichti, formerly a member of the Victor sales force at the Gram store, has severed his connection with the store.

Placing Big Order for Stock.

Harry T. Fitzpatrick, general manager of the Wisconsin Talking Machine Co., jobber for the Victor Talking Machine Co., says that Wisconsin dealers are showing their confidence in future business by placing exceptionally fine orders for both machines and records. The Wisconsin Talking Machine Co., which was organized several years ago, was formally incorporated recently with a capital stock of \$75,000. The incorporators were Miss Gertrude F. Gannon, C. M. Backus, Joseph F. Gannon, Miss Elizabeth McCarthy and Miss Thecla Weis.

Married.

Miss Lenore Rintelman, formerly cashier of the Edmund Gram Music House, and a niece of Edmund Gram, was married recently to A. A. Naulin, connected with the Burroughs adding machine interests in Kalamazoo, Mich. The ceremony was performed at the residence of Paul A. Seeger, manager of the talking machine department at the Gram store and a brother-in-law of Mrs. Naulin.

Reports Excellent Business.

E. F. O'Neil, genial traveler for the Victor Talking Machine Co., who recently called upon the Milwaukee trade, said that business was good and that the prospects for fall trade were never better.

Opening Many Edison Stores.

The Milwaukee Phonograph Co., 349 Broadway, jobber for the Edison line, is maintaining its early record in the work of opening new Edison stores all over the State. Manager William A. Schmidt says that business is fine and that the outlook is good. He says that the company is now able to secure larger record shipments from the Edison factory, and Edison dealers are again having their wants supplied in this line.

Hot Weather Not Hurting Trade.

The excessively hot weather which Milwaukee has been experiencing this summer does not seem to have cut down sales in the Victor department at the Gimbel Bros.' department store. Now that the schools are closed Manager L. C. Parker is paying particular attention to the other phases of the trade. Late in the summer he will resume his campaign of selling Victors to the various educational institutions, a field in which Mr. Parker has been unusually successful.

Incorporates His Business.

George H. Eichholz, one of Milwaukee's successful retail talking machine dealers, 552 Twelfth street, has incorporated his business under the name of the George H. Eichholz Co. The capital stock is reported at \$6,600, and the incorporators are George H. Eichholz, Ida Eichholz and Frank Pruss.

New Reproducer of Celluloid.

J. H. Ellis, the inventor of a reproducer for talking machines, has been conducting several demonstrations of his new appliance. He claims that his invention "brings out sound and tone colorations impossible to hear with the ordinary reproducer." Instead of the metal or mica diaphragm, Mr. Ellis uses a disc of specially treated celluloid.

New Columbia Stores.

The opening of two new Columbia stores is reported by A. G. Kunde, 516 Grand avenue, Columbia jobber and retailer, who has been pushing Columbia sales to a new high mark in this terri-



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.

tory during the past three years. The American Household & Supply Co., 1721 Fond du Lac avenue, has taken on the Columbia line, while M. Jovanovich, a Milwaukee dealer, is opening a new branch store in Racine, Wis. Both orders were placed through Mr. Kunde. A big shipment of the new "Leader," the \$75 Columbia cabinet machine, has been received at the Kunde store, and an exceptionally fine business in this line is reported by Mr. Kunde. Mr. Kunde has returned from a business trip to the East, where he visited the Columbia factory at Bridgeport, Conn. He says that the Columbia plant is rushed with orders.

Espenhain Outing.

The big event each summer for the 800 or more employes of the Espenhain department store is the annual picnic, and this year's gathering, on June 29, was no exception. As usual the Victor was the big attraction, and a Victrola and an extensive lot of records taken along by J. H. Becker, Jr., manager of the talking machine department, were kept busy all day long. Dancing was one of the features of the outing, and here the Victrola did some good service in furnishing the music. Manager Becker made more than fifty fans by pasting together Victor advertising literature, and these aided in the Victor publicity work.

Business is keeping up in great shape at the Espenhain Victor department, and Manager Becker believes that his advertising literature mailed out in attractive envelopes, showing how the Victor may be used to advantage on summer outings, has been a large factor in bringing in the sales. The \$15 Baby Victrola has been a big seller with parties going on summer outings.

Miss Elmann, Mr. Becker's head assistant at the Espenhain store, recently entertained more than 100 of her friends at a lawn party at her home, and made good use of the Victrola to furnish the music for the evening.

Flanner's Financial Troubles.

Joseph Flanner, well-known music publisher and dealer, who also handled a general line of musical merchandise and featured the Victor talking machine line at 417 Broadway, Milwaukee, went into involuntary bankruptcy recently. Schedules just filed show liabilities of \$17,297.63 and assets of \$31,922.49. Secured claims are represented by a debt of \$1,500, owed the Wisconsin National Bank, while the unsecured amount to \$15,797.63. Property claimed exempt is valued at \$1,880.

Flanner-Hafsoos Organize.

The Flanner-Hafsoos Music House, which has been organized by Florian F. Flanner, son of Joseph Flanner, and Eric S. Hafsoos, who purchased the Flanner piano business about two years ago, will carry on a general business in pianos, small musical goods, and will feature the Victor line of machines and records. The first and second floors of the old Flanner stand at 417 Broadway have been leased, and handsome new Victor parlors will be arranged.

SCHWARZWÄLDER LAUF- und ZÄHLWERKE-FABRIK

FRANZ SCHIELE, HORNBERG, BADEN (GERMANY)

Production of MOTORS of every description.

Specialty: Motors for Talking Machines, nearly 15 types in general demand.

The advantages of our motors are solid construction—very greatest power, smooth running. Lowest prices imaginable.

Please ask for prices and catalog.



The Chauncey Olcott records are among the fastest money makers in the exclusive Columbia list—just as we predicted, only more so. Two new recordings in the August list.



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

BUSY TIMES AT BRIDGEPORT.

Columbia Graphophone Co. Working Full Force and Overtime in Order to Fill Present Day Demands—An Unusual Picture.

The accompanying interesting and somewhat unique illustration, recently taken at the factory of the Columbia Graphophone Co., Bridgeport, Conn., shows a batch of 448 Columbia Grafonola motors

talking machine in itself, inasmuch as each one can play records irrespective of any cabinet.

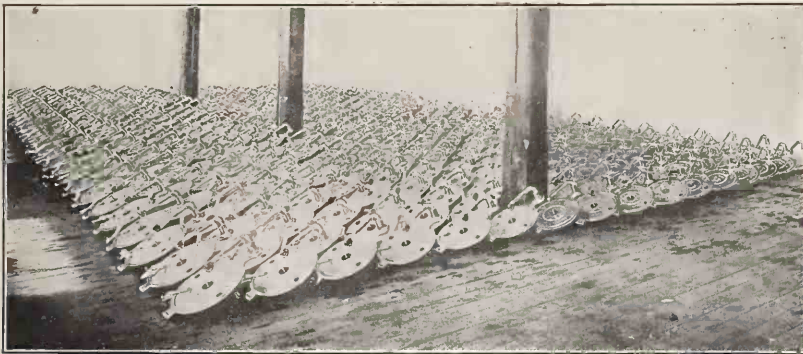
While mentioning the Columbia factory at Bridgeport, it should be noted that a full force is working overtime just now to fill the orders being received from all parts of the country for the new machines recently introduced by the company. The new metal motor board which forms a part of the equipment of the new "Leader" and "Favorite"

NEW COLUMBIA AGENTS.

Despite Hot Weather Quite a Roster of Prominent Houses Fall in Line.

The past month has been a very busy one for the wholesale department of the Columbia Graphophone Co., and notwithstanding the summer season an unusually large number of representative houses in various mercantile lines joined the ranks of Columbia enthusiasts. Prominent piano houses, high-class department stores and well-known furniture stores were among the new agencies to get on the Columbia band wagon, and these new representatives came from all parts of the country.

Some idea of the summer activity may be gleaned from the following list, which contains the names of a few of the new Columbia agencies which were closed during the past few weeks: William Taylor & Co., Cleveland, O.; Hall-Stephenson Co., Knoxville, Tenn.; I. Rodbart, New Brunswick, N. J.; E. Winters' Son, Kingston, N. Y.; L. A. Russell Piano Co., Augusta, Ga.; Hackman-Heebe Furniture Co., Connerville, Ind.; Frazier La Belle Music Co., Kansas City, Mo.; Italian Phono. Society, Asbury Park, N. J.; International Talking Machine Co., Philadelphia, Pa.; G. Stephenson, Philadelphia, Pa.; A. C. Prahschates, Cleveland, O.; Hefling Music Co., New Philadelphia, O.; J. P. Barrett, Concordia, Kans.; Metropolitan Piano House, Los Angeles, Cal.; Walter B. Hill, Pottsville, Pa.; Locke Mercantile Co., Dodge City, Kans.



View of 448 Columbia Grafonola Motors.

on metal motor boards just ready for delivery at the factory.

In connection with this illustration, it is interesting to note that each one of these motors shown in this picture is already practically a complete

has proven to be one of the most important selling arguments ever presented to Columbia dealers, and the letters received from the trade all speak in the highest terms of this new perfection in Columbia machines.

ACTIVITY IN INDIANAPOLIS.

How the Aeolian Co. Celebrated the Fourth—Delegates to Jobbers' Convention—Columbia Store Short of Grafonolas—How Old Time Song Record Was Resuscitated—General News of Month.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., July 9.—A safe and sane Fourth was advocated by the talking machine department of the Aeolian Co. here. Cards announcing a number of patriotic records suitable for the day which is given over to the celebration of the nation's birth were placed in the window, and a number of owners of Victor machines profited by the suggestion and bought patriotic records. One who purchased patriotic records on the eve of the Fourth was Mrs. Charles Warren Fairbanks, wife of the former Vice-President.

The weather has been exceptionally warm here and business is practically at a standstill. Good records were made in June, however, and if the weather man sees fit to turn on a little cool air perhaps business will live up before the end of this month.

The Stewart Talking Machine Co. was to be well represented at the talking machine convention at Niagara Falls. W. S. Barringer, manager; Willis M. English, assistant manager, and George Edwin Stewart, son of Alexander M. Stewart, owner of the store, made the trip. They planned to make a short tour through Canada before returning by way of Detroit. Mr. English was recently married to Miss Helen Foore.

Charles M. Udell, manager of the Wulschner Piano Co., which handles the Victor line of talking machines, attempted to keep cool last Sunday by going bathing in a swimming pool at Broad Ripple, but instead he was literally cooked. He was in the water several hours and was feeling fine. The next morning, however, he found that his arms and face had been baked by the sun. He was scarcely able to move for several days.

Nicholson Bros., at Richmond, Ind., have been selected as the Wayne County agents for the Dictaphone by Thomas Devine, manager of the Dictaphone Co. here.

The Columbia Graphophone Co. here has disposed of all its leading Grafonola styles and is waiting for another shipment. The Grafonola has proved to be a favorite in Indianapolis.

While A. W. Roos, manager of the Columbia store here, was standing in front of the place the other evening, an aged gentleman paused and asked if he could get a "Blue Bell" record. He had bought one of the records years ago, had played it for years, and when it did not give as sweet music as it did once, he decided to buy another. Mr. Roos made a search of his stock and found the record desired.

INCORPORATES IN DELAWARE.

Articles of incorporation were filed with the Secretary of State at Delaware yesterday by the Pattescope Co., of New York City, to manufacture, sell and deal in apparatus for reproducing sounds. Capital stock, \$100,000. Incorporators: H. O. Coughlin and J. F. Curtin, both of New York.

A NOVEL PUBLICITY PLAN.

Clever Summer Advertising Plan Which Is Open to Talking Machine Dealers.

Elsewhere in this issue will be seen a novel advertisement put forth by the International Advertising & Sales Co., Hartford, Conn. This is of special interest to Victor dealers, and will enable them to secure novel advertising at a minimum expense. This company makes a fan which is a reproduction of an 8-inch red seal Victor record. The advertisement of the local dealer will be placed in the center, thus making an effective showing, and during the heated term should be particularly beneficial because these fans can be distributed in theaters and motion picture places, where they will be in constant use and where the advertisement will be sure to be read.

It will pay to consult the announcement of this house appearing in this issue of The World.

Arthur D. Geissler, vice-president and managing director of the New York Talking Machine Co., 81 Chambers street, New York, spent some time this week calling on the company's trade. Mr. Geissler is enthusiastic in his reports of the business that the trade is closing, and states that this fall will undoubtedly be a banner one with the Victor jobbers and dealers.

The intelligent worker is one who tries to find his own shortcomings. The ignorant worker is the one who tries to hide his shortcomings from the eyes of his associates.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Business Unusually Quiet, Particularly With the Cheaper Record Concerns—Preparations Under Way for a Very Active Trade the Coming Autumn—Important Court Decision in Relation to Hornless Graphophones—Important Meeting of the Phonograph Dealers' Protective Association—Something Entirely New in the Line of Photographing Sound—Some Interesting Budgets of Records Issued—Important News Happenings of the Month.

(Special to The Talking Machine World.)

LONDON, E. C., July 8.—During the last few weeks talking machine business has been anything but brisk; indeed, in many quarters a veritable slump in sales obtains. It is significant, however, that the latter position is more closely identified with the cheaper record concerns than with the half-crown houses, who are enjoying very fair trade, season considered. Outside a few "baits" in the shape of one or two really popular artists to whom the eightpenny people give prominence on their lists, etc., this class of record is certainly out of favor, for the time being at any rate. Perhaps it might be more strictly correct to say the community to which the record appeals, for the most part, has forsaken the talker in favor of fresh air and outdoor pleasures these fine days. The fact remains, however, so that the 2s. 6d. record is comparatively in good demand, and the better class public do not seem to need more than the encouragement of a certain fixed standard of quality in the goods. For the special fare offered each month by Columbia, Zonophone, Pathé, Homophone, Edison Bell, Beka, etc., is in itself an attraction to buy. To a limited extent press publicity is still in favor, notwithstanding the fact that most dealers refrain from any local support. Were it not for direct advertising appeal to the public which forces our friends behind the counter to bestir themselves, I verily believe they would lose heart altogether.

Optimistic Over Prospects.

Within the inner trade circle I find everyone optimistic concerning prospects for next season. Plans and preparations to cope with an even larger turnover than last season are everywhere apparent. On the machine side fresh ideas and styles are under consideration, and in more than one instance orders for new models have already been placed. One large firm of cabinet makers informs me they are now starting right in, having sufficient contracts on hand to warrant immediate manufacture. Machine cases, they tell me, vary very little in comparison with last year's style, but nevertheless over fifty different designs will be put out by this one firm alone. The tendency is for plain ease work, the elaborate and highly decorated construction which obtains to a great extent in Continental workmanship being not in favor with the British public. Another machine case manufacturing house informs me they are right full up with orders—cannot book any more for delivery before the end of September. It certainly augurs well for business expectations at any rate.

On the record side some little apprehension exists as to possible effects arising from the decision of prominent firms to issue 1s. 6d. records. It is felt that once this price finds general recognition, an elastic policy will obtain tending to encourage wholesale price slaughter. Doubtless there is material ground upon which to base such reflection, having regard to previous happenings, the trade's experience of which does not tend to relieve the nervousness now apparent.

The Survival of the Fittest.

Since my last report two or three new records have come to disturb an already overcrowded market, and quite a number are promised in time for next season's trade, by which time a conservative estimate will place the grand total somewhere in the neighborhood of forty different makes of discs,

and this apart from the many sold under dealers' own labels. Inquiries in trade circles lead only to one conclusion—some must go. It is generally recognized that the market cannot possibly carry the many records with which it is flooded. The demand may be good—more than ordinarily so—next season, having regard to the competitive efforts which will obtain, but the lowering of prices all round reduces profits to a level incommensurate with the increased cost of selling, and it is to be feared the shoe will pinch very tightly in some quarters. Factors and dealers are undoubtedly nervous of the future. With the coming of the 1s. 6d. double disc their handling profit is reduced as against the 2s. 6d. record by about 75 per cent., and correspondingly so with the dealer. Manufacturing and selling costs are higher now than formerly, credit is loose, and bad debts more frequent. The position is absolutely rocky, and I do not hesitate to express the opinion that a crop of failures will quickly follow this disastrous and insane price war. There is no unity in the trade—each record will stand on its merits, and a fight to the death is assured.

An Important Decision.

Within the last few weeks a definite decision has been given with regard to the validity of the famous Holzweissig patent in relation to hornless gramophones. The claim for the patent is that it effectively covers all machines of the hornless type, regardless of whether the sound is carried through, under, or at the side of the motor. This sweeping and all-powerful claim has now received the unqualified endorsement of the Berlin courts. We are informed that the Deutsch Grammophon concern cited as defendants the Kalliope, Anker, Polyphon, Favorite and Excelsior companies. Plaintiff claimed that the hornless machines made by defendants were infringements of its patents. In giving judgment for the plaintiff, it is significant that the court awarded damages, a most unusual thing in the first instance. This in itself is regarded as foreshadowing the futility of appeal, although an appeal is expected to be lodged. In view of all the circumstances, it is generally assumed the higher court will uphold the decision of its inferior tribunal.

So far as England is concerned, no definite line of action has been divulged. We are not aware that any actual move has yet been or will be made, but it is significant that two firms here do not disguise the fact that their hornless machines are issued "under the Gramophone Co.'s license."

Dealers' Protective Association Meets.

A well attended meeting of the British Gramophone and Phonograph Dealers' Protective Association was held on June 24 at 67 Paul street, London. The new chairman, A. Laurie Craig, presided. After the discussion of formal matters, reference was made to the question of non-representation at the recent Music Trades Convention, and a resolution was taken to endeavor to secure representation at the next convention and, if possible, have an official paper read upon the association's policy. Mr. Cullum's paper on "Price Maintenance and Agreements" was then discussed. His attitude, so far as it went, met with approval, but it was agreed he did not go far enough. According to expressed opinion, it did not strike hard enough at the root of price cutting, which the association had come into existence to grapple with. In his reference to the need of a strong association Mr. Cullum, it was also suggested, should have stated that such an association was fait accompli.

Mr. Churchill thought that there was some need for manufacturers to exercise more vigilance over their factories. Signed price maintenance agreements should be effectively carried out. Mr. Bromley said the factor-dealer was in a very anomalous position. He could buy largely and cheaply and the more easily compete with the

average dealer. But if prices were maintained and different terms to different dealers were not given, there would be no harm. He knew that a variation of prices was the rule in some houses. Dealers were justified in making the best bargains they could, the essential thing being the maintenance of fixed prices to the public. He was pleased to know that the policy of their association was fast becoming realized in trade circles. Applause greeted his remarks concerning the Beka Co.'s creditable action in refusing supplies to offending dealers, and likewise that of Cooper Bros. (Coliseum record), who in at least one instance had bought back a large stock rather than have the records undersold. It was a good example to other manufacturers. This kind of policy was warmly commented upon by the chairman, who said its best argument was that manufacturers who had adopted this plan had found that their prestige with trade and public alike was thereby raised considerably. He (Mr. Craig) regretted that leading companies were preparing to issue ten-inch double records at 1s. 6d. in order to meet the German invasion. He thought it would simply prolong the struggle, and that it might have been wiser to have gone the whole hog at once and supplied records at 1s. for a time, in order to effect their object. Their competitors, he doubted not, would do so, although it could scarcely prove a paying proposition apart from the issue of a lot of rubbish. It would certainly not pay dealers to handle such a record. Mr. Seymour thought that the whole problem centered around the money question. The largest German syndicates were in the clutches of the German bankers, who were satisfied with a small return on their outlay. From the viewpoint of economic progress and of the consumer's pocket, it was not satisfactory, if the latter could insure getting as good value for his money as before, otherwise cheapness was not an advantage. The production of a record should be regarded as a work of art, and it was incompatible with common sense to expect a work of art to be produced by cheap labor and poor materials. He was aware of the difficulties in obtaining records of artistic distinction, notwithstanding all the skill and ingenious aids called into requisition to that end. The reduction of record prices to a small margin over the mechanical cost of production would mean the destruction of the artistic element which was everything in it of value, in the end. Other speakers voiced much the same opinion, and there seemed a significant unanimity in deprecating any attempt to float cheap records at the expense of a reasonable profit margin for the dealer. Various other subjects were dealt with having reference to the internal affairs of the association, and after a vote of thanks to the chairman the meeting terminated.

Something New.

A contemporary reports that "a new machine has been invented that records 'photographs' of the sounds, and reproduces them in unison with the pictures, the voices of the singers or actors synchronizing with the action recorded on the film. The sounds are produced by a new process, which entirely does away with the scratching associated with the needle of mechanical production. The voice is made to act on a sensitive electric contrivance which regulates the light falling upon a moving strip of film passing through the camera at the side of the film on which the pictures are taken. Two photographic records are thus obtained, one of the animated pictures, the other of the sounds. In the reproducing machine the photographic band of sound records is used to regulate the strength of a beam of light falling upon a highly sensitive photo-electric element, and this regulates the sounds set up in a powerful telephone which is connected with a large trumpet. The sounds are produced entirely by means of this combination of photography and electricity. The voice

FROM OUR LONDON HEADQUARTERS—(Continued from page 60).

is reproduced at the actual instant shown in the cinematograph pictures."

Price Maintenance Case.

Another price maintenance case at the instance of the Columbia Graphophone Co. came up before the courts this month. Defendant was Mr. Leibo-witz, trading as the Regent Fittings Co., Old street, London, E. C. Counsel explained that the action was brought to restrain the infringement of the plaintiff's patent, No. 6611 (1907), but in truth it was a price cutting action, and plaintiff was asking for an injunction to restrain defendant from selling Columbia-Rena records at less than the authorized prices. Defendant denied knowledge of the restrictive price conditions. In giving judgment, His Lordship said he had no great sympathy with this class of action, but he was unable to believe defendant did not know that there was this restriction with reference to the price. He was satisfied, too, that the defendant distributed catalogs of the records which contained, staring him in the face, the notice that the Columbia-Rena records were not to be sold at less than fixed prices. Therefore plaintiff was entitled to a general injunction against the defendant restraining him from infringing its patent rights, and also to the costs of the action.

Record Letters by Mail.

A new device for carrying on correspondence by phonograph has been introduced in Paris. The record is made on a square of prepared cloth, which can be sent through the post in an envelope and is said to reproduce the voice with great accuracy. The cost of a complete outfit, including the machine for both transmitting and receiving messages and a supply of cloth squares, is from £10 to £12.

Strike Was Insignificant.

We are informed that the recent strike at the "H. M. V." Hayes factory was quite insignificant and was soon settled. It appears the men found it rather trying in the record pressing room during a hot spell of weather, and alleged they were over-

crowded. Another complaint had reference to a slight reduction of threepence per hundred records for pressing a new kind of disc the company contemplates issuing. As to the merits of the case we cannot speak, but we are advised the men have re-started work at the old terms.

Declares Dividend of 20 Per Cent.

The Carl Lindstrom Co. (Berlin), notwithstanding a slightly decreased turnover last year, due, it is said, to the political tension existing during the last quarter, has declared a dividend of 20 per cent.

Recent Records of Merit.

Two special records characterize the July Columbia-Rena supplement. One of these is the rapidly growing Irish song, "Mother Machree," which is beautifully sung by "sweet-voiced" Will Oakland, and the other is "When I Lost You," which, we are told, is to be the season's big sentimental ballad. Medley records are always sure of a big sale, and the Columbia Co., ever on the alert to give the latest from London town, issued this month a "Round the Town" medley overture. This introduces a little ragtime, judiciously interspersed with chorus songs and ballads. A cornet solo record of which a great deal will be heard is that which stands in the name of Prof. Guarino, of the Municipal Band of Milan. It gives the delightful Cavatina from "The Barber of Seville" in two parts, and is full of the most difficult runs and tricky passages that call for and obtain exceptionally skilful handling. The "Two Bobs" are represented on this month's Columbia-Rena by a record of "Dicky Bird," their hugely successful ragtime number, which they produced to show that ragtime could be written by English composers. Their record proves it admirably.

Worthy of mention also are the following: Twelve-inch—"The Green Eye of the Yellow God" (Milton Hayes) (dramatic recital), by Bransby Williams, and "The Caretaker" (Charles J. Winter) (humorous recital), Bransby Williams; "Leonore Overture" No. 3 (Beethoven), Part I and Part II, Court Symphony Orchestra; "March

Lorraine" (Ganne) and "Father of Victory March" (Ganne), Prince's Military Band. Ten-inch—"The Drum Major" (Joe Morley) and "The Red Cockade March" (Gordon Tait) (banjo), Olly Oakley; "Sambo's Wedding" and "Pat in America" (Hiram Edén), St. Hilda Colliery Band; "Poor Wandering One," from "Pirates of Penzance" (Sullivan), Grace Kerns, and "Every Little Movement" (Hoschna), duet by Margaret Mayhew and Irving Gillette; "March of the Men of Harlech" (Caura) and "In Absence" (Dudley Buck), Gwent Welsh Male Glee Singers.

Well Selected Program of Merit.

For July the Gramophone Co. has issued a well selected program of unusual merit. In the double-sided series we find many well-known items which are likely to meet with a hearty welcome from the trade and public alike. "Reminiscences of Weber," Parts I and II, by the Coldstream Guards, is an exceptionally pleasing record, and "The Mountebanks," by the same organization, will also find much favor with the record public. The Mayfair Orchestra is responsible for two delightful selections in "Esterel" and "Dance Debonnaire," while "Filmzauber," which under the English translation—"The Girl on the Films"—is meeting with great success in London, is pleasingly portrayed by the Metropolitan Band. Another good double (ten-inch), "Alma de Dios" and "Habanero," by the band of H. M. Coldstream Guards, should prove very popular. In the ordinary single-faced list of records we are offered:

Twelve-inch—"Lyrische Suite" No. 3, "Notturno" (Grieg), New Symphony Orchestra; "Lyrische Suite" No. 4, "March of the Dwarfs" (Grieg), New Symphony Orchestra; "Beyond the Dawn" (Sanderson), John Harrison; "Songs of the Fair" (a), "Langley Fair" (b), "Fairings" (Easthorpe Martin), Thorpe Bates; "They All Love Jack" (S. Adams), Harry Dearth; "I Listen for Your Coming" (Kahn), Ruby Helder; "If I'd Only Known" (Robey), George Robey; "The

(Continued on page 62.)



To T. M. the KING and QUEEN OF SPAIN



To H. M. the KING OF SWEDEN



To H. H. the KHEDIVÉ OF EGYPT



To H. M. the KING OF ITALY



To H. M. the SHAH OF PERSIA



BY APPOINTMENT To H. M. QUEEN ALEXANDRA

'His Master's Voice'

Trade Mark is recognized the world over as the

Hall Mark of Quality

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. h. H., 8, Krugerstrasse, Vienna.
 BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
 DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.
 FRANCE: Cie. Française du Gramophone, 15, Rue Bleue, Paris.
 GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S. 12.
 HOLLAND: American Import Co., 22a, Amsterd. Veerkade, The Hague.
 HUNGARY: The Gramophone Co., Ltd., IV. Kossuth Lajos-utca 8, Budapest.
 ITALY: Compagnia Italiana del Grammofono, 5, Via S. Prospero, Milan.
 SPAIN: Cia. Francesa del Gramophone, 56, Ralmes, 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., Lourenço Marques, 8 Beira.
 SOUTH AFRICA: Darter & Sons, Adderley 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., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
 AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.
 GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, E. C.

GREAT BRITAIN

The Gramophone Co., Ltd. - 21 CITY ROAD LONDON, E. C.



HIS MASTERS VOICE



Can you imagine anyone saying there would be no demand for Fremstad records? Or Nordica records? Or Mary Garden records? Or Nielsen records? And can you imagine any Smart Aleck trying to offer you a substitute?



(Reprinted from last year's Convention Number. Since then the dealer who doesn't handle Columbia has also had to turn aside from the demand for records by Bonci, Destinn, Slezak, Ysaye, and a host of other world famous artists).

Columbia Graphophone Company
Woolworth Building, New York

FROM OUR LONDON HEADQUARTERS—(Continued from page 61).

Country Girl" (W. Wynne and F. Russell), Wish Wynne. Ten-inch—"Eileen Aroon" (MacMurrugh), John McCormack; "The Harp That Once Thro' Tara's Halls" (Balfe), John McCormack; "A Fat Li'l Feller Wid His Mammy's Eyes" (S. Gordon), Charles Tree; "The First of June" (Oliver), Percival Allen; "Where Are You Going to, My Pretty Maid?" (S. Smith)' Mme. Edna Thornton and Robert Radford; "Mazurka" (Chopin) (cello), W. H. Squire; "All the Girls Are Lovely by the Seaside" (H. Fragsom), Harry Carlton.

Balance Sheet of Brown Bros., Ltd.

The annual report and balance sheet of Brown Bros., Ltd., the Great Eastern street factors, has just been issued. After making provision for depreciation of leaseholds and fixtures, the profits for the year to December 19 last are £30,070. It is proposed to add £5,000 to reserve (making £45,000), to apply £200 in bringing down investments to market value, and to pay a dividend of 7½ per cent., free of tax, on ordinary shares, carrying forward £15,429 against £12,376 brought in.

To Sell the Business.

Henry Edwards, receiver and manager of the English Record Co., Ltd. (in voluntary liquidation), announces that he is authorized to offer the whole of the undertaking for sale by tender as a going concern. The company is located at Tottenham Court Road, and has branches in the leading provincial towns. It is stated there are a large number of contracts on the books.

Irving Berlin's Novel Stunt.

Responsible for a number of the most catchy ragtime melodies extant, Irving Berlin will appear at the London Hippodrome and give a first hand (vocal) version of his handiwork. Although he cannot play a note of music, he is said to have made a fortune out of the ragtime profession. The Daily Mail gives particulars of his four most popular compositions: "Alexander's Ragtime Band," sold over 2,000,000; "Everybody's Doing It," 1,500,000; "I Want to Be in Dixie," 1,250,000, and "The Mysterious Rag," 1,000,000. This is how he composes: With a musician at the piano, Mr. Berlin begins to hum and to sway in the motion of ragtime. Round and round the room he goes while the pianist jots down the notes. Occasionally he stops. "That's wrong; we will begin again." A marvelous ear, a more marvelous memory, he quickly detects anything amiss in the harmony, and he can remember the construction of his song from the beginning after humming it over once. It is computed that for each melody he covers several miles of carpet.

Cylinder Record Popularity.

While the cylinder business this side is not particularly aggressive just now, sales continue to maintain a fair average steadiness, thanks largely to the excellent Blue Amberol titles offered each month. Superficial consideration leads many dealers into the belief that an "indestructible" record would tend to some restriction of trade. The old wax record, it is true, required careful handling, and doubtless the replacement of breakages—per-

haps of favorite selections—were responsible for a certain amount of sales, but it is quite erroneous to assume that with the removal of these conditions Blue Amberol trade has in any way suffered. On the contrary, dealers find the new record is regarded with favor by all classes of cylinder users, who welcome the greater satisfaction it affords as an investment for money not so easily earned these days of strenuous labor.

A very acceptable program is the seventh (August) list as follows: Blue Amberol Grand Opera (price 3s. each)—"La Traviata—Addio del Passato" ("Farewell to the Bright Visions") (in Italian), Adelina Agostinelli. Blue Amberol Concert List (price 3s. each)—"Lost, Proscribed"—"Martha" (Flotow), Charles Hackett and Thomas (Crémieux), (b) "Marianne" (Courquin), Armand Chalmers; (a) "The Flowers That We Love," Vecsey and his Hungarian Orchestra; "O Rest in the Lord"—"Elijah" (Mendelssohn), Christine Miller. Blue Amberol Regular List (price 2s. each)—"Bells of London March" (Keith Keppell), National Military Band; "Your World Is My World" (Morrison and Rawlins), Hardy Williamson; "Sandy, Take Hold of My Hand" (Alf Glover), Daicy Taylor; "I Wish I Were Back in Lancashire" (Godfrey and Williams), Billy Williams; "Be Kind to the Loved Ones at Home" (J. B. Woodbury), Charles Compton; "A Ragtime Honeymoon" (Sullivan and Glover), Stanley Kirkby; "Anywhere in Manxland" (Murphy and David), Florrie Forde; "Sing to Me in the Gloaming" (Raymond and Hubi-Newcombe), T. F. Kinrigh; "Where Shall We Go To-night" (Maynard and Darewski), Jack Charman; "Salome" intermezzo (W. Loraine), National Military Band; "Manhattan Beach and El Capitan Marches" (Sousa), Sousa's Band; "Sympathy"—"The Firefly" (Rudolf Friml), Charlotte Kirwan and Harvey Hindermeyer; "Wearing of the Green," Marie Narelle; "The Hymns of the Old Church Choir" (Alfred Solman), Edison Mixed Quartet; "Annie Laurie" (Scott-Himmelreich), Ferdinand Himmelreich, piano solo; "Deep Down in My Heart" (Tom Kelley), Joseph Parsons; "Ride of the Thuringia Hussars" (William H. Santelmann), United States Marine Band; "William Tell Fantasy" (Rossini) (xylophone), Charles Daab; "Here's to Love—The Sunshine Girl" (Paul A. Rubens), Elizabeth Spencer; "When I Lost You" (Irving Berlin), Irving Gillette.

New Companies.

Flexible Co., Ltd.; capital £1,000. Office, 5 Green street, Leicester Square, London, E. C.

Read, Franklin & Heywood, Ltd., musical instrument traders; capital £2,000. Office, 46 Fleet street, Bury.

To Market New Disc Record.

We understand that an agent for a Russian firm is in London to make arrangements for the marketing of a new disc record. A strong English repertoire is in preparation, and the trade will doubtless hear something of it very shortly.

Will Prove Most Popular Item.

I have just received from Thomas A. Edison, Inc., particulars of a most novel and ingenious

scheme shortly to be put into effect. Time was when the music hall failed to draw support from the leading lights of the musical and dramatic profession, but to-day the artists are few who would not be glad to stand behind its footlights. That by way of preliminary to the fact that the latest to fall under the charm of the music hall no less than the Edison phonograph. Its "turn" will carry a very effective message to the audience upon the wonders and delight of home recording. In this respect the plan has vast possibilities, for it is in the nature of a competition consisting of phonograph record making in full view of the audience. Amateur competitors may sing, recite or play any instrument they like, from a cornet to a tin whistle. Each record will afterward be played over—we may reasonably imagine, to a laughter-rocking audience. Mechanics and experts with complete recording apparatus will be in charge on the stage, and a commencement is to be made at the Tottenham Palace, second week in July. For the best records made the Palace management offers prizes of £5, £3 and £2—first, second and third, respectively. This scheme will be carried out at various music halls, and, I doubt not, is sure to prove one of the most popular items of the program. Its conception was a very happy inspiration, and is certain to stimulate trade in home recording outfits, of which doubtless dealers in the favored neighborhood of the halls will take full advantage.

Bransby Williams for Columbia.

Bransby Williams, the popular Dickens character actor, has been placed under contract by the Columbia Co. At the present time Mr. Williams has seized upon the craze for topical "revues" and is giving a one-man "revue." In this he impersonates everybody who is anybody, from Winston Churchill and Lloyd-George to Sir Herbert Tree and Sir Charles Wyndham.

In the first Columbia-Rena record made under the new contract he gives us a dramatic recital—the story of "Mad Carew," who, to satisfy a girl's whim, secures "The Green Eye of the Yellow God," with tragic results—and an indescribably humorous monologue, "The Caretaker," in which he portrays the character of a house minder who is so satisfied with his sole tenancy that he scares off all would-be tenants with the most horrible tales concerning the house, with a comic denouement.

AN ENJOYABLE PARTY.

On Monday, June 23, the Victrola section of the John Wanamaker store gave Mr. and Mrs. James G. Martin a theater party at the Cort Theater. The play was "Peg o' My Heart," which was followed by a banquet at the Hotel Hermitage. Among those present were Martin B. Lynch, Miss Charlotte Conroy, James Livingston, Miss Tessie Hagan, Edw. J. Kiernan, Miss Bertha C. Johnson, Miss Agnes Matthews, Miss Alice Dillon, Miss Anna Deady, Miss Rodetta Nolan, and Miss T. Olga. The novelty of the affair was the appearance of Charles Collins in kilts, which struck the Broadway crowd as being funny.

VALUE OF WINDOW DISPLAYS

Illustrated in the Success Being Achieved by the Wiley B. Allen Co.'s Talking Machine Department in San Diego, Cal.

(Special to The Talking Machine World.)

SAN DIEGO, CAL., July 5.—The talking machine department of the local store of the Wiley B. Allen Co., which is under the management of H. V. Harris, has been devoting considerable attention lately to window displays and has produced

herewith. It gives an idea of the completeness of the display, being a very complete home scene in which the Victor Victrola and piano plays a prominent part.

Following this window Manager Harris arranged a camping scene which is very excellently arranged, and which is attracting even more attention than the window of which an illustration appears herewith.

This kind of work emphasizes the goalheadedness of the people connected with the local Wiley B.



Wiley B. Allen Co.'s Clever Window Display Showing Victrola in Home Environment.

some very striking and novel effects, which have caused considerable comment and praise from buyers and merchants in all lines of business.

A picture of one of its latest windows appears

in the window of the local Wiley B. Allen store. They are not merely depending upon the excellent line of products which they represent, but are presenting it to the public in a manner to invite consideration and attention.

THE WINDOW AS A SALES FACTOR.

Its Power of Appeal Set Forth in Interesting Talk that Supplements the Article that Heads This Page of The World.

The power of appeal in the show window was the subject of a very interesting talk recently in the Edison Phonograph Monthly which is of general application and along the lines of previous remarks in these columns. It reads, in part:

"To 'fill' a show window aimlessly without a thought of making it different from previous efforts is a vital mistake. Leaving it empty for a space of time would be no more detrimental. Using the same thing over and over again does not attract attention. Without the power of attraction a show window is without value.

"Now, what is an attraction? Experts cannot agree on but one point, viz.: That any attraction becomes commonplace in a short space of time. New ideas must be installed at frequent intervals. Many of them may not make a decided 'hit'; but, taken as a whole, they display enterprise and progressiveness, and the public soon forms a habit of looking for the change.

"Direct, quick sales are more often influenced by the quotation of price arguments on the actual necessities of life. To influence sales of lines not absolute necessities, through the medium of the show window requires a persistent well-directed campaign. One thought transferred to the observer this week, another next, and a persistence that almost says 'I am after you,' will eventually create a desire to add a luxury to the household expenditure.

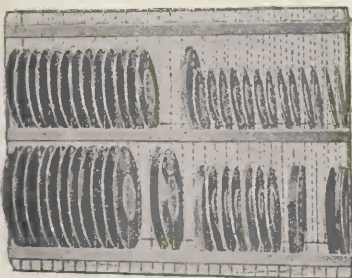
"Now, to the point: You as a merchant have not made a study of window display. Your time is occupied by the many details of your store management. Rarely do you 'trim' your show window. You 'fill' it as best you can without proper thought of obtaining varied and original effects.

"You would not hesitate to pay a commission of \$25 a year to a salesman who would increase your gross sales 20 per cent., would you? Proper window display, real thoughtful trimming, will do more than this. Not in one day or a week, but in the course of a year's business it cannot fail.

"We plan window displays for you—modern displays with features that attract; displays that tell some little feature of the pleasure of a phonograph and keep on telling these persistently through neatly worded designs. The public reads: 'Some will remember these terse selling arguments—some will purchase. Whether you interest the uninterested and secure more business remains with you.

"Use Edison displays and you have something different, something planned to lead an observer to purchase now or eventually. The sign painter is your best friend—make use of him. His bills are not an expense—they are an aid to you. Talk to those who never enter your store through neatly made show cards containing good, sensible, clever reading matter."

Never use verbal salesmanship if printed salesmanship will do the work. It is too expensive. Salesmen should be closers—not missionaries. Missionary work can be done effectively by the proper sort of printed salesmanship.



This shows a multiple of one of our Systems. For 10" or 12" records. Each tier holds about 250 records. Costs about \$2.06 a tier.

BUILT OF HEAVY STRONG WIRE, PLATED AND LACQUERED.

WRITE for 20-page catalog giving details and information on the best way of keeping your records.

The Syracuse Wire Works

SYRACUSE, NEW YORK



No side tracks to our line

The minute we get an order we start in to fill it and send it right on its way.

Never any hold-overs or delays of any kind. No side-tracking because we are out of this or that—we have on hand whatever you want, and at the word from you it starts for its destination.

All goods shipped the same day the orders are received. That's our way of doing things—the direct route to you—and every shipment always leaves here on schedule time.

If you need anything in Victors, Victor Records, record cabinets, horns, fibre cases, needles, repair parts, and other accessories, just pass the word along and we'll send it to you without the least delay.

To get a line on us, write to-day for our catalog and 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:

- | | | |
|-----------------|-------------------|-----------------------|
| Arabian | 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



THREE YEARS' RECORDING TRIP IN EUROPE AND ASIA

Many Interesting Incidents and Impressions Set Forth in Greatest Recording Expedition Ever Made—Oriental Artists Hitherto Unknown Introduced to People of the World.

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

After recording in India I returned to Paris where I recorded a number of French artists before proceeding to London to enjoy a short vacation. My next jaunt was to Berlin where after a stay recording I left for Moscow and Russia to record all through the winter season.

The French and German artists are already too well known to need any superfluous comment which I may add. There was, however, a sur-



T. J. Noble and His Equipment.

prising absence of really good (that is, from a recording standpoint) military (German) bands. The bands are invariably excellent in the playing of the famous German marches and folk songs, but fail singularly in the execution of works by famous composers. Even in the marches there is a predominance of the peck horns which is incomprehensible to the admirers of balance in music. There is a lamentable absence of that piquant, scintillating tempo which one enjoys so much with the French bands.

The French bands, on the other hand, lack the depth and strength of the Coldstream Guards and Sousa's band. I think, however, there is not the least doubt that the Russian military bands are the worst in Europe, and the best the British.

In France and Germany the artists are all interested in recording for the talking machine, but from two widely opposite standpoints; the majority are interested from the monetary, the minority from the reputation point of view.

In both countries there is a deplorable absence of really good choirs as in Russia (always bearing in mind I am speaking from the talking machine point of view).

In Russia it is the majority that sing with criticism and enthusiasm for the talker for their reputation's sake, and but a small minority for the monetary consideration alone.

In the following lines I shall endeavor to outline where I found the most interest in the three years peregrinating I had just finished, with a short criticism of artists from a talking machine man's view. To criticize and definitely state in which country are the best artists and singers is an undertaking so contradictory and argumentative-beset with the conflicting diversities in idiom, teaching, taste and color, that it would be irrelevant to attempt. I might say that "Russia possesses the finest voices in Europe" and the reason for such a pragmatist statement may be just that which another critic considers the most objectionable and derogatory in a voice. As an example, "temperament." Temperament in England is looked upon as affectation and is accordingly disliked. Whereas temperament and affectation are as widely opposite as naturalness and ostentation.

I might further say "In Russia everyone sings." I shall certainly meet the rejoinder "The same in Italy." In Italy, however, the people sing and whistle in the same manner that the people of England and America sing and whistle a popular song or ragtime massacre of music, with the ex-

ception that the average Italian possesses better taste and whistles operatic airs with as much ease as his English-speaking brothers whistle "Everybody's Doing It."

In Russia the peasants will sing who have never been outside the precincts of their miserable little wooden villages. I remember hearing a little Italian boy whistling *Quata O Quella* in Venice, but then I also recall hearing two peasants away out in Western Siberia singing songs which one of them had composed. There are sure to be thousands of people who have heard similar things in France, Germany and other countries, so I therefore shall not attempt to classify in their respective order what I consider the "follow my leader of artistic ability and competence," but shall simply state that in my experience and handling phonographically 12,000 persons, the Russian artists certainly and irrefragably make the best records, both from the technical and artistic standpoint.

I found the Russian people the most musical—that is, naturally musical without teaching, or hearing of others.

The average Russians of the more or less educated class are invariably cognizant with the works of all the famous composers. They will play or talk to you of Italian, Polish, Russian, German, Norwegian and other composers. What is more they learn something of the life of each of the composers and in this way are able, according to their own heart, to put the emphasis or idiom



Czart Trio—Note Long Instrument. Has One Note Only, Sounds Like a Bull's Snort.

into each respective composer in a manner which will amaze the average English-speaking man.

The average European or American, it must be confessed, will play certain pieces of famous composers, but will they be able to tell you anything of the life of even their favorite; I refer to the average amateur not the tutored genius or pseudo genius. This love of music is one of the principal reasons for the enormous business being done in talking machines at present in Russia and which, furthermore, is growing daily.

Of the English, French, Polish, Italian, Spanish and other languages and artists I found the easiest to record the Italian, after which the French and Spanish, and lastly, the people from the Baltic provinces, the Asenish and Littoish. Their records are to be likened to a series of chokings and gaspings for breath. No, I found but one country whose artists are worthy of comment over and above those of other nationalities, and that is the Russians.

To return to my tour. On my return to Moscow I found time to calculate my tour and the number of languages and countries I had traveled through for the talker. The three years' tour had taken me through the following countries: Eng-

land, Belgium, France, Germany, Poland, Finland, Russia (all parts), Bohemia, Austria, Hungary, Italy, Caucasus, Turkestan, Persia, Chinese Turkestan and India. A distance, including all peregrinations of 46,000 miles, over-land only.



H. Bose, Calcutta, First Indian Talking Machine Man.

Recorded the following nationalities of artists: Aderbideshanski, Afghan, American, Armenian, Arabian, Asenish, Austrian, Awaren, British (including all the colonies), Belgium, Bengalee, Bohemian, Bohkarian, Bulgarian, Cabardinski, Canarese, Chucus, Czart, Dervish, Dutch, Finnish, French, German, Greek, Grusnian, Gooriski, Hindustani, Ingoushie, Italian, Kaldinski, Kivents, Koomiki, Koordinski, Lesgin, Lettoish, Mahratta, Ossettine, Polish, Persian, Persian Tartar, Russian, Little Russian, Swedish, Spanish, Svanetz, Sanscrit, Turkish, Turkoman, Tekints, Tchichence, Tamul, Telegu, Yiddish. In all, approximately fifty-three distinct languages, with perhaps four exceptions, such as English and American, but in that case I am counting the artist.

Before speaking of the financial side and artists' fees in Europe I will relate one or two exciting experiences which I encountered together with the cost of my first tour to Turkestan and Caucasus.

The artists of the Caucasus are drawn from the mountain tribes who are scattered about in a most perplexing chaos to those unaccustomed to climbing mountains in search of them, for this is what I was compelled to do to obtain any artists.

I was forced to ride a horse for many hours, traversing difficult winding paths and suffering all kinds of (for a recorder) hardships.

It was on one of these trips (I did four in all) that I met with my first adventure. I had just finished choosing eight men from several groups of Ingoushie people, and had commenced my return and downward journey of six hours. (It had taken eight hours to climb. I had left Vladi-



Main Residential Street in Bokhara.

kavkaz at six in the morning and should have returned there at ten the same night). This was a particularly hazardous experience and beset with the possibilities of a hold-up. I had been informed

of that danger and had hidden my money, together with revolver, under my saddle. (In the sweltering heat of the Caucasus in June even a revolver is heavy). I was accompanied by an interpreter. After having been but an hour on our journey we were actually held up by a party of Tchichence, who robbed us. Finding practically no money upon me, they became incensed and seemed to doubt whether I should be thrown over the precipice, 3,000 feet below, or captured and a ransom demanded. They fortunately drew away to confer out of the hearing of the interpreter, and I seized the chance of securing my gun and, firing into the midst of them, (being a rotten shot, nothing happened) mounted my horse with the intention of riding past them, but they had already retreated and at this moment my hands were full with my horse which had commenced prouncing in a most ominous manner and was backing slowly towards the edge of the precipice. I did my best to pull her round but without success, and I was just in time to throw myself off as she went hurling over to positive destruction 3,000 feet below. I had lost a horse, 2,000 roubles in money, and my date book.

On looking around for our friend, the enemy, they had evaporated, so also had the interpreter. I slept that night in the mountains and continued my journey in the morning. After five hours' tramping I was feeling very fatigued and fortunately met a horseman who, by signs, I made understand that I wanted a little food. He gave me a little Armenian bread and a few herbs, which was my first food for twenty-four hours. After another hour's tramp I met a posse of Cossacks accompanied by my interpreter, who, when he saw me, commenced weeping with joy, for he told me that when the horse fell over he believed I had also gone. He was now returning with the Cossacks to punish the Tchichence. (Which they did by soldering all knives into their sheaths, and confiscating all fire arms, and demanding 500 roubles for damages). Two days later I received back my 2,000 roubles which a police search party had found. In after visits I was always accompanied by two Cossack guards.

In the Caucasus mountains the talker can be heard in every one of the multitudinous villages; the records are played unceasingly and are therefore soon worn out, causing a result which is not particularly pleasing to other than the Cossacks themselves who will never buy another record of the same title until one is actually broken. Even then they retain the pieces and in some cases decorate their huts with them. There is a fair amount of business done in the Caucasus; there is a population of seven millions, excluding three million Russian people. The talking machine is the only means of amusement and therefore is in demand. My next little adventure on this tour was across the Caspian Sea. My machine in this case was for recording on very large cylinders. (The cylinders are afterwards duplicated onto the wax disc and manufactured in the usual way).

At Baku all my personal luggage was scrutinized and permission and photograph demanded for carrying a gun. On board the vessel was a company of Russian soldiers with fixed bayonets (there were only nine passengers, four army men, two Russian merchants, a German, myself and interpreter) which made the passengers (other than were not Russian officers) feel anxious. It appeared that there had been a considerable amount of ammunition taken into Turkestan by way of the Caspian Sea from Baku, but why on earth they deemed it necessary for the men to fix bayonets is still an enigma to me. Just outside the miserable mud town of Krasnovodsk, the custom and police officials came aboard to examine all heavy luggage. All went well until I endeavored to explain the recording machine to avoid the necessity of opening it. I merely succeeded in aggravating their (already obvious) suspicion of my explanation of the "cylinder" and they ordered me to open the cases immediately. When I had opened two, the framework and the motor. I was getting rather warm and told them I must go downstairs to have a drink before I opened the machine case containing the mandrel—a large cylindrical steel tube six inches in diameter and four-

teen inches long. They refused, but I insisted, and I was accompanied down to the saloon by an officer and two soldiers. That was the funniest drink I ever had in my life. When I put my hand to my pocket for money they imagined I sought my gun and I found myself very nearly being ripped with bayonets. Then I received my drink and wishing the officer "good health," drank a little and lighted a cigar. By this time the other officer was evidently getting anxious and came down to see if I was quite safe. I then returned to the deck and opened the case containing the mandrel. When the police and army men saw it, they involuntarily recoiled as though it was actually an infernal machine. Seeing the amused expression on my countenance they regained their Russian surliness and commenced to look very gingerly at the machine. Not any of those men had the least knowledge of a recording machine or what it might appear in shape, and I was placed under temporary arrest until the Governor of the town arrived. By this time I and my interpreter were almost in hysterics with the manner in which these Russians were being fooled.

No one was allowed to land and it was three hours before the Governor arrived. He was an intelligent man and spoke English. He ignored all the invidious suspicions of his officers (possibly he had seen my facetious countenance) and approached me and politely asked me in English, "Will you please explain what machine you have here." I explained accordingly and he immediately understood, and with an apology for detaining me, said: "We have been experiencing considerable trouble with gun-runners and have been hoodwinked at every point; my men are therefore inclined to be incredulous of explanations of almost any type of machinery."

I was invited to lunch with him, which I gladly accepted for I afterwards discovered that in Krasnovodsk there is no hotel restaurant or any other place where one is able to obtain food, other than the station buffet where it was possible to secure hot beer, old apples and stale ham.

(To be continued next month.)

MUST GIVE EQUIVALENT.

Every dollar of the world's wealth is acquired through physical labor. Someone has to produce it by the sweat of his brow. When we take any part of this wealth from the world's store, we can rightfully do so only by giving some equivalent. That equivalent may be of a spiritual, mental or physical nature; yet because we do give the equivalent we are entitled to what we receive.

MILLIONS IN "MOVIES."

Patrons Turn in 6,300,000,000 Nickels in the Course of a Year.

Chairman Frank A. Tichenor, of the First International Exhibition of Moving Picture Arts, which was held at Grand Central Palace the week of July 7, completed tabulating, recently, moving picture statistics. He finds that 6,300,000,000 nickels are paid yearly for admission by moving picture patrons.

The figures show that \$319,000,000 was received in quarters, dimes, and nickels; that \$80,000,000 is invested in the industry; that more than 200,000 persons are employed, and that 10,000,000 feet of picture film are produced weekly.

Statistics are given to show a decrease in saloon licenses in some of the smaller cities, directly attributable to the "movies." These statistics are to be illustrated by a moving picture called "The Shrinking Demijohn," in which a monster demijohn is made by means of trick photography to decrease in size, while at the same time a moving picture theater grows from a toy to one of normal proportions.

ACKNOWLEDGE BERLINER PATENT.

Bergl & Kusch, who conduct a talking machine business in Regina, Saskatchewan, making a specialty of foreign machines and disc records, were recently notified through the solicitors of the Berliner Gramophone Co. to desist from handling talking machine records of a foreign brand, which they claimed were infringements of the Berliner patents Nos. 555,079 and 103,392. As a result a formal undertaking and accounting was requested, which, with the costs incurred, have been given by the offending parties as follows:

"In the Supreme Court of Saskatchewan, Judicial District of Regina, between the Berliner Gramophone Co., Ltd., plaintiff, and Jos. Bergl and Francis X. Kusch, defendants.

"We, Joseph Bergl and Francis X. Kusch, carrying on business under the firm name and style of Bergl & Kusch at Regina, Sask., the above-named defendants, hereby admit, so far as we are concerned, the validity of letters patent of Canada No. 555,079 and No. 103,392, and that same are in full force and effect."

To the closer and more careful study of merchandizing by advertisers is due the phenomenal growth of newspaper advertising.—Fleming Newbold, of Washington Star.

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

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

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

ALL Victor styles, records and parts, with a complete line of albums, cabinets and needles.

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

Oliver Ditson Company, Boston, Mass.



Good product, sold to the dealer and by the dealer strictly on its merits, co-operation always, and protection as a matter of course—that's *business*, Columbia style.



(Reprinted from last year's Convention Number because we couldn't say it better.)

Columbia Graphophone Company
Woolworth Building, New York

GETTING BEST RESULTS FROM NEWSPAPER PUBLICITY.

Résumé of the Interesting Campaign Carried on by the Victrola Department of the O'Neill-Adams Co. in the Newspapers of New York and Vicinity That May Prove of Benefit to Members of the Talking Machine Trade Doing Business Elsewhere.

Something new in the realm of talking machine newspaper publicity was inaugurated by the Victrola department of the O'Neill-Adams Co., New York, the latter part of May, and after eight weeks' trial has proven its worth in an emphatic and convincing manner. In order that talking machine dealers throughout the country may be advised regarding this somewhat different method of introducing the talking machine through the medium of local newspapers, *The World* gives, in this article, a brief outline of the publicity used and the arguments advanced therein. Incidentally it may be added that it is advertising that is well worth a trial by the smallest or largest dealer, and its field is unlimited.

This campaign, which was opened in the middle of spring, had for its purpose the introduction of the Victor products in a simple, straightforward way which, combined with a human interest touch that well nigh compels attention, does not permit of the average reader passing it by without any notice. In order that the advertising might always appear uniform in size, shape and appearance, a single newspaper column space in the leading paper "for the masses" was contracted for. It should be understood that the designation of a paper "for the masses" does not necessarily signify that this particular paper does not reach the buying public; for, on the contrary, the buying power of its readers is tremendous. The paper chosen, however, is distinctly a paper intended for every member of the family, and is intended to reach every type of citizen.

Bearing in mind the class of circulation of the medium chosen and realizing the fact that it reaches the music-lover who can really afford to spend substantial sums for his amusement, the average clerk who also enjoys music, but from a different standpoint; the tired housewife, who would also appreciate music on a summer evening after a hard day's work, and numerous other classes of people, the advertising of the Victrola department was carefully compiled to strike a chord in the minds and, if possible, the hearts of all the different classes.

The first question to be considered was the form of argument to be used and how this selling-talk should be presented. The recognized power of illustrations as an appeal to the imagination was carefully considered, but the size and shape of the space determined on prohibited any extensive art work along the lines of appealing cuts. The cut-and-dried argument of the musical value of the talking machine to every member of the family was considered, but vetoed; and, after discussing the situation from every standpoint, it was proposed to insert a series of dialogue talks by every-day people in ordinary walks of life who, without any flamboyant or highly imaginative and far-fetched deductions would be able to work in the desirability of owning a Victrola in a way that

would make a lasting impression on the minds of the readers.

In accordance with this decision, copy was prepared in dialogue form, but couched in every-day short words that left very little to the imagination of the reader, as far as the meaning was concerned, but set forth the selling arguments of the Victrola in an interesting and pleasing manner. The opportunities for the creation of new characters and new scenes were countless, and the copy thus prepared is still running in the chosen paper.

Some idea of the merits of this copy may be gleaned from the following summary of one piece of copy in this series, chosen at random. In one advertisement two commuters who are friends are pictured as returning to their summer cottages or bungalows by the sea on the 5.35 train. One is rather discontented with the monotony and drag of the average summer evening, while his friend, on the other hand, is buoyant and cheerful over the prospects of a pleasant evening near at hand. What is more natural than that the downcast commuter should ask the cheerful friend how he manages to enjoy his evenings in a bungalow? The answer, of course, is the ownership of a Victrola which permits him to have music on his front porch every evening, and music that ranges from grand opera selections to the latest dance records. The place of purchase—O'Neill-Adams Victrola department—is the answer of another question from the now interested commuter who sees a chance to do away with his nightly ennui, and who is naturally more than pleased with the outlook for the rest of the summer if he owns a Victrola. A small cut of one of the popular types of Victrolas is inserted in the center of the dialogue, and with this human interest copy, with its plain, every-day language, the Victrola department of O'Neill-Adams Co. is achieving remarkable results.

CANARY TAUGHT BY PHONOGRAPH.

If you take a canary bird when he is young and bring him up in an artistic environment surrounded by the phonograph and other good music-producing instruments, he will develop into a sort of college-bred bird, capable of warbling some fine notes and whistling tunes as good as a boy. The experiment has been tried out, so this is not merely theory.

Robert N. Russell, of Cleveland, Ohio, vouches

for the success of the experiment. His canary now takes the lead as a songster of unrivaled power and scope.

The uses to which a phonograph can be put are certainly limitless.

A VALUABLE SIDE LINE

For Talking Machine Dealers is the Herbert Music Rolls Which Afford Big Business Possibilities to the Wide-awake Dealer.

"Herbert music rolls ought to dovetail nicely with the talking machine dealer," commented F. E. Herbert, president of the Herbert Co., 181 Chestnut street, Newark, N. J., "and no doubt many of these aggressive men, once that the profits of roll selling are pointed out, will secure the Herbert agency and start making a lot of extra profit."

The foregoing remarks are from one of the large music roll manufacturers, making what is trademarked as "The Herbert Music Roll." This house enjoys a large and growing business all over the country and in Europe, and it believes that the talking machine dealer can create a fine business with a very small investment.

The Herbert catalog embraces over 1,500 selections of various kinds of music, most of which is for 88-note player-pianos—the up-to-date instrument. New bulletins appear each month, and these contain all the latest music, so in addition to the standard works, the dealer can keep the player owner right up to the minute on the musical hits. Full particulars of the offer of the Herbert Co. may be secured by a letter-head request.

DECRY CUT PRICES.

At a recent gathering of the Association of National Advertising Managers in this city, a number of speakers emphasized the disadvantages which cut prices would have upon any industry. They held that the prices of wares, the quality of which is guaranteed by the reputation of a single concern producing them and which are put out and advertised to be sold at definite figures, should not be cut by large dealers, who by selling a well-established commodity might seek to give the impression that other goods in their shops were selling at an equal ratio of economy.

"We've invested the articles themselves with a new kind of good will," said Mr. Ingersoll, of watch fame, addressing the publishers, "and have made them household names. The thing we want to impress on you is that after we've used your pages in creating a demand for the article it is taken by those who have no interest in it and offered at a price that brings no profit. So the good will that we've built up is lost."

Mighty business doings at convention.

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.

EDUCATING THE PUBLIC ON THE MATTER OF "TONE."

Some Striking Columbia Advertising to Appear in the Saturday Evening Post That Treats in Detail of the Tone and Constructive Features of the Special Style Illustrated in the Announcement—New Species of Educational Propaganda Proving Valuable.

"Tone" is the title of a striking full page advertisement to be published by the Columbia Graphophone Co. on page 1 of the July 26 issue of the Saturday Evening Post. Under this all-important subject is featured an excellent selling story, accompanied by a reproduction of the following illustration.

company believes "will score one of the most pronounced hits of any machine introduced in recent years," for orders for this handsome \$50 machine

Co. is trying out recently, and returns to date seem to indicate that this method will be pursued for some time to come.

In addition to the constructive features of the new "Favorite," which are shown in the accompanying illustration, there are several other improvements pointed out by the makers. This new machine has a bigger and much deeper cabinet than the former model, and in addition is equipped with a push-button release on the hinge lock of the lid—making the closing of the lid a thumb and finger operation.

The original "Favorite" introduced by the Columbia Co. last year was one of the most successful



The perfect motor mechanism revolves the metal turn-table in complete silence and at unvarying speed.

The speedometer, operates on the same principle as the speedometer on an automobile.

The continuous, uninterrupted tone-chamber and the exclusively Columbia tone-control leaves.

The reproducer is a marvel of naturalness, purity, brilliance and roundness of tone.

illustration to clearly bring out the various points mentioned.

As will be seen, the machine featured in this advertisement is the new "Favorite," which the

are coming in from every section of the country.

This illustration of the mechanical features of a talking machine in a popular magazine reaching 2,000,000 readers is a novelty that the Columbia

and popular machine sellers, and with its many new features this latest machine is undoubtedly scheduled to be a still greater favorite in fact as well as in name.

NATIONAL DISC RECORD ALBUMS.

Growing in Popularity with the Jobbers—Attractive Literature Issued by the Company.

The disc record albums manufactured by the National Publishing Co., 235 to 243 South American street, Philadelphia, Pa., are steadily growing in favor with talking machine men. This company co-operates with the jobber in supplying a considerable amount of attractive and educational trade literature in connection with its product. The following descriptive matter is issued by the house:

"We are submitting to talking machine jobbers and distributors who handle the various talking machine records our new ideas in the way of record albums. These albums are bound in the finest quality of brown silk finish cloth, stamped on the front cover, "Record Album." A handsome embossed line enhances the beauty of both the front and back of the cover. We sell record albums to jobbers only.

"Each album, of both the ten-inch and twelve-inch size, contains seventeen pockets, each having a hole in the center, as shown in the cut. These pockets are so made that they show plainly both the single and double-faced titles on the records. The inside front cover is printed with seventeen straight numbers, each number having two lines, making a title page to designate each record as placed in the pocket, the pockets being numbered from 1 to 17. This is the best way to keep the records, whether they are kept in a cabinet, bookcase or lying flat on a library table.

"They are made in both the 10-inch and 12-inch sizes, to accommodate 10-inch and 12-inch records. For those who wish to stand the albums upright in their cabinet or bookcase, they come with a leather pull or brass ring attached to the back, making it easy to pull the album out of the bookcase or cabinet. Those lying on library tables are usually bought without the ring in the back.

"We would deem it a favor if you would allow us to submit samples to you, and if you will send your city salesmen to see such customers of yours as may have records or that have bought talking

machines, you will be surprised at the number of orders they will bring in from such customers.

"If you will show these albums to each customer you show or play a record for, you will find those who have accumulated records at home, having nothing to keep them in, with the exception of the flimsy envelopes which the records come in, will purchase from one to half a dozen albums of each size. New customers who are just beginning to purchase records will order one each of these albums and keep on purchasing them as they accumulate records."

Don't look at your neighbor with that "Did God make you too?" expression in your face.

MAKE AN INTERESTING OFFER.

The Mattatuck Piano Co., of Stamford, Conn., is making quite an offer elsewhere in this issue, and that is "to furnish pianos and player-pianos at but little more than the bare cost of manufacture, to enable the talking machine dealer to make a large profit." This piano company is among the few that sells its products only for cash, which accounts for the low figures that it quotes.

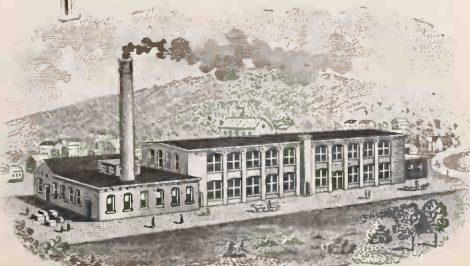
No advertiser can prosper alone. To earn his dollar, he must make it possible for others, many others, to earn theirs.

The name describes the needle and the needle fulfills its tone—The PURITONE Needle.

FURNISHED in Puritone or your own envelopes packed in different sizes. Quality guaranteed. Price popular. Dealers can secure a sample package free. Send jobber's name with letter. Remember, a quality needle will help you; it means a profit and a following.

THE following is a new selling idea for needles, packed exclusively by us: Instead of selling 100 or 200 needles at once, sell a thousand. We pack 1,000 assorted needles in a box, each box containing 200 of Extra Loud, Loud Opera, Medium and Soft. This is the "Special" Dean Packing. You can sell 1,000 instead of 100 and thus get 10 times the business. Want the Puritone Needle samples?

JOHN M. DEAN
PUTNAM, CONN.



LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

WASHINGTON, D. C., July 8.—ACOUSTIC DIAPHRAGM.—William W. Young, Agawam, Mass., assignor by mesne assignments to Lucy A. Young, same place. Patent No. 1,061,211.

This invention relates to improvements in diaphragms having acoustic properties which are designed especially for the sound-boxes of talking machines, and consists essentially of what may be termed a base member slit radially and covered with a permanently fixed integument on one or both sides.

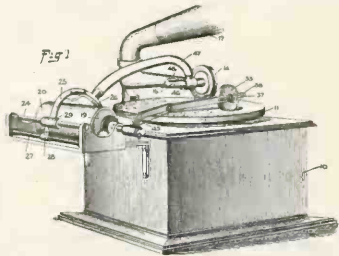
The object of the invention is to produce a comparatively inexpensive diaphragm which is inherently durable, retains its acoustic properties without deterioration for an indefinite length of time, and possesses such properties in so highly a developed state as to make the diaphragm superior for talking machine purposes.

A further object is to construct the base member of the diaphragm in such a way that the necessary amount of vibration is provided for without unduly weakening said diaphragm or taking from it the degree of stability which is also required in order to obtain the best results.

Figure 1 is a plan of a base member which may be employed in the diaphragm; Fig. 2, a similar view of a slightly modified form of base member; Fig. 3, an enlarged central cross-section through a complete diaphragm which embodies the invention in a practical form, and, Fig. 4, a similar cross-section through a diaphragm having integuments on both sides.

SOUND-REPRODUCING MACHINE. — Carl Ramus, Port Townsend, Wash. Patent No. 1,061,124.

Among the principal objects which the present invention has in view are: to provide a machine



of the character mentioned, adapted to be operated by records of different shapes; to provide an attachment whereby the usual disc-operated machine may be utilized for sound-reproduction of cylindrical records; and to provide a simple mechanism for operatively connecting said attachment to the disc machine.

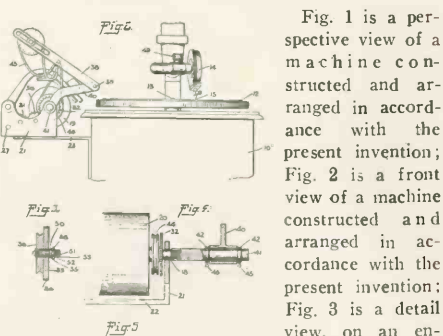


Fig. 1 is a perspective view of a machine constructed and arranged in accordance with the present invention; Fig. 2 is a front view of a machine constructed and arranged in accordance with the present invention; Fig. 3 is a detail view, on an enlarged scale, showing in vertical section the friction-driven wheel of the transmission gear employed in the present invention; Fig. 4 is a detail view, on an enlarged scale, showing an end fragment of a cylindrical record and the fixed shaft

on which the record and mandrel rotate; and Fig. 5 is a detail view, on an enlarged scale, showing means employed for suspending in inoperative relation the sound-box of the disc machine while operating the cylindrical record.

METHOD OF MOUNTING A VIBRATING DIAPHRAGM.—Albert Hayes, Salt Lake City, Utah. Patent No. 1,061,072.

This invention relates to methods of construction and arranging the diaphragm of sound-reproducing devices, such as the sound boxes of gramophones, graphophones and other devices in which sound is reproduced by the vibration of a diaphragm, and the invention has for its object to increase the sensitiveness of such diaphragms and to thus secure improved results in the reproduction of sounds.

Referring to the drawings: Figure 1 is a central vertical sectional view of a sound box adapted to carry out this invention, taken on the line of the lever by which the diaphragm is vibrated; Fig. 2 is a central vertical sectional view on a line at right angles to that on which Fig. 1 is taken; and Fig. 3 is a plan view of the sound box partly broken away.

SOUND BOX.—Albert Hayes, Salt Lake City, Utah. Patent No. 1,061,071.

This invention relates to sound boxes for gramophone and graphophone reproducers and has for its object to provide a sound box which will produce improved results in the reproduction of sound from a record disc or cylinder or other means for causing vibration of a diaphragm particularly increased loudness, greater clearness, greater sweetness of tone, the production of throat notes as against the nasal tones characteristic of most sound reproducers in use, and the elimination of overtones.

Referring to the drawings, Figure 1 is a central vertical sectional view of a sound box embodying the invention on the plane of the lever by which the diaphragm is vibrated. Fig. 2 is a central vertical sectional view on a plane at right angles to that on which Fig. 1 is taken, and Fig. 3 is a bottom plan view of the sounding board and the ring which carries it.

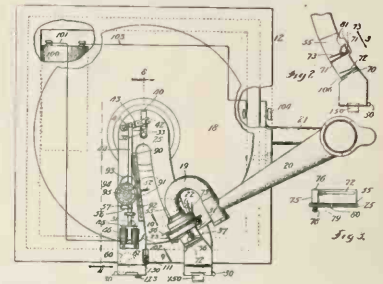
SOUND-REPRODUCING INSTRUMENT.—Ben. R. Smith, Chicago, Ill., assignor to Smith Repeatostop Co., same place. Patent No. 1,060,955.

This invention relates to repeating and braking attachments for sound-reproducing instruments, such as gramophones and instruments of like character, and is designed for the purpose of enabling a sound-reproducing record to be placed upon such instrument and played through, whereupon, according to prearrangement of the device, the sound-reproducing means, "or sound box," will be replaced in position for repeating its travel over such record; or, if the device is otherwise arranged, the apparatus will be stopped at the end of its performance.

The device comprises, in general terms, a shelf-like member which extends over the surface of

the sound-reproducing record (hereinafter called the "record disc"), immediately below the path of travel of the said sound box, and means operating at the end of a performance of one of such record discs, for inclining said shelf; whereby said sound box is caused to slide (or roll, being provided with a wheel for such purpose) over the surface of such shelf and assume the correct position for a repetition of its travel over the record disc. In such position, according to a prearranged setting of the device, the parts may be arrested, and maintained; or said shelf may again assume its original horizontal position and allow the sound box to repeat its travel over the record disc; and the instrument thereby to repeat the performance of the selection engraved upon such disc.

Figure 1 is a top plan view illustrating the device in combination with a sound-reproducing in-



strument of well-known form and known as a gramophone. Fig. 2 is a similar view in enlarged detail of a portion of the swinging shelf constituting a part of the device. Fig. 3 is a vertical section on the line 3 of Fig. 2. Fig. 4 is a vertical section on the line 4 of Fig. 1. Fig. 5 is a horizontal section on the line 5 of Fig. 4. Fig. 6 is an enlarged detail view of a portion of Fig. 4, but showing the parts in an altered position.

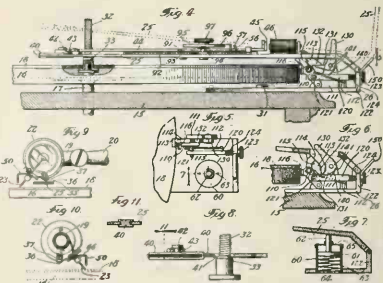


Fig. 7 is a vertical section on the line 7 of Fig. 5. Fig. 8 is a vertical section on the line 8 of Fig. 1. Fig. 9 is a vertical section on the line 9 of Fig. 1. Fig. 10 is a vertical section on the line 10 of Fig. 1. Fig. 11 is a vertical section on the line 11 of Fig. 8.

SOUND BOX FOR TALKING MACHINES.—Wilburn N. Dennison, Merchantville, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 1,060,672.

This invention relates in general to sound boxes, but more particularly to pneumatic sound boxes for talking machines, and includes improvements in that form of pneumatic sound box in which a valve is provided, the movable member of which is positioned within and very close to the sound box casing, so that the air passing through the valve is caught or trapped between the movable member and the casing to cushion or balance the movable member.

The main objects of this invention are to provide in a sound box an improved mounting for a stylus bar and a valve carried thereby, and where-

by the valve may be conveniently and accurately adjusted; to provide a yielding resistance in the path of the valve and adjustable from the outside of the sound box casing.

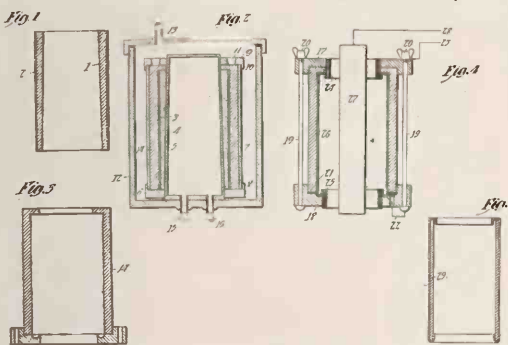
In the drawings Figure 1 is a longitudinal section on line 1-1 of Fig. 2; of a sound box constructed in accordance with this invention; Fig. 2 a fragmentary front view of the same; Fig. 3 a longitudinal sectional view on line 3-3 of Fig. 2; Fig. 4 an enlarged sectional view on line 4-4 of Fig. 2; Fig. 5 an enlarged sectional view on the line 5-5 of Fig. 2; Fig. 6 an enlarged sectional view on line 6-6 of Fig. 2; and Fig. 7 a fragmentary back view of a portion of the device.

PROCESS OF MAKING DUPLICATE PHONOGRAPH RECORDS.—Jonas W. Aylsworth, East Orange, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,060,577.

This invention relates to a process for making phonograph records in which the wearing surface is entirely of metal. The entire record may be constituted of the metal, or the latter may be merely a shell provided with a backing of other material. The process is particularly adapted to the manufacture of cylindrical phonograph records, although it may be used for making records of the disc type if desired.

Cylindrical sound records at the present time are generally made of a waxlike material molded or cast within a hollow matrix, and disc records are formed of somewhat harder material employing considerable quantities of shellac, the impression being secured from a flat matrix. With both types of record the material is subjected to considerable wear when used on a phonograph, and the production of a phonograph record easily and cheaply manufactured from metal or other substance having greater wearing qualities than the records now actually in use is desirable.

It has been proposed to make duplicate records of metal, but such processes have been objectionable in that it has been necessary therein to destroy the matrix in order to liberate the metallic duplicate. By an invention on which application for patent serial No. 516,309 was filed Sept. 4, 1909, a process was described and claimed by which it is possible readily to free the metallic duplicate



from the matrix without injury to the latter, whereby the same may be used for the production of an indefinite number of copies. By the invention forming the subject matter of the present application the same result is attained.

The objects of the present invention, accordingly, are the commercial production of metallic duplicate sound records, the production of a novel and efficient matrix for the production of such metallic duplicates.

The second step above mentioned is not present in the process described in application serial No. 516,309, above referred to, and the matrix of large coefficient of expansion in the present process is specifically different from that employed in the process described in above-mentioned application. The processes covered by the two applications, however, attain the same general object as above stated, and broad generic claims to the same, which might be made in either application, are inserted in application serial No. 516,309 above referred to.

In order that the invention may be better understood, reference is made to the accompanying drawings, of which—

Figure 1 is a central vertical section through a master record, showing the formation of a temporary matrix thereon. Fig. 2 is a central vertical section of apparatus for producing the matrix within which the metallic positive records are to be formed. Fig. 3 is a similar view of the matrix after being removed from the apparatus of Fig. 2. Fig. 4 is a similar view showing apparatus for producing a metallic deposit within the matrix to form the record or record wearing surface; and Fig. 5 is a similar view of the complete record in its preferred form.

PHONOGRAPH-REPRODUCER. Abraham L. Burke, Chicago, Ill., assignor to Walter A. Scott. Patent No. 1,065,212. The object of this invention is to improve the construction of phonograph reproducers in such manner as to make the reproduced sound more pleasing and a more faithful reproduction of the original sound than heretofore obtained.

As is well known, the reproduction of sounds by phonographs is ordinarily made up in part of extraneous sounds not forming part of the original sounds recorded upon the phonograph record, and all sounds are not reproduced with the same proportionate value which they have in the original. These extraneous sounds may arise from a variety of causes, but in all cases they have an injurious effect upon the faithfulness of the reproduction and they are invariably of a disagreeable character. It has been found that these

extraneous sounds can be largely eliminated and the tone of the reproduced sounds greatly improved by the construction herein described and claimed and illustrated in the drawings, in which Fig. 1 is a cross sectional view of a phonograph reproducer of a type now in common use, but having said improvements applied thereto. Fig. 2 is a view of the reproducer box from the side on which the needle arm is located. Fig. 3 is a detail perspective view of improved reproducer arm; and Fig. 4 is a cross sectional view through the end of the reproducer arm adjacent to the needle socket. Fig. 5 is a bottom plan view of the sound box.

SOUND-MODIFYING DEVICE. William G. Sabine, Youngstown, O., assignor to Annie Perry Sabine, same place. Patent No. 1,065,888. This invention relates in general to sound reproducing machines, and more particularly to novel means for modifying the sound so as to clarify the same and muffle or soften the harsh metallic ring which is always incident to such machines.

One of the objects of the invention is the provision of a sound modifying device which is simple and inexpensive in its construction, and which will operate in an effective manner to modify and soften the sound of the instrument and do away with the whizzing or grating sound.

A further object of the invention is the provision of a device of this character which is susceptible of being constructed in such a manner as to be applied in the form of an attachment to the usual sound boxes now in common use.

Fig. 1 is an enlarged elevation of a conventional form of sound box of the kind usually employed with a disc type of talking machine, the view illustrating the sound box fitted with the improved sound modifying device claimed herein. Fig. 2 is

a detail perspective view showing the several parts of the invention in a separated relation.

SOUND-BOX. Henry C. Miller, Waterford, N. Y. Patent No. 1,063,823. This invention relates to improvements in sound boxes of the type shown and described in pending application for patent Serial No. 311,651, filed May 1, 1906.

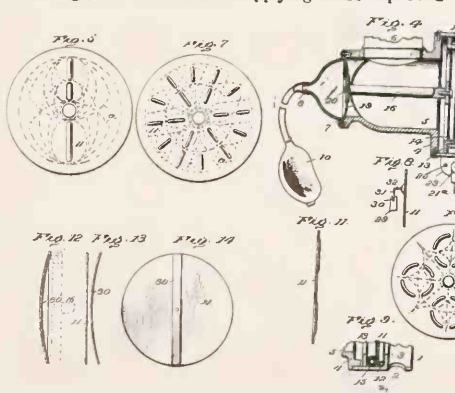
The object of the invention is to provide a sound box having a diaphragm whose shape may be altered, or in other words, dished for raising the pitch, in combination with means operating on said diaphragm with or without stopping the machine or the necessity of being in close proximity to the machine. The diaphragm on the sound box is normally in what might be stated zero position, and its shape is susceptible of being altered to change the pitch by a pneumatic arrangement, the pitch being entirely under control of the operator during operation of the machine to bring out the salient features of a particular record being reproduced.

In the above mentioned application the inventor has described, and claimed modifying elements attached to the diaphragm, and has found from experiments that better results are obtained by making these elements in disconnected series to

permit the free vibration of the diaphragm in all directions. It is essential in order to obtain the very best results that the lines of vibration be free on the diaphragm, for which reason it has been found desirable, as above stated, to make the modifying elements spaced from and in line with each other.

A further object of the invention is to provide means for taking up wear of the stylus bar, during the reproduction of a record.

In the drawings Fig. 1 is a front elevation of an improved sound box. Fig. 2 is a rear view of the same. Fig. 3 is a vertical section on the line 3-3 of Fig. 1. Fig. 4 is a view similar to Fig. 3, but showing the diaphragm convexed to alter its tone. Figs. 5, 6 and 7 are views of diaphragms showing different means of applying these improved



modifying elements. Fig. 8 is a detail view of the connection between the stylus lever and diaphragm. Fig. 9 is a view similar to Fig. 3 of a slight modification. Fig. 10 is a view of a diaphragm showing the modifying elements radially disposed, as shown applied in Fig. 1. Fig. 11 is a detail section of a diaphragm having the modifying elements embossed therein. Figs. 12 and 13 are views of a different form of diaphragm modifying means. Fig. 14 is a face view of the same.

Commerce is both a fruit and a force of civilization—both a cause and effect. Of the power of commerce in modern times there can be no sort of doubt and in no previous period of the world's history was trade ever so extensive or so profitable. —Colonel Samuel C. Dobbs, of Atlanta, Ga.

RECORD BULLETINS FOR AUGUST, 1913

COLUMBIA GRAPHOPHONE COMPANY.

SYMPHONY DISC RECORDS.
Two Tenor Arias by Bonci.
Double. Single.
A5479 La Gioconda (Ponchielli). "Cielo e mar" (Heaven and ocean). In Italian, with orch. 36534
Martha (Flotow). "M'appari" (Ah! so pure). In Italian, with orch. 36459

SYMPHONY DOUBLE-DISC RECORDS.
First Recordings by Lucille Weingartner Marcel, Mezzo-Soprano.
A5482 Otello (Verdi). Ave Maria (Hail, Mary). In Italian, with orch. (Weingartner). In English, with orch.
Two Concert Numbers by Morgan Kingston.
A5476 Hiawatha. Onawaw, Awake, Beloved (Cowen). In English, with orch.
Eleanore (Coleridge-Taylor). In English, with orch.
Two New Numbers by Olitzka.
A1344 Ich Liebe Dich (I Love Thee). (Grieg.) In German, with orch.
Pique Dame (Tschaiakowsky). Romance de Pauline. "Oh jeunes filles" (Oh! damsels fair). In French, with orch.

12-INCH BLUE LABEL DOUBLE DISC RECORD.
A5480 The Beggar Student (Millocker). Vocal Gems, Columbia Light Opera Co. orch. accomp.
The Beggar Student (Millocker). Shall I Tell Her? Grace Kerns, Soprano, and Reed Miller, Tenor, orch. accomp.

10-INCH BLUE-LABEL DOUBLE DISC RECORDS.
Two More Irish Ballads by Chauncy Olcott.
A1337 Mother Macree (Ball and Olcott). With orch.
My Beautiful Irish Maid (Olcott). With orch.
A1340 Santa Lucia. Neapolitan Street Song. Reed Miller, Tenor, in English, orch. accomp.
The Low Back'd Car (Lover). Andrea Sarto, Baritone, orch. accomp.
A1341 When I Know That Thou Art Near Me (Abt). Elsie Baker, Contralto, and Frederick Wheeler, Baritone, orch. accomp.
Oh! That We Two were Maying (Smith). Grace Kerns, Soprano, and Craig Campbell, Tenor, orch. accomp.

A1336 Serenade (Drda). Cristeta Goni, Violinist.
Silver Dew-Drop. Romance. (Holst). Quartet for violin, flute, cello and harp. George Stehl, Marshall, Lufsky, Louis Heinie and Charles Schuetze.
A1306 As I Sat Upon My Dear Old Mother's Knee (Skelly). Will Oakland, Counter-Tenor, orch. accomp.
With All Her Faults I Love Her Still (Rosenfield). Will Oakland, Counter-Tenor, orch. accomp.

A1346 The Flower Garden Ball (Schwartz). Dolly Connolly (Mrs. Percy Wenrich), Contralto, orch. accomp.
There's One in a Million Like You (Schwartz). Manuel Romain, Counter-Tenor, and Peerless Quartet, orch. accomp.

12-INCH DOUBLE DISC RECORDS.
A5477 Marche Slay (Tschaiakowsky). Prince's Band.
Scottish Symphony (Hendelsohn). Prince's Band.
A5481 Peg o' My Heart—Waltzes (Valse Mauve) (Benedict). Prince's Orchestra.
The Purple Road (Reinhardt and Peters). Waltzes. Prince's Orchestra.
A5478 Tango Argentina (Currie). Dance music. Prince's Band.
Roll On, Missouri (Carroll). Turkey-trot Dance music. Prince's Band.

10-INCH DOUBLE-DISC RECORDS.
A1347 Chic, Chic, Chic, Chick, Chicken (Stamper). Ada Jones, Soprano, orch. accomp.
And Johnny Goes, Too. Ada Jones, Soprano, and Walter Van Brunt, Tenor, orch. accomp.

A1339 The Midnight Attack (Holst). Prince's Band.
Independence Guard-March (Martini). Prince's Band.
A1343 Sunshine and Roses (Van Alstyne). Peerless Quartet, orch. accomp.
How Could I Know? (Brown and Grant). Peerless Quartet, orch. accomp.

A1345 At the Old Maid's Ball (Pellin). Byron G. Harlan Tenor, and Arthur Collins, Baritone, orch. accomp.
I'm on the Jury (Le Boy). Walter Van Brunt, Tenor, orch. accomp.
A1342 Snow Deer (Wenrich). Albert Campbell, First Tenor, and Henry Burr, Second Tenor, orch. accomp.
Rainbow Smiles (Barron). Albert Campbell, First Tenor, and Henry Burr, Second Tenor, orch. accomp.
A1338 Medley of Snyder Hits. Prince's Orchestra.
Medley of Remick Hits. Prince's Orchestra.

THOMAS A. EDISON, INC.

No. 9.
BLUE AMBEROL CONCERT.
28168 Andante cantabile—Quartet, Op. 11 (Tschaiakowski) String Quartet. The Hoffmann Quartet
28169 The Sweetest Story Ever Told (R. M. Stultis) Tenor, orch. accomp. Orville Harrold
28170 Simplicius Waltz, Op. 427 (Johann Strauss) Armand Vecsey and His Hungarian Orchestra
28171 Agnus Dei (Bizet) Soprano, orch. accomp. Marie Rappold

BLUE AMBEROL REGULAR.
1780 Favorite Airs from "Erminie" (Jakobowski) orch. accomp. Edison Light Opera Co.
1781 My Hero—The Chocolate Soldier (Oscar Strauss) Soprano, orch. accomp. Elizabeth Spencer and Chorus
1782 Garland of Old Fashioned Roses (E. Clinton Keithley) Tenor, orch. accomp. Manuel Romain
1783 Ship of My Dreams (Alfred Solman) Mezzo-soprano and tenor, orch. accomp. Helen Clark and Harry Anthony (John Young)
1784 Welcome Home (Irving Berlin) Comic song, orch. accomp. Anna Chandler
1785 Chanson Triste (Tschaiakowski) Victor Herbert and His Orchestra
1786 Last Night was the End of the World (Harry Von Tilzer) Tenor, orch. accomp. Charles W. Harrison
1787 As I Sat Upon My Dear Old Mother's Knee (J. P. Skelly) Counter-tenor, orch. accomp. Will Oakland and Chorus
1788 Mary and John (The Lovers Quarrel) (W. Forest) Waltz song, orch. accomp. Walter Van Brunt

1789 She Sleeps 'Neath the Old Ohio River (Alfred Solman) Tenor and baritone, orch. accomp. Harry Anthony and James F. Harrison (John Young and Fred'k J. Wheeler)
1790 Jim Lawson's Medley of Reels. Violin, orch. accomp. Charles D'Admaine
1791 You Can't Play Every Instrument in the Orchestra—The Sunshine Girl (John L. Golden) Comic song, orch. accomp. Maurice Burkhardt
1792 You're a Great Big Blue-Eyed Baby (A. Seymour Brown) Male voices, orch. accomp. Premier Quartet
1793 Whistling Jim (Theodore Morse) Coon song, orch. accomp. Ada Jones
1794 Beautiful Beckoning Hands (John R. Bryant) Sacred, organ accomp. Edison Mixed Quartet
1795 Dream of the Tyrolienne (Herd Girl's Dream) (Aug. Labitzky) Violin, violoncello, flute and harp. Venetian Instrumental Quartet
1796 Snookey Ookums (Irving Berlin) Comic duet, orch. accomp. A. Collins and B. G. Harlan
1797 Famous Songs in Irish Plays. Tenor, orch. accomp. Walter Van Brunt
1798 Where the River Shannon Flows (James L. Russell) Sentimental song, orch. accomp. Will Oakland and Chorus
1799 Sweet Dreams of Home (H. Engelmann) Bls. orch. accomp. Charles Daab
1800 Oh, You Silvery Bells (George Botsford) orch. accomp. Ada Jones and Billy Murray
1801 Then You'll Remember Me—The Bohemian Girl (Balfe) Tenor, orch. accomp. Charles Hackett
1802 My Little Persian Rose Medley Two-step (for dancing). National Promenade Band
1803 Down on Uncle Jasper's Farm (Jimmie Monaco) Rube duet, orch. accomp. Steve Porter and Byron G. Harlan
1804 On Parade Medley. National Guard Fife and Drum Corps
1805 Father O'Flynn (Old Irish Medley) Baritone, orch. accomp. Frank Croxton
1806 Ragtime Violin (Irving Berlin) Male voices, orch. accomp. Premier Quartet
1807 Glowworm (Paul Lincke). Edison Concert Band
1808 And the Green Grass Grew All Around (Harry Von Tilzer) Comic song, orch. accomp. Premier Quartet
1809 Jesus Lover of My Soul (J. P. Holbrook) Mixed Voices, organ accomp. Edison Mixed Quartet
1810 Invercargill March (Alex. F. Lithgow). New York Military Band
1811 When the Roll is Called Up Yonder (J. M. Black) Sacred, orch. accomp. Edison Mixed Quartet
1812 Aloha Oe (Farewell to Thee) (H. M. Queen Likoualani) Hawaiian Song. Toots Paka's Hawaiians
1813 I've Got the Mumps (Franklin and Green) Character song, piano accomp. Irene Franklin
1814 The Talkative Waitress (Franklin and Green) Character song, piano accomp. Irene Franklin
1815 I Want to be a Janitor's Child (Franklin and Green) Character song, orch. accomp. Irene Franklin
1816 I'm A-Bringing Up the Family (Franklin and Green) Character song, piano accomp. Irene Franklin
1817 She's My Daisy (Lauder) Scotch comic song. Harry Lauder
1818 Good-Bye, Till We Meet Again (Lauder) Scotch comic song. Harry Lauder
1819 Just a Wee Deoch and Doris (Morrison and Cunniffe) Scotch comic song. Harry Lauder
1820 It's Nice When You Love a Wee Lassie (Lauder) Scotch comic song. Harry Lauder
1821 I Love a Lassie (Lauder) Scotch comic song. Harry Lauder
1822 A Wee Hoose 'mang the Heather (Wells and Lauder) Scotch comic song. Harry Lauder

VICTOR TALKING MACHINE CO.

No. POPULAR SONGS. Size.
17360 Floating Down the River on the Alabama' (A Von Tilzer) Heidelberg Quintet 10
Ragtime Regiment Band (Brown-Morris) 10
17367 My Turkish Opal (Gillespie-Williams) Peerless Quartet 10
San Francisco Bound (Irving Berlin) Peerless Quartet 10
17358 Come and Kiss Your Little Baby (Brown-A. Von Tilzer) Ada Jones-Billy Murray 10
Mirandy and Me (Beniam Vanderveer) Helen Clark-Walter J. Van Brunt 10
17359 Sunshine and Roses (Kahn-Van Alstyne) Edna Brown-James F. Harrison 10
Just say Again You Love Me (Selden-Goldstein) Charles W. Harrison 10
17374 We've Got a Parrot in our House (Praty Berly) (Gilbert-Muir) Collins-Harlan 10
Let Her Go, Let Her Go, Let Her Go (Bayhays-Jettes) Billy Murray 10
17372 The Curse of An Aching Heart (Fink-Piantadosi) Will Oakland 10
Down Old Harmony Way (Oppenheim-Cooper) Peerless Quartet 10
17365 Teasing Moon (Murphy-Marshall) Heidelberg Quintet 10
Just a Dream of You, Dear (McNamara-Klickman) Hayden Quartet 10

NEW DANCE RECORDS.
17262 Last Night was the End of the World (H. Von Tilzer) Victor Military Band 10
Melinda's Wedding Day—Medley One-step. Victor Military Band 10
17375 Snookey Ookums One-step. A. Pryor's Band 10
You're a Great Big Blue-Eyed Baby Medley. Arthur Pryor's Band 10
36038 Good-Bye, Boys, Medley One-step. Victor Military Band 12
When I Lost You Medley Waltz. Victor Military Band 12
35304 Nights of Gladness—Boston (Aucliff) Victor Military Band 12
Maori-Tango (Tyers) Victor Military Band 12
31886 Gems from "Rigoletto" (Verdi) Victor Opera Co. 12
35305 Song Medley, No. 5, "Remick Review" Victor Mixed Chorus 12
Song Medley, No. 6—"Snyder Specials" Victor Mixed Chorus 12
17373 Un peu d'amour—Melodie (A. Lieke Love) (Silesu) Victor Concert Orchestra 12
Danse Styrienne—Cardas (Michaels) Victor Concert Orchestra 10
35303 Extase (Ganne) (violin-cello-piano) Tollefsen Trio 12
Andante (Hollman) from "Six Morceaux" (cello) Rosario Bourdon 12

35306 Thais—Meditation (Massenet) (Violin) Maximilian Pilzer 12
Humoresque Op. 101, No. 7 (Dvorak) (Violin) Maximilian Pilzer 12
17368 Military Escort March (Lindsay) Victor Military Band 10
On the Wing Gallop (Lemoire) Victor Military Band 10
17357 Buffalo News March (Lampe) (Xylophone) William H. Reitz 10
Dance California (Gregory) (Bell solo) William H. Reitz 10
17363 Serenata (Alexander) (Mandolin, piano accomp.) William Place, Jr. 10
Lakes of Heavenly Blue (Tyrolean Air) (Milkocker) (Zither) D. Wormser 10
17364 Come Where My Love Lies Dreaming (Foster) (violin-flute-harp) Neapolitan Trio 10
Thou'rt Like Unto a Lovely Flower (Du bist wie eine Blume) (Degele) Neapolitan Trio 10
17366 Love's Old Sweet Song (Bingham-Molloy) Elsie Baker 10
John Anderson, My Jo (Robt. Burns) Elsie Baker 10
17356 Shall We Meet Beyond the River (Hastings-Rice) Harry Macdonough-Percy Hemus 10
Almost Persuaded (Bliss) Harry Macdonough-Percy Hemus 10
17369 Love's Smile Waltz (Bacchioli) (whistling) Guido Gladini 10
Frolch of the Coons (A Pickaninny) (Gambol) (Gurney) (Banjo) Fred Van Eps 10
17371 Washington's Farewell Address (delivered Sept. 19, 1796) Harry Humphrey 10
Webster's Reply to Hayne Harry Humphrey 10
35307 North Carolina Minstrels. Victor Minstrel Co. 12
Jimmy Trigger or, The Military Hero. Golden and Hughes 12

PURPLE LABEL AND BLUE LABEL RECORDS.
60108 His Lullaby Healy-Jacobs-Bond 10
55040 Angel's Serenade (Braga) Victor Herbert's Orchestra 12
Largo from "Xerxes" (Handel) Victor Herbert's Orchestra 12

RED SEAL RECORDS.
87161 Lasciati amar (Let Me Love Thee) (In Italian.) Leoncavallo 10
Geraldine Farrar, Soprano; Louise Homer, Contralto.
87506 Sandmannchen (The Little Sandman) In German. Becker 10
Johanna Gadsch, Soprano.
88443 Tannhäuser-Zurück, von ihm! (Away from Him! —Act II) In German. Wagner 12
Louisa Tetrzanni, Soprano.
88432 Pastoral from "Rosalinda" (In Italian) Francesco Veracini 12
Johanna Gadsch, Soprano; Pasquale Amato, Baritone.
89068 Aida—Su dunque! (Up Then!) (Duet from Act III, Part II) In Italian. Verdi 12
Alma Gluck, Soprano; violin obligato by Ereni Zimbalist; piano accomp. by Eugene Lutsky.
88433 Ave Maria In Latin. Gounod 12
John McCormack, Tenor.
64332 Mother o' Mine In English. Kipling-Tours 10
John McCormack, Tenor.
64303 Mefistofele—Dai campi, dai prati (From the Fields) (Act I) Boito 10
Lucy Isabelle Marsh, Soprano; John McCormack, Tenor.
74345 Carmen—Parle-moi de ma mère (Tell Me of My Mother) (Act I) In French. Bizet 12
Herbert Witherspoon, Bass, piano accomp. by Rosario Bourdon.
74348 Der Lindenbaum (The Linden Tree) Op. 89, No. 5) In German. Schubert 12
Evan Williams, Tenor.
64327 Ah, Love but a Day. In English. Browning-Prothero 10
Mischa Elman, Violinist; piano accomp. by Percy B. Kahn.
74339 Ave Maria. Schubert-Wilhelmj 12
Eren Zimbalist, Violinist; piano accomp. by Eugene Lutsky.
74338 (1) Le Cygne (The Swan) (Saint-Saens); (2) Waltz Op. 64, No. 1 (Chopin) 12

VICTOR CO. TO HAVE FINE EXHIBIT.

The Victor Talking Machine Co. is planning to have an elaborate exhibit of its products at the Panama-Pacific International Exposition, which opens in San Francisco in 1915. A large party of Jerseymen left last week for San Francisco to arrange for the State to exhibit at the exposition and to complete plans for the erection of the New Jersey State building.

EDWARD D. EASTON TO EUROPE.

Edward D. Easton, president of the Columbia Graphophone Co., accompanied by Mrs. Easton and Miss Easton, sailed June 25 on the new Hamburg-American ocean palace, the "Imperator," for a six weeks' trip abroad. This is the maiden voyage of this world-famous steamship from New York, and the passenger list contained the names of a large number of prominent people.

REMARKABLE SUMMER BUSINESS.

Business at the offices of the New York Talking Machine Co., 81 Chambers street, New York, continues to steadily increase over the corresponding months of last year, and Manager Williams, in a recent chat with The World, stated that this month's business was considerably ahead of last June. The call for Victor dance records is one of the remarkable phases of the record business, for, notwithstanding the fact that the summer season is always the banner time of the year for this type of record, the orders received this year break all previous records.

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