

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

**AND**  
**NOVELTY**  
**NEWS**

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



A Corner of the Music Room  
 in the White House



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Leading Jobbers of Talking Machines in America

**SERVICE FIRST**  
 EXCLUSIVE VICTOR JOBBERS  
 WHOLESALE ONLY  
**Standard Talking Machine Co.**  
 PITTSBURGH, PA.

1856 **WURLITZER** 1914  
**VICTOR**  
 DISTRIBUTERS  
 VICTORS EXCLUSIVELY  
*We make a specialty of getting the order out on time—every time.*  
**The Rudolph Wurlitzer Co.**  
 CINCINNATI and CHICAGO  
*Two points of supply; order from the nearer.*


**CHASE & WEST** DES MOINES IOWA  
 Machines **Victor** Everything in stock all the time.  
 Records  
 Cabinets  
 WHOLESALE TO IOWA TRADE  
 Send us your name and address and we will mail you postpaid complete illustrated catalogues, giving detailed information concerning all Victor products. Showing the various styles of Victor Machines, list of all Victor Records, the entire line of Victor Cabinets, Repair Parts and all Accessories. Dealers, let us help you build a Victor business.

PERRY B. WHITSIT L. M. WELLER  
**PERRY B. WHITSIT CO.,**  
 212 South High Street, Columbus, Ohio.  
 Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

**OLIVER DITSON COMPANY**  
 BOSTON  
 Largest VICTOR Talking Machine Distributors East of Chicago.  
 Creators of "The Fastest Victor Service." Let us tell you more about our service.

**W. J. DYER & BRO.**  
 Saint Paul, Minn.  
**VICTOR & EDISON**  
 Distributors  
*Quick Service for all points in the Northwest. Machines, Records, Supplies.*

**Southern Victor Dealers**  
 Largest Stock VICTROLAS and RECORDS.  
 Prompt Shipment and Low Freight Rates.  
**WALTER D. MOSES & CO.**  
 Oldest Music House in Virginia or North Carolina.  
 RICHMOND, VA.

  
 Where Dealers May Secure  
**COLUMBIA**  
 Product  
 Ready, Full Stocks, and Prompt Deliveries from Convenient Shipping Centers all over the United States.  
**Distributors**  
 Atlanta, Ga., Columbia Graphophone Co., 132 Peachtree St.  
 Baltimore, Md., Columbia Graphophone Co., 305-307 North Howard St.  
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 Boston, Mass., Columbia Graphophone Co., 174 Tremont St.  
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 Kansas City, Mo., Columbia Graphophone Co., 1112 Grand Ave.  
 Lincoln, Nebr., The Grafonola Company, 1036 O St.  
 Livingston, Mont., Scheuber Drug Co.  
 Los Angeles, Cal., Columbia Graphophone Co., 420-422 S. Broadway.  
 Louisville, Ky., Columbia Graphophone Co., 425 South Fourth St.  
 Milwaukee, Wis., Albert G. Kuade, 516 Grand Ave.  
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 New York City, Columbia Graphophone Co., 89 Chambers St.  
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 Portland, Ore., Columbia Graphophone Co., 371 Washington St.; Eilers Music House.  
 Providence, R. I., Columbia Graphophone Co., 119 Westminster St.  
 Rochester, N. Y., The Grafonola Company, 23 Clinton Ave., South.  
 Sacramento, Cal., Kirk, Geary & Co.  
 Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.  
 San Francisco, Cal., Columbia Graphophone Co., 334 Sutter St.  
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 Toledo, O., Columbia Graphophone Co., 229 Superior St.  
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 DEALERS WANTED—Exclusive selling rights given where we are not actively represented.  
 Write for particulars to the Columbia Graphophone Co., Wholesale Department, Woolworth Building, New York.  
 Headquarters for Canada:  
 Columbia Graphophone Co., 363-5-7 Sorauren Ave.  
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Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your card in the September List.

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

**SANGER BROTHERS**  
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**VICTOR**  
 Distributors  
 "We ship the same day."

**Edison Phonograph Distributors**  
 for the SOUTHWEST  
 All Foreign Records in Stock  
**Houston Phonograph Co.,** HOUSTON, TEXAS

**NEW ENGLAND**  
 JOBBING HEADQUARTERS  
**EDISON AND VICTOR**  
 Machines, Records and Supplies.  
**THE EASTERN TALKING MACHINE CO.**  
 177 Tremont Street BOSTON, MASS.

**PACIFIC COAST** DISTRIBUTORS OF  
**Victor Talking Machines** and RECORDS  
 STEINWAY PIANOS—LYON & HEALY  
 "OWN MAKE" BAND INSTRUMENTS  
**Sherman, Clay & Co.** San Francisco Oakland Portland Los Angeles

**The Chicago Edison Jobber**  
 The perfection of Musical Instruments—THE EDISON diamond disc PHONOGRAPH—with EDISON double disc records.  
 THE PERFECTION OF SERVICE—Our Service.  
 The Perfection of advertising for the dealer—Our plan.  
**The Phonograph Company**  
 229 So. Wabash Ave. CHICAGO

# The Talking Machine World

Vol. 10. No. 8.

New York, August 15, 1914.

Price Ten Cents

## BUSINESS AND THE EUROPEAN WARS.

**The Effect on Our Industries Will Temporarily Be Bad—But Disturbed Conditions May Be Followed by Domestic Activity and Merchant Marine Development to Handle Exports.**

In discussing the effects of the European wars on business in this country the financial expert of the New York Times on Sunday said the fact that it would have a profound and lasting effect on the principal industries of the country was everywhere conceded. War on a large scale between the nations in Europe which manufacture for the world's markets would curtail, if not destroy for the time being, their export trade. There is only one nation that could take that trade, and that is the United States. This country would export less raw cotton and more cotton goods. The same would be true of other fabrics as well as of manufactures of metal, and, of course, foodstuffs. Means would be discovered or created to attend to the carrying of exports where they were needed. Temporarily, at least, this country would show a tremendous expansion of foreign trade, and the same causes would prevent the importation of many things that in ordinary times come from abroad. American manufacturers would not only monopolize the domestic field, but would go far toward doing the same in many of the foreign ones as well. The only check would be in the things which would be declared to be contraband of war. And, even as to the latter, there would be many venturesome enough to take chances.

All of this would stimulate hugely the productiveness of factories and workshops and give employment to labor in vast volume. It would also result in articles of American manufacture being introduced, and put to use in many countries, where the products of foreign origin are now the vogue.

## PRESIDENT GEO. E. MICKEL APPOINTS COMMITTEES.

**Complete Roster of Official Committees of the National Association of Talking Machine Jobbers Just Announced—Representative Trade Members on Lists.**

Geo. E. Mickel, president of the National Association of Talking Machine Jobbers, has just announced his appointments for the various committees for the ensuing year, as follows:

**Executive Committee.**—O. K. Houck, O. K. Houck Piano Co., Memphis, Tenn.; R. H. Morris, American Talking Machine Co., Brooklyn, N. Y.; C. J. Schmelzer, Schmelzer Arms Co., Kansas City, Mo.; W. O. Crew, Elmira Arms Co., Elmira, N. Y.; P. Werlein, Philip Werlein, Ltd., New Orleans, La., and officers.

**Advisory Committee.**—J. C. Roush, chairman, Standard Talking Machine Co., Pittsburgh, Pa.; J. F. Bowers, Lyon & Healy, Chicago, Ill.; P. B. Whitsit, Perry B. Whitsit Co., Columbus, O.; J. N. Blackman, Blackman Talking Machine Co., New York City.

**Membership Committee.**—O. K. Houck, chairman, O. K. Houck Piano Co., Memphis, Tenn.; L. Burchfield, Sanger Bros., Dallas, Tex.; M. Landay, Landay Bros., New York City; F. A. Simon, Rudolph Wurlitzer Co., Chicago, Ill.; F. Nestor, W. F. Frederick Piano Co., Altoona, Pa.

**Legislative Committee.**—J. F. Bowers, chairman, Lyon & Healy, Chicago, Ill.; C. Droop, E. F. Droop & Sons, Baltimore, Md.; L. H. Clement, Whitney Currier Co., Toledo, O.; F. W. Corley, the Corley Co., Richmond, Va.; J. C. Roush, Standard Talking Machine Co., Pittsburgh, Pa.

**Traffic Committee.**—L. C. Wiswell, chairman, Lyon & Healy, Chicago, Ill.; B. L. Crew, Phillips & Crew, Atlanta, Ga.; C. A. Mairs, W. J. Dyer & Bro., St. Paul, Minn.; B. J. Pierce, J. W. Jenkins' Sons Music Co., Kansas City, Mo.; H. L. Royer, M. Steinert & Sons Co., Boston, Mass.

**Press Committee.**—J. C. Roush, chairman, Standard Talking Machine Co., Pittsburgh, Pa.; P. B. Whitsit, Perry B. Whitsit Co., Columbus, O.; T. H. Towell, Eclipse Musical Co., Cleveland, O.; R. Rogers, Robert C. Rogers Co., Washington, D. C.;

The persons in such countries would become accustomed to the American things and familiar with their merits, and would continue the use of them thereafter. In other words, there would be a constant demand created for the American goods that would result in a permanent increase of the export trade. This would show itself with regard to the nations of South America as well as those of the Orient, the Far East and Africa. Ultimately, of course, war of the kind would hurt trade with the countries engaged in it, because of the reduced purchasing power of the peoples caused by the strife and the ruinous taxation that would follow.

## CHAS. F. THAYER BECOMES MANAGER

**Of the New Columbia Department of the Tel-Electric Co., New York City.**

Charles F. Thayer has been appointed manager of the new Columbia department in the warehouses of the Tel-Electric Co., 299 Fifth avenue, New York. This department will probably be ready for formal opening in a week or two, and in the meantime a number of sound-proof demonstration booths are being erected and every possible detail being embodied in the decorations and furnishings to conduce to the comfort and convenience of visitors to the department.

Mr. Thayer is well known in the local trade having been connected with the Columbia Graphophone Co. for the past three years in various sales capacities. His first Columbia connection was under the capable guidance of Hayward Cleveland, the veteran Columbia retail manager. Mr. Thayer also accompanied Frank R. Robertson, the noted travelogue lecturer, on a country-wide tour with the Columbia product, and subsequently joined the sales department of the Columbia educational division.

## EFFECTIVE CAMP WINDOW DISPLAY

**Made by the Ross P. Curtice Co., of Lincoln, Neb., Wins the Highest Praise—How It Was Prepared Explained for Benefit of the Trade.**

(Special to The Talking Machine World.)

LINCOLN, NEB., August 8.—A very attractive camp window display recently made by the Ross P. Curtice Co., Victor jobbers, of this city, made a tremendous sensation, and through the interest it accentuated well repaid those interested in its construction. In telling of its construction C. W. Long, for the Curtice Co., said:

"The 'grass' we made out of excelsior dyed green with green aniline mixed with water; the campfire was made to glow in a very realistic manner by placing a red globe under the red cloth, which was mounted over wire netting to hold it up; the globe we placed in a shade and laid it on



Ross P. Curtice Co.'s Attractive Window.

a mirror so that the light was reflected, and the window had a border of red lights all around it, so that it had an excellent appearance from the outside, and by placing twigs over the fire the leaves and branches diffused the light so that the fire was 'almost' real.

"The accompanying photograph was taken at 2 o'clock in the morning so that there would be no reflection from the street lights, and was made with the aid of 2,250 watt lights, with a twenty-minute exposure. The crowds that were around the window certainly repaid us, and many comments were heard about it, especially the coffee pot, which we beat almost out of shape and blackened with a candle so as to give it a 'used' appearance."

## THE ELECTRIC DISC-STOP CO.

The Electric Disc-Stop Co., of Monroe, N. Y., filed a certificate of incorporation this month with the Secretary of State at Albany, N. Y., to manufacture talking-machine accessories. The capital is given as \$6,000 and the incorporators are S. V. Dowling, F. B. Knowlton and D. A. Cashin.

## TRAVELING IN WISCONSIN.

William Ide, who was formerly associated with the Phonograph Co., of Milwaukee, Wis., Edison distributors, has been appointed traveling wholesale representative for Thomas A. Edison, Inc., in Wisconsin and upper Michigan, succeeding Wm. P. Hope, who is now Edison jobber at Kansas City, Mo.

A. M. Stewart, Stewart Talking Machine Co., Indianapolis, Ind.

**Grievance Committee.**—E. F. Taft, chairman, Eastern Talking Machine Co., Boston, Mass.; C. H. Eisenbrandt, E. F. Eisenbrandt & Sons, Baltimore, Md.; H. W. Weymann, W. A. Weymann's Son, Philadelphia, Pa.; F. H. Putnam, Putnam Page Co., Peoria, Ill.; B. N. Neal, Neal, Clark & Neal, Buffalo, N. Y.

**Resolution Committee.**—R. H. Morris, American Talking Machine Co., Brooklyn, N. Y.; L. Buehn, Louis Buehn, Philadelphia, Pa.; H. A. Winkelman, Oliver Ditson Co., Boston, Mass.; W. N. Dunham, Florida Talking Machine Co., Jacksonville, Fla.; C. N. Andrews, W. D. Andrews, Buffalo, N. Y.

**Arrangement Committee.**—A. G. McCarthy, chairman, Sherman Clay & Co., San Francisco, Cal.; L. S. Sherman, Sherman Clay & Co., San Francisco, Cal.; C. S. Ruggles, Sherman Clay & Co., Los Angeles, Cal.; A. A. Trostler, Schmelzer Arms Co., Kansas City, Mo.; B. Switzky, Benj. Switzky, New York City.

In sending out this list J. C. Roush, chairman of the press committee, mentions that plans already are being prepared for the 1915 convention to be held at San Francisco. Many special features in connection therewith will be outlined in an early issue of The World. It is expected that a great many members of the association will take in this trip to the convention and the Panama-Pacific Exposition, accompanied by their friends and some of their largest dealers.

The officers of the association elected at the convention in Atlantic City for 1914-1915 are George E. Mickel, president, Nebraska Cycle Co., Omaha, Neb.; Elton F. Taft, vice-president, Eastern Talking Machine Co., Boston, Mass.; Edwin C. Rauth, secretary, Koerber Brenner Music Co., St. Louis, Mo.; William H. Reynolds, treasurer, Reynolds Music House, Mobile, Ala.

## PANAMA CANAL WILL HELP PACIFIC COAST MERCHANTS

This Method of Shipping from the East Will Effect a Great Saving in Freight Rates—  
San Francisco Pleased at Its Selection for Next Jobbers' Convention—The Phonograph Co.'s New Store to Open This Month—News of the Month Worth Recording.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., August 5.—Vacations have about gone the rounds at the various music establishments here, and the forces are in good trim to begin fall campaigns. City schools opened the last week in July, bringing many families home from the country, which naturally acts as a stimulus to business in practically all lines. For this reason most of the business houses arrange their vacations to coincide pretty closely with the school vacations, and the reopening of schools is the signal for resumption of regular duties all round. In the talking machine quarters no time will be lost during the remainder of the year. Business kept up fairly well even when the vacation season was at its height, and all indications point to a good fall. Particular attention is now being called to the new records which were placed on the market while certain patrons were out of town, and the record sections are quite busy. Dealers and distributors of musical instruments generally are looking forward with considerable interest to the opening of the Panama Canal for commerce about the middle of August, as the new method of shipment will mean a great saving to Coast interests receiving goods from the Atlantic seaboard.

### Pleased at Selection of San Francisco.

The local trade is elated over the selection of San Francisco as the next meeting place for the annual convention of the National Talking Machine Jobbers' Association. Every effort will be exerted by the trade to make the session a big success, and with the added attractions of the exposition, a large attendance is expected.

Sherman, Clay & Co. were well represented at the national convention last month, L. S. Sherman, Andrew G. McCarthy and Chas. S. Ruggles attending, all having gone East for that purpose exclusively. Naturally they and their houses are especially gratified at the recognition given their city. Mr. Sherman came home directly after the festivities at Atlantic City were over, but Messrs. McCarthy and Ruggles remained over a few days to visit the factory of the Victor Talking Machine Co. Mr. McCarthy, who is treasurer of Sherman, Clay & Co., gives his personal attention to the Victor department of the business, and Mr. Ruggles is manager of the company's Victor distributing branch at Los Angeles. Upon their return to headquarters they pronounced the convention a big success in every particular, and spoke enthusiastically over the hospitality extended to the delegates by the Victor Co. Sherman, Clay &

Co. have just completed the redecoration of their first floors and windows and are celebrating the end of their renovations by a fine display of Victor goods and high class pianos and players.

### Peter Bacigalupi, Jr., Retires.

The tendency in the local trade for some time has been toward additions and expansions, but the order of things has been reversed this month by the announcement from Peter Bacigalupi, Jr., that he is retiring from the talking machine business immediately. In fact, he has already vacated the old quarters on the second floor of the Douglas building, 908 Market street, and moved the remainder of his stock to a smaller room in the same building. The name of Bacigalupi has long been identified with the talking machine trade of this city, the business having been conducted under the name of Bacigalupi & Son to date, although the father and son divided their interests about two years ago, Peter, Jr., as he is generally known, taking the talking machines, and Mr. Bacigalupi, Sr., assuming full charge of the electric pianos and Edison dictating machine parts of the business. In the talking machine department a retail and jobbing business in Victor and Edison products was conducted. Peter, Jr., has not announced future plans, but his retirement does not affect his father's business.

### Columbia Co. News.

W. S. Gray, district manager of the Columbia Graphophone Co., spent most of the past month away on vacation. He and Mrs. Gray enjoyed a pleasant outing at Lake Tahoe. It was the first real vacation Mr. Gray had taken in about five years and he made the most of it, returning to work with renewed vigor and optimism. F. R. Anglemeier, wholesale manager at the local Columbia warerooms, is spending two weeks in Sonoma County. During his absence C. J. Moore, traveling ambassador for the establishment, is keeping up his end of the work.

The contest for an exposition song, which was announced by the Bulletin a few weeks ago, is now open and full details will be announced shortly. The assurance of the Columbia Graphophone Co., through Pacific Coast Manager W. S. Gray, that the song will be made into a record and will be published by Jos. W. Stern & Co., of New York, has aroused much interest in the contest even at this early date.

### Formal Opening of Phonograph Co.

The Phonograph Co., of San Francisco, expects to hold its formal opening in the new Edison

shop on Geary street early in August. The remodeling of the premises is rapidly nearing completion and some of the stock is being moved from the old location on Post street, where the business was conducted under the name of Babson Bros. The new place has been fitted up in first class shape and increased business is anticipated by Manager J. S. Baley in the new location. He reports a good July business in spite of the attention given to preparations for moving, and with the improved facilities and more desirable location he considers prospects bright for fall trade.

### Morgan Resigns.

J. J. Morgan has resigned his position with the Emporium as manager of the talking machine department. General Manager A. A. Schell, of the Emporium music sections, says each month so far this year has shown an increase over the corresponding period of last year in the talking machine section, where Columbia goods are handled exclusively.

### Pacific Phonograph Co. Plans.

R. A. Pommer, head of the Pacific Phonograph Co., has resumed his duties incumbent upon his business after a vacation at Lake Tahoe. J. E. McCracken, traveler for the company, spent several weeks in southern California and secured several new accounts in that section. He returned to San Francisco a few days ago, and is now establishing his bride in a home here, having been married just before leaving for the South. Arrangements have been made with Edw. Borgum to represent the Pacific Co. in the southern part of the State, with headquarters in Los Angeles. He was formerly with the Southern California Music Co., of that city. Mr. Pommer reports a better business for July than for June.

Manager J. J. Black, of the Wiley B. Allen talking machine department, says the demand for dance records continues a potent factor in the business, and the new style No. XI. Victor Victrola is the favored machine.

## FAVORITE WITH SCHOOL CHILDREN.

(Special to The Talking Machine World.)

STEBUNVILLE, O., August 3.—At a recent outing given the pupils of the Washington School of this city, a Columbia "Favorite" machine played a prominent part in the day's festivities. The school owns this machine and a goodly number of records, which were purchased from the National Talking Machine Co. after the energetic sales efforts of Lambert Friedl, the company's manager. The school-children danced to the music of the "Favorite," and evidently thoroughly enjoyed and appreciated the various records.

Opportunity has knocked at many a man's door when he was down at the corner saying, "Here's good luck."

# The Success of Your Talking Machine Department

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

## AND THAT IS EASTERN SERVICE

To use it is to swear *By* it not *At* it.  
May we not have the opportunity to convince you that our service is exceptional?

# EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

EDISON

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY

VICTOR



No other concern furnishes its dealers with so much free advertising matter as the Victor.

These "selling helps," combined with our extensive national advertising, insure the success of Victor dealers.

They enable every dealer to get the greatest possible amount of Victor business.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.



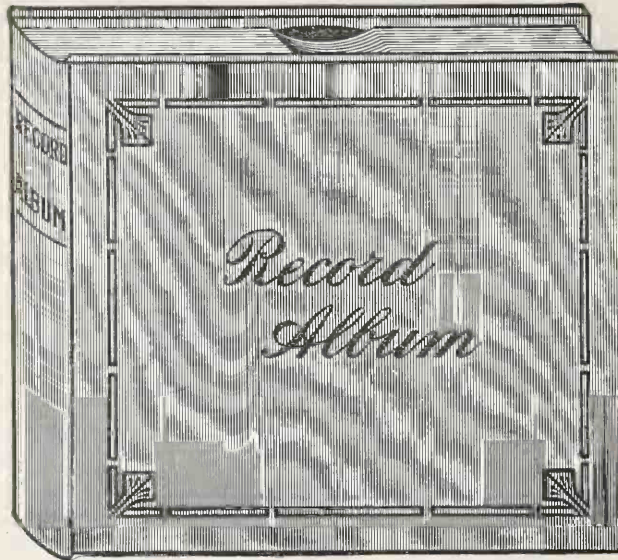
# OUR DISC RECORD ALBUMS

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

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

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

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



TO DEALERS:

In reply to the many requests we are now receiving for

**RECORD ALBUMS**  
containing 10 pockets,

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

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

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

## KIPP-LINK CO.'S STREET PARADE

Makes Indianapolis "Sit Up and Take Notice" When Twenty-two Drays of Edison Phonographs Paraded the Streets Recently—Only a Partial Shipment—Columbia Business for July 50 Per Cent. Better Than Last Year.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., August 9.—Indianapolis literally "sat up and took notice" a few days ago when the Kipp-Link Phonograph Co., 345 Massachusetts avenue, jobbers for the Edison disc phonographs, put on a parade in the streets of Indianapolis the equal of which probably was never seen before in this city.

Passers-by on the downtown streets, seeing a dray loaded down with boxes, glanced at it for a moment and then looked in another direction. Then they happened to look again and they paused and wondered. There was not one dray, but twenty-two drays, all loaded to the "brim."

The drays were appropriately decorated with placards announcing that in the boxes on the twenty-two drays were boxes containing the first partial shipment of Edison disc phonographs to the Kipp-Link Phonograph Co. The procession w nearly two blocks long and it passed through all of the downtown streets and finally proceeded to the Kipp-Link warehouse. The entire shipment, valued at \$50,000 by Walter E. Kipp, president and general manager of the Kipp-Link Co., was brought from the freight house to the warehouse in the remarkably short time of five hours.

Enthusiasm was rampant in the vicinity of the Kipp-Link house for a few hours after the shipment had arrived. Persons who had seen the parade came in to inquire about the Edison goods.

Mr. Kipp said the shipment just received represents approximately one-fourth of the goods which have been ordered for the fall trade by the Kipp-Link Co.

"We have been working every night for the last two weeks preparing for fall business," said Mr.

Kipp. "While business is not flourishing in this hot weather, the indications are that we will have an extraordinarily large business this fall. Reports from our dealers in this part of the country point to that end. There is every reason to count on good business this fall, and we are preparing to meet all demands."

Business conditions in the talking machine line have not been flourishing, but still business has been fairly good. A. W. Roos, manager of the local Columbia Graphophone Co.'s store, says an examination of his records shows that business in July was 50 per cent. better this year than it was a year ago in the same month. Mr. Roos is also counting on rushing business early this fall. He says the indications are that business in his line will be especially good.

The Stewart Talking Machine Co., jobbers for the Victor machines, reports good business conditions and is preparing for a large fall trade.

The Carlin Music Co., 23 North Pennsylvania street, has put in a line of Crescent talking machines. It is claimed that all disc talking machine records can be played by this machine.

## THE SALESMAN OR THE CONCERN.

How the Personal Friendship of the Dealer and Salesman Can Be Utilized as an Advertising Asset for Their Establishments.

Salesmen as a rule are not life fixtures with a manufacturer. They are very apt to be here to-day and with some competitor to-morrow. For this reason many concerns hesitate to help the salesman build personal good will by the use of personal letters, which might make it easier for him to carry a string of customers with him when he leaves. For the same reason it is also the practice of some to circularize their dealers with this object in view, emphasizing the fact that the service and co-operation they are receiving comes from the company and not the salesman. Yet it is obvious that the personal friendship of dealer and

salesman is an advertising asset too great to overlook.

Commenting on this idea, Printers' Ink proceeds to tell about one method of constructing a letter so as to cash in on a salesman's personal acquaintanceship, and yet making it strictly a company appeal, illustrated in the following letter used by the Parry Manufacturing Co., Indianapolis, Ind.:

"Mr. Brown, who calls on the Massachusetts trade, feels that in pursuing your sales activities you cannot afford to overlook features that have made our line the hardest hitting and most liberal money making proposition now before the local dealer. He suggests the following reasons why:

"Our \* \* \* line is the very line you are going to need. It meets your wants, maintains your custom and makes you money. It is a lie that stands out pre-eminently in Massachusetts to-day because of its peculiar adaptability to the specific trade conditions, and Mr. Brown is convinced that you are the logical dealer in Blank to handle it."

Here one has a good example of getting the personal element into the letter without submerging the company. The value of the introduction of the salesman's name is the more apparent if considered with the name omitted. This little personal touch makes all the difference in the world—it takes the letter out of the circular class and puts it into the letter class.

## NARROW ESCAPE FROM FIRE.

The lumber yards of the Victor Talking Machine Co., Camden, N. J., had a narrow escape from fire at the foot of Market street recently, causing damage to the amount of \$10,000. The firemen battled for nearly four hours with the flames before they were subdued.

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



**Victrola IV, \$15**  
Oak



**Victrola VI, \$25**  
Oak



**Victrola VIII, \$40**  
Oak



**Victrola IX, \$50**  
Mahogany or oak

To the public, "Victrola" means the world's best music.

To the music dealer it means all that—and more. It is the very foundation of music trade success.



## Victor Talking Machine Co.

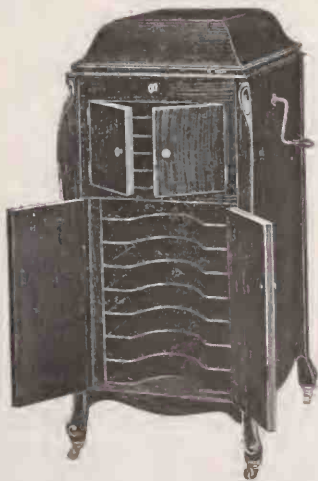
Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

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



**Victrola X, \$75**  
Mahogany or oak



**Victrola XI, \$100**  
Mahogany or oak



**Victrola XIV, \$150**  
Mahogany or oak



**Victrola XVI, \$200**  
Mahogany or oak

## FEATURING NATIONALLY ADVERTISED GOODS

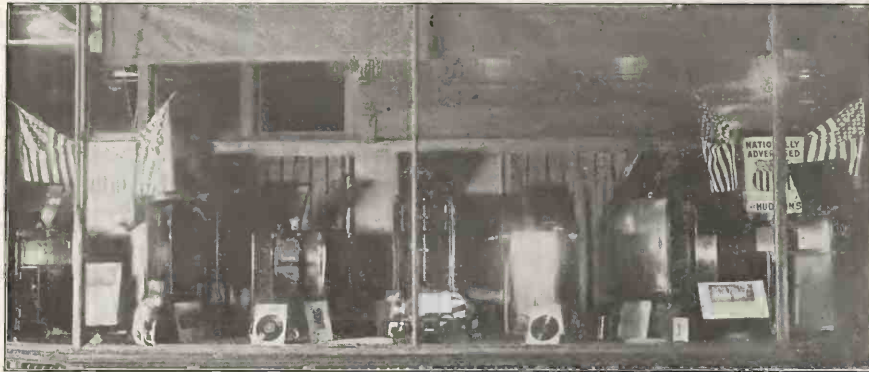
Notable Exhibition Made by J. L. Hudson Co. of Detroit—Victor Display of Significance and Attracts Great Attention—Columbia Graphophone Co. and Other Concerns Look for Immense Trade This Fall—European War Will Not Hurt as Much as Expected.

(Special to The Talking Machine World.)

DETROIT, MICH., August 9.—Victor talking machines formed a part of a noteworthy exhibition in Detroit during the last two weeks of July—a manufacturers' exposition of nationally advertised goods held by the J. L. Hudson Co. The object was to make the citizens of Detroit familiar with the mercantile establishment at which could be obtained the lines of goods which are advertised throughout the country by means of the magazines and other publications of country-wide circulation and prestige. Only manufacturers who do national advertising were invited to participate and, space being comparatively limited, though the store is a

city and State indicates that the coming fall and winter season will be by far the best the trade ever has known. The branch house of the Columbia Graphophone Co. has several new accounts lined up in Detroit to be opened in September, and inquiries from the smaller cities of the State have been so encouraging that S. E. Lind, assistant manager, will make a personal trip through lower Michigan within a few weeks to take up the good business that has been offered.

Advices received from present representatives of the company indicate that many of them will use a great many more machines this year than they formerly have. It is in the small towns that the



Display of Victors in the J. L. Hudson Co. Window.

very large one, not more than one line of any kind of goods could be accommodated. As a line must be drawn somewhere, it was decided to limit the number of manufacturers participating to 100, this including all kinds of articles from pianos to tooth powders.

The most important articles were exhibited both in the salesrooms and in the show windows. The accompanying photograph shows the Victor exhibit in one of the windows.

The exposition was a large success and will be repeated next year, though it will not be held until September. In September the natural autumn quickening of trade will bring many more people to the store than in July, and there will be more national advertising to be interested in. Talking machines are so widely and consistently advertised that the exposition was of particular benefit to this line of merchandise.

Inquiry from talking machine dealers of both

effects of the big crops will be felt first. The farmers already are beginning to spend their money, though they will not be over-active in this way until they get a rest from harvesting. Life with them, in the late summer, is "just one darn crop after another."

Grinnell Bros., Victor jobbers, are having similar experiences. Dealers from a wide range of territory are planning to lay in big stocks for the fall trade. Unsolicited orders and inquiries have come from several States some distance away, and in greater numbers from Ohio, Indiana and Michigan, which Grinnell Bros. cover quite thoroughly.

"We haven't been able to accumulate any large stock, though we have tried," said Harry Rupp, manager of the talking machine department of Grinnell's. "We are constantly short of the \$25, \$75 and \$150 styles. We do not get any too many of the other styles. They seem to go out as fast as they come in. The indications are that in spite

of the greatly increased production of the factories, there is likely to be a shortage again next December, because of the greatly increased demand. If we are just playing even now, what may we expect when the real activity comes?"

Detroit dealers are not much perturbed by the war in Europe. It is likely to abstract from 10,000 to 20,000 men from Detroit's citizenship, but the bulk of the foreigners called away are not of the buying kind. Their departure may cause a shortage of labor in the city, but it will give more work to Americans, at better pay, and the Americans will spend more money, and spend it right at home, whereas the foreigners, most of them, spend but little and send the bulk of their earnings to Europe.

They are not valuable citizens for that reason. They live as cheaply as they can, thousands of them in absolute squalor, recent investigations have developed. In the way of business they produce nothing, because they consume hardly anything except food. Even their food is of the cheapest kind. The money they earn, therefore, does not help make business for anybody. Detroit business men will not be a bit sorry to see a big decrease in population if that is the class to leave.

Max Strasburg, of the Max Strasburg Co., has returned from an automobile tour of several thousand miles through the East. He took in the talking machine jobbers' convention at Atlantic City for a while, meeting old friends, then went on to Philadelphia and Washington. Mr. Strasburg is the most optimistic of all the talking machine dealers in Detroit. He never has known really dull times since he established his store three years ago. The visitor does not need to be informed of this, for always there is at least one customer in the store, and generally several; sometimes a crowd.

### TRADE IN AUSTRIA-HUNGARY.

In a commercial review of Austria-Hungary, published in the July 28 issue of the Daily Consular and Trade Reports, Consul General Charles Denby, stationed at Vienna, Austria, refers to the piano situation in that empire as follows:

"The piano trade is almost German, the American imports being noticeable only in pianos (small upright pianos) and reed organs, and in the trade in these goods no great figure was reached."

The official figures in this article show that Austria-Hungary exported to the United States musical instruments to the value of \$173,457 in 1912 as compared with \$200,244 in 1913. It is also stated that Austria-Hungary imported phonographs valued at \$1,000,000 direct from Germany in 1912, while from the United States the importation of phonographs valued only \$3,600. The consul general remarks, however, that a large proportion of the imports of phonographs from Germany are undoubtedly American goods.

# The DITSON Pledge

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

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

# The Fastest Victor Service

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

This covers Victor machines, records and supplies of every kind.

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

OLIVER DITSON CO., Boston, Mass.





With every German and Russian and Austrian and Servian and Belgian and Frenchman in this country breathing battle and oozing patriotism, the completeness of the Columbia foreign record catalogues, is a boon to every dealer who can reach a foreign colony.



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

Columbia Graphophone Company  
Woolworth Building, New York

**CINCINNATI TRADE RATHER QUIET**

For the Past Month Owing to the Absence of People at Summer Homes—Outlook for Fall Is Exceptionally Good and This Is the Report of Leading Houses—News of the Month.

(Special to The Talking Machine World.)

CINCINNATI, O., August 9.—Generally speaking, business was quiet in the talking machine field during July. This was due to the average dullness and the absence from the city of the best record buyers. Business was practically confined to records, the volume of sales for the month being fairly good. This might be said to be due to the manner in which the attaches of the various houses are keeping in touch with their clients.

The Sheriff's office next Saturday morning will offer at auction, under foreclosure proceedings, the home of John Arnold, former Elm street dealer, who left the city earlier in the year. The disposal of his home in Hyde Park will mark his actual passing away from the local field. Mr. Arnold is now supposed to be in Denver.

Manager Dittrich, of the Rudolph Wurlitzer Co., in discussing business for the past month, said:

"The month of July, in spite of the general business conditions, showed a very satisfactory increase over last year. The last two weeks were especially good, and at the present time we are enjoying a big demand for Victor goods, both wholesale and retail. As usual, our fall shipments were ordered well in advance. We are now storing Victrolas so as to be better able to meet the demand when the rush for orders will begin and when the stock will not be so plentiful.

"From reports reaching us through our representatives, and also from correspondence and orders from our wholesale trade, we gather that conditions are exceptionally good. The talking machine dealer is surely in a position 'all by himself,' as he is enjoying a most active trade at the time of year when the product would be considered as out of season, and the best period of the year will shortly be reached without any intermediate dull period. The new styles, No. 10 and No. 11, have made a most favorable impression, and these two popular styles will undoubtedly enjoy even greater popularity than heretofore. The fumed oaks, No. 9 and No. 10, have taken this part of the country by storm, and our estimate, although we made it very large, was not miscalculated. We have already booked a number of orders for fall delivery, and every day

is adding to the number. The good prospects are especially appreciated at this time because of the probability of a plentiful supply.

"In our retail department we never before were holding so many orders for fall delivery, and our files never held so many prospective purchasers at this time of the year. The fall business will undoubtedly be a record-breaker."

When approached on business conditions, Manager Whelen of the local Columbia store, said: "Despite the fact, the inevitable fact, that business is bad, I must say that we have held our own and made a slight increase over the same period of last year. The 'dance craze' has to a certain extent held up the retail end, and dealers throughout the territory do not appear to be discouraged in any way, in fact, talk very optimistic of the summer business so far and are very enthusiastic about the fall prospects."

No one has been engaged as yet to take charge of the Victrola department of the Cable Company, which will be in operation before the end of this month. Mr. Summey hoped to have this department ready by last Saturday. His goods have reached the city, but there has been a delay in putting up the booths as well as getting the right kind of a man for handling the work.

The record wants was the feature of the Lyric Co.'s business during July, according to Manager Ahaus.

**RETURNS TO ITS OLD HOME.**

The New York Talking Machine Co. Again at 81 Chambers Street—Many Improvements Installed—Great Achievement in Handling Business While in Temporary Quarters.

The New York Talking Machine Co., Victor distributor, which had been occupying temporary quarters at 77 Reade street, New York, since its disastrous fire on June 21, moved back this week to its building at 81 Chambers street. Workmen are still engaged in removing all traces of the conflagration at this latter address, although the progress that has been made in the past five weeks is really remarkable.

In order to give its patrons every possible convenience, the New York Talking Machine Co. took advantage of the incidental renovating and remodeling to make several changes in the equipment of their warerooms which should prove of value to visiting dealers. One of these improvements is the construction of additional demonstration booths for the use of the company's dealers. These booths are being built along somewhat novel lines, and when completed will be as soundproof as human ingenuity can make them. The new booths will give the warerooms an equipment of ten rooms, all furnished and arranged in a dignified, tasteful fashion.

The basement and sub-basement at 81 Chambers street, which were practically destroyed by the fire, have practically regained their normal appearance, and Sales Manager Moody, assisted by a corps of assistants, is busily engaged in refilling the thousands of stock bins. According to present plans, the company will retain its auxiliary stock rooms in several buildings nearby, as it has in the past.

When it is considered that the New York Talking Machine Co. did not cease its shipments for a single day after the fire destroyed its stock of 170,000 records and 1,500 machines, some idea of the efficiency and calibre of its sales organization may be gleaned.

The fire, as a matter of fact, had not been halted in its ruinous course when Vice-President Geissler secured temporary quarters for the executive and sales departments. Since June 22 the company's business has been conducted at these quarters with thoroughness and dispatch, and Manager Williams and Sales Manager Moody have worked indefatigably to give the dealers every possible co-operation in the face of terrific handicaps.

Habit is a master of man's own making, but one he serves with unconscious zeal. An organized or trained mind is the best of masters. It cannot be defined. It is progressive and expanding. A complete description to-day would not apply to the mind of to-morrow.

**PERFECT IN EVERY DETAIL**



**ARTISTIC BUILT LIKE A WATCH COMPACT, POWERFUL**

Thousands of satisfied users bespeak its excellence.

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

**STANDARD GRAMAPHONE APPLIANCE COMPANY**  
173 Lafayette St., New York

**NAME PLATES**  
DECALCOMANIE

Why not apply a transfer nameplate on your talking machine cabinets?

WRITE FOR SAMPLES AND PRICES. SKETCHES FREE

**GEO. A. SMITH & CO. INC.**  
74 CORTLANDT ST., N. Y.

# RECORD LIBRARY OVERFLOWS



SALTER FELT-LINED CABINET No. 20

## ARE CAUSING A BIG DEMAND FOR ADDITIONAL FILING FACILITIES

Such calls can best be met with the Salter (Style 20) Cabinet.

This Cabinet was designed to be used in conjunction with the EDISON disc phonographs, but it made such a tremendous hit that we were obliged almost immediately to construct it also for COLUMBIA and VICTOR records, of which it holds 159. It holds 132 EDISON records. Our catalog shows it in detail.

## THIS CABINET OFFERS SOME BIG SALES- MAKING OPPORTUNITIES. JUST FIGURE OUT ITS POSSIBILITIES IN YOUR OWN CASE

N. B.—Orders for your Fall cabinet stock will receive the most complete attention if sent in now. Don't delay.

## SALTER'S FELT-LINED CABINETS ARE STANDARD IN THE INDUSTRY

# Salter Mfg. Co.

337-43 N. Oakley Blvd.

CHICAGO

## PHILADELPHIA TRADE PLANS FOR IMMENSE BUSINESS.

War Troubles Abroad Do Not Daunt Quaker City Trade, Which Is Enlarging and Making More Attractive Its Talking Machine Quarters Preparing for an Immense Fall Business—New Office Building for the Victor Co. Now Under Way—News of the Month.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., August 8.—The talking machine business in Philadelphia has been very much better in the month of July than it was in 1913, and as every month of this year thus far has shown a good substantial increase it is easy to be seen how well satisfied the dealers should be, and they apparently are. At houses where the piano business has been running slightly behind last year they have been forging ahead on talking machines and the outlook is most promising for a continuation of the same conditions during the remainder of the year.

Several of the firms are making extensive improvements in their stores, getting them in shape for the fall and winter business. The Talking Machine Co. has taken the second floor of the building at 143 South Broad street and is having a wide stairway installed from the first floor to the second. This will practically double its space. It will have two private hearing rooms on the first floor and the appearance of the place will be very much improved. A fourth store will shortly be opened at Forty-second street and Lancaster avenue. This will give the firm four locations that are wide apart and yet in densely populated sections.

H. A. Weymann & Sons are having the entire first floor of the store repapered and repainted. This includes the talking machine department. It will be bright and attractive when finished. They have been doing a splendid business all through July, especially in their wholesale department, where the circulars they have sent out urging the trade to order early have had the effect desired, and to-day they have more than double the amount of advance business over last year. Of the Weymann sales force the following have been away on vacations: Malcolm Fox, J. W. Walsh and Mau-

rice Luckenbach. Mr. and Mrs. William A. Weymann and their daughter, Miss Helen Weymann, are summering at Wildwood.

C. J. Heppe & Sons have added at least a third more record racks to their already extensive department in the wholesale section. Manager Elwell notes that the business is much better than last year and he is of the opinion that the trade will enjoy an excellent fall and winter business.

The Pennsylvania Talking Machine Co., the headquarters for the Columbia in Philadelphia, is having the interior of its store entirely redecorated and is otherwise making the place more attractive than ever before. Its business all summer has been showing wonderful gains and if the present ratio is kept up it will not surprise the management if they gain nearly 100 per cent. over last year. Joseph Patrick Murphy, for a long time head floor man at the Pennsylvania company, was married on June 10. The announcement came somewhat suddenly, for the rumor that Joe was to be married had been in the air off and on for the past two years. He has taken his bride to a dove cote in Germantown. Walter L. Eckhart, manager of the Pennsylvania company, will spend several weeks at Atlantic City this month. Business interests in that city have brought about this decision to spend his holidays at Philadelphia's popular resort.

G. F. Wuertle, of the Gimbel Bros. talking machine department, is responsible for the statement that they have run way ahead every month of the current year. Mr. Wuertle will take his vacation the second and third week in August. A. Carabine has just returned from his vacation, which was spent in New York State and at and near his old home in Meriden, Conn.

John Wanamaker has completed the improvements in his talking machine department, and I

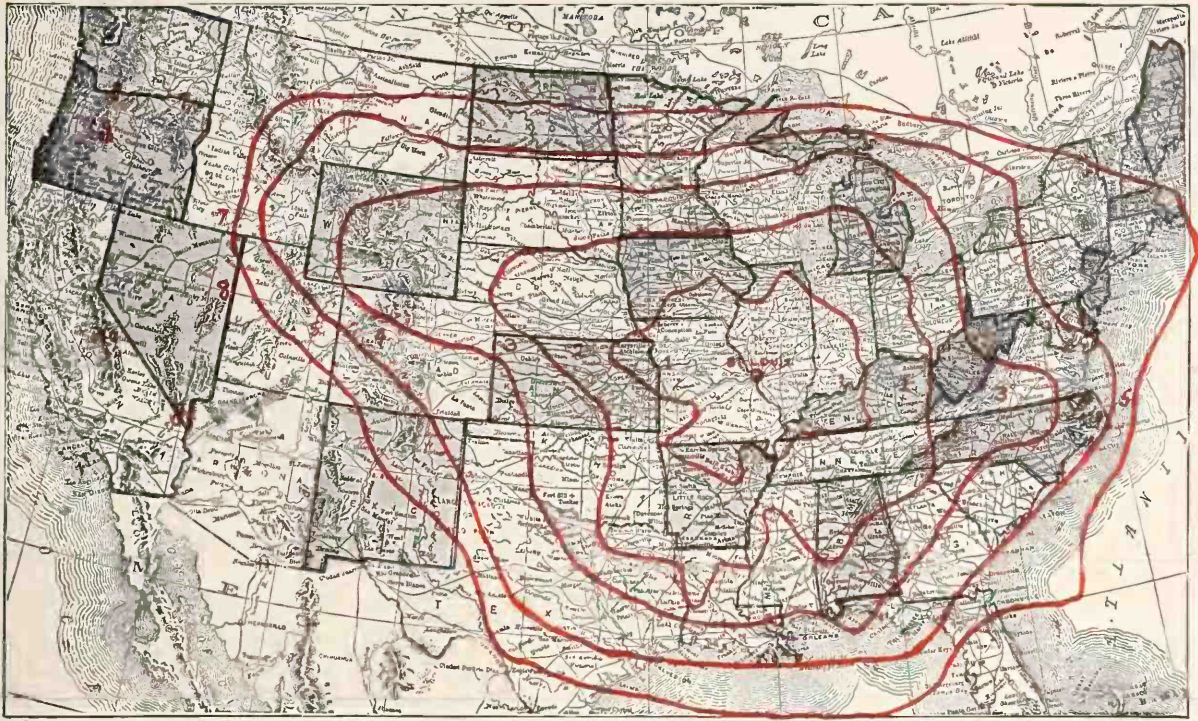
doubt whether there is a finer department in the United States. Additional hearing space is represented in twelve rooms, which are built about the large concert hall in which will be given, during the fall and winter, the most remarkable series of recitals ever heard in this city. The Vic or will be exploited, and artists will play with the machine showing its great breadth as an entertainer.

The trade here is generally pleased with the prospects of the Victor Co. adopting the proposed clause in its contract that interest be charged on deferred payments. This, they all feel, is the only sure way of securing the relief so much desired, for a Victor suggestion is always carried out to the letter.

The Edison dealers, Messrs. Burkhart & Blake, who have fine warerooms at Eleventh and Walnut streets, contemplate the addition of an extra hearing room shortly. They have enjoyed a very good business all summer and have been doggedly keeping at it and their success has been far beyond their expectations. They believe the public is going to recognize the marvelous clarity of tone of the Edison this fall and that that instrument is going to forge right ahead.

The great office building which is being erected for the Victor Talking Machine Co. is now well under way, and when completed will cost \$500,000. Activity continues unimpaired at the Victor works, although there is much talk of some of the employees who were born in Europe going off to fight for their Fatherlands. This is rather doubtful now in view of the fact that the consuls of the various countries claim they cannot transport the men abroad. This, of course, will keep those who had proposed fighting for their country at their work.

Among the incorporations filed with the Secretary of State at Delaware this week was that of the Symphony Instrument Co., with the object of manufacturing phonographs and other musical instruments; capital \$250,000. The incorporators are: F. R. Hansell, Philadelphia, Pa., G. H. B. Martin and D. T. Venne, Camden, N. J.



# Saint Louis is at your door!

**T**HIS map shows just how long it takes a freight shipment to reach you from our **COMPLETE** Victor Stock in Saint Louis.

Every day in the year over twelve hundred "Package" cars leave Saint Louis with small freight shipments—and these cars arrive at their break-bulk destinations **ON SCHEDULE!**

Each circle on the map represents one day from Saint Louis by "Package" car.

Express and parcel post shipments from Saint Louis travel faster, of course. But the map shows that Saint Louis is at your door even on a freight basis.

And so you see, our COMPLETE Victor Stock is at your door!

## Koerber-Brenner Company



*Victor Distributors*

**Saint Louis**



Harry G. Koerber  
President & Treasurer

Edwin C. Rauth  
Vice-President & Secretary

# The BIG Victor Stock is in Saint Louis!

**H**ERE, at the very center of the country is a Victor stock so big that we easily fill a large part of the orders other jobbers are short on.

So high a percentage of such orders are filled by us that we now SOLICIT the "short" orders your regular jobber can't fill.

We couldn't solicit such business if we were not prepared to take care of it! But we ARE prepared. We have the one BIG Victor Stock—Records, Machines and Accessories—and if anybody in America has what you want and can't get from your regular jobber, we are that house.

Send US your "Short" orders.

Buy your Victor goods from whomsoever you will—but when you get a letter of regret, just send us the short items and we'll fill them mighty quick.

All over the country, the big dealers now depend upon us for this sort of service. And we're glad to get the business. Just send us the orders your regular Victor Jobber can't fill.

## Koerber-Brenner Company



*Victor Distributors*

**Saint Louis**



Harry G. Koerber  
President & Treasurer

Edwin C. Rauth  
Vice-President & Secretary

## THE TRADE OUTLOOK NEVER BETTER IN MILWAUKEE.

Crop Conditions and General Spirit of the People Indicate That Talking Machines and Records Will Be in Great Demand This Fall—Plans of the Badger Talking Machine Co.—Summer Advertising—Leading Jobbers Report Business Expansion.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., August 10.—Plans for a big fall trade are being made by Milwaukee jobbers and retailers and there is every indication that these preparations will not be made in vain. Jobbers say that dealers all over the State have rather tight stocks of both machines and records on hand, and that more active buying will start at any time. Just at present dealers are inclined to buy only for their immediate needs, but even this trade is amounting to a considerable total, according to jobbers. The outlook was never better than it is at the present time. A bumper crop is being harvested in Wisconsin and surrounding States, and this is naturally going a long way toward increasing general confidence. The corn crop seems to be in excellent condition all over the State, and this will go a long way in furthering prosperity. Industrial conditions in Milwaukee are showing steady improvement. Most of the large machinery manufacturing plants are now operating from 65 to 80 per cent. of their normal capacity, which is a decided improvement over conditions which existed a couple of months ago.

### Promotion for Paul A. Seeger.

Paul A. Seeger, manager of the Victrola department of the Edmund Gram Piano House, is slated for the first vice-presidency of the Edmund Gram Piano Co., the successor to the Gram-Richtsteig Piano Co., and operating the factory which is manufacturing the Edmund Gram pianos and players at Winnebago and Eleventh streets. The stockholders of the company will meet within the near future and complete the organization of the concern by the election of officers. Mr. Seeger is now enjoying a vacation of two weeks' duration with his family and other relatives at Sister Bay, Wis., a well-known summer resort on Lake Michigan.

### Good Sales of Edison Disc Phonographs.

Officials of the Flanner-Hafsoos Music House, 417 Broadway, have been making some good sales of the Edison disc phonograph, even during the hot summer months. Both Eric Haisoos and Florian F. Flanner, members of the firm, are enthusiastic regarding the possibilities to be derived from the talking machine line, and are encouraging their salesmen to push this business in connection with the piano trade.

### Continue Advertising Campaign.

Most of the Milwaukee talking machine houses have been continuing the campaign of advertising which was started earlier in the season in the effort to keep business up to the normal mark, despite the hot weather and the depression in some lines. The J. B. Bradford Piano Co., the Edmund Gram Piano House, Gimbel Bros., and the Boston store, all featuring the Victor line; the Flanner-Hafsoos Music House, the Charles H. Schefft & Sons, and the Edison Shop, handling the Edison goods, and A. G. Kunde, carrying the Columbia,

have been carrying on a persistent campaign of advertising in the Milwaukee papers which has been bringing results.

### Another Piano House to Handle Talkers.

It is rumored that another of the large downtown piano houses is seriously considering the plan of taking on the agency for a well-known line of talking machines. Those piano houses which have added a talking machine line have been meeting with such success that it has been encouraging other houses to follow the same plan.

### Victrola Music for Picnic.

One of the most popular features of the annual picnic of the employes of the Espenhain department store in Milwaukee recently, was a Victrola furnished by John H. Becker, Jr., manager of the Victor department of the Hoeffler Manufacturing Co. Mr. Becker was formerly manager of the Victor department at the Espenhain store, when this department was in operation, and it had always been his custom to furnish a Victrola for the various gatherings of the store employes.

### Using Street Car Advertising.

The George H. Eichholz Co., featuring the Victor line, at 542 Twelfth street, has been securing wide publicity and has been doubling its business as a result of the campaign of street car advertising which it is carrying on. An attractively written card, bearing the pictures of both members of the firm and a Victrola, is to be found in nearly every car in Milwaukee.

### Advertising Pays.

Persistent advertising, combined with unusual personal efforts, is bringing C. W. Abbott, manager of the Victor department at the Boston store, a business which is showing a decided gain over the summer months of 1913.

### Badger Talking Machine Co. in Charge.

The Wisconsin Talking Machine Co., formerly jobber for the Victor line and the former McGreal retail store, one of the well-known downtown Victor shops in Milwaukee, were taken over last month by the Badger Talking Machine Co., launched with a capital stock of \$50,000 by George F. Ruez, of Ishpeming, Mich., Samuel W. Goldsmith and Harry A. Goldsmith. The jobbing business is being conducted under the name of the Badger Talking Machine Co., and the retail store, at 312 Grand avenue, under the name of the Badger Victrola Shop. George F. Ruez has been elected president; Samuel W. Goldsmith, vice-president, and Harry A. Goldsmith, secretary.

The jobbing and retail business had been purchased only recently by C. M. Backus, of Chicago, from Mrs. Edward Yockey, formerly Miss Gertrude F. Gannon, but Mr. Backus decided to confine his attention to his real estate and loan business in Chicago and so disposed of his talking machine interests. The change places the business in the hands of three most enterprising and

capable young men. S. W. Goldsmith, who will have general charge of the jobbing business, is well known in the Wisconsin trade, having traveled over the field for the Victor Talking Machine Co. for several years. Both H. A. Goldsmith and George F. Ruez have been engaged in the brokerage business. H. A. Goldsmith will pay particular attention to the retail store, but will also assist in the general management of the jobbing business. Mr. Ruez, the president of the company, will move to Milwaukee within the near future and will take an active interest in the business.

Harry R. Fitzpatrick, formerly manager of the Wisconsin Talking Machine Co., who made a host of friends in Milwaukee and about Wisconsin during the years that he was engaged in the jobbing business, has gone with his wife to Philadelphia, his former home. He will either resume his position of traveler for the Victor Co., a position which he formerly filled before coming to Milwaukee, or will become a Victor jobber at some point.

### Adding Many New Dealers to List.

William A. Schmidt, general manager of the Phonograph Co., of Milwaukee, jobber in Wisconsin and Upper Michigan, has been making good use of the summer months to establish new Edison disc dealers all over his territory. The Edison line has been in good demand for this season of the year, and Mr. Schmidt is confident that the coming fall trade will establish a new high mark. Mr. Schmidt expects to leave on his vacation during the latter part of August. William Idle, traveling wholesale representative in Wisconsin and northern Michigan, has returned from his vacation spent at his home near the Edison factory in the East, and is again on the job.

### Summer Trade Ahead of Last Year.

The Gensch-Smith Co., 730 Grand avenue, featuring the Victor line, has not been experiencing any of the usual summer dullness, as sales made during July and August have been more than double those of a year ago.

## EDISON DISC LINE IN BIRMINGHAM.

(Special to The Talking Machine World.)

BIRMINGHAM, ALA., August 7.—One of the most recent of the prominent houses in this vicinity to take on the Edison disc line is the large department store in this city of Foreman, Joseph & Loeb, which sent its initial order this week. This store, which is one of the finest in the South, has an attractive department for the display of Edison disc products and has already closed quite a number of important machine and record sales. Their account is being taken care of by the Silverstone Music Co., St. Louis, Mo., well-known Edison distributor.

According to the latest advices received in the East, quite a large number of progressive dealers in California have arranged to handle the Edison disc line. This fertile field is receiving the careful attention of "boosters" of the Edison disc product, with the result that new accounts are being signed up regularly. Among the most recent are the following: Wilson Music Co., Pasadena; Merle & Son, Escondido; William Torkington & Son, San Andreas; John Breuner Co., Sacramento.



Elbert Hubbard, writing in the July issue of "The Fra," says of the Little One-Der attachment for talking machines: "It restores lost chords and takes the wreck out of records." This is only one of the many very strong endorsements we have received for our patent needle holder (shock absorber)

from the hundreds of delighted owners of talking machines. A \$10,000 man writes that he is able to play perfectly with the Little One-Der attachment records 10 years old.

Here is a "Little Hint" for the dealer: In addition to trying out a sample on your own perfect demonstrating machine, using perfect new records, and getting demonstrations of the fine color-value, ask your customers to bring in their old records.

You will thus make a sale of an attachment and yourself get enthusiastic over our patent.

You will bring old customers into your store to investigate, and it is a simple matter then to get them to try out some of the new records. Result,

sale of a Little One-Der and of several new records.

Another way to sell attachments, if you cannot induce all your customers to come in for a demonstration, offer to send one out to the home for trial. We guarantee you will make a sale every time.

Write for 2 or 3 dozen attachments, which we will send on approval. At the end of 30 days return those you have not sold, and we will not charge you for them. Our introductory price on this trial offer is 60c. each, and you retail for \$1. Special price on quantities.

Sole Maker

**A. S. B. LITTLE**  
Nashville, Tennessee



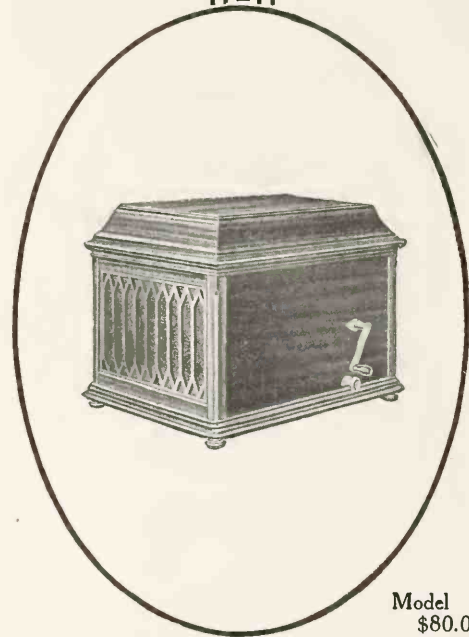
LOUIS XVI

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



SHERATON

Model A270, Mahogany, Plain, \$200.00



Model A80, Mahogany, \$80.00

Think About Your Different Kinds of Customers As Well As Your Line

Look at the goods you carry through other people's eyes. Don't try to fit your customer to your line. Sell the line that fits *all* your customers.

Edison Phonographs DIAMOND DISC and AMBEROLAS

give you all the different kinds of phonographs which you need for all your different customers. They give your customers so unequalled a variety in Types, Models, Designs and Prices that their choice can never hesitate between the Edison and some *other* phonograph—it concentrates instantly on the Edison Line because its very size tells them that *some where* in that great line is the phonograph that *they* want.

Thomas A. Edison, no



Model A200, Mahogany and Oak, \$200.00



Model A300, Circassian Walnut, \$300.00



ATON  
290, Ma-  
Inlaid  
quetry,  
00



LOUIS XV

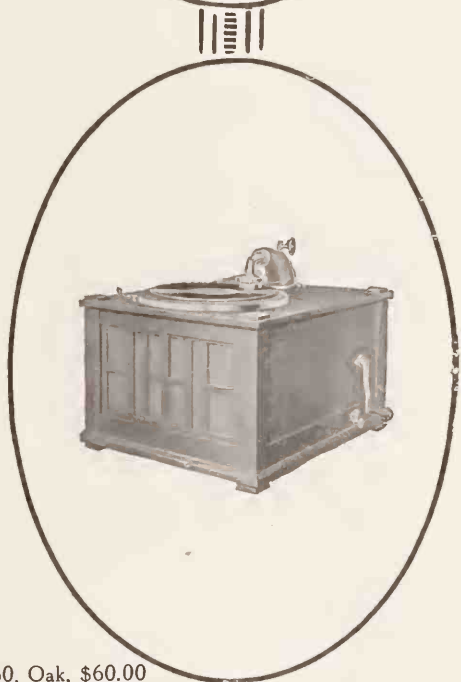
Model A425, Circassian  
Walnut, \$425.00  
Model A375, Mahogany,  
\$375.00

Seven Customers Whom You Can Sell Right Away

Seven will buy Edison Phonographs from you right off the reel—and each one buy for a different reason. These seven buyers are:

- The one who wants no bothering with needles.
- The one who wants *all* the original music, overtones as well as fundamental tones.
- The one who wants long playing records.
- The one who wants records that the children won't break.
- The one who wants steady speed and steady pitch.
- The one who wants the only phonograph whose tone is suited to outdoors.
- The one who wants his cabinet to match his indoor furnishings.

You want each of these seven customers to bring in seven more, and each of those bring in still another seven, then you want the *full* Edison Line. Get in touch with your nearest jobber. Write us for his name now—to-day.



Model B60, Oak, \$60.00

Lakeside Ave., Orange, N. J.



250, Ma-  
and Oak,  
00



Model A150, Mahogany  
and Oak, \$150.00



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NEW YORK, AUGUST 15, 1914.

**B**ANNER crop products, now practically assured, are aiding business everywhere. Americans, almost to a man, are anxious to go ahead, and it would seem that the reports which indicate a record-breaking wheat yield, a good corn crop and a generous yield of all others would help along business very materially, and should do away in a large degree, if not completely, with the business gloom which has depressed the country during the past few months.

Certainly every business man in every part of the country, in every trade, should be interested in doing his utmost to get the gloom and grouch out of his particular locality. In other words, to get men out of the pessimistic rut, for the more we talk hard times or the effect of European wars the more we emphasize them and the longer they will remain with us.

Now why not discuss the other side? Why not emphasize the fact that the natural resources of this country are greater than ever?

Why not emphasize the fact that the crops, which promise to be most abundant, will add from ten to twelve billions to the wealth of the nation? Whether it is ten or twelve it does not matter, because a billion is a tidy sum.

Why not emphasize the fact that the business men who create the industrial wealth of the country were never so mentally equipped before in their lives?

Why not emphasize the fact that they are ready to increase their business and increase their sales in every possible way?

The President says that the depression in business is "merely psychological." Call it what you will, but let us get out of the state of mind whereby we emphasize business depression in such a prominent way.

The great essential in everything is confidence; and it is confidence in the management of the great industrial affairs which makes for success, and public sentiment based on the confidence of the American nation to do things will loom up larger and stronger than any men or set of men who may be placed temporarily in charge of the political destinies of the nation. Therefore, instead of talking depression, and going around with bowed heads and sorrowful tones, why not emphasize the big resources of the country?

Why not go at business with a gingery touch which makes for success?

**T**HE talking machine trade has been particularly fortunate over any other line which we may mention. Possibly this

may be due to the dance wave which has swept over the entire country.

Be that as it may, the fact remains that the talking machine industry has been peculiarly blessed, not only during 1913 but the first half of the present year as well. Business has been ever increasing even when other industries have been declining.

Of course, this cannot forever go on unless the general conditions be prosperous as well, because every industry is in more or less sympathetic relation with every other industry; and while our lawmakers are evidently not in touch with the necessities of the business interests of the country, yet it is not probable that the great force of public opinion will fail to influence the lawmakers of the land.

The talking machine men have been blessed in many ways, and there is no reason why there should be any influence injected which should detract in any way from the stability of trade.

There is no good reason why dealers should announce in the daily papers that a talking machine can be purchased for so many cents a day. It has the effect on the public mind to cheapen the talking machine, and that is the very thing the men who are directly interested in its future should avoid. The talking machine should not be cheapened, and to our minds the public should not be encouraged in the belief that talking machines can be purchased for a mere trifle per day. Better a mighty sight to educate the public to the fact that talking machines are on a dignified plane and not upon a bargain basis. They are sold on strict business principles—sold at their real value and at fixed prices, and there is no reason why ridiculous monthly payments should be accepted when machines are sold on the deferred payment plan.

There is no good reason why interest clauses should not be inserted in every talking machine lease.

Simply why?

Because it is good business. It is healthy and it is keeping business up in a dignified manner, where it should ever remain.

**T**RADE stability should be encouraged by every talking machine association in the land, and dealers in the great cities should form local talking machine associations. These could be extended in territorial area, so that practically all of the trade might be gathered together with local associations covering the entire country.

In this way many matters of interest could be discussed and business principles which make for permanent betterment would be rigidly adhered to.

There are some men who need education.

No doubt about that; and in order to secure the dollar of to-day they would be willing to sacrifice the dollar and a half of to-morrow.

After all, business in every line can be built only through a process of education.

When the attention of men is drawn to a variety of ways in which a product may be successfully exploited they see it in a different way, and there is where the influence of local associations comes in. It not only generates a healthful and more friendly spirit, but it makes men see the necessity of buttressing their business future about with all of the strength possible.

**P**RICE maintenance has been the sheet anchor of the talking machine trade.

The Supreme Court, by a decision hardly understandable to the lay mind, has said that the maker of a nationalized product has no right to say how much the retailer shall ask the public for it, and yet the Government compels the railways to maintain one price for all, and would not this provision prevent the manufacturer of a trade-marked article from doing the same thing which the Government exacts from the railroads?

With a standard trade-marked article the small dealer can meet in successful competition the large merchant who has millions of assets and who cannot offer a standardized article at a less price than the little fellow who may occupy some small store in close proximity to his great competitor.

Congressman McCoy stated before the talking machine men at Atlantic City, while discussing the Stevens bill, that the believers in fixed prices would probably have to accept a provision



which provides that prices fixed for any article shall be reasonable, and he said that fear of unreasonable prices is one of the things that has influenced Congress thus far. In fact, he added, that under monopoly, or partial monopoly, prices are raised to an unreasonable height.

We can hardly say that the correctness of this assertion is borne out by trade history.

In any line fixed prices for national products have not brought about unreasonable prices, and so far as we are able to determine fixed prices are not brought about by unreasonable pricings.

**N**ATURALLY, we are interested in the permanent success of the line to which The Talking Machine World directly appeals; but if price maintenance were not right in principle it would not appeal to the talking machine trade any more than to any other. It is, however, a protection to the public against dis-

honest prices, and that one point seems to have been overlooked by the enemies of price control in Congress.

The American people will not pay more than an article is worth for a very long time, and no manufacturer can succeed in his enterprise by asking a price which exceeds the actual worth of the product offered and expect to remain long in business.

Trade expansion and trade stability are materially aided through a fixity of prices.

Much must be brought about by the power of education.

The public has been educated to the belief that fixed prices on various products has meant a standard of values, and the public expects to secure value for every dollar expended.

In the Clayton bill it is proposed to deprive manufacturers of all products, patented included, of the power to fix prices on the articles created by them. This clause appears in the bill which is popularly known as the administration measure, and which has powerful forces behind it.

**STIMULATING BUSINESS BY 'PHONE.**

**Personal Equation Can Be Brought Into Play Even by Long Distance Use of Voice—How and When to Use This Form of Approach.**

One of the most successful salesmen we know uses the telephone for an hour or more every day. And we are disposed to think that this method which proves so successful in his case might be followed by others to excellent advantage, says the Voice of the Victor. When a record customer begins to show signs of cooling off there is no better way of reawakening interest. The telephone offers the best possible substitute for a personal visit because all the enthusiasm, the good will and the magnetism that the tones of the voice convey can be conveyed over the telephone. In other words, it is vastly easier to introduce the personal equation over the 'phone than by letter or any other such method, and every salesman realizes the value of the personal equation in business.

Not long ago a Connecticut merchant, with this very idea in view, provided each of his salesmen with a separate telephone and a separate order table, putting in an exchange so that customers could immediately be put in touch with the man with whom they were accustomed to do business.

It is one thing to call up a store and complain that goods delivered were something less than satisfactory, but it is quite another thing to be able to reprove the man who was directly responsible. There is more satisfaction in it and it does more good—moreover, a feeling of mutual trust is developed more quickly than in any other way. The direct contact of individuals diminishes the likelihood of error, because personal tastes and personal abilities are more clearly understood.

Like everything else, salesmanship by telephone may be overdone—it can, indeed, become offensive, and then more harm than good will result. Call up half a dozen people haphazard and try to get an order and you will more than likely find that your efforts instead of being appreciated quite possibly will produce the opposite effect.

There must be a reason for telephoning, and the tactful salesman uses his brains in finding a number of suitable reasons. Having done that, the rest is comparatively easy.

It will occur to anyone, for instance, to call up some good record customer with a weakness for violin records and say: "By the way, Mrs. Blank, there's an exquisite record of the 'Largo' out this month by Fritz Kreisler. His interpretation is as big as the music itself, and of course plenty of tone and the clean precision that the man is famous for. I want you to hear it."

That's one reason—one opening wedge for a nice little order—and there are plenty of others.

You learn that one of your Victrola prospects is about to give a dinner, and you will run small risk of giving offense if you telephone and say: "It occurred to me that you might like your Victrola in time for your dinner. Suppose you let me send it up."

On rainy days, when most people are likely to feel a trifle blue, you may be sure that the suggestion of a few new dance records will not be taken amiss. Watch out for every little occasion and make use of it.

This sort of thing is possible only when the salesman regards his customers as business friends and makes a point of keeping in touch with their varied interests. The man who never sees and

never thinks of a customer after the store door has closed behind that customer had better leave telephone salesmanship alone. To be more exact, he had better leave salesmanship alone.



Lansing Khaki Moving Cover. Showing Ease of Adjustment.

Arrangement of Straps on Khaki Moving Cover Showing Use of Straps Going Upstairs.

**No More Dust, Scratches, Bruises or Finger Prints**

on your talking machines, either in stock or in delivering, for the Lansing method of protection keeps the finish of machines in perfect condition. These covers fit all makes of machines, and the straps on the outside of the covers facilitate the work of delivering. Clothe your machines with the

**Lansing Khaki Moving Cover**

and don't deliver them "naked." Saves time and expense of polishing, fixing scratches and other marks, and enables a perfect-finish machine to go from your store to the house without a mar. Protection in cold and hot weather, too. Place for your name and address on the outside. Price very low and sold on the "satisfaction or money refunded" basis.

**Description**  
 Made of Government khaki, lined on inside with cotton flannel. Interlined with four thicknesses of heavy felt, firmly and evenly quilted. Furnished with straps and handles to facilitate carrying. Made strongly for durability.

Send for booklet and prices. Better include a request for a sample cover, too.  
**E. H. LANSING**  
 611 WASHINGTON STREET, BOSTON, MASS.

**SWITKY'S**

**S**ervice

**W**ith

**I**ntelligent

**T**reatment

**VICTOR  
DISTRIBUTOR**

**TRADE SITUATION IN CLEVELAND.**

August Opened Propitiously and Gradually Increasing Demand for Talking Machines and Records Is in Evidence at the Principal Houses—Talking Machine Used for Variety of Purposes—News of the Month.

(Special to The Talking Machine World.)

CLEVELAND, O., August 8.—The close of last month was a rather quiet one in the talking machine trade, although the aggregate volume of business was large, covering all types of machines and records. August has opened rather more propitiously and trade was somewhat improved during the past week, but is considerably less than normal at this season of the year. A gradually increasing demand is noted by the wholesale dealers, accentuated by the recent establishment of an exclusive Victor distributing store, and both the retailers and wholesalers are well stocked with machines, cabinets and records and are in excellent position to meet every requirement of the trade.

Good fortune is favoring the farmers of Ohio this year, and their prosperity will largely redound to the talking machine trade.

A great many of the lower priced machines have been sold this season to excursionists on the lake boats, to the camps and numerous lake shore resorts. Added to this demand for machines there has been large sales of records, which materially improved conditions.

Business at the Columbia Graphophone Co.'s store is moving along conservatively, although with a fairly good volume of trade. Mr. Madson, manager, said reports received from dealers throughout this section, especially in the farming districts, are very favorable. All the dealers, he said, are exceptionally enthusiastic over the prospects of a big fall trade.

Conditions with the Eclipse Musical Co. are reported favorable. Mr. Lane, manager, said: "Vacationists are returning with renewed energy for the fall campaign. A Victrola furnished by the Eclipse is being used at a local theater this week very ef-

fectively. A twelve-inch record by John McCormack is played entirely through, the Victrola giving every prominent part in the act. C. H. Denslow, the progressive outside salesman of the Eclipse, has just returned from an automobile trip to Pennsylvania. He says black bass fishing where he was is fine, and that after drinking about a barrel of Cambridge Spring water he feels fine and in good condition to tackle the big fall business which we all expect to do.

Mr. Morton, manager of the talking machine department of the Brainard Piano Co., says that although business is at present rather quiet, it will undoubtedly be very good the coming fall. He says they are making sales of machines daily and have a good record trade, while the piano sales round out a most satisfactory business.

An "Ideal Garden Exposition" has been an attraction here for several days. The Columbia Co. has installed a graphophone, and with a select list of records entertains the crowds daily.

company's large piano business, results in a very satisfactory situation.

The W. H. Buescher & Sons Co. has installed a complete line of Victor goods at the new wholesale store on Chestnut street and is already doing a thriving business.

The Phonograph Co. reports business satisfactory in the entire line of Edison goods, Mr. B'om, manager, said trade was quite as good as he had reason to expect, and that Edison instruments and records were growing in favor, as the daily sales demonstrated.

The other dealers in the city are doing their full quota of business and hopefully looking forward to a large fall increase.

**POINTERS FROM MANCHESTER, ENG.**

The United States Consul There Tells How Talking Machines and Records Can Be Profitably Introduced in That Territory.

In a very interesting article published in the July 9 issue of the Daily Consular and Trade Reports, Consul W. Henry Robertson, stationed at Manchester, England, calls attention to the fact that talking machines and talking machine records could be profitably introduced in this prosperous district.

Referring to Manchester as a market for American goods, the Consul remarked as follows: "The Manchester consular district, with its tremendous population of well-paid consumers, should be one of the best markets in the world for American products, especially when the similarity of American and European tastes is considered. During the last year this consulate has endeavored to show many excellent openings for articles here that are not being properly pushed at present. In some cases these articles could be readily sold directly here, while in others they could best be marketed through general selling agencies in London. But the chief point is that they are in demand and that they can be disposed of at competitive prices, especially if sent through the cheaper and more direct route of the Manchester Ship Canal."

**K**eeps

**Y**ou

**'S**atisfied

**SERVICE**

**NEW YORK CITY**

The Grafonola Co., which succeeded to the retail business of the Columbia Co., is sailing on the high tide of prosperity. "Business," said Mr. Routh, manager, "during July was greatly on the increase over that of a year ago, and the outlook for August is even better. I find that when you can get salesmen interested in looking for and working up future business, as well as taking care of to-day's sales, one need not worry over to-morrow's sales. I have heard salesmen, having a fit of the blues, say, 'I wish I knew where I could sell an instrument,' when within an hour's time, on the phone, he could get two or three good orders, and if he had been keeping the phone hot in his spare moments he would not be lamenting his lack of prospects. I attribute our increase in business to a great extent to the liberal use of the telephone in spare moments of our entire sales force."

Improvement in business within the past two weeks at the B. Dreher's Sons Co. is reported by Mr. Bowie, manager of the talking machine department. The talking machine trade, with the

**A fall and winter season of unparalleled commercial activity is already in sight. For those dealers still inclined to linger over the Columbia proposition there never was a worse time to hesitate.**

**Come right in.**



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

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

**BLACKMAN ENJOYS OUTING.**

Eleven Days' Automobile Trip Through the Berkshires and White Mountains Source of Pleasure—Stores Energy for Fall Campaign.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, Victor and Edison cylinder distributor, returned to his desk last week after an eleven days' automobile trip through the Berkshire hills,



Between Manchester and Lake Sunapee, N. H. covering the routes and territory of what is familiarly known as the "Ideal Tour" for automobilists. This tour takes the visitor over a thousand miles of the best highways in New England and through sections which are noted far and near for their beautiful scenery.

Mr. Blackman, who was accompanied by Mrs. Blackman and their son Albert, made the trip in his new six-cylinder 1914 model "Buick" which gave him perfect service from start to finish. All of the ordinary hills were climbed at high gear, and the smooth running of the car was a source of great pleasure to the party.

While on this tour Mr. Blackman played his first game of golf, turning in a very creditable card on the Poland Springs Links. Judging from his enthusiastic reports and his expressed admiration for the game, Mr. Blackman will be an ardent golfer in a very short while. The trip on the whole was a most pleasant one, and Mr. Blackman returned to his office with a store of accumulated energy and optimism to combat the exigencies of the fall and winter seasons.

**DISC PHONOGRAPH FOR ELKS' LODGE.**

The G. B. Baker Piano Co., of Ottumwa, Ia., Edison disc representative, has reported the sale of a \$250 Edison disc phonograph to the Elks lodge of that progressive and hustling city. This sale adds another lodge of this famous organization to the ranks of Edison disc phonograph owners, as quite a number of sales have been closed of expensive disc models to local Elks lodges.

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

**ADVERTISING DURING "BAD TIMES."**

Writer in Printers' Ink Points Out How Prominent Advertisers Increase Appropriations During Times of Depression.

Referring to the way in which national advertisers have handled advertising problems in times of financial depressions or panics, a writer in a recent issue of Printers' Ink commented thus on the policies of the Victor Talking Machine Co.: "You may remember how Hart Schaffner & Marx, instead of "cutting down expenses" that year, opened the advertising throttle wide—and their timid competitors paid in the sales they lost and H. S. & M. got.

"The Victor Talking Machine Co. met the situation similarly.

"Just to emphasize our own belief in the efficiency of good advertising, let me recall a little incident that happened during the financial scare of 1907," said Advertising Manager H. C. Brown at the Baltimore Convention.

"With the executive board of our company I sat at a little table in the office of our advertising agents discussing ways and means of meeting the emergency that threatened serious curtailment in the sales of many established lines of merchandise, and, following the suggestion of one of our officers, \$287,000 was added to the regular appropriation and made immediately available for extending our magazine advertising.

"The wisdom of this move was absolutely proven when the Victor Co. held its sales up through those panicky times and went into 1908 facing a demand far in excess of our factory capacity.

"This extra appropriation has since continued available for each year's advertising, and the results gathered each year, by which the value of our advertising is measured, will undoubtedly see it increased before any part of it is taken away."

"Mr. Brown might have added that in 1907 and 1908 the Victor Co. paid its usual 7 per cent. dividends on its \$500,000 preferred, and its usual 6 per cent. on its \$5,000,000 common stock. Also he

might have mentioned that in 1912 the Victor Co. paid 7 per cent. on its preferred, and began paying 20 per cent. on its common—and, in addition, had \$3,655,260 undivided profits.

"Do you think this would have happened if the Victor Co. had rushed to cover and canceled everything. I don't."

**EDISON FOR WM. JENNINGS BRYAN.**

Secretary of State Writes Enthusiastically on the Merits of the Edison Disc Phonograph in a Letter to the McKee Instrument Co.

(Special to The Talking Machine World.)

WASHINGTON, D. C., August 7.—The McKee Instrument Co., of this city, successful Edison disc representative, recently closed a sale of unusual importance and prestige when it sold a handsome \$450 model Edison disc phonograph to William Jennings Bryan, Secretary of State.

Secretary Bryan stopped in at the show-rooms of the McKee Instrument Co. a few weeks since, and after listening to two records was so well pleased with the tonal qualities of the Edison disc product that he instructed the company to send an Edison disc phonograph to his residence pending his final decision as to its purchase. Notwithstanding that the Secretary of State has had momentous matters for consideration ever since he entered the Cabinet, he evidently found a little spare time to listen to the phonograph, for he purchased it and a generous supply of records. Secretary Bryan's delight with his phonograph is outlined in the following letter he recently sent to the McKee Instrument Co.:

"I have been enjoying the Edison disc phonograph long enough to be sure that I shall like it, and from your list of records we have selected a number that please us very much. I am not surprised that there is an ever-increasing demand for these instruments. They give to families, at small cost, the best there is in music, and are a real and permanent addition to the amusements of the masses."

**No Talking Machine Is Complete Without An Automatic Stop**

**STANDARD AUTOMATIC STOP**

The Most Perfect Automatic Stop Made

NICKEL FINISH \$2.00

GOLD FINISH \$3.00

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

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

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

# THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

BOSTON, MASS., August 9.—Business up to the first of the month has been much better in the talking machine stores than one would expect; in fact, it showed a marked improvement over last summer. There has been a surprising demand from shore and country, and this despite the fact that the resorts have not been so liberally patronized as formerly. Since the first of the month, however, there has been a little falling off, due, as is the case with many other branches of trade and industry, to the scare occasioned by the declaration of war and the consequent fear of a money stringency. Now that there is a better feeling growing as to the safety of the monetary question on this side there is likely to be a general resumption of business, momentarily suspended. In anticipation of big business, many houses are considerably enlarging their facilities.

#### Need of a Local Organization.

Harry Rosen, the hustling School street talking machine dealer, is anxious to see some sort of an organization effected among the dealers and salesmen of the city, for he believes that great good could come through having a closer cooperation among the trade. Mr. Rosen has talked this matter over with a number of "the boys," and they are all agreed that much could be gained through a solidifying of interests such as is done among so many business men, those allied with some single industry; practically all trades have their own organizations, and the Boston Music Trade Association and the Boston Music Publishers' Association may be cited as types of organizations whose members are allied to musical interests. "And why not the talking machine business?" asks Mr. Rosen. Mr. Rosen believes that there is much yet to be learned about the business and a general exchange of ideas might prove of benefit all around. One of the especial needs, he thinks, is a more comprehensive knowledge of salesmanship, and he thinks there would be more of a future for a class of men who have just about remained stationary for years simply because they have not taken the trouble to know the business better, to study human nature, and thoroughly understand the fine art of properly selling goods. Then, again, a good organization could serve as a clearing house, and it could be in possession of a central bureau where dealers, without each making a personal investigation on his own account, could learn of the standing of those who might wish to do business with them, how they stood in their

accounts, whether they were good pay or slow pay, and so on. It is Mr. Rosen's hope that in the early fall some such movement may take definite shape; and it would be well, he believes, to first assemble a group of leading men in the business to informally discuss the feasibility of the plan. Then later a meeting of all dealers and salesmen could be called.

#### Columbia Changes Near Completion.

The changes in the Columbia Phonograph Co.'s Boston store, made necessary by the continuation of Avery street into Tremont street, are nearly completed, and in a few weeks, by September 1, probably, the large number of patrons will find welcome in an almost completely new establishment. Already the side of the building has been rebuilt and all the windows along the Avery street side are in place and, as previously mentioned, this will give ample light and will afford a splendid opportunity for advertising. The location under its new conditions will be an admirable one to attract people. All the demonstration booths are to be rebuilt and will be only eight feet high, and this will give a free circulation of air across the whole top of the first floor, and the sashes will be pivoted so the various rooms can be thrown in together if needed. There will be the inverted system of lighting. The tone of the warerooms will be Franch gray. Manager Erisman has worked exceedingly hard to make this one of the handsomest and best arranged talking machine establishments in the city.

#### Completes 1,400 Mile Automobile Trip.

Manager Royer, of the Arch street Victor headquarters of the M. Steinert & Sons Co., has just completed a 1,400 mile automobile trip into Canada, and he had as his guests a group of his faithful sales force, who enjoyed the trip quite as much as the hospitable host. With Mr. Royer were Frank Cunningham, Perley White and Charles Morrill, all of the Victor department, and a fifth one of the party was a relative of Mr. Royer's. The party was gone eight days, and the route lay through Keene, N. H.; Rutland and Burlington, Vt., to Montreal and Sorel, Canada, where Mr. Royer's wife is spending the summer. The return route was by way of Burlington, skirting Lake Champlain, St. Johnsbury, into the White Mountains, on to Bretton Woods and back to Boston. Much of the trip was over superb roads, and the famous King's Highway was found to be all that is claimed for it. Later, when Mrs. Royer decides to come home, Mr. Royer will again take

his Paige-Detroit car up to Canada, and the two will motor back leisurely.

#### Pardee-Ellenberger Co. Vacations.

Manager Silliman, of the Pardee-Ellenberger Co.'s Boston establishment, says that the demand for the Edison disc outfits has been surprisingly large for midsummer and July proved an unusual month, the business from all of New England during that time quite surprising everyone connected with the office. Mr. Silliman has not been away on a vacation as yet, but probably will plan to get off toward the end of the month. His son, H. H. Silliman, who will enter Harvard this fall, is spending the summer giving Edison disc recitals at a number of the summer hotels, and what an Edison machine can do has been ably demonstrated by him at Watch Hill, Block Island, Jamestown and Narragansett Pier. Young Mr. Silliman has certain traits, both of social and business worth, that should make him valuable to the Edison people.

#### Chickering Add the Edison Line.

Manager W. W. Longfellow, of the talking machine department of Chickering & Sons, in Tremont street, which has been confined to Victor outfits, has taken on a line of Edison disc machines, and already there has been considerable of an inquiry for them. The quarters at Chickering's at the rear of the second floor are quiet and exclusive, and thus one is able to have a demonstration of the machines under the best possible conditions. Manager Longfellow has laid in a large stock, so a customer has plenty of styles from which to make a selection.

In the meantime, in order to prepare for the expected large business this coming fall, the quarters are being considerably enlarged and three handsome booths are now in course of construction. These will be as soundproof as thick plate glass and walls lined with hair and paper can make them. Manager Longfellow has postponed his vacation so as to see the improvements completed before starting away. He will go to East Dennis, on Cape Cod. His brother, Ralph W. Longfellow, who is with him, has just returned from East Harwich.

#### Dudley Takes Columbia Line for Three Stores.

Manager Erisman reports that H. H. Dudley, who conducts a chain of stores at Brockton, Whitman and Bridgewater, has become interested in the Columbia proposition, and he has equipped all of his establishments with a large line. Davis Brothers, of 683 Washington street, who also

## EDISON DIAMOND DISC PHONOGRAPHS

Are conceded to be the greatest sound reproducing machines ever made and the country is going wild about them. You ought to have this line in your store and if you will write to

### THE PARDEE-ELLENBERGER CO., Inc.

Boston, Mass.

New Haven, Conn.

you will secure the complete information regarding the qualities of this line and our plan for laying out your department for the general promotion of business that will eventually mean a whole lot of profits for you.

Send for this data to-day.

Real Music  
At Last

Real Music  
At Last

# THE TRADE IN BOSTON AND NEW ENGLAND

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

conduct stores at Providence, Lawrence and other places, have become Columbia enthusiasts, says Manager Erisman, and they have taken on a large assortment of outfits. Manager Erisman states that the July business of his store was 62 per cent. greater than July of last year.

## Expects Big Fall Business.

The Eastern Talking Machine Co. is getting ready for a big fall business and is engaged in installing on the third floor a new retail department for Victor goods. The department will be finished and furnished in good taste, and some of the Eastern's competent staff will be on hand to look after the wants of customers.

## To Move to More Central Section.

The Imperial Phonograph Co., now located in Doane street, reports that thus far business has proved excellent. The company feels that its location could be bettered, especially as larger quarters are needed, and in a few weeks it will move to a building more in the central part of the business section, probably in Devonshire street. The company says that it has been able to interest quite a number of dealers in its proposition and that its machines are in many homes in and around Boston.

## With the Vacationists.

Billy Fitzgerald and Elton Taft, Jr., son of the manager of the Eastern Co., are on their vacation at "Camp Tisours," at Southport, Me. In a week's time Mark Reed and Ed Welch will go to the Maine camp, a place where the quartet has been for several years. John Maguire, of the same house, is in New Hampshire.

Manager White, of the Victor department of the C. C. Harvey Co., is taking a few weeks away from business. Chester J. Sylvester, who looks well after the interests of the talking machine department of C. E. Osgood & Co.'s large department store, is spending his vacation with his wife up in New Hampshire.

The traveling staff of the Pardee-Ellenberger Co. is thus distributed at this time: Robert C. Peck is in New Hampshire, after having spent his vacation pleasantly at Virginia Beach; L. H. Ripley is making a special trip to Vermont and will take his vacation in September, and Guy R. Coner has just returned from Southport, Me., and is again "on the job."

## Distinguished Visitors.

George W. Lyle, the general manager of the Columbia Co., and Walter Eckhardt, the Philadelphia manager of the same company, were in Boston a short time ago, and spent considerable time looking over the changes which are being made under Manager Erisman's supervision. Mr. Eckhardt is making some changes in his Philadelphia store, and he was able to get some valuable "points" while here.

Fred Erisman, assistant manager of the Columbia Co., left to-day with his wife for a fortnight's vacation at Bethlehem, N. H.

## Giving Series of Recitals.

Harland R. Skelton, of the Edison Co., is giving a series of recitals down along Cape Cod, and his fine demonstrations of the Edison disc machines have drawn crowds of people nightly to the hotels.

## FELL IN LOVE WITH THE VICTOR DOG.

A Humorous Incident Which Occurred Recently at the Warerooms of the Kraft, Bates & Spencer Co. of Boston.

(Special to The Talking Machine World.)

BOSTON, MASS., August 6.—The salesmen on the wareroom floor of the Kraft, Bates & Spencer Co., of this city are still laughing over a humorous incident that occurred in the store last month. It seems that a lady, accompanied by a little girl, entered the company's store to select a player-piano. During the time that the prospective purchaser was discussing terms, prices, etc., with one

of the floor men, her diminutive daughter managed to lose herself thoroughly and adequately. Persistent search of every corner and nook in the warerooms failed to give up any sign of the lost "little lady" till finally the mother and the salesman, on the point of distraction, went outside the store to look up and down Boylston street. To his surprise

the salesman observed a number of spectators looking in the front window and smiling broadly, and further investigation revealed the fact that the little girl was perched on a pile of Victor records in the front window, while bestowing ardent affection upon one of the standard Victor trade-marks—a clean, white Victor papier-mache dog.

## WILMOT BUYS EDISON DISC PHONOGRAPHS BY CARLOAD

How Citizens of Fall River, Mass., Realized That the Edison Disc Phonograph Had Arrived When W. D. Wilmot Held a Parade in Connection with a Big Shipment.

Everyone in Fall River, Mass., knows Wilmot, the phonograph man, so when it came to pass that his business increased so rapidly that he began buying the new Edison diamond disc phonographs in carload lots, naturally he took special pride in

the rear of the car being one of the Edison \$250 models.

Following this, he leased six big furniture vans and loaded each one to within a few pounds of the carrying weight guarantee given by the van



Carload of Edison Diamond Disc Phonographs with Fall River Boat as Background.

showing the citizens of that community how fast the sale of these goods is going. So when the first car arrived—Wilmot says more are coming—he backed it up against the Fall River boat to give it "atmosphere" and had a photograph taken of it. Brother Wilmot is seen driving the motor car, in

makers, put big signs on each one and paraded them all over the city. That they caused a hit is the least that can be said about them—the sales of Edison phonographs tells the story. Truly W. D. Wilmot is one of the live wires in the phonograph game.

Fairbanks & Son, who handle the Columbia line in Natick, Mass., have just reported the sale of four Leader Grafonolas to the schools of that city as follows: One each to the Nathan Rise School, the Wilson School, the Bacon School and the Nathan Goodnow School. This is good work

on the part of Messrs. Fairbanks & Son and indicates that they are alive to opportunities lying in the educational end of the Grafonola business.

There are three species of smiles: smiles, grins and leers. Don't get 'em mixed.

## The Finish of Needles

is an important step and you will notice that all Bagshaw-made Needles have a glossy steel look—just as if each needle were like a Damascus sword. This comes from our special process of polishing, which although costing more, gives Bagshaw-made Needles the prominence in the talking machine world that is justified by the superiority of our needles.

**W. H. Bagshaw**  
LOWELL, MASS.

Established 1870

Pioneer Needle Maker

**NEW QUARTERS OF THE PARDEE-ELLENBERGER CO.**

Every Modern Facility Adopted in New Home at 26 Oliver Street, Boston, for the Rapid Handling of Growing Business of This Company—Have Area Four Times as Large as Late Quarters in Batterymach Street—Are Jobbers of Edison Goods Exclusively.

(Special to The Talking Machine World.)

Boston, Mass., August 9.—Although the accompanying illustrations give a comprehensive idea of

Silliman was placed in charge. His only orders from the chiefs, W. O. Pardee and H. L. Ellenberger, was to "show New England dealers that



No. 1. Exterior of Pardee-Ellenberger Building.



No. 2. General Offices of the Pardee-Ellenberger Co.

the beautiful new quarters of the Pardee-Ellenberger Co., Inc., 26 Oliver street, still one should visit them to see for himself that every modern facility has been adopted in the new building of this company, so that its clients may be served in the best possible way.

When the company took over an old-established

good profits could be made by exploiting Edison goods," and it came to pass as the weeks rolled by that new dealers crept into the fold; that the business gradually extended and increased so that at the Batterymarch quarters everyone was rubbing elbows with his neighbor and the stock of goods grew so fast that the store couldn't accommodate them.

These photographs show to just what extensive scope the business of the Pardee-Ellenberger Co., Inc., has grown, and it was all accomplished by the highest quality of service. Service goes far beyond the bare exchange of merchandise for money, and is very vital for the development of "big business" to use the term.

In connection with this article it is fitting to show the executive staff of the Pardee-Ellenberger Co., Inc., Boston, Mass., and New Haven, Conn., comprising W. O. Pardee, president and treasurer; H. H. Ellenberger, secretary; F. H. Silliman, manager Boston offices, and Guy R. Coner, F. T. Keeney, R. C. Peck and F. H. Ripley—four high grade purveyors of P-E service.

**INCORPORATED.**

The Colonial Talking Machine Co., of Rochester, was incorporated with the Secretary of State at Albany, N. Y., recently with a capital stock of \$10,000. The parties interested are H. B. Howard, R. C. Cash and L. Weyranch.

A woman whose husband had quite unexpectedly made a lot of money returned from a trip to Europe and was besieged by friends who wanted to know about her experiences. "I've been all over the world," said the good lady; "I've seen all the al frescoes in them Dago chapels and pitchers of kings and pheasants in every city in Eurupp and the World's Fair; but to my mind there ain't anything in the art line that can touch that piece by Millet they call the Los Angeles."

A man is apt to think his latest good resolution is the best he ever broke.



W. O. PARDEE  
Pres. and Treas.



F. H. SILLIMAN  
In charge of the  
Boston Office



H. H. ELLENBERGER  
Secretary



GUY R. CONER  
Salesman



F. T. KEENEY  
Salesman



R. C. PECK  
Salesman



F. H. RIPLEY  
Salesman

Edison business here and put Boston on the map as an energetic exclusive Edison house by creating a Boston store at 66 Batterymarch street, F. H.

the interior being finished in Circassian walnut with harmonious decorations that present the appearance of a banking quarters.



No. 4. Section of the Immense Stock Floor.



No. 3. One of the Reception Rooms.



**Already 10,000 Columbia dealers—and more than enough business to go round: that's what this coming fall and winter look like. If you're not getting your share of it already, better come in on it quickly.**



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

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

## SOME ECHOES OF THE RECENT JOBBERS' CONVENTION

Benj. Switky, the Prominent Victor Distributor, Sets Forth His Impressions of Important and Interesting Happenings in and Out of the Session—Lesson Set Forth by Motion Picture Exhibition—Some Remarks on Loyalty—Record Problems and Solutions.

The Talking Machine World for July reported fully and conscientiously the doings of the recent jobbers' convention, but withal there is more to be said about the jobbers' association and the work and benefits of convention attendance. Replete with business and social features, there was plenty of opportunity for educational observation as well as the stimulating and beneficial effect of interchange of thoughts and ideas outside of the business meetings. It is impossible to draw a line of demarcation, separating the business from the social intercourse.

The member who attends in order to learn and profit, who goes in a receptive mood, is sure to draw inspiration from the most unexpected source and at the least expected time.

### Traveling with Eyes and Ears Open.

I have been asked by certain friends in the trade to tell them something of what I saw and heard at the convention; and, strange as it may sound, one of my questioners was himself present at the convention.

To begin with, I would point out the fact that no two travelers see the same sights nor hear the same sounds, even though they be seated side by side, making the same journey. This is because of the personal equation. One's mind, eyes, and ears must be attuned responsively in order to receive vibrations in harmony with surrounding sights and sounds.

If you go to a convention in a receptive mood it is like being seated forward in a train. You see things as they approach. You have the advantage of an advance view, a side view, and, if interested, you may turn around and look backward.

If you go to a convention in a negative or an indifferent spirit, it is like traveling seated backward. You don't see things until they are past and the mental grasp is weak and deficient.

### The Moving Picture Exhibit.

To me the most interesting feature of the convention program was the exhibition prepared for the jobbers and guests by the Victor Company, in the form of an educational moving picture show. To say that they deserve unstinted praise for their enterprise and disregard of expense would be to lack appreciation of the value of the exhibit. Those pictures should be shown in every city of the United States. Every dealer, every employe, even a great percentage of the public, would be grateful for the opportunity of seeing them. As an educational force, their worth cannot be overestimated. Besides, think of their advertising value!

The exhibit reproduced in every detail the processes and problems of manufacture.

The silent pictures spoke eloquently!

They answered many questions and complaints which I and others have from time to time asked and written about.

All the explanations and excuses given by the factory as to the record shortage were not half so

convincing as the ocular demonstration and proofs offered by the pictures. After seeing the special machinery required to do the work of grinding and mixing the record material; after seeing the presses, the care and time required to press each record, as well as the buffing; after noticing the skill required of each operative to insure an acceptable product, one ceases to wonder why the factory has been unable to cope with the extraordinary demands made on it for records.

After seeing all this, one is not inclined to be so harsh in criticizing them and demanding that they install more presses and take on more help forthwith to take care of the demand.

One realizes that the problems of manufacturing are colossal. It is not merely a matter of doubling the number of presses and hiring enough help to man them. It takes time to break in new help to do skilled work.

Furthermore, of what use are additional presses and operatives if the grinding and mixing equipment are unable to furnish the additional quantity of record material needed for pressing?

And of what use is the machinery if there is no space for its installation? This means that new buildings are needed. At this point we must stop and admit that the Victor Company has been erecting buildings as fast as possible.

Therefore we must be patient. It is good to be unsatisfied; but let us not be dissatisfied.

All of which points to the moral that most criticism and fault-finding are the direct result of ignorance of conditions.

### Loyalty to the Manufacturer.

We would also point out to the manufacturer the fact that complaint or criticism, even though based on ignorance, is *not* unfair. In the absence of proper explanation as to causes, it is but natural that men who are devoting their lives and fortunes to the business should complain or question the wisdom of policies that affect them vitally.

To answer "We are doing the best we can," should be, but is not always, a good and sufficient reply. To accept it as satisfactory requires a loyalty of an unusually high (?) order.

I question the real value of such loyalty.

There are two kinds of loyalty: The first is to accept every visitation in a "Thy-will-be-done" spirit; to accept every order and every policy as emanating from an infallible source. The other kind of loyalty is the one that seeks by criticism, by suggestion and by well-founded complaint, to improve conditions; it obeys orders intelligently, not passively. Analytical loyalty is neither socialistic nor anarchistic so long as it keeps within the bounds of patriotism and works for the common welfare along constructive lines.

### Prevention and Distribution of Surplus Records.

To return to the moving picture exhibit.

As I watched the work of pressing records and recalled the discomfort and loss suffered during

the past season because of the shortage, it made my heart ache as I thought of the tens of thousands of records (up-to-date selections) listed as surplus stock by the different jobbers—records that had been pressed during the period of acutest shortage.

It seemed to me that there was something wrong somewhere. There ought to be a way of regulating the output of the pressing plant so as to supply first those selections which are needed the most.

The Transfer Bureau does noble work in distributing the surplus stock—taking away what one does not want and shipping it to the jobber that needs it.

Great as is the work of distributing surplus, it would be an even greater accomplishment to *prevent* surplus.

While the accumulation of surplus stock is not altogether avoidable, most of it *is* avoidable. The process is so simple as to seem ridiculous. The only difficulty is in getting the co-operation of those who control the situation.

If we cannot increase the output of the pressing plant, we *can* regulate its work so as to give the greatest benefit.

During April, May and June, when the factory was confining itself mostly to shipping quantities of the newest selections, jobbers were piling up surplus record stock at an unprecedented pace.

Had the factory been in closer personal touch with their jobbers and dealers—the men behind the counters—they could have served them better.

It was a mistake of judgment to presume that it meant better service to press and ship 500 of one selection than to work on 100 each of five different selections.

Giving the preference to those selections ordered in the greatest quantity tended to delay indefinitely the shipping of small orders for minor selections; hence the demoralization of the jobber's stock of catalog numbers.

The uncertainty of obtaining duplicate shipments within a reasonable time encouraged jobbers to place excessive initial orders. A condition of frenzied plunging was created, with the result that thousands of records were pressed and shipped that were destined to remain unsold for a long time, to the detriment of other selections which could have been pressed and would have found a ready sale because they were sadly needed.

Should the same policy be pursued this fall, we may expect an even greater demoralization in the record service.

The factory should encourage conservative ordering. This can be brought about by assuring the jobbers that repeat orders will be filled promptly. Under no circumstances should the first shipment of an order be held up for four weeks—or longer. As surely as this is done orders will be piled in without regard to actual requirements. Surplus will accumulate; business will suffer, and it will waste the energies and resources of factory, jobber and dealer.

(Next month there will appear Part II. of Echoes of the Recent Jobbers' Association Convention, using as a text one or two casual remarks made by fellow jobbers on the Boardwalk.)

**TALKING MACHINE DEALERS OF ST. LOUIS ORGANIZE.**

How an Association Was Organized and Successfully Developed—Platform on Which It is Conducted—A. C. Thiebes, of the Thiebes Piano Co. Is President—Punishment for Those Who Break the Rules—Those Who Registered as Members of the Association.

(Special to The Talking Machine World.)

St. Louis, Mo., August 12.—The Associated Talking Machine Dealers of St. Louis, with practically every dealer in the city as a member, is already making its force felt in the trade and the members are enthusiastic over the work they have planned through this organization.

The association was organized at a meeting called by Manager Fred A. Niemoeller, of the Associated Retail Merchants of St. Louis, and he aided materially in the organization work. The first plan was that the talking machine dealers should become a part of the associated retailers, but certain changes must be made in the by-laws of the larger association to permit this, and such changes cannot be made at present because so many of the directors of the retailers are out of the city. In the meantime the talking machine dealers will carry on their work with the association, of which A. C. Thiebes, of the Thiebes Piano Co., is president; Val Reis, of the Val Reis Piano Co., secretary, and A. P. Lyon, of Stix, Baer & Fuller, treasurer.

The organization meetings were about the most educative sessions the St. Louis talking machine dealers ever have enjoyed. They were very frank in their statements to each other and one confessed that of more than \$500 worth of records he had sent to one customer for approval in six months he had sold less than 7 per cent. Others told how they had been fooled into eliminating interest charges through reports of terms offered by rival houses, and these rivals were frank enough to admit the charges in some cases, but they pleaded not guilty in enough instances to show that the customers had misled them in the matter of terms.

The main points in the platform of the new association will be: Ten per cent. down on all instruments, but no cash payment to be less than \$5; records sent on approval can be kept but forty-eight hours and at least 25 per cent. must be retained or customer loses approval privilege; on new sale at least 25 per cent. of record bill must be cash; interest shall be charged on all deferred payments. No action has been taken on the thirty-day free trial of machines, but that is becoming a smaller evil daily because the houses are being imposed upon by so many persons who want machines for only a limited time, such as

during the convalescence of an invalid, while they have company for a series of entertainments and then they return them.

The first public appearance of the Associated Talking Machine Dealers was in notices placed in all packages of records sent on approval. These notices were printed without reference to any house, but were signed by the association and stated the terms of approval service.

There was some complaint during the first two weeks that some members were violating the spirit of the agreement, although complying with the text. The complaints were against offers to probable purchasers of small machines. An initial payment of less than \$5 was offered, provided the customer paid for all records. The required initial payment is \$5 on the machine and 25 per cent. of the record bill. If case was required for all records, it was easy to make the initial payment the amount of the required first payment, but stating it the other way was a salesman's trick. It is for such cases as these that the affiliation with the retailers is sought, as it is believed that an official outside of the trade and as well trained in complaints as Manager Niemoeller, of the retailers, could better police the selling situation than a tradesman whose competitors would be suspicious of his motives.

The organization was effected with excellent spirit, and dealers in all three lines joined hands in their efforts to get together and all became leaders. The downtown men were much surprised at the attendance of outside district men, and considerable time was required to introduce the dealers, as this was the first general meeting and all were surprised at the number present. The East St. Louis dealers are joining in the work.

The following are members of the association, and other dealers have applications on file:

- Firm. Representative and Address.  
 Aeolian Company—Wm. H. Alfring, 1004 Olive St.  
 Concordia Music Co.—John D. Barthel, 912 Pine St.  
 Columbia Phonograph Co.—I. W. Reed, 1008 Olive St.  
 Davies Bros.—W. P. Davies, 621 N. Vandeventer St.  
 Dinmore Piano Co.—Carl Brueggeman, 3565 Olive St.  
 Famous-Barr D. G. Co.—James Campion, 6th and Olive Sts.  
 Field-Lippman Piano Co.—Chas. F. Lippman, 1114 Olive St.  
 Home Phonograph Co.—Fred Schanzle, Jr., 1807 S. B'way.  
 Koeber-Brenner Co.—E. C. Rauth, 1508 Washington St.  
 Lehman Piano House.—Fred Lehman, East St. Louis.  
 Mengel-Tubbesing Music Co.—A. F. Mengel, 4300 Olive St.  
 Scruggs-Vandervoorts-Barney—R. A. Seager, 10th & Olive Sts.  
 Silverstone Music Co.—M. Silverstone, 1124 Olive St.  
 Stix-Baer-Fuller D. G. Co.—A. P. Lyons, 6th & Washington.  
 Thiebes Piano Co.—A. C. Thiebes, 1006 Olive St.  
 Val Reis Piano Co.—Val A. Reis, 1005 Olive St.



**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.

**NO MARRING OR SCRATCHING**

Possible When Delivering or Moving Talking Machines When the Lansing Khaki Moving Cover Is Used—An Admirable Device.

After a talking machine is sold in a retail store the next problem is to get it from the store to the



home without danger of scratching or marring the highly polished surfaces, and to do so at the least possible expense.

This was the thought in the mind of E. H. Lansing, 611 Washington street, Boston, Mass., when he designed the Lansing Khaki moving cover, this being a cover that slips over

Shows Convenient Handling. the machine, and by the use of straps two men can easily take the larger sized models and deliver them quickly. By the use of the Lansing cover the smaller sized machines can be delivered by messenger boy at a small cost.

The accompanying illustration shows Mr. Lansing and an assistant picking up one of the large types of Victor talking machines.

The outside of the Lansing moving cover is made of Government khaki, the inside being lined with cotton flannel. Four thicknesses of heavy felt are used for interlining, all being firmly quilted to a uniform thickness.

The straps passing underneath the machine terminate in handles half way up the side, which are held in by heavy horizontal stays. This distributes the weight entirely upon the straps, there being no weight upon either the machine or the cover.

Mr. Lansing reports a large demand for these covers from dealers all over the country who appreciate its value.

**BUSY TIMES IN KANSAS CITY, MO.**

Frazier-LoBello Music Co. Report Big Demand for Edison Phonographs in Its Territory.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., August 6.—The Frazier-LoBello Music Co., of this city, successful piano house, which recently arranged to handle the Edison disc line, reports the closing of a very pleasing business with its new line, which, it states, is working in perfect co-operation with their piano and player-piano business. The first week that the company had the Edison disc products in its warehouses it sold five phonographs, two of these being \$200 models and one a \$250 instrument. Sales Manager Ware is delighted with the favorable impression that the Edison disc products are making with his patrons.

**Dome Record Case**

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

**Keeps Valuable Records Under Lock and Key**

Try a sample of each, 10" and 12". If not satisfactory you may return them. Include record numbers you need and perhaps you want a particular model Victrola, which you are unable to get elsewhere. We have every model in stock. Our shipping facilities are the best; thirteen lines of Railroad and five Express companies; also boat lines on the Great Lakes. By sending us your order you have two of the largest jobbing stocks at your service.

**W. D. ANDREWS** Buffalo, N. Y.



## LOOK FOR BIGGER BUSINESS THE COMING FALL

In Los Angeles and Southern California—C. S. Ruggles Delighted with Eastern Trip—Managers of Leading Houses Are Optimistic—Electric Tablet System for Barker Bros.—Talking Machine Men Are All Most Optimistic Over the General Outlook.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., August 5.—The so-called "wave of depression" seems to have dealt lightly with our beautiful City of the Angels, at least so think we of the talking machine business.

From reports of all jobbers and retail dealers business is still on the increase and the prospects for bigger business this fall are good. No place in the world do people seem to get as much enjoyment from their machines as here in Southern California, where the climatic conditions admit of impromptu concerts out of doors as well as in.

Charles S. Ruggles, local manager for Sherman, Clay & Co., has just returned from a delightful trip to the eastern coast. Mr. Ruggles took in the big convention, where he met many friends and made a great many more. He says he was treated royally by everyone and had the time of his life. He visited the Victor factory at Camden. During his absence the business was capably managed by William Campbell, his able assistant, who will not take his vacation until next September.

O. A. Lovejoy, head of the wholesale talking machine department of the Southern California Music Co., has just returned from a three weeks' sojourn in the mountains. He claims he will have to work nights to clean up the Edison business that has accumulated during his absence.

A. Graham Cook, of the Birkel Music Co., reports a fine business the last two months, especially in the large model Victrolas. They are redecorating their demonstrating rooms and when finished will have one of the really beautiful talking machine departments in Southern California.

Guy Pooler, of the Birkel Music Co., is enjoying a two weeks' vacation at the present time.

C. R. Wilson, president of the Wilson Music Co., 180 East Colorado street, Pasadena, is putting in three modern soundproof ventilated demonstrating rooms to take care of his large and growing business.

The Carlton Music Co., of Long Beach, Cal. has adopted a novel way of advertising its talking machine business. Mr. Carlton has secured the services of a small boy and a goat, and has built an attractive sandwich sign containing Victor, Edison and Columbia posters. This slips over the boy's head and rests on his wagon, and he and the goat do the rest by parading up and down the main streets of Long Beach.

V. B. Chatten, recently connected with the Musical Record Co., on South Broadway, has joined the forces of the Carlton Music Co., of Long Beach, for the summer.

J. W. Booth, manager of the talking machine department for Barker Bros., has just returned from an Eastern visit, and is quite enthusiastic over the Edison disc. While in the East he had the good fortune to meet Mr. Edison during his visit to the factory. In the near future Mr. Booth intends installing the electric tablet system in all record booths and demonstrating rooms. Any salesman wishing a record from the stock room has merely to write the number on the tablet, which in turn registers it on a duplicate tablet for the stock clerk, who immediately brings the record to him, thus making only one trip instead of two.

R. E. Daynes, of the Barker Bros. force, recently sold two Columbia Grafonola Regents the same day, thereby demonstrating the popularity of that Columbia model.

F. S. Allen, proprietor of the Musical Record Shop, has a very unique window display of dancing figures run by three talking machines. By an ingenious arrangement of mirrors the number of figures is multiplied many times. An advertisement of this kind never fails to attract and brings many prospects into the store.

T. T. Gardner, of Gardena, Cal., one of our new dealers, says he is doing a fine business in Victor, Columbia and Edison cylinder. His territory is located between Los Angeles and the beaches, and he is building up a fine trade.

Miss Alice Brown, manager of the talking machine department at Baxter & Northrup's, has just returned from San Francisco, where she spent her vacation. She is a very optimistic young lady and predicts a big increase from now on in both Columbia and Victor sales.

R. S. Odell, formerly with the F. G. Smith Music Co., of St. Louis, Mo., is now with Baxter Northrup, and is delighted with California.

The Southern California Music Co. is redecorating its extensive talking machine department. By the addition of two more rooms, formerly used by the piano department, it now has eighteen demonstrating rooms, occupying the entire third floor.

R. E. Wolfinger, in charge of the talking ma-

chine department at the Wiley B. Allen Co., reports a brisk trade in the Victor line, especially in the larger Victrolas.

The Andrews Talking Machine Co. has enjoyed its share of the summer trade, and is expecting to keep busy from now until the holidays.

W. F. Stidham, who is in charge of the Columbia Graphophone Co. wholesale, of Los Angeles, is very much pleased at the way Columbia goods are moving, especially the grands, a great many of which have been installed in the best homes in Southern California. He reports several new agencies in the near-by towns.

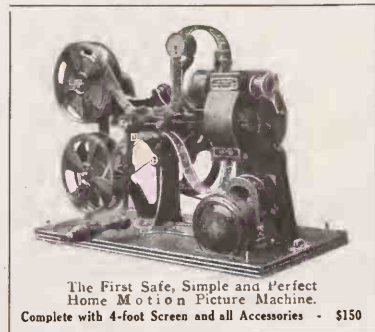
### HEARD FROM IN LONDON.

Arthur D. Geissler, vice-president and managing director of the New York Talking Machine Co., Victor distributor, who sailed for Europe last month, has advised his office that, according to present plans, he will sail for home on the 19th of this month. During the wars abroad Mr. Geissler has been marooned in London, from which he expects to sail.



## Motion Picture Dancing Lessons At Home! With the Pathéscope

THIS IS ONLY ONE OF THE MANY DELIGHTS THAT THIS SAFE, SIMPLE, AND PERFECT MOTION PICTURE MACHINE CAN BRING TO ANY HOME THAT OWNS ONE



The First Safe, Simple and Perfect Home Motion Picture Machine. Complete with 4-foot Screen and all Accessories - \$150

THE Pathéscope is an extremely simple and compact, yet essentially practical Motion Picture Machine for use in the Home, School, Club, etc. It is not a diminutive model of the large professional machine, but a startlingly original design of projector, which in its simplest form is entirely self-contained, and requires no wiring, no electric connections, no equipment of any kind, but an ordinary table on which to set the machine.

By a remarkably ingenious arrangement, the simple action of turning the handle actuates the film, generates its own (incandescent) electric light, and projects the pictures in living, fascinating motion upon the screen.

For Demonstrations or Catalogue Address:

**PATHÉSCOPE**

Dept. 5, Aeolian Hall New York

AGENCIES: 515 Crozer Bldg., Philadelphia 1101 F St., Washington 507 American Bldg., Baltimore  
459 Washington St., Buffalo 108 6th St., Pittsburgh 622 Kittredge Bldg., Denver 1516 3d Ave., Seattle

RESPONSIBLE REPRESENTATION DESIRED ELSEWHERE

An exceptional opportunity for Talking Machine Dealers to add a PATHÉSCOPE DEPARTMENT and FILM EXCHANGE, or for Enterprising Men with some capital to establish a Permanent and Profitable Business of their own. Write for Agents' Circular.

## NEW YORK TRADE DISCUSSES EUROPEAN WAR.

The Effect on Business in the Metropolis and Throughout the Country Naturally Interests  
—Business Up to Expectations According to Leading Members of the Trade—Optimistic Over the Outlook—New Edison Shop Near Completion—Other Timely News.

The most discussed topic in the local talking machine trade the past two weeks, as in all other lines of mercantile life, has been the frightful war now raging in Europe. Manufacturers, jobbers and dealers are carefully weighing all the pros and cons of the situation to the best of their ability, and the consensus of opinion seems to be that the war will not disturb the talking machine industry as a whole, but, on the contrary, may act as an additional tonic to increased business. Quite a number of the jobbers and dealers have members of their families or business staffs abroad at the present time, and the cables received have been reassuring in every case.

### The European War and Business.

The most tangible effect of the European disturbances to date in connection with local business has been the marked increase in the demand for foreign records, particularly those selections recorded in the mother tongues of the warring nations. In certain sections of the city the dealers are unable to supply the orders they are receiving for patriotic selections in foreign languages, and should the war be protracted this demand is certain to increase by leaps and bounds.

New York is generally acknowledged to be the cosmopolitan city of the world, it being an oft-expressed axiom that in the boundaries of Greater New York there are residing more people of certain nationalities than are left in the home countries. This is, of course, an exaggeration, but well illustrates the magnitude of New York's foreign population. A large proportion of this population is available for solicitation as talking machine record prospects, and as the latest advices indicate that the reservists of several of the foreign countries will not be able to leave this country to go to the front, patriotism for the fatherland will undoubtedly be at high pitch during the course of the deplorable catastrophe abroad, and patriotic selections will be purchased for many homes throughout the land.

All of the manufacturers have European factories and branches, which will necessarily suffer materially from the effects of the war. Although no official announcements have yet been made, it is highly probable that some of these factories, if not all of them, will be obliged to shut down indefinitely. Aside from the fact that shipping is at a standstill throughout Europe, a considerable proportion of the workmen have departed for the front, with no likelihood of their places being filled before the close of the war. In times of peace the closing of the European factories by the manufacturers for any length of time would necessitate the plants in this country diverting a certain part of their output for shipment abroad, but as there is no demand for talking machines and records in Europe at the present time, and as foreign shipping has practically ceased, the European market will await the close of the war and the resumption of the factories on a normal basis.

### Month's Business Up to Expectations.

In local circles business the past month has been fully up to expectations, and in the majority of instances showed a gain over last year. In the minds of many of the jobbers and dealers August is not expected to be quite as good as last year, this opinion probably being influenced by the unsettled conditions prevailing throughout the world. In any event, the first two weeks of the month have been generally satisfactory, slight losses being reported by some of the dealers and corresponding increases by others.

### New Edison Shop Nearing Completion.

The new home of Thomas A. Edison, Inc., at 473 Fifth avenue, New York, is rapidly nearing completion, and all indications point to its being ready for occupancy early next month. The exterior of the building is attracting the attention of all passers-by on Fifth avenue, who pronounce the decorations as being unusually artistic and pleasing for a commercial structure. The color

scheme is gold and white, and when finished both the interior and exterior promise to be representative of modern perfection in building construction. The location of the new Edison Shop, as the building will be termed, is ideal, facing the New York Public Library and is in the heart of the best retail district of New York. The block between Fortieth and Forty-first streets, where the building is situated, is considered by many business men as the best business street along Fifth avenue, and the opening of the Edison Shop will be awaited with interest by the trade.

### Collections Good with Columbia Co.

"Collections have been very good for this time of the year," said R. F. Bolton, manager of the wholesale headquarters of the Columbia Co., at 89 Chambers street, New York, "and to my great surprise are comparatively better than July of 1913, notwithstanding the business depression since the first of the year. Our dealers report a steady demand for our product, particularly in the larger machines, while the call for dance records continues to keep up at an amazing pace. The outlook as a whole for the next few months is decidedly encouraging, and I fail to see how the terrible wars in Europe can injure local business."

### Optimistic Over Business Outlook.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, well-known Victor distributor, anent conditions, said as follows: "Our business for the past month shows a very nice increase over last year, and the first three months of our fiscal year—May, June and July—have been very satisfactory, showing gains over the corresponding months of 1913. I feel very optimistic regarding the immediate business outlook, and base this optimism on the fact that our country has been running on low gear so long that it is about ready for good business. The wars abroad should not injure business in this country to any appreciable extent, and eventually will work to our benefit. If exports are held up prices will be lowered, for this country will be obliged to absorb not only its natural consumption but an extra amount of vast proportions. On the other hand, if the foreign wars result in increased exports of food-stuffs, and prices are comparatively higher, busy factories and busy people will offset this. I believe that the legislation which we have had has put this country in a position to conserve its financial resources if it takes advantage of the opportunities presented."

### "July Business Surprising," Says Purdy.

"July business was surprising in many respects," said H. N. Purdy, manager of the Edison disc department in the prominent piano house of Hardman, Peck & Co., 433 Fifth avenue, New York. "We had expected that trade would slow up considerably with the advent of very warm weather, and were therefore unprepared for the steady call for machines and records which we experienced the entire month of July. Record trade was especially strong, while our sales of the higher priced Edison disc phonographs maintained the high average we have had since this department first opened. In addition to selling several of the \$250 models to prominent yacht owners, we have just placed two of these machines in boat club houses in near-by cities, where they are being used for dancing purposes with great success."

### Columbia Concentration on Summer Trade.

The many local representatives of the Columbia Graphophone Co. have been concentrating their activities the past months on the development of timely summer business, paying particular attention to the sale of smaller machines for bungalows, summer camps, etc., and leaving no stone unturned to build up their record sales. The results of this campaign have been gratifying to all the dealers, who state that the popular "Favorite" and the new "Jewel" machines have been sold

to vacationists in resorts throughout New York State for entertainment during vacation time. The new dance records recently issued by the Columbia Co. and placed on sale this month are creating a furore with the patrons of the local trade, according to the reports the dealers are sending headquarters.

### Feeling Quite "At Home."

Back in their former quarters and feeling perfectly at home, the New York Talking Machine Co., 81 Chambers street, New York, Victor distributor, has resumed its creative work for the assistance of its dealers, and the officials are busy planning new helps for the coming fall. In the meantime business is going steadily forward, and notwithstanding the well-nigh insurmountable handicaps under which the company has worked since its disastrous fire on June 21, Sales Manager Moody reports a gain of 25 to 33½ per cent. for the month of July, as compared with last year. This is a truly remarkable record and one which looms up still more impressive when it is considered that last July was a record-breaker.

### Completes New Co-operative Idea.

When a representative of The World visited the company's headquarters last week Mr. Moody was busily engaged in the completion of a new co-operative idea which will be used in connection with the company's stock system of racks, bags and stock envelopes. Mr. Moody has perfected a plan whereby the dealer may use colored labels which, when placed in various positions on the envelope, signify vital points concerning this record, such as over-stock, good selection, quick seller, etc. To further carry out the value of this plan, colors have been designed to denote various styles of records. For example, white signifies sacred, green is comic, black is bands, red is choruses, etc. Other divisions which have a separate color are male quartets, instrumental novelties, vaudeville sketches, orchestras, popular songs, etc. When the label is of a smaller size, a foreign record of a certain language is signified. It is planned to send these signal sets out with the company's regular stock outfit, besides furnishing them free of charge with all large orders for the New York Co.'s stock envelopes.

### Landay Improvements.

Landay Bros., the well-known Victor distributors, are making numerous improvements to their warehouses at 563 Fifth avenue, New York, which will considerably increase their stock facilities. Additional demonstration rooms are being constructed on the main floor and new stock rooms on the sub-floor.

## PAYS TRIBUTE TO THE "TALKER."

(Special to The Talking Machine World.)

NORWOOD, O., August 8.—D. S. Tarbell, a Victor enthusiast of this city, who is the owner of an exceptionally large library of Victor records, recently issued a new personal catalog, in which he pays a tribute to the Victor products in a "foreword" as follows:

"I have printed this book, just a very, very few copies, for my own particular, individual gratification, and yet, at one and the same time, have not been unmindful of the opportunity it may give me—through the acceptance of the invitation it carries to 'come and hear'—to add a bit to the enjoyment of those I especially like because of the fact that their ideas, or their lives, at least in part, run in my groove.

"The book comes into existence as a sort of observance of the thing which has so generously contributed to my life—in the morning, starting many a wrong day right; in the evening, furnishing a welcome diversion; and in the dead, lonely hours of the night, when sleep refuses its good offices, bringing that peace and comfort and rest that neither gold nor silver can buy in any other way. Therefore, am I grateful.

"D. S. T."

Many a deekle-edged, rough-finished man has a better fibre than his evenly enameled rival.

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



# Do not let Your Record Stock run down

YOUR Success Depends on Two Things:

- Knowing What Your Trade Wants
- And Keeping it in Stock

Now toward the end of the busy season don't let your stock run out. Keep ahead of the demand. Send us your orders.

And special rush, "customers-waiting" orders — don't risk sending them to a jobber whose Victor stock is not complete. Any Victor article you order from us we can ship within a *few hours* of the receipt of the order.

*Order Now—a Post Card Does It*

**NEW YORK TALKING MACHINE COMPANY**

81 Chambers Street, New York



**\$17.50 to \$500—that gives you \$482.50 worth of price variety in the Columbia Catalogue of Columbia Instruments: and there's good going every step of the way from one end to the other.**



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

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

### THE CHOICE OF WORDS

An Important Consideration in the Preparation of Advertising Copy.

Printers' Ink, the well-known advertising magazine, has been carrying a discussion in its editorial pages of the value of one-part or one-syllable words as compared with longer words in the preparation of advertising copy. One of the recent communications in this discussion was sent the magazine by W. G. Armstrong, of the Worcester Pressed Steel Co., Worcester, Mass., and reads as follows:

"Re article in July 9 Printers' Ink, 'Words the Public Wants,' by F. R. Feland.

"Mr. Feland's article interested me, and reminded me of a piece of copy by George P. Metzger for the Columbia Graphophone Co. Here it is:

"Here's the whole story—both ends of it.

"Your end of it: You get started the first minute you are ready—no waiting for anybody. You keep it up steadily or work at it off and on as the case may be. You can talk full speed or as slowly as you like. You can correct yourself and repeat as often as you care to. In the meantime your typist is typewriting all day long—no part of the day given to note taking. If you have much dictating to do, she will have a good lot of letters already written and ready to sign before you get through dictating.

"Your typist's end of it: She reads your words, not her notes of your words. She is sure to enjoy her work better because she doesn't have to stop and wait every time you stop and think. She gets what you said, just as you said it. She can make you repeat forty times if she needs to.

"In this article there are 168 words; 137 one part, twenty-five two part, and only six three part.

"In my letters I try to use simple English—just plain Anglo-Saxon—but it is surely hard not to get lazy sometimes and let the big words work for me."

Several members of the executive staff of the Columbia Co. are sporting expensive Panama hats—hats that are 'way beyond the five or ten dollar class—through the generosity of E. F. Sause, of the export department, who recently returned from South America with the hats as souvenirs.

## Large Retail Chain Stores Require **Talking Machine Managers**

Aggressive Talking Machine dealer (Victor) with chain of stores in East and Middle West, will have openings for several high class Talking Machine Managers September 1. Only men of real initiative, thorough experience and good character will be considered. Exceptional opportunity.

Applications held in strict confidence.

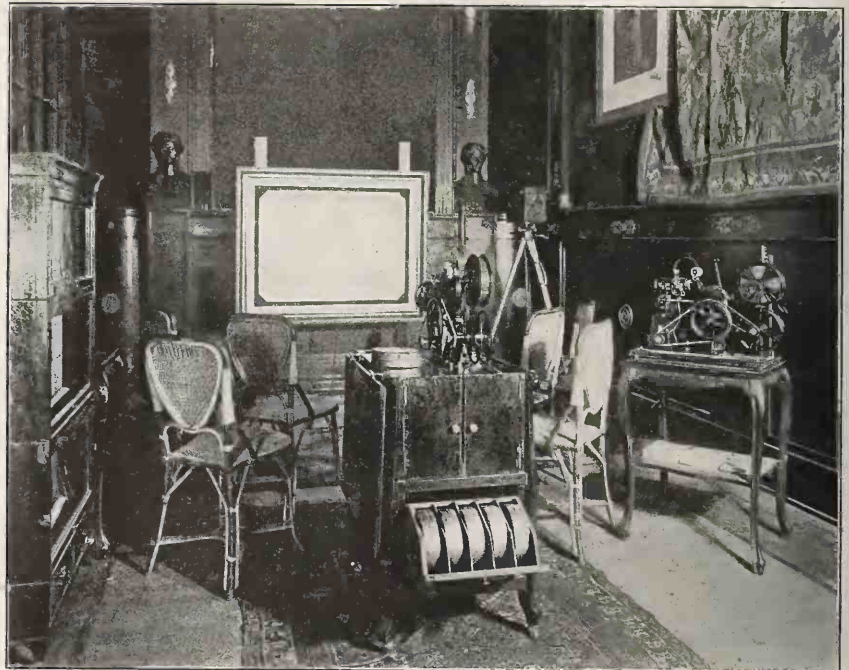
Address Box 650, care of  
**THE TALKING MACHINE WORLD**  
373 Fourth Avenue, New York

### PATHÉSCOPE SALON IN THE JOHN WANAMAKER STORE.

Amid Artistic Environment the Pathéscope Is Shown to Crowds of Interested People at the Great Wanamaker Emporium in New York.

The Pathéscope salon in the John Wanamaker store in New York is attracting crowds of interested spectators daily, and the store's success with the Pathéscope is very pleasing to all concerned. The Pathéscope is demonstrated in ideal surroundings, as shown by the accompanying illustration,

Wanamaker Auditorium a motion picture exhibition of five reels selected from the beautiful Pathéscope photo-dramatic reproduction of Victor Hugo's deathless masterpiece, "Les Miserables." This is the same production arranged for the Pathéscope which entertained thousands of people



The Pathéscope Salon in the John Wanamaker Store in New York.

and the splendid publicity that the Wanamaker store is using on behalf of the Pathéscope is in accord with the high standards of this institution.

In conjunction with the demonstration of the Pathéscope there is being given between the musical numbers of the regular afternoon concerts in the

the past winter at Carnegie Lyceum, New York. The unique character of this entertainment, which is under the direction of Alexander Russell, concert director at Wanamaker's, and the perfect satisfaction rendered by the Pathéscope have made these performances unusually successful.

### AN INTERESTING LETTER.

The Columbia Co. received this week the following interesting letter from a prominent dancing instructor of New Rochelle, N. Y., in praise of Columbia dance product:

"I have the most successful school of modern dancing in New Rochelle, and I want to tell you that your records have been a big factor in building up that success. My patrons prefer them—in fact many of them are insisting on them. You know by the time a pupil has had a couple of lessons or so he begins to know what he wants in music, and it is naturally to my profit to let him have it. It is, I think, a significant fact that practically every one of the records in big demand is a Columbia double-disc record. Very truly yours, (Signed) Hazel Townsend."

### STILL THEY WANT TO VOTE.

"There is a lady in this city," says E. A. Sanger, of Sanger Bros., Dallas, Tex., "who has a Victrola, and she played the 'Lucia' sextet for a friend of hers one day when her friend called on her. After playing the above mentioned record, she said to her guest: 'There is one particular record which I certainly want to get some day, but it is more expensive than I can afford at the present time, namely, the "Rigoletto" quartet, which costs \$6.' Her guest, who also had a Victrola, answered her: 'I have the "Rigoletto" quartet at home, but it only cost \$1.25; perhaps the reason I secured it for \$1.25 instead of \$6 is because mine is sung by only two voices instead of four.'"

And such things happen every day.

**NEW SOUND DISTRIBUTING DEVICE.**

Tones of the World's Greatest Artists Distributed Over a Large Area by Means of a Boy's Unique Invention—Some Details Regarding the New Loud Telephone—Experts Enthuse Over Possibilities.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., August 5.—By the genius of two high school boys of this city the city will be enabled at a nominal cost to give to the public arias from the grand operas by the world's greatest artists. Their invention, a loud-speaking telephone, has just been perfected at the country home of Judge Charles Silent, near Glendora. The boys are Earl Hanson, aged twenty, of 2534 Fourth avenue, and Harold Silent, seventeen-year-old grandson of the Judge.

Their "central station" is the roomy country home of the Judge, from which the boys flood with melody the charming little groves and grottoes that surround the Rancho Los Alisco.

The invention, credit for which belongs to Hanson, has been worked out by the boys together. For several years they have been studying electricity and applying it, and only recently have perfected the system whereby the voice of one person or the music from an instrument is carried in powerful volume to any part of the hundreds of acres surrounding the home.

Success was achieved by abandoning attempts to force one transmitter of a telephone to do more than has been demonstrated to be possible. They have devised a system of their own in collecting and distributing sound similar to the one employed by electric power companies. They generate a tremendous volume, which through their transformer is collected for transmission over a double wire the same as the ordinary telephone. Thus the sound is carried to be turned loose in as many places as desired. They made their first experiment with a phonograph. A large number of transmitters collect the tones and carry them to the transformer, which sends them wherever needed. The volume attainable is unlimited.

Also Dictograph Device.

The boys' loud telephone can also be used as a dictograph, so that while music in romantic corners of the woodlands might be inspiring to lovers it might also be dangerous for them to whisper endearments, as the slightest sound would be rushed back to the central station, to be distributed wherever the operator might desire.

Experts who have seen the wonderful invention of the lads are very enthusiastic concerning it, and predict a great future for it. The boys are experimenting with a wireless telephone, and expect to be able to get the same results as over the wire. Judge Silent is one of their greatest admirers and thoroughly enjoys the beautiful concerts the boys give him from the tree tops. The Judge is in hopes that it will be possible to hold municipal concerts in all the city parks through one central station.

**ROSEN'S UNIQUE AND EFFECTIVE AD.**

(Special to The Talking Machine World.)

BOSTON, Mass., August 8.—Local newspapers recently announced the opening of the new store of Harry Rosen, the live-wire dealer, at 246 Huntington avenue, in the following interesting manner:

"Perhaps there is nothing that pleases Harry Rosen, whose store at 3 School street has long been popular with the music-loving public, more than to announce the opening of his new talking machine parlors at 246 Huntington avenue. Mr. Rosen has built up an ever-increasing patronage by fair dealing and courteous treatment to all. From a small stock of machines and records, only a few years ago, he has made rapid strides, and it now takes a number of clerks and four times the room formerly required to handle his patrons. Among the many innovations to be found there will be a music library with its wealth of information concerning composers and their music."

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

**PITTSBURGH TRADE IN GOOD SHAPE.**

Buehn Phonograph Co. Reports Substantial Business Increase During July—Good Record Made by Kaufmann Bros. Department—New Dealers Announced—Visitors of the Month.

(Special to The Talking Machine World.)

PITTSBURGH, PA., August 10.—J. A. Phelps, manager of the Boggs & Buhl Victrola department, has just returned from a two weeks' vacation spent at Dayton, O. The Ohio city is Mr. Phelps' "old home," and a restful visit spent among old friends and amid old memories constitute, in Mr. Phelps' opinion, the best sort of a vacation. Business with the Victrola department of the big store has been fair. Buying has not been as brisk as it might be, but in view of the time of the year little complaint can be made.

Business with the Buehn Phonograph Co., Inc., 713 Penn avenue, has been particularly brisk this season. July was an exceptionally good month, the business during that month being 50 per cent. greater than the same month in 1913, according to Mr. Buehn. In order to take care of this extra business and to keep up the average a news salesman for the western Pennsylvania territory has been secured in the person of C. S. Gardner, who has already started out on his premier trip. Mr. Gardner was formerly connected with the Edison factory and is a well versed salesman of the Edison machines.

The Buehn Co. has also within the past month established connections with several more dealers

in western Pennsylvania. These include W. A. Kulp, of Braddock, Pa.; K. G. Koch, of Oil City, Pa., and Half Bros., of Homestead, Pa.

The good business of the past month is attributed by Mr. Buehn to the exceptionally good record service that has been put in force by the Edison people. The new weekly listing has been perhaps the greatest factor in boosting business, and much new trade can be traced directly to this service.

H. N. Rudderow, manager of the Victrola department of Kaufmann Bros., has brought the business up to an apex this month when a record of the best business for the past four months was established. The buying has centered chiefly on machines, and record buying has fallen off to a certain extent. Sales of the new records are good, but as machine buying has forged so far ahead, the record end has been somewhat eclipsed.

Visitors to the trade during the past month included T. B. Windsor, of Tarentum, and C. R. Kerr, of Sistersville, W. Va.

**COLUMBIA CO. WHOLESALE TRADE.**

"Our business is keeping up very well for this time of the year," said H. A. Yerkes, wholesale manager of the Columbia Graphophone Co., who returned to his desk last week after a fortnight's rest. "As a matter of fact, we are enjoying quite a spurt at the present time, and the outlook for fall trade is distinctly encouraging. All types of machines are going well, with dance records in particularly heavy demand."

# "BE PREPARED"

THAT IS THE "BOY SCOUTS" MOTTO

It should be every LIVE VICTOR DEALER'S MOTTO to "BE PREPARED" for the coming FALL and HOLIDAY Season.

# "TO BECOME A BLACKMAN DEALER IS TO BE PREPARED"

(BLACKMAN)

Prepare to become a "BLACKMAN DEALER" by sending a few trial orders. "BLACKMAN SERVICE" will hold you.

## BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres.

97 CHAMBERS ST., NEW YORK





The "Eclipse"—\$25



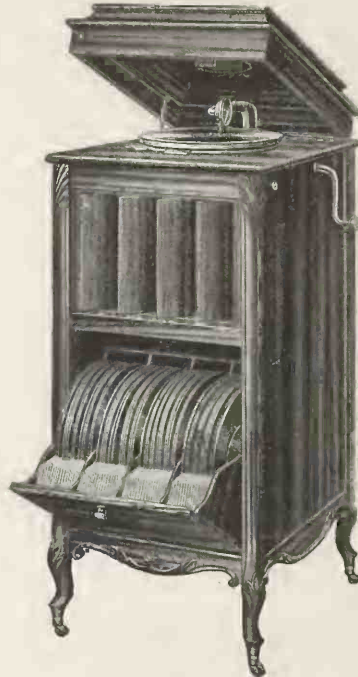
The Grafonola "Baby Regent"—\$100



The Grafonola "Colonial"—\$150



The Grafonola "Jewel"—\$35



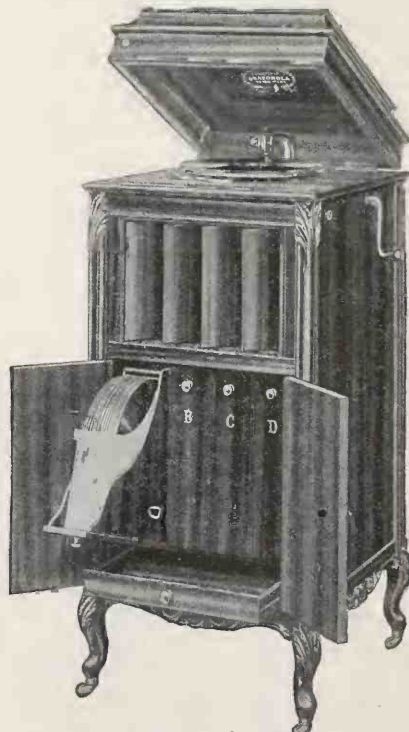
The Grafonola "Mignonette"—\$100



The Grafonola "Favorite"—\$50



The Grafonola "Leader"—\$75



The Grafonola "Nonpareil"—\$150

# Our Oppor

To-day the United States is the only important nation at peace. In our peace, but a vast measure of prosperity is surely indicated by our exports from our great crop-products.

The countries of Europe cannot produce.

But they cannot cease to produce. Their demands for food, which do not abate. It is imperative that they be supplied; it is clear that they must do a large share of the supply.

This means that the very cost of money that this country now receives in return for imports from Europe must remain in this country. It is an appreciable proportion of the money which the present European countries must come into this country to purchase commodities which we alone produce.

It behooves the American people to stand solidly; to meet the present European demand with steady industry undisturbed by any reasonless perturbation.

The promptness and efficiency

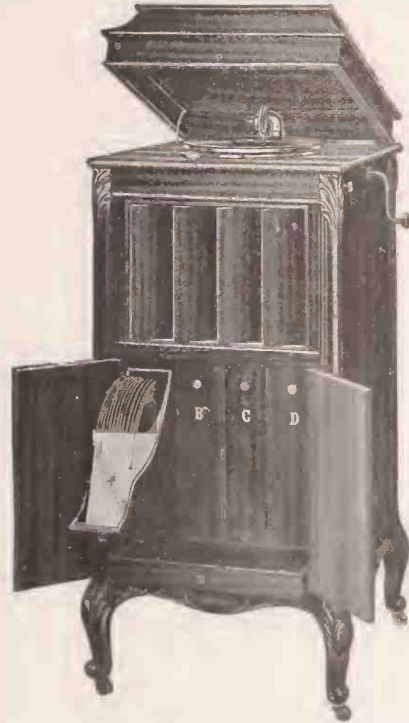


Grafonola  
No.

(Write for  
deals in



The Grafonola "Regent"—\$200



The Grafonola "De Luxe"—\$200

taken by the Government and the big business men of this country ensure the financial stability of the United States.

It is for the business men of America to avail themselves to the utmost of their temporary exaltation to the leadership of the world's production marts.

The slight, though generally declared, depression of the Summer must inevitably give way to a Fall and Winter season of tremendous activity and proportionate prosperity wherein all those engaged in legitimate commerce will participate directly or indirectly, and whence, therefore, we in the talking machine trade will reap our full share of the resultant profit.

Columbia dealers will continue to receive the full support of the Columbia producing, distributing and advertising organization.

You talking machine dealers know very well indeed that your business depends on your customer's pocket just as much as on the quality and variety of the goods you offer.

The dealer who carries Columbia product knows that he has the one grade of quality all the time; and he has the further comforting knowledge that he has something to match up in price with pretty well every pocket that is brought into his store.



The Columbia Grafonola "Grand"—\$500

**COLUMBIA**

**One Company**

Building, New York

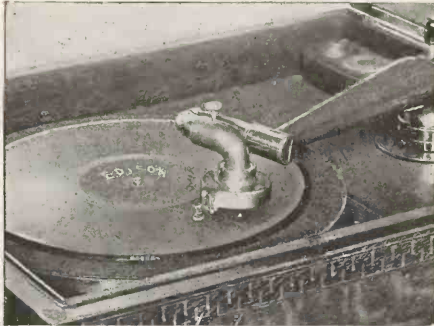
"a book full of meat for those and frequent turnover of capital.)"

## MAKING A BAND RECORD FOR THE PHONOGRAPH.

In Its Publication for Bandsmen the R. S. Williams Sons Co., of Toronto, Sets Forth Some of the Difficulties Experienced in Securing a Satisfactory Record of Band Music—Some of the Factors That Enter Into the Art of Recording Interestingly Explained.

The R. S. Williams & Sons Co., Ltd., of Toronto, distributor in Canada for the Edison products, issues a bright little paper called The Canadian Bandsman. In a recent number it printed an illustrated article on the making of band records for the phonograph, which is of such general trade interest that it is here given:

"It requires much skill to make a good band record for the phonograph. An outsider usually has the impression that a satisfactory band record is easily obtained by a band playing a tune over once or twice. But the fact is that it requires ten or twelve or even more playings to get a record that will pass muster. These repetitions are necessary in order to get the record properly balanced, for while a good recording department knows



## Increase Your Sales

HERE are two quick-selling specialties that appeal to your customers:

## UNION TALKING MACHINE SPECIALTIES

UNION No. 2 (upper illustration) plays Edison Records on Victor Machines. No alteration is necessary. Price, gold-plated \$9.00, nickel, \$8.00, with Diamond Point.

UNION No. 3 (lower illustration) plays Edison Records on Columbia Machines without altering machine in any way. Price, gold-plated \$9.00, nickel \$8.00, with Diamond Point. Sapphire Point, \$1.50 less.

Liberal discount to jobbers and dealers

The Union Specialty & Plating Co.

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



pretty nearly how the several bandsmen should be arranged before a recording horn, yet individual playing varies in force and clearness, in resonance and in good recording properties. To determine how to balance all these so as to produce a record that will give right value to all the instruments played is a high art, and one that is not acquired by an offhand playing.

"To begin with, the men selected to play in a band before a recording horn are all picked musicians—they are the very best the metropolis furnishes. This is very important, for it is a well-known fact that the slightest error made while playing in a concert, for instance, would pass off instantly with hardly any notice except by a very attentive bandmaster. But if the slightest error is made before a recording horn the band must start all over again. For this reason accurate playing must be secured regardless of expense. Each and every musician must be a soloist in his particular line. He must be expert in handling his instrument and as free as possible from mannerisms in playing.

The laboratory in which the records of the Edison Phonograph Co. does its recording is located on the eighteenth floor of a New York City skyscraper. Here quarters have been specially built for the band, where they can make all the noise they want to without disturbing other tenants of the building. Even so high up in the air, their playing is heard seven, eight or ten blocks away, and often it is a conundrum to pedestrians where the band is located.

"The record on which the sounds are recorded is known as a master record. Usually two masters are secured of any playing so as to insure against any defect in one or the other, as well as to provide for possible contingencies in the manufacturing process to follow.

"The horn used to record band music is considerably larger than the horn used for other kinds of recording. It is about forty-eight inches long and the large opening about eighteen inches in diameter. This horn is placed in a horizontal position about four feet from the floor, and the bass instruments, such as tubas, are placed at a distance of three to five feet from the horn; the altos about seven feet; the trombones about eight feet, and raised about two feet from the floor, so that they will focus the recording horn properly. Cornets are placed between trombones at a distance from eight to nine feet. The piccolos have a position between two and three feet from the horn, and the clarinets are raised two or three feet from the floor and lined up in two rows, one on each side of the horn, blowing across. The snare drums are placed two or three feet away, and are never allowed to play except when they have a solo part. Bass drums and cymbals should never be used, as they have a tendency to fog the record.

"After the artists are arranged in this position a number of recorders are selected and the band is made to play a small part of the record to each one. The results are then carefully inspected and the best records selected. A record is then made the full length and again carefully inspected and listened to in order to see that the band is properly balanced. It is very important that one instrument should not overbalance another. This is where the experience in band recording is very valuable. The diagram below will give the positions, and they will be of special interest to bandsmen.

"After two good master records are made they are carefully placed within a special tube lined with cotton felt, ends sealed up and sent to the factory to be duplicated. These master molds are handled and preserved with extreme care. They are used only to make sub-master molds and then put in a vault for safe keeping. All the records used for commercial purposes are made from the sub-masters, and in case any accident happens to a sub-master (as is sometimes the case)

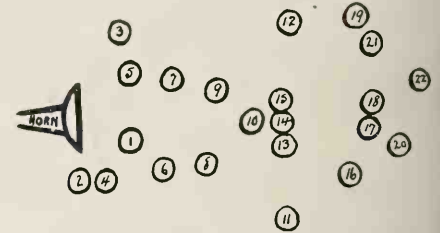


Diagram Showing Position of Each Instrument in Making a Band Record.

- |                        |  |
|------------------------|--|
| 1—Piccolo              | 12—Drum                                  |
| 2—Oboe                 | 13, 14, 15—First, second and third horns |
| 3—E flat clarinet      | 16, 20—Second and third cornets          |
| 4, 5, 7—Solo clarinets | 17, 18—First and second trombones        |
| 6—Second clarinet      | 19, 21—First and second trombones        |
| 8—Third clarinet       | 22—Brass trombone                        |
| 9—First clarinet       |  |
| 10—Baritone            |  |
| 11—Tuba                |  |

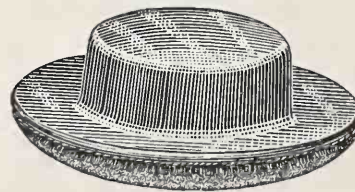
resort is made to one of the original master records and another sub-master made from it.

"The process of making the records after a master record is obtained is another story too long to tell here.

"Many famous bands and orchestras have been recorded from the phonograph. Sousa's Band, Pryor's Band, the New York Military Band, Highlanders' Bagpipe Band, Bohumir Kryl's Band, National Military Band, Edison Concert Band, United States Marine Band, National Promenade Band, and many others have all made several excellent records on the phonograph.

"It is possible for any band to make records of their playing before the recording horn of the phonograph and obtain excellent results. They need a good Edison phonograph, some blank wax records especially made for recording purposes, and a special recording horn. The same arrangement as outlined below for positions before the horn should be observed. If it is impossible to elevate the men as described, the different relations of the instruments can usually be made by having the tubas and altos sit down and the cornets, trombones and clarinets stand up. Considerable practice will be necessary, however, before a good

## "Standard" Record Cleaner



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

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

STANDARD GRAMOPHONE APPLIANCE CO.

173 LAFAYETTE STREET,

NEW YORK

ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

Extended brush area cleans record with one sweeping circuit.



record can be obtained, and much care and patience will be needed to test results as the recording is being done. When the knack of proper positions, proper blending of instruments and careful, accurate playing is secured the results will be highly encouraging and satisfactory. Such a record ought to have a value in educating those who, as amateurs, wish to bring their band playing up to the best."

**EXTENDING SPHERE OF ACTION.**

**Koerber-Brenner Co. Combining Complete Stock and Quick Transportation Arguments in Latest Business—Show St. Louis as a Business Center in Most Artistic Supplement.**

The Koerber-Brenner Co., the prominent Victor distributor of St. Louis, Mo., is carrying on a strong campaign of business expansion and calling the attention of dealers and prospective dealers in Victor goods in the Middle West territory to the quick deliveries that can be made by freight, and at a consequently low price in that section.

The special supplement of the Koerber-Brenner Co., appearing in another section of The World this month, shows a map of the United States with the approximate distances "package car" freight can be transported from St. Louis in from one to five days, which means that even quicker deliveries may be made, when required, by express and parcel post.

The Koerber-Brenner Co. calls attention to its large stocks of both machines and records, but its campaign is also interesting in indicating to what extent the business of the country is facilitated by the modern transportation systems, and how a live concern is prepared to take advantage of such systems to extend its sphere of activity.

**HERE'S A NEW "TEASER."**

A clever "teaser" campaign was recently carried out by the S. Hamilton Co., Pittsburgh. On one page a two-inch letter "V" appeared, on another page the letter "E," on still another the letter "C." On the following page in the same space, and in the same position at the bottom of the page was this message: 'Coming V-E-C Triplets Next Week.'

When the teaser ads had been used for a week, a 400-line advertisement announced that the "V-E-C" Triplets had arrived." The "V" stood for "Master Victor Vec." the "E" for "Master Edison Vec," and the "C" for "Miss Columbia Vec." The message was that these little people had come to minister to the musical wants of the people.

The ad read: "They bring good cheer, happiness, laughter; they will speak for you, sing for you, play for you. They will help educate your children; they will bring more laughter and sunshine into your life than all other triplets put together."

The large copy was illustrated with a motor truck carrying the three little characters described in the advertisement. The advertiser said that he was very well satisfied with the results of this copy because it created widespread comment and accomplished the publicity results for which it was intended.—Printers' Ink.

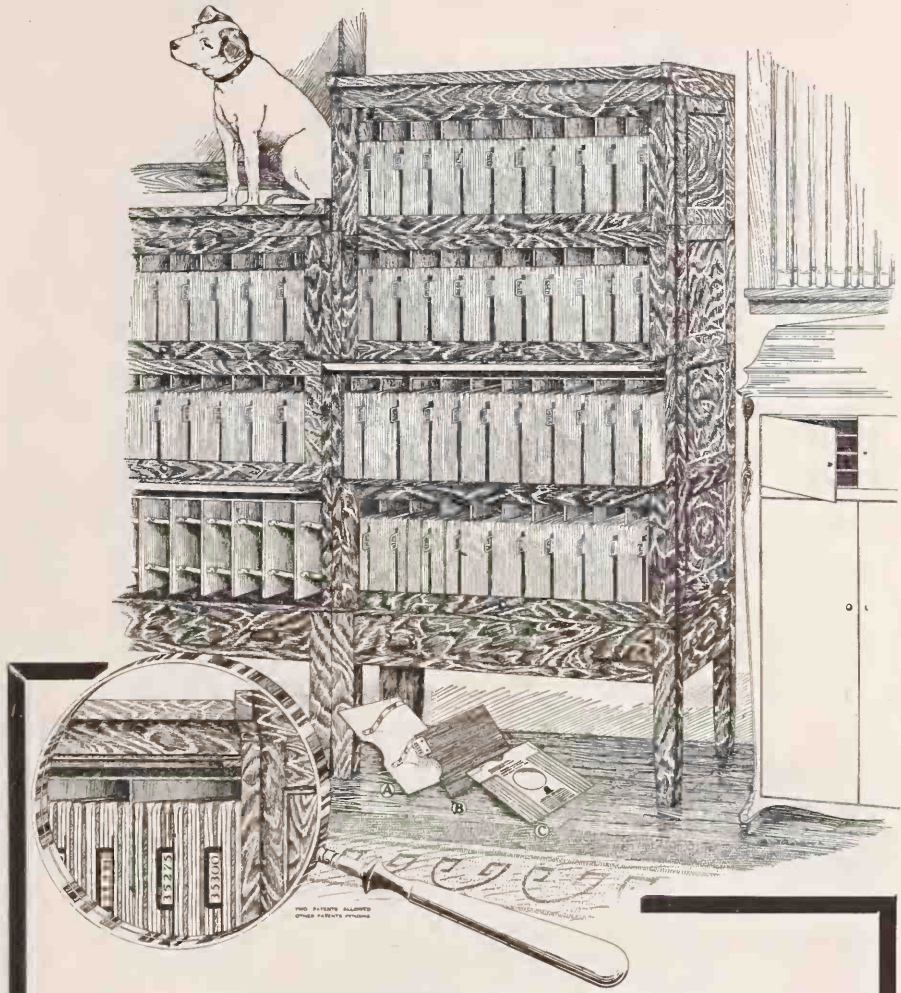
**STILL IN EUROPE.**

Edward N. Burns, vice-president an manager of the export department of the Columbia Co., and G. C. Jell, chairman of the record committee, who sailed for Europe late in July are among the thousands of Americans marooned somewhere in the war zone.

Geo. C. Selzer, vice-president of Harger & Blish, Des Moines, Ia., was a recent visitor to Boston in the course of a Great Lakes tour and was entertained by F. H. Sillman, manager of the Boston office of the Pardee-Ellenberger Co.

Looking inward gives you mental strabismus, a peevish personality and an ingrowing disposition. Look out.

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



**The "OGDEN"**

**Sectional Record Cabinet, Filing and Sales System—Proves a Wonder—The Best Yet!**

**Advantages of the "OGDEN" that you Can't Ignore . . .**

- Saves time, space and money!
- Dust-proof — warp-proof — visible.
- Complete sales system keeps track of what you sell and what you need.
- Built of properly seasoned, heavy timber — guaranteed never to warp—will last a lifetime.
- Enables you to put your hand on any desired record in 4 seconds.
- Durable springs in each compartment hold records upright and positively prevent warping.
- Sectional feature provides for any size business—300 to 6,000 records.
- Accessory drawer in sanitary base equipped with perfect, automatic re-order system.
- Movable, numerical signals show every record instantly and permit stock to be rearranged in a few minutes without relabeling.
- Numerical signals locate every record—class signals show Songs, Quartettes, Bands, Dance Records, etc., without reference to title or number.
- Money promptly refunded if not satisfactory in every way.

Exhibited at the Atlantic City Convention and pronounced the best and most satisfactory filing system ever offered. Superior in every particular to all other filing systems. Aside from the filing system, the accessory drawer in sanitary base is equipped with automatic re-ordering system.

**Explanation of Cut**

"A" is a partition showing the double springs that hold the records upright and prevent warping. "B" is a numerical divider and signal that tells you where any record desired is located. This signal is movable, and once your cabinet is arranged it stays arranged, regardless of increase or decrease in stock—no change of labels required. "C" is a sales system envelope that keeps a complete record of sales and automatic inventory, showing the profitable sellers and when to cut out "slow sellers." The magnifying glass shows the method of using the signal system.

*Jobbers are enthusiastic! Write for descriptive price list and give name of your nearest jobber*

**J. B. OGDEN  
Lynchburg - - Va.**

*"Puts any Record in Your Hands in 4 Seconds"*



**Different buyers have different exchequers; that's why price variety is as important as quality product.**

**The Columbia dealer always has both.**



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

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

### CO-OPERATING WITH THE DEALER.

The Little One-Der Co. Supply Striking Colored Signs and Lantern Slides to Aid Dealer in Interesting Public in This Specialty.

The Little One-Der Co., Nashville, Tenn., reports an increasing interest in its device for clarifying the tone of records, and reports that, in response to its advertisement in *The World*, it has received orders from Canada, Hawaii, Bermuda, Buenos Aires and Mexico. While this shows the wide field covered by *The World*, it also empha-

### PROGRESS IS THE KEYNOTE

Of the Business and Policy of I. Davega Who Has Built Up a Great Business in Har'lem—His Assistants Have Greatly Aided Him.

No. 125 West 125th street, New York City, isn't a hard number to remember. It's the site of a great big talking machine and sporting goods store; it also is the uptown agency for Ford automobiles, the latter being sold with the same exertion that is consumed in the sale of a fishing reel. But this isn't an automobile story, so we'll shift to Victor and Edison goods and tell about the house of I. Davega, Jr., Inc., which has handled talking machines for many years, not only having the jobbing rights for Victor and Edison cylinder products, but maintaining a retail department that for size and efficiency is an object lesson for dealers who like to see modern merchandising of these goods.

I Davega, the president, started in the hardware business in 1880. A man who works hard is bound to succeed, and Mr. Davega worked. He added kodaks, bicycles, sporting goods, and when talking machines came into vogue he helped introduce these

to the public. As the business grew he had to get more space and to-day the present big store is a worthy testimonial to his efforts. It's big enough to be termed a "large" store, few stores on that busy thoroughfare equaling it in size.

The talking machine, department, wholesale and retail, is under the direction of Manager Schwartz, and, possessing direct experience in the retailing of these goods, this organization is able to show a dealer just how to sell the goods efficiently, and as a rule a dealer trained by Davega is a successful one.

Although Mr. Davega keeps an active line on his many affairs, still the business is too large to be a "one man" affair, and the general executive work falls upon the shoulders of J. Florian, who is the business manager. Mr. Florian plans business moves like a man playing checkers, with a view to driving his work rather than to let the work drive him, and this systematic planning enables him to accomplish a wonderful amount of work. Every detail is closely watched by him, which explains why the business runs so smoothly.

Abram Davega, son of I. Davega, who is vice-president of the corporation, is being trained under the guidance of his father, and on account of his marked ability he is making a record for himself.

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

### WHAT IS ADVERTISING?

A Definition That Won the Prize Offered by the Pompeian Co.

As the result of a prize contest announced by the Pompeian Co., for the best definition of advertising, Walter I. Hamburger, of Hochschild, Kohn & Co., Baltimore, was awarded the prize of \$25 for the following definition:

"Advertising—the force which enables the modern business man to disregard the distance between himself and his prospective customers.

"The force which gives him a million eloquent tongues with which to tell his business story to the world.

"The force which enables him to create new desires and to point out new ways of supplying old needs.

"The force which, properly directed, will make a worthy business prosper, but which no matter how cleverly applied, cannot give prominence to an enterprise founded on falsehood.

"The force by which, a business may be built or wrecked, and which, in the last analysis, brings to him who uses it just that measure of success that his efforts deserve.

"Advertising—the force which has transformed the parlor melodeon into a pianola, the cracker barrel into an Inner Seal package, the crane over the hearth into a fireless cooker, and everything else in the world in like degree."

### NEW COLUMBIA DISPLAY SIGN.

The advertising department of the Columbia Co. now has ready for the trade a new muslin display sign measuring 10 feet in length by 3 feet in width. The sign embodies numerous improvements over the first sign of this nature introduced by the company some time ago. The well-known Columbia trade-mark is prominently displayed and a cut of the new "Favorite" lends additional strength to the sign. The color scheme is blue and gold on a white background. It is quite attractive.

### A MELBA ANECDOTE.

Madame Melba is fond of telling a curious story of her school days at the High School at Mazawattee, which foreshadowed her success on the lyric stage. On her arrival at the school with several other newcomers, the head mistress asked, "Which of you is Nellie Mitchell?" and the future prima donna replied with ungrammatical emphasis, "Me, me." As a result she was at once nicknamed "Mimi," in accurate anticipation of her ultimate identification with the heroine of Puccini's opera.

"By recent report, two new Metropolitan boxholders are paying \$200,000 each to enter the Golden Horseshoe this year," says the *New York Sun*. Only two other transfers of parterre boxes are recalled since the owning company was formed a generation ago. In those cases \$100,000 was the price. The original investment was \$30,000 for each of the thirty-five shares. Broadway's biggest theater has thus appreciated in value from \$1,000,000 in 1883 to \$7,000,000 now."



Slide for Featuring the One-Der Sound Reproducer.

sizes the interest in the products of this company.

One of the effective means of bringing the Little One-Der device to the attention of the general public is the illustration (in black and white) which is reproduced herewith. Of course it must be understood that the full effect of this illustration can only be obtained in the colored signs and lantern slides provided by the Little One-Der Co., and which, with the dealer's name inserted, forms an excellent means of publicity for the local dealer handling this specialty when featured through the local moving picture house.

A good liar doesn't weaken in the midst of a tale simply because his listener looks incredulous. He opens the muffler and goes ahead.

**I. DAVEGA, Jr.**

125 WEST 125th STREET, NEW YORK

**Victor Distributor**

PROMPT AND ACCURATE SERVICE

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

**"TALKERS" IN CHAUTAUQUA CIRCUIT.**

Educational Value of the Talking Machine Recognized in the Broadest Kind of Way.

The educational department of the Victor Talking Machine Co. recently called the attention of its trade to the marked progress that the Victor products have achieved in the activities of the Chautauqua circuit. It was pointed out that numerous directors of the Chautauqua had recognized the value of the folk-dance records issued by the Victor Co. and had recommended them for use in over 500 cities under the auspices of both the regular and junior Chautauquas.

Referring to the individual activities of the members of its educational department, this Chautauqua article remarked in part as follows:

"Then there are the Chautauquas themselves. In Minneapolis the State University has given an extension tour of Chautauquas in twenty-four towns, employing some of their best talent. One of the features of the tour has been a daily lecture on 'The Message of Music Illustrated by the Victrola,' given by our William H. Nolan and Leroy C. Case. In Pennsylvania and New Jersey our Harold D. Smith and Branson M. DeCou will give a similar course of lectures on the Junior's Eastern circuit.

"Our lecturers have engagements in some fifty of the large summer schools in normals and universities. A part of the force will hold a Victor demonstration at the National Education Association in St. Paul, while Mrs. Clark will be speaking before the National Catholic Educational Association at Atlantic City.

"Our Miss Ada G. Jordan has just appeared on the program of the Northwestern Music Teachers' Association at Portland, Ore.; Mr. DeCou is managing demonstrations at the New York State Music Teachers' Association at Saratoga Springs, and William H. Nolan is showing the Y. M. C. A. secretaries how to use the Victor in their summer camp at Lake Geneva, Wis."

**PROVES VALUE OF RECITALS.**

Haddorff Music House of Des Moines Adopts Plan Long Advocated by The World.

(Special to The Talking Machine World.)

DES MOINES, IA., August 7.—The Haddorff Music House, of this city, is instituting a novel idea to introduce new Victor records which is meeting with marked success. On the 28th of each month, when the new records for the following month are ready for announcement, the company sends out a postal to all its clients and prospective patrons inviting them to be present at a recital of advanced Victor records. The postal states that the recital will be held at Haddorff Hall, Ninth and Walnut streets, and the recipients are invited to bring along their friends. It is suggested that there are plenty of fans in the recital hall with which to keep cool, and refreshments are served. To date the plan has resulted in the closing of many record sales which might otherwise have been lost to the house.

**LATEST PORTRAIT OF SLEZAK.**

Famous Tenor Shown in Unconventional Pose at His Home in Europe.



One often hears of temperamental artists getting "up in the air," but it is rare to see a prominent artist in exactly the reverse position. The accompanying unconventional snapshot of Slezak, the famous tenor, whose records on the Columbia have proven so popular, was taken at his home in Europe, and shows how the singer spends his period of rest. Not being a dancer, the picture is interesting only as showing Slezak upside down.

**NEW EDISON ARTISTS**

To Be Represented in the October List Are Dan Beddoe, the Famous Tenor, and Redferne Hollinshead—Both Artists Are Represented by Some Admirable Records.

Two new artists, both singers of national fame, will make their debut in the list of concert records to be issued by Thomas A. Edison, Inc., in Oc-



Dan Beddoe.



R. Hollinshead.

tober. The first artist is Dan Beddoe, widely known in the concert and oratorio field as a tenor of distinction. He has a voice of unusual charm, range and quality, which he uses like a true artist. His number for the cylinder list for October consists of that ever popular duet, "Home to Our Mountains," from "Il Trovatore," which he sings with Margaret Keyes, a contralto, who is also widely known and appreciated for her charming personality and beautiful quality of voice. The two voices combine beautifully.

The second artist in evidence is Redferne Hollinshead, a newcomer among Edison artists, who has a voice of excellent range and sweet timbre. He is represented by two numbers, the Buzzi Pecchia "Lolita," a typical Spanish serenade, and Tositi's "Parted," a love song which is sung with sincerity and pathos.

**GIVES CONCERT IN CHURCH HALL.**

(Special to The Talking Machine World.)

NEW CASTLE, DEL., August 7.—E. E. Bridgewater, successful Victor dealer in this city, is utilizing various progressive modes of publicity to develop and increase his already profitable clientele. One of his most recent ideas was the giving of a successful Victrola concert in the lecture room of the Presbyterian church before an appreciative audience.

**LIVELY BUSINESS IN TWIN CITIES.**

Difficult to Get Enough Stock in Certain Lines Is the Claim of Dealers—Big Edison Parade Attracts Attention—July Good Month for Columbia—General News of Interest.

(Special to The Talking Machine World.)

MINNEAPOLIS and ST. PAUL, MINN., August 8.—"We are selling Victor talking machines and records so rapidly that the factory cannot supply us with goods fast enough to satisfy the hungry demand," pathetically complains David M. Dyer, of the old house of W. J. Dyer & Bro. "We had an excellent trade all through July, but regret to say that we were unable to fill all the orders. It feels something like losing real money to be without goods that have been ordered, but I guess we will have to grin and bear it. Other Victrola stores like Foster & Waldo, the Talking Machine Co., relate identical tales of their woes, but the story is not a new one and hence not particularly interesting.

An Edison parade was one of the features of the Minneapolis week in musical circles. The Minnesota Phonograph Co. received seven carloads of Edison goods Tuesday (August 4) and because it was the biggest shipment of its kind into the Northwest, Laurence H. Lucker, president of the company, hired a band, also twenty-seven motor trucks and vans and had a parade. It was a most effective bit of advertising, for many spectators remarked that they did not suppose that there were so many talking machines in the world, and the appearance of twenty-seven trucks and vans loaded to the limit with phonographs made them stop and think. The Edison shop in St. Paul is a certainty and will be located at one of the most commanding retail corners in the entire city, but of this more later.

July was a much better month than June for the Columbia stores in Minneapolis and St. Paul, and the month likewise showed a substantial increase over the business of June, 1913. Except that everybody is happy and the Columbia rapidly is growing in popularity, the local managers, not even C. P. Herdman, of the St. Paul store, have much to say this week.

While bankers are showing some anxiety over the war situation, the merchants generally are not worrying. They are quite sure that there will be no serious interruptions to the business prosperity that has been heading this way for several months.

Lots of failures can be traced to the belief that other people are not quite as smart as we are.

# VICTOR

A complete line of Victor products, from the smallest repair part to the biggest model of machine. Every shipment made promptly.

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# EDISON

Cylinder goods, machines and records; full stocks and immediate deliveries. A good popular-priced line for most any territory.

## Louis Buehn

### Philadelphia



**Don't let the scare-mongers hobble your hopes. Crops are good; money is sound; European cash is coming this way and it looks like the biggest Fall and Winter in history.**



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

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

### HERZ VICTROLA DEPARTMENT

Just Opened in Terre Haute, Under the Management of Chester I. Abelowitz, Is Admirably Fitted Up to Handle Large Trade.

(Special to The Talking Machine World.)

TERRE HAUTE, IND., August 11.—The new Victrola department of the A. Herz department store in this city was opened to-day under the management of Chester I. Abelowitz. Mr. Abelowitz has had about fifteen years' experience in the talking machine business, starting at the time the Victor was first introduced to the public, when he was



New Victrola Department in Store of A. Herz, Terre Haute, Ind.

connected with this line in the East. About two years ago Mr. Abelowitz was sent to Buffalo, where he was placed in charge of the Victor department of the J. N. Adams Co., and remained there four months. At the end of this time he was sent to take charge of the Root Dry Goods Store Co. at Terre Haute, where he remained until his recent change to manager of the Victor department for the Herz store.

It is said that Mr. Abelowitz has a most remarkable memory for both the names and num-

bers of Victor records, and that if you give him the name he will give you the number, or mention the number, and he will tell you the name of almost any record in the Victor catalog. This is a wonderful accomplishment when the fact that the Victor catalog contains several thousand records is taken into consideration.

The Victrola department is on the fourth floor of the Herz store and is equipped with soundproof booths corresponding with the other fixtures in the store.

The Terre Haute Sunday Star advertised the opening of the new department in part as follows:

"Terre Haute first saw a 'talking machine' in the old Dowling Hall many years ago. An admission fee of 10 cents was charged for the privilege of inspecting the wonderful invention, a crude machine, turned by hand, and producing more or less unsatisfactory tone and voice effects by means of foil records. Tomorrow Terre Haute is to have the chance of seeing a new and complete stock of Victrolas, the remarkable sound-recording, sound-producing instruments that had their inspiration in the poor little 'talking machine' of thirty years ago.

"The Victrola of to-day brings direct to you—into your own home—the music of the world; the wonderful voices of Caruso and Melba and Tetzlaff and other stars of grand opera; the instrumental music of Kubelik and Mischa Elman and Paderewski, and others that are holding audiences spell-bound wherever they appear; the comic, sentimental and popular songs of the day sung by men and women of pleasing voice and wide reputation; the music of the master bands of the world, concerts by famous orchestras, dance music that will set your foot busy at beating an accompaniment—songs and music from every quarter of the globe, German, Greek, Yiddish, Chinese, and records in various other tongues. All yours in the secluded comfort of your own home, for the mere shifting of a rubber disc, the changing of a little steel needle and the turn of a lever. And you will not tire of the music, for every month brings a fresh supply of excellent records—a long list for you to choose from at small expense. It is this opportunity to renew your selection of records every month that keeps the Victrola ever new and ever pleasing.

With so little to be proud of, it is hard to see what makes the weather vane.

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

### LOVING CUP FOR MISS McGRATH.

Popular Young Lady in Executive Office of Columbia Co. Displays Her Terpsichorean Ability and Secures Handsome Prize.

Miss C. McGrath, one of the most popular young ladies in the executive offices of the Columbia Graphophone Co., in the Woolworth building, who transcribes most of the excellent copy turned out by the company's advertising department, is evidently as proficient with her toes as with her fingers, which is paying the former quite a compliment.



Miss McGrath returned from her annual vacation last week, wearing under her arm an imposing looking quart mug of solid silver. On closer investigation it was revealed that this utensil was in reality a very handsome loving-cup suitably engraved with an inscription proclaiming the fact that Miss McGrath had won the cup for her perfect tango dancing at Lake Hopatcong, N. J., after she and her partner had outdistanced all competitors. Miss McGrath is bearing her honors modestly and attributing her terpsichorean proficiency to the perfect rhythm of Columbia dance records, which she utilizes for practice purposes.

Some men are like roosters—they crow pretty well, but when it comes to work, they let others do it.

We live and learn, but those who live fastest don't always learn most.



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

## Springs for any kind of Talking Machines

No doubt you will find it interesting.



**EMIL RIEDEL**

Sächsische Sägen- u. Federstahlwaren-Fabrik.

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

### AGENTS WANTED

We have still some choice territory open for exclusive selling rights on Little One-Der attachments (patented). Splendid side line for energetic young man. No money required. We supply 12 attachments and you pay when you get your money and send for new supply. Demonstration at customer's home means a sure sale every time. Will play any record using steel needle. Big profits, quick returns. A. C. B. Little, Nashville, Tenn.

### PARTNER WANTED

Increasing demand for a new patent requires most of my time, and I want a live active managing partner, capable of handling wealthy Red Seal trade; business paying fine all summer; wealthy city of 35,000 and I have three-quarters of all the talking machine trade—Victor and Edison. Address "Partner," care the Talking Machine World, 373 Fourth Ave., New York.

## NOTABLE TRADE IMPROVEMENT REPORTED IN ST. LOUIS

Business Slump Appears to Have Passed By—Higher-Priced Machines Have Many Admirers—Columbia Manager in the East—Eighteen Columbia Machines for Children's Playgrounds—Home from the Convention—Recent Trade Visitors of Record.

(Special to The Talking Machine World.)

St. Louis, Mo., August 11.—The talking machine trade, which has been of fair volume during the summer, has been greatly improved since the beginning of the last week in July, according to dealers here. The relief from the extremely hot weather that was so depressing during the early summer apparently revived the spirits of the talking machine users and a spirited demand for records began at once and an improved machine trade within a few days later.

A local dealer ran over his machine contracts, calling amounts, for The World correspondent. Despite the fact that his advertising recently has been pushing machines at \$50 and less, he has as many \$200 contracts in his list as \$15 ones and a large percentage more at \$50 and above than below \$50. This, despite the fact that several of the machines were especially for summer home use. This ratio probably is true of all the dealers, as they say that the very cheap machines now are purchased only for special occasions.

Jobbers say the outlook for fall trade is excellent and that advance orders being received are for excellent totals.

Harry Levy, of the Aeolian Co., has not been able to take his vacation as yet, and he declares that the fall trade has begun in such form that he is doubtful of getting away.

Manager Irby W. Reid, of the Columbia warehouses, is in the East at this writing, combining pleasure and vacation on an extended trip. He is expected to return to his desk about the middle of the month. Charles R. Salmon, manager of the local wholesale department, is occupying Mr. Reid's office during his absence and directing the affairs of the local trade. The last reports from Mr. Reid were that he had spent several days at the factory and had been the guest of President Easton, at Arcola, N. J., for a week and that he was going to tour the Eastern stores and see how Columbias are handled there and pick up any suggestions he could to push the trade in St. Louis.

Mr. Salmon said that the trade had been excellent since the newly decorated and furnished store had been placed in shipshape and that especially had improvement been noted in the retail record sales in the last two weeks. The wholesale trade, he said, had been very good and the fall outlook is excellent indeed.

Retail Manager Durry is taking a good deal of satisfaction in an order for eighteen machines delivered to the children's playgrounds. The fact that this sale was made to Miss Charlotte Rumbold, a municipal officer who governs the playgrounds, was especially pleasing to him. Only 48 records were sent out with the machines, but that was because Miss Rumbold did not have the time to go farther through the list. She expects to buy many more records as soon as she has the opportunity. The machines will be handled by the playground instructors, all of whom are city

school teachers who accept this work as summer employment and the records used are all of an educational nature. The folk dance records are especially popular with the children. Mr. Duffy regards this sale as an especially helpful one toward promoting the use of the talking machines in the schools, for the parents visit the playgrounds frequently and become more familiar with the work there than during the school season.

In making her purchases Miss Rumbold was confronted with the necessity of making a small appropriation go as far as possible. After careful consideration she decided to economize by buying single, low priced machines and she explained that the trouble of winding up the machine would be the least of the instructor's troubles, as there were plenty of willing workers on the playgrounds.

Returning from the convention Edwin C. Rauth, secretary of the Koerber-Brenner Co., St. Louis; W. H. Reynolds, of the Reynolds Music House, Mobile, Ala., and Lester Burchfield, of Sanger Bros., Dallas, Tex., took a sea trip. They went from New York to New Orleans on Southern Pacific steamer "Protius" and claim that for landlubbers their sea legs worked very well. Secretary Rauth says that nearly all the men on board were initiated into the order of the "Yellow Dog" and that during the trip a very successful badger fight was pulled off, a gentleman from Canada, whose name will not be mentioned, taking the principal part—risking his life in dragging the "vicious badger" from his lair.

Mr. Rauth says that since his return business has been very good indeed—many orders for fall deliveries being on file—and that conditions seem to be improving daily.

Mr. Rauth was elected secretary of the Jobbers' National Association for the coming year and is busily engaged in getting his work lined up. Many matters of considerable importance not only to the jobbers but to the trade will call for active work on Mr. Rauth's part. His complete familiarity with the talking machine business and with selling problems in general will make him a very valuable man in the position which the association has so wisely tendered to him.

At the Silverstone Music Co. store everybody is busy preparing for the changes that are to be made during August, which already have been mentioned in The World and include a concert hall that will seat forty or more persons and will be on the ground floor and easy of access and open for auditors at all times in addition to the stated concerts for the promotion of machine and record sales. They are quite anxious to get the work done by early fall so that the exploitation of the weekly record list can be begun and the fact impressed upon the public that there are new Edison disc records each week.

A. C. Ireton, sales manager for Thos. A. Edison, Inc., was a recent visitor. He came to get acquainted and to talk over fall business,

and, of course, to write the fall order, and Mr. Silverstone talked in three and five carload shipment lots of his needs. Mr. Ireton brought the news that Story & Clark had signed for the sales of Edison disc machines in their thirteen retail piano stores and he left the \$5,000 order for the St. Louis store with Mr. Silverstone while he was here. It so happens that there is an Edison jobber in each of the Story & Clark towns, so thirteen jobbers get a nice order each from the deal.

F. S. Hemenway, of Alexandria, La., president of the Alexandria Furniture Co., and one of the long distance customers of the Silverstone Co. for Edison discs, was a recent visitor at the store and he remained over a few days to see how retail trade is handled here. Another notable visitor was Eugene Zimmerman, president of the Peoria, Ill., Phonograph Co., Edison cylinder jobbers but Edison disc customers of the Silverstone Co. Mr. Zimmerman reports an excellent trade for the high priced machines in this thriving city.

J. E. Bennett, of Sullivan, Mo., who is selling Edison cylinder and Columbia machines in the Ozark mountain foothills, like sewing machines used to be exploited, was a recent visitor to this city. Mr. Bennett started his crews out in wagons and automobiles to test the efficiency of each vehicle. Now he has stopped the autos, as he says experience proves that the rapid travel over the country roads is too much for the talking machines and he will stick to the wagons. His business is proving very successful, he says.

J. A. Carter, of Mexico, Mo., has been installed as manager of the wholesale department of the Silverstone Music Co.

A recent Silverstone feat in the advertising line that caused considerable talk followed the use of a half page ad by a cigarette company headed: "Mr. Edison Made a Mistake." The ad was an attractive one, and, of course, referred to the inventor's recent condemnation of cigarettes. Mr. Silverstone, the next Sunday, used a half page wide space with the same sort of display line and announced "Mr. Edison Makes no Mistakes." Then his ad plunged into the fact that Mr. Edison had announced that he had put certain qualities into talking machines that previously had been overlooked and that experience had shown that he was right in his statements beyond dispute. Not a word was said about cigarettes in the ad.

## THE SOUND REPRODUCTION CO.

The Sound Reproduction Co. was incorporated last week by the Secretary of State, Albany, N. Y., to engage in the manufacture of reproducing machines. The incorporators are A. Joseph Geist, H. C. Burinstein and H. W. Hess, and the capital is placed at \$5,000.

Thomas A. Edison, Inc., recently filed injunction proceedings against the Trafford Music Co., of Mason City, Ia. The Edison Co. claims that the Trafford people have removed the Edison identifications and then offered its machines for sale, in spite of the fact that the Chalmers Music Co. has sole selling rights in that city.

# READY REFERENCE OF GENERAL SUPPLIES

### DEALERS

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

**THE REGINA CO.**

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

**Mermod & Co.**  
505 Fifth Avenue New York

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

Keep Your Record Stock with

**THE GEISE SYSTEM**

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

**THE SYRACUSE WIRE WORKS,**  
SYRACUSE NEW YORK

If it's in the  
Victor Catalog  
—We've got it

## Suppose—MR. DEALER

your Distributor hasn't got it.  
Suppose—you have to wait  
until he sends to the factory  
for it.

By the time they send it to  
him and he sends it to you—  
Your customer has forgotten  
he ever ordered it—

*You've Lost Your Customer*

## We Have the Largest and Most Complete Victor Stock in the World

A Record of 99.3% Orders Filled

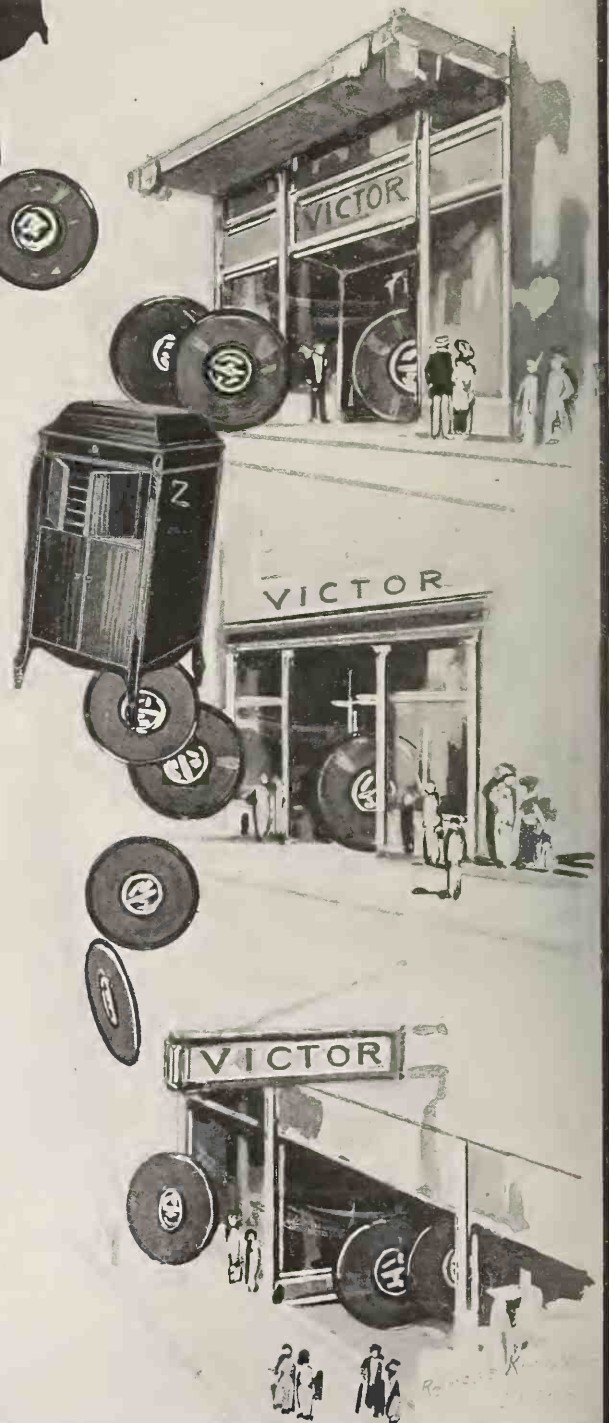
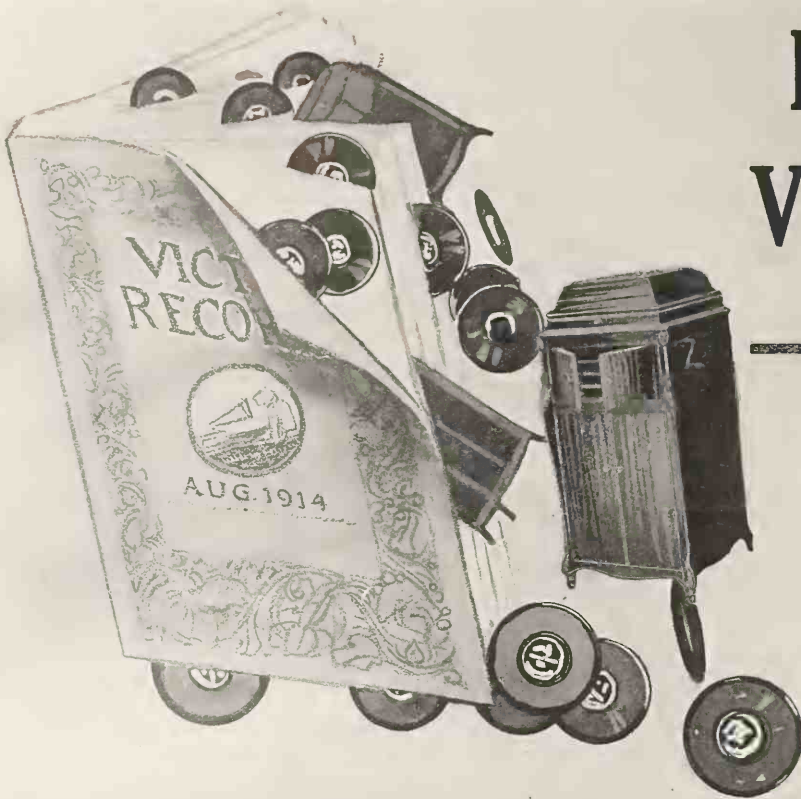
Send us your rush orders—*If it's in  
the Victor Catalog—We've got it.*

Order now—be prepared to meet  
your demand—

Don't risk losing an order.

*An Order Filled Means a Satisfied Customer*

**THE TALKING MACHINE COMPANY**  
12 North Michigan Avenue : : : Chicago, Illinois



# FROM OUR CHICAGO HEADQUARTERS

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

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

### Stimulating Musical Interest.

A perusal of a number of newspapers from all over the country show that a very live interest is being taken in community music. There are more band concerts than ever before in the parks, and there are many concerts, free for the public, in the social centers and small park auditoriums even in the winter in the large cities. This is all of immense import to the talking machine trade, and anything that has the effect of stimulating interest in music and especially in the better class of music serves to increase the sales of pianos, player-pianos, small goods and talking machines. The interest in things musical is growing with special rapidity in the Middle West. In view of all this it is rather surprising to find that musical instrument dealers are comparatively seldom discovered doing their very best to further such plans. They should be supporters of the artistically musical in their vicinity. They should organize musical associations of various kinds and secure appearances of noted vocal and music instrumental artists. Of course there are some dealers of whom nothing can be complained in this regard, but as a matter of fact there are not near so many who realize the close connection between the arousing of musical interest and the enhancement of their business as you would expect to find. This is almost incredible, but it is absolutely true. Furthermore, it is just as true of the large centers as it is of the small cities and towns.

### Move to Enlarged Store.

Tresch, Fearn & Co. are removing their business five doors south of their present location at 130 North Fifth avenue. The removal brings with it many advantages, principally in the way of space in the new quarters, which offers three times as much room as the old. Five large booths of sound-proof construction have been erected under the direction of Mr. Fearn, who has at last had an opportunity to work out his own ideas of what sound-proof construction should be. Mr. Fearn's plan embodies an air space of about two inches surrounded on either side by two thicknesses of heavily pressed felt. The felt is in turn reinforced by wood, and over the wood there is laid an attractively finished beaver board laid out in panels and trimmed in mahogany. Each booth is tastefully furnished and is large enough to accommodate three or four different styles of machines. The booths are illuminated in brilliant fashion, while the store itself is lit with large clusters of

(Continued on page 39.)

(Special to The Talking Machine World.)

CHICAGO, ILL., August 8.—The local talking machine trade is much interested in the fate of several of its members who were so unfortunate as to be caught in the chaos caused by the European wars.

Paul Healy, president of Lyon & Healy, is lost somewhere in Europe, but whether in France, Germany or England the officials of the company have been unable to find out. A. D. Geissler, head of the Talking Machine Co., is in Europe somewhere and his exact whereabouts also are unknown. Henry Babson, of Babson Bros., and his wife are believed to be in London, but no word has been heard from him. C. E. Goodwin, head of the Phonograph Co., arrived in this country from France just in time. Had he attempted to leave two or three days later he would have found it impossible.

Miss Caldwell, of the Talking Machine Shops, is one of a party which is reported by the dailies to have arrived safely in London after suffering considerable inconveniences in getting out of France. Several dealers of Chicago and contiguous territory are also known to be in various parts of the Old World, and in almost every case it was impossible to get in touch with them.

But little effect is expected to be shown in the coming season because of the war and any slight depression that may be resultant will, in the opinion of the local jobbers, be more than offset by the tremendous crops and general conditions that are assured us.

Talking machine men, in company with other members of the general music trade, are planning an aggressive campaign in South America during the coming year. It is generally agreed that the United States never had a better opportunity to compete with Germany and introduce our products into the great southern continent than at the present time, and if we can convince South Americans of the quality of our goods and the advantages of doing business with us, it is thought that the business can be held permanently.

One of the dailies has suggested that many of the artists who do considerable recording work may be obliged to devote their services to their various countries. Titta Ruffo, whose income as a singer is said to be almost a quarter of a million a year, may be compelled to fight for six dollars a month in the Italian army. Enrico Caruso, it

is also suggested, may be called upon to shoulder a gun. In addition to these there are a number of singers of other countries who may, because of the strict military requirements of their various countries, be compelled to join in the work of war. A local dealer deprecated the idea, saying that Italy, France and Germany appreciate these men too much to risk their loss by placing them on the firing line, although they may be called upon to serve their countries in different ways.

### Talking Machine Man to Marry.

L. E. Noble, assistant manager of the wholesale talking machine department of the Wurlitzer Co., will be married September 1 to Miss Helen Jackson. The young couple will enjoy an extended honeymoon and will take up their residence on the South Side. Congratulations!

### Big Wade Business in the East.

S. O. Wade, head of Wade & Wade, manufacturers of fibre needle cutters, arrived home from the convention held at Atlantic City and the trip which followed it, much pleased with the convention and the treatment received from Eastern jobbers afterward.

"The convention itself was a most interesting one," said Mr. Wade, "and in my case the business done was more than satisfactory. I also received numerous big orders for our cutters afterward when I called upon the jobbers in various Eastern cities. We are anticipating a fine fall and do not believe that the war scare will seriously affect the talking machine trade of this country."

### Demand for Filing Cabinets.

Manager Mortenson, of the Salter Manufacturing Co., reports that present indications would show one of the most prosperous fall seasons the company has ever enjoyed.

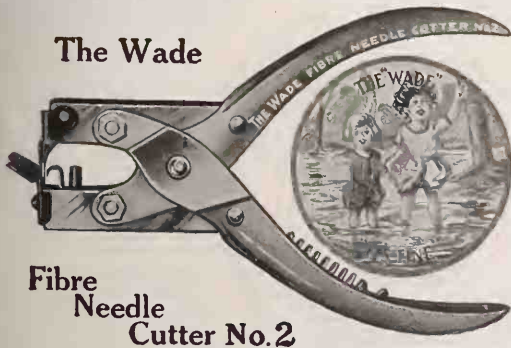
"A particularly noticeable aspect of the trade during the past month has been in the unusual demand for filing cabinets," said Mr. Mortenson. "Owners of talking machines are beginning to take a serious interest in their libraries and, with the additional fact that the average library is rapidly increasing, it is no wonder that dealers are receiving a call for record filing facilities."

### Some Visiting Dealers.

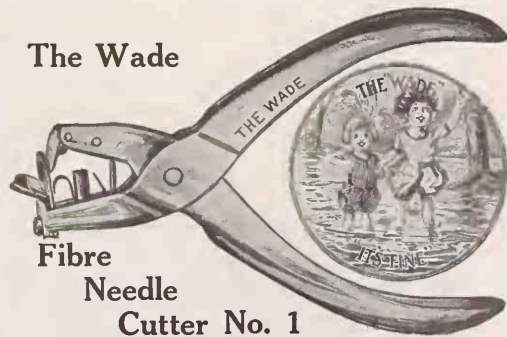
Ray Bannon, of Morris, Ill.; J. Lowenstein, of Valparaiso, Ind., and Mr. Wilkinson, of the Wilkinson Piano Co., of Joliet, Ill., were visiting dealers of the week.

## THE WADE—THE PRACTICAL—THE WADE Fibre Needle Cutter

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



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



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

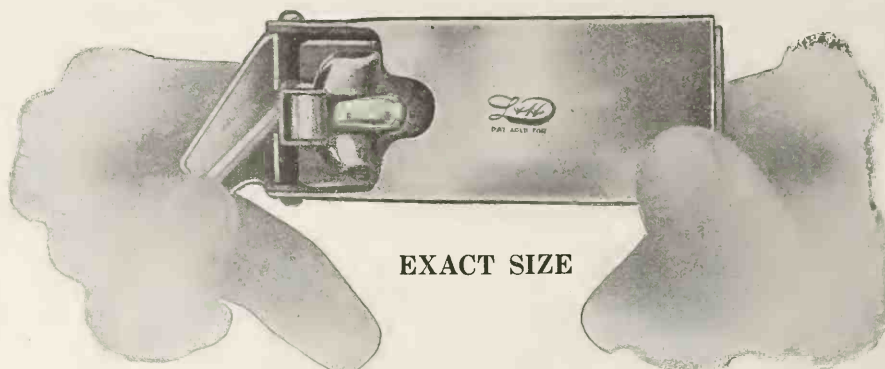
Order from your regular Distributor—we sell to Jobbers only

**WADE & WADE,**

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

# TWO NECESSARY TALKING MACHINE ACCESSORIES

## The Lyon & Healy Fibre Needle Cutter and The Dustless Record Cleaner



Over 50,000 Satisfied Users of the Lyon & Healy Fibre Needle Cutters!  
Is not that enough to convince you that you ought not wait another minute before writing for our liberal terms of discount and a supply of the Lyon & Healy Fibre Needle Cutters?  
The wonderful success of the Lyon & Healy Fibre Needle Cutter is due to the following facts:

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

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

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

We give our absolute guarantee with every cutter sold.

**RETAIL PRICE \$1.50**

The everlasting Dustless Record Cleaner is an article that every Victrola owner should have.

It is made from carefully selected Wool Skin with the Wool cut short.

It polishes, cleans, prolongs the life of records and makes them look like new. Will positively not scratch the records.

**RETAIL PRICE 15 CENTS**

**DON'T WAIT  
SEND US  
YOUR ORDER  
TO-DAY**

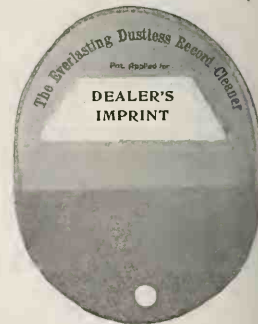
*Lyon & Healy*

**CHICAGO**

**LIBERAL  
DISCOUNT  
TO THE  
TRADE**



FRONT VIEW



BACK VIEW



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 37).

## SPENDS HONEYMOON TRIP ON STREET CAR.

Columbia Grafonola Furnishes Music for a Novel Stunt in the Matter of Up-to-Date After Marriage Celebration Which Has Won Much Notice for All Concerned.

(Special to The Talking Machine World.)

CHICAGO, ILL., August 11.—When George E. Stoddard, author and playwright, wrote the book of "The Elopers" he did not realize that in a short time he, too, would be eloping. Certainly he did not realize that his honeymoon trip would be made in a street car, with his friends dancing the tango and hesitation to the music of a talking machine. But so it was.

Shortly after the first performance, Mr. Stoddard met a very pretty member of the chorus, who appealed to him as no other woman ever had.

phone Co., had been invited to be present and furnish the music. They did so with the aid of a Columbia "Favorite" Grafonola and a few Columbia records, such as "Puppchen" and "Dreaming." A half dozen of the company could dance quite comfortably at a time, and in the accompanying picture we see two of the leading women, Miss Sylvia De Frankie (on the left) and Miss Olga De Baugh (on the right) dancing with the two comedians, Mr. Dunlay and Mr. Kelso, respectively. Miss Kennedy is seated at the left of the picture. The "Herald Movies" man discovered the party

powerful electric lights. These lights, because of the construction of the bulb and the fact that it is filled with a gas, furnishes a soft, very brilliant flood of light. A large basement is a part of the new establishment, and in it there will be located a commodious salesroom and a large space for the storage of records. Mr. Fearn promises that the system of record storage and filing will be the last word in that direction. Tresch, Fearn & Co. are one of the few dealers in Chicago who handle the Victor, Edison and Columbia lines.

**Brings Out New Record Cabinet.**

James I. Lyons, Chicago's pioneer talking machine dealer, has designed and is putting on the market a cabinet that is especially fitted to the storage of Edison Amberol records. The cabinet is finished in various woods and contains five drawers, each capable of holding thirty-six cylinder records in their boxes. Provision is made for setting an Edison machine upon the top of the cabinet, and as the cylinders are placed in the drawer with the titles on the boxes facing upward, it is but the work of a second to select the record desired. Mr. Lyons is receiving numerous inquiries regarding this much needed cabinet.

**Personals and Visitors.**

Miss Mary M. Cockrell, of the Talking Machine Shops, is on a two weeks trip to Niagara Falls.

Manager Cullom, of the talking machine department of the W. W. Kimball Co., has returned from a vacation at Roscommon, Mich.

John Greene, buyer of the Victrola department of the Young & Chaffee Co., of Grand Rapids, Mich., was a visitor to the office of the Talking Machine Co.

Mr. Brodt, of Stewart Bros., Columbus, O., was also a visitor to the local trade. He reported a satisfactory business and said that considerable trade was attracted to the store following a novel demonstration of the new dances that were presented in the show windows of the establishment. Some of the juvenile pupils of a local academy were secured who were glad to furnish their services at a reasonable cost.

Among a number of other prominent dealers who visited the Great Central Market recently were George H. Mee, of Faribault, Minn.; Mr. Siegler, of Foster's Picture Shop, Lafayette, Ind., and R. M. Rhodes, president of the Rhodes Furniture Co., of Memphis, Tenn.

R. A. Seager, manager of the Victrola department of Scruggs, Vandervoort & Barney, St. Louis, Mo., was a visitor to the local trade.

E. A. Moore, in charge of the piano and Victrola department of the Pelletier Co., Sioux City, Ia., was a visitor to Chicago recently.

A. G. Kunde, Milwaukee Columbia representative, was in Chicago for a short stay a few days ago.

R. L. Du Bois, assistant manager of The Phonograph Co., left shortly after the return of C. E. Goodwin on a two weeks trip to Green Bay, Wis.

F. A. Copeland, Edison dealer of Elgin, Ill., was a visitor to the offices of the Phonograph Co., as was also Charles Dahlen, of St. Charles, Ill.

A visiting Edison dealer of Chesterton, Ind., was J. B. Lundberg.

W. F. Standke, New Orleans manager of the Columbia Graphophone Co., visited the city recently. Mr. Standke reported that business in the Southern States was very good, with every prospect for a record-breaking fall.

**Honeymooners Visit Us.**

B. M. Buck and his bride, of Lansing, Mich., were visitors to Chicago recently. The Newlyweds were entertained by G. P. Ellis, of the Talking Machine Co., who informed us confidentially that while here the groom displayed much interest in the lady ice skaters at the College Inn, which almost caused a family row.

**Open New Department.**

C. I. Abelowitz has been appointed manager of the new Victrola department of A. Herg, Terre Haute, Ind., which concern operates the largest department store in that city. Mr. Abelowitz was in Chicago recently for the purpose of placing his initial order with the Talking Machine Co., and announced that he was opening a first class de-



Dancing the Tango to Columbia Music on Street Car.

He proposed and was accepted, but his endeavors to keep the news from the other members of the company did not meet with success, and Miss Frances Kennedy, singing comedienne and star of the show, invited the newly weds to a mysterious party to be given at Thirty-ninth street and Cottage Grove avenue, where the blushing bride and groom found Miss Kennedy and the other members of the company awaiting them at the car barns. The completed assemblage was hustled into a private Cottage Grove avenue car and the honeymoon was begun.

W. W. Parsons, local manager of the Dictaphone Co., and Mr. Winter, of the Columbia Grapho-

partment, equipped with new booths and furnished in the latest fashion. The opening of the department was set for the early part of this month.

**Prophecies Big Fall Business.**

W. C. Fuhri, district manager of the Columbia Graphophone Co., returned a short time ago from an enjoyable vacation spent at Pine Lake, Mich. Mr. Fuhri returned to find reports coming from all sections of the Middle West, indicating that this fall is to be a most favorable one to the talking machine trade.

C. F. Baer, local Columbia manager, also was most optimistic about prospects for the coming season, and upon returning from a trip through Iowa, said to The World: "Crops are in excellent shape in every part that I visited. Factories are starting up and business will be in full blast by early fall. Railroad companies are loosening up in their expenditures, and some of them are pushing construction and development work hard. From the present outlook I think that the coming fall will be a big one for us."

Mr. Baer added that while the war in Europe would injure this country greatly in some respects, it would also be the means of opening up old factories and perhaps permanently reviving some of

shortly after it started and took pictures of this remarkable elopement, which were later shown through the medium of the movie shows to over half a million people of Chicago. We are indebted to the "Herald Movies" for this clipping from their film.

Mr. Parsons and Mr. Winters are to be congratulated upon getting in on this, for they secured for their company some very desirable publicity and enjoyed a very pleasant time themselves.

"We experienced no trouble in operating the machine," said Mr. Parsons, "for the roadbed was good and, though the car swayed considerably at times, the 'Favorite' worked to perfection."

the industries that suffered from the reduced tariff.

**Satisfactory L. & H. Business.**

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, tells The World that while business was quiet, as is the custom at this time of year, the month of July showed a very satisfactory business both in the wholesale and retail departments over the corresponding months of last year. Mr. Wiswell was greatly pleased with the convention held at Atlantic City, and spoke very highly of the entertainment given by the Victor Co. to the visiting jobbers.

Mr. Wiswell leaves shortly on a cruise through the Great Lakes, and will go as far as Buffalo. He will be accompanied by his wife and four children.

Almost all of the Lyon & Healy travelers are returning from their various vacations. E. P. Bliss, the Michigan traveler, returning from a trip to Jamaica; H. R. Smith, the Illinois traveler, returning from two weeks in the Catskills, where he said he discovered the man who paid the rent for Mrs. Rip Van Winkle, and J. B. Ryde, returning from Michigan. W. P. Roach, who handles

(Continued on page 40.)

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

the Chicago business, enjoyed a vacation in Iowa. **Victor Lecturer Here.**

L. C. Case, lecturer of the educational department of the Victor Talking Machine Co., spent the past two weeks in Chicago. Mr. Case was busily engaged while here in demonstrating the educational value and instructive possibilities in all phases of musical work to a large number of summer school classes.

**Roy J. Keith Had Great Vacation.**

Bronzed with the sun and wind and looking the picture of good health, Roy J. Keith, sales manager of the Talking Machine Co., returned this week from what he characterized as the "best vacation I have ever had." And judging from the photographs that he brought back with him, it must have been a most enjoyable outing.

"We were away up on the northern—the Cana-



Keith with Prizes of Vacation.

dian—shore of Lake Superior, up where almost the only people that we saw were a few Indians and traders. Arriving at Michipicoten, four of us chartered a fishing tug which carried us to Michipicoten Island. Here we unpacked our outfits, and after enjoying the island for a while paddled to the shore of Superior, some twenty miles in. From this point we slowly worked our way back to Michipicoten, 125 miles away, fishing at the mouths of six rivers. We were in two canoes and did most of our paddling at night, when the breeze had died down. We hugged the shore pretty closely, for at times we ran into rough weather and on a few occasions we were unable to put out at all. We had some excellent luck fishing and caught some brook trout, such as those shown in the picture, that fairly melted in our mouths. This particular string averaged two pounds."

**Western Pathéscope Business Increasing.**

Francis Reno, Chicago representative of the Pathéscope Sales Co., 1306 Marquette building, reports to *The World* that the Continental wars will not interfere in the slightest with the conduct of their business and the supplying of dealers with stock. "We have very large stocks of both machines and films in this country," said Mr. Reno, "more than sufficient, I believe, to last us through the war. Films are manufactured by women in the big factory near Paris, and they have not been obliged to leave their work. Present indications are that steamships will be running again soon between France and this country, and this of-

course brings matters back to normal. We are doing a very good business with talking machine dealers in this section, and already a large number of those who have taken on the line are coming back with reorders. The talking machine dealer is peculiarly adapted to handle our line and is rapidly finding it out."

Mr. Reno showed the Pathéscope and its uses to an admiring attendance at the recent Downers Grove (Ill.) Chautauqua. M. M. Blackman, of the talking machine department of Lyon & Healy, made the arrangements with Mr. Reno.

**Talking Machine Travelers Return.**

Traveling salesmen of the Talking Machine Co., of Chicago, are now, with one or two exceptions, back from their various outings. George Cheatle, traveling sales manager, and his wife, spent some time on a ranch at Folsom, Cal. Mr. Cheatle has once more resumed his travels on the sunny coast. D. C. Preston, Wisconsin traveler, and his bride have returned from a month's vacation spent at Clear Lake, Ia. E. L. Barker enjoyed his summer's rest at a Michigan summer resort. Mr. Barker travels in Illinois and Indiana. H. L. Flentye, city salesman, is at present at the sanitarium at Battle Creek, Mich., recovering from an illness that unfortunately attacked him just as he started on his vacation.

L. C. Parker, manager of the piano department of Gimbel Bros., is reported here to have left for Sturgeon Bay, Wis., where his father is ill.

**Up in the Air.**

The accompanying photograph shows the members of the Victrola department of the Stewart Dry Goods Co., of Louisville, Ky., as they were snapped while on the roof of the company's establishment one day not very long ago. The photograph shows only nine people, but in the busy months the force is increased to about fifteen. The department is under the management of L. M. Knickerbocker, who has at his disposal an excellent salesroom and a large record room. The salesroom is fitted with five sound-proof booths constructed of reinforced plate glass. The depart-



Members of Victrola Department Stewart Dry Goods Co.

ment was opened in June, 1913, and with the force of five people, was G. P. Ellis, who is now connected with the Talking Machine Co., Victor jobbers of Chicago. The department was successful from the first, Mr. Ellis instituting ideas which were the cause of an increased business from their

inception. Under the management of Mr. Knickerbocker the department has continued to expand, and at the present rate the coming fall season will necessitate a force much larger than the company has been obliged to use before.

**"Summer Sales Ideas."**

That is the title of a most efficient little symposium of ideas for the creation of summer sales that has been issued by the Talking Machine Co. under the direction of Sales Manager Roy J. Keith.

The booklet is made up of nine sheets, each sheet bringing out in detail some method of approaching prospective customers that can be well handled during the summer season. Typical letters are suggested, as well as supplementary and follow-up matter. The possibilities of hotels and summer resorts are particularly dwelt upon and methods for presenting demonstration dancing exhibitions are explained.

**Big Chicago Industries Rumored.**

There are numerous rumors in the trade that refuse to be downed anent the establishment in Chicago of two large factories for the production of talking machines. Both are said to be backed financially by large Western corporations who see big opportunities for handsome returns on some idle capital in this business. It is also stated on good authority that a plant for the manufacture of records is soon to be established here and that the machinery to be used in a new process of record making is already contracted for.

**CONDITIONS IN CUBA**

Are Generally Satisfactory, Says E. E. Robinson of the Export Department of the Columbia Co.—Robins & Co.'s Good Business.

E. E. Robinson, the well-known globe-trotting representative of the export department of the Columbia Graphophone Co., returned to New York this week after a month's trip to Cuba. Mr. Robinson was accompanied on this trip by Clyde Emerson, of the Columbia record laboratories, and a veteran of the talking machine industry:

"Business conditions in Cuba are generally satisfactory in view of the unsettled state of affairs throughout the world," said Mr. Robinson in a chat with *The Review*. "The sugar crop was unusually good, but the decline of the tobacco crop proved a disappointment to business men in Cuba. The outlook is encouraging, however, in practically all lines of business.

"Our representatives in Cuba, Frank G. Robins & Co., are closing an excellent business, both in machines and records. Their progressive and energetic sales methods and extensive advertising campaign are well calculated to produce far-reaching results. While in Cuba on this trip we secured quite a number of records by well-known artists and prominent orchestras."



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

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

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

**Order from any Columbia Distributor.**

**TERRITORIAL LINES FOR JOBBER AND DEALER.**

An Interesting Presentation of an Important Subject by H. H. Blish, Secretary and Treasurer of Harger & Blish of Des Moines, Ia., and President of the Edison Disc Jobbers' Association—His Viewpoint of This Situation Is Both He'pful and Timely.

One of the greatest handicaps that the jobber has been working under in the past, in the mind of the writer, has been the difficulty in engaging the attention of firms of recognized standing as to the permanency of the proposition and the stability of the line. They point out, and with justice too, that anybody who can scrape up enough to buy three machines and 100 records can get into the game, only to find later on that

to spend whatever sum in reason, was necessary to get results. They want to feel that their investment is stable and that the risks now being run by reason of the kind of competition with which they have to contend, is done away with.

The jobbers territory should be prescribed in the same way, by placing a jobber in complete control of all the business within a prescribed field. He being on the ground, is in a far better posi-

local jobber or get out of the business, will see to it that his standing on the books is all that the credit man desires. The jobber, when he lines up the right sort of representation in his field, can afford to extend every bit of help financially within the range of his ability, as well as with the help that his salesmen can render, without feeling that just as soon as he has developed a customer worth while, he loses him to some other jobber through the personality, possibly, of some first-class salesman, and all of his days and nights spent in developing that dealer is lost.

If a jobber in automobiles wants to buy Ford cars, there is only one place to go. Same way for the jobber in buying Edison machines. Why not the same condition for the dealer. You may argue

that it doesn't seem fair or good business to ask a dealer to buy of a jobber if the service rendered is inadequate or if possibly the jobber may, at the time, be temporarily out of the goods desired. In this regard, I would put it up to the next nearest jobber to fill the order immediately, charging the jobber from whose territory the order came, the dealer's discount. He thereby secures the profit that he is entitled to by reason of his having the goods, and the jobber who first secured the order is penalized the profit by reason of his failure to supply the order promptly, and in addition carries the account. This, he should prefer doing, for it prevents a good customer from getting on another jobber's books, and keeps the credit standing of the dealer wholly within his hands.

To sum up, I would say that there are altogether too many small stocks

in the field and we can never interest capital to the extent that we should, until they can be given a definite and defined territory to work in, and be made to feel that in due time all the results of their efforts will revert to them and to them alone.



B. M. Harger, President.



Geo. C. Silzer, Vice-President.



H. H. Blish, Secretary and Treasurer.

Officers of the House of Harger & Blish, Des Moines, and Sioux City, Iowa, the enterprising Edison jobbers, whose business was founded in 1887, and incorporated in 1904.

the same degree of salesmanship must be used to dispose of them as is required of any other line of merchandise. The dealer by reason of his incompetency, loses interest and wants his money, which, more times than otherwise leads to price cutting on the side, and in doing so, completely discourages the good dealer who has spent freely of his time and money in placing the proposition on a safe and sane basis. In arguing the question recently with a large dealer who was spending in advertising, a large percentage of his earnings from that department, said "what inducement is there in it for me to carry the amount of money that I have in these goods and to continue doing so, working by day in demonstration at the store, and by night in the lodge, school room or home, only to find that by my activity, later on, I have excited the envy and cupidity of some competitor, who finds the field that I have been engaged in tilling, looking so good that when I should be harvesting the results of my labor, he steps in with an inconsequential purchase of three machines and shares with me the results of my effort." There is no question but that there is little incentive to first-class dealers carrying complete stocks unless this protection is afforded them.

I have, for a long time, advocated definite and positive territorial lines for both jobber and dealer as the best solution of this question. While this need not involve necessarily an exclusive sale proposition in the literal sense, he can be given to understand that no solicitation for business will be tolerated in his prescribed field. I would go even further than this and require that any dealer receiving an order from outside the territory allotted to him, should be required to split with the dealer from whose territory the order came. The Vose Piano Co., of Boston, has been working this plan for years, to the entire satisfaction of all concerned. The automobile industry absolutely prohibits a sale in outside territory under penalty of forfeiture of contract. While right in the family we have a precedent in the dictating machine department requiring all work done strictly within territorial lines. The carrying out of such a proposition would tend greatly to lessen the number of dealers and jobbers but would get men into the business who would feel justified in carrying large stocks and would stand ready and willing

tion than anyone else to decide as to the desirability of an applicant. By holding the jobber to a strict account of his territory for development, it is up to that jobber to either improve it or relinquish that field. Most important of all is the question of credits which would be entirely solved were territorial lines placed around the jobber, and, in this, the factory is as much a beneficiary as is the jobber.

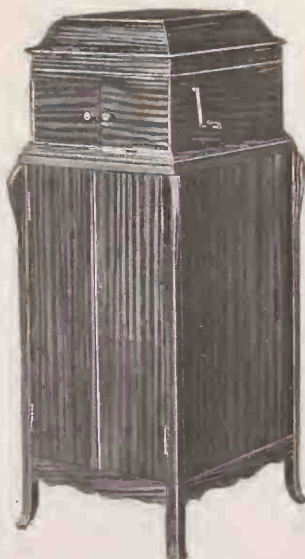
We all know of the kind of trade that gets in to the limit with one jobber, then tries jobber number two and three, until each have credit tied up exceeding many times the dealer's ability to pay—then a settlement of 30 or 40 cents on the dollar. A dealer knowing that he must pay his

**PARLOR PROVES ATTRACTION.**

J. E. Crayton & Co., of Charlotte, N. C., who recently added to their line the new Edison diamond disc phonograph, have found it necessary to install a handsome parlor or hall for the entertainment of the music lovers of that city. It is proving a very popular attraction.

**LONG CABINETS**

**HAVE MANY FRIENDS**



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

Prices and printed matter for the asking.

Kindly anticipate your requirements for Fall, naming dates for shipments.

**The Geo. A. Long Cabinet Co.**  
Hanover, Pa.

Address **Clement Beecroft**, Sales Manager  
309 W. Susquehanna Avenue, Philadelphia

D65, D66, D67.  
FOR VI, VIII, and IX. VICTROLAS.  
Mahogany, Fumed Oak, G. O. and W. O.



**The dealer who carries Columbia product knows that he has one grade of quality all the time: also he has the comforting knowledge that the range of prices gives him something to match up with every variety of pocket that is brought into his store.**



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

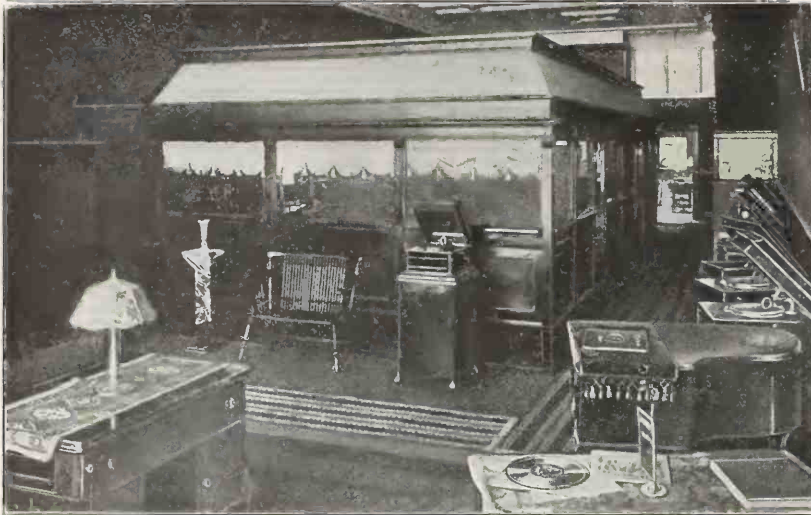
**Columbia Graphophone Company  
Woolworth Building, New York**

### NEW QUARTERS IN DALLAS, TEX.

Southwestern Talking Machine Co. Occupying Handsome Home in Heart of Retail District.

Upon the occasion of his recent visit to the New York headquarters of the Columbia Graphophone Co. last month, Rafael Cabanas, president of the Mexican Phonograph Co., Genl. Mexico City, Mex., and the Southwestern Talking Ma-

gives maximum shipping and freight efficiency. Before taking possession, the company constructed an entirely new exterior and interior, and as it now stands, the building is one of the show places of the Dallas retail district. There are three handsomely furnished demonstration booths on the main floor of the warerooms, and the walls are finished in green and gold with the ceiling in ivory and burlap wainscoting. The indirect system of lighting adds to the dignified appearance of the warerooms.



New Warerooms of the Southwestern Talking Machine Co., Dallas, Tex.

chine Co., Dallas and El Paso, Texas, both exclusive Columbia distributors, gave an interesting account of the new home that the latter is now occupying in Dallas, its headquarters.

Situated at 1011 Elm street, this new building is in the heart of the retail piano and talking machine district, and easily accessible to the best class of retail trade. The building runs clear back to Pacific street, where a railroad siding at the door

The new warerooms of the Southwestern Talking Machine Co. have been visited by many of the city's prominent artists, while the auditorium has already been the scene of several excellent concerts given by successful local clubs and societies. R. R. Souders is the capable manager of this company, while A. B. Giles, who directs the publicity and advertising has been an important factor in the company's pronounced success.

### DEMONSTRATED EDISON DISC RECORD

*(Special to The Talking Machine World.)*

TOPEKA, KAN., August 4.—The Santa Fe Watch Co., Edison disc representative in this city, recently gave an unusual and successful demonstration of the Edison disc product before the Topeka Cooking School. A formal program of representative disc selections was arranged for the occasion, and at its close additional records were played for the edification of the audience, which was delighted with the tonal beauties of the Edison disc machine and records.

### VICTROLA WITH THE ORGAN.

Charles H. Demorest gave a novel program on the organ in Tally's Broadway Theater in Los Angeles, recently in which the Victrola was used with organ accompaniment in Leoncavallo's arioso from "I Pagliacci," sung by Caruso, and in John McCormack's singing of Marshall's "I Hear You Calling Me."

### AN ESSENTIAL HOME REQUISITE

is the Dome Record Case Made by W. D. Andrews of Buffalo—Popular with Users.

One of the strong selling specialties in the talking machine trade is the Dome Record Case made by W. D. Andrews, Buffalo, N. Y. This case holds 20 records, accessible for instant use, and by following the index the owner can find just where each record is. Built strongly, with a nickel-plated metal support to keep records in position, its durability is unquestioned. Another feature is its lock, which enables the owner of a machine to keep valuable records from promiscuous use. Furnished in ten and twelve-inch record sizes.

As the trade knows, W. H. Andrews is a Victor jobber who prides himself upon his good service, not only from the stock standpoint but for facilities. He has thirteen lines of railroads and five express companies assisting him, as well as boat lines on the Great Lakes. One of his specialties is furnishing records in Dome Record Cases.

### PHILADELPHIANS ON THE SEA.

Talking Machine Men from Snellenberg & Co. the Guests of E. G. Evans, of C. Bruno & Son, Inc., on a Fishing Trip Outside Sandy Hook—Some Happenings of Interest.

R. B. Cope, E. W. Eisenhart, W. C. Stiver, Jr., and Wm. S. Irwin, of the talking machine department of N. Snellenberg & Co., Philadelphia, motored to New York recently, where they were the guests of E. G. Evans, of C. Bruno & Son, Inc., 353 Fourth avenue, New York, the musical merchandise jobbers.

With his usual hospitality, Mr. Evans invited the party to a fishing trip on his motor yacht, and with a "properly loaded" boat the party struck the sea just outside of Sandy Hook. A fair sea was running, so the story goes, and the semi-circular rail stunts of Bro. Cope would do justice to any acrobat of Barnum's circus, reliability and speed being the chief points of merit. But the other members were pulling in sea bass and fluke by the (thousands, hundreds)—take your choice as you read—in any event, totaling a very good score. Evans, it seems, has a special map of the fishing grounds.

The party got back to the landing successfully, and about 12 o'clock at night started to motor back to Philadelphia. In an hour they were caught by the big thunder and lightning storm, but this time they toured through the water without the use of "Mothersills."

### INCORPORATED.

The Hutz Automatic Phonograph Co., of Brooklyn, N. Y., was incorporated this week with a capital stock of \$25,000 for the purpose of manufacturing and retailing musical instruments. Those interested are M. and H. Hutz, and H. T. Reeb.

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

**The oldest and most up-to-date trade paper covering the talking machine line published in the German Language.**

**PUBLISHED WEEKLY. FOUNDED 1900**

*Circulates all over the world.*

**SPECIAL EXPORT NUMBERS appear in four different languages at regular intervals.**

**Subscriptions for this talking machine publication 10 Marks yearly.**

**Sample copies sent free.**

# FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Slack Season in the Gramophone Trade—  
War on the Continent Causes Concern—  
Unprofitable Trading in the Wholesale Field  
Brings About Chaotic Conditions—Co-operation  
Among Manufacturers Necessary—Per-  
forming Rights Society Has Its Troubles—  
German Manufacturers Revise Agreement—  
New Gramophone Introduced—Interesting  
Lists of Records Issued—His Master's Voice  
Co. Publicity—Larger Quarters for Reynolds  
—New Models for Blum Models—The Trade  
Situation in Germany—News of the Month.

(Special to The Talking Machine World.)

LONDON, E. C., August 6.—General business re-  
turns published recently go to show that the slack  
period is upon us, and it is not therefore surpris-  
ing to receive adverse reports concerning gram-  
ophone trade conditions from even the chief centers  
of industry. Home affairs are quite satisfactory  
if one excepts the tendency of the Irish Home  
Rule impasse to disorganize trade, but the fore-  
ign outlook at the moment of writing is naturally  
causing some little concern to all seriously minded  
men. What the position will be when these lines  
appear in print one would be foolish to predict.  
The European situation is, nevertheless, by no  
means reassuring, though it is generally felt that  
things will so far adjust themselves as to dispel  
the war clouds which now darken the horizon.

In the retail field trade is not over healthy. Re-  
ports indicate that fair sales are resulting from  
the featuring of portable hornless instruments, but  
little trade is being done in other models. Manu-  
facturers and wholesale houses are, however, quite  
busy in booking orders from dealers for the com-  
ing season's new models and quite a number of  
firms have already established stock rooms in the  
large towns. The activity is as yet mainly con-  
fined to travellers and the result of their efforts  
will be early apparent in increase of staffs and  
general speeding-up at the various factories.

A brief survey of the gramophone trade situation  
is, however, of unsatisfactory prospect from the  
viewpoint of its present internal chaotic state.  
Those who follow the trend of events foretell  
something in the nature of an upheaval within the  
near future. On the existing basis of unprofitable  
trading, in which not a few firms are unhappily  
engaged, matters cannot continue indefinitely. Since  
last September when the cheap record war com-  
menced, the situation has developed perceptively  
in the only direction one could reasonably anticipate.  
The commercially unsound nature of this class  
of trade, quite apart from its destructive effect  
on the sales of higher-priced products, has, unfortu-  
nately, compelled three or four firms already to  
seek sanctuary in Carey street, the destination of  
all involved within the meshes of financial diffi-  
culty, or otherwise to seek oblivion by choice  
rather than jeopardize their credit. Party from  
necessity and other reasons arising from the ef-  
fects of lowered record rates, the probability is  
that two or three more firms will close down be-  
fore the season commences. Competition has its  
limits, although such an outcome is perhaps more  
the result of the price-war than competitive con-  
ditions, keen as they, undoubtedly, are. Again,  
the grouping of several continental manufacturers will  
exert a big influence on British record trade this  
season. Certain forces are at work across the  
channel, and it is known that preparations for a  
stronger onslaught on this market must soon  
crystallize into activity. In this regard some in-  
teresting announcements may shortly be expected.

Meantime, the worst attributes of sordid com-  
merce continue to exercise sway, and handicapped  
by these elements of retardation the gramophone  
trade has to work out its salvation. Progress may  
be, in fact is, slow, for it is the lack of under-  
standing, the setting up of false pride and the  
encouragement of isolated action that obscures the

light of common sense, and temporarily, at least,  
holds up that which must eventually develop from  
the present chaotic state—co-operation among  
manufacturers for the mutual protection of general  
interests, among which the most important is the  
regulation of prices. The trade must, ultimately,  
emerge triumphant, but far better an immediate  
reorganization of existing forces than a continu-  
ance of this financially exhausting and com-  
mercially detrimental policy.

#### Comments on Judicial Decision.

The subjoined comments on the judicial decision  
in the recent copyright case between Chappell &  
Co., Ltd, music publishers, etc., and the Columbia  
Graphophone Co., are from the Author newspaper,  
and will be perused with much interest:

"We do not claim to know the motives of  
Chappell & Co. in taking this action, but the  
effect of the judgment delivered will not, so  
far as we can see, be to help composers who are  
anxious that their works should be reproduced  
mechanically.

"In effect it amounts to this, that a composer may  
assign his mechanical instrument rights to the pub-  
lisher, who may, if he chooses, make it almost im-  
possible for the mechanical instrument trade to  
take up the work.

"The publisher—if the composer foolishly allows  
him to hold the copyright—has only to refuse to  
allow the reproducer to make the manuscript  
orchestral accompaniment which is necessary for  
the manufacture of the record.

"We believe that Chappell & Co. are now  
engaged in the manufacture and sale of contrivances  
for the mechanical reproduction of music, and if  
they have succeeded by this action in abolishing  
the competition of their rival, we hope that com-  
posers will be wise enough to see that they get for  
the transfer of their rights to Messrs. Chappell  
something much more substantial than the fees laid  
down in the act. These fees were fixed by the  
legislature as representing what—rightly or wrong-  
ly, we think wrongly—was regarded as a fair re-  
turn from the mechanical instrument trade for the  
use of the composer's work. It must be remem-  
bered, however, that they were not fixed as a fair  
return for the exclusive use by any one firm."

#### The New Disc Recorder.

The new disc recorder which has been marketed  
here under the title of the Plantor Home Recorder  
is meeting with a phenomenal success, due as much  
to its simplicity as to the provision of flexible  
cardboard discs having a fine wax surface where-  
on to record, thereby eliminating the need of ex-  
pensive blanks and shaving apparatus. The discs  
will take up to about one thousand words, and  
their cost is but 2s. 6d. per dozen. Leading whole-  
sale houses now stock the Plantor device, and great  
interest is evinced in it by the trade generally.

#### Another Copyright Suit.

Another summons under the copyright act was  
heard at a London police court recently when  
Ray Duskwick, a gramophone dealer of Wardour  
street, London, had to answer to having unlaw-  
fully sold an infringing copy of "Across the  
Meadows," a work in which copyright exists.  
Evidence having been given by the composer,  
Percy S. Robinson, and Boosey & Co. that  
neither had given authority for a gramophone  
record to be taken of the work in question, de-  
fendant disclaimed knowledge that she was break-  
ing the law, as she bought the records from a  
wholesale dealer in the ordinary way of business.  
The London agent of the Turmaline Record Co.,  
Berlin, the makers of the record, said about last  
March he engaged Mr. Robinson to play this  
particular dance, and paid him for so doing. He  
understood that permission to make a record was  
then given. Royalty stamps had been purchased  
from Messrs. Boosey, but there was no stamp on  
the record in question. The magistrate imposed  
a penalty of 40s. with 10 guineas costs.

#### German Decision Upset.

After practically declaring the Eufon patent  
on hornless machines void, the German patent  
officials have had their decision upset by the Ger-  
man High Court. According to a contemporary  
the patent is of great importance.

#### Performing Rights Society Meets Opposition.

The recently established Performing Rights So-  
ciety, of which I wrote last month, is meeting  
with considerable opposition from a number of  
influential publishers and composers, who take the  
view that as the popularity of their works is often  
dependent to a large extent upon their frequent  
performance all over the country, they should not  
attempt to place restrictions upon artists desirous  
of singing or playing the work.

It is further argued that as a form of adver-  
tisement the composer receives full value by  
means of royalties payable on sales, and to place  
a premium on this freely given publicity is ob-  
viously contrary to business ethics. The situation  
would seem to call for co-operation among ar-  
tists with a view to the protection of their in-  
terests. I have received intimation from several  
large publishers condemning the incidence of this  
society and its objects, with the further advice  
that no charge will be made for the performance  
of any works they control. Some very interesting  
views upon this much debated society are given  
by eminent publishers and composers in a leading  
London newspaper which has devoted several  
columns to this purpose. The gist of the corre-  
spondence would seem to indicate that great di-  
vergence of opinion prevails in musical circles  
regarding the wisdom of charging artists for the  
public performance of copyright works. Compari-  
son, too, is drawn between conditions in this  
country and particularly the continent, where sheet  
music sales are but a fraction of those in the  
United Kingdom. It is argued that the Perform-  
ing Rights Society's legal right to make a charge  
for performance is quite outweighed by the pub-  
lisher's (or composer's) dependence upon promi-  
nent artists to popularize works which in the  
majority of cases would otherwise not attain com-  
mercial value. It is surely against sound business  
principals, but opinion prevails in responsible quar-  
ters that the society will eventually win the battle  
now in operation.

#### Revision of German Convention Agreement.

As from July 1st when the convention came in-  
to force officially, dealers who have not or do not  
sign the agreement will be refused supplies of  
records made by convention manufacturers or sold  
wholesale by those factors who are signatory to  
the convention terms. A considerable body of  
retailers dissent from the principle of the scheme  
altogether, but for protective reasons have been  
persuaded to sign the agreement. Others of more  
independent spirit carry their opposition so far as  
an absolute refusal to participate in what they term  
a trust. Whether or not there is reasonable ground  
for this attitude time alone can determine, but the  
fact remains, rightly or wrongly, that many look  
upon the convention with great misgiving. Owing  
to the distrust and opposition which the manufac-  
turers' proposals met with in retail circles, it  
became necessary to embody some important  
changes in the first agreement ratified by the con-  
vention. For instance the various German dealer's  
associations demanded the right and freedom to  
continue the sale of Pathé discs notwithstanding  
that Pathé Freres remain out of the con-  
vention. Permission to sell these records was  
therefore given to convention factors and dealers  
until July 1, 1915, providing that they maintain  
list prices. The time for disposal of stocks of  
non-convention records is extended from October  
to December 31, but no modification of the  
original arrangement regarding exchanges of worn-  
out records can be made. On the question of sell-

(Continued on page 44.)

## FROM OUR LONDON HEADQUARTERS—(Continued from page 43).

ing records to the staff of convention firms, it is expressly laid down that manufacturers must not extend this usual privilege except in the month of December. The limit is twenty-five records, and this only on the understanding that such records bearing a "not for sale" label are for the purchasers' own use or for Xmas presents. It is further agreed that all fines for breaches of the convention agreement shall be disposed by the German Talking Machine Dealers' Association, and after making other provision for arbitration in disputes, etc., the document embodying the foregoing modifications of the original proposals closes with a plea for co-operation on the part of the dealers' own society.

Various opinions obtained and published by the Phonographische Zeitschrift lead to the belief that among manufacturers at any rate the convention scheme finds favor.

On the retail side the modified agreement it is said has met with the practical support and approval of about three-fifths of the trade. The final success of this German convention scheme has, naturally, awakened great interest among British gramophone traders, but so far the example has not materially encouraged our manufacturers to do likewise. There has been some talk about it, and in theory the convention plan is approved—for Germany!—but the time is considered inexpedient for any like attempt to be made in London.

#### New Gramophone Submitted.

A first model of an entirely new gramophone of the interior horn, or so-called hornless type, was recently submitted to my inspection, and a brief description of it will, I think, appeal to all those having the interests and progress of the gramophone industry at heart. It is the invention of W. D. Sternberg, of 19 City Road, London, and is well-named the "Sterno-phone." In outward appearance it very closely resembles that of an ordinary hornless instrument. One realizes the comparative difference upon examination. There is no open front or horn, the sound-amplifying chamber being situated at the back. Delivered

direct from the tone-arm into this chamber the sound passes upward and is deflected from the lid which acts as a sound-board. The tone is thus evenly distributed at the right angle in all directions. But perhaps the most ingenious feature of interest is an interior device by means of which the trouble of starting and stopping the instrument is embodied in one action. Pending acceptance of patents I am unable to describe this equipment in detail, saving what it accomplishes. To play a record one has only to insert the needle, the rest is done automatically by simply closing the lid. This operation brings the sound-box into the correct position and starts the motor revolving at full speed almost before the lid is quite closed down. When played through, the sound arm is lifted and the motor stopped by just opening the lid. That, in brief, conveys some idea—I admit, an inadequate one—of this undoubtedly novel, yet withal practical invention. A future occasion may furnish me with an opportunity of fully describing the Sterno-phone, which, I believe, it is Mr. Sternberg's intention to place on the market at an early date. Few have as yet seen this new gramophone, but those who speak of it as representing a decided advance both in construction and tonal qualities over that of its confrere.

#### Zonophone Records of Merit.

A goodly program of music just suitable for prevailing tastes is this month (August) offered by the British Zonophone Co., with whom Colonial dealers should get into touch. The list under mention embraces a wealth of good selections contributed by London's most popular instrumental and vocal artists—the Black Diamond Band, Sydney Coltham, Peter Dawson, Florrie Forde, and Harry Fay among others. Altogether, a list of undisputed merit!

#### Discusses Edison Disc Records.

At a recent meeting of the North London Talking Machine Society, the president, Henry Seymour, demonstrated some Edison disc records and ventured upon a description of their cut, material, and the process of manufacture. He

said the material, if not actually celluloid, was of a celluloid nature resembling that used in the Amberol record. The cut was 150 to the inch. He had tested the records under fair conditions and found they gave the best results under a reproducer of 2½ inches in diameter (using a diamond point) fitted to the arm of an ordinary gramophone at an angle of 45 degrees or thereabouts. Mr. Seymour spoke very highly of the quality of these records, which he said represented the dawn of a new era, and set a standard to which all manufacturers would be compelled to work. The records were afterward played through, and for three hours the members of the society, all enthusiasts, sat entranced. It was generally conceded that Mr. Edison had solved the problem of mechanical music, and absolutely eliminated all objections, which any one could hold against the gramophone. Altogether, it was a delighted audience (there were many prominent gramophone men present) which, finally, but very reluctantly, turned toward home.

#### Jack Johnson at the Recording Horn.

The boxing champion has created many records, and by means of a record, of another kind, tells the story of how he has been able to do it. Johnson is apparently fond of music, at least, if the many hours spent at the Edison Bell West End Depot listening to records is any criterion. It was on one of these occasions that he received an invitation from J. E. Hough to make what will perhaps prove a more permanent record than those of pugilistic renown. Taking advantage of an early opportunity, Johnson, in company with his wife, made a direct journey from Paris to the Edison Bell recording laboratory and duly accomplished the object of his visit. The record is, doubtless, by this time on sale.

#### Osborne Believes in Advertising.

Notwithstanding that this is the generally chosen period when dealers regard expenditure upon advertising as useless, Thos. Edens Osborne, of Belfast, continues to make attractive use of

(Continued on page 46.)



To T.M. the King and Queen of Spain



To H.M. the King of Sweden



To H.H. the Khedive of Egypt



To H.M. the King of Italy



To H.M. the Shah of Persia



By Appointment To H.M. Queen Alexandra

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

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

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, St. Petersburg; 9, Golovinsky Prospect, Tiflis; 30, Novia Svit, Warsaw.  
EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.  
EAST AFRICA: Bayley & Co., 8 Beira, Lourenzo Marques.  
SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Risik Street, Johannesburg; Mackay Bros. & McMahon, 443, West Street, Durban; Ivan H. Haarburger, Maitland St., Bloemfontein.  
INDIA: The Gramophone Co., Ltd., 139, Ballaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.  
AUSTRALIA: The Gramophone Co., Ltd., Hoffnugs Chambers, Pitt Street, Sydney.  
GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, London, E.C.

#### Great Britain:

**The Gramophone Company Ltd**  
21 City Road London EC



[Patents Granted or Pending the World Over.]



## “The World’s Musical Instrument”

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

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

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

**BRINGS** *independence* and *more profits* to dealers.

**BRINGS** increase of record sales to *all* manufacturers.

**SOON READY**

**J. HOFFAY**

67 Egerton Gardens, South Kensington, London, England

## "MIRACLES HAPPEN EVERY DAY"

In the last issue of this journal we kind of proved it, so "nuff said"—BUT just take a note that we can supply Gramophones, made in such a way that all the trouble has been left out of them, at from \$2.50 each. We sold 20,000 at this price last year in this market alone.

As for Records—Needle Cut—10 inch double sided, made with the finest "stock" in the world—we can quote you prices f. o. b. London or otherwise, at your option—that no other firm—never mind how big they are—can approach. Try us and *write right now* for eye opener quotations.



### BLUM & COMPANY, LIMITED

Manufacturers

Offices and Showrooms: 220 OLD STREET (Corner of City Road), LONDON, ENGLAND

Cables: Blumogram, London.

Codes: A. B. C., 4th Edition, Western Union, Reuters, Liebers.

Phones  $\left\{ \begin{array}{l} 5048 \\ 5049 \end{array} \right\}$  London Wall.

#### FROM OUR LONDON HEADQUARTERS—(Continued from page 44).

local organs for the purpose of stimulating a wider appreciation of the gramophone as "a delightful relief from the monotony and quietude of life in the country." This from Ulster is almost too good! Even rural life in Ireland one would have thought to be exciting, these days of political strife. Still, there is doubtless value in music that tends to soothe savage breasts, only Mr. Osborne is too shy to admit it.

Joking apart, our Belfast friend is more than faithful in his belief in the value of publicity, especially under the circumstances which exist in Ireland to-day.

##### A Great August List.

An advance copy of the August "H. M. V." list at hand, reveals a master mind at work in the choice selection of records itemized thereon. It is an aggregation of charming musical items, all of first-class merit, and sufficiently comprehensive to suit a variety of taste, be it gay or otherwise. This fine program commences with two 12-inch discs bearing Beethoven's "Fifth Symphony"—Finale, Part III. and IV., which completes the set covering the whole of this magnificent and truly noble work. Mention should be made that the Berlin Philharmonic Orchestra under the baton of Herr Arthur Nikisch, is again responsible for a fine performance on both records. Among violinists of the fair sex, the pre-eminence of Miss Marie Hall is, if anything, enhanced by a piece of splendid bowing in her rendition of "Canzonetta, op. 6" (d'Ambrosio), which, as a solo, ranks among the best yet issued on record. A humorous number in the vocal section is "Souvenirs," composed and rendered by Tom Clare, and those who favor concert parties will enjoy the "Great-Grandmamma" record by the Crampton Party. There is also the Minster Singers in a medley of "Sea Songs," and the Light Opera Company who present some gems from "The Night Bird." The ballad section is throughout good, and the full list coupled with that of the double-sided selections (omitting titles mentioned above) is as follows:

Twelve-inch, double-sided—"Sizihetta," serenade (Von Blon), and "Turkish Idyll" (S. V. Hays), Band of H. M. Coldstream Guards; "Peg o' My Heart," one-step or turkey trot (Fischer), and "Horse Trot," one-step or turkey trot (Davies), Metropolitan Band; "Two Little Dances, a la Minnette, a la Gavotti" (Finck), and "Valse Joyeuse" (Finck), Mayfair Orchestra; "A Tango Dream" (Maxwell), and "Smiles, Then Kisses," valse (Ancliffe), Jacobs and his Trocadero Orchestra.

Ten-inch, double-sided—"Colonel Bogey," march (Alford), and "Youth and Vigor," march (Lantenschlager), Band of H. M. Coldstream Guards.

Twelve-inch, single-sided—"Speak" (Tosti), Hubert Eisdell, tenor; "Spring's Awakening" (Sanderson), Miss Evelyn Harding, soprano; "Somber Woods" (Lully, Arr. by A. L.), Robert Radford, bass; "Joe, the Gipsy" (Batten), Harry Dearth, bass.

Ten-inch, single-sided—"Genevieve" (Tucker), John McCormack, tenor; "Das Wandern" (Schubert), Sir George Henschel, bass; "Just," (Bradford), Miss Alice Lakin, contralto; "Our Land of Dreams" (Thompson), Miss Gertie Dickeson, soprano.

##### Some Striking Publicity.

In accordance with a prearranged plan of campaign for the summer months, His Master's Voice Co. lead the way in regards to newspaper publicity, some striking full page and half double-column spaces having been taken recently in the chief organs of the press. I have it on good authority that the result is highly satisfactory, sales this last month or so when, be it noted, even general business eases up, proving that this expenditure is well justified. The company's agents have enjoyed the full benefit of the scheme, for inquiries are, as usual, tabulated and passed on to the dealer or dealers from whose locality they emanate.

##### New Companies Incorporated.

Diamond Disc Record Co., Ltd. Capital, £200. Office: 81 City Road, London, E. C.

National Gramophone Co. (1914) Ltd., trustee to secure £6,000 third debenture stock, charged on certain inventions and patents and the company's undertaking and property, present and future, including uncalled capital, subject to first mortgage debentures and such second debenture stock outstanding. Trustees: J. V. E. Taylor, 41 King William street, Strand, W. C., and F. Adler, Throgmorton street, London, E. C.

##### The Man of Many Parts.

W. H. Reynolds, of above fame, announces that expansion of business compels larger premises. He has, therefore, removed from Great Eastern street, and Hinton road, to a centralized warehouse at 45 City road, London, until lately in occupation by The Favorite Record Co. In conversation with the writer, Mr. Reynolds made the claim that he now stocks over one thousand parts and accessories for different makes of instruments.

An interesting reference to the time, not far ahead, when wireless telephony for commercial purposes will be possible, is made in the report presented by the directors of the Marconi Co. at the annual meeting. Rapid progress, says the board, has been made in the development of wireless telephone apparatus, and the company has recently introduced a practical and commercial set for moderate distances. Further important developments are proceeding, and it is contemplated that apparatus will shortly be available for the transmission of speech over considerable distances. Signor Marconi himself states that he expects to be able to telephone by wireless to New York before the end of the year.

##### A Remarkable Age.

To be sure this is a marvellous age. Commercial enterprise and science have contributed to the establishment of a complete wireless installation on a traveler's motor van, enabling him to communicate immediately at any time of the day with his firm—the Ardath Tobacco Co., of London. The equipment has a radius of twenty miles. The method adopted for completing the



## FROM OUR LONDON HEADQUARTERS—(Continued from page 46).

circuit and making "an earth" is by dropping a metal chain on to metallic manholes, on drains, or by trailing the chain in water. Wonderful!

**Trade Conditions in Germany.**

Some indication of trade conditions in Germany is found in the fact that one of the principal record companies, i. e., the Kalliope Aktiengesellschaft made a loss of over one million marks on last year's trading. The actual amount is given as 1,051,852 marks. This is very obviously a most serious matter, especially having in mind that the company's capital is but 1,470,000 marks. An affiliated concern, the Anker Phonogram Co., has paid its way and will continue trading, although it is a heavy creditor of the Kalliope firm. At the moment of writing it has been decided that both concerns shall continue trading subject to the voting result of the creditors who will meet to discuss the pros and cons fully.

**The Linguaphone System.**

The gramophone as an aid to the study of foreign tongues is being brought into prominence by Blum & Co., Ltd., 220 Old street, London, E. C., who have issued a series of French and German records on what is known as the Linguaphone System. This is a simplified method whereby with the aid of specially prepared text-books the student is able to follow the words and sentences on the record and repeat them frequently until perfect pronunciation is assured.

**Announce New Models.**

Blum & Co.'s new gramophone models for the coming season have now been submitted to the leading factors and we understand they have been much approved and are considered to be a distinct advance in construction. The cases and tone arms are of new design and said to be practically frictionless. The motors have been brought right up-to-date and brass to brass small gears have been entirely eliminated. Messrs. Blum state they are using their unbreakable springs which gave such unqualified satisfaction last season. These springs are made of French steel and tempered by a new process. They cost twice as much as ordinary springs, but that is counterbalanced by the confidence which their use inspires in the dealer and customer.

Messrs. Blum's hornless machines are all of new design, and although some of them sell to the factor at less than \$3, they give a loud, clear and resonant reproduction. They are turning out over 70,000 of these small hornless machines for one house abroad. Messrs. Blum say, "Give us quantities and we will figure with any house in the trade."

**Over a Hundred Melodies in Medley Form.**

Two of the most interesting records of the season give the presentation by Columbia of a new copyright arrangement of over a hundred melodies, under the name of "Tangled Tunes." The tunes so tangled, include classical, operatic and popular excerpts, strung together in irresistibly fascinating, and in many cases, amusing sequence. Thus, we have the first part opening with "Rule, Britannia," dropped straight into "Three Blind

Mice," which again breaks into "The Mistletoe Bough," and so on, every melody being distinct and easily recognizable—a clever collection arranged by Albert W. Ketelbey.

To make these records of additional interest, the list of melodies so introduced has been re-arranged in alphabetical order instead of in the sequence in which they occur in the records. This has been done for two reasons—one to provide the purchasers with the novel and interesting task of testing their knowledge of music by arranging them in their proper order, the other to afford an opportunity for a novel prize competition.

For this latter purpose, too, twelve of the most familiar airs in the records have been omitted from the printed list—three from each of the four parts—so that the hearer of the records has the additional task of supplying the omissions. This, however, is easy, for the airs so omitted are, we are informed, as well known as "God Save the King."

The Columbia Co. announces the first recordings this month of Miss Rosini Buckmann, soprano of the grand opera season at Covent Garden. Her representation includes the "Black Bird" and the "Fairy Pipers." Other records of interest are the Barcarolle from "The Tales of Hoffmann" as a duet, sung by Andrea de Segurilla, basso, and Mme. de Pasquali, soprano; the waltz song from the musical play, "Adele," which is issued as a 10-inch Columbia Rena record, and the musical hits from the play to be had in a 12-inch record in the same list.

"Queen of the Movies," one-step and the two vocal numbers, "In the Night" and "Oh, Cecilia," are also proving big sellers. Will Oakland, the well-known counter-tenor is back on the Columbia list this month and his singing of "The Lass From County Mayo" and "You Can't Make Me Stop Loving You" made a Columbia Rena record of great merit.

A great Wagnerian soprano in one of the greatest of all Wagnerian roles—that is a fitting description of the new record by Olive Fremstad issued in the Columbia grand opera series this month. A continuous demand for more excerpts from her heroic Wagnerian roles has induced Mme. Fremstad to record the beautiful "Liebestod" from "Tristan and Isolde" an opera which this artist has made peculiarly her own. With this superb number has been combined Verdi's famous old aria, the one surviving air from "Don Carlos."

**JAKE GRAHAM "AT THE OLD STAND"**

In Business Harness After a Remarkable Trip Around the World—Tells of the Extent of His Travels Which Have Been the Subject of Much Comment in the Liverpool Papers.

(Special to The Talking Machine World.)

LIVERPOOL, ENG., August 3.—Jake Graham, the prominent gramophone man, of 74-76 Renshaw street, who has just returned home after a trip around the world, has been interviewed and

"written up" by the newspaper men in the local papers at considerable length, who have found in him a veritable mine of information. In the course of a chat with The World representative he said:

"I arrived home after my wanderings and wonderings in strange countries, which commenced at Southampton just over twelve months ago; New York, my first stop, where I got in touch with the heads of our trade, also visiting the Victor, Columbia and Edison factories, and getting information first hand, which will be of great benefit to me. Now I've returned to manage my business here. I've got my back to the wall and the old flag will fly higher than ever, though, I must say, I'd love to return to America (somewhere warm) and handle the talker, because I see enormous possibilities your way that don't and cannot exist here.

"After spending about two months in New York and district I went right through the States to the New York of the West, 'Seattle,' stopping and visiting on my way, Niagara, Buffalo, Chicago, St. Paul, Yellowstone Park, etc. After doing Seattle, a place where the natives seem to have heaps of energy and everything was very prosperous, I went on to Victoria, which was typically English; then on to Vancouver, where I made great chums and friends, especially with Mr. Switzer, of Fletcher Bros., who treated me like a brother. Then on to my goal, Honolulu, where I stayed for nearly seven months, and where I had many interesting experiences, one in which I nearly lost my life, being lost up the mountains (having to make my bed up a tree), but which ended (much of my experience as an athlete) eventually in my getting out of the terrible fix I was in. Then I went on to the Fiji Islands, Suva being most interesting to me, and on to New Zealand (Auckland), then on to Sydney, Melbourne, Adelaide, Fremantle. I then journeyed to Ceylon (Colombo), Aden (Oh, what a gray, dry spot it is); Suez, on through the canal to Port Said, to Messina, Marseilles, Gibraltar, Tangiers, and on to Plymouth for London, to visit my friends in the trade; and on to Liverpool to tackle my business again, where I'm sure my customers are jolly pleased to see me. Things have improved since my return, and I'm looking forward to the biggest season (so called, no need to be a season trade) in the history of my affairs, and for the trade generally."

During his visit to New Zealand Mr. Graham met his brother, who is connected with a large piano house in that city. Needless to say, the meeting was a joyful one.

Many queer expressions of praise for the talking machine reach the dealer. "Since we got our Victrola I find the children awake when I get home and dinner is usually late," is a testimonial received from a New York manufacturer.

Perhaps more men would go to church if they had to sneak in through a side door.

**"RENO, THE MAN OF MANY PARTS"**

"The only man in the world who can supply you with *one* part—or *any number* of parts for *any* Talking machine *ever* made from Adam to Edison." Roosevelt.

64 Page Catalogue Yours for Asking

**W. H. REYNOLDS, Ltd.**  
"KNOTASLEPE"  
London, England

## WHO SAID TEXAS WAS NOT RIGHT UP TO DATE?

Proof Adduced That It Is in the Enterprise Manifested by the Gunst Piano Co.'s Exploitation of the Victrola and Public Display of Dancing Which Interested Thousands.

(Special to The Talking Machine World.)

CORPUS CHRISTI, TEX., August 3.—New Yorkers must not get away with the idea that Texas is not up to date. Thanks to the Victrola, this State is keeping quite in line with terpsichorean developments, and this was forcefully and pleasingly

parade the float was stopped at the street crossings, the latest dances on the Victrola started and an exhibit given of the latest dances for the edification and education of the crowds looking on, thus demonstrating the fitness of the Victrola for dance purposes. Needless to say, the float attracted



Public Exhibit of Dancing to Music of the Victor.

demonstrated in the display made by the Gunst Piano Co. during the Fourth of July celebration in this city.

As may be seen from the illustration, the Victrola was used on the float, and two professional dancers engaged for the occasion. During the

a great deal of attention and stimulated the patriotic enthusiasm immeasurably.

The Gunst Piano Co.'s idea was original and striking, and they are certainly entitled to credit for those emphasizing the merits of the Victrola for dancing purposes so effectively.

### NEW PLAN FOR DISC DISTRIBUTION.

Thos. A. Edison, Inc., Announces New Plan for Distributing Disc Records Which Has Many Merits That Will Appeal to the Trade.

Thomas A. Edison, Inc., announced to its trade this week a new plan for the distribution of Edison disc records which should prove considerably superior to the present plan of distribution. This plan was submitted some time ago to Thomas A. Edison, Inc., by the executive committee of the Edison Disc Jobbers' Association, who gave the company every assurance of the jobbers' and deal-

ers' co-operation if the plan is accepted by the company.

As formally announced by the company, the new plan presents the following important points: "We discontinue at once the present method of infrequently listing records in supplements. Instead, we shall begin to manufacture and ship weekly supplements of six records. The records will be numbered in the usual way.

"Under the new plan there will be no constant and universal date on which the records are to go on sale. Instead, an entirely new arrangement has been adopted by which the supplements are to be

released for sale by States. This is the way of it; when each jobber receives his shipment he immediately wires to the factory a notice of the fact. When all jobbers doing substantial business in any one State have been heard from, the date for mailing supplements and placing the records on sale in that State will be wired by factory to each of such jobbers. In this way the factory, as far as possible, will endeavor to prevent encroachments upon territory and unfair advantage being taken by one jobber of another. When the jobber fills the dealer's weekly supplement order for new disc records he will invariably accompany the same with a communication containing the following: "The date on which Thomas A. Edison, Inc., authorized these records to go on sale in the State of \_\_\_\_\_ is \_\_\_\_\_ (here date will be inserted). They must not be displayed, demonstrated, offered for sale or sold before 8 a. m. of that day."

"Dealers will be required to observe this strictly.

"It is understood that the factory is not to be held to a hard and fast obligation to continue to supply six new records each week. It may sometimes be necessary to run over, say, ten days or more in getting out a particular supplement of six records, but the weekly schedule will be resumed in such instances as soon as possible."

The company states further that there are many advantages incidental to the new plan of distribution, most important of which are the following:

"It insures an immediate and continuous flow of absolutely new records and in satisfactory quantities with which to attract the interest of the prospective customer and retain the good will and invaluable 'boost' of the old. The listing of a new record practically every day is a strong talking point. The weekly lists of new records give the dealers a great opening for newspaper advertising and show window placarding.

"It contributes to the rapid building of a representative catalog.

"It enables the factory to list timely, popular selections and place them in the hands of the trade when the wave of their popularity is on the rise. Fully two months' time will be gained in this way, and no jobber will receive an advantage over another, as is the case under the present scheme, where a selection may have lost its popularity in some sections of the country by the time it is listed—although still popular in other sections.

"It does not confine the factory to an announced, cataloged supplement, in manufacturing which unforeseen delays may present themselves to the common disadvantage of all concerned.

"It makes it possible for the factory to incorporate in a weekly supplement selections that have taken on a new spurt of popularity or on which the demand has greatly exceeded the original orders; as also may selections that we have been unable to supply and that are now temporarily withdrawn."

### TAXING COMMERCIAL TRAVELERS.

Taxes Imposed by South American Countries on Traveling Men Are Far from Being Prohibitive to the Average Exporter.

Taxes imposed by South American countries on commercial travelers are far from being prohibitive to the average exporter. While various license fees are prescribed by law in those countries, their purpose, as explained in a report just issued by the Bureau of Foreign and Domestic Commerce of the Department of Commerce, is chiefly to prevent unfair competition with local concerns, which are themselves subject to similar taxes. By associating himself with some local house, the traveler may obtain exemption from all but a few of the more moderate taxes. The rates of license fees and the conditions under which samples may be temporarily admitted free of duty in practically all the countries of South America are shown in the report, entitled "Commercial Travelers and Samples in South America" (Tariff Series No. 19A), copies of which may be purchased for five cents each from the Superintendent of Documents, Government Printing Office.

## Special

Send for a package of our Improved Half-Tone and Loud Tone Needles in New Style Envelopes.

If you want to advertise yourself, we will put your own name or trade-mark on the envelopes, or will pack in Puritone envelopes.

## Quality Guaranteed

The Best Needles mean profit and satisfaction.

If you want to sell 1,000 Needles at a time instead of 100, use the "Dean-packed" Needles. Five boxes of 200 each, Extra Loud, Loud, Opera, Medium and Soft packed in a carton. The best package and fastest seller on the market. Write for samples.

## JOHN M. DEAN, CORP.

Talking Machine Needle Manufacturers

PUTNAM, CONN.

**PLAYING THAT FIRST RECORD.**

Find the One Piece of Music That Means More to Your Prospect Than Any Other and the Deal Will Be Made Then and There.

When you have a Victor or Victrola prospect up to the point when he wants to hear the instrument, let him choose the first record you play; in fact, make him choose it. To come "pretty close" is not coming close enough.

Music is a curious thing. It makes a more direct appeal to the emotions than any other thing in the world. The tremendous descending chords of the Chopin funeral march bring home the poignancy of death more vividly than any other element in the most impressive funeral service. The vivacity of a well-written, well-played piece of rag-time will tickle the feet and good humor of the most inveterate grouch. Not literature, not art, not even the breezy clatter of a sympathetic friend, can so subtly and so swiftly lift us from one condition of mind to another. If you doubt it play "Dixie," and then for contrast sake play the "Unfinished Symphony," and you will realize that the music itself can make a much more powerful appeal than the most skilfully chosen phrases at your command.

There is always some one favorite piece—some musical composition which is laden with association either grave or gay for every single individual except the few, the very few persons who are tone deaf, says "The Voice of the Victor."

That is a point which no good salesman should overlook. Take a little time or a lot of time, but keep at it as diplomatically as you know how, and don't play anything for that customer until you are sure the thing you are to play means something to him.

A very frequent mistake and a very natural one is to play the things which appeal to you. Don't do it. Carry a list in your mind which has little or nothing to do with your own musical taste, but which contains the best known things from hymn tunes to symphonies, and make your customer choose for himself.

He is likely enough to say, "Yes, play that!" by the time you have suggested half a dozen, but if you watch him closely you will find that he says it in a perfunctory sort of way. Keep on suggesting. Before you get very far you will see his eyes brighten at the name of some record. Eagerness will take the place of casual interest. It will show in his eyes, in the tone of his voice and his quickened gestures. Then you have it. Play that record and see that there is no interruption. If you are in a demonstrating booth, use a half-tone needle. It will be easy enough to show him later, how much volume can be developed, but for that first playing sacrifice everything to smoothness and melody. Usually it is a mistake to use a big needle in the restricted space of a demonstrating booth.

The selection may be a hymn tune, a band piece, a violin solo, a dance, an opera number, a symphony, or what not. That is unimportant, if, for a few moments you give that man a glimpse of half-forgotten joys or sorrows, for, as a writer in *The Voice of The Victor* says, in those few moments the Victrola will have been changed by the swift alchemy of imagination from a merely beautiful piece of cabinet work to the essence of things hoped for in the past or dreamed of in the future.

**EDISON FIELD DAY ENJOYED**

By the Employees and Officials of Thos. A. Edison, Inc.—More Than 2,500 Present—Thos. A. Edison Honorary Referee.

Thomas A. Edison and a group of the officials of his several manufacturing interests directed the sports and games attendant to Edison Field Day, which was held recently at Olympic Park, Irvington, N. J., a suburb of Newark, N. J. This day is a banner one for the employees of the Edison plants, and the attendance this year was a record-breaker, more than 2,500 persons being present. The invited guests embraced employees from the Edison factories at Orange, N. J.; Silver Lake, N. J.; those of the Edison Bronx Studio, and of the Edison Portland Cement Co., Stewartsville, N. J.

Mr. Edison acted as honorary referee at the many hotly contested games and pitched the first ball in the Edison league baseball game, which was won by the Edison Bronx Studio from the office employees of the Orange factory by a score of 10 to 7.

One of the added attractions to the meet was a trotting race between horses driven by C. H. Wilson, vice-president and general manager of the Edison interests, and William Maxwell, second vice-president. Mr. Wilson won the last two heats after a close finish.

**DOUBLE-DISC RECORD CATALOG.**

The Semi-Annual Catalog Issued by the Columbia Graphophone Co. Is Imposing in Size and in the Character of Its Contents—Admirably Produced Typographically.

The Columbia Graphophone Co. has just issued its regular semi-annual double disc record catalog, which is considerably bulkier than the preceding edition and contains 464 pages. There are 1,720 double disc records listed, which, together with a few single discs, give a total of about 3,500 musical selections in the new Columbia book.

A number of new artists are presented in this catalog, a few of the most important ones being Maggie Teyte, Miss Margaret Woodrow Wilson, Oscar Seagle, Charles Clark and Louis Kreidler. These artists had not recorded any selections prior to their engagements with the Columbia Co.

The indexing and cross-indexing is simpler and more complete than ever before. A number of minor improvements are embodied in the indexing arrangements, conducing to the maximum convenience of the dealers and their patrons. Apart from the actual list of titles there is considerable information concerning artists and composers that is well worth the attention of users of the book. It is well printed on good paper and strongly bound together.

Never be so well satisfied with your work that you can't see how it might be improved.

# An Added Line That Will Make You Money



The H. P. Nelson Small Grand

The talking machine dealer can carry a small stock of pianos to the greatest advantage because he is the possessor of certain natural facilities that, of themselves, bring him sales.

The profits on a piano sale are large. The expense of carrying a few instruments is almost negligible and their sales come oftener than you, perhaps, think.

Our line of uprights, players and grands is especially adaptable to the wants of the talking machine dealer who to a certain extent relies upon the instrument to sell itself. We have built up a tremendous business upon our policy of giving the greatest return for the least money and the value of our products is so apparent that even those least acquainted with pianos are instantly aware of their worth.

Get our special proposition to you

## H. P. NELSON COMPANY

816 N. Kedzie Avenue, CHICAGO



**Not that we relish depending on other folks' calamities for our own good fortunes, but this European war certainly is the most active trade tonic that ever happened to those talking machine dealers who are carrying Columbia foreign records.**



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

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

**TRADE CONDITIONS IN BALTIMORE.**

Satisfactory Reports Made by Talking Machine Dealers—Showing for Past Month Above Average—Vacations Much in Evidence at Principal Houses—News of Month.

*(Special to The Talking Machine World.)*

BALTIMORE, MD., August 8.—While the warm weather and other matters that have held the center of the public attention during July have naturally had the effect of cutting down the volume of business done in that month as compared with previous months, the showings made by the various dealers as a whole were very satisfactory to all concerned. The month as a whole showed up better than July of 1913, and the dealers are very confident that the war or no other cause is going to have any bad effect on the trade during the coming fall and winter. They are still mapping out plans to break all previous records.

Manager S. A. Dennison, of the local branch store of the Columbia Graphophone Co., has returned from Rehoboth Beach, Del., where he spent a most delightful vacation. Mr. Dennison reports a number of good sales of machines and records during July, including higher priced machines.

Manager W. C. Roberts, of the E. F. Droop & Sons Co., has gone to Atlantic City for two weeks after closing out a very satisfactory July with the Victor and Edison machines and records. A number of Victrolas were disposed of during the month, while demands for high priced records came in very strong.

Joseph Fink, proprietor of the Fink Phonograph Co., reports a very substantial month with the Victor and Columbia lines. Mr. Fink is preparing to spend his vacation at Atlantic City for a rest in order to tune up for the coming fall and winter campaign.

The Victor line also went off well at the store of H. R. Eisenbrandt, which handles this line. The sales were rather substantial for July and high priced records were very much sought after.

At the store of the Sanders & Stayman Co., Inc., it was reported that the Columbia and Victor lines came in for their shares of the profits during July and indications are for a fine fall and winter trade. Manager Holmes, who has charge of the piano and talking machine departments for Gom-

**DAHLBERG TALKING MACHINE CO.**

Is a Progressive House Which Believes in High Class Advertising and Gets Results—Handles the Columbia Line with Marked Success.

*(Special to The Talking Machine World.)*

MONTGOMERY, ALA., Aug. 7.—One of the successful talking machine stores in the South is the

company closing a constantly increasing business.

As will be seen by the accompanying illustration, the Dahlberg Talking Machine Co. thoroughly appreciates the sales value of attractively furnished warerooms, and the atmosphere of comfort which is apparent even in this photograph is characteristic of the entire warerooms.

The company handles the complete Columbia line, making a specialty of developing the trade in



View of Attractive Showrooms of Dahlberg Talking Machine Co., Montgomery, Ala.

Dahlberg Talking Machine Co., of this city. This house is a consistent advertiser in the local newspapers, which, coupled with energetic sales efforts along progressive lines, has resulted in the

the higher priced Columbia machines. In the picture, reading from left to right, are seen E. W. Dahlberg, manager; Miss Clara Patterson, secretary; M. T. Ansley, assistant manager.

precht & Benesch, reports a good business for July with the Victor line, which the firm handles. Prospects also point to a good demand all during the fall and winter.

Some ad writers put so much "punch" in their copy that the Reader is knocked out.

Make your show windows work.

**A PROFITABLE SIDE-LINE.**

One of the side lines with which many talking machine dealers are making money are Icy-Hot bottles, made by the Icy-Hot Bottle Co., 122 West Second street, Cincinnati, O. A new catalog of these bottles has just been issued, which illustrates and describes the complete line of bottles, pitchers, carafes and other styles made by the company, giving a comprehensive idea as to the scope of these products. Icy-Hot bottles are guaranteed to keep water steaming hot for twenty-four hours or icy cold three days, regardless of outside temperature, and talking machine men give them a leading position under the heading of "valuable side lines," for they are sellers.

**PROF. DE CHAUVENET PRAISES DISC.**

Having recently heard the "Overture from Mignon" on the new Edison disc phonograph, I became so enthusiastic over the perfection of the music that I cannot refrain from writing the actual fact that the record was clearer and more vividly realistic to me than an actual rendition which I chanced to hear at the Opera Comique at Paris last September. I wish the Edison disc continued appreciation for its grand work.—Paul De Chauvenet, dean of the De Chauvenet Conservatory of Music, Los Angeles, Cal.

**Triumphon Co., Ltd., Berlin, S. W. 47/5**

Established 1884

**Manufacturers**

Of All Accessories Such as

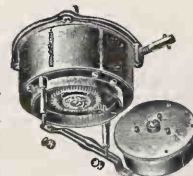
**Motors, Soundboxes, Tone Arms  
Complete Talking Machines**

APPLY FOR CATALOGUES



**Piccolo** is a complete Talking Machine. Easily to be carried like a portmanteau. Most suitable for picnic or rover parties in summer, and easily carried to social gatherings in winter. Plays 12-inch records. Is not a toy. Weight without records, only 5 kg. Measurements: 11 x 13 3/4 x 7 3/4 inches.

**Special Motors HYDRA SYSTEM** Single and double spring, six different models. Are the only existing construction which allows the exchanging of the spring and spring case without taking the motor out of the cabinet. After loosening one nut, a child is able to replace any defective spring or springbox within 20 seconds.



Patents Applied for.

**THE BUSINESS BUILDING POSSIBILITIES OF A RAINY DAY.**

Some Pertinent Comments Which Demonstrate the Fact That Even Stormy Weather May Be Turned to Good Account by the Progressive Talking Machine Dealer—Some Hints in This Connection That May Prove Valuable and Stimulating.

I know a talker man who has added greatly to his list of customers by specializing along the lines of rainy day concerts. He tells me that the more tempestuous the weather, the better the results, and that he has actually reached the stage where he prays for a storm. What do you know about that? His methods of straining dollars from rain drops are somewhat unique, and I'm going to tell you about them: He gathers together a catalog of hotels, cottages and private homes at some resort not too far distant from his city embodying the names of owners and regular guests. When a stormy day comes along during the vacation season he sends out his salesmen laden with talking machines and a very carefully selected repertoire of records. These salesmen are particularly well trained in their profession—they are artists, diplomats and gentlemen.

Now, Mr. Dealer, accompany me for a few moments, if you will be so kind, to a stuffy hotel exchange, or, if you'd rather, out upon a crowded cottage veranda, with nothing on earth to do but listen to the monotonous patter of the rain and say unkind things concerning the beastly elements. A very rotten environment, is it not? However, upon this particular occasion, just as we have reached the superlative degree of gloom, and are about to get in touch with the clerk regarding the next train to town, we descry a mackintosh figure swaggering up the drive in company with two carrying cases and a sunny smile. We scent a change for the better and, temporarily at least, withhold our requests for timetables.

He enters into our midst with a buoyant stride and bearing the best of news, to wit: He has been sent to us to stamp out the prevailing epidemic of blues with good music. There follows a perfectly delightful talking machine concert which proves so entertaining that all thoughts of the deluge without are cast aside, and for two enchanting hours we bask in the sunshine of the world's best humor and melody. At the end of the concert everyone is in a most receptive mood, of course, and the gentleman, who has been so very kind to us, takes advantage of this fact to pass around his literature, at the same time giving us a concise and interesting lecture upon the advantages to be derived from owning a good talker outfit. He then proceeds to book orders and, believe me, he books them, too. My friend, the dealer, assures me that as a business building proposition the rainy day concert at the summer hotel is eminently successful.

I will not dwell upon the tango craze, except to remark that if at the end of an entertainment the audience expresses a wish to indulge in the hesitation, trot or one-step, the operator should be in a position, not only to play the correct music for the various steps, but to fill the role of dancing master as well. If your salesman can introduce a new clutch or dip while among the dance-mad folk

at the summer resort, he will at once become the most popular man about the place, and that means orders, does it not? If you do not believe that this is true, just ask a sweet young debutante, summering at Hainesport-on-the-Rancocas, if she has danced the camel amble, and if she hasn't behold her face ablaze with the flame of desire, and listen attentively while she pleads with you to teach her. You can take it from me that the dispenser of talking machines who is also a good tango instructor will prove himself a "bear" at any place where people with leisure on their hands congregate in the good old summertime.

This dealer friend of mine carries his rainy day campaign into the homes of his would-be cus-



Shopping on a Rainy Day.

tomers also. He achieves success somewhat as follows: When a regular customer—we will call him Smith—drops in to purchase new records, or to ask advice upon some subject relating to talking machines, the dealer asks for the names of Smith's friends who have talkers, and also of those who have not, but who have expressed themselves as pleased with concerts they have heard at Smith's home. This accomplished, when a nice wet day comes along, Smith's acquaintances are called upon by a courteous salesman who makes himself very agreeable, playing records, making notes of the selections that are liked best, for future reference, and probably giving a few dancing lessons.

This salesman makes it plainly understood at the outset that there will be no obligation to purchase connected with his visit, explaining that the house he represents has inaugurated a series of sunshine concerts for rainy days. He explains further that it is the idea of his firm to banish gloom and to advertise its wares simultaneously. This little preaching gives the impression that there is a good opportunity, absolutely devoid of strings, to get something for nothing, and they snap at it like a famished trout at a fly.

Having gained the undivided attention of his hearers, he carries through the same sort of program as described previously in this article, making a pronounced hit and obtaining many prospects and some orders.

In his store, too, this dealer pushes the rainy day concert idea to the limit. He tells the public through the medium of an appropriate and carefully thought out window display how cozy his store is while the storm beats down outside, and that for everyone who calls will be played records positively guaranteed to bring sunshine into the heart despite the inclement weather.

There are hundreds of records, Mr. Dealer, particularly well adapted to rainy day rendition. Such artists as Harry Lauder, Cal. Stewart, Steve Porter, Collins & Harlan, Golden & Hughes and a horde of others have the ability to make one forget everything, but how to laugh uproariously. Hence these are the fellows to introduce to the folks who come to see you when the spray flies against the windows, when the pavements are aglitter with moisture, and the gutters are running brooks.

When the public gets to hear of the place that makes a specialty of rainy day concerts it will take advantage of the opportunity to spend a pleasant hour. Bad weather has a tendency to breed pessimism, and if a chap feels blue as well as wet, he is in pretty bad shape. When he finds that by a visit to your cheer factory he can receive a free injection of optimism for the asking, he'll come all right, and eventually he will take a talking machine outfit away with him, too; you see if he don't. He'll want to be optimistic at home as well as abroad, and a talker with a few really funny records is the greatest antidote for gloom that ever happened. Would you believe it? I have been in talking machine shops on rainy days when everyone from the boss down to the errand boy was grouchy to a terrible extent. If you asked them about it they would answer in surly fashion: "This d— weather's killing business." As a matter of fact, I had an experience similar to the above just the other day in the good old Quaker town of Philadelphia. I told them to cheer up and read the August World, hinting that they might find a cure for their malady within its covers. Here's hoping that this article may help some.

Candidly, now, Mr. Dealer, do you not think there is something in the idea of rainy day concerts? Have you not found that business is practically at a standstill when the weather is bad? Of course, you have, and the remedy is before you. Make your store attractive and home-like, speak about it to the people through your advertising and your window, inviting them to come and listen to some sunshine records 'til the clouds roll by. You will find that they will be only too glad to avail themselves of your courteous invitation. If they come once and enjoy themselves sufficiently, it is a cinch they'll come again; yes, and bring others with them, which means for you a steadily increasing business—but why continue; I've said enough. Let it rain!

HOWARD TAYLOR MIDDLETON.

# Beka Records

IN ALL LANGUAGES OF THE WORLD

High grade selections in

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

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

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

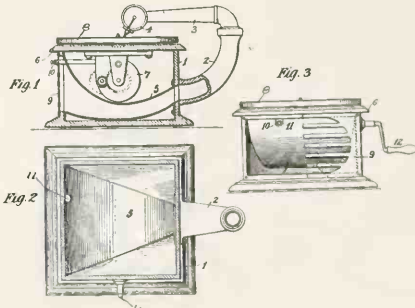
CATALOGUE IN FOUR LANGUAGES SENT FREE ON REQUEST

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

WASHINGTON, D. C., August 8.—TALKING MACHINE.—Thomas H. Macdonald, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,099,928.

The object of this invention is to produce a so-called "hornless" talking machine, or machine with inclosed horn. More particularly, the invention consists of the compact and efficient arrangement



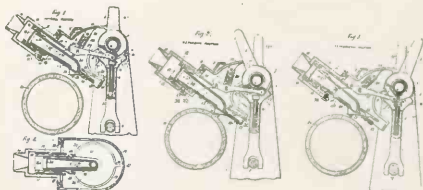
of the various parts without sacrificing the efficiency of the machine or the quality of its reproduction of sounds.

In the drawings Fig. 1 is a vertical section taken longitudinally through the middle of the sound conveyor or "horn." Fig. 2 is a plan view of the machine, with the motor and the cover or lid of the cabinet removed, and Fig. 3 is a front elevation partly broken away.

DICTATION GRAPHOPHONE.—Thomas H. Macdonald, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,100,024.

This invention relates to talking machines employed for dictation purposes, where both a recorder and a reproducer are required, and where it is also desirable at times to throw the parts out of gear while the motor is still running. It has been proposed to locate the recording stylus and the reproducing stylus upon a diaphragm common to both, and then, by shifting the position of the diaphragm, bring either of the two styluses into play. But entirely satisfactory results are not obtained in such constructions for two reasons: In the first place, other things being equal, and within reasonable limits, the lighter the recording device the more sensitive it is, and the better it will record; whereas a reproducing device acts better the heavier it is. In the second place, a recorder should have the vertical play necessary to adjust itself to any unintentional eccentricity of the blank cylinder, but should not have any lateral play; whereas the reproducer should have not only the vertical play, but also sufficient lateral play to enable it to track the helical record groove of the sound record. It has also been proposed to have two "speakers" interchangeable upon the machine, one a recorder and the other a reproducer, in order to provide the two differing qualities just mentioned.

It is the object of the present invention to provide in a single construction a "speaker" that is



capable of ready adjustment into each one of three positions (1) where it becomes a comparatively light recorder having vertical play but no lateral play; (2) where it becomes a comparatively heavy reproducer having both lateral and also vertical play, and (3) where it is neutral.

The invention consists, then, of the speaker carrying the recording stylus and the reproducing

stylus upon a common diaphragm, in combination with the ordinary "start-and-stop" mechanism and suitable attachments and connecting devices by which the adjustments above referred to may be accomplished.

Fig. 1 is a vertical section through the parts upon an ordinary graphophone or other talking machine, showing the "speaker" in its inoperative or "neutral" position; Fig. 2 is a similar view, showing the device adjusted to become a "recorder;" Fig. 3 is a similar view, showing the device adjusted to become a "reproducer," and Fig. 4 is a substantially horizontal section taken through the speaker and its connecting parts.

CABINETED GRAPHOPHONE.—William C. Fuhri, Chicago, Ill., assignor to the American Graphophone Co., Bridgeport, Conn. Patent No. 1,099,353.

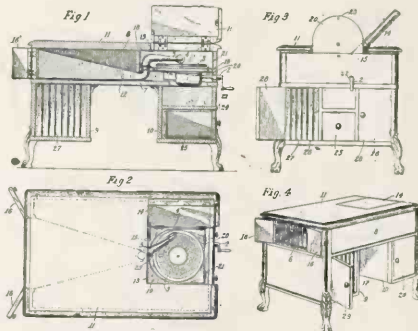
This invention relates to an improved "cabineted graphophone," that is, the combination of a graphophone and an ornamental and useful casing or cabinet which contains and completely incloses the former.

The object of the invention is to provide an article which is in itself serviceable as an attractive piece of furniture, yet at the same time constitutes a self-contained talking machine of superior quality.

Although cabineted talking machines have been known and used, yet the present invention is a marked improvement over all such prior machines known to the inventor, in utility and attractiveness of appearance as an article of furniture and without any sacrifice of acoustical properties as a talking machine, besides providing ready access for oiling or cleaning the mechanical parts, repairing them, etc.

Broadly stated, the invention comprises the combining of a graphophone in operative relation with a so-called library table, which latter may be defined as of inverted U-shape with flat top.

The invention comprises further the utilization of the two cubical portions of the library table, one beneath each end thereof, to support and give rigidity to the upper horizontally elongated casing



which contains the talking machine, and also to provide between themselves the knee space which adapts the article for use as a library table.

The invention comprises further the utilization to the fullest extent of the available spaces in said library table, for suitably locating the sound reproducing and sound conveying parts and the motor mechanism of the graphophone, and for storing a supply of sound records, etc.

The invention further comprises a movable support for the graphophone, for giving ready access to the sound reproducing parts and to the mechanism, for oiling, repairs or the like, while normally incasing and protecting said parts. And, finally, the invention comprises the combinations of the foregoing features and also the various details of construction, location and arrangement of the several parts, as hereinafter more particularly set forth and claimed.

In these drawings Fig. 1 is a vertical section, taken longitudinally through the cabineted graphophone; Fig. 2 is a plan view, the lid being open to expose the turntable of the graphophone; Fig. 3

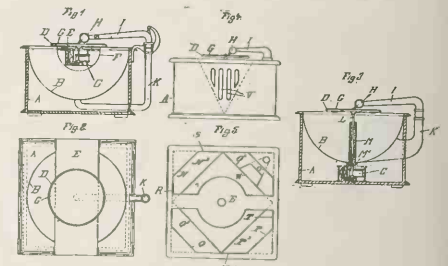
is an elevation, viewed from one end of the table, the motor being represented as raised for inspection (from the other side); Fig. 4 is a perspective, viewed from the opposite end of the table.

GRAPHOPHONE AND TALKING MACHINE.—Karl A. Mauser, Leipzig, Germany, assignor to Polyphon-Musikwerke Aktiengesellschaft, of Wahren, near Leipzig, Germany. Patent No. 1,099,458.

This invention has reference to talking machines, phonographs, graphophones and the like, which are provided with a horn for the purpose of amplifying the sound. These sound amplifying horns occupy more space than the talking machine itself. If, however, the sound amplifying horn is located within the casing of the machine then the amplification of the sound is greatly reduced because the opening of the horn likewise must be greatly reduced to find room within the casing. These contrivances further have the disadvantage that the sound is strongly conveyed solely in the direction in which the horn is placed.

It is the purpose of the present invention to avoid the above described deficiencies and to produce a talking machine with a sound amplifier within the casing that conveys sound in all directions. This has been primarily attained by arranging the amplifying device within the casing so that its opening is at the top and by placing the motor or part of same within or before the opening of said amplifier.

Fig. 1 illustrates in side elevation partly in section a sound recording and reproducing device

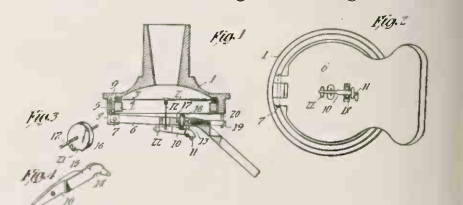


which embodies in desirable form the present improvements. Fig. 2 is a plan view of the same. Fig. 3 is an elevation partly in section of an apparatus in which the record support is shown to be arranged before the opening of an amplifier. Fig. 4 is a side elevation and Fig. 5 a top plan view showing a modified form of sound amplifying device.

PHONOGRAPH REPRODUCER.—Thomas A. Edison, Llewellyn Park, West Orange, N. J., assignor to New Jersey Patent Co., same place. Patent No. 1,099,346.

This invention relates to phonograph reproducers, and has for its object the provision of an improved mounting for the stylus lever in order that the same may have great freedom of movement in tracking the grooves of the sound record.

More particularly, the object of the invention is to provide a mounting for the stylus lever whereby the latter may rock in its own vertical plane about a pivot, as the stylus tracks the record groove while at the same time the lever may rock in a transverse direction to enable the stylus to follow the contour of the record groove with greater facility.



The requirement of great facility of movement of the stylus lever both in a direction parallel to and transverse to the record groove is particularly important in the case of a record having 200 threads or a greater number of threads per inch, owing to the thin walls between the record grooves which might be broken down or jumped across by a stylus, the parts moving with which have considerable inertia, and owing to the character of the record grooves generally. Accordingly, a member is provided which bears upon the

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 52).

upper surface of the stylus lever to constitute a fulcrum for the latter, the co-operating surfaces of the pivot member and the lever being so formed as to permit a limited rolling movement between the same in a plane transverse to the stylus lever. Preferably, the stylus lever is formed on its upper side with a convexed surface co-operating with the surface of the pivot member, which latter is preferably mounted for rotation to reduce friction.

Fig. 1 is a central vertical section through a reproducer equipped with the invention. Fig. 2 is a bottom view thereof, and Figs. 3 and 4 represent in perspective the rotatable pivot member and stylus lever adapted to coact therewith.

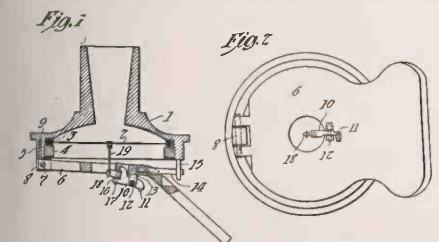
PHONOGRAPH REPRODUCER.—Thomas A. Edison, Llewellyn Park, West Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 1,099,347.

This invention relates to phonograph reproducers, and has for its object the provision of a mounting for the stylus lever and connections between the same and the diaphragm, whereby the stylus may have great freedom of movement in tracking the grooves of the record.

More particularly, the object of this invention is to provide a connection between the stylus lever and the diaphragm or other sound reproducing vibratory means, whereby the free movement of the stylus lever in a lateral direction while the stylus is tracking the record will not be impeded.

In the type of reproducer well known in the art, the tail of the stylus lever is connected to the center of the diaphragm by a link which is ordinarily a piece of wire which must have a certain amount of stiffness. When the stylus, in tracking the record groove, is caused to move laterally by the undulations thereof, the stylus lever can only swing in a lateral direction by bending or twisting the connecting link. This imposes resistance to the movement of the stylus lever, and likewise, the link is apt to be twisted or the diaphragm put under undesirable stress. This improvement is designed to obviate this by providing a connection between the tail of the stylus lever and the link, whereby the link will be allowed to maintain its vertical position during lateral movement of the stylus lever, while at the same time the up and down movement of the lever resulting from the tracking of the stylus over the bottom of the sound groove is transmitted unimpaired to the diaphragm. This is accomplished by means of a member interposed between the stylus lever and the link, which member is pivoted to swing in a lateral plane during lateral movement of the stylus lever. Preferably, this member is pivoted at one end upon a pin which occupies a vertical plane through the tail of the stylus lever, the member being connected at its other end to the lower end of the link.

The stylus lever is pivotally mounted in a manner to allow considerable freedom of movement



in a plane transverse to the record groove, whereby that facility of movement of the stylus lever which is particularly important in the case of the tracking of a record having 200 threads or a greater number of threads per inch is attained.

Fig. 1 is a central vertical section through a reproducer equipped with this invention, certain parts being shown in side elevation, and Fig. 2 is a bottom plan view thereof.

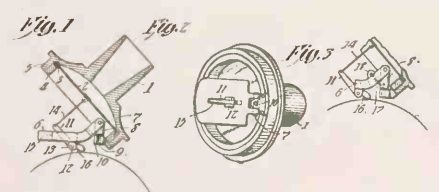
PHONOGRAPH REPRODUCER.—Thomas A. Edison, Llewellyn Park, West Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 1,099,348.

This invention relates to phonograph reproducers, and has for its objects the provision of

means whereby an improved volume and quality of reproduction may be obtained with the use of a floating weight of the same or less weight than that used at present, the weight being so mounted and constructed that the fulcrum of the stylus lever may be placed nearer to the stylus than would otherwise be possible without greatly increasing the weight imposed upon the stylus to hold it down to its work and consequently wearing the record to a degree which would be prohibitive in the case of records made of the usual compositions. By thus rendering possible an increased leverage for the stylus a greater amplification is obtained.

In the experiments, using a phonograph reproducer having the stylus lever pivoted in the usual manner from a floating weight pivoted in the manner well known in the art, the inventor attempted to increase the loudness of the reproduction by moving the pivoted point of the stylus lever nearer to the stylus, whereby the amount of amplification of the sound vibration should be increased, and consequently the loudness of the reproduction. On increasing the ratio of the leverage of the stylus lever beyond a certain point, however, it was found that the reproduction did not increase in volume because of the increased work imposed upon the stylus and the consequent tendency to lift the floating weight. To overcome this difficulty, a construction embodying the subject matter of this application was designed, in which the reaction of the pivot of the stylus lever due to the lifting of the stylus by the undulations of the record groove is exerted chiefly in a plane occupied by both the stylus lever pivot and the floating weight pivot, so that this thrust or reaction, being exerted against the immovable floating weight pivot, has but little tendency to lift the weight. The construction is such, however, that eccentricities in the record will lift the floating weight in order that the diaphragm shall not be affected by these irregularities.

In order that this invention may be more clearly understood, attention is hereby directed to the accompanying drawings, illustrating a preferred

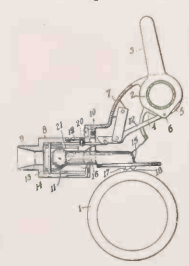


form thereof, in which Fig. 1 is a central vertical section through a reproducer equipped with the invention, certain parts being shown in side elevation. Fig. 2 is a bottom plan view thereof, and Fig. 3 is a partial sectional and elevational view similar to Fig. 1, illustrating a modification of the invention.

DICTAPHONE.—Thomas H. Macdonald (deceased), late of Bridgeport, Conn., by Sophie B. Macdonald, executrix, same place, assignor to the American Graphophone Co., same place. Patent No. 1,100,755.

This invention relates to graphophones or talking machines, primarily the type intended for both recording and reproducing and commonly known as "dictaphones" or "commercial machines," which type employs a single diaphragm with two styli (one for recording and the other for reproducing).

Heretofore it has been supposed that a reproducer should bear upon the record tablet with a pressure greater than that necessary or desirable in a recorder; therefore, with this end in view, various means have been provided whereby additional weight may be applied when the reproducing stylus is in operative engagement with the record groove, and removed when the recording stylus is in operative relation with the record tablet.



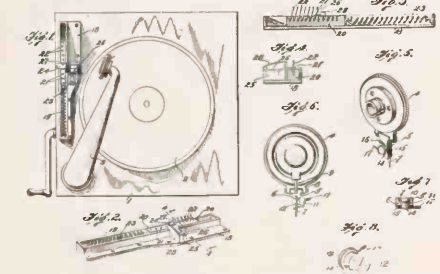
One feature of the present invention is the elimination of this additional weight or pressure. Another feature is the provision of improved means for preventing lateral play during the recording operation, while permitting lateral play during the reproducing operation.

In the drawing, 1 indicates the cylindrical sound record, or the blank cylinder, carried on the usual rotating mandrel.

NEEDLE CHANGING DEVICE.—Thomas H. Price and Harry R. Wheeldon, Lake Charles, La. Patent No. 1,100,910.

This invention relates to needle changing devices for graphophones and has for its object the production of an efficient automatic means whereby the needle may be automatically removed from the reproducer and another needle automatically replaced therefor.

Another object of this invention is the production of a needle magazine which may be attached



to any desired machine for the purpose of supplying needles to the reproducer.

Fig. 1 is a top plan view of the graphophone, showing the device applied thereto. Fig. 2 is a perspective view of the magazine applied to the graphophone. Fig. 3 is a longitudinal section of the magazine. Fig. 4 is a transverse section taken on line 4-4 of Fig. 2. Fig. 5 is a detail perspective of the needle carrying portion of the reproducer. Fig. 6 is a side view of the opposite side of the needle carrying portion of the reproducer. Fig. 7 is a transverse section taken through the needle engaging portion. Fig. 8 is a detail perspective of the needle retaining or engaging cam.

WRITES INTERESTING LETTER.

The Columbia Co. received this week another interesting epistle in praise of its dance product, this latest testimonial being sent by Prof. L. Lindenberg, a prominent dance instructor of Milwaukee, Wis., and foremost in many organizations devoted to the extension of dancing appreciations. Prof. Lindenberg writes as follows:

"Knowing that you are always pleased to learn of the success your machines give, I take great pleasure in expressing my entire satisfaction in your dance records. I use them on an average of fourteen hours per day and would not be without one for treble the price. The Columbia machine is a blessing to the dancing instructor, and I cannot see how anyone in this line can endeavor to get along without one. Cordially, (Signed) L. Lindenberg."

60 YEARS' EXPERIENCE

# PATENTS

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RECORD BULLETINS FOR SEPTEMBER, 1914

VICTOR TALKING MACHINE CO.

NEW DANCE RECORDS

Table with columns: No., Record Title, Size. Includes entries like Bregeiro Tango-Maxixe, Come On Over Here, All He Does is Follow Them, etc.

Table with columns: No., Record Title, Size. Includes entries like He's Working in the Movies Now, They Don't Hesitate Any More, etc.

Table with columns: No., Record Title, Size. Includes entries like Eagle Rock, My Croony Melody, Two Rag Numbers by Felix Arndt, etc.

Table with columns: No., Record Title, Size. Includes entries like Traumerei, Gems from 'Passing Show of 1914', etc.

Table with columns: No., Record Title, Size. Includes entries like Aida-Celeste Aida, Ständchen, etc.

Table with columns: No., Record Title, Size. Includes entries like La Traviata-Imponete, Ave Maria, etc.

Table with columns: No., Record Title, Size. Includes entries like Tosca-Vissi d'arte e d'amore, Tosca-Te Deum, etc.

NEW EDUCATIONAL RECORDS.

We are this year celebrating the One Hundredth Birthday of "The Star Spangled Banner" Sept. 14, 1814-1914, and it is hoped that these records, made from the authorized version by band and chorus, may assist in making the celebration truly National.

Table with columns: No., Record Title, Size. Includes entries like America (Dr. S. F. Smith), The Star Spangled Banner, etc.

AMERICAN MUSIC HISTORY SERIES.

Table with columns: No., Record Title, Size. Includes entries like White Dog Song, Grass Dance, etc.

TWO FAMOUS HISTORICAL SPEECHES.

Table with columns: No., Record Title, Size. Includes entries like Lincoln's Gettysburg Address, Give Me Liberty, etc.

COLUMBIA GRAPHOPHONE CO.

SYMPHONY DOUBLE DISC RECORDS.

Table with columns: No., Record Title, Size. Includes entries like Down in the Forest, Believe Me It's All True, etc.

DOUBLE DISC RECORDS.

Table with columns: No., Record Title, Size. Includes entries like Hello, Bill (Elk Song), Auld Lang Syne, etc.

SYMPHONY SINGLE DISC RECORD.

BLUE-LABEL DOUBLE-DISC RECORD.

DOUBLE DISC RECORDS.

Table with columns: No., Record Title, Size. Includes entries like Auld Lang Syne, Imitations of the Mocking Bird, etc.

Table with columns: No., Record Title, Size. Includes entries like Too Much Ginger, Mona Lisa, Rose of the Mountain Trail, etc.

THOMAS A. EDISON, INC.

CONCERT LIST.

Table with columns: No., Record Title, Size. Includes entries like Trovatore-Misereere, Martha-None so rare, etc.

REGULAR LIST.

Table with columns: No., Record Title, Size. Includes entries like Aeroplane Dip, Mary, You're a Little Bit Old-Fashioned, etc.

WRESTLING WITH ENGLISH.

Sir Frederic Cowen, the eminent English composer, in his recent book of reminiscences entitled, "My Art and My Friends," has collected a wealth of interesting anecdotes relating to the many famous people with whom he has come in contact.

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