

# The TALKING MACHINE WORLD

AND  
NOVELTY  
NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, December 15, 1913



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

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



Leading Jobbers of Talking Machines in America

**Landay**  
BROS INC.

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

1856 **WURLITZER** 1913

**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  
Records in stock all  
Cabinets the time.

**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.,**

213 South High Street, Columbus, Ohio.

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

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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 North-west. Machines, Records, Supplies.

**VICTOR DEALERS  
TRY US FIRST**

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

THE CORLEY COMPANY, Richmond, Va.



Where Dealers May Secure

**COLUMBIA**

Product

Ready, Full Stocks, and Prompt Deliveries from Convenient Shipping Centers all over the United States.

Distributors

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- Birmingham, Ala., Columbia Graphophone Co., 1818 Third Ave.
- Boston, Mass., Columbia Graphophone Co., 174 Tremont St.
- Buffalo, N. Y., Columbia Graphophone Co., 622 Main St.
- Chicago, Ill., Columbia Graphophone Co., 14 N. Michigan Ave.
- Cincinnati, O., Columbia Graphophone Co., 117-119 W. Fourth Ave.
- Cleveland, O., Columbia Graphophone Co., 913 Euclid Ave.
- Dallas, Tex., Southwestern Talking Machine Co., 1407 Main St.
- Denver, Colo., Columbia Stores Co., 505-507 Sixteenth St.
- Detroit, Mich., Columbia Graphophone Co., 114 Broadway.
- El Paso, Tex., Southwestern Talking Machine Co., Stanton and Texas Sts.
- Hartford, Conn., Columbia Graphophone Co., 719 Main St.
- Indianapolis, Ind., Columbia Graphophone Co., 27 N. Pennsylvania St.
- Kansas City, Mo., Columbia Graphophone Co., 1132 Grand Ave.
- Lincoln, Nebr., The Grafonola Company, 1036 O St.
- Livingston, Mont., Sebeher Drug Co.
- Los Angeles, Cal., Columbia Graphophone Co., 420-422 S. Broadway.
- Louisville, Ky., Columbia Graphophone Co., 425 South Fourth St.
- Milwaukee, Wis., Albert G. Kunde, 516 Grand Ave.
- Minneapolis, Minn., Columbia Graphophone Co., 424 Nicollet Ave.
- New Haven, Conn., Columbia Graphophone Co., 25 Church St.
- New Orleans, La., Columbia Graphophone Co., 933 Canal St.
- New York City, Columbia Graphophone Co., 69 Chambers St.; Columbia Graphophone Co., 39 W. 23d St.; Columbia Graphophone Co., 125th St.
- Philadelphia, Pa., Pennsylvania Talking Mach. Co., 1109 Chestnut St.
- Pittsburgh, Pa., Columbia Graphophone Co., 101 Federal St.
- Portland, Me., Columbia Graphophone Co., 550 Congress St.
- Portland, Ore., Columbia Graphophone Co., 371 Washington St.; Eilers Music House.
- Providence, R. I., Columbia Graphophone Co., 119 Westminster St.
- Rochester, N. Y., The Grafonola Company, 38 South Ave.
- Sacramento, Cal., Kirk, Geary & Co.
- Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
- San Francisco, Cal., Columbia Graphophone Co., 334 Sutter St.
- Seattle, Wash., Columbia Graphophone Co., 1311 First Ave.; Eilers Music House, 3d and University Sts.
- Spokane, Wash., Columbia Graphophone Co., 318 Sprague Ave.
- Springfield, Mass., Columbia Graphophone Co., 174 Worthington St.
- St. Louis, Mo., Columbia Graphophone Co., 1008 Olive St.
- St. Paul, Minn., Columbia Graphophone Co., 20 E. Seventh St.
- Tampa, Fla., Tampa Hardware Co.
- Terre Haute, Ind., 640 Washburn Ave.
- Toledo, O., Columbia Graphophone Co., 229 Superior St.
- Washington, D. C., Columbia Graphophone Co., 1210 G St., N. W.

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

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

Headquarters for Canada:

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

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 January List.

**SANGER BROTHERS**  
Dallas, Texas

**VICTOR**  
Distributors

"We ship the same day."

**W. D. ANDREWS**  
Syracuse - - Buffalo

All orders are acknowledged the same day received by shipping the goods. Make us prove it. All foreign records in our stock.

**Victor - - Edison**

**Edison Phonograph Distributors**  
for the SOUTHWEST

All Foreign Records in Stock

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

**NEW ENGLAND**  
JOBBER HEADQUARTERS  
**EDISON AND VICTOR**

Machines, Records and Supplies.

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

**PACIFIC COAST** DISTRIBUTORS OF

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

Talking Machine Dealers

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

**The Music Trade Review**

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

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

Its editions vary from 60 to 150 pages.

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

Ask for a sample copy.

Regular subscription price is \$2 per year.

**EDWARD LYMAN BILL**  
EDITOR AND PROPRIETOR

373 Fourth Ave., New York



# The Talking Machine World

Vol. 9. No. 12.

New York, December 15, 1913.

Price Ten Cents



## Holiday Greetings!

**B**EFORE the next Talking Machine World shall have appeared 1913, with all its joys and sorrows, will have passed into history, and I trust that my readers will have had their full share of joy during the Old Year, and that sorrows and disappointments have touched them lightly; still they are a part of our heritage, for without the shadows of life we would not fully appreciate its sunshine.

It is sometimes the sharp contrast which causes us to appreciate the joy of living.

Then, in a business sense, even if trade were always good, we should still fall into the grumbling habit.

The little setbacks which come to us occasionally show that to win we must work, and so long as we are plucky, hopeful and optimistic success is possible. but if we lapse into discouragement it will take a miracle to enable us to conquer.

If we can meet discouragement and keep cheery—if we can face disappointment and smile, the chances of winning out are one hundred to one in our favor.

To stand calm in the circle of the day's tasks and obligations—unworried—confident—clean—and sing a song of thankfulness that life and strength and toil are ours makes life worth the living.

But the grumblers—the world has very little use for them, and I trust that my readers everywhere may have found but little occasion to grumble over the results of the Old Year, and I hope that the New Year may contain for them all which is bright and glad-some. May the Yuletide logs burn brightly for the members of the talking machine trade!

I cannot permit this occasion to go by without expressing to my friends in the talking machine trade my sincere appreciation of their many courtesies to me.

This, indeed, would be a barren world were it not for the friendships which we form in our lives, and for the pleasure which the greetings and approval of our friends give us.

A Merry Christmas and a Happy New Year to everyone!

EDWARD LYMAN BILL.

## 1913 A RECORD YEAR IN THE TALKING MACHINE TRADE.

General Reports from All Sections of the Country Indicate Unprecedented Volume of Business—Marked Developments in All Branches of the Trade During the Year—Many Piano Houses Fall in Line—Advertising Campaign of Leading Companies Notable.

The members of the talking machine trade are, with very few exceptions, confirmed optimists, for business has developed in a manner that affords them every reason to have full confidence in what the future holds for them as talking machine men.

At the opening of the present year predictions were freely made by manufacturers and jobbers, as well as retailers, that the talking machine business done during 1913 would surpass in point of volume and value all previous annual records. The reports made at the beginning of December, and with the holiday trade yet to come, indicate that the predictions made in January last were no idle boasts. For those who were even with last year's records at or before the first of December—and according to reports they were in the majority—much comfort was taken in the thought that although in some sections there was a scarcity of machines, the supply for the holiday trade this year is better than it has been for many years past, which means fewer lost sales and consequently a bigger business record for that season.

A careful review of the trade shows that the past year has been the most prosperous and successful that the talking machine industry has ever enjoyed. This same statement was also true in a review of business conditions in the industry a year since, but the year of 1913 has broken all records, including the figures set by the record-breaking year of 1912.

Every phase of the talking machine industry has shown a distinct advance or improvement over all previous years, and from the financial stability of the trade down to the development of the best selling ability of the retail salesmen, some detail either large or small has been accomplished for the betterment of the talking machine business during the past twelve months. The most important problems of the trade, such as quality of product, perfection of advertising and similar momentous phases of the industry have received careful attention this year, and judging from all indications the thought and consideration given these problems have produced results far in excess of all expectations.

The musical standing of the talking machine has received a greater impetus during the past year than it has ever received in any previous three years. As an aid in the schoolroom the talking machine now ranks foremost, and in addition the talking machine is to-day recognized as the greatest assistance in acquiring a true

understanding of music that has ever been introduced. The layman with a home of refinement who considers music a necessity and not a luxury, no longer looks upon the talking machine as a possible amusement or means for entertainment, but recognizes in it a powerful factor for the cultivation of a true love for beautiful music.

From a commercial viewpoint, probably the most important development in the talking machine industry in the past year has been the very large number of piano houses throughout the country which consummated arrangements to open talking machine departments since the first of the year. Many of these piano concerns are rated among the best known and strongest in the piano industry, and their recognition of the value of the talking machine is decidedly gratifying. There is no doubt but that the piano and talking machine offer the piano dealer an ideal combination for the development and cultivation of a musical clientele, and the marked success scored by those piano houses which have had talking machine departments for a number of years is reflected in the large number of new accounts recently opened with piano concerns.

The advertising end of the talking machine business has more than kept pace with the rapid strides in popularity made by the talking machine product the past year. The advertising of the talking machine manufacturers is generally commended by advertising experts as symbolic of the very highest type of modern publicity, and in view of the consistent, forceful and impressive national and newspaper advertising carried on by all the manufacturers it is not to be wondered at that the sales of talking machines and records during 1913 have already reached a high-water mark.

From the standpoint of co-operation, the talking machine industry may well be used as a pattern by other lines of mercantile endeavor. Every possible detail that would tend to assist the dealer is gladly extended by the manufacturers, and many talking machine dealers owe their present success to the individual and personal co-operation extended them by the manufacturers whose products they handle.

No review of current conditions in the talking machine industry would be complete without some reference to the personality and depth of character of the men who are really directing the fortunes of the trade. This is best summed up by the fact

that talking machine manufacturers, distributors and dealers undoubtedly represent a modern type of American progressiveness and energy that accounts for the wonderful growth of this country as a commercial and political power.

### LICENSED TO MAINTAIN PRICES.

The Plan in Vogue by the Victor Talking Machine Co. the Subject of an Article in the New York Times of Recent Date.

Commenting on the Victor Co.'s plan of maintaining selling prices by license arrangement, the New York Times in a recent issue said:

"Following the recent decision of the United States Supreme Court to the effect that it is illegal for manufacturers of any article to set a retail selling price for it, one of the prominent talking machine companies has adopted a new selling scheme. The idea of the new scheme is apparently to maintain retail selling prices by a license arrangement with dealers and consumers. Under this plan both the dealer and the ultimate user are licensed only to use the company's products, their title remaining permanently with the company. The agreement gives the company the right to repossess and retake at any time the patented goods upon the payment to the user of the royalty paid him for the use of these goods, less 5 per cent. per annum of the list royalty as to machines, and 10 per cent. per annum of the list royalty as to records, for each year or fraction of a year, the user shall have had the use thereof.' The use of other supplies with the products patented by the company in question constitutes an infringement of the patents and a violation of the agreement. Dealers are required to keep complete lists of patented goods in the hands of users."

### SOME VERY EFFECTIVE PUBLICITY.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., December 9.—The Stewart Talking Machine Co., of this city, the prominent Victor distributor, recently inaugurated two concerts daily in the Keith theater, at which an Auxetophone was featured. These concerts, which proved very successful, lasted from 7:45 to 8:10 in the evening and from 1:45 to 2 in the afternoon. They appeared in the program as the first number of the regular entertainment. The name of each selection and of the artist was printed on a large card and exhibited on the stage while the record was being played. This is the sort of publicity that cannot fail to be productive of gratifying results.

The Square Deal is just the Golden Rule's twin brother—and you don't need to worry yourself trying to tell them apart!

## "There'll Come A Time Some Day"

(APOLOGIES TO CHAS. K. HARRIS)

When you will want goods and your regular source of supply will fall down; that is the time when, perhaps (notice, perhaps), we can be of service to you; it won't cost much to find out, and if our stock permits and the filling of your order does not interfere with our supplying the wants of our regular dealers we will be glad to serve you. Right here is an argument in favor of your being numbered among our regular dealers and have first call on goods at the time the demand exceeds the supply. This is one of the fundamental principles of Eastern Service—loyalty to the loyal.

Eastern Service Is Good Service and It Is Just Service

# EASTERN TALKING MACHINE COMPANY

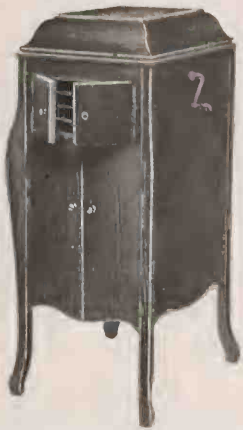
177 TREMONT STREET, BOSTON, MASS.

EDISON

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY

VICTOR





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



# Victor-Victrola

While the unprecedented success of the Victor-Victrola has been increasing from year to year, this wonderful instrument is only on the threshold of its remarkable career.



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

What the Victor-Victrola has done in awakening the public to a greater appreciation of the world's best music; what it has done in giving prestige to Victor dealers and making their

showrooms the attractive and well-appointed places of business they are to-day; what it has done in uplifting the entire music trade to its present prosperous and dignified position—all these things are evidences of the power the Victor-Victrola wields in both the musical and business worlds.

But its greatest successes are still before it. The Victor-Victrola line to-day presents bigger and better opportunities for profit and prestige for every Victor dealer.

**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.



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



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

## Victor Distributors

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

Elmira, N. Y. . . . . Elmira Arms Co.  
El Paso, Tex. . . . . W. G. Walz Co.  
Galveston, Tex. . . . . Thos. Goggan & Bros.  
Honolulu, T. H. . . . . Bergstrom Music Co., Ltd.  
Indianapolis, Ind. . . . . Stewart Talking Machine Co.  
Jacksonville, Fla. . . . . Florida Talking Machine Co.  
Kansas City, Mo. . . . . J. W. Jenkins Sons Music Co.  
                                Schmelzer Arms Co.  
Lincoln, Neb. . . . . Ross P. Curtice Co.  
Little Rock, Ark. . . . . O. K. Houck Piano Co.  
Los Angeles, Cal. . . . . Sherman, Clay & Co.  
Louisville, Ky. . . . . Montenegro-Riehm Music Co.  
Memphis, Tenn. . . . . O. K. Houck Piano Co.  
Milwaukee, Wis. . . . . Wisconsin Talking Machine Co.  
Mobile, Ala. . . . . Wm. H. Reynolds.  
Montreal, Can. . . . . Berliner Gramophone Co., Ltd.  
Nashville, Tenn. . . . . O. K. Houck Piano Co.  
Newark, N. J. . . . . Price Talking Machine Co.  
New Haven, Conn. . . . . Henry Horton.  
New Orleans, La. . . . . Philip Werlein, Ltd.  
New York, N. Y. . . . . Blackman Talking Machine Co.  
                                Sol. Bloom, Inc.  
                                Emanuel Blout.  
                                C. Bruno & Son, Inc.  
                                I. Davega, Jr., Inc.  
                                S. B. Davega Co.  
                                Chas. H. Ditson & Co.  
                                Landy Brothers, Inc.  
                                New York Talking Machine Co.  
                                Sias E. Pearsall Co.  
                                Benj. Switky.

Oklahoma City, Okla. . . . . Schmelzer Arms Co.  
Omaha, Neb. . . . . A. Hospe Co.  
                                Nebraska Cycle Co.  
Peoria, Ill. . . . . Putnam-Page Co., Inc.  
Philadelphia, Pa. . . . . Louis Buchn.  
                                C. J. Hepe & Son.  
                                Penn Phonograph Co., Inc.  
                                The Talking Machine Co.  
                                H. A. Weymann & Son, Inc.  
Pittsburgh, Pa. . . . . C. C. Mellor Co., Ltd.  
                                Standard Talking Machine Co.  
Portland, Me. . . . . Cressey & Allen.  
Portland, Ore. . . . . Sherman, Clay & Co.  
Richmond, Va. . . . . The Corley Co., Inc.  
                                W. D. Moses & Co.  
Rochester, N. Y. . . . . E. J. Chapman.  
                                The Talking Machine Co.  
Salt Lake City, Utah . . . . . Consolidated Music Co.  
San Antonio, Tex. . . . . Thos. Goggan & Bros.  
San Francisco, Cal. . . . . Sherman, Clay & Co.  
Savannah, Ga. . . . . Phillips & Crew Co.  
Seattle, Wash. . . . . Sherman, Clay & Co.  
Sioux Falls, S. D. . . . . Talking Machine Exchange.  
Spokane, Wash. . . . . Sherman, Clay & Co.  
St. Louis, Mo. . . . . The Aeolian Company of Mo.  
                                Koerber-Brenner Music Co.  
St. Paul, Minn. . . . . W. J. Dyer & Bro.  
                                Koehler & Hinrichs.  
Syracuse, N. Y. . . . . W. D. Andrews Co.  
Toledo, O. . . . . The Whitney & Currier Co.  
Washington, D. C. . . . . Robert C. Rogers Co.  
                                E. F. Droop & Sons.

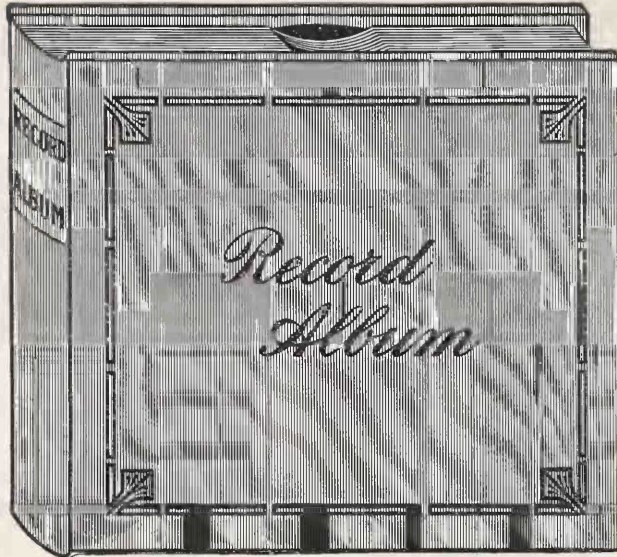
# OUR DISC RECORD ALBUMS

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.



DISC RECORD ALBUMS  
ARE WHAT EVERY  
Talking Machine Owner  
MUST NOW HAVE  
With the index they  
make a complete system  
for filing away all disc  
Records, and can be add-  
ed to, Album by Album,  
as Records accumulate,  
like books in a library.

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

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

## SAVES EVERY WORLD.

Will Give Up a Whole Lot Before He Will  
Give Up His Favorite Paper.

From Monongah, W. Va., H. C. Faber writes: "I have the honor to inform you that I have been a continuous subscriber to the only reliable 'talker paper' ever since 1906. I have every copy preserved and put away, from the very first one that I received. I have also been responsible for adding eight subscribers to its list in the past six years, and all from outside of this ornery State.

"The Talking Machine World has good writers on its payroll, its editorials are in a class all by themselves, and all I have to say, that every dealer in talking machines, records and the like that is not a subscriber to it is either a dampful or dead, preferably the latter.

"I may have to give up my business; I hope not; I may get to the poor-house, I may get sick, and a whole host of other 'maybe's,' but I never want to miss getting The World as long as I live and it is published.

"I wish you the compliments of the season, a Merry Christmas and a Happy New Year."

## RECEIVE CARLOAD OF VICTROLAS.

Schiller Piano Co., of Davenport, Ia., Gets Big Shipment of Victrolas from the Mickel Bros. Co.—A Productive Territory to Work.

(Special to The Talking Machine World.)

DES MOINES, IOWA, December 8.—The Mickel Bros. Co., of this city, the well-known Victor distributor, recently shipped a solid carload of Victrolas to the Schiller Piano Co., of Davenport, Iowa. This is said to be the first shipment of this magnitude made to an Iowa dealer.

This territory is proving a most productive one for the talking machine trade, and energetic distributors and dealers report the closing of a business far in excess of that closed last year. The Mickel Bros. Co. is one of the many Victor en-

thusiasts to report the best year in its history, and with carload orders of Victrolas being shipped the last two weeks, there is no predicting how heavy the business may be before the year is closed.

## MC CREERY CONCENTRATION.

Victrola Department in 23d Street Store Re-  
moved to New Store on 34th Street.

James McCreery & Co., the prominent New York department store with stores on Thirty-fourth street and Twenty-third street, has closed its Twenty-third street store and the stock and staff of employes have been moved to Thirty-fourth street, which has been enlarged considerably. The Victrola department in the Thirty-fourth street store has scored a marked success since it was established early in the year, and its amalgamation with the Victrola department in the Thirty-fourth street store will greatly enhance the success of the latter department. Both of these departments are under the jurisdiction of the Musical Instrument Sales Co., New York, as James McCreery & Co. are members of the Claffin chain of stores.

## EDISON CYLINDER PRODUCT

The Basis of Some Striking Advertisements in  
The Saturday Evening Post.

In connection with its campaign in the national magazines on behalf of the new Edison disc product, Thomas A. Edison, Inc., has supplemented this campaign by the addition of a series of advertisements featuring the Edison cylinder line, both machines and records. The first advertisements in this series appeared in a recent issue of the Saturday Evening Post, and in text and appearance was in complete harmony with the usual high-class Edison publicity.

This advertisement, by the way, served as the first formal announcement to the public that the Edison cylinder line would hereafter consist exclusively of cabinet models without exposed horns.

Attention was called to the wide range of prices offered by the Edison cylinder line, and an excellent cut of diamond cylinder Amberola No. IV, price \$100, completed a distinctly high-grade piece of advertising copy.

## COLUMBIA LINE WITH WISSNER.

Wissner Piano Houses in New York and Brook-  
lyn to Handle Columbia Products.

The Columbia Graphophone Co. closed arrangements last week with Otto Wissner, the prominent piano house with stores in Brooklyn and New York, whereby the Columbia products will be handled by the Wissner store on Thirty-fourth street, New York, which was recently opened. An unusually substantial initial order is now being shipped to this Wissner store.

## OPENS NEW STORE IN MADISON, WIS.

Aton Piano Co. Formally Throws Open Doors  
of Handsome New Quarters to Public—  
Great Stock of Talking Machines on Hand.

(Special to The Talking Machine World.)

MADISON, Wis., December 8.—The Aton Piano Co. recently opened its new business home at 27 West Main street, formerly occupied by W. W. Warner. In the talking machine department, on the second floor, Edison, Victor and Columbia machines are well represented. The Aton Co. occupies the entire first floor and a large part of the second floor, and offers for public inspection one of the most complete stocks of pianos and all other musical instruments that is to be seen anywhere in this section.

## OPENS STORE IN ANNISTON, ALA.

W. H. Perry, who was connected with the E. E. Forbes Piano Co. for eight years, has opened a store of his own at 1029 Noble street, Anniston, Ala. In addition to pianos and player-pianos, he will handle Columbia Grafonolas.



**EDISON RECORDS BY MARY JORDAN.**

Celebrated Contralto of Century Opera Co. Makes Her Debut in Edison February List.

One of the artists of the Century Opera Co. who has made a most favorable impression is Mary Jordan, for she possesses a contralto voice of great richness and power, combined with histrionic ability of no mean order. Miss Jordan is widely popular in Greater New York, having been soloist of the Lafayette avenue Presbyterian Church, Brooklyn, for many years. In sacred music, concert work, and grand opera she is equally at home, and is an enthusiast in her art. Her singing in English is noted for its perfect enunciation, and she has proven one of the most valuable members of the Century company.

It is therefore interesting to know that Miss Jordan will be represented in the February list of Edison records by "My Heart at Thy Sweet Voice" from "Samson and Delilah," one of Massenet's most popular operas, and in which Miss Jordan has appeared at the Century in the role of "Delilah."

Miss Jordan has a splendid recording voice, and the acquisition of this charming artist to the Edison recording forces will be welcomed by her many friends. For Miss Jordan has been heard in prominent musical festivals and other affairs throughout the country.

**ANNOUNCES HIS ENGAGEMENT.**

C. Raymond Hutchings, who has been connected with the Victrola department of the Stoll Stationery Store in Philadelphia for quite a time, has announced his engagement to Miss Nellie Mills, of Camden. Mr. Hutchings, who is prominent in musical circles, will shortly take a positino of the Estey Piano Co. of that city.

**RUSH TIMES IN THE NORTHWEST.**

Columbia Co. Manager Bewalls Shortage of Machines—Big Edison Shipment for Minnesota Phonograph Co.—Victrolas Popular.

(Special to The Talking Machine World.)

ST. PAUL AND MINNEAPOLIS, December 8.—Only superlatives can be used to relating all the talking machine stores heard on all sides in St. Paul and Minneapolis. Every house is doing the biggest, grandest, finest business in its history, the outlook is the brightest ever and the talking machine men are just the happiest in the world.

"Our talking machine department has grown to tremendous proportions" declared W. J. Dyer, head of the veteran house of W. J. Dyer & Co. "It increases so rapidly that we hardly are able to keep up with it." This company makes a specialty of the Victor products, but also handles other lines and its travelers cover the entire northwest.

"We would be much happier if we could get more goods" almost wailed Jay H. Wheeler, northwestern manager for the Columbia Graphophone Co. "We have lost sales aggregating thousands of dollars only this fall, because we had not the goods in stock. If that would not aggravate a saint, I don't know what would. Aside from our disappointment in this respect, everything is satisfactory. The instruments are sold as soon as we get them and as for records, they do not stay at all."

Four carloads of instruments left the Edison works on December 1, for the Minnesota Phonograph Co., in Minneapolis. There were three carloads of the high-class goods from \$150 and upwards and one carload of small instruments. "We did not double our business this fall" remarked President Laurence H. Lucker, "but it has increased in a wonderful manner, quite beyond our expectations. We are concentrating all our talking machine department on the Edison instruments. Our jobbing trade has grown even faster than the retail end and it seems as if everybody in the northwest wants a talking machine—and an Edison at that."

Archie Matheis, who controls The Talking Machine Co. likewise is a happy man, for he is putting out Victor and Edison machines indiscriminately,

but in constantly greater quarters. The Christmas rush is in sight and his only worry is that he will not be able to get the goods to meet the demands on him. In fact the Columbia business in this section is simply amazing.

Something more than forty per cent. is the increase in the volume of business for November compared with its namesake of 1912, reported by C. P. Herdman, manager of the St. Paul branch of the Columbia Co. His display windows this week are filled with the petite Jewels and these are making a great hit.

The Dictaphone department places twenty-seven instruments in the freight claim department of the Northern Pacific railroad, and this is said to be only one of the stunts that it is doing right along.

**DON'T GET THE GLOOMS.**

Cheer Up, Brother—Optimism is a Better Asset Than Pessimism.

A man who has been there, to others who are getting there:

So you feel that you're a failure because you don't measure up to your own standards every day in the week?

Buck up, brother! That's the way all good, go-ahead men feel sometimes!

If they weren't dissatisfied with their performances as well as their promises, they'd be trotting around in a circle; and that means business dry rot, if anyone asks you.

A certain amount of self-dissatisfaction is the best tonic in the world for the *genus*, man. It keeps him from broodin' on bein' a man—like David Harum's flea-bitten dog, you know!

As long as you can find fault with yourself and your works, you're alive, my friend.

When you get to the point where you feel sorry for other men because they aren't such good salesmen, or managers, or presidents—or porters—as you, then is the time for the doctor to put you on a diet and prescribe perfect quiet—to keep you from going crazy about yourself!

Don't get the glooms over self-distrust. Ambition and dissatisfaction are half brothers, anyway!



Mary Jordan

Other Dealers Are Making Money Selling The

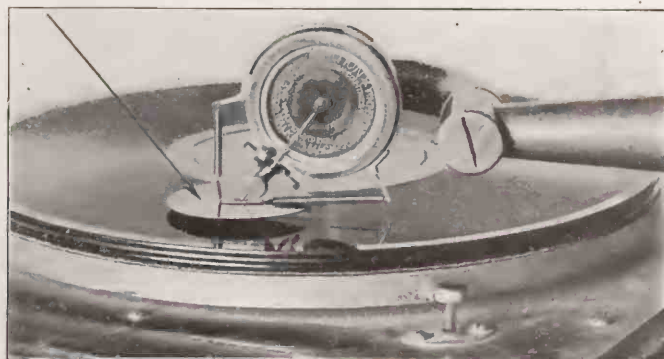
# MASTERPHONE

A Perfect Clarifier for Talking Machines

A SIMPLE DEVICE INSTANTLY ATTACHED TO ANY SOUND BOX WITHOUT TOOLS

BECAUSE a demonstration is so convincing that it requires no explanation—no stretching of the imagination. The customer hears everything there is in the record free from all muffled and mechanical tones. The sound is no longer confined in the machine. Each word and note is clear and distinct—no aftertones.

The MASTERPHONE which is used with a fine, soft tone needle produces a volume of sound equal to a singer's natural voice, but does not destroy the record.



The Masterphone  
Retails for  
**\$1.00**

Write to-day  
for  
Trade Discount

THE MASTERPHONE CORPORATION, 187 Broadway, New York City



# Sell Edison on a basis of

**T**HE FIRST IMPRESSION—and the last one—that a prospective buyer receives from the new Edison instruments is one of music. You can't put too much emphasis on it.

When a customer comes to look at phonographs, don't talk improvements right away. Just put on one of the new disc records—or a Blue Amberol, if your patron's preference leans toward the cylinder types—and let the Permanent Diamond Point Reproducer do the first talking for you.

Play several records, and let the sheer beauty of the music sink in deep. Leave it to your customer's ear—the decision is sure. The more he knows about music, the quicker will come his decision.

Then quietly call his attention to the absence of mechanical timber. Tell him about the composition of the records

*Thomas A Edison*  
INCORPORATED



# Phonographs pure music



—made from a substance new to chemistry—and how this substance is so hard that it registers and reproduces with absolute fidelity the infinite shades of volume and niceties of overtone that heretofore have been blurred.

Give the instrument a hard test—pick some record of exceptionally good music that does not get justice from any other phonograph.

Then crowd in your other arguments. Talk about the new motor and how it governs the pitch with absolute precision. Talk about what a stamp of excellence the name Edison is on any invention—and say that Mr. Edison considers the final perfection of the phonograph as a musical instrument.

Don't drop music out of sight, for a minute, harp on it first and last.

Isn't that a new trump card for you to play?

59 Lakeside Avenue, Orange, N. J.

## HOLIDAYS INTERFERE WITH PACIFIC COAST TRADE.

Strong Early Shopping Campaign for Christmas, However, Enables Talking Machine Men to Build Up Good Month's Average—What the Prominent Houses Are Doing With the Various Lines—Interesting Personal Items.—The Emporium Combines Departments.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., December 4.—Election and holidays cut into business in some lines to a considerable extent the past month, but the talking machine trade, according to reports, from various sources, did not suffer. November proved equally as good as October in the wholesale quarters—and October was one of the best months ever experienced here—and was somewhat better at the retail departments. The shop-early campaign, which has been waged quite strenuously here in the last two years, has been emphasized even more strongly this year than previously, and the response has proved gratifying to dealers in talking machines, as well as other branches of business catering to holiday trade. All the talking machine departments for the past month have been setting aside machines for holiday delivery, and some now have a large list in reserve. With increased interest in machines the record business has also gained impetus, and a very brisk month's business, both wholesale and retail, is reported during November. The wholesale orders were especially heavy, as dealers are now anticipating the large record business which is bound to come in January following the big holiday distribution of machines.

### Sherman, Clay & Co.'s Heavy Victor Business.

A. G. McCarthy, of Sherman, Clay & Co., who devotes particular attention to the talking machine department, reports a banner business to date this holiday season in the distribution of Victor products. Notwithstanding the fact that much larger stocks were available this year than heretofore, it looks now as though the first of the year would find this company entirely sold out. They are coast distributors of Victor goods, besides maintaining retail departments at all of their stores, and they report a steady increase in busi-

ness all this year over corresponding periods of last year. The two-story addition to their building here is nearing completion, and will be ready for occupancy by the first of the year, which will give them a ten-story music establishment, comparing favorably with any in the country.

### The Emporium Combines Music Departments.

For the further development of the music part of its business the Emporium has combined its piano, talking machine, and sheet music departments, under the general supervision of A. A. Schell, who is well known in the trade, having been general sales and advertising manager of Eilers' Music House in the northwest for a number of years. Later he rendered very good publicity service for the Alaska-Yukon Pacific Exposition in Seattle. Mr. Morgan continues with the talking machine department, which handles Columbia products exclusively, and under the new arrangement for expansion expects increased business. He reports a steadily increasing demand for the new "Leader" machines.

### Higher Priced Machines in Demand.

P. H. Beck, of the Kohler & Chase department, says the principal feature of holiday trade in this department is the big demand for the \$100 Victor Victrolas. The reason for this is perhaps largely because that style machine is featured very strongly by Mr. Beck, and at all times is a big factor in the business.

### Byron Mauzy's Good Trade.

Byron Mauzy reports holiday business in all departments fully up to expectation at his establishment, and particularly good in the talking machine and player-piano sections.

### Increasing Demands for Edison Products.

At the local branch of Babson Bros., J. S. Baley says that business has been better the past month

in Edison products than in a long time, and not only is disc business looking up, but the demand for cylinder products is also greatly improved, especially for the hornless machines. The \$30 machine of this type is particularly popular at the present time.

### E. I. Jessen on Honeymoon Trip.

The Wiley B. Allen Co. received a visit a short time ago from E. I. Jessen, manager of the talking machine department at their Portland store. He was en route home after getting married in San Jose, Cal., and the news of the wedding reached here before he did, so he was greeted befittingly.

### Visits Many Columbia Dealers.

W. S. Gray, local manager for the Columbia Graphophone Co., was out of town the greater part of the month. After returning from the northwest, where he met Geo. W. Lyle, general manager of the company, he accompanied him to the southern part of the State, and since that time has made a few short trips to nearby points. He considers the prospects for future business bright all along the coast, in California general conditions being greatly improved since the rains, which have given the State a good soaking since the first of November. The rain was needed quite badly in some sections, and was the occasion for great rejoicing all over the State. Mr. Gray says that the special demonstration record put out by the Columbia Company a short time ago has attracted much attention in this section, and has been in great demand. He has been devoting particular attention to the record end of the business for some little time, and reports very satisfactory results from the campaign.

### Secures Long Leave of Absence.

While in the northwest Mr. Gray arranged that A. Glenn, manager of the Columbia headquarters in Portland, Ore., should take a three months' leave of absence for the benefit of his health, as he was on the verge of a nervous breakdown. During his absence L. D. Haeger, formerly traveling representative for the company in Oregon and Washington, is acting manager. Mr. Glenn will probably make a trip to the factory before assuming his regular duties again.

### Working Hard on Edison Disc Line.

A. R. Pommer, manager of the Pacific Phonograph Co., reports a rush the past month in getting out shipments of Edison disc products. J. E. McCracken, traveler for the Pacific Phono. Co., is calling on the trade in the northwest, and Mr. Pommer says is sending in some fine business from that section. E. V. Chandler, special representative of Thomas A. Edison, Inc., has been working the northern part of the State the past month with very good results.

### Talking Machines for Barker Bros.

It is reported here that Barker Bros., of Los Angeles, Cal., who are large furniture and piano dealers, have taken on the Edison line of talking machines, and will feature them extensively.

### Pleased with Holiday Business.

Peter Bacigalupi, Jr., manager of the Bacigalupi talking machine department, is well pleased with holiday business in Edison disc products.

### Eureka Phonograph Co. Sold.

W. B. Coombs has sold the Eureka Phonograph Co., at Eureka, Cal., to W. B. Baley.

## COMMENTS ON EDISON PUBLICITY.

Commenting on Edison advertising in the daily papers, Printers' Ink says: "Thomas A. Edison, Inc., has adopted a combination reader and display style of copy for exploiting the 'New Edison.' A one-column reader headed 'Success Again Crowns the Labor of Edison' appears alongside a five-column display advertisement illustrated with pictures of Thomas A. Edison and the new Louis XV. Style Edison phonograph. As an inducement to get people to bring old disc records of any make to the stores and hear them on the new instrument a free concert is advertised from 11 a.m. to 6 p.m. The concerts have been well attended because the copy emphasizes these points: 'Absolutely no obligations—hear your old records on a new instrument even if you don't intend to buy—we want you to come so you will tell others!'"

Stagnation and lack of progress are degeneration.



Won't You  
Have a  
Lesson in  
Spanish?

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

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

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

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

**International Correspondence Schools**

Box 918, Scranton, Pa.





**“NOTE THE NOTES”**

**This is the trade mark music lovers are looking for—and asking for. Are you benefiting by its display?**

*(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

**AN IMPRESSIVE INDICATOR OF BUSINESS VOLUME.**

Lyon & Healy Check for \$120,375.95, Covering Purchases of Victor Machines and Records for a Fifteen-Day Period, Speaks for Itself—A Business That Has Grown Steadily.

*(Special to The Talking Machine World.)*

CHICAGO, ILL., December 4.—Below appears a fac-simile reproduction of the check given by Lyon & Healy to the Victor Talking Machine Co. for

as while they are one of the largest, they are only one of the many Victor distributors throughout the country. Lyon & Healy have been identified with the talking machine business practically since its

No. 167814

*Lyon & Healy*

\$120,375<sup>95</sup>/<sub>100</sub>

CHICAGO, Nov 15<sup>th</sup> 1913



PAY TO THE ORDER OF

*Victor Talking Machine Co*

*One Hundred Twenty Thousand Three Hundred Seventy Five<sup>95</sup>/<sub>100</sub> DOLLARS*

\$120,375<sup>95</sup>/<sub>100</sub>

TO FIRST NATIONAL BANK, CHICAGO.

OR NATIONAL BANK OF COMMERCE IN NEW YORK.

LYON & HEALY

*Paul J. Healy*

\$120,375.95 in payment for Victor-Victrolas and records received in fifteen days. This check certainly furnishes most dramatic evidence of the remarkable extent of the talking machine business,

inception, and the wonderful growth of this department of their great business has been a constant subject of amazed comment among other members of the trade.

**RECORDS FOR CHRISTMAS GIFTS.**

**A Factor of the Talking Machine Trade During the Holidays That the Live Dealer Cannot Overlook—How a New Yorker Emphasized the Practicability of Sending Records by Post.**

How many talking machine dealers have taken full advantage of the existence and operation of the parcel post to develop a new line of Christmas business? How many are emphasizing to their customers the desirability of buying a certain favorite record as a suitable present for a friend with similar musical tastes who owns a talking machine? Proper attention to that detail in holiday selling means stretching out the territory and getting business that in the ordinary case would go to a competing dealer in another town. Several of the local talking machine men have gone after the Christmas record business from the viewpoint of the gift given and are getting results. Benj. Switky, the well-known Victor distributor, recently filled one of the windows of his store at 9 West Twenty-third street with a number of attractive packages containing records carefully packed in excelsior for shipping and bearing parcel post stamps all ready for the mail man. One package was open at the end to show how the records were packed for safe carriage and the entire exhibit was calculated to remind that a talking machine record was both a desirable and a practical gift for a distant friend. The suggestion has been taken advantage of by many people.

A business man of modern times must make advances to get new business and at the same time must be doing something to hold his old business.

**NEW COLUMBIA RECORD CATALOG.**

**Lists of Records Presented in a Most Comprehensive Manner—Some Pleasing Improvements Noted—Over Four Hundred Pages.**

The Columbia Graphophone Co. has just issued a new record catalog, listing all Columbia records published up to November, 1913, which embodies a number of distinct improvements in Columbia record catalog production never heretofore presented. Those members of the Columbia clientele who have received their copies of the new Columbia record catalog are enthusiastic and emphatic in their statements of approval regarding its general arrangement and design.

Contrary to former editions of its record catalog, the Columbia Co. eliminated the index that it formerly used in order to locate a desired record. With the new arrangement no index is required, as the records are listed under the name of the selections and the name of the artists, and in addition are classified under the various classifications that are essential in locating a desired record.

The new Columbia catalog contains over 400 pages, and the size and price of each record listed accompanies the name of the selection. Neat and dignified cuts of the various artists recording for the Columbia Co. are scattered throughout the catalog, adequately relieving the monotony of 400 pages of solid text. A special section in the front of the book gives a partial list of grand opera and concert selections listed in the general catalog, accompanied by a short resume of the accomplishments of the various artists featured.

The new Columbia catalog should prove indispensable to Columbia dealers and customers throughout the country.

**OFFICIAL DICTATING MACHINE.**

**Important Letter from President Moore Testifies to the Selection of the Dictaphone for Use at Panama-Pacific Exposition.**

The Columbia Graphophone Co. recently sent out to its various distributors a fac-simile letter from Charles C. Moore, president of the Panama-Pacific International Exposition, certifying to the adoption of the dictaphone as the official dictating machines for the use of the exposition authorities. Because of the prominence of this world-wide exposition, this letter has exceptional interest and the dictaphone staff is using the letter to excellent advantage.

Written under date of November 3, this important letter, which is signed by all the officials, reads as follows: “This is to certify that the Dictaphone, manufactured by the Columbia Graphophone Co., is the official dictating machine of the Panama-Pacific International Exposition and is the only dictating machine employed in dictating and transcribing the correspondence of the Exposition. (Signed) Charles C. Moore, President.”



builT like a watcH  
artistiC, clever, compacT  
togglE joinT, powerfuL  
iT doeS noT sheeR  
iT cutS  
retainS chips

noW iN thE handS  
oF youR jobbeR

**Standard Gramophone  
Appliance Co.**

173 Lafayette St., New York

# The TALKING MACHINE WORLD

For the makers & sellers of talking machines

EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

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

Boston: JOHN H. WILSON, 324 Washington Street.  
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HENRY S. KINGWILL, Associate.

Philadelphia: R. W. KAUFFMAN. Minneapolis and St. Paul: ADOLF EDSTEN.  
San Francisco: S. H. GRAY, 88 First St. Cleveland: G. F. PRESCOTT.  
St. Louis: CLYDE JENNINGS. Cincinnati: JACOB W. WALTER.  
London, Eng., Office: 2 Gresham Buildings, Basinghall St. W. LIONEL STURDY, Manager.

Published the 15th of every month at 373 Fourth Ave., New York.

SUBSCRIPTION (including postage), United States, Mexico, One Dollar per Year; all other countries, \$1.25. England, and her colonies, five shillings.

ADVERTISEMENTS: \$3.00 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising pages, \$100.00.

REMITTANCES: should be made payable to Edward Lyman Bill by check or Post Office Money Order.

NOTICE TO ADVERTISERS.—Advertising copy should reach this office by the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.

Long Distance Telephones—Numbers 5982-5983 Madison Sq.  
Cable Address: "Elbill," New York.

NEW YORK, DECEMBER 15, 1913.

WHILE complaints from the general merchants in various parts of the country over business conditions are frequent, yet the fact remains that the talking machine merchants are enjoying a mighty good sales activity which is most gratifying, and all indications point to a Christmas trade of unsurpassed magnitude.

Business is limited by the ability of the physical properties of the manufacturers to produce, but of course there will be hard hustling for trade just the same, because every wide-awake talking machine man naturally desires to make as good a record, and to keep his assets up to the highest possible figure.

Business conditions are not so bad in any trade, as some of the pessimists allege, and an analysis of conditions showing why business should be good will prove interesting.

Many of The Talking Machine World readers have read in certain newspapers that the corn crop for 1913 will be only two billion, three hundred million bushels, as against three billion one hundred and twenty-four million bushels for 1912.

That is true so far as it goes, but does it tell the whole facts?

These newspapers might state that the farmers got but forty-nine cents per bushel for their corn last year, while this year they will receive seventy cents per bushel.

The same papers do not relate that the money paid the farmers last year for the entire corn crop was one billion, five hundred and thirty million, while this year for the same crop they will be paid one billion, six hundred and ten millions of dollars.

While there is a shortage of bushels, there is an increase of dollars.

Let us go further!

The money which the farmers will receive for their increased crops has other advantages—the labor bill and expense for harvesting and marketing this year's crop.

Then, there is a decrease of about fifty million tons in the weight of the eight staple crops produced this year.

This enables the railways to move the crops of 1913 without the demoralization of the entire transportation system, which has occurred some years.

SUMMING up, we may say that five thousand millions of dollars will be paid to the farmers of the United States for their eight staple crops produced this year, and last year the farmers received for the same crops four billion, seven hundred and thirty-one million, yet the total weight of these crops for 1913 will be only one hundred and eighty million tons, compared with two hundred and thirty million tons for the same crops last year.

IN brief, the total value of these eight staple crops this year is 6 per cent. greater than last year, although their quantity is 22 per cent. less, and insure prosperity to American agriculture as a whole. Therefore, the agricultural districts of America should afford the best possibilities for luxuries and those home accessories which make life enjoyable, and of course in this latter reckoning comes talking machines, and we believe that the dealers located in the great farming districts of America will find that their holiday sales will loom up bigger than ever before.

There is no doubt of it, because the fundamentals are there and they only need careful treatment on the part of the dealers themselves.

Of course they cannot sit down and expect that the sales will come to them without effort. That is impossible, but the possibilities for returns on account of good, active hustling are extremely large.

The question of how to increase sales is a vital one. It is fundamental in all business establishments. Therefore, every man engaged in the sale of talking machines should figure to increase his selling powers, for, automatically, with the increase of his selling powers his money powers are increased.

AT frequent intervals The Talking Machine World has suggested that salesmen's schools of instruction should be established in different stores throughout the land—that these schools would enable every sales force to increase its business getting powers, and a good many people have endorsed our suggestions.

We shall, from time to time, emphasize the advantage of this, because we believe that there are many men engaged in selling talking machines who fail to appreciate the benefits which would come through co-operative work in an educational sense.

If anyone believes that the talking machines salesmen of the country have reached the high-water mark of activity, let him visit a few stores and critically study the local situation.

Then propound a few clean-cut questions and see if they are answered intelligently or not.

Of course there are intelligent, ambitious, well-posted salesmen, but there are many of the other kind, and these men who need the education unquestionably have the mental ability, but they lack instruction. Therefore, if the talking machine dealers themselves would take up the question of establishing a regular school of instruction in their own establishments they would be making a move which would immediately bring their organization together in a healthful and helpful manner.

The better educated the selling staff, naturally the more business will follow, and that is what all men are in business for.

SOME speculative men are frequently attracted to a new industry, because through a superficial observation they believe it a possible field in which they can make abnormal profits on an extremely limited investment.

In this particular, the talking machine industry has not been largely invaded, though we have had few cases of misfits. It should be distinctly understood that in order to compete successfully with the established institutions, even provided that all difficulties were removed from the patent situation, it will be necessary to have ample capital, because the talking machine manufacturers to-day have marvelous business organizations. They possess splendidly equipped factories—in fact, their factory organizations are a wonder and a surprise to the uninformed.

We should say to the jobbers and dealers that they ought to exercise exceeding care in listening to the promises of people who allege that they can deliver products of kinds to suit the trade demands.

As a matter of fact, it takes capital—energy and organization, and the people of the talking machine industry should not be misled by those who have none of the requisite essentials behind them.

START the New Year right. Mr. Talking Machine Jobber, if you have not been represented in the advertising columns of The Talking Machine World this year, why not start in the New Year with a good business announcement in its columns?

It is working for you and with you, and if you believe in the work it is doing, support the enterprise by showing that you are



with The World in its educational work for the development of trade.

The charge for advertising space is reasonable and the values delivered are large.

Start the New Year with The World habit!

**P**RICE maintenance is a trade principle in which every merchant should be interested, for price maintenance means that uncertainty and haggling are eliminated, likewise unjust discrimination among customers.

It likewise guarantees to the purchaser a standard of quality, and there is no other way in which a full standard of value is secured everywhere in the retail world than through a uniform selling price.

The national advertising of a trade-marked article naturally creates a reputation for the article and a universal knowledge of its rightful price and value.

For years the editor of The Talking Machine World has steadily advocated the one-price system in the music trade field.

As it stands to-day in many trades, the transaction of buying and selling is a contest of wits. The seller gives in many instances as little value and gets as much money as he can. Within ample limits the seller might legally lie with impunity; and, almost without limits, he might legally destroy by silence a really good bargain.

But that condition is wrong, because it creates a widespread system of cut-throat prices which in the end does not deceive anyone.

New methods of doing business in a thoroughly up-to-date manner are essential.

When the one price is established by the manufacturer the unscrupulous merchant is forced to abandon his plan of the substitution of cheap and inferior products for the standard articles. In this way the producer will secure in a larger degree his rights as a manufacturer, and the retail purchaser will have the guarantee of protection in so far as the price and quality are concerned, and the whole system of bartering and haggling, which almost amounts to a battle of wits, will be done away with.

**A**ND yet the Supreme Court says that a contract by which a manufacturer binds a retailer to maintain or establish a selling price on his trade-marked article is void, because it prevents competition between retailers of the article and restrains trade.

In other words, the United States under this ruling denies to makers of copyrighted or patented goods the power to fix by notice the price at which each article should be retailed. The court in this ruling has interpreted the patent and copyright laws and declared that they did not confer such special privileges as are recognized by the courts of Great Britain. In other words, in this country, under the Supreme Court ruling, price maintenance of copyrighted goods is not allowed on the ground that it prevents competition between the retailers of the article.

The Supreme Court says that a contract which prevents a dealer of a trade-marked article from cutting the established selling price restrains trade.

Following out this line of reasoning, is not every contract in a degree a trade restrainer because it imposes certain conditions; but there is a difference between a reasonable and unreasonable contract—a contract which insures stability to the product itself and a guarantee to the purchases.

In the talking machine field it is universally conceded that the contractual relations which have existed between the manufacturers, the jobbers and dealers have been the bulwark of the industry and have saved it at all times when there has been a severe strain, or when there has been an inclination on the part of some to dispose of talking machines at cut prices.

**N**O stronger argument could be made in favor of price maintenance than is illustrated in the history of the talking machine business, and facts can always be relied upon to tell us whether a trade practice is consistent with the general trade welfare or not.

Abundant experience establishes the fact that the one-price system, which marks so important an advance in the history of the trade, has also increased the efficiency of merchandising, not

only for the producer, but for the dealer and consumer as well.

If it were possible for a purchaser to enter a talking machine store in New York and purchase a standard talking machine at less than the established price, conditions would shortly be created which would threaten the stability of the trade in a degree which would be unprofitable and unreliable, and the manufacturer who has expended vast sums to create a demand for his product would find that the values which he has created and the standard which he has guaranteed would be shaken and destroyed almost through the medium of cut-throat prices.

If a dealer is selling unknown wares or products under his own name, he has a perfect right to set a price; but when he is using somebody else's name in order to sell the goods, a name perhaps the owner of which may have spent millions to establish, then there are other rights involved, and the owner of that name has, by his investment, created in it certain property rights, certain guarantees to the public, and these rights should be respected.

Why should anyone have the power to depreciate in the public mind the value of a name upon which millions have been spent to create a demand for it and create a value for it in public opinion?

**T**HE practice of price-cutting on standardized articles would mean ultimately driving that name out of the industry, or depreciating it to such a degree that it would be unprofitable, because cut-throat prices mean eventually the lowering of a standard and by and by the name would become depreciated to such an extent that its value would be lost. Then the public would suffer because certain standards, representing the highest type of workmanship, backed by the manufacturers' guarantee, would disappear.

Along these lines of reasoning, it will be observed that in all the advertisements of the stores where cut prices are used there appear the names of certain standard articles.

This is done for what purpose? Simply to attract persons to the store by offering a bait, by giving the idea to purchasers that such a store is enabled to give lower prices than others, and, to prove it, puts forth a standardized article at a cut rate.

Possibly it is sold at cost, but the impression is created that if one house can afford to do it others can; this really is not legitimate merchandising.

No merchant can have the desire to sell articles on which he must lose money. He advertises the sale obviously to attract trade, with the hope that readers and customers will be impressed with his ability to supply cut rates on other lines of merchandise than those advertised.

The greater the name advertised, the greater the temptation to the price-cutter to secure some products of this particular line in order to cut prices and to fool the people.

**S**OME of the superficial thinkers allege that price cutting on a trade-mark article injures no one, and that the producer is not injured, since he has received the full price in the original sale to the jobber and retailer. And some argue that the lowering of prices mean a wider market. A false reasoning, because no price cuts can be made on standardized articles without impairing the reputation of the article, and a lessening reputation means a shortening of the demand, and in time the manufacturer's market is destroyed and demoralization exists in trade circles where his products may have had previously a steady and reliable demand, affording a reasonable profit to jobbers and dealers.

We have always believed that price maintenance on patented articles was not a monopoly. On the contrary, it affords a protection to the trade and to the public.

The manufacturer knows the value of the article which he has labored to create, and wherein does he seek special privilege when he makes contracts to prevent retailers from slashing a price which he knows to be fair and just to the public?

In order that business may be conducted along sound and progressive lines, it is necessary that the customer have confidence not only in the quality of the article, but in the fairness of the price which he pays. What an element of strength the talking machine dealers have in standardized prices, and what protection is afforded them by the maintenance of those conditions!

**BUYS OUT INTEREST OF G. W. SALTER**

**John F. Mortenson Now Sole Owner of Salter Manufacturing Co.—Connected With the Business for Over Twenty-six Years.**

(Special to The Talking Machine World.)

CHICAGO, ILL., December 6.—John F. Mortenson, for many years joint owner with George W. Salter of the Salter Manufacturing Co., manufacturers of talking machine record and music cabinets, has bought out the latter's interest and is now sole owner of the business.

Mr. Salter has not been in good health for some years, and as it became necessary for him to



John F. Mortenson.

relinquish business responsibility it is naturally a matter of great satisfaction to him that the future of the business to which he devoted the best years of his life is to be in such excellent hands.

Mr. Mortenson has been associated with the business of which he is now the head for twenty-six years. He started with Mr. Salter as an office boy when he was fourteen years of age, later worked at the bench, and went through every department of the factory, soon becoming Mr. Salter's principal source of help in the conduct of the business.

When the business was incorporated fourteen years ago Mr. Mortenson bought a half interest and was made secretary and treasurer of the company. He now assumes the official title of president and treasurer. For several years past Mr. Mortenson has had both the management of the factory and the selling end of the business in his hands. He has personally designed practically all of the

Salter cabinets and is the originator of the company's specialty, the felt-lined shelf interior, a separate compartment for each disc record which, because of the maximum of protection afforded by it, prevents all scratching and warping.

He has a host of friends in the trade who will congratulate him on the success that has crowned his years of hard and intelligent work.

Mr. Salter expects to leave early in the year for a trip to Europe, and upon his return will probably make his home in California.

**BIG RESULTS FROM ADVERTISING.**

**H. A. Yerkes Reports Many Orders from Saturday Evening Post Publicity—An Experience in Denver Which Is Most Illuminating.**

"The tremendous demand for our new advertising record, announced in a recent Saturday Evening Post ad, has exceeded all our expectations," stated H. A. Yerkes, manager of the wholesale department of the Columbia Graphophone Co., "and we have received numerous letters of commendation from our dealers and Columbia owners relative to the merits of this record. As an example of these letters the following one received this week from a Denver dealer is interesting:

"To back up the Saturday Evening Post pull on the advertising record, we ran the attached advertisement in our local newspapers Thursday. We had received 300 records of the lot we ordered. Friday we disposed of 200 on our retail floor; to-day, Saturday, it would seem to us that all Denver except the 200 who were in yesterday have been in to get that record. We consider it a great asset to secure the names and addresses of the talking machine owners in Denver, and acquaint them with the quality of Columbia records."

"From an enthusiastic talking machine owner the following letter was received: 'I received your advertising record and we are all delighted with same. To say that the quality and tone and sweetness of this record has surpassed my fondest expectations is putting it mildly. I have placed an order with my dealer for a half dozen Columbia records of our selection. Thanking you for the record, and past and future favors, I remain.'"

**NEVER REFORM THEMSELVES.**

Some reformers are so unselfish they never think of reforming themselves until they have corrected the faults of everyone else they know.

Give the devil his dues. But don't hang around afterwards getting points from him how to spend 'em.

**NOTED ARTISTS MAKE THEIR DEBUT.**

**In the Edison List for February—These Include Mary Jordan, Operatic Contralto, Geo. W. Ballard, Tenor, Harry Heidelberg, Piccolo Soloist, and E. S. Wright, Reader.**

The February list of records to be issued by Thomas A. Edison, Inc., will contain not only the first contribution from Mary Jordan, the celebrated contralto of the Century Opera Co., referred



Geo. W. Ballard.



H. Heidelberg.

to elsewhere. but George Wilton Ballard, a leading concert and church tenor, will make his debut, singing that favorite old ballad "When the Twilight Comes to Kiss the Rose Good Night." Mr. Ballard is at present choir soloist at the Calvary Methodist Episcopal Church, New York, and his enunciation and phrasing—two qualities so necessary in phonograph work—are especially commendable.

Two other numbers of interest in the February list will be records by Harry Heidelberg, piccolo soloist and Edward Sterling Wright, the famous negro reader and impersonator. Mr. Heidelberg is widely known as one of the most famous piccolo



E. S. Wright.

soloists in America, having been associated with the Innes and Sousa's bands, the New York Philharmonic Orchestra, and the orchestra of the Manhattan Opera House. He will make his debut in the Edison February list, playing Mollenhauer's famous "Nightingale Song." Edward S. Wright, who occupies high rank as a reader and impersonator, has made two unique records for the Edison Co. His selections

include four characteristic negro dialect poems from the works of the late Paul Lawrence Dunbar, the well-known negro poet. These are "A Little Christmas Basket" and "Howdy, Honey, Howdy!" on one record, and another containing "When De Co'n Pones' Hot" and "Possum", rendered in the true Southern dialect. These two records are especially artistic.

**BELIEVES IN PUBLICITY.**

**Thomas Edens Osborne Conducting a Lively Campaign in the Belfast, Ireland Papers.**

Thomas Edens Osborne, the enterprising talking machine dealer of Belfast, Ireland, is carrying on a very active campaign in the local papers in which he is attracting attention to the great possibilities for shipping records and machines to far-away points in Ireland by means of the parcel post. He is also carrying well-written paragraphs in the local papers calling attention to the latest records of the Edison, Gramophone, Columbia, and other records which he handles. A specially forceful "reader" recently was that devoted to Alice Nielsen, whose success at Covent Garden was so marked. In this connection Mr. Osborne gives the titles of six "de luxe" disc records which Miss Nielsen has made for the Columbia Co. Mr. Osborne's publicity work is always of a high order. He is an indefatigable worker who believes in the efficacy of printer's ink, backed by reliable products as a means of stimulating business.

R. R. Souders, manager of the Columbia Graphophone Co., sent a new Columbia grand to the First Baptist Church Choir, Dallas, Texas, of which Will A. Watkin is organist and director, for an evening recital. A nice letter was received from the secretary of the choir by Mr. Souders thanking him for this courtesy.

**3 EASY SELLING SPECIALTIES For Edison Machines**

**STILL TIME FOR XMAS ORDERS**

**EXTRA PROFITS** are waiting for you, because every Edison owner can be interested in these attachments. Union No. 1 enables him to play Columbia and Victor records—the Union Modifier enables him to regulate the tone without changing needles—the Union Sound Box is designed to eliminate scratching.

**UNION PHONOGRAPH SPECIALTIES**



Union No. 1 shown in use with Sound Box in lower corner. Gold plated, \$5; nickel or oxidized, \$4.

Pat. Pend.

Union Modifier (quick attachable). Gold plated \$1.50; nickel or oxidized, \$1.

Pat. Pend.

Union No. 1 and Sound Box in use. Union Sound Box, gold plated, \$5; nickel or oxidized, \$4.

Pat. Pend.

WRITE for our new completely illustrated catalog describing seven big sellers.

**"Two Phonographs in One" AND DEALERS' PRICES. SENT FREE ON REQUEST.**

**The Union Specialty & Plating Co.**

409 Prospect Ave., S. W.

Cleveland, Ohio







**The one big purpose of the new Columbia 25 cent Advertising Record is to secure the names of talking machine owners—and it is performing its work beautifully.**



*(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**

**AN EDISON INNOVATION.**

**Short Story of the Opera and Sketch of Singers History to be Placed on Reverse Side of All Edison Disc Grand Opera Records for Convenience and Education of Users.**

In order that the Edison disc phonograph owner may have the greatest benefit from the possession of the Edison disc grand opera records, the reverse side of the record will contain a short story covering not only the particular opera from which the record selection is taken, but a brief sketch of the singer's life. Thus will an owner not only have a complete disc selection covering part of the opera, but he will have authentic information in relation to the character of the opera as well as interesting data regarding the singer. This additional feature is given without additional charge, which lends further value for the new line.

All one has to do in order to learn the conditions existing in the country with reference to the demand for the new Edison disc phonographs and records is to ask any Edison dealer or jobber, for no doubt their statements can be taken as truthful if they say that "business is rushed," for hundreds of letters from all over the country express this opinion with plenty of writing which, when summarized, means: "Rush more goods." The factory is behind the orders, there is no question about that, but no doubt with the additional equipment planned the output will begin to offset the orders.

F. K. Dolbeer, sales manager, left on the 6th for San Francisco, arriving there on the 11th, which is the fastest possible schedule between the Pacific and Atlantic oceans. Not that he was in any special hurry, but it is the way Mr. Dolbeer likes to work.

A recent caller at the Edison plant was "Ink" Scott, the pen artist, known in Maine as "Scotty," and in Massachusetts as J. W. Scott, the Edison man.

**REISSUE POLK MILLER RECORDS.**

**Well-Known Negro Impersonator Who Passed Away Recently to Be Represented by Four Records in the February Edison List.**

Few Southerners had a better conception of the negro, his merits and his weaknesses, than Polk Miller, who died at his home in Richmond, Va., last October. His rendition of the songs, recitations and stories of the negro in dialect, true to life, have been preserved in record form, and four of Mr. Miller's best selections will be issued in the February Edison Amberol list. These are, "The Bonny Blue Flag," "The Laughing Song," "What a Time!" and "The Watermelon Party." The first song is accompanied by the banjo, and the rest by the guitar. It is said that Mr. Miller was the best delineator of the old Southern plantation negro that has ever appeared on the public stage, and these records will act not only as a memorial of Mr. Miller, but they will afford delight to many.

Bitter experiences are just underscored life sermons, delivered without invitation. But they are as valuable as quinine to the sufferer from malaria.

**RENTING TALKING MACHINES**

**Not Looked on With Favor by Canadian Dealers—Damage to Machine May Often Exceed Profits of Records Sold—Instances Where It Pays to Rent Machines.**

*(Special to The Talking Machine World.)*

TORONTO, CAN., December 8.—The renting of talking machines is a branch of the business not strongly featured in Canada. Apart from whatever stipulations the manufacturer's contract may contain pertaining to this particular branch, some dealers have already strongly disapproved of the placing of machines out on rental, even though it should result in an increased record business, which of course would be the primary idea of renting. The idea of those who favor the renting scheme is that machines taken in exchange or even new ones would not only earn a good revenue on rental, but would have the effect of opening up a more profitable trade in records, similar to the business that typewriter firms expect in supplies as a result of renting out the machines.

In this connection a salesman referred to these opinions of two retailers which were quoted some time since in The Talking Machine World: "That scheme does not strike me as real good business. The chances of injuring a machine, in my opinion, are too great, and the loss exceeds the profit, because the machine becomes second-hand. Although I must admit that if a stock, limited of course, is accumulated, possibly it would work out all right, and be a feeder for the sale of records. I have no objection to loaning a machine, providing records are bought, otherwise not."

Another shrewd dealer, who had been listening, remarked: "I can bear that. If a church, or a social gathering, or a club are figuring on a little entertainment with a talking machine, I gladly furnish everything free and have a bright young man play the records, answer questions, and be all around agreeable; and let me tell you I have sold many a machine in just that way. It pays every time, and you bring the line to the attention of

people who perhaps have heard of its wonders as a means of entertainment and diversion, but have never had the opportunity of having it placed before them without, as they think, placing themselves under obligations to buy on the spot. There are a lot of desirable prospects who are rather backward about going into a store and asking to have a lot of records run off unless they possess a machine and go in to select records. At these semi-public gatherings they feel at liberty to ask questions, get interested, and the first thing you know they walk in your place some day and place a nice order."

**STRENGTHENS HIS EDISON LINE.**

**W. Stewart Adds Disc Machines to His Extensive Cylinder Line in Franklin, N. H.**

*(Special to The Talking Machine World.)*

FRANKLIN N. H., December 8.—W. S. Stewart of this city, for years an enthusiastic Edison specialist, has recently closed a contract by which his Edison stock was brought thoroughly up to date.

By the addition of the new Edison disc line and a complete stock of the new Edison Amberolas and Blue Amberol records, Mr. Stewart now takes the lead as one of the best equipped Edison dealers in this section of the State. Mr. Stewart states that on the first Saturday he had the new instruments on display, his store was crowded and he heard nothing but the most favorable comments. He anticipates an usually good holiday trade as a result of his latest progressive move. An active campaign of advertising and other publicity is promised.

**PUTTING FORCE IN A SALES QUERY.**

The manager of a prominent piano and instrument store in a southern city built in his display window a large clock face about four feet high. A small motor connected up to the hour and minute hands made them spin around at a lively rate. Such an unusual flight of time attracted the crowds, who were asked by a sign on the clock, "Isn't it about time you were buying a talking machine? Come in and let us show you one."

**"DUSTOFF" RECORD CLEANERS**

Get into the minute sound grooves of the record as nothing else can because of the peculiar high-nap special processed cleaning fabric and

**ADD LIFE TO RECORDS**

**KEEP THE TONE PURE AND CLEAR**

Two models: De Luxe, 50c., beautifully made.

Regular 15c. "Dustoff"—a popular seller.

Liberal trade discount.

Jobbers everywhere Can Supply You  
Columbia distributors



**SPECIAL NOTICE TO ALL DEALERS AND JOBBERS**  
The Simpson Record Cleaner brush marketed by the MINUTE SHINE CO., of Providence, R. I., as the "Dustoff" de Luxe Record Cleaner.

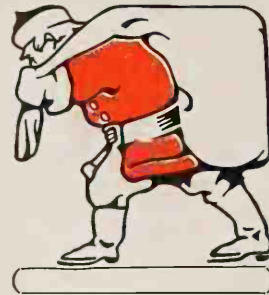
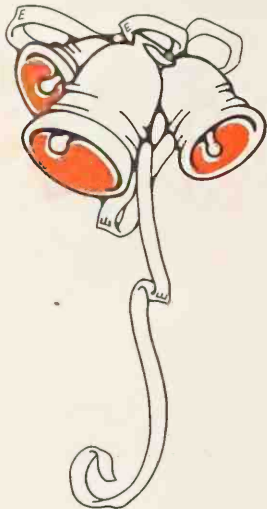
**WARNING**  
These de Luxe, or so-called record cleaners, are universally protected by letters patent and no others can be made without being an imitation and infringement. Makers, Sellers and Jobbers of every other so-called record cleaners or record dusters embracing this idea will be proceeded against to the full extent of the law.

Patent No. 659,029, filed Nov. 7th, 1911

**SAMPLES** Sent on approval if you give your jobber's name

**Do You Want** A "live" mailing list? Write for details, giving jobber's name.

**MINUTE SHINE CO., 174 Minute Shine Bldg., Providence, R. I., U. S. A.**



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# DECEMBER

That Glorious Month of  
the Year for all of Us

## CLOSING 1913

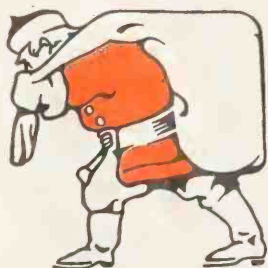
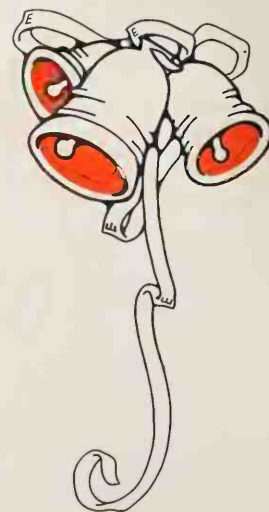
The Most Wonderful Year of Talk-  
ing Machine History Proves Service  
—“OUR SERVICE”—the Largest,  
Most Potent and Productive Factor  
in VICTOR Distribution.

THE WARMEST CHRISTMAS  
GREETING TO YOU WHO HAVE  
MADE OUR SUCCESS POSSIBLE

NEW YORK TALKING  
MACHINE COMPANY

81 CHAMBERS STREET

NEW YORK CITY





## LOCAL TRADE WELL PREPARED FOR HOLIDAY BUSINESS.

Christmas Sales Bid Fair to Break Records of Previous Seasons—Special Attention Being Directed Toward Selling the Higher Priced Outfits—Increase in Volume of Advertising—What Some Prominent Houses Have to Report—Other News of the Month.

With Christmas trade now at its height, and many of the local stores keeping open evenings to adequately handle their trade, the long-awaited Christmas season has not produced any surprises as far as reversals of form are concerned, but from all standpoints and in all sections of the greater city has proven very satisfactory. The talking machine trade in New York is in the envious position of having no complaint to make regarding existing business conditions, and in this respect it differs from many other branches of mercantile endeavor which are not enjoying the wave of prosperity that usually is scored in the Christmas season.

The firmness and stability of the local talking machine trade was never more convincingly illustrated than during the past few months, when, during a temporary setback in various lines of retail trade the great majority of talking machine dealers reported a substantial increase over last year's business. Piano houses and department stores with talking machine departments in addition to the regular talking machine stores joined in this optimistic report, incidentally emphasizing the fact that the demand for talking machines at the present time is so steady and natural that competition merely strengthens the industry instead of injuring the smaller dealer who must compete with the piano house or department store.

As was expected a few weeks since, there is a pronounced shortage of stock in various types of machines in the three different lines. This shortage is practically confined, however, to the more popular priced machines, and considering the exceptional prosperity of the talking machine trade this season and the marked increase registered over last year's business, the shortage of stock is no more than might have been expected. The factories have been working day and night to prepare for this Christmas season, and their frequent suggestions to the trade to place their holiday orders earlier than usual met with a ready response that minimized the effect of this shortage of stock. As the situation now stands, the trade is finding it very difficult to fill the orders for machines priced at less than \$100, and this stock shortage will probably continue until well after the Christmas season, as the factories are now working to their utmost capacity to turn out sufficient products for their customers.

### Higher Priced Outfits Being Featured.

It is an ill wind that blows nobody good, however, and this scarcity of stock in the cheaper machines, although annoying and the cause of considerable inconvenience, has impressed the dealer with the fact that a little extra work in the realm of machine sales will sell a higher-priced machine just as quickly as a cheaper one. Many of the local dealers have realized this fact for some time past, but as long as there was a plentiful supply of the cheaper priced machines they did not feel any real need for giving any impetus to the trade in the more expensive machines, and were satisfied to sell the more popular priced types. The shortage of stock, however, has served to act as a stimulant to the sale of machines priced at \$100 and more that augurs well for the future trade in these models.

### Heavy Trade in Records.

The trade in records the past month has been splendid, and in this end of the business the factories have been unusually prompt in their deliveries. The opera season, which started in real earnest late last month, has, of course, boomed the sale of the more expensive records, and dealers who have given a little personal effort to the cultivation of their record trade have achieved gratifying results in this phase of their business. The power of the talking machine as an aid in the development and cultivation of a true love for music is being recognized to a greater extent day after day, and opera-goers who thoroughly appreciate the beautiful in music fully realize that the talking machine offers them the best and practically

only means of enjoying operatic music by real opera stars in the quiet and comfort of their own homes.

The advertising of the talking machine trade the past month was thoroughly in accord with the season of the year, and the excellent business closed by the members of the industry. High grade in every detail and conceived along the lines of the best types of modern publicity, the advertising of the talking machine fraternity is well worth the commendation and approval that is bestowed upon it by advertising experts and the public in general.

### Record Year for Landay Bros.

Landay Bros., the prominent Victor distributors, with headquarters at 563 Fifth avenue, New York, and three handsome stores in the best shopping districts of the city, are closing the best year in their history, and this report is given added strength by the fact that the year 1912, which was a record breaker, was far ahead of the previous year's business. This enterprising and aggressive concern is one of the most consistent advertisers in the newspapers of any firm in any line of retail trade, and its advertising is of the kind that adds prestige to their establishments in addition to closing sales. One recent advertisement of Landay Bros., appearing on the back cover of the Saturday Evening Mail in an artistic ensemble of many colors, was one of the very few advertisements of such size and prominence ever published by a local talking machine house. This advertisement was intended, of course, as a direct appeal to the lover of music, who appreciates the beauty of music on Christmas day.

### Columbia Business Booming.

"Our business continues to break all previous records," states R. F. Bolton, manager of the Columbia Graphophone Co.'s store at 89 Chambers street, wholesale and retail. "Our only trouble at the present time is a pronounced shortage in stock in various types of machines, and if we had sufficient stock there is no saying how big an increase we could report over last year. Our dealers are enthusiastic over the many merits of our new types of machines, and judging from the orders we are receiving from all our clients, this year will certainly be a banner one in Columbia history. In addition to our new 'Leader' at \$75, 'Favorite' at \$50, and 'Jewel' at \$35, one of the most popular machines with our trade is the 'New Mignonette' at \$100. This handsome machine is selling far beyond all our expectations."

### Shortage of Cheaper Machines.

In connection with the continuance of a gain over last year's business that is really phenomenal, the New York Talking Machine Co., 81 Chambers street, New York, the prominent Victor distributor, is one of the many Victor enthusiasts that reports a pronounced shortage in machines retailing at less than \$100. Discussing current business conditions, V. W. Moody, sales manager of the company, recently remarked as follows: "This shortage in the more popular priced machines in the Victor line serves to impress the wideawake dealer with the force and value of the argument of the distributors the past year that the dealer should give careful consideration to the pushing and developing of his clientele for higher-priced machines. The customer cannot help but feel more satisfied with a higher-priced Victrola, in addition to evidencing a pride in it that cannot fail to stimulate the sale of records and future machine sales."

### Advertising Record in Demand.

The large and attractive store of the Columbia Graphophone Co. at 35 West Twenty-third street, New York, is one of the many Columbia stores that have experienced a remarkable demand for the company's new advertising record. This advertising record has scored a truly wonderful success, and Manager Cleveland of this store is finding it difficult to secure sufficient records to take care of the demand. The Twenty-third street store continues to establish a gain over each succeeding month of last year, and contrary to the opinions

of many members of the local business world Twenty-third street still offers an excellent field for the live-wire and up-to-date retail establishment, as evidenced by the busy and hustling appearance of the Columbia Twenty-third street store day after day.

### Living Up to Blackman Policy.

With its increased facilities and general efforts to take adequate care of its many customers, the Blackman Talking Machine Co., 97 Chambers street, New York, the well-known Victor and Edison distributor, is giving excellent service to the dealers that have remained loyal to it throughout the year. Mr. Blackman is strongly opposed to the policy of "robbing Peter to pay Paul," and those dealers who have evidenced their appreciation of the Blackman policy have naturally been taken care of first during the holiday season.

### Progress of Edison Disc Phonograph.

The Edison disc phonograph trade was one of the chief topics of discussion in the trade during the past month, and the acquisition of this high-class line by the prominent piano house of Hardman, Peck & Co. was one of the most important news items of the past few weeks. This piano house is prominent throughout the country, and its location in the heart of Piano Row certainly augurs splendidly for the development of an extensive Edison disc business.

The Tower Mfg. & Novelty Co., 326 Broadway, New York, the first Edison disc dealer in the city, is experiencing a holiday trade that is far ahead of all its expectations. The company is devoting a considerable portion of its handsome show window to the display of the Edison disc and cylinder product, and this publicity is being fraught with excellent results. Dana F. Parkhurst, formerly connected with the Santa Fe Watch Co., Topeka, Kan., the well-known Victor and Edison representative, was this week appointed manager of the Tower Co.'s Edison department. Mr. Parkhurst is already meeting with splendid success.

### New Booths at Wanamaker's.

The Victrola and Edison section of John Wanamaker, New York, is being remodeled somewhat for the holiday season. New booths of an artistic and attractive design are being constructed, and when all are completed the department will be equipped with twenty demonstration booths, which is one of the largest number in any talking machine department or store in this country. This department is scoring the best year in its history, and rapidly extending its list of patrons among the high-grade Wanamaker clientele.

The Brooklyn talking machine trade honors among its members Simon D. Paddock, the "millionaire kid" who, a few years since, spent a fortune of \$50,000 in a period of twelve months. Popular reports state that this young man is shortly to inherit another fortune of \$160,000, but this report is probably slightly exaggerated. Mr. Paddock is now connected with the repair department of the Columbia division of F. G. Smith, 60 Flatbush avenue, Brooklyn, N. Y., and incidentally does his repair jobs with the aid of a high-power automobile. He states that he is working on an invention to revolutionize the talking machine trade.

Among the many stores that reported the closing of an excellent business the past month are the following: Greenhut-Siegel Cooper Co. (Victor and Edison), Gimbel Bros. (Victor and Columbia), F. G. Smith, Brooklyn and New York (Columbia), Aeolian Co. (Victor), Krakauer Bros. (Edison disc), Pease Piano Co. (Victor and Columbia), and Benj. Switky, the well-known Victor distributor, who is closing a business that is record breaking and bears concrete evidence of the popularity of Mr. Switky's advanced ideas as to the proper cooperation to be extended to Victor dealers.

## ISSUES A NEW MACHINE SHEET.

A new machine sheet has just been issued by the Columbia Graphophone Co. This sheet, which is used to excellent advantage by the trade, presents the complete line of Columbia machines, accompanied by detailed information as to price and cabinet finish. This attractive sheet is finished in a high-grade and attractive manner, presenting on its reverse side one of the most popular drawings from the superb Grand publication, and leaving space for the dealer's name and address.



# THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

BOSTON, MASS., December 8.—The talking machine business is booming in this city, and the holiday customers, a large proportion of them new names on the company's books, are besieging the warerooms in large numbers. Those owning machines are buying records heavier than ever, which in part may be due to the superior quality of the new records, and those not possessing them are purchasing outfits, for the most part the more expensive ones, too. One interesting feature is that many patrons are exchanging their machines for the newer styles, for some of those put out by the companies are the superior of anything seen since the business started. So large has the business with some stores become that enlarged quarters and extra clerks have had to be employed, and many dealers are finding it most difficult to procure goods.

## Advertising Brings Results.

George Lincoln Parker, in the Colonial building, is one of those who has had to increase his accommodations. Lately he put out almost a page advertisement in one of the Sunday newspapers, and from that time on business began to develop rapidly. He especially featured the new Edison disc phonographs, and the result has been that he has had to lease two large rooms on the Boylston street front of the floor below him. This suite is now being fitted up for the display and demonstration exclusively of the Edison disc proposition. Rugs are being laid on the floor and the handsomest line of machines that the factory puts out are to be placed about, and when completed the rooms will resemble more a handsome comfortable salon than a suite of warerooms. Before Mr. Parker hit upon this plan to meet the demands of his growing business he already had rearranged his third-floor suite so as to give more room to his Victor and Edison and Columbia lines.

## Exhibition of Folk Dancing Interests.

The exhibition of folk dancing given to the accompaniment of the Columbia Grafonola in the Columbia Grafonola parlors on a Saturday forenoon lately proved a success far beyond the expectations of Manager Arthur Erisman. Invitations had been sent out to 150 teachers in Boston and the suburbs, and 137 of them responded. The chairs were set in the parlors in a semi-circle so that the audience had an excellent opportunity of seeing the movements of the twenty-one girls whom Mrs. Soule, of the Carr School, Somerville, had selected from the ninth grade. The children wore sailor suits,

with red ties, sashes and slippers, and the program consisted of thirteen numbers, which the girls executed in the most delightful manner. The regular school outfit of the Columbia was used for music, and for each number there was the most enthusiastic applause. Manager Erisman is planning to have a series of these dances throughout the winter.

## Handle Edison Disc Phonographs.

The Office Specialty Co., of 220 Devonshire street, which has been doing a large business for some time in the Edison business phonographs, or dictating machines, has decided to branch out, and it has taken on the Edison disc phonographs. The company has a large suite of offices on the third floor of the building, but larger quarters have become necessary with the increased line.

## Victrola Supplied the Music.

At the military funeral of Colonel Robert Ball Edes, which was held at the family home in Newton, the only music was that provided by a Victrola, which the deceased had played every Sunday morning. The one record used was a singing version of "Abide with Me."

## Active in School Work.

Billy Fitzgerald, of the Eastern Talking Machine Co., continues to "make good" with the school proposition, and the Victor goods are daily being shipped out to many schools in Greater Boston. Mr. Fitzgerald, in interesting principals and teachers, is having valuable assistance from Ed. Welch, whose ten years with the Eastern Co. has made him a valuable man in selling the Victor line.

## Elsie Janis a "Talker" Enthusiast.

As soon as Elsie Janis, the star of musical comedy, appeared in town to keep her engagement in "The Lady and the Slipper" at the Colonial Theater, she came in touch with the Eastern Talking Machine Co., and a handsome Victrola was accordingly sent up to her apartments at the Hotel Lenox. By the aid of this machine Miss Janis has been learning a number of new dancing steps, and she has found the instrument a valuable adjunct to her practice. Dave Montgomery and Fred Stone, who are Miss Janis' co-stars in "The Lady and the Slipper," have visited the Eastern Co.'s quarters several times since being in town and enjoyed the latest Victor records.

## Boston Talking Machine Co. Affairs.

For the present the Boston Talking Machine Co., now in the hands of a receiver, is not doing any business, and some of the leading members of the staff have gone to other places. Charles Hibbard,

the recorder of the company, has gone back with the Keenophone Co., with which he previously had been employed; Mr. Kramer, the factory superintendent, has gone back to Orange, N. J., and Mr. Sheble, the general manager, has returned to New York. President Corbett, who was named as receiver of the company, is in Chicago. In the meantime one of the large retail department establishments of the city has been advertising talking machines which have been given demonstrations in the "bargain basement." The machine is called "The Little Wonder," and quantities of them are being sold at a low price. The machine has a jewel-point needle and the records, to be had at a price that is lower than any other first-class records have been sold in a long time, are ten-inch and double-faced. Upon inquiry it is found that these talking machines are the output of the Boston Talking Machine Co., though this fact is not mentioned in the advertisements. A large number of these were completed and ready for sale at the time of the recent embarrassment.

## McCormick Picture Appreciated.

Billy Fitzgerald, of the Eastern Talking Machine Co., was the recipient lately of a large family picture of John McCormack, the singer, whose records on the Victrola always find a ready sale. In the frame is a picture of John himself, one of himself and wife, and one each of the two lovely children, Gene, aged five, and Cyril, six and a half. The group was in the window for a time and attracted so much attention that several persons inquired where they could get copies, some of them claiming to be friends of John McCormack.

## A. L. Bailey Tells of Big Business.

A. L. Bailey, who is known the length and breadth of Vermont and in northern New Hampshire, and who runs a chain of fifteen stores known as Bailey's Music Rooms, with headquarters at St. Johnsbury, was in town yesterday, paying a visit to Manager Erisman of the Columbia Co. Mr. Bailey reported that the talking machine proposition up his way was just booming and he came to town primarily to place orders for Columbia and other goods. Outside of New Hampshire and Vermont Mr. Bailey also conducts a store at Glens Falls, N. Y., which is highly successful.

## Stage for Grafonola Parlors.

The Columbia Grafonola parlors are being fitted up with a pretty little stage on the street front of the apartment, and when completed this promises to be something quite unusual. A slightly raised platform has been erected in front of the bow

# 1914 Will Be the Biggest Phonograph Year

Look at the character of houses who get the new line of Edison disc goods. There is such a demand for locations that they have to be placed with care. In a retail way thousands of people want to secure one of the

## New Edison Disc Phonographs

Now what does this mean in your city? It means that a big demand already awaits your initial announcement that you are the Edison Disc Man. It means if you don't do it the trade is going to the next city, because such a tremendous interest has been aroused that they MUST HAVE an Edison. Then comes the large and profitable sale of Edison disc records, month in and month out—wonderful business building levers. If you want the truth about this business, ask us for it.

The Pardee-Ellenberger Co., Inc.

66 BATTERYMARCH ST  
BOSTON, MASS.



# THE TRADE IN BOSTON AND NEW ENGLAND

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

window, and this has been curtained off and draped with curtains of dark green and gold, and an artistic canopy top completes a pleasing arrangement. On this stage for most of the time there will be a gramola grand, which is about the last word in Columbia machines. As the holiday season draws near these Columbia parlors with their choice exhibit of handsome machines promises to be one of the most popular places in the city.

## Enormous Victor Business.

Manager Erisman, in discussing the business of the Columbia a few days ago, told your correspondent that he has seen nothing like it since he has been in the business. Urgent letters are coming in for the quick delivery of goods that it is impossible to get, and he in turn is sending telegrams to the factory in an effort to get even a proportion of orders started off. On his desk reposed long lists of unfilled orders, and it appears that the call for machines has been about three times what the factory has been able to supply. As an indication of the difficulty of delivering goods, friend Getchell has had to come in from the road as there is no promise that orders he could get can be filled before Christmas. Meantime the local demand for records is something phenomenal.

## Buying High-Priced Edison Disc Phonographs.

At the Pardee-Ellenberger Co.'s Boston establishment Manager Erisman states that every one is being rushed to the full capacity of his endurance and the Edison disc phonographs are being called for from all over New England. He says, moreover, that it is not the cheaper outfits that people want but the high-priced ones, and several of the newest styles of Circassian walnut have been ordered on a first hearing.

## Looking Over the Situation.

George P. Metzger, manager of the advertising department of the Columbia Co., was a visitor in Boston a few days ago. He came over to study the situation with regard to the new Columbia demonstration record, which Manager Erisman lately advertised, and which has brought thousands of requests for it. The calls for this has increased the following of the Columbia products.

## Most Attractive Quarters.

Chester J. Sylvester, manager of the talking machine department of the C. E. Osgood Co., has lately had his attractive quarters all done over with a view to better accommodating his large and growing clientele. Two private rooms for those who wish to enjoy a demonstration privately are comfortably fitted up and these are occupied most of the day. Mr. Sylvester has a large stock of various makes of machines and records and his staff of clerks are kept on the jump all the time.

## Busy Times With Ditson.

Manager Winkelman's staff is kept busy now that the holidays are drawing near and the Victor

quarters at the Oliver Ditson Co. presents quite a scene of activity.

## Eastern Co. Traveler Makes Good.

William Yeale, who is with the Eastern Talking Machine Co. is meeting with fine success as he travels about the country in the interests of the company. Mr. Yeale gets into Boston about once a fortnight if he is in the east.

## Steinert Quarters Remodeled.

One would scarcely recognize the second floor of the Victor department of the M. Steinert & Sons Co. in Arch street as the large stock has been completely reconstructed. A large partition of rippled glass now separates the front of the store from the rear, where Manager Royer's large staff of clerks may work without interruption. Manager Royer's office has been newly decorated. Mr. Royer this winter is conducting a series of "store talks" which are proving extremely popular, and the advice and suggestions he gives his "boys" are quickly put into practical application. Mr. Royer is planning to give his staff a banquet when the holiday rush is over.

## EDISON DISC FOR EX-GOVERNOR.

(Special to The Talking Machine World.)

RUTLAND, VT., December 8.—The first Edison disc instrument sold in Rutland was placed in the home of ex-Governor Mead by W. M. Bradley, of this city. This was an instrument of the A-250 type, and was placed at the time of the recent visit of ex-President Taft, who was reported to have been very much pleased with Edison's new marvel.

Mr. Bradley has, but recently installed the new Edison disc, though he handled the Edison cylinder for years with great success. He has been handicapped by the illness of his phonograph manager, Dana Pierce, but reports good progress nevertheless. Mr. Pierce is now back at his desk.

## NEW DEALER IN MONTPELIER, VT.

(Special to The Talking Machine World.)

MONTPELIER, VT., December 8.—Ed. S. Seguin, the progressive phonograph and news dealer, has just completed plans for the installation of the complete Edison disc line. Mr. Seguin says that he will remodel the rear of his store on Main street in the near future so as to give his patrons every comfort and convenience.

Mr. Seguin has been carrying a complete Edison cylinder stock and, with the addition of the disc, proposes to confine his energies to the Edison products. He also carries the Edison dictating machine and has placed several instruments in this vicinity.

## THE EDISON IN NEW ENGLAND.

Special Representative Robert C. Peck Conducting Strenuous Campaign—Many Prominent "Exclusive" Dealers Appointed.

(Special to The Talking Machine World.)

BOSTON, MASS., December 8.—Robert C. Peck, special representative for Thomas A. Edison, Inc. and Pardee-Ellenberger Co., Inc., in New Hampshire and Vermont, has returned to his territory after a week's visit at the Edison factory, brimful of ginger.



Robert C. Peck.

Mr. Peck has spent six months in those two States in a thorough canvass in the "Edison" interests. He reports that conditions are vastly improved and that all indications point to a large winter business, especially in the northern sections of the States.

Unusual interest is being displayed, so Mr. Peck states, in the new Edison cylinder and disc products. A number of new "exclusive" Edison dealers are reported throughout the territory and many whose seal had shown signs of flagging have been inspired to new efforts by Mr. Peck's strenuous campaign.

Mr. Peck reports business conditions in Vermont as being very favorable. Prior to his visit to the factory he had spent three weeks in that State with most gratifying results. He states that there are more people showing a disposition to buy high priced instruments than ever before. In fact, so he says, the tendency seems entirely toward instruments costing not less than \$60.

## HANDSOME PARLORS NEARLY READY.

(Special to The Talking Machine World.)

HARDWICK, VT., December 8.—One of the finest phonograph parlors in the State of Vermont will soon be ready for the convenience of the people of Hardwick.

James H. Clark has been remodeling his building and has arranged a display room for his Edison products that will be second to none. Mr. Clark plans to maintain a large and complete stock and to give frequent recitals in his new rooms. He states that he looks forward to the best winter business of his career.

1913 has been a big needle year but 1914 will be larger. The sales increase in Bagshaw-made needles shows one positive thing—that the class of people who demand the best needles is growing fast.

The coming year will give another good test. Every department in the Bagshaw plant is working on an absolutely HIGHEST QUALITY schedule and many in the trade know it.

We Guarantee Bagshaw-made needles to be the best for any record. Made-in-America by American brains under American conditions, Bagshaw needles are accepted all over the world as THE needles

W. H. BAGSHAW

Lowell, Mass.

# SALTER MFG. CO.

337-43 North Oakley Boulevard  
CHICAGO

Here is a cabinet-table that has been one of the most popular features of the Salter Line. It is a striking combination of utility and beauty, and makes an instant appeal to the prospective purchaser.

The top is of Solid Mahogany or quarter-sawn White Oak. Sides are of select veneer. Corner columns are of one solid piece. Fifty-two compartments lined with green felt accommodate either 10 or 12-inch records, and the spacious shelf below can be used for record albums or for player rolls. There is also a 4-pocket needle holder and a simple and accurate index.

Our catalogue gives the details and prices of the entire Salter Line.

Just write to the above address and ask for it.

## Salter Manufacturing Co.



NO. 103—SIZE 33" HIGH. TOP 24 1/4 x 20 1/4"

Will hold any make of Columbia, Victor or Edison Disc Machine

### EDISON ENTHUSIAST IN VERMONT.

A. L. Bailey, with Chain of Eleven Piano and Phonograph Stores in Vermont and New Hampshire, Strongly Featuring the Edison Cylinder and Disc Lines—The Mistake of One Society Lady in Airing Knowledge.

(Special to The Talking Machine World.)

ST. JOHNSBURY, VT., December 8.—No greater Edison disc enthusiast exists in this whole territory than A. L. Bailey, sole owner of a chain of eleven fine piano stores throughout Vermont and New Hampshire. Mr. Bailey sings the praises of Mr. Edison to all comers, and his representatives in this city. E. Peterson and George Littlefield are rapidly turning their enthusiasm into coin of the realm, to Mr. Bailey's immense satisfaction.

Mr. Bailey relates an amusing occurrence at a recent public demonstration in St. Johnsbury. A gushing society lady of this city, who talks largely in terms of grand opera, approached him with loud commendation of the superb record by Madame Schumann-Heink, which she had just heard upon his Edison Diamond Disc. At great length she elaborated upon the great contralto's opulence of tone, and wound up by asserting that that voice could never be duplicated—she'd know it anywhere. Mr. Bailey who appreciates gospel hymns more than opera arias, was too good a piano salesman to inform the good lady that the record she had listened to was made by Miss Christine Miller.

Bailey's music rooms in Burlington afford a good illustration of the argument that the phonograph has won a new position in the talking-machine field. Their superb display in their beautiful store in the Y. M. C. A. building lends a tone and distinction to that branch of their business. A complete equipped music or recital hall in miniature is to be found on the lower floor, where frequent concerts are given and every provision is made for the comfort of patrons. W. P. Walker, who is in charge of this department, says that the musical public of Burlington is showing unusual interest in the Edison Diamond Disc and reports several sales of the larger instrument. Mr. Walker is well fitted

for this work, being a musician of ability and discernment, and his personal popularity will do much to win friends for the new instruments. He is ably seconded by R. E. Tally, whose knowledge of this branch of the trade has enabled him to place a larger volume of business.

Bailey's music rooms in Littleton, N. H., have recently installed the Edison Disc line, under the supervision of Miss Grace V. Applebee, a musician of some considerable local repute. Hiram W. Gardner, the local manager is driving his sales force to the limit, and reports very satisfactory results. He has conducted several public demonstrations at which the Edison factory representative Robert C. Peck has given personal assistance. He states that local interest in the new Diamond Disc has been correspondingly stimulated.

O. M. Prescott, manager of the Bailey Music Store, in Laconia, N. H., has been having unusual success with his new talking machine department. Mr. Prescott is one of the "exclusive Edison" enthusiasts and reports that his sales of the new Edisons in Laconia and its environs have been exceptionally satisfying. He is placing the new diamond disc instruments just as fast as he can get them from the factory; he has also had good success with Amberolas VI, VIII and X. In the near future he contemplates some store improvements that will make his phonograph department much more attractive and convenient.

### NEW VICTROLA SPEED INDICATOR.

Important Letter of Instruction and Explanation Sent the Trade by the Victor Talking Machine Co.—The Necessity for Careful Adjustment of the Indicator Fully Explained.

In connection with its new style speed indicator and regulator on the latest models of Victrolas XIV and XVI, the Victor Talking Machine Co. issued this week the following interesting letter of instruction and explanation:

"We desire to explain more fully the purpose and adjustment of the speed indicator used on the latest Victrolas XIV and XVI. The indicator

hand, when properly set, is intended to only show the exact speed of the turntable, which should be seventy-eight revolutions per minute.

"This indicator hand, however, does not regulate the speed of the motor—that is to say, if, by accident, this indicator hand is moved to the left on its shaft, the hand might be pointing toward seventy, but this does not indicate that the motor is running seventy revolutions per minute. As a matter of fact, the motor would in all probability be running at the correct speed of seventy-eight revolutions per minute.

"Evidently the part of the instruction book treating of the speed indicator has been overlooked by some, and for that reason we are repeating the instructions herewith.

"First. Determine whether or not the turntable is revolving at seventy-eight revolutions per minute by (a) placing a piece of white paper under the edge of the record, and with the turntable at full speed count the revolutions per minute; (b) if the turntable does not revolve at exactly 78 revolutions per minute, move the speed regulating screw to the right or left until the correct speed is obtained.

"Second. As soon as the turntable is found to revolve at 78 revolutions per minute, note whether or not the indicator hand points to 78. If the indicator hand does not point to 78 with the turntable revolving at 78 revolutions per minute, stop the machine and remove turntable.

"Third. Move the indicator hand to the right or left until the end of the indicator hand points to 78 on the dial while the motor is running.

"Fourth. Look at your indicator hand occasionally, and if it is not pointing to 78, it shows that the speed should be again tested and adjustment made as above. This is all the indicator hand is supposed to accomplish.

"Fifth. It is well to keep the friction leathers of the governor and the regulator well oiled with neat's-foot oil, so that they will run smoothly on the friction plate.

"A slight quiver of the pointer is a sure indication that the governor is working properly, and the quiver is no detriment."



## IMPORTANT NOTICE.

The public are rapidly learning this:—  
that all Columbia Records can be played  
on Victor Talking Machines—likewise  
all Columbia instruments will play  
Victor Records.



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

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

### WASHINGTON HOUSE CELEBRATES.

Percy S. Foster Piano Co., Victor Dealer, Marks Third Business Anniversary in Fitting Manner with Special Recitals at Which Victrola is Used—A Popular Washingtonian.

(Special to The Talking Machine World.)

WASHINGTON, D. C., December 10.—Yesterday and to-day were extremely busy ones for the Percy S. Foster Piano Co., at 1330 G street, this city, which, besides handling the Cable Company's line of



One of the Percy S. Foster Co.'s Victrola Rooms.

pianos and inner-players, also conducts a successful Victrola department, the general attractiveness and original arrangement of which is to be appreciated from a perusal of the accompanying view of one of the rooms.

The occasion of the celebration this week was the third anniversary of the establishment of the present business by Percy S. Foster and it was marked by special sales in the piano lines and frequent recitals during the two days in which the Victrola played a prominent part in company with the Carola Inner-Player.

Mr. Foster, before opening his present store, was for fifteen years manager for the Washington store formerly conducted by the Sanders & Stayman Co., of Baltimore, and consequently has a wide acquaintance in local musical circles and trade. He has always taken an active interest in musical, social and civic affairs in Washington, and has built up his business on lines in keeping with his prominent position in the community. Mr. Foster is, at the present time, serving his second term as secretary of the National Association of Piano Merchants.

### PHONOGRAPH PROVES ATTRACTION.

A striking illustration of the success of the phonograph in the small country store is given by the progress of Gayle S. Eaton, Edison dealer in Rochester, Vt. Mr. Eaton's store has become the Mecca for all the young people of the town and he has surprised himself and his folks by the number of Amberola VI he has had to order to supply the demand.

### NO COMPLAINTS IN TOLEDO.

Talking Machine Dealers Taking a Very Optimistic View of Conditions—New Manager for Columbia Branch—Big Christmas Business Developing—Attractive Sales Room in J. W. Greene Co. Store—Other News of Interest.

(Special to The Talking Machine World.)

TOLEDO, O., December 9.—Every firm interviewed early in December by a representative of The Talking Machine World expressed the opinion that business was good and that the year 1913, now drawing to a close, would be the best in their history. Toledo is very fortunate in being one of the greatest centers for interurban traffic in this country. It is the focus of 1,546 miles of interurban trackage, while 576 interurban cars arrive and leave there every day. Its own population is approximately 200,000, but there are at least 5,000 suburbanites who visit there daily. The beauty of suburban business is that invariably the people come to buy. The Hayes Music Co., 422 Superior street,

report that the Edison disc machine is making a big hit.

The Talking Machine Shop, owned by J. and F. W. Frame, who have just completed one year as proprietors, reports business to be on the increase. They make a feature of the Victor line.

The Toledo branch of the Columbia Graphophone Co. is now in charge of Frank Flightner, who succeeded W. L. Sprague transferred to the wholesale department at the Buffalo branch. Miss Kittie King, who has been connected with the Columbia people for nine years, recently coming from Lincoln, Neb., is now in charge of the office in Toledo. H. Morey, auditor for the Columbia Co., has just finished a complete audit of the Toledo business. Mr. Flightner said that trade was exceedingly good, and that sales are exceptionally brisk on the new twenty-five cent records.

The Whitney-Currier Co., dealers in high-grade pianos and talking machines, announce that they will be in their new building by January 1.

A representative of The World spent a very pleasant hour with W. W. Smith, general manager of the J. W. Greene Co., who handle one of the largest lines of pianos, players and talking machines in Toledo. Mr. Smith stated that the "talker" business had fallen off the latter part of November, but before that time for three months it was enormous. He attributes the dull spell to the bad weather. However, he has every reason to expect a big Christmas business, judging from the queries being received daily for prices, etc., most of which are for the expensive machines.

Mr. Smith has noticed a big demand of late for the higher-class records in all lines. There are a number of features about the Greene store that are particularly interesting. In the first place, all salesrooms are what may be called "outside" inasmuch as they all have daylight windows; they are equipped with fans and ventilators, so as to give the best possible air. This is something which Mr. Smith believes to be of great importance in demonstrating talking machines.

### NEW STORE FOR LANDAY BROS.

Take Long Lease on Store at 427 Fifth Avenue—Now Have Five Stores in Center of City—New Quarters to be Handsomely Furnished and Will Be Occupied On or About February 1.

Landay Bros., the prominent Victor distributors with headquarters at 563 Fifth avenue, New York and three stores in the best shopping districts of the city, consummated arrangements this week for the acquisition of a new store at 427 Fifth avenue, New York, two doors above 38th street. This store has been leased for a period of more than ten years with an aggregate rental of \$200,000.

The new Landay store will be located in the very heart of Piano Row, and Max Landay states that it will be one of the most attractive and artistically furnished Victrola headquarters in the city and probably in the country. In the center of the best shopping section in New York, the new store cannot fail to attract high-grade trade, in addition to reaching the extensive Landay clientele who constantly visit this district of the city.

Max Landay states that the new store will have fourteen sound-proof demonstration rooms, all of which will be furnished in the usual high-class and artistic Landay fashion. According to present plans Landay Bros. will occupy their new store about February 1 and as soon as this store is ready the stock in the store at 400 Fifth avenue will be transferred to 427 Fifth avenue and the 400 Fifth avenue store closed.

With the opening of the store at 427 Fifth avenue, Landay Bros. will have stores at 563 Fifth avenue, 27 West 34th street, 153 West 42d street and 427 Fifth avenue. The firm is one of the most successful Victor representatives in the country, and this success can be attributed to the unceasing energy and progressiveness of the members of the firm who have achieved a well-deserved success in their chosen field.

### GOOD REPORT FROM DOWN EAST.

Among the recent visitors at the executive offices of the Columbia Graphophone Co. in the Woolworth Building, New York, was Joseph N. Hassett, manager of the establishment of Fred. W. Peabody, the prominent piano and talking machine house of Portsmouth, N. H.

Mr. Hassett spoke encouragingly of business conditions in general throughout his territory, and was particularly well pleased with the rapid strides in popularity that the Columbia product is making throughout New England. The new machine models in particular have made a most favorable impression in that part of the country, as they have made in all other sections.



# CABINETS FOR TYPES VIII AND IX VICTROLAS

MANUFACTURED UNDER THE BERTINE PATENT  
EXCLUSIVELY FOR JOHN WANAMAKER

These cabinets have an extremely fine finish and must not be compared with the ordinary output of cabinet manufacturers. They have an interlocking device to fit the rubber buttons on Victrolas which hold them together as shown in the illustrations.

Write for our Cabinet Catalog containing further particulars.

Discount to the trade.

## TO DEALERS ARE YOU IN WANT OF VICTROLAS?

WHAT CAN YOU USE?

WE CAN FILL YOUR ORDERS  
FOR VICTROLAS PROMPTLY.

USE THE WANAMAKER  
FREE DELIVERY EVERY-  
WHERE IN GREATER  
NEW YORK AND  
VICINITY.

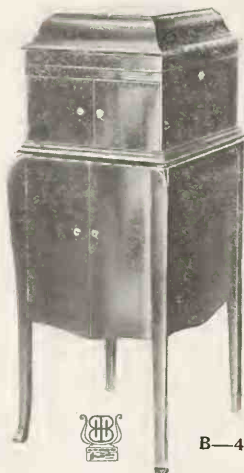
Everything  
Covered  
by Our  
Automobile  
Wagon  
Routes  
in all  
Direc-  
tions.



B-3



B-5



B-4



B-2

Our  
Record  
Stock Is  
Absolutely  
Clean and  
Most Complete

*We do not handle old,  
worn-out or played-over  
records.*

Every record received from the Victor factory is immediately sealed and is non-returnable, whether delivered to a retail customer or shipped to the trade, EXCEPTING, HOWEVER, THAT THE RECORD IS RETURNED WITH SEAL UNBROKEN.

This is our invariable rule and will not be broken. Our results from this ruling are most flattering. It has brought us an increasing and a better business. We maintain a special demonstrating stock for that purpose. The depreciation of a demonstrating record stock is but slight and is made up a hundredfold on the additional business we receive.

## JOHN WANAMAKER NEW YORK

LICENSED WHOLESALE AND RETAIL VICTOR DISTRIBUTOR.

(Licensed under a recent decision of the U. S. Supreme Court.)

NOTICE TO THE PUBLIC: Victor merchandise is now offered under the new License Agreement, fully explained in the label attached to the goods.

Victrola Salons,  
First Gallery, New Bldg.

Broadway to Fourth Avenue,  
8th to 10th Street.





## SINGER TO SELL VICTROLAS.

John H. Bieling, Formerly First Tenor in Hayden Quartet, Joins Staff of New York Talking Machine Co.—Musical Knowledge Will Prove an Asset—Tells of Victor Co.'s Growth—Acquiring Detailed Knowledge.

Arthur D. Geissler, vice-president of the New York Talking Machine Co., 81 Chambers street, New York, the well-known Victor distributor, announces the addition to the company's sales staff of John H. Bieling, formerly first tenor in the Hayden Quartet, one of the best-known quartets in the talking machine field, and one of the most popular in the Victor library.

Mr. Bieling, who sang first tenor in this quartet, from the first days of its inception, was one of



John H. Bieling.

the oldest members of the Victor recording staff in point of years of service, having recorded for the Victor Co. for the past fifteen years.

With his detailed knowledge of the musical end of the talking machine business, Mr. Bieling is exceptionally well equipped to acquire an equally intimate knowledge of the commercial phase of the business, and as he contemplates learning the business from the ground up, he will doubtless score a well-deserved success in his new capacity. As part of his commercial experience, Mr. Bieling will spend some time in the extensive repair department of the New York Talking Machine Co.

In his reminiscences of fifteen years since, Mr. Bieling tells of the very first start of the Victor Co. in a humble little one-story building that was anything but modern, even for those days. The first recording room was no more than twelve feet square, and to reach it the Hayden Quartet and the other artists were obliged to pass through a blacksmith's shop. The wonderful changes and phenomenal growth of the Victor Co. in the short space of fifteen years has naturally imbued Mr. Bieling with an enthusiasm for Victor products that should assist him considerably in his commercial life with the New York Talking Machine Co.

## GERMANY OPPOSES PRICE CUTTING.

It is of interest to note that while recent decisions in the American courts and legislation before Congress are inimical to the maintaining of retail prices, Germany is making things warm for the price-cutting fraternity. A retailer has been brought into court for having obliterated a certain identification mark on the goods he sold—by which mark the manufacturer expected to trace price-cutters—and was found guilty and liable to heavy damages.

Applying to the case section 1 of the law of unfair competition, which makes liable anyone whose business acts are such as to offend good morals, the court found the defendant guilty, first, in injuring the trade of his competitors by selling below the contract price, by which they were likewise bound, and by causing damage to the complainant's business by giving rise to the belief that its goods could be bought at different prices at retail, instead of only at the uniform price.

## THE TRADE IN LOS ANGELES.

Dealers Well Satisfied with Sales in Southern California—Planning for Heavy Holiday Business—Some Interesting Personal Items—Recent Trade Visitors of Record—Some New Victor Dealers.—Outlook Very Encouraging;

(Special to The Talking Machine World.)

LOS ANGELES, CAL., December 6.—The talking machine trade of Los Angeles and section has been most satisfactory for the month of November, far better than the dealers anticipated. Los Angeles is proud of the showing it is making this season as a musical center, the appearances of the great artists in concert and opera companies, are stimulating record trade very extensively. Dealers as well as jobbers are looking forward to a great expansion of the talking machine business within the next thirty days.

Chas. S. Ruggles, local manager of the Victor distributors, Sherman, Clay & Co., of this city, spent Portola week in San Francisco visiting the home office, friends and relatives. He states that prospects for the Christmas holiday business were never better.

The illness of Harold Jackson, traveling representative of the Southern California Music Co., has caused the delay of his Valley trip for a few weeks. Mr. Jackson reports Edison disc goods are going fine and making a big hit with the dealers throughout this section.

## REPRESENTING THE COLUMBIA LINE AMONG THE CUBANS.

Frank G. Robins & Co., of Havana, in a Few Months Over a Year, Have Built Up a Lively Jobbing Business on That Island—Numerous Dealers Established in Various Towns—Better Class of Music Favored—Interesting Talk by E. B. Shiddell, Columbia Manager.

One of the most progressive and successful representatives of the Columbia Graphophone Co. is Frank G. Robins & Co., of Havana, Cuba, who, although only representing the Columbia products since March, 1912, have scored a remarkable success that has exceeded all expectations. The company, in addition to maintaining a handsome building devoted exclusively to Columbia products, acts as a Columbia jobber in Cuba, and has established many Columbia dealers, all of whom are closing an excellent business.

The manager of the Columbia division of Frank G. Robins & Co. is E. B. Shiddell, formerly connected with the Kansas City, Mo., store of the Columbia Co. as assistant manager. Mr. Shiddell started with the Columbia Co. in October, 1905, and during his six and a half years' connection with the Kansas City store occupied a number of positions which particularly fitted him for the able guidance of the Columbia department of Frank G. Robins & Co. in Havana, Cuba. Mr. Shiddell has achieved a noteworthy success in Cuba, and moreover is enthusiastic over the prospects for a continued success in this territory.

When he arrived in Cuba in 1912, Mr. Shiddell states that such innovations as demonstration booths were entirely unknown, and selling was naturally consummated under extreme difficulties. Purchasers of records were obliged to stand with their heads in the horns of the machines, and following the air of the record was well-nigh impossible.

The Andrews Talking Machine Co. is very much pleased with the amount of business done within the last thirty days, and furthermore much better pleased with the prospects for the next thirty days, which is the climax of 1913.

Recent visitors to the city included Geo. P. Austin, dealer at Oxnard, for a few days and M. E. Dancet, an enterprising Victor dealer of Sierra Madre, who ordered an additional quantity of Victor goods for the holiday trade. Mr. Dancet has lately moved into new quarters.

H. B. Hinman, the well-known talking machine manager, who was located with the J. B. Brown Music Co., has accepted the managership of the talking machine department of the Gray, Maw & Thompson Co. of San Diego.

J. F. Stidham, manager of the Columbia Graphophone Co. of this city, reports a very favorable and satisfactory business in the Columbia line. The new 'Jewel' and 'Mignonette' have proved to be ready sellers among the dealers. A very gratifying and striking sales feature in the company's record department is the Columbia record, "I Love You, California."

A number of new Victor dealers have just been established and reported by Chas. R. Ruggles, local manager of Sherman, Clay & Co.: Lancaster Pharmacy, Lancaster, Cal.; Walter R. Gage, Hollywood, Cal.; Madden's Pharmacy, Hemet, Cal. and Southern Talking Machine Co., San Bernardino, Cal.

"These conditions are all changed now, however," stated Mr. Shiddell recently, "and Frank G. Robins & Co. have a Columbia building that is certainly on a plane with the leading establishments in America. It is a well-known fact, of course, that the Cubans are great lovers of music, inclining naturally to their own native danzones, cancons, rumbas, boleros, etc. At the same time, however, the records issued by the Columbia Graphophone Co. last spring have turned out to be enormous sellers, and up to the present day we have been unable to supply the demand.

"As a sign of advancement in the phonograph business, a short time ago all you could possibly sell to a Cuban was a cheap horn machine and a few danzones, their native dance music, but now when the customer enters the store to buy a machine he asks to hear 'una maquina sin bocina,' which means a machine without a horn. They also purchase large quantities of grand opera music; in fact, I believe the average Cuban who owns a graphophone has a larger repertoire of records than the average American.

"Frank G. Robins & Co. is a firm believer in advertising and publicity of all kinds, as long as it is high class. For example, last season we practically maintained one of the leading baseball clubs in Cuba which was named the 'Remingtons,' as the company handles the Remington typewriter. In order to advertise the Columbia product during the course of the baseball season we offered as a prize to the man having the highest batting average a Columbia Grafonola, Regent Junior."

"All the newspapers of the island published each day two or three columns in their sporting pages, giving the complete average of all the batters, and as the season runs over a period of three or four months it will be readily realized that we derived a great amount of free advertising from this offer. At the time the prize was awarded there were also published many cartoons showing the Columbia Grafonola and the winning batter."



One of Frank G. Robins & Co's Display Rooms





**Every Columbia Grafonola is equipped with the exclusively Columbia tone-control leaves, which have taken the place of the old double-door idea.**



(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

### MAGGIE TEYTE WITH COLUMBIA.

Popular Artist Signs Contract to Record Exclusively for Columbia Co.—Has Just Made First Records, for Which Big Demand Is Expected.

The Columbia Graphophone Co. consummated one of the most important deals of the year when it completed arrangements last week with Maggie Teyte, the distinguished soprano, whereby this well-known and popular artist will record exclusively for the Columbia record library. Miss Teyte has always been interested in the recording of the human voice, but until last week it has been im-



Maggie Teyte Listens to Her Records on the Columbia Grand Grafonola.

possible to secure her consent to enroll as one of the recording artists owing to her many concert and recital engagements.

In addition to her popularity in this country, Miss Teyte is well-known abroad, where she has achieved a noteworthy success. Her concert tours in this country have invariably met with the heartiest praise and commendation from music lovers and newspaper critics of importance in all the leading cities.

Miss Teyte made her first records at the Columbia recording laboratory a few days since, and, as will be seen by the accompanying photograph, is well pleased with the "master" records which she heard through the medium of the Columbia "Grand." The Columbia Co. is naturally gratified to add this eminent artist to its fast growing list of recording stars, and the company is certain that Columbia dealers throughout the country will experience a heavy demand for these records as soon as they are issued.

If you think failure and speak failure you are sure to be a failure.

### HIGHER PRICED MACHINES HAVE CALL IN MILWAUKEE.

Sales Keeping Up in Excellent Shape Despite Slackness in Local Manufacturing Circles—What Some of the Dealers Have to Report New Stores Open and Old Ones Expand—New Edison Phonograph Representatives—Some Excellent Window Displays Made.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., December 8.—Talking machine dealers all over Wisconsin are now finding themselves in the midst of a very satisfactory holiday trade. Fears were entertained in some quarters earlier in the season that sales this year would be curtailed because of the depression which is being experienced in some lines of business, but there is every indication at this time that business in the talking machine field will show an increase over the corresponding period a year ago. Most dealers have realized that more work, more extensive advertising and more thorough methods in every way would be necessary to "land" the holiday business this year. Efforts have been made to go out and get the business and the results have been entirely satisfactory up to date. There is no denying the fact that collections are a little slow and that the percentage of cash sales is perhaps a little smaller, but this is not discouraging dealers or jobbers. Most of them believe that underlying conditions are satisfactory and that money will become easier just as soon as Congress takes some action on the pending currency bill.

Sales of lower priced machines have fallen off somewhat in Milwaukee during the past few weeks, due to the fact that some of the large iron and steel and heavy machinery manufacturing concerns have laid off some of their men until the opening of the new year. Most of the big manufacturers say that they have plenty of business on their books, however, and that the filling of orders has been suspended in some cases, simply until the present depression clears up. The sales of higher priced machines have shown an increase and business in this line seems to have more than offset the decrease experienced in the less expensive goods.

"Both the jobbing and retail business is very good," said Miss Gertrude F. Gannon, head of the Wisconsin Talking Machine Co., Victor jobber. "Trade has been fully up to the average and I believe that there will be a consistent gain over the corresponding period a year ago." The Wisconsin Talking Machine Co. has located several good Victor dealers about the State during the past few weeks.

The Milwaukee local business in the Edison business phonographs and accessories has been taken over by the Tisch-Hine Co., of Grand Rapids, Mich., and William Tisch, for several years in charge of the Edison department in the Grand Rapids office, is now located in Milwaukee and will have full charge of the business. Mr. Tisch has opened offices in the Colby-Abbott building.

A sale of unusual interest was made recently by L. C. Parker, manager of the Victor department at Gimbel Brothers, when he disposed of a Victrola XVI, to each of the four officials of a Milwaukee business house. The sale was made to one of the officers of the concern, who had been delegated by his brother officials to select the machines.

A seventy-five per cent. gain in Edison sales has been experienced of late by the Milwaukee Phon-

ograph Co., jobber for the Thomas A. Edison, Inc., William A. Schmidt, general manager, reports a large array of dealers about the State who have signed up for the Edison goods. Some especially fine orders for the Edison disc machines are being received. William P. Hope, traveler in Wisconsin and Upper Michigan for the Thomas A. Edison, Inc., was in Milwaukee recently and reported a fine business.

A. F. Behrend, 458 Mitchell street, a well-known piano dealer, is now carrying the Columbia line of machines and records and is meeting with excellent success. Mr. Behrend's store is located in one of the leading business sections of the south side, a section of the city which has hitherto been covered only by the downtown store of A. G. Kunde, Columbia jobber and retailer, 516 Grand avenue. Business at the Kunde store is climbing to a new high mark and Mr. Kunde has been forced to increase his sales force.

The Edmund Gram Piano House, 414-416 Milwaukee street, has met with some unavoidable delay in the work of removing its Victor department to the main floor of the handsome new store and so has decided not to make the change until after the rush of the holiday trade is over with.

C. W. Abbott, manager of the Victor department at the Boston Store, has found business so good since the first of the month that he has been forced to double his sales force in his department. Like most of the department stores carrying the Victor line, the Boston Store has been featuring the Victor goods in their advertisements in the local newspapers with excellent results.

The Gensch-Smith Co., 730 Grand avenue, one of Milwaukee's exclusive Victor shops in the downtown district, has been attracting considerable attention of late by the excellent window displays which it has been featuring.

Mrs. Frances E. Clark, head of the public school department of the Victor Talking Machine Co., spent a few days in Milwaukee, her former home, last month and aided in the work of exhibiting and demonstrating the Victor machines and records before the annual convention of the Wisconsin Teachers' Association.

### NEW TALKING MACHINE COMPANY.

The Crescent Talking Machine Co., Inc., filed a certificate of incorporation last week with the Secretary of State at Albany, N. Y. The capital is given as \$300,000, and the incorporators are George E. Butler, J. Grant McCallum, and William H. Hamilton, Jr.

### CLOSE IMPORTANT SALE.

An early issue of the Dictaphone Mouthpiece will feature a detailed account of a sale of eleven dictaphones to the Aeolian Co., which was closed recently after lengthy and strenuous competition.



**THE PROGRESS OF THE BLACKMAN TALKING MACHINE CO.**

**Under the Direction of J. Newcomb Blackman It Has, in a Little Over a Decade, Risen to a Commanding Position in the Trade in the East—Increased Space to Take Care of Business Growth—Foresight and Efficiency Mark This Success.**

The Blackman Talking Machine Co., 97 Chambers street, New York, the prominent Victor and Edison distributor, is taking care of its trade this fall in a most commendable and praiseworthy manner, due in a measure to increased facilities that the company has at its disposal this season. Additional floor space, new demonstration booths, and

there are thirty Blackman enthusiasts, all working with the one idea of increasing the prestige and standing of the Blackman Talking Machine Co. in the talking machine field. From a sales standpoint, comparisons furnish facts that are as startling as they are impressive. The sales for the year ending May 1, 1913, approximated thirteen times those of

A close student of the talking machine business in every detail, Mr. Blackman has installed systems in his institution that are well-nigh perfect in their conception and in the results achieved. Orders mark time from the moment they are received until the moment they are shipped, and it is this thoroughness of system that has been an important factor in the pronounced success of the company. The company has radical ideas on the proper service to be extended their dealers, and President Blackman is always willing and ready to assist his dealers in any way that will conduce to the betterment of their business. His dealers appreciate the broad Blackman policy of doing business,



J. Newcomb Blackman and R. B. Caldwell in Former's Private Office.

Section of Bookkeeping and General Business Departments.

many other improvements and additions which have been under way since last spring have been entirely completed during the past few weeks, and as a result, the Blackman forces are in a position to work at top-notch efficiency, aided by maximum conveniences and modern innovations in the realm of perfect merchandising.

The floor space utilized by the company now totals over 13,000 square feet, an imposing and impressive figure, when it is compared with the 1,700 square feet occupied by the company when it first started business back in 1902. Three and a half floors, running from Chambers to Reade streets, are now occupied by the various departments of the Blackman business, and it is a tribute to the foresight and wisdom of J. Newcomb Blackman, president of the company, that sufficient space has always been close at hand when expansion became necessary.

The history of the Blackman Talking Machine Co. dates back to 1902, when J. N. Blackman, with two employes, started out as an Edison phonograph

the first year, and the business of a single month, December, 1912, practically tripled the entire first year's sales. These figures furnish concrete evidence of the growth and progress of the Blackman Talking Machine Co.

"I am a firm believer in looking ahead and never standing still," remarked Mr. Blackman in a recent chat with The World. In that remark lies the keynote of the success of the company. In every single department of his business, Mr. Blackman has looked ahead and with the inevitable result that when the demands upon his business were increased, his facilities and service were ready to cope with the situation.

As an example of the foresight that has characterized the march of progress of the Blackman Talking Machine Co., it is interesting to note that it was in November, 1907, during the height of the business panic that Mr. Blackman signed a lease for the extra thousands of floor space which he realized would be absolutely necessary at some future time. He was convinced that he

and judging from the present growth of the company, this appreciation is substantial and still increasing.

**GUESS QUICK AND STICK TO IT.**

It has been remarked that indecision and indigestion have done more to make a dead letter of contentment than any other two troubles. The worst of the two, by far, is indecision.

Caution is an excellent and necessary quality. But there is a lot of difference between caution and indecision.

Caution weighs the question at issue with its eye on the scale indicator. Indecision spends valuable time looking back and sidewise, and around the corner or up in the air—never straight ahead.

It is unfortunate to "guess" wrong; but even that is better than to die of indecision!

Tighten up your mental machinery, and make it produce decisions when you need 'em!

You'll make some wrong ones; everyone does.



View from the Front of the Store.



The Store Front and Immense Sign.

jobber. One of these two employes, Frank Roberts, is still a member of the company's sales staff. The company started in a modest way, and in 1903 the Victor line was added to the Edison stock. R. B. Caldwell, the popular vice-president of the company, joined the forces in October, 1904, and in 1905 the company moved to its present quarters, occupying, however, but one half of its present space.

Compared with the two employes of 1902, to-day

would sooner or later need all the space clear back to Reade street, and he availed himself of the opportunity to contract for it, even though the immediate outlook was decidedly discouraging. The utilization of all this space at the present time furnishes proof of Mr. Blackman's wisdom of a few years since.

But you won't be a shilly-shallying nonentity, at least.

Don't be a hesitator. Be a decider.

**IMPORTANT VICTOR CATALOGS**

Just Issued, Covering Complete Line of Records Up to November.

The Victor Talking Machine Co. sent out to its trade last week a number of new catalogs that are always issued at this time of the year. This valuable literature includes a November catalog of Victor records listed to date according to author, class of selection and name of selection, and a numerical catalog listing Victor records by their numbers. Additional enclosures with these new catalogs included a cut-out list of discontinued records, and a list of operatic and instrumental records to be added to the catalog without further notice.

The regular November catalog was conceived along the usual lines of Victor maximum convenience, completeness and thoroughness. The Victor Talking Machine Co. has perfected catalog production to a degree, and it is now merely a matter of listing all the new records, as improvements in the catalog can hardly be suggested. This applies also to the numerical catalog, which is recognized by leaders as one of the most valuable aids extended them by the company to assist them in keeping track of their record stock and to find a desired record at a moment's notice. The numerical and regular record catalogs form an ideal combination both for the dealer and his customer.

The special operatic and instrumental records to be added to the Victor catalog without any further notice contain the usual excellent list of high class records published at this time of the year, including selections by Frances Alda, Geraldine Farrar, Mischa Elman, Schumann-Heink, Louise Homer, and several others of similar prestige and prominence.

**COLLECT BILLS WHEN SMALL.**

If you cannot collect an account when it is small, be sure it will not be any easier to collect when it gets bigger. Collect bills when they are small. A short horse is soon curried, they say.

**SERVICE IS THE KEYNOTE.**

Of the Business Methods of Louis Buehn, of Philadelphia—Co-operation with the Dealer and Quick Deliveries Count in Busy Times.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., December 8.—This is the time of the year when the facilities of jobbers are subjected to the greatest tests. Everyone wants goods and the dealer has quite a problem to please all his customers. A talking machine purchaser is like a piano buyer—it takes a few months to decide, and ten minutes after the decision the customer wants the machine delivered. If there were plenty of time to do this, the dealer would save a lot of unnecessary work, as he could order as is his custom and not be forced to wire or telephone for individual deliveries. The increase of retail buying frequently is in excess of the dealer's predictions, with the result that he is under-ordered, so to speak, and in order to save his profits, he must have the quick assistance of a jobber.

In this city, Louis Buehn, the big Victor jobber, has learned by the past many years of experience that December profits depend upon his co-operation with the dealers who are Buehn clients. Consequently, he is far-sighted enough to adopt a lengthened working schedule for his offices so that no matter whether orders reach him early or late, they will have the very best attention that it is possible to give to any order, whether his client is large or small, or the order small or large. When an organization is transacting a certain volume of business throughout the year, and suddenly an increase is forced upon it for double the amount, there must be wonderful elasticity to the Buehn methods and men in order to care for the regular and additional work without chaotic disturbances. The Buehn men are picked men; to work for Buehn in Philadelphia gives at once a special rating to a man; so when you hear dealers speak in glowing terms of the high-power service given to them by the Buehn organization, it shows that the Buehn service is a real one; a service that is dependable

under most any condition. No doubt this explains why the business and prestige of Louis Buehn are constantly growing.

**CAN'T CONTROL PRICES OF BOOKS.**

Agreement Not to Sell to Cut Rate Dealers is Held to Be Violation of Anti-Trust Law.

(Special to The Talking Machine World.)

WASHINGTON, D. C., December 6.—In a decision of the United States Supreme Court it was held that agreements between publishers and regular booksellers not to sell books to dealers who resell them to the public at prices below those fixed by the publisher constitute a violation of the Sherman Anti-Trust act. Dealers in copyrighted books may therefore sell them at cut rates.

The case determined was that of R. H. Macy & Co. of New York vs. the American Publishers' Association, embodying 75 per cent. of the book publishers in the United States. This association and the American Booksellers' Association, it was charged, sought to prevent the sale of books and periodicals to dealers who would not maintain fixed prices.

The court held that the Supreme Court of New York erred in the same case in deciding that the copyright laws permitted those holding copyrights of books to exercise any power of monopoly over them other than that conferred directly by the copyright.

**A STRIKING ADVERTISEMENT.**

(Special to The Talking Machine World.)

GREENWICH, CONN., December 9.—One of the most striking and impressive advertisements ever published in the local newspapers was one inserted this week by the Mead Stationery Co. of this city, the prominent Victor Talking Machine Co.'s dealer. This advertisement was a two-color one, and made a striking display in red and green. The new Victrola No. 10 was featured prominently in this advertisement, and the text was clean cut and interesting.

Push the  
Sale of  
Records  
by Selling  
Cabinets

**LONG CABINETS**

Occupy a strong position. They have many friends.

THE GEO. A. LONG CABINET CO.

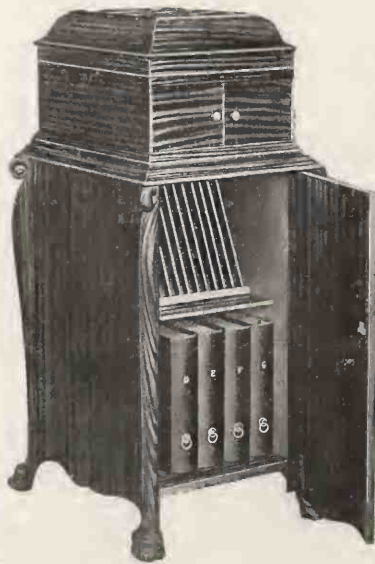
Push the  
Sale of  
Records  
by Selling  
Cabinets

Write  
to-day for  
Circulars  
of  
Record  
Cabinets  
and  
Player Roll  
Cabinets



D 67

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



D 64

Mahogany, Golden Oak and W. O.  
Finished all around.  
For IX Victrolas.  
Capacity, 180 12-inch Records.



M 107

PLAYER ROLL CABINET.  
Mahogany, Back finished like sides. Ca-  
pacity, about 100 Rolls.

Circular  
Matter  
Cheerfully  
Furnished  
on Request

Address **CLEMENT BEECROFT, Sales Manager**  
309 W. SUSQUEHANNA AVENUE

**Philadelphia, Pa.**



## THE DEATH OF JOHN DORIAN.

Popular Member of Columbia Graphophone Co.'s Staff Passes Away In Denver from Illness Contracted in the Orient—With Columbia Co. for Over Nineteen Years.

The many friends in the trade of John Dorian, the traveling representative of the export department of the Columbia Graphophone Co. will regret to learn of the death of this popular member of the Columbia staff. Mr. Dorian passed away November 24 at Denver, Colo., after a serious illness contracted on his last trip to the Orient. Mr. Dorian, who was in his forty-seventh year at the time of his death, is survived by a widow and two children. A temporary interment took place at Denver, Colo., until the various members of the Dorian family could get together and attend the funeral.

John Dorian, who was a brother of Marion Dorian, treasurer of the Columbia Graphophone Co., and of Frank Dorian, manager of the Co-



John Dorian

lumbia Co.'s Dictaphone division, was connected with the Columbia Co. for nineteen years, and during that time held a number of important executive positions. His first connections with the Columbia Co. were in Washington and St. Louis, and subsequent to that he was transferred to the Pacific Coast, where he spent several years developing the company's business in the Far West, with headquarters in San Francisco. He then joined the New York executive offices as assistant general manager, and later became manager of the New York wholesale territory. Mr. Dorian entered the export department in 1906, where he stayed until December, 1912, when he contracted the fatal illness that resulted in his death.

John Dorian was admired and esteemed by all the members of the trade with whom he had had any business connections, and during his many years with the Columbia Co. had enjoyed the affection of all his associates. His loss is a severe blow to his many intimate and business friends, and his widow has received messages of condolence from all parts of the world.

The store that sells but one line of goods gets but one line of customers. Why not branch out into as many lines as are practicable.

## FOR SALE

A nicely-equipped Victor Business in San Francisco. New fireproof building; 8-year lease; reasonable rent; clean, up-to-date stock. Will sell at invoice. I also handle pianos and sewing machines. Address Geo. W. Scott, 617-619 Clement St., San Francisco, Cal.

## TO INCREASE PARCEL POST LIMIT.

Interstate Commerce Commission Approves Plan to Increase Weight Limit in Certain Zones and Make Other Improvements in Service—Some Rates to Be Reduced.

(Special to The Talking Machine World.)

WASHINGTON, D. C., December 9.—It will interest talking machine jobbers and dealers, who are utilizing the parcel post so effectively these days for the shipping of records, that Postmaster-General Burleson's proposals to increase the weight limits of parcel post packages in the first and second zones from twenty to fifty pounds, to admit books to the parcel post and to reduce rates in the third, fourth, fifth and sixth zones was approved to-day by the Interstate Commerce Commission.

The maximum weight of parcels to all zones beyond the second was increased from eleven to twenty pounds. The changes go into effect January 1.

For the third zone rates will be reduced from seven cents for the first pound and five cents for each additional pound to six cents for the first pound and two cents for each additional pound; for the fourth zone, from eight cents for the first pound and six cents for each additional pound to seven cents for the first pound and four cents for each additional pound; for the fifth zone, from nine cents for the first pound and seven cents for each additional pound to eight cents for the first pound and six cents for each additional pound; for the sixth zone, from ten cents for the first pound and nine cents for each additional pound to nine cents for the first pound and eight cents for each additional pound.

It is provided by the Postmaster-General, with the consent of the commission, "that the rate of postage on parcels containing books weighing eight ounces or less shall be one cent for each two ounces or fractional part thereof, and on those weighing in excess of eight ounces the zone parcel post rates shall apply."

This is to be effective March 16, 1914.

## PRAISE MIGNONETTE MODEL.

What a Prominent Dealer of Vicksburg, Miss., Writes the Columbia Agent in New Orleans.

(Special to The Talking Machine World.)

NEW ORLEANS, LA., December 9.—W. F. Standke, manager of the Columbia Graphophone Co.'s distributing branch in this city, points with pride to the many letters he has received from Columbia dealers in this territory testifying to the merits of the new models of Columbia machines. The "New Mignonette" in particular is praised by all the Southern Columbia dealers, and considered one of the most popular models ever presented by the Columbia Co.

As an example of the dealers' appreciation of the "New Mignonette" Mr. Standke refers to a letter recently received from W. O. Menger, of Vicksburg, Miss., one of the most aggressive Columbia dealers in this territory, who writes: "Since writing you this morning, the New Mignonette came in. This is the prettiest thing we have seen yet that could sing, except possibly the writer's wife. The size of this machine is larger than we looked for, the size of build of case absolutely perfect as to design and general contour, finish just like glass, the sound the closest approach to the natural human voice yet produced. We are most pleasantly surprised in every way and see of no change whatever to suggest in its make-up; the tilting record rack is a model of convenience, one of the very few record racks that is really a practical one."

(Signed) W. O. MENGER.

## WHEN A MAN IS "DEPENDABLE."

To call a man "dependable" is to pay him one of the highest compliments possible. The world is broad, strong, comprehensible. It means so much more than most terms of praise. A man may be capable, but erratic; industrious, but blundering; faithful, but incompetent; but to be "dependable" is to be better than any of these, or all combined, for a man, to be dependable, must be capable for his task, industrious in his application to it, and faithful to his trust. Such a man is worth while to any employer.

## A RECORD MONTH'S BUSINESS.

Volume of Business for November with New York Talking Machine Co. Close to Doubling Last Year's Total, Says Arthur D. Geissler—Machines Sold Off Rather Than Stored.

"Our November business this year came within five per cent. of doubling that of last November," states Arthur D. Geissler, vice-president and managing director of the New York Talking Machine Co., 81 Chambers street, New York, the popular Victor distributor. "An interesting feature of the shortage of Victor goods caused by the extraordinary demand this year is the fact that this shortage has resulted in a most gratifying increase in collections. The individual dealers seem to be striving to keep their credit in the best of shape so that, if this fact is to be considered in increasing his allotment of Victor goods, he will receive his share of machines and records."

"As a matter of fact, in spite of a seeming undertone of pessimism which has been encountered in other lines of business, the Victor Talking Machine Co.'s business is standing out in great contrast. The factory is working double overtime and still far behind on their orders. The dealers are taking all the machines allotted to them, including a good many styles which they are taking with the idea of loaning them to customers until they can supply the desired styles."

"A close checking up of the dealer's business, and a general inventory of their stocks shows that the usual storing away of machines for the Christmas trade is not taking place this year. Sales seem to be made on receipt of the goods. The Victor Co.'s entrance into the new year will most certainly leave them a clean market in which to start shipments."

## HIS OWN RULES OBEYED.

How Thomas A. Edison Was Held Up by an Office Boy.

The following story concerning Thomas A. Edison has been making the rounds of the press. An office boy who felt his responsibilities kept Thomas A. Edison, inventor, cooling his heels for five minutes outside his own office. Mr. Edison, who has been taking an enforced vacation of two weeks in his home, West Orange, on account of a cold, was permitted to go to his laboratory on condition that he remain only a few minutes. The boy, who had been engaged since Mr. Edison became ill, met him at the office door.

"You can't see Mr. Edison without an appointment," he said firmly.

"But this is most important," remonstrated the inventor, who wanted to prolong the joke.

"Nothin' doing, and, anyhow, you'll have to see the secretary," the boy added. Mr. Edison said very well, he would see the secretary.

After about five minutes the secretary came out and greeted Mr. Edison by name.

"That's all right," said the inventor, patting the boy on the head, "I like to see my own rules obeyed."

## TO MAKE TALKING PICTURES.

The Renfax Film Co., Inc., with a capital stock of \$90,000, and the Progress Film Co., Inc., with a capital of \$25,000, both of Manhattan, filed certificates of incorporation at Albany, N. Y., this week for the purpose of making and dealing in machines to synchronize motion pictures and talking machines.

## OPENS NEW RECITAL HALL.

A handsome recital hall was recently opened in connection with the talking machine department of the Schmelzer Arms Co., Kansas City, Mo., and Manager A. A. Trostler, of the department, is planning a series of weekly recitals.

W. A. Bowen & Son, jewelers, Kewanee, Ill., have been attracting crowds to their establishment through the inauguration of a series of recitals on the Edison disc phonograph, which they handle exclusively.

# Thanks for the Past

**E**ND-OF-THE-YEAR thanks are customary and usually a mere formality.

But not ours, this time.

We have had one most distinctly elegant year—thanks to you dealers who did the selling.

In a way, this is thanking you for what you did for yourself; but we were in it with you.

We were never before quite so busy as just now—congratulating ourselves with one hand and wishing our customers A Merry Christmas with the other.

Columbia Graphophone Company.





# Thoughts for the Future

1914 is going to be a record year.

A "record" record year.

Beginning January 1.

This is not a mere prediction; we have started it already.

You saw the start of it when we announced that advertising record of ours at a quarter-of-a-dollar.

Yes, and we have set just one limit on the Columbia program for 1914;

A *minimum* limit of a 100% increase of Columbia record business.

We are going to do to the record business of this country just what we have already done to the machine business.

Watch it!

We are ready to-day to tell you some details of our 1914 campaign for doubling the sales of a record retailing at 10 cents less than any competitive record, yet carrying a *larger percentage of profit on each record sold*.

And if you operate with us you can count on our placing in your hands the means of securing the name of every active talking machine user in your locality.

The owner of a talking machine, of any make, only needs to know that Destinn records are available to want these Destinn records, and Bonci records, and Fremstad records, and Josef Hofmann records, and Ysaye records.

And more than that, the owner who buys Dance records needs only to hear such true-tempo tangos as ours to go *somewhere* to get them.

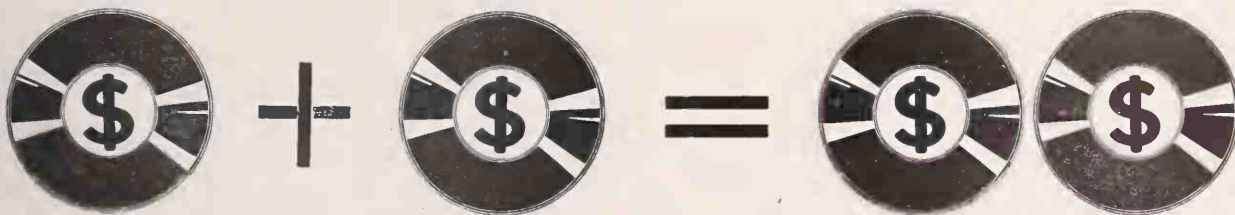
And all the way between the Opera and the One-Step, the guaranteed tone quality and the reproducing quality and the endurance of Columbia Records make a *buyer* every time the owner of a talking machine hears the first Columbia Record.

Here's next year:

We intend to make two Columbia Records sell where one sold before.

We intend to turn \$2 into Columbia dealers' pockets where \$1 was turned in before.

We intend to bring one new regular buyer of Columbia Records to a Columbia dealer's door for every one who opens it now.



It's as simple as that!

Watch it!

But watch it from the inside looking out, not from the outside looking in.

The view is much better from the inside.

So if you are interested in doubling your record business this coming year (and in making more money on every record you sell) write for particulars to

GEO. W. LYLE, General Manager.

## Columbia Graphophone Company

WOOLWORTH BUILDING, NEW YORK

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

DEALERS AND PROSPECTIVE DEALERS, WRITE FOR A CONFIDENTIAL LETTER AND A FREE COPY OF OUR BOOK, "MUSIC MONEY."

**DISCONTINUE JOBBING BUSINESS.**

**The Friedrich Music House to Concentrate Its Efforts on the Retail End of the Talking Machine Business Exclusively—Handles Victor Talking Machines and Records.**

(Special to The Talking Machine World.)

GRAND RAPIDS, MICH., December 19.—The Friedrich Music House, of this city, one of the best known and successful music houses in this section of the country, has discontinued its jobbing of Victor products in order to concentrate its energies on the retail end of its business exclusively.

In discussing this important change, Julius A. J. Friedrich stated as follows:

"We have discontinued the Victor jobbing business because it interfered with our two retail departments. Our situation was such that we could not place our jobbing department separate from our regular business, and since we were not in a position to place such large orders for the holiday trade, our retail department naturally suffered because in many cases we were obliged to take machines off our retail floors so as to help out old customers.

"We enjoyed the jobbing business very much while we were in it, but we felt that we were doing an injustice to ourselves as well as to our dealers if we would not discontinue the same.

"We have added three new rooms in the rear of our store on the ground floor in addition to those we already have on the third floor. These new rooms are all sound proof and arranged right up to date. We expect to increase our retail business very much by placing all of our energies into the same."

**TO PROTECT DESIGNS.**

**Action Taken at Convention of Business Men to Secure Relief—Manufacturers Object to Kahn Law, Enacted for Foreign Exhibitors at Panama-Pacific Fair—More Than Three Hundred Delegates Hear of Troubles.**

Steps were taken to secure better laws for the protection of commercial designs in this country, and a permanent organization was effected at the Design Registration Convention held in the Hotel Astor last month. More than 300 delegates representing manufacturers', merchants', importers', designers', advertising and trade press associations, attended.

The convention was held under the joint auspices of the National Registration League, and a committee representing the National Federation of Trade Press Associations. Permanent organization to fight for the desired legislation was affected.

The chief point of attack was the Kahn act, which provides that designs of any sort connected with foreign exhibits at the coming Panama-Pacific Exposition are to be granted patents, trademarks and copyrights, with severe penalties for infringement, as soon as they are landed at the grounds.

This may work, the American designers say, to create copyright for foreigners in things "long before known or used, or things which are public property or even previously copyrighted," and may also "give trade-mark rights to one who may have pirated a well-known trade-mark of a domestic manufacturer."

The speakers declared that design piracy has grown in recent years to an alarming extent, and each cited instances in his own particular line of business. It was urged that frequently the chief value of a manufactured article lies in its design. When this design is appropriated by a competitor and used to exploit an inferior article, the honest manufacturer suffers, it is said.

Ida May Cameron, sister of L. K. Cameron, manager of the retail talking machine department at Wurlitzers, made her debut in a larger professional way at the Studebaker Theater, Chicago, last Sunday, appearing in recital with Ludwig Schmidt, the well-known violinist. Miss Cameron has a lyric soprano voice of rare quality, which she used to excellent advantage in a program of English, German and French songs. She was given most favorable notices by the daily paper critics.

**THE RECORD AS A TEACHER.**

**Miss Patten, a Dramatic Reader and Teacher, of Chicago, Makes a Number of Records for Use in the School and in the Home Which Will Instruct in the Art of Declamation and Recitation—A Move of Importance.**

The talking machine has made dancing a part of the school curriculum, and now it is soon to give the reading lesson. The idea of teaching by the ear as well as the eye has become quite a feature of modern education. As a consequence, various classics, graded according to other studies, and poems are being bottled up in the records for future use. It will be probably a year before they are ready for the schools.

It has been impossible heretofore to record a woman's reading voice because of the range of tone and rapid vibrations. These requirements are a vibrant quality and faultless diction, and the reader should be an artist in order to truthfully and beautifully interpret. Just as it was harder to record the woman's singing voice than the man's so it has been with the reading. The experiments with the feminine voice have been unsuccessful for the last two years, but Miss Cora Mel Patten, a dramatic reader of Chicago, has the distinction of making the first satisfactory record. Miss Patten is principal of the Marden School of Music and Expression and chairman of the Junior Department of the Drama League of Chicago.

"The children should read less and the teacher more," said Miss Patten, who has just been engaged by the Victor Co. to read for their new records. "Where the teacher reads well the children read well. These records will overcome the deficiency of the regular teacher and introduce the special teacher into the remotest class rooms.

"Reading into a phonograph is not as easy as you would imagine," laughed Miss Patten, who is one of those delightful women who have eliminated the petty things of life and reached serenity. "I stand in front of the talking machine, which is placed between two laboratories. It looks like a side-board. Just a trifle to the left is a mirror, behind which one of the operators stands. If he wishes to say anything to me he pushes this down like a window. The buzzing sound begins, there is a tap to get ready, then two taps. The minute that comes you must begin to read or the record will be spoiled. These records are two lengths, one a little over three and the other over four minutes. You must finish your reading within the time limit of the record. The first time I missed it by four lines, the second by two, until at last I came out even.

Miss Patten will read the poems of Longfellow, Lowell, Tennyson, Field, Riley, Stevenson, Bunner and Holmes.

Such classics as the Gettysburg speech, the Declaration of Independence and all the schoolboys' favorite orations, which require the heavy masculine voice have been recorded. James Whitcomb Riley has read his own poems, and Robert Hilliard, the actor, as well as several others, have been successful.

**ISSUES NOTICE TO THE TRADE.**

The Minute Shine Co., of Providence, R. I., which is widely known in the trade as manufacturers of the Dustoff De Luxe talking machine record cleaners, has sent out a special notice to jobbers and dealers in which it is pointed out that "Dustoff De Luxe, or so-called record cleaners are universally protected by letters patent, and no others involving this idea can be made without being an imitation and infringement. Makers, sellers and jobbers of every other so-called record cleaner, or record dusters embracing this idea will be proceeded against to the full extent of the law."

The Dustoff De Luxe record cleaner is covered by the Simpson Patent No. 659,029, filed November 7, 1911. This notice has been issued because of information that has reached the manufacturers that infringements of this patent are being placed on the market.

**"HONESTY" AND "POLICY."**

Honesty is the best policy—yet there seems to be a lot of people who are opposed to playing "policy."

**BELIEVES IN "SERVICE."**

**How E. Percy Ashton Has Built Up a Large Business by Looking Closely After the Wants of Customers in Territory He Controls.**

E. Percy Ashton, proprietor of the American Phonograph Co., 252 Woodward avenue, Detroit, Mich., is a thoroughly practical talking machine man. He gives the closest personal attention to his business, and he is more than gratified at the



E. Percy Ashton.

results which he has achieved within a comparatively brief time. His establishment is an attractive one on the principal business thoroughfare of Detroit. The American Phonograph Co. takes rank as exclusive Edison jobbers in Michigan and the oldest in the United States.

The business of this house has been conducted along clean and conservative lines. Mr. Ashton has always taken pleasure in filling his orders promptly, because he thinks that efficient service is one of the bulwarks to any business.

**PHONOGRAPH AS EXPERT WITNESS.**

Placing the family phonograph on the library table, Mrs. Sufferon said to her husband:

"I have an odd record here, George, and I want to see if you can guess what it is."

When a weird succession of sounds began to come from the instrument Sufferon knitted his brow and tried to identify them.

"It's a buzz saw ploughing through a knot," he ventured.

"Guess again," said Mrs. Sufferon.

"A slide trombone in full cry."

"Hardly."

"Cat concert."

"Nope."

"Hoot owl with its toes in a trap."

Smiling grimly, Mrs. Sufferon shook her head in the negative.

"Give it up," finally said Sufferon; "but as one last guess I'll say that it sounds very much like a siren whistle with the pip."

"I will agree that it is as bad as all you have named," Mrs. Sufferon remarked, "and I hope it will save a lot of argument in the future."

"But what is it?" insisted Sufferon.

"It's a record I made in your bedroom the other night," replied Mrs. Sufferon, "to prove to you that you really do snore in your sleep, and to let you know just how awful it sounds."

**DEATH OF E. J. WILSON.**

E. J. Wilson, who handles the Columbia line in Hamilton, Ont., died last week of pneumonia. He was a respected and highly valuable member of the trade.

Persistency has crowned many an effort. Think of the moral and act.



## PUBLICITY AND "ROMANCE."

**Victrola XVI Plays a Prominent Part in the Action of Successful Play Now Being Presented in Chicago, and the Rudolph Wurlitzer Co. Takes Full Advantage of the Fact.**

(Special to The Talking Machine World.)

CHICAGO, ILL., December 8.—The very well acted and accurately presented play "Romance," in which Miss Doris Keane has been appearing at the Princess for the past eleven weeks, has been the source of some of the most valuable advertising that the House of Wurlitzer has received for some time. The properties include a style XVI Victrola, an antique square piano and a reed organ, all of which were furnished by the Wurlitzer Co., and which are acknowledged in the program.

The curtain rises in the prologue with the Victrola holding the center of the stage and the house at once senses the novelty of its presence and at the same time the reality of the scene. The grand-daughter of the character who is the hero of the three main acts that follow, and which date back some forty years, advances and places "Kennst du das Land?" sung by Emmy Destinn, on the machine. "I Love a Lassie" replaces it. The laugh that comes from the audience as the familiar Scotch burr of Harry Lauder reaches their ears could not be more spontaneous were the jocular comedian himself to appear on the stage. This record, however, is not finished, as a conversation begins that introduces the main story of the play.

At the end of the first act the opera singer, Cavallini (Doris Keane) disappears down a staircase apparently singing "Kennst du das Land?" In reality, an opera singer stationed at the foot of the staircase sings. In the record act the antique square on which Miss Keane plays meets the eye of the audience and behind the scenes the reed organ plays. The epilogue of the play is particularly touching. The once fine-looking young man, now aged and gray, sits by the fire and listens to his grand-daughter as she reads in the paper of the death of the once famous Cavallini. Then, left alone with his romance, the old man once more places a record on the machine and as the curtain goes down the audience again hears the famous selection from "Mignon" as it issues from the Victrola.

## THE TRADE AWAKENING

**Of the United States to the Panama Canal And What it Means in the Development of Export Trade—The Opportunities Offered.**

Unless all signs fail, the opening of the Panama Canal is going to mark a brand-new epoch in American business. This is, at all events, the belief of people who have kept in closest touch with American trade prospects; and it sounds reasonable—because:

First, the canal connects the eastern and western sections of the country by water, entirely eliminating the long and perilous journey around Cape Horn. This means, of course, that not only will there be an immensely increased amount of traffic between the Atlantic and Pacific coasts of the United States by water, which is naturally cheaper than the all-rail route, now the only alternative to going all the way around South America, but that

Second, the canal makes just as easy trade with ports on the western side of South America, which has heretofore been even more inaccessible than those on our own west coasts, because there was not the alternative of all-rail shipments, even at higher freight rates. It is also altogether likely that trade with South American points not actually ports of entry will increase proportionately, taking shipments for inland delivery from canal ports or from those on the west coast of South America.

Third, additional steamship lines between the United States and South American ports, with greatly increased number of sailings, are more than probable, the lack of these in the past being a bitter reflection on the apathy of the United States manufacturers to the possibilities of trade with our southern neighbors—an apathy from which they are now beginning to arouse themselves—and it is about time.

## THE TALKING BANK NOTE

**Is New Invention of an Engineer In England—Like Phonograph Record It Will Cry Its Value Aloud and Defy Forgers.**

An invention that might prove useful in the make-up of the new American issue of bills and banknotes has lately been brought to a high state of perfection by an English engineer, Alfred E. Bawtree.

Mr. Bawtree's device is a machine which will so cut the edge of a banknote as to make it a veritable phonograph record, capable of talking and stating its denomination.

Put as simply as possible, the method employed in making the "talking banknote," which Mr. Bawtree says will defy the machinations of the counterfeiter, is this: The sound form of two syllables, like "dollar," "fifty," "hundred" is first photographed by an ingenious process upon a film, making a jagged line of about the length of a bank note.

By a photo-mechanical process this jagged line, which is really a little record of the words spoken, is cut on a zinc plate, and from this mould a steel cutting knife of the required shape and design is obtained.

With this knife the edges of bills and notes may be cut and each serrated edge is a reproduction of the sound form required.

When the bills so treated are passed through the specially designed phonographic reproducer, which is a part of the invention, they can be heard crying their values.

Mr. Bawtree says, "with this machine people can safeguard themselves against receiving forged notes. It would be practically impossible for a forger to imitate the serrated edge of a note which 'talks.'"

## DO YOUR WINDOWS PULL?

Do you watch your windows carefully, to note if the display is "pulling"? Sometimes merchandise will remain in a window several days without occasioning a single inquiry within the store. Yet, if the windows are not being watched, nobody will know of it, and that splendid selling space will be as naught for the time being.

No merchant would venture to advertise a second time an item which plainly did not sell when advertised the first time, nor should he be any more reckless of his window space—indefinitely more valuable, so far as direct returns are concerned. Have a good talking machine window display.

## Success BREEDS Success

BLACKMAN DEALERS  
KNOW IT

They know that the BLACKMAN POLICY of PROTECTING regular Blackman dealers FIRST—will enable them to get machines if at all possible. They know what BLACKMAN SERVICE has meant to them in the past. That's why they stick.

WHEN WILL YOU  
Be a Blackman Dealer?

Start by taking advantage of our IDEAL RECORD SERVICE.

VICTROLAS are too uncertain to make promises about during December except as above.

Yours for service,

## BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres.

97 CHAMBERS ST., NEW YORK



**INTERESTING VIEWS OF GEO. W. LYLE ON RECENT TRIP**

General Manager of Columbia Graphophone Co. Pays Annual Visit to Pacific Coast and Intermediate Points and is Enthusiastic Regarding Present Columbia Business and the Future Prospects for That Line Throughout the Country.—Had Enjoyable Trip.

George W. Lyle, general manager of the Columbia Graphophone Co., returned recently to New York after a trip to Pacific Coast cities, including Spokane, Seattle, Portland, San Francisco and Los Angeles. Mr. Lyle also visited Chicago,



George W. Lyle.

Minneapolis and St. Paul on the outward trip, and Denver, Salt Lake City, Omaha, Kansas City and St. Louis on the homeward end of the journey.

In talking with a representative of The Talking Machine World Mr. Lyle expressed himself as immensely pleased with the activities noticed at every point visited in everything relating to the talking machine industry. He said: "The talking machine business was never better and at no time in the history of the industry have so many

representative business houses been identified prominently as dealers in this line as at the present time. This applies equally to piano and music houses, department stores and large general merchants.

"In this connection, also, it is very gratifying to note that the advertising campaign conducted by the Columbia Co. has induced a great many representative firms to adopt as a settled business policy the carrying of more than one line of talking machines. Extensive talking machine departments have been opened by these representative houses, in which are sold more than one line of talking machines and records, so that the needs of all customers can be properly cared for in the one department. The Columbia Co. has been most successful during the past year in getting a generous representation of Columbia goods in all sections of the country, which is, of course, a source of great gratification."

Everywhere on the trip Mr. Lyle encountered marked indications of the recognition of the talking machine as a business proposition on the part of houses of unquestioned importance and business acumen.

Columbia business was never better, and at every place visited Mr. Lyle was the recipient of numerous compliments and congratulations, not only upon the excellent business which dealers are enjoying in Columbia products, but on the eminently satisfactory qualities of Columbia machines and records. The only complaint registered at any stage of the journey was on account of the inability of the company to promptly fill all orders offered. The company was never so much oversold as at the present time. Plans are already under consideration for an augmentation of factory facilities, which will enable the company to double its present output.



**NYOIL**

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

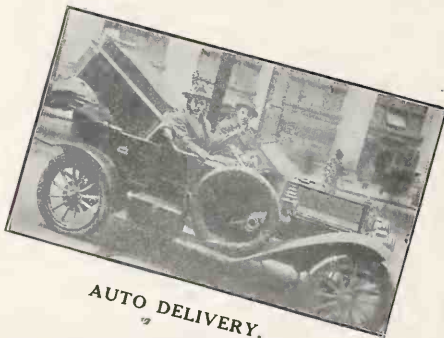
Ask your watch repairer whose oil he uses on your watch.

General business conditions throughout the territory visited are in the main good. There were some complaints of unsettled business conditions due to tariff agitation, but it is expected that this is but a temporary condition, which will readily be assimilated now that the tariff bill is a law and business interests are free to adjust themselves to the new conditions.

Mr. Lyle had a most enjoyable trip and returned full of enthusiasm and assured of a tremendous upward movement in the talking machine business from now on.

Doe Brothers, of Bradford, Vt., have just installed a new Edison department under the supervision of a capable young lady. They express themselves as satisfied with the first month's results.

**PICTURES FROM REAL LIFE**



AUTO DELIVERY.



TRUCK DELIVERY.



"I WANT 3337 GRAMERCY"



5TH AVE., MADISON SQ., 23D ST., N. Y.



ORDER DEPARTMENT.

**"HELLO?—YES—SURE—WE'VE GOT IT!  
WILL SHIP AT ONCE"**

**Benj. Switky, Victor Distributor, New York**



## NEW COLUMBIA CO. REPRESENTATIVE IN TEXAS.

Mexican Phonograph Co., of Mexico City, to Look After Interests of Columbia Line in Large Section of Southwest To Open Many Branch Stores in Principal Cities—An Important Business Deal—Those Connected With New Arrangement.

Rafael Cabanas, president of the Mexican Phonograph Co., Mexico City, Mex., the prominent Columbia distributor, and one of the largest talking machine houses in the country, closed an important deal this week whereby his company extends its field of operations to include Texas and Arizona



Rafael Cabanas.

for Columbia machines and records, and Texas and Oklahoma for the Dictaphone.

By the terms of this important deal, Mr. Cabanas purchases the Columbia Graphophone Co.'s store in Dallas, Texas, and in addition will open a

### PUSHING EDISONS IN ST. LOUIS.

Silverstone Music Co. Carrying On a Live Advertising and Selling Campaign in the Interests of Both Cylinder and Disc Machines—Displaying Pictures of Edison Artists.

(Special to The Talking Machine World.)

St. LOUIS, Mo., December 10.—Since the advertising campaign of the Edison factory began The Silverstone Music Co. has reappeared in the local papers with liberally spaced ads. In a recent one Mr. Silverstone tells of an Edison disc phonograph having been selected in competition for the Riddick School for educational purposes. The School Board here has no money available for talking machines and they are bought by Patrons' Associations. In this case the committee made quite a canvass before deciding. The Edison disc also has been exhibited by request at the Bryan Hill School.

The Silverstone warerooms are taking on the effect of a picture gallery since Mr. Silverstone has been framing large pictures of the artists who make the Edison records. It is quite an impressive collection.

Mr. Silverstone's latest selling aid is a list of \$200 and up machine buyers, bound in book form, which he produces for doubtful customers. "We evidently have some mighty good names on that list," he says, "for almost without exception it has delivered the goods when produced. I brought it out to-day for a woman who was hesitating and the first name caused her to almost gasp. 'You have sold Mrs. —,' she said. 'Well, if so good a musician as she is is satisfied, I guess I ought to be,' and the sale was made. I never fail to remind customers that the long list of \$250 machine buyers have not only appreciated our machines as much as any other machine, but they have paid \$50 more than the others ask for their machines of similar type."

The Silverstone jobbing service is reaching out. Recent stocks of Edison disc machines installed are: Nashville Talking Machine Co., Nashville; Tenn.; Guerand Drug Co., Lake Province, La.; Hemenway Furniture Co., Alexandria, La.; and G. L. Hall, Bridegepoer, Ill.

The Edison disc machines now are on sale in St. Louis in six stores: Silverstone Music Co., Home Phonograph Co., La Motte Piano Co., Klee-kamp Bros., Piano Co. and Wellston Talking Machine Co.

J. H. Skelley has joined the Silverstone Dictating machine department, and Miss Christine Sutter is in the record sales department.

distributing branch at El Paso, Texas, and intends to open branch stores in all the principal cities throughout this territory where he cannot immediately secure adequate representation for Columbia products.

Robert R. Souders, the popular manager of the Dallas distributing branch for a number of years, has been retained by Mr. Cabanas as manager of the territory. Mr. Cabanas has also secured the services of E. Thallmeyer, who for a number of years represented the Dictaphone interests in Austria with marked success. Mr. Thallmeyer will be in charge of the Dictaphone business throughout Texas and Oklahoma. J. M. Spain, well known in the talking machine trade, will have charge of the local territory out of El Paso.

All stores will carry a complete stock of not only domestic, but Spanish and foreign records of all character, and Mr. Cabanas, who incidentally is a good, loyal American citizen, contrary to the sounding of his name, will spend the greater part of each year in the United States.

The energy and progressiveness of Rafael Cabanas is well exemplified by the remarkable success and prestige of the Mexican Phonograph Co. Mr. Cabanas is an enthusiastic Columbia advocate and his consistent and forceful publicity on behalf of this line has been an important factor in the success of the Mexican Phonograph Co.

"Our Saturday afternoon concerts are getting to be a tremendous feature," remarked Mr. Silverstone. "We have had overflow concerts on the first floor several times. Since we begun our advertising campaign we have had a good many curiosity seekers and owners of other machines who drift in to hear for themselves. For these we have enlarged our first floor seating capacity and now one often finds us playing to a full house."

Manager Ligon, of the Famous and Barr Victrola department, has proof that he is doing business. He has been in business since September 1, most of the time handicapped by decorators, but already he has proved his right to space so strongly that he has ousted the piano department offices from their snug quarters and now he has designs on the photographer who is his neighbor. "Results bring results," he says.

### GREAT VOLUME OF BUSINESS

Being Done by The Eclipse Phonograph Co. of Hoboken, Who Are Edison Jobbers—The Interesting Remarks of Mr. Toennies.

"Our business the past month has exceeded all our expectations," stated A. W. Toennies, of the Eclipse Phonograph Co., 203 Washington street, Hoboken, N. J., jobbers of Edison disc and cylinder products exclusively. "We have been signing up new dealers day after day, and judging from all indications, the Edison disc product will certainly enjoy an excellent year in 1914.

"The real musical qualities of the new Edison disc product seems to be making a wonderful impression on the public, and this appreciation is in turn conveyed to their enthusiasm to their dealers who naturally are anxious to learn the real truth regarding the musical possibilities of the Edison disc line. A single demonstration usually suffices to convince even the most skeptical of the musical qualities of the Edison disc product, and many of our new Edison disc dealers have stated that with the Edison disc machines and records they are in a position to adequately handle the needs of the most discriminating and critical music lovers.

"We have yet to receive the first complaint from any of our new Edison disc dealers regarding the quality and value of the Edison disc product, and we join in the enthusiasm of our dealers in predicting a well-deserved success for the Edison disc line that will increase month after month."

Remember every day counts in the making or marring of a whole.

### HELLER CO. CREDITORS MEET.

Trustee Elected and Given Power to Sell Property of Bankrupt Milwaukee Talking Machine and Piano House at Early Date.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., December 9.—The first meeting of the creditors of the bankrupt Heller Piano Co., of Milwaukee, a concern which handled the Victor line of talking machines, was held on December 2, when the First Savings & Trust Co., of Milwaukee, was elected trustee and was given the power to sell the assets of the defunct concern. Eric S. Hafsoos, of the Flanner-Hafsoos Piano House, Paul Tromnow, formerly head of the sheet music department at the Heller store, and Julius J. Goetz were appointed appraisers. The examination of the bankrupt was postponed until the next meeting, December 16, because of the fact that the concern has been unable to file a complete schedule of assets and liabilities. Heller claimed at the meeting that his concern would be able to show assets of about \$400,000, including piano contracts on instalment goods and ninety-one pianos held in storage.

### STATUS OF THE OLDFIELD BILL

Explained by Father of Measure, Who Tells of Expectation at Present Session of Congress—Trust Legislation to Be Discussed.

It is estimated that there are ten thousand public and private bills to be presented at the session of Congress which opened in Washington, D. C., early this month. Of the many bills now pending none perhaps holds more interest for advertisers and manufacturers than the Oldfield bill, which has been so vigorously opposed by the talking machine trade and other industries, where fixed prices have been of such benefit in maintaining trade stability.

Talking of this bill to a representative of Printers' Ink, Congressman Oldfield said, on the eve of the opening of the session:

"I have every hope of securing the passage of my bill at this session." Asked whether further hearings would be held on the subject he said: "I think not—not if I can help it." Mr. Oldfield, speaking as chairman of the Patent Committee of the House, said, "I expect to get through early in the session an amendment to the Kahn act that will have the effect of not allowing foreigners any advantage over our own inventors and manufacturers." Asked whether he thought it would be necessary to hold public hearings on the subject of the proposed amendment, Congressman Oldfield said that he did not believe that this would be necessary.

The position which the tariff occupied in the special session will be taken in the regular session by trust legislation. That is, it will be a matter for primary consideration and every effort will be made to perfect trust regulation measures that can be introduced as party or administration measures in the hope that they can be put through as was the tariff. It has been reiterated that only the "bad trusts" will be aimed at by any legislation that may be proposed, but many business men are skeptical as to whether absolute justice can be possible in drawing a line. Any legislation aimed at trusts is almost certain to involve such questions as price-fixing on the part of manufacturers, regulation of output, relations with agencies or chain stores, co-operative advertising, etc. The expressions, verbal and written, reaching senators and representatives from the business interests give unmistakable evidence of uneasiness. Apparently many men of affairs are fearful of legislation along the lines of the "seven sisters" laws which Woodrow Wilson championed when Governor of New Jersey.

### PLEASED WITH OUTLOOK.

J. W. Johnston & Co., Newport, N. H., report about the best volume of business based on percentage to be found anywhere. They are finding a good demand for the new Edison blue records and Amberol VI, VIII and X.

Dumb brutes cry out when they are worsted, but men should take their pain and disappointments in silence.



## EXTENT OF STOCKS ONLY BUSINESS LIMIT IN ST. LOUIS.

Jobbers and Dealers in a Most Optimistic Mood—Dealers Appreciating Value of Record Trade, Says Harry Levy—Concerts to Introduce Columbia Grand—What Various Houses Are Doing to Capture Business.—Many New Agencies Established Recently.

(Special to The Talking Machine World.)

St. Louis, Mo., December 9.—Local talking machine dealers declare that the stocks available will be the only limit to the trade this year. November was, perhaps, a bit dull when comparative advances of other months are considered, but the dullness before Christmas is always expected. Since the first of the month there was a noticeable increase in sales, however, and it is apparent that talking machines and records will be in popular favor for Christmas gifts this year.

Harry Levy, talking machine manager at Aeolian Hall, says that everything looks mighty fine for the Christmas trade. "I think that our trade, speaking from a jobbing standpoint, is in better position to meet the Christmas trade than at any time since the talking machine became an important factor in the holiday business," he said. "Another fine feature of the trade this fall is that dealers as a rule are coming to appreciate the record trade as the growing feature of the business and to realize that the number of machines now in use means an immense record trade. We anticipated this trend and have been able to clear our orders in fine shape, although some orders for popular music have been quite unprecedented. Some dealers, however, seem to grow unduly impatient because all records do not move as easily as the popular sorts.

"Another pleasing feature to me is the greater appreciation among Victor dealers of the record as an aid in selling. The proper record often sells a machine when other arguments fail. Recently a man and a woman came to our salesrooms and were being shown a machine. The woman asked for strictly high class records, mostly of tonal quality, and she was becoming enthusiastic, but her husband was examining the carpet, the architecture of the booth, and other things. It was evident that he had to say the word to buy, else he would not have been along. I halted the demonstration between two strictly operatic airs and put on Schumann-Heink's 'The Rosary,' and before the first bar of that song was out of the machine, the man was all attention. He listened intently throughout that song, and at its conclusion said 'That's fine. We need that machine.' The sale was made by the record."

At the Columbia store they are talking of the wonderful demand for the twenty-five-cent demonstration record and the record business that has been developed by it. All hands there, from Manager Irby W. Reed down, agree that it was a good stunt.

Also, at the time of this writing, plans were being completed for a concert to formally introduce the Columbia Grand in St. Louis. The machine has been here some time, but no demonstration was made. This demonstration will be a concert in the F. G. Smith Piano Co. warehouses, where the fourth floor is a well arranged concert hall. The Smith Co. recently put in the Columbia line and has been closing a good business since November 15. The program for the concert includes several of the best local vocalists, some instrumental numbers on the Bradbury piano, and a good many Columbia records on the new Grand. The idea is to prove to those present that talking machine music is comparable to real vocal music.

Retail Manager Duffy announces a sale of a Grand Grafonola by salesman B. F. Phillips to Dr. B. F. Armyx. Mr. Phillips made some good sales of Nonpareils and De Luxes.

James J. Bennett, of the Columbia wholesale department, sent C. R. Salmon out on his route in Illinois while he remained in town to round up the Christmas orders. "The demand for foreign records is the feature of our agency trade just at present," he said. "The Creation records are in high favor. Several of our stores are setting a fast pace on this business. The Raigor Art & Music Co., 1519 Franklin avenue, is doing a wonderful business in all sorts of goods and is placing a lot of foreign records. The Sommers and Macey furniture houses, here on Piano Row, have been doing an excellent business."

Some new Columbia dealers are: Cal. Hirsch & Sons, Army & Navy Store, 415 North Broadway; Sonneman Furniture Co., 5950 Easton avenue; Alex. Sommers, 2229 Franklin avenue; Mill Supply Co., 1004 National Bank of Commerce Building; Fred Border, 4351 Easton avenue.

W. L. Black, a sewing machine dealer at 539 Collinsville avenue, East St. Louis, concluded a few weeks ago that his former machine customers would be good folk to sell talking machines to. He took a Columbia agency and has been canvassing his prospects and making good with a vengeance. He has developed a very strong trade on Lithuanian records.

William Bass, a Victor and Columbia dealer at 2619 Gravois road, has created a sensation in his part of town by having a tinsmith make a large, square horn that fits well over a ventilator under his show window. Then he placed a machine in the basement to connect with the horn and every once in a while he turns loose a brass number or a German band selection and has the people running around the corners to see where the parade is.

Manager Robinson, of the Thiebes Piano Co., is using advertising space very freely for his department in the early holiday trade period and is

## INTRODUCE NEW CABINET STYLES.

Cabinets Especially Designed to Fit and Harmonize with the Portable Types of Victrolas and Up to the High Wanamaker Standard in the Matter of Quality—Those Responsible for the Attractive Character of the New Cabinets—Practical and Artistic.

Naturally talking machine dealers are interested in record cabinets, and keenly alive to the wants of the trade in this particular. Louis Jay Gerson, buyer of the talking machine section of John Wanamaker, of New York and Philadelphia, is intro-



ducing novelties in record cabinets which will be particularly inviting to readers of the Talking Machine World.

The name of Wanamaker stands for up-to-date and quality merchandising in every particular, and any announcement made by this house means a guarantee of excellence, because the name of Wanamaker is recognized as synonymous with a quality



standard. This word standard is especially appropriate in connection with the new Wanamaker cabinets for Victrolas, because the Wanamaker house is standardizing on talking machine cabinets to fit the sizes of portable machines.

The illustrations shown in The World certainly reflect credit upon the Wanamaker institution. It should be added that considerable of this credit must be given to H. B. Bertine, assistant buyer of the New York Wanamaker store for his enterprise

coupling the Victor and Edison disc machines with success. In an unusual offer, he advertises that he will send the two machines to any home for comparative trial. The advertisement reads, "Sign the coupon below and we will send you particulars of 'our free trial plan.'"

Mr. Robinson says that this advertisement has been productive of excellent business. "One woman," he said, "sent the coupon with a check for \$200. She wrote that she had concluded to buy a \$200 machine and that she did not want us to think she was merely trying to get some free music. And while not many send checks that way, others have been as earnest," he added.

Mr. Robinson has "buted in" on Mark Silverstone's plan to pioneer a little in taking a player-piano in exchange for a talking machine. He recently has taken in two players in such deals and he has brought in several pianos.

H. T. Boxley, manager of the Shattinger Music Co., recently installed a Columbia department.

Ralph Connors has joined the wholesale force at the Columbia store.

C. W. Smith, at the F. G. Smith Piano Co., is ready for business in earnest. He announced his opening two weeks ago and has had a window display, but painters kept him out of his first floor wareroom until the first of the month. The Smith Co. has been making liberal use of their stock of Columbia machines for the window and doing it very effectively. The company expects a banner holiday trade.

in this direction. Mr. Bertine has covered his exclusive designs for these new cabinets with letters patent as fast as they can be issued. Patent No. 44,650 having been issued on September 16 of the present year covering the most familiar of the models shown in the accompanying illustration.

On another page there appears a special announcement showing the latest models of these cabinets, smaller pictures of which are shown herewith, and an invitation to the trade is extended to participate in a good selling business proposition. Both jobbers and dealers alike are invited to handle this exclusive line of cabinets.

It is conceded by progressive talking machine men everywhere that there is a big field for the sale of attractive cabinets, and no one can examine the illustrations shown by the Wanamaker house without being most favorably impressed with them. We should understand that lack of these cabinets stands the guarantee of the House of Wanamaker, and we may add that the Wanamaker concern, while enjoying exclusiveness of merchandising in the sense that ordinary and unfair merchandising is rejected, does not ask to prevent competitors from handling the same goods, provided the factor of unjust or unfair competition is eliminated.

An inspection of these cabinets will be of particular interest to talking machine men.

## SELLING AMBEROLAS IN LISBON, N. H.

(Special to The Talking Machine World.)

LISBON, N. H., December 9.—Lisbon is taking a prominent place on the phonograph map through the efforts of E. R. Forbush, who is an "exclusive Edison" dealer. Mr. Forbush has been putting in some good licks the past two months, numbering several good sales of Amberolas III and VI. He finds that the trade combines very well with his jewelry business, and prophesies that before the winter is over he is going to be heard from.

## NEW STYLE OF "CLEANRITE" BRUSH.

The Blackman Talking Machine Co., 97 Chambers street, New York, the prominent Edison and Victor distributor, will shortly place on the market a new phonograph model of its popular Cleanrite brush. This new brush, which is a combination of model, is designed to fit all styles of Edison horn machines, and all types of Edison hornless machines retailing up to \$100.

The company has been working on the perfection of this combination Cleanrite brush for some time, as it realized that a brush that could fit both the horn and hornless types of Edison machines would find a ready sale all over the country. The new Cleanrite brush will be ready for delivery the early part of next month.



## RESPECTING SALES SENSE AND RECORDS DE LUXE.

A Tale Demonstrating That High Priced Talkers Are in Great Demand and That Expensive Records Offer a Golden Opportunity to the Salesman Who is Intelligent Enough to Market Them Scientifically—Cases Where Money is no Object to Customers.

We were seated at luncheon in the grill of a Chestnut street hotel, my friend the jobber and I, and the talk had turned to extravagantly priced talking machines and records.

The question arose between us as to whether or not a record selling for \$5 was really a worthwhile proposition from a salesman's standpoint.

I argued that the chap who depended upon that particular type of record to fill the pages of his order book would, in the vernacular of the road, "have to go some to make good."

The jobber smiled whimsically, paying strict attention to his sirloin for a moment, then remarked dryly, "I am very glad this subject arose, since you hold the opinion you do regarding it. The salesman who makes a specialty of selling expensive records is bound to succeed far and beyond your expectations, Sir Skeptic, especially now that grand opera is upon us.

"I have one young man in my employ, and he is some salesman, too, believe me, who cultivates the society of the idle rich during the open season for song birds, and I'll wager he doesn't even know the price of a cheap machine or record during that period. His ideas are all set along expensive lines, and his only regret is that we have no instrument with a selling price greater than \$500. He often comes into the office after landing a big sale explaining of this handicap.

"Why, I could have sold Mrs. Drexhall a \$1,000 model with ease," he declared ruefully only the other day. 'Can't the company wake up to the fact that money is no object to the folks I deal with, and get busy on a jewel-inlaid, extraordinary de luxe type, so a poor hard working drummer can make a living from his commissions?' His selling methods are interesting as well as unique, and if you think the readers of *The World* would profit by a knowledge of them I will indulge in a brief resume."

My note book leaped from one pocket, my pencil from another and the interview was on in dead earnest.

"James Collins, the eminent author, in a recent edition of the *Saturday Evening Post*, describes sales sense lucidly in about these words," began the jobber: "Sales sense is rather rare. It seems to be a combination of business experience, good stage presence and knowledge of people, together with executive ability applied at the selling end."

"I might say at the outset that my representative has this faculty in a highly developed form. He is also a gentleman, a worker and a thinker. He has made as careful a study of the opera as he has of the talking machine, and that is saying a great deal. Therefore, when he calls upon the opera-goers he is in a position to converse fluently with them in their own language. In the majority of instances he has to deal with Milady, as he makes it a point to call during the afternoon following the performance. G. Operagoer, Esq., is at that time lolling in his sumptuously appointed downtown office, clipping coupons, or going the rounds of his clubs in his limousine, leaving Milady alone and in her marble palace to dream of golden voices and matchless jewels.

"When my salesman is announced, she greets him warmly, for the lure of last night's spectacle has not yet departed, and she is still in the mood for things operatic.

"You were going out. Is it not so? Your electric brougham is at the door, and you are dressed for the promenade. Do not let me detain you."

"He is in the act of making a graceful exit when she recalls him: 'Were you at the opera?' He comes back with an enthusiastic affirmative—and then follows a half hour of great charm to them both, in which arias, remonzas, overtures, gowns and diamonds battle for supremacy. As the selections are discussed in detail, they are tried out in record form upon the talking machine de luxe (which instrument he placed in her gold and white music room not long since, and of which she is

exceedingly fond) and purchased every one at from \$3 to \$7 per disc.

"Another phase of my representative's sales sense now comes to the fore. He proceeds to go into raptures over other airs sung by Milady's favorite songsters, which she has never heard from her box at the Metropole, and in all probability never will, because they are non-operatic, and suggests



Dealing With Mrs. Operagoer

that she embrace the opportunity he presents of securing the superb recordings of these selections made especially for our company. He has the records with him, and it will be a delight for him to play and for her to listen.

"He also explains very carefully and in a most entertaining manner how even a simple ballad becomes a classic when sung by the world's greatest soprano, etc. This line of talk, together with the intelligently arranged concert accompanying it, sells another dozen or so of the \$5 variety.

"Still another point which I wish to bring out



Money Is No Object to the Folks I Deal With.

regarding this young man's sales sense is his total abstinence from the knocking habit. No matter how great the temptation, he never runs down a competitor's goods, and he assures me that it is not due entirely to conscientious scruples that he refrains from knifing his enemies, but rather because in the long run it does not pay.

"If a customer is not satisfied with our goods and insists that the playograph or the singophone, as the case may be, is a far better instrument, my salesman does not contradict him, but explains with conciseness and courtesy the respective merits of the rival machines, and his personality—'his stage presence,' as Mr. Collins terms it, invariably wins out.

"You see it's like this: He has faith in what he sells. He knows after exhaustive study and experiment that the article he has to offer is worthy. Therefore, he can throw his heart and soul into his selling talk, and this, coupled to a courtly demeanor, turns the trick.

"If this little talk of mine finds its way into print, I hope that every salesman who reads it will, for his own sake and that of the company whose

goods he handles, go about the marketing of the high priced talker and records with renewed vigor and determination, for there is a fertile field in every city; yes, and in the country too, for these superior goods if the man behind them will dress and act in harmony with the line he represents."

The jobber paused and consulted his timepiece—the interview was over.

"Going downtown?" he asked, pleasantly, before I could thank him for the pothooks in my notebook. It happened that I journeyed that way, and we came out into the glorious autumn sunshine together.

As we mingled with the surging throng that never fails to fill Chestnut street at the hour of noon, round the corner of Fifteenth rolled an electric brougham. I glanced casually in its direction as it swept noiselessly past us, and in so doing caught a fleeting glimpse of a beautiful woman, richly gowned, engaged in earnest conversation with a typical man-about-town, well groomed and debonaire—you know the type. Still watching, I saw the machine draw up to the curb. The distinguished gentleman of fashion alighted, lifting his hat in a graceful parting salute, and joined us.

"Mr. Middleton," remarked the jobber, with great cordiality, "I wish you to meet my star salesman—he of the sales sense and records de luxe."

We were charmed and told each other so.

One of these days I mean to know this sales sense expert better if he'll let me. He has some good tales for *World* readers in his repertoire, I'm sure. And, aside from that, a drummer who can ride downtown in Mrs. Operagoer's car, with that estimable lady acting as his *chauffeuse*, is worth knowing just for himself alone. Do you not agree with me?

HOWARD TAYLOR MIDDLETON.

## PROMINENT NEW EDISON DEALERS.

(Special to *The Talking Machine World*.)

LINCOLN, N. H., December 9.—The latest addition in this territory to the ranks of "Edison" is the millionaire firm of J. E. Henry & Sons Co. A complete line of the new Edison disc instruments has just been installed by Representative Peck upon the second floor of their attractive general store, and they promise some interesting concerts.

The Henry Co. and its employes are about all there is of Lincoln, but they report that every one has money and the larger majority are expected to have Edison disc instruments.

## RECOVERING FROM LONG ILLNESS.

E. J. Wheeler, the popular Edison dealer of Berlin, N. H., has just returned to his store after a distressing siege in a Lewiston, Me., hospital. Though far from strong, Mr. Wheeler says he is ready for a good business, and with the new Edison products expects to do better than ever before.

## PHONOGRAPHISCHE ZEITSCHRIFT

BERLIN W. 30, GERMANY

The oldest and most up-to-date trade paper covering the talking machine line published in the German Language.

PUBLISHED WEEKLY. FOUNDED 1900

Circulates all over the world.

SPECIAL EXPORT NUMBERS appear in four different languages at regular intervals.

Subscriptions for this talking machine publication 10 Marks yearly. Sample copies sent free.



## THE MANAGEMENT OF THE RETAIL STORE.

Some of the Factors that Contribute to the Success of the Talking Machine Dealer Discussed by Benj. Switky, the Well-Known Victor Distributer, Who Speaks from Practical Experience—Simple but Necessary Rules That Furnish Valuable Suggestions.

S-u-c-c-e-s-s!—the greatest word in the vocabulary of all peoples to all times. The eyes of all men are upturned in reverence of those successful. In the heart of every man who has ever accomplished anything there has been branded with fiery longing the immortal word, Success. The desire to succeed has spurred many a person to hitherto unattempted feats of intellectual or physical daring. Striving for the goal of success has resulted in a revelation of latent abilities which even the possessor himself had never suspected to be part of his makeup. And many are the degrees and kinds of success. If I were asked for a brief definition of success, I would say, "Anything done right."

But it is with success in its relation to the talking machine store that we are about to deal. Let us line up some facts and experiences for discussion, somewhat after the fashion of a general marshaling his forces for review prior to entering an engagement. Then let us plan the campaign for the season's struggle for business and profits.

### Factors Contributing to Success.

To the success of any retail business the following are the principal contributing factors:

1. Location of store.
2. Fixtures and equipment.
3. Stock.
4. Salesmanship.
5. Publicity.
6. Knowledge of arithmetic.

### Location of Store.

It may at first seem superfluous to discuss location, in view of the fact that all my readers are already located. Still, some of you may be thinking of changing present quarters, while others contemplate opening additional branch stores. You will notice that I have put location at the head of the list, and properly so, because an unwise choice of location is the greatest handicap. Very often the advantages of all the other five factors combined are not strong enough to combat the mistake of a poor location. Sometimes a dealer succeeds in pulling his business through by extraordinary energy along the lines of salesmanship and publicity, but if you will stop to consider why certain dealers who are running two or more stores succeed at one place and fail at the other—notwithstanding the fact that each store has the same advantages of fixtures, stock, salesmanship, publicity and executive ability, you must concede that the absence of success is attributable to location.

Study your location and be prepared to make a change if necessary. In the case of one dealer in New York City a removal of just one block (200 feet) south on the same avenue changed his business from poor to good—and this notwithstanding the fact that the new store was smaller than the old one. I know of another dealer about 25 miles away from New York who worked hard for two years with indifferent success until he decided to change from a store on a stoop to another on the ground floor even with the sidewalk. His business more than doubled within three months.

### Fixtures and Equipment.

Fixtures and equipment are the second most important consideration. The increasing number of attractive talking machine stores are a good example for other dealers to follow. Things are different now from what they were ten or twelve years ago. When I first started in the business I built my own fixtures (?). Crude workmanship sufficed for the building of booths. Any shelf or rack or table picked up at the second-hand fixture dealers on the Bowery was made to serve the purpose and seemed good enough. The only investment considered justifiable was the money put into merchandise. But thanks to the courage of a few pioneers, and coupled with the advent of more expensive machines, more attractive designs and greater variety of finishes, the trade awoke to the necessity of providing a more fitting and harmonious setting for their wares.

It does one's heart good to look at the clean, ethical, tempting displays pictured in the Talking

Machine World and in the publications of the several manufacturers. The dealer who does not take pride in the equipment of his store is not only behind the times, but is doing a great injustice to his investment. He does not measure up to his opportunity.

You all remember the time when people stood in line awaiting their turn to pay five cents for the privilege of sitting for a few minutes on a crude stool in the open market place while listening to the primitive phonograph; but this way of doing business did not last long after the penny arcade or slot-machine parlor came into existence.

To-day the public demand of the talking machine dealer a comfortable, attractive store—with booths, too. They are willing to spend their money, but have no patience with the dealer who wastes their time.

### Carrying the Stock.

The third requirement of a successful store is stock. Ah, there's the rub! The problem most difficult of solution for some dealers is to know just how much stock to carry—and what kind. Of course, the ideal condition is to carry a complete line of records and machines. That is, it is ideal inasmuch as it enables you to meet every requirement of every customer. The work of selling under such conditions is rendered much easier. But then again we must look at it from the standpoint of investment. Each city or town presents certain peculiar conditions that require special handling. In fact, different streets of the same town require different treatment. If half the catalog stock suffices to do 95 per cent. of the record business of the store it is a question whether it would be wise to double the investment in records merely to catch the other 5 per cent. The dealer in a town of from 5,000 to 10,000 inhabitants cannot afford to carry a complete stock, because the turnover would be too slow. The returns would not be commensurate with the investment.

On the other hand, just as surely as you cut down on the higher-priced record stock you are willfully sacrificing a certain class of trade that should not be allowed to escape you. The problem with the dealer in small towns is simply this: He does not do more business because he does not carry the stock; and he does not carry a better stock because he cannot get enough business in his town to justify carrying it.

However, one thing is certain: It's hard to sell something that you haven't got; and most dealers are guilty of carrying less stock than their business requires. This is particularly true of foreign records. Many dealers will lose sale after sale without realizing the fact that there is a demand for records of a certain language, due to the fact that a foreign colony exists in their town. It is a mistake to think, because you have passed up five or six Swedes or Greeks without supplying their needs, that you have lost only five or six sales. By no means! You have lost that many customers—and the many subsequent purchases which they and their recommended friends would have made at your store. Every jobber will tell you that very often, of two dealers similarly located, one will do a big foreign or Red Seal business, while the other finds his record sales confined to the cheaper popular selections.

### Salesmanship.

Good salesmanship is the fourth qualification for success. It is the fine art of winning and holding customers—sending them away pleased and satisfied that their money is well spent. Your store may be a comparatively small one—resting perhaps in the shadow of a large competitor's store; but if you will serve better than he does, you are sure to succeed in spite of opposition.

The handling of the approaching holiday trade requires special thought and care on the part of the dealer and his clerks. Christmas is the one time of the year when money changes hands freely. See to it that your selling force be properly trained

to handle several customers at one time without confusion. Now is the time to adjust your record stock. Prepare a list of your surplus and see that those numbers are pushed. Nearly every dealer has on his shelves certain selections of which he has too many on hand. Work off these records. If you will do this diligently you will find your stock better balanced and hence your investment in better condition. Do not wait for the dull season to work off surplus, thinking that then you will have more time. On the contrary, it is when customers come fast and buy quickly that you can best reduce your surplus stock.

### Publicity.

Besides the usual profitable channels of publicity—i.e., the newspapers—there are many little tricks that can be made to help bring trade and spread your good repute. Anything that will cause your name or your store to be mentioned by one person to another is good advertising. For instance, at this time of the year many machines are shipped as gifts from persons in one town to relatives or friends in another town. Many inquiries are made as to how to set up and adjust the machines, etc. Instead of thinking that you are too busy to bother with these unprofitable inquirers make it your business to send someone to their homes to assist them—and do it free of charge, too, by all means. These people will soon be ready to buy records, and they will surely trade with you if for no other reason than because you have put them under obligation to you by your courtesy and your refusal to accept pay for an obvious service. I would advise you to carry this policy still further. Instead of charging exorbitant prices for repairs, as most dealers do, do the work at cost, or, where possible, without any charge whatsoever. The surest way to get business from people is to do something unusual for them—earn their gratitude and good-will, so that they will speak of you among their friends. This is the cheapest, most direct and most profitable kind of publicity.

I know of a little advertising trick practiced by a dealer which netted him handsome returns out of all proportion to the cost of the ad. He had an orchestrelle (a player-organ) which he had taken in exchange for a Victrola. He inserted a three-line ad, attractively worded, offering the orchestrelle for sale cheap. Although it took him two and a half years to sell the organ he sold scores of Victrolas as a result of that ad. All those who responded proved to be good Victrola prospects because they were in the market for a musical instrument and were prepared to spend money if they found the article equal to expectations. And in the hands of capable salesmen it was a comparatively easy task to prove to them that they could not find a musical instrument that equaled the Victrola as an entertainer and educator.

### Arithmetic.

Yes, plain arithmetic. We mention it last because it follows in the wake of every department of the business. Knowledge of arithmetic implies the ability to figure things out correctly. It means executive ability. The successful dealer is he who plans and executes with paper and pencil—figuring to a dollar his overhead charges, every item that enters into the cost of running his business; figuring *gross costs* and *net profits*. The trouble with many is that their arithmetic is mental. They find it more simple to compute *net cost* and *gross profits*. If an article costs 50 cents and sells for 75 cents they figure their profit to be the difference, or 25 cents. Of course they know that they are paying rent, and that there is clerk hire, lighting bills, etc.; but just what relation these expenses bear to the 25 cents profit margin—that does not seem to receive due consideration.

I have known business men who believed they were making money until an auditor shocked them with statistics proving that they were doing business at a loss. There are certain dealers to-day who are making less money on a big volume of business than their friends are making on a much smaller volume of sales. It is all a matter of arithmetic. Do a little more close figuring. Even while you are planning big things figure carefully even to the smallest item. Remember Thomas Carlyle's definition of genius—"an infinite capacity for taking pains" and endeavor to live up to that definition.





All the way from Walter Wheatley on the front to the Columbia Grafonola "Colonial" and the "Baby Regent" on the back the Columbia January list will be as sure a money-maker as the mint.



(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

**BUSINESS IN EXCELLENT SHAPE IN PHILADELPHIA.**

Several Talking Machine Houses Have Far Surpassed 1912 Record in Volume of Sales—Plentiful Supply of Machines Reported—Christmas Decorations Make Their Appearance—Dealers Signing Association Agreement—Call for High-Priced Machines.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., December 9.—This is certainly a period of good cheer in Philadelphia. The talking machine trade has just passed from its greatest November into what it expects is going to be its biggest December.

November was far in excess of last year with all the firms, and two months ago the aggregate amount of business in Philadelphia was as much in 1913 as it was during the entire year of 1912. With three months to their credit, and with these months running wonderfully ahead, there is no wonder that there is "peace on earth and good will to men" in the hearts of the talking machine dealers.

There is an absence of any efforts to kick against the manufacturers this year, for they seem to be fully meeting all requirements. The dealers seem to have gotten a better grasp on the situation and know better how and when to stock themselves than in previous years and for this reason I find that there are prospects of a shortage on a very few machines. Probably the new No. 10 Victor is the only one on which the factory is going to fall down. This is no fault of the factory, for they had no idea that this \$75 machine was likely to be so big a seller as it has proven itself.

All the talking machine places have decorated with the handsome Christmas placards, signs and strips that have been furnished them by the Victor Co., and to these they have added decorations of their own. Everything looks like the holiday period but the weather.

Louis Buehn reports that their business in November has been very big, in fact their business has been very big all the year. Mr. Buehn says: "The prospects for this month are very large and I think our business will only be limited to what we get from the factory. The conditions at the factory indicate that most everybody will be taken care of on all types of machines with the possible exception of the No. 10. On this machine there will probably be a shortage. The new model is a winner."

The business on the Edison Dictating Machine has eased up a little the past few weeks, and it looks as if there would not be much doing in that line until after the holidays, for the reason that the many firms which are contemplating taking on and adding additions are inclined to wait until after the first of the year and they get their business in the new year started again.

A. C. Ireton, assistant general salesmanager of the Edison, was here the past week as was J. Newcomb Blackman, the New York distributor.

A new firm, the Philadelphia Talking Machine Co., has established a very attractive store at Franklin and Poplar streets. It is in a thickly populated neighborhood, where this new firm will no doubt do well.

The Strawbridge & Clothier talking machine department has been growing so rapidly that it has

been compelled to make a number of improvements. The large demonstration room has been divided into two, and a number of new booths added. New salesmen recently added include Walter Winslow and James Blee. This concern now has six men in this department, with J. E. Priestley as the manager, Frank Butler being the general manager. John Murphy has been transferred to the piano department.

There is nothing new in the Retailers' Talking Machine Association which was started several months ago and with such good prospects of success. The petition, or rather agreement, which was placed in the hands of all the retailers for a signature, still remains unsigned by two or three of the large firms, but Daniel O'Neill believes that they will all have signed before the first of the year, so that the association will be established with the arrival of 1914 and accomplish much good during that year.

Conner & O'Neill report an excellent business, with the past four weeks very much better than last year. They refurnished their front reception room in a most attractive way, and after the busy holiday season they expect to make a number of changes.

The Talking Machine Co. had its South Broad street store attractively decorated for the holidays, and is displaying an unusually large line of instruments. It expects to open more stores in Philadelphia shortly after the beginning of the new year. This concern is having a large sale of Tango records among fashionable people. The management told me that it is not unusual to have wealthy people stop in and purchase a \$200 machine for use only at some little Tango affair they may be giving.

Manager Elwell, of the Heppie Talking Machine Department, tells me that sales on high-priced machines for holiday presents has already started. A big stock is on hand, but there is a big run short on Victor 6s, 8s, 9s and 10s.

The Schubert Piano Co., on Walnut street, have been doing quite a business with the Keen-o-Phone, and the Powers Piano Co., at 52d and Chestnut streets, are having a fine business on the Columbia. They have just placed on the street a very attractive automobile truck for the delivery of pianos and talking machines.

**ENTHUSIASTIC NEW ENGLANDER.**

G. W. Lord, an enterprising Columbia dealer of Lynn, Mass., was a visitor last week at the executive offices of the Columbia Graphophone Co., in the Woolworth Building, New York. Mr. Lord spoke optimistically of business conditions in his particular territory, and stated that the talking machine business is enjoying its greatest prosperity at the present time. He was enthusiastic over the many merits and qualities of the Columbia line, remarking that the higher-priced models are growing in popularity beyond all his expectations.

**NINE SILENT SALESMEN**

Are the New Record Lists Sent Out by the New York Talking Machine Co.

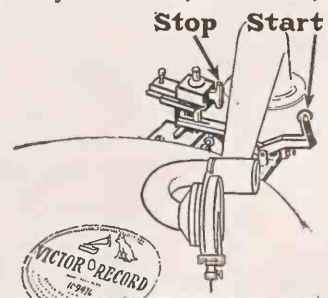
The New York Talking Machine Co., 81 Chambers street, New York, the prominent Victor distributor, recently sent out to the trade samples of three new additional record advertising lists printed on the record bags which the company has featured for some time with marked success. These three new lists complete a series of nine which the company states in a letter sent out to the jobbers act as nine silent salesmen for the sale of Victor records.

These nine lists are all different, and present lists that were chosen carefully and with full consideration of the most important and popular records featured in the Victor catalog. One of the lists under the heading of "Review of 1913," lists 43 different records ranging in price from 75 cents to \$4 a piece and from college songs to "Ave Maria" by Caruso and Elman.

The lists are displayed in a very attractive scroll design on the backs of the various bags, and those members of the trade who have placed orders for the first six lists are enthusiastic in their expressions of approval regarding the real value that these silent salesmen on the record bags are rendering.

**Simplex  
Automatic  
Start and Stop  
Device  
LISTED BY 95%  
OF VICTOR JOBBERS  
WHY?**

STANDARD GRAMAPHONE APPLIANCE CO.  
173 Lafayette Street, New York, N. Y.



No. 167814

*Lyon & Healy*

\$120,375 <sup>95</sup>/<sub>100</sub>

CHICAGO, Nov 15<sup>th</sup> 1913

PAY TO THE ORDER OF *Victor Talking Machine Co*

*One Hundred Twenty Thousand Three Hundred Seventy Five* <sup>95</sup>/<sub>100</sub> DOLLARS

*\$120,375 <sup>95</sup>/<sub>100</sub>*

TO FIRST NATIONAL BANK, CHICAGO.  
OR NATIONAL BANK OF COMMERCE IN NEW YORK.

LYON & HEALY

*Paul J. Healy*



**Payment for our purchases  
Covering a period of 15 days**

**We Have the Goods — We Can Serve You**

Our Stock of Victrolas,  
particularly styles 16, 14, 11,  
mahogany finish, also 4's, is  
very extensive.

Don't forget to display Lyon & Healy's Unit Record Cabinets;  
Lyon & Healy's Fibre Needle Cutter; also our special line of  
Cabinets. These are all big money makers for you.

*Lyon & Healy*

CHICAGO



# FROM OUR CHICAGO HEADQUARTERS

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

(Special to The Talking Machine World.)

CHICAGO, ILL., December 9.—It was a record breaking November in the talking machine trade, so far at least as the Chicago jobbers were concerned. In several instances it was stated that November equaled or exceeded December of last year. This may be due in a measure to the fact that many dealers, taking advantage of their experiences last year, announced their requirements earlier than usual, in fact the orders on the jobbers, books for delivery November 1 were larger than they have ever been, still the manner in which shipments are going forth so far in December and the new "hurry" orders which are being rushed in would indicate that December is going to be a heavy month in spite of its enormous predecessor.

While the demand for the more expensive types of machines is not only actually but proportionately heavier than usual, the shortage was so great last year that the factories seem to have concentrated their efforts on providing a supply of the large machines, the shortage this year is for the most part on the lower priced types, and it is hardly possible that the demand can be anywhere near filled in time for the holidays.

Judging from the reports from all the principal warehouses in the loop the rush in talking machine sales began earlier than usual this year. November was a piping month and the first week in December has been unusually heavy. While business is larger than last year there have not been the usual number of early sales of machines to be delivered Christmas. This somewhat paradoxical state of affairs is probably accounted for that buyers heard from their friends of the great difficulty they had in getting machines last year and therefore consider it wise to go on the bird in the hand principle and get the coveted instrument into the home at once.

### Another Victory.

Legal recognition of the therapeutic value of music as purveyed through the medium of the talking machine may be claimed as the result of a verdict returned by a jury in the Superior Court rendered last month against the proprietors of the North Shore Health Resort in Winnetka. For four years William J. Reedy gave talking machine concerts there for the benefit of the residents and, as he asserts, missed many meals in so doing. When he left the resort it was to be confronted with a suit on a board bill of \$1,102.84. Reedy made a counter claim for 451 meals missed while playing the machine and four years' salary as official phonograph starter at a salary of \$1,000 per year.

After carefully considering the matter the jury returned a verdict awarding Reedy a judgment for \$397.41, and canceling the board bill.

### Not for Chicago.

The proposal of a California judge that the dictation machines be used in the courts in conveying instructions to the jury was taken up quite seriously by Chicago papers. The Record-Herald went to the trouble of interviewing various members of the Chicago bench, and treated the matter at length although a trifle irreverently. The Record-Herald said:

"No phonograph's squeak will send a defendant in a Chicago court to prison or set him free. No jury in any local court will turn on the talking machine when in doubt about a judge's instructions.

"Judges of the Municipal Court so declared yesterday when asked whether it was probable that the Chicago courts might adopt the plan proposed in Los Angeles by Judge Wilbur, that when a judge delivered oral instructions to a jury he should talk into a phonograph and that the phonograph might be turned on later in the jury room if the jurors forgot the instructions.

"Two things stand in the way of the adoption of the plan of instructing Chicago juries by phonograph.

"They are the law and Chicago's experience with mechanical devices.

"The law provides that instructions of a court to a jury must be delivered in the presence of legal representatives of all interested in a case. Even when a jury sends a message to a judge requesting the repeating of instructions he is obliged to send for the lawyers before he can comply with the jurors' requests. The turning on of a phonograph in the juryroom, it is declared by judges, would be a violation of this provision.

"The other obstacle is the fact that evidence taken before the Butts legislative committee showed that the voting machines used in Chicago elections did not work satisfactorily. They declared this evidence would make Chicagoans reluctant to trust to another mechanical device."

### Signs of Prosperity.

A dramatic instance of the activity in the talking machine business has been offered every evening for a couple of weeks past when passers-by on Wabash avenue have been impressed with the illumination of the entire 140-foot third story frontage of the Talking Machine Co., quarters, where practically the entire force have been working until nearly midnight to get out the accumulated orders of

Victor goods. On two of the center windows the Victor trade-mark sign gleams out brilliantly.

### Owens Columbia Grand.

F. Wight Neumann, the well-known Chicago impresario, is the owner of a Columbia grand Grafonola and is enthusiastic regarding its merits. Among the other prominent Chicagoans who have purchased these fine instruments is Mr. Selig head of the Selig Polyscope Co.

### Add to Wholesale Facilities.

Two handsome booths have been erected in the wholesale Victor warerooms on the fifth floor of the Lyon & Healy building. They are designed for the benefit of out-of-town dealers who may bring in customers and where they may demonstrate machines for their benefit. The booths one of which is in mahogany and the other in oak with handsome leaded glass panels, Smith unit-construction portable type manufactured by the George W. Smith & Co., of Philadelphia and which many dealers are installing in their places of business. Lyon & Healy are Chicago representatives for these booths.

### Cheers 'Em Up.

The weather handed out to Chicagoans of late has not been of an exactly exuberating type and the average impressionable citizen has been more or less in the dumps. Visitors to the Talking Machine Co., however have been shocked out of their depression. Miss Fahey who presides at the telephone switchboard was sticking around the other day when a new shipment of Victor dogs arrived. She claimed one of the most intelligent ones, surnamed him Rover and chained him to her desk where he greets everyone who steps off the elevator with a sidelong glance. "Rover" is making a distinct hit as a risibility tickler.

### At Wurlitzers.

At the Rudolph Wurlitzer Co., both F. A. Siemon, wholesale, and L. K. Cameron, retail, talking machines were enthusiastic over the volume of business being done. The \$50, \$100 and \$200 machines were declared to be the big sellers. November was one of the largest months in the history of the house.

Rudolph Wurlitzer was a visitor at the Chicago branch last week as was also Mr. Lampe, the company's general advertising manager with headquarters at Cincinnati.

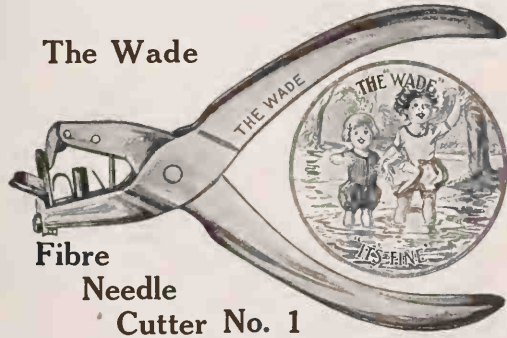
### Victor In Gary Schools.

Simon Bros., of Gary, Ind., recently sold a Victor 25, the special educational machine, to one of the Gary schools and as a result all of the other  
(Continued on page 40.)

## The Practical Fibre Needle Cutter—THE WADE

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

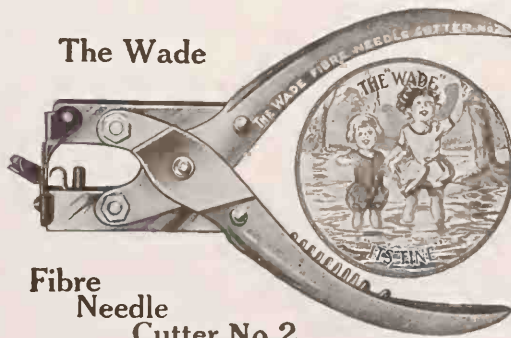
The WADE cutters are made of the best steel and are absolutely guaranteed.



The Wade  
Fibre  
Needle  
Cutter No. 1

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

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



The Wade  
Fibre  
Needle  
Cutter No. 2

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

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

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



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

schools some fifteen in number have been gotten into line. The advertising value of such a move must be something wonderful.

**Baish with Lyon & Healy.**

Lyon & Healy have a penchant for men trained in the Victor road service for their wholesale talking machine department. H. C. Baish, long with the Victor Co., and lately traveling for them in Minnesota and the Dakotas has joined the Lyon & Healy forces and is greeting visiting dealers in the warehouses of the Victor wholesale. He will also probably make short special trips from time to time.

**Visitors and Personals.**

H. H. Schwenker, traveling repair expert for the Victor Talking Machine Co., has been in the city for some days going over matters with the repair departments of the local Victor distributors and rendering services that are most thoroughly appreciated. Mr. Schwenker's present trip will take him to the Pacific coast. This time he is calling on the jobbers only. He spent Thanksgiving with F. H. Herndon at the latter's home at Wheaton, Ill.

Among the visiting dealers the past fortnight were E. M. Reynolds, Canton, Ill., W. J. Runyon, Crawfordsville, Ind., C. K. Austin, Battle Creek, Mich., Alonzo Wookey, Wookey & Co., Peoria, Ill.; George Eicholz and wife, Milwaukee; Howard Williams, Delavan, Wis.; Mr. Gensch, Gensch-Smith Co., Milwaukee; L. F. Biddinger, L. F. Biddinger & Co., Kenosha, Wis.

Charles W. Unbehan, who is just embarking in the piano and talking machine business on his own account at Quincy, Ill., was in the city recently placing orders for his opening stock. Mr. Unbehan has been the manager of the Quincy branch of the Guest Piano Co., of Burlington, Iowa and upon the branch being closed bought the fixtures and is opening for himself in the same location. He will carry a full line of Victor goods.

A. W. Wheelock, a large crockery and glassware merchant at Rockford, Ill., has added talking machines, fitting up a well-equipped department.

Joseph Jiran, 1333 West 18th street, has recently installed several new demonstration booths. He handles both Victor and Columbia goods and has lately made an especial effort on the larger machines with excellent results. He does a big business in Bohemian records.

Louis Solar, 3558 West 20th street has recently enlarged his store and reports an increased Columbia and Victor business.

W. E. Parker, mechanical engineer of the Columbia factory at Bridgeport, Conn., was a recent visitor at the company's Chicago headquarters.

Fred A. Siemon, assistant manager of the Rudolph Wurlitzer Co., visited the Victor factory at Camden, N. J., recently.

**Talks on the Opera.**

Lyon & Healy have inaugurated a new feature in connection with the afternoon concerts in Victor Hall which is attracting a great deal of deserved attention. For an hour every afternoon Miss Henriette Weber gives a talk on the opera to be given by the Chicago Opera Co., at the Auditorium the following evening, illustrated by selections from the Victor Catalogue. Miss Weber's talks are admirable in every way. She tells the story of the opera and analyzes the principal musical numbers in a clear non-technical manner.

Miss Weber has an enviable reputation as a concert pianist both in New York and Chicago and has recently attracted attention by a series of lecture recitals Sunday evenings at the Art Institute where she has the assistance of members of the Thomas orchestra.

Urban Dietrich, of W. H. Dietrich & Sons, department store and pianos, was in the city recently and made arrangements for the establishment of a Victor department. He will have personal charge of the new department.

**Columbia Co. Occupies New Quarters.**

Although they can hardly be described as fully settled in their fine new quarters at 12-22 North Michigan avenue, both the wholesale and retail departments of the local branch of the Columbia Graphophone Co., are now occupying the new location and some adequate idea of the new home of the Grafonola can be obtained. The retail department moved only on Monday of last week to

the new store on the ground floor of the Ward Building at 14 North Michigan avenue. The start was very auspicious, for though the carpenters and decorators were still at work, a number of outfits were sold on that day. The store is light and airy and has two handsome windows, one of which contains the first of the Columbia Grand Grafonolas in the colonial style of case in Circassian walnut. The front of the store, a space about twenty-five feet square, is used for reception and general sales purposes. The decorations are in white and tan and handsome golden oak furniture has been installed, the whole effect being distinctly bright and pleasing. Three service tables are provided where customers can select the records they wish played from catalogues, with the assistance of salesmen. There are seven demonstration booths of white enameled woodwork and plate glass, three on each side of the store and one large one in the rear. The retail record stock is in the rear and is in charge of a clerk who delivers them to the salesmen. The semi-indirect system of lighting is used, the fixtures being particularly artistic. Mr. Byers the retail floor manager has his office in the front of the store, while the cashier's cage is conveniently located near the entrance.

The wholesale department and general offices which occupy a large portion of the entire seventh floor giving double the space of the old quarters are being rapidly gotten into shape. The offices occupy the Michigan avenue frontage, District Manager Fuhri and local manager C. F. Baer occupying private offices and the Dictaphone department having extensive quarters with enlarged space for the "school." The machine and record stock rooms are excellently arranged and the repair department occupies large and well lighted space in the rear. Some particularly interesting systems are being installed which will be described in a later issue.

**Among the Retailers.**

A. B. Crosby, a well-known sporting goods dealer, of Aurora, Ill., is preparing to greatly increase his activities in the talking machine line and has built a seventy-five foot addition to the rear of his store which he will fit up in an elaborate manner with six demonstration booths.

The Varieties Co., of 1074 Milwaukee avenue and a branch on the same street has opened still another store at Chicago and Ashland avenues. They handle Columbia goods at all three stores.

Edward Selbman, proprietor of the Northwestern Talking Machine Exchange, at 2033 Milwaukee avenue and one of the largest dealers outside the loop has just opened a branch at 2051 Milwaukee avenue, a couple of blocks from his present location. Mr. Selbman has prepared for the proper handling of the holiday trade by installing four sound-proof demonstration booths at his main store. He handles Columbia, Victor and Edison goods.

**Goes to Porto Rico.**

Arthur Penberthy, son of Edward Penberthy, Victor dealer, at 7100 North Clark street, is one of the fortunate young men to succeed in securing a position with the government as a teacher in the public schools of Porto Rico.

**Motor Truck a Help.**

The Rudolph Wurlitzer Co., has provided a material help for its retail talking machine department in the new two-ton covered motor truck that is exclusively devoted to the delivery of Victor machines. The truck can handle a load of twelve of the larger sized Victrolas with ease and is making the heavy deliveries of the recent good business without the slightest trouble. The Victor name and trade-mark as well as the name of the Wurlitzer Co. are displayed prominently on the sides of the truck.

**Meek Now Bent Manager.**

Harry C. Meek, formerly manager of the talking machine department of the P. A. Starck Piano Co., is now at the head of the Victor department of the Geo. P. Bent Co. A. J. Goswiler, who has been connected with the P. A. Starck Co. for several years, is to handle the talking machine branch of the business.

**Department Stores Doing Well.**

A canvass of the large department stores of the city would indicate that this year will show appreciable increase over business last year at this time.

The estimates run all the way from a 100 per cent increase predicted by one department manager to the rather pessimistic opinion of another to the effect that an even break with last year would be the most that could be expected.

**Klingsor to be Presented.**

The officers of the Klingsor Talking Machine Co., of America, have come to the conclusion that one of the best ways to present their product will be by means of a recital or demonstration to which will be invited all local dealers, jobbers and others interested in the trade. This demonstration, which will be given probably in one of the large recital halls in the city, will occur immediately after the return of Theodore Isaacs, president of the company, from Europe. Mr. Isaacs' arrival is expected about December 15.

Communications recently received from Mr. Isaacs at Hanua, Germany, indicate that the last details for the importation of motors and other parts are being completed and that a large supply has been made available for every one of the six styles that the company will produce and which will range in price from \$25 to \$200. Louis Schram, treasurer and general manager, says that the entire six styles will be finished in mahogany and the various shades of oak.

**Let the Good Work Go On.**

The refining influence of the talking machine is shown by a recent incident. One of the large Wabash avenue houses sold a machine to a West Side saloon-keeper for his place of business. Within a few days an additional lot of records was purchased and they included "Sweet Spirit Hear My Prayer" and "Dreams of Galilee."

**Held for Grand Jury.**

W. E. Clark who was arrested on a charge of larceny preferred by C. E. Goodwin, general manager of The Phonograph Co., was given a hearing by Municipal Judge Mahoney, December 2 and was held for the grand jury in bonds of \$1,000.

**Raising Sales Standard.**

E. A. Fern, who since the first of the year has been the sole owner of the talking machine business of Tresch, Fern & Co., 130 North Fifth avenue, is doing an excellent business on the Victor, Columbia and Edison disc and cylinder machines. "My experience this year has shown that a man can do things if he makes up his mind to" said Mr. Fern. "Until a few months ago we had never done very much in the expensive machines although we had a mighty nice business in the medium and low priced types. I simply made up my mind that notwithstanding our location is not so favorable to the high grade trade as other sections of the loop district that I was going to get some of it nevertheless. Well, I made a point to ask customers for the names of some of their friends who had no machines. I worked the mails more thoroughly than ever and spent a lot of time myself in the evenings going after Victrola, Edison disc and Columbia table machine trade. Actually our business is swinging to the \$200 and \$250 machines very largely." Tresch, Fern & Co., are Chicago jobbers for the Union attachments whereby Victor and Columbia records may be played on Edison machines and vice versa, and which are made by Union Specialty and Plating Co., of Cleveland.

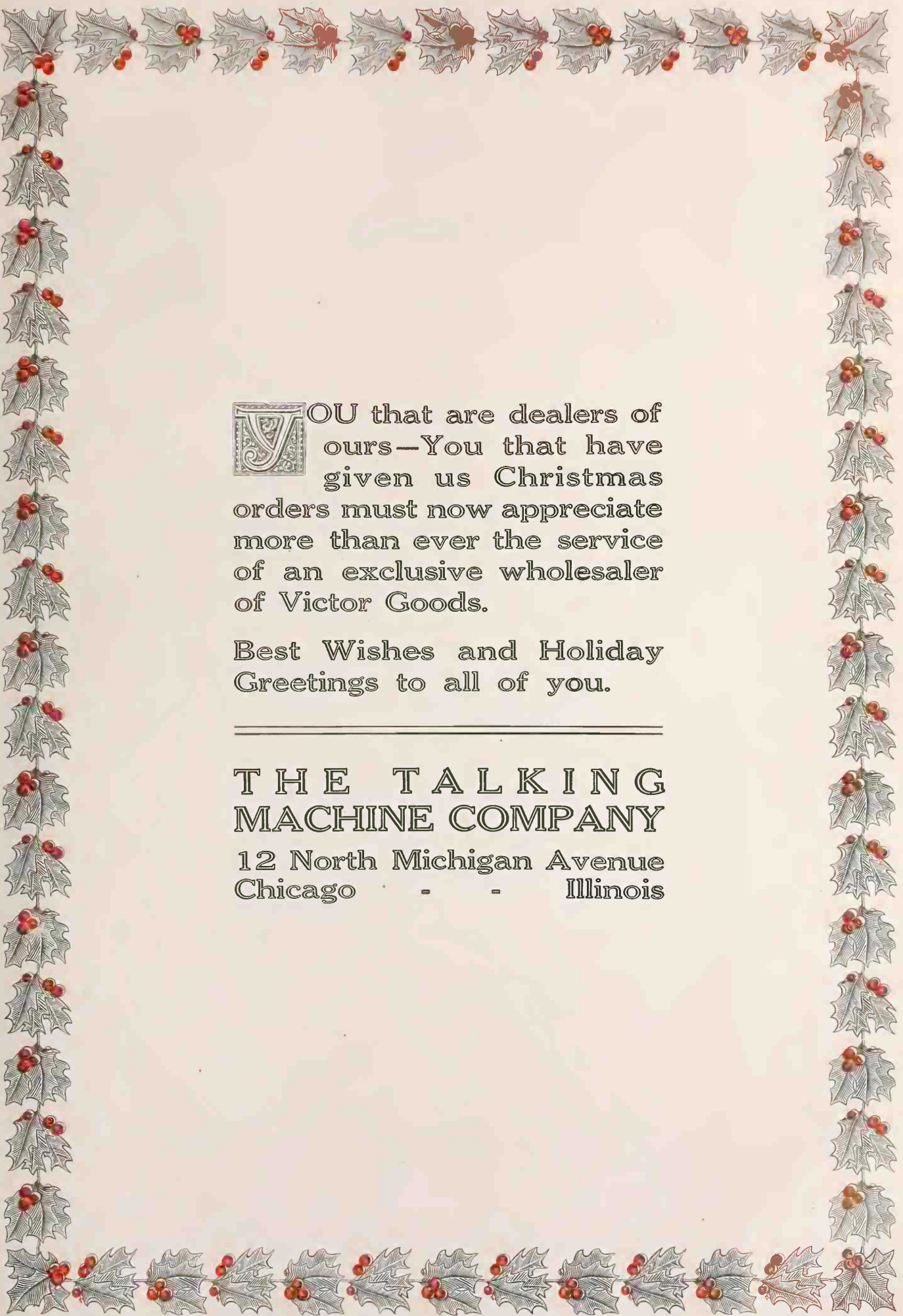
**Big Edison Business.**

The Phonograph Co., reports that November was their biggest month, the amount of business both wholesale and retail being limited only by the supply of goods. The handsome main floor warehouses are daily crowded with people listening to demonstrations of the Edison disc and the beautiful little recital hall in the rear plays to excellent business.

**Use of Fibre Needle Increasing.**

Chicago dealers and jobbers generally report that the sales of the fibre needle are constantly increasing. An additional indication of this is found in the remarkable increase in the business of the Wade fibre needle cutter. The inventor, S. O. Wade, reports that the business of November was double that of the corresponding period of last year. This and the fact that eighty per cent. of the jobbers of the country are handling the Wade cutter in large quantities testifies to the merits of the device.





**Y**OU that are dealers of  
ours—You that have  
given us Christmas  
orders must now appreciate  
more than ever the service  
of an exclusive wholesaler  
of Victor Goods.

Best Wishes and Holiday  
Greetings to all of you.

---

THE TALKING  
MACHINE COMPANY  
12 North Michigan Avenue  
Chicago - - Illinois



# ECLIPSE PHONOGRAPH COMPANY

A. W. TOENNIES & SON

203 Washington Street, Hoboken, N. J.

Jobbers of

## Edison Disc and Cylinder Phonographs Exclusively

Dealers of New York and New Jersey.  
Get the profits that come from the Edison line.



### STRIKE OVER IN INDIANAPOLIS.

**Trouble with Teamsters Ends and Talking Machine Dealers Trying to Catch Up with Business Lost During Tie-up.**

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., December 9.—Indications toward the last of this week were that the teamsters' strike, which has crippled the talking machine business in the last week, as it has every other line of business, would be settled and normal business conditions would obtain in the city.

Indianapolis has had a double dose of strikes in the last few weeks, the street car strike being followed almost immediately by the walking out of more than 3,000 teamsters. The city administration took a firm hold the first day of the strike and there has been little disturbance. It was practically settled that the union teamsters would permit the men to work for the employers who agreed to recognize the union and pay union wages. Hauling was at a standstill the first two days of the strike, which was called Sunday night, November 30. This condition was changed, however, later in the week, ice, coal and provision wagons being seen frequently in the streets. Crowds have been dispersed in rapid-fire order by the police. One negro lost his life, and a number of persons were injured.

W. S. Barringer, manager of the Stewart Talking Machine Co., made use of the express companies to make his shipments. Express company wagons were not molested. Willis M. English, traveling representative of the Stewart Co. has not let the strike interfere with him getting wholesale lots of orders. The retail business of the Stewart Co. is also better than it has ever been before. The popularity of the Victrola is the reason, according to Mr. Barringer.

The Stewart Co., at the request of the Chicago Opera Co., got up an attractive program for the opera company while it was here this week. Most of the songs sung by the members of the company were "on record" at the Stewart Co.'s store, and an unusually large number of calls were made for the records.

The Kipp-Link Co., distributors of the Edison machine, is making long strides with the new Edison disc machine in Indianapolis and throughout the State. Marion Whitesell, an experienced talking machine salesman, has been added to the force of the Kipp-Link Co. to take care of the increased local sales.

The strike interfered with the business of the Columbia Graphophone Co. local store, of which A. W. Roos is manager. Nevertheless, business was good with the Columbia Co. Mr. Roos reports that this year's business to date is better than it has been in any preceding year. And that is quite a record, considering that Indianapolis has suffered from two strikes and one huge flood in the last ten months.

Luther Day, a pioneer talking machine man of Muncie, visited Mr. Roos and Thomas Devine, manager of the dictaphone department of the local store a few days this week while on his way to Chicago. Mr. Day is well known to the talking

machine dealers of Randolph county, where he made a record as a talking machine salesman. He is now in the jewelry business at Muncie.

Patrons of the B. F. Keith's vaudeville house are enjoying the concerts that are being given before each performance by an Auxetophone placed by the Stewart Talking Machine Co. This will be continued for some time by the Stewart Co.

### MAKING FIBRE NEEDLE CUTTER.

**Latest Device Marketed by Standard Gramophone Appliance Co. Possesses Features That Enable It to Succeed—Some of the Details of the New Device.**

The Standard Gramophone Appliance Co., 173 Lafayette street, New York, manufacturer of the widely-known and successful Simplex Start and Stop device for Victrolas, recently placed on the market a new fibre needle cutter which has already secured a marked success during the short time that it has been introduced to the trade. This new fibre needle cutter, which is known as the "Standard," comes in three finishes, gun-metal, nickel and gold, retailing respectively at \$2, \$2.50 and \$3.

The "Standard" cutter comes packed in a very neat and handy container that displays on its cover a few of the cutter's many distinctive features, among which are the following: "Keen cutting, built like a watch, thereby appealing to discriminating purchasers. The toggle joint motion of its lever is the most powerful action known. An inside compartment retains all chips and makes it impossible to litter the top of the talking machine, as is so often the case with other cutters. The knife may be resharpened or a new blade purchased from your dealer. Knife may be removed instantly."

"Our new 'Standard' cutter is scoring a success far beyond all our expectations," stated Thomas W. Kirkman, manager of the company in a chat with The World. "As a matter of fact the orders have greatly exceeded our output, and we are now making deliveries according to the date of the order."

### SOME IMPORTANT SUGGESTIONS.

The Victor literature for the month of December, sent out last week by the Victor Talking Machine Co., contains a number of excellent suggestions that should prove of real assistance to the dealers if utilized in the proper way. Supplements to the complete lists of Victor foreign records, window-hangers, copies of December magazine advertising and a special proof of the Saturday Evening Post of December 20 were among the various enclosures sent out to the dealers recently, and these publicity ideas are all in accord with the high standard of Victor advertising in general.

Realizing that December is the heaviest month in the year's business, the Victor Co. has also prepared a set of newspaper advertisements that are exceptionally forceful and impressive. These advertisements, which will be published throughout the country, contain specially appropriate Christmas suggestions that cannot fail to bring excellent results,

### OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

WASHINGTON, D. C., December 9.—Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York.

#### NOVEMBER 16.

Antofagasta, 3 pkgs., \$120; Berlin, 13 pkgs., \$586; Buenos Aires, 100 pkgs., \$4,924; Callao, 7 pkgs., \$500; Colon, 10 pkgs., \$320; Demerara, 2 pkgs., \$154; Havana, 26 pkgs., \$304; Manila, 69 pkgs., \$2,197; Porto Barrios, 24 pkgs., \$711; Singapore, 55 pkgs., \$757; St. Johns, 9 pkgs., \$260; Sydney, 544 pkgs., \$8,533; Valparaiso, 14 pkgs., \$791; 4 pkgs., \$106.

#### NOVEMBER 23.

Berlin, 8 pkgs., \$109; Colon, 3 pkgs., \$136; Havana, 27 pkgs., \$784; Havre, 3 pkgs., \$117; Kingston, 8 pkgs., \$260; London, 8 pkgs., \$311; Shanghai, 10 pkgs., \$153; Valparaiso, 4 pkgs., \$342.

#### NOVEMBER 30.

Amapala, 6 pkgs., \$147; Antwerp, 2 pkgs., \$158; Batavia, 26 pkgs., \$1,325; Beira, 8 pkgs., \$297; Belfast, 9 pkgs., \$300; Brussels, 18 pkgs., \$744; Callao, 5 pkgs., \$370; Cardiff, 5 pkgs., \$235; Cartagena, \$1,421; Demerara, 7 pkgs., \$313; Glasgow, 4 pkgs., \$100; Guayaquil, 43 pkgs., \$862; Havana, 66 pkgs., \$4,361; Havre, 2 pkgs., \$126; Iquique, 15 pkgs., \$669; Limon, 6 pkgs., \$147; Liverpool, 33 pkgs., \$870; London, 253 pkgs., \$9,247; Montediveo, 5 pkgs., \$460; Newcastle, 12 pkgs., \$370; St. Lucia, 5 pkgs., \$137.

#### DECEMBER 7.

Antillo, 2 pkgs., \$125; Berlin, 31 pkgs., \$1,594; Callao, 10 pkgs., \$390; Cartagena, 3 pkgs., \$211; Limon, 12 pkgs., \$348; London, 8 pkgs., \$470; 501 pkgs., \$11,840; Sydney, 6 pkgs., \$188; 203 pkgs., \$22,949; Vienna, 6 pkgs., \$3,719.

### MAKES GOOD OFF BEATEN PATH.

(Special to The Talking Machine World.)

PITTSBURGH, N. H., December 8.—Norman Robie, enjoys the distinction of being about as far from the metropolitan centers as an Edison dealer could get in New Hampshire. He is some fifteen miles from the Maine Central R. R., and yet reports a very satisfactory trade, particularly in the new Edison Ambrolas. Mr. Robie has been handicapped by scarlet fever in his family, but is now in a position to push his work as energetically as before.

"It's a shame," commented the friend of the restaurant proprietor. "What's a shame?" asked the restaurant proprietor. "Why, that you have to give that pretty waitress all the tough steaks for the patrons at her tables." "Oh, I pay her extra for that. You see, she is so pretty that not one man would kick if the steaks were so tough they pulled his teeth out."—Chicago News,





**All the music of all the world can be heard on Columbia instruments. And can be heard to the best possible advantage. Why? Columbia TONE.**



*(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

## HOLIDAY BUSINESS SHOWING UP WELL IN CLEVELAND.

**Jobbers Report that Dealers are Prepared to Handle Record Volume of Sales—Edison Lecturer Makes Strong Impression—General Expansion the Rule—Additional Store Room for Columbia Branch—Big Demand for Union Specialties—News of Interest.**

*(Special to The Talking Machine World.)*

CLEVELAND, O., December 10.—During the past month the talking machine trade has continued satisfactorily, almost without exception, to everyone in the business. Many sales of all grades of instruments, from the cheapest to the most expensive, have been made and the dealers generally are joyfully looking to the conclusion of a more than usually prosperous holiday traffic.

The jobbers have been, and still are, very busy filling orders of considerably larger than usual seasonable proportions. It is quite evident the retail dealers throughout this section are fortifying against the shortage of last season.

Ida Maude Ilsen, club woman, lecturer and social service worker, representative of Thos. A. Edison, Inc., spent several days in Cleveland recently, and appeared before several of the leading women's clubs as lecturer on "Edison, the Man," with interpretations on the new diamond disc phonograph. Helen Keller, stopping at the Hotel Statler at the time, was entertained by Miss Ilsen, with a phonograph and records furnished by The Phonograph Co., and for the first time in her life heard the delicate beauties of music from the Edison disc instrument.

Among a large number of out-of-town visitors at the store of The Phonograph Co., the past week, were C. H. Yaeger, of C. H. Yaeger & Co., Akron, O., and C. Yahrting, of the Yahrting & Raynor Co., Youngstown, O.

C. M. Robinson, manager of the Graphophone department of the Marks Co. said business was very good and had been increasing ever since the opening. The company is having a fine holiday trade.

Chas. I. Davis reports trade is satisfactory in both the Victor and Edison departments. He anticipates the largest holiday trade he has ever had.

Since the opening at its new quarters at 1240 Huron Road, the business of The Phonograph Co. has exceeded the most sanguine expectations of the management. The manager stated crowds of visitors were daily attracted to the rooms, and that the list of Edison dealers throughout the State was constantly lengthening. December 1 the company gave its first private musical recital "under the auspices of Mr. Thomas A. Edison, inventor of the new Edison diamond point disc phonograph." The program included selections from the latest Edison records, and the large audience gave expression to genuine pleasure with the rendition of each number.

The large and prosperous business of the Eclipse Musical Co. is of the most satisfactory character. T. H. Towell, president, said "business is great, and gives promise of greater things." His brother, P. J. Towell, is stocking up the dealers in this territory, and he believes everyone in the talking machine business will enjoy a prosperous season. A talk with Fred E. Lane, manager of the retail

department, impresses one very decidedly that the Eclipse is doing a splendid retail business. Mr. Lane gets out a very interesting program each month, in connection with the monthly concerts given at the store and which are always well attended. The concert for this month was given on the evening of the 4th.

H. B. McNulty, general sales manager of the Union Specialty & Plating Co., manufacturers of the Union Phonograph Specialties, says the business is growing to magnificent proportions. The company is in daily receipt of orders, and duplicate orders, from all sections of the country, and the business is growing nicely. The plant is being enlarged and the force increased, in order to promptly meet the increasing demand.

Increasing business has compelled Mr. Madson, manager of the Columbia Graphophone Co. store, to lease the adjoining storeroom, and largely increase the force. The large and constant increase in sales of both instruments and records, is manifest evidence of the public favor in which the Columbia's wares are held. Activity prevails in all departments—wholesale—retail and dictaphone. Mr. Madson says the business of the local company has increased over 100 per cent. during the past year. A prosperous holiday trade is under way.

The new adjoining building now being erected by the May Co. will add some 5,000 additional feet of floor space to the already large store. When this additional room is available, the talking machine and music departments will be extended, affording ample space for the better display and the handling of instruments. Miss Vokes is delighted with the large number of sales of both Victor and Edison instruments. She said: "We are very, very busy. We already have a large holiday traffic, which promises to exceed any previous year, and our business couldn't be more satisfactory."

Victor sales were reported fairly good by the manager of the Caldwell Piano Co. He said the prospects of a larger holiday trade were very bright and that he had a number of orders booked for Christmas delivery.

Expansion of the talking machine business seems to be the rule. The W. H. Buescher & Sons Co. has increased the force in both the wholesale and retail departments and largely amplified the repair department. Concerning trade, Mr. Roberts said: "We have been doing a holiday business of goodly proportions, ever since Thanksgiving and prospects are fine. We are doing a large jobbing business and have an ample stock of Victor goods to supply the demand."

The B. Dreher's Sons Co. is doing an excellent business in the Victor talking machine line. The manager said a prosperous holiday trade was under way and that prospects were fine.

Not a note of disappointment is to be heard regarding the talking machine business at the store of the Bailey Co. "From early Monday morning," said Mr. Friedlander, "until Saturday night, our

large force is kept constantly busy waiting on the stream of customers. Our ample stock of Victrolas, Grafonolas, Edison Disc and Amberolas, is such as to meet every requirement of the most fastidious customer. Conditions are entirely satisfactory, both as to sales and collections, which are much better than a year ago."

W. C. Troth, manager of the Taylor Arcade branch of the Phonograph Co. is having a splendid trade. He has a number of holiday prospects, and says everybody is pleased with the Edison disc instrument.

Phil Dorn, manager of the talking machine department of the Collister & Sayle Co., is enthusiastic regarding trade. He said business was good in both the wholesale and retail departments, and that the demand for Victrolas was increasing as the holiday season advanced. He stated the retail dealers in Northern Ohio were placing numerous orders and laying in ample supplies.

The H. E. McMillin & Son Co. are busy in "everything musical," and particularly in the talking machine department, where a fine display of Edison and Victor instruments are displayed. Mr. Kellogg, manager of the department, expressed himself delighted with the present and prospective holiday season's business.

Norman H. Cook, manager of the talking machine department of the W. F. Frederick Piano Co. said business was good, and that November showed a large increase, while the holiday prospects were looming up most satisfactorily. He started the store at Canton under the management of Victor Miller, a native of that city, and the store at Youngstown, under the management of A. S. Hawks, formerly of the Pittsburgh store, were both doing a fine business.

Mr. Goodman, of the Goodman Piano Co. reports a very good trade in the talking machine department, together with a satisfactory piano business.

The Cincinnati branch of The Phonograph Co. located at 418 Main street under the management of E. O. Peterson is doing well. Mr. Peterson was for a long time in charge of the Edison business in Cleveland.

One of the most enterprising and successful talking machine dealers in the city is R. Suchla 1831 West 25th street and 4814 Broadway. He is the exclusive West Side Columbia representative. He has a large foreign record patronage.

The Brainard Piano Co. 6525 Euclid avenue is building up a large and profitable Columbia business. The company reports good sales of Grafonolas and records with a continual increase in the volume of business.

## A GROWING CHAIN OF DEALERS.

*(Special to The Talking Machine World.)*

BOSTON, MASS., December 8.—Pardee-Ellenberger Co., Inc., reports a pleasing growth in the volume of their shipments in this territory. Its chain of dealers extends clear to the Canadian line in New Hampshire and as far west as Burlington, Vt. Many dealers who have not seen either a jobber's representative or a man from a factory in months—in some cases years—are loud in their praise of the service and assistance they are getting in building up their trade.



# FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

**Unprecedented Activity in British Talking Machine Circles—Talking Machine Holding Prominent Place in Home Life—Flood of Cheap Records Increases Machine Sales—Winding Up Affairs of Russell Hunting Co.—Longest Record Ever Made—Paul H. Cromelin Resigns from Thomas A. Edison, Inc.—Holtzwegig Patent Again in Court—Composer Victor in Important Copyright Case—Who Introduced the First Edison Phonograph in England?—What is Offered in the New Record Lists—Arrangements Now Practically Completed for Big Combination—Attractive Publicity for "His Master's Voice" Records—New Columbia Artists—General News of the Month Worthy of Record.**

(Special to The Talking Machine World.)

LONDON, E. C., December 5.—It seems, as I write, somewhat early days to pass the compliments of the season, but this being the last chance I shall have of so doing before the festive time, it behooves me to accept the opportunity of wishing all those of my readers who have borne with my efforts during the past twelve months to offer an interesting news service from the world's capital, a right Merry Xmas, and all the good that they may wish themselves for the coming year. And now to the stormy realities of life—business.

This is perhaps the time of year when all engaged in the talking machine industry justly expect to "make good," to borrow an expressive American colloquialism. Summer trade was pretty satisfactory, all things considered, but there is an all-the-year standard to maintain, and it is at this period that the law of average demands compensation. That being so, there can be no doubt that the trade as a whole has risen to the occasion right handsomely. During the whole of my experience I have never known such a state of activity as exists to-day. It is all a very significant and pleasing commentary upon the rapidly expanding influence of the talker in the home life of the community at large. Just as in the past no home was considered complete without a piano, so is the gramophone coming to be regarded in the same light. The worshippers at its shrine of inexhaustible and varied music increase amazingly in numbers; new converts announce themselves in the shops every day. As Father Confessor the average dealer is in his element, and it may be well imagined never more sympathetic than when there is a little sacrifice to be made on the altar—for the most part—of prejudice. New sales every day, and satisfied customers. And the experience is general. So much so in fact that in manufacturing quarters there is a difficulty in keeping the supply on a level with the demand.

This happy condition of trade obtains everywhere, and the premises of the manufacturers, and factors upon whom I have called, are veritable hives of industry. In many cases factories are working on two shifts, night and day continuously, the staffs are putting forth their best efforts, and it is probable that all trade requirements for December will be satisfied.

One of the most satisfactory features of this season's trade is the enormous demand for machines. The total output these days is estimated to average over 12,000 gramophones per week. From inquiries made I should think the number would reach nearer the 15,000 mark. They disappear as fast as they can be made, and as one manufacturer said to me: "It is astonishing, I can't understand where they all go to." Anyway this market is capable of absorbing all that can be made, and I do not think dealers will have much to complain of by the time the usual Christmas demand is over.

#### Cheap Records Increase Machine Sales.

This remarkable demand for machines is regarded with pleasurable surprise, but really the reason is not far to seek. In comparison with last year, the position to-day is altogether different. At that time

there were few cheap records on the market, and they were in the majority of cases priced at eighteen pence. The circumstances of comparison will be at once appreciated when I say that this season about a dozen good double-sided records are issued, not at eighteen pence, but at one shilling or thirteen pence! Apart from the unprofitable nature of this trade, the fact remains it gives rise to much speculation as to its effect. Certainly the outstanding feature is that a very much wider public is brought within the realms of buyers, and the accentuated demand for machines is therefore attributable in the main to that cause. Analyzing the facts, I have come to the conclusion that the comparative main increase in machine trade is of the cheaper variety, though I am bound to say the sale of high-priced instruments is satisfactorily progressive.

#### Winding Up Russell Hunting Co. Affairs.

Information reaches me from the liquidator of the Russell Hunting Record Co. that he will apply to the Board of Trade for his release. A summary of the receipts and expenses during his administration and winding-up of the company reveals a total net realization of just over £1,707, from which has to be deducted £1,253 odd representing the total costs and charges. 17s. 8½d. in the £ on £513.18s. equals £454. 9s. 8d. to be allocated to the preferential creditors. The inability to pay any dividend to the ordinary unsecured creditors is attributed to the small amount which could only be obtained by the receiver for the debenture holders, and to the failure of the action against the directors of the company for misfeasance and breach of trust. That is the purport of the liquidator's statement, which also intimates that, according to the statement of affairs, the assets were estimated to realize £7,686! The estimated and actual realization is amazingly divergent. If it were not too late to raise questions, we should certainly think it calls for some explanation.

#### The Longest Record Ever Made.

The longest playing record ever made has just been issued by the National Gramophone Co. Ltd. An unique feature of the "marathon" record is its V-shaped cut, which is said to combine the vertical and hill-and-dale principles. It is a fine-cut record, and remarkable though it seems, the walls between are said to be wider than the sound tracks.

Twelve-inch disc No. 2042 carries four complete songs, as follows: "True till Death," 3 minutes 55 seconds; "In Cellar Cool," 4 minutes 30 seconds; "Rocked in the Cradle of the Deep," 3 minutes 45 seconds; "Sheltered Vale," 4 minutes 15 seconds,

the total playing time thus occupied being 16 minutes 25 seconds. Tom Kinniburgh is the artist responsible, and certainly his marvellous voice has never been reproduced with such faithfulness of tone and timbre as hereon.

#### Paul H. Cromelin Resigns.

At the moment of dispatching this report I learn that Paul H. Cromelin has resigned his position as British manager of the Thos. A. Edison Co. and his future plans have not been announced.

#### Validity of the Holtzwegig Patent.

The validity of the Holtzwegig patent has again been the subject of legal action in the German courts. Briefly, this patent is alleged to cover all interior-horn machines, whether the sound is delivered through, under, or at the side of, the motor, and further, it is the property of the Gramophone Co. Its validity has been questioned more than once. The Pathe Co. attacked it and lost their case, the lower German court holding that the patent was a valid one. Thereupon an appeal was lodged against this decision, and it recently came on for hearing in the "Second" German court. The appeal was keenly contested by counsel for the Gramophone Co., and after considerable legal discussion and examination of documents, the court allowed the appeal, thus reversing the judgment given in the lower court. I now learn that it is the intention of the Gramophone Co. to carry the matter on appeal to the higher court for final judgment. And the matter is therefore in abeyance at the moment.

It is interesting to know that Carl Lindstrom, A.G. issue all their hornless machines bearing a labeled statement to the effect that they are licensed under royalty of the Gramophone Co. Ltd. Other firms in this country also pay royalties, but on the other hand quite a number do not. The exact status of the patent is thus in considerable doubt in this country at any rate. Whether or not the Gramophone Co. intend to establish their claims to the validity of the patent here, we do not know. The dictates of time and circumstance will doubtless determine the position eventually.

#### Important Copyright Judgment.

The appeal of Lionel Monckton against the decision of Mr. Justice Phillimore, (partly) in favor of Messrs. Pathe Freres Ltd., was successful. The case was fully reported in our last issue, the court at the time reserving its judgment. The full pronouncement, which is extremely interesting, is as hereunder:

Lord Justice Buckley, with whom Lord Justice Vaughan Williams agreed, said by virtue of section 21 (1) of the Copyright Act 1911, Mr. Monckton became entitled to copyright in his work, such copyright including the right to reproduce the work on gramophone records—section 1 (2D.) Making, and not selling, was what that section referred to. Section 1 (2) included the sole right to authorize the performance of the work. That seemed to show that section 2 was not confined to making, but stood for sale. These rights were qualified by other sections, but inasmuch as the work was to be published before the commencement of the Act, the provisions of section 19 (2) were qualified by section 19 (7A), and, if it be applicable by section 19 (7C). Under the last section sale was distinguished from making as mentioned in section 19 (2B and 3), and section 19 (7D). Importation was mentioned in section 11 (1E).

From these difficult and complicated provisions was evolved this—section 19 (2) applied to any musical work, whether composed before or after the Act came into operation. But the provisions of that clause were modified and controlled by section 19 (7), which related to musical works published before the commencement of the Act. The result was so far as to this musical work the provisions in section 19 (2A) and the first proviso in that section did not apply, but the provisions under (B) did apply. There was an exception under (B), namely, that royalties were not to be payable when

## STROH VIOLS

VIOLIN, VIOLA, ETC.

The mellow and matured tone of these instruments, which are constructed largely of aluminum, yet possess *none* of the characteristics of the gramophone or wind instrument, is only one of its many points which are fully set out in an illustrated booklet which will be mailed free on request to the *sole makers*.




String Fiddle

**GEO. EVANS & CO.** 94 Albany St. London, Eng.

OR

in U. S. A. to their sole representatives

**OLIVER DITSON CO.**

150 Tremont Street BOSTON  
NEW YORK and PHILADELPHIA



the contrivances reproducing the work has been lawfully made or placed on sale before July 1, 1910. If that had been done, then royalties had not to be paid on the sales made before July 1, 1913. If it was not done, it followed that royalties were to be paid, and they would commence with the commencement of the Act. There were only two alternatives—(1) either royalties were payable as from the commencement of the Act, or (2) no royalty was payable for all time. If the latter alternative be accepted, there was created in the special case of making or selling before July 1, 1910, a limited right to sell free of royalties, but in cases not covered by the contingency an unqualified right to sell free of royalties. Sub-section (e) threw a light on the question. It proceeded on the footing that to justify the sale of contrivances, whether made before or after the commencement of the Act, authority was necessary. It applied to work published before the commencement of the Act, and it inferred there must be something in the Act which forbade the sale of contrivances made before the passing of the Act. It seemed to him that the Act had given to the owner of the new and extended copyright the sole right to authorize any one to produce musical works by the user of the record, and made it an infringement to sell the records.

The most difficult question was that by virtue of section 19 (1) defendants themselves had a copyright in their records, as if such contrivances were musical works, and in respect of that copyright it was seen that they had exclusive rights under sections 1 and 2. But, as the parties had declared to argue that question, he should say no more about it. In the cross-appeal argument turned upon the word "secure" in section 19 (6). That was a section in which the Board of Trade required payment in advance or sought to secure payment of royalties. If the word meant some act by which the debt should be secured, as distinguished from unsecured, the cross-appellants were right. If it means ensuring the payment of royalties, they were wrong. The Board of Trade had made regulations

whereby, unless otherwise agreed, royalties were to be payable by labels purchased from the owner of the copyright. If the owner did not provide them, the other party might proceed without affixing them, but if he did provide them, they must be bought.

Defendants contended, and he agreed, that the regulations in this respect were not within the words "the mode of the payment of royalties." Payment was under one head, supplying them was under another head, and affixing them was under a third. Neither of the last two was any part of the "mode." He thought they were regulations for securing payment, if "secure" meant to ensure, and in his view the fair meaning of "secure" in this context included the meaning to ensure, or render certain, the payment. If that be so, the regulations were not ultra vires.

Lord Chief Justice Kennedy agreed.

The appeal was accordingly allowed, and the cross-appeal dismissed.

**Who Introduced the Edison Phonograph?**

The lamented death of that wonderful and prolific inventor, Sir William Preece, gave rise in obituary notices in the press to the statement that he was responsible for the introduction of the Edison phonograph into this country. As this appeared contrary to the generally accepted history of the invention, I took an early opportunity of interviewing J. Lewis Young, who has been identified with the talking machine business almost since its inception, and who very courteously supplied me with the following facts: "I was educated as a telegraph engineer," said Mr. Young, "and I worked for some time under Sir William Preece, so that I am well able to confirm as a fact that he really did introduce the first phonograph into Europe.

"It was made under Edison's patent of 1877, and was called the tin foil machine, because the record was made by indenting tin foil which was superimposed on a coarse thread, cut in a large cylinder.

"This particular phonograph was made by Mr. Stroh, the inventor among other useful things of

the Stroh violin, which is favorably known.

"The motor was driven by a falling weight and the governor was a pan impinging upon the air.

"The tin foil phonograph was a nine days' wonder; the record could only be used a few times, and then became ineffective.

"However, in 1878 Edison patented improvements in phonographs and this patent British No. 1641—is the most suggestive patent ever filed. Unfortunately the fees in this country were only paid for three years, and the patent consequently lapsed. In 1886 Mr. Edison introduced further improvements. In the following year I joined the late Colonel Gourand, who arranged a contract with Mr. Edison by which he became the sole selling agent here for Edison's 'new' phonograph. I had twenty per cent. interest in the business, and," proceeded Mr. Young, "we had to find the money to pay for the taking out of patents in various foreign countries. I personally lost a substantial amount of money in an endeavor to pay the cost of doing this, and Colonel Gourand's and my own resources were soon exhausted. Finally we hit upon the plan of sending out a staff of lecturers to demonstrate and talk up the phonograph. I went out myself, and the fees we received went to pay for the patent costs. Sir William Preece was what I may term a 'looking forward' man, and his enthusiasm for the new phonograph we sent him actually aroused a proposal that one should be installed in every post office in the kingdom for use by the public as a means of communication. The reading of telegraphic instruments by sound, the introduction of telegraphic systems by which from two to ten messages could be sent simultaneously on one wire, the installation of dynamos and secondary batteries in place of the old primaries for supplying current for telegraphic work, and the introduction of electric lighting, were all suggested and carried out by Sir William Preece when he was engineer-in-chief to the British post office."

The exigencies of space has necessitated considerable curtailment of Mr. Young's reminiscences, but (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. Grammophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.  
BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.  
DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnens, Copenhagen.  
FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenor, Place de la République, Paris.  
GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.  
HOLLAND: American Import Co., 22a, Amsterdam, Veerkade, The Hague.  
HUNGARY: The Gramophone Co., Ltd., IV, Kossuth Lajos Utcza 8, Budapest.  
SPAIN: Cie. Francesa del Gramophone, 56, Balmes, Barcelona.  
SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Appelbergsgatan, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, St. Petersburg; 9, Golovinsky Prospect, Tiflis; 30, Nowa Svit, Warsaw.  
EGYPT: The Gramophone Co., Ltd., 13, Rue Siamboul, Alexandria; Rue Mousky, Cairo.  
EAST AFRICA: Bayley & Co., 8 Beira, Lourenço Marques.  
SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Risik Street, Johannesburg; Mackay Bros & McMahon, 443, West Street, Durban.  
INDIA: The Gramophone Co., Ltd., Bloemfontein, Ivan H. Haarburger, Mailand St., Bloemfontein.  
INDIA: The Gramophone Co., Ltd., 139, Ballighat Road, Calcutta; 7, Bell Lane, Fort, Bombay.  
AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.  
GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, London, E.C.



Great Britain:  
**The Gramophone Company Ltd**  
21 City Road London EC



## FROM OUR LONDON HEADQUARTERS—(Continued from page 45).

I have no doubt the foregoing will be read with great interest by talking machine men the world over.

**Some Excellent "His Master's Voice" Posters.**

"His Master's Voice" Co. has issued quite a number of excellent posters of late, the most recent being an artistically colored sketch showing a couple dancing the tango. The poster is round in shape, and specifically advertises the company's new dance records, not excluding a number of tango specials. By the way, these latter records are selling like the proverbial hot cakes. All London is crying tango, and for the moment other forms of the terpsichorean art seem to have been superseded. Several new issues will be announced this month.

Described as "A Christmas Gold Mine," the December "H. M. V." program is exceptionally rich in the quality and comprehensiveness of its items, though we fail to locate any special quantity of Christmassy titles, such as one would expect to find at this period. However, the company will doubtless make up a special list, apart from the many fine dancing records they have ready. The complete December list is as follows:

Twelve-inch, double sided.—"You Made Me Love You" (Monaco) and "I Hear You Calling Me" (Marshall, arr. by Behrend), Band of H. M. Coldstream Guards; "Overture Saul," Part I and Part II (Antonio Bazzini), Band of H. M. Coldstream Guards; "Prelude" (Rachmaninoff), and "Kutschke Polka," op. 155 (Ludwig Stasny), Metropolitan Orchestra; "Surprise Symphony," Allegro di molto, and Andante (Haydn), Grand Opera Orchestra; "Surprise Symphony," menullo allegro molto, and Finale (Haydn), Grand Opera Orchestra; "Joseph and His Brethren," Prelude, and "Bacchanalian Dance" (Adolf Schmid), His Majesty's Theater Orchestra.

Ten-inch, double sided.—"Distant Greeting March" (arr. by C. Godfrey), and "Rosemousse Entr'acte" (Auguste Bose), Band of H. M. Coldstream Guards; "Snooky Ookums" One-Step, "Old Maid's Ball," "There's a Girl in Havana," and "In My Harem" Medley One-Step, "Wait Until Your Daddy Comes Home," "Snooky Ookums," Metropolitan Band.

H. M. V. twelve-inch, single-sided.—"Lilac Time" (Willeby), Miss Ruth Vincent; "Songs of the Fair" (A) Jock the Fiddler, (B) The Ballad-monger (Easthope Martin), Mr. Thorpe, Basso; "Nearer, My God, to Thee" (Carey), Mme. Edna Thornton; "Gems from 'Rigoletto'" (Verdi), Grand Opera Company; "Tacea la notte placida" (My Heart is His Alone) (Il Trovatore) (Verdi), Mme. Trazzini; "Hey, Ho, What Might Have Been" (Sullivan and Edgar), George Robey; "Winkelheimer's Motor Ride" (R. Marsh), Tom Clare; "Song Medley" No. 2. The Ragtime Chorus; "The Frog Prince" (Sutcliffe) (Talking), Miss Pauline Potter; "The Wolf and the Kids" (Sutcliffe), (Talking) Miss Pauline Potter; "The Witch of the Lake" (Sutcliffe) (Talking), Miss Pauline Potter; "The Golden Key" (Sutcliffe) (Talking), Miss Pauline Potter; "Kiss Waltz" (Johann Strauss) (Piano), Mark Hambourg; "Tout en Rose" (Vincent Scotto), Mlle. Gaby Deslys; "Angel's Serenade" (Serenata) (Braga), Gluck and Zimbalist.

Ten inch, single sided.—"The Calf of Gold" (Faust) (Gounod), Mr. Clarence Whitehill; "Love Lily" (Thomson), Mr. Hubert Eisdell; "The Happy Farmer" (from "Songs of Four Nations") (arr. by Somervell), Mr. Charles Tree; "Love is Mine" (Gartner), Mr. John Harrison; "I Looked into Your Heart" (Kahn), Miss Ruby Helder (lady tenor); "A Song of Waiting" (E. Wright), Miss Paola St. Clair; "The Little Grey Dove" (op. 58, no. 2) (Bowles-Saar), Miss Lucy Marsh; "Invictus" (Bruno Huhn), Mr. Reinald Werrenrath; "Barcarolle" (Tales of Hoffmann) (Offenbach), duet by Miss Lucy Marsh and Miss Marguerite Dunlap; "Volga Botaman's Song," St. Petersburg Quartette; "Cante pe' Me" (Neapolitan Song) (de Curtis) (sung in Italian), Caruso; "Schon Rosmarin" (Fair Rosmarin) (Kreisler) (Violin), Fritz Kreisler; "La Danza" (Tarantelle Napolitana) (Rossini, arr. by Piatti) (Cello), W. H. Squire.

**Plans Completed for Big Amalgamation.**

All arrangements for the amalgamation of Dr.

Grunbaum & Thomas A.G., the Carl Lindstrom, Favorite, Zyrophon, and Dacapo companies have now been completed, and the agreement was duly ratified at a general meeting of Carl Lindstrom Ltd., held on October 29 last. The fusion will control factories in Russia, France, Austria, and England, apart from the extensive organizations in Germany. In material, manufacturing, administration, and other charges, a great saving is expected to result, and in the copyrighting of repertoires in the different countries, simplifications and economy would follow. Under the agreement Herr Thomas is retained as a director of Carl Lindstrom A.G. for ten years, and Herr Dr. Grunbaum will hold the position of technical and chemical adviser at a fee of 10,000 marks per annum.

A directorship and central office will be established for the control of the amalgamated interests. The proportional interest of the various companies in the profit and expenses will be on the following basis: International Talking Machine Co. (Odeon), 7 3-20; Lindstrom, and Beka A.G., each 5 3-20; Favorite Record A.G., 1 2-20; Zyrophon G.m.B.H., and Dacapo Co., each 4-20; of the profits. If the year's profit exceeds the amount of 2,000,000 marks, the surplus profit will be divided as follows: Favorite, Dacapo, and Zyrophon, each 10 per cent., and the remaining 70 per cent. equally between the Lindstrom, Beka, and International companies.

It was agreed to increase the share capital of Carl Lindstrom, Ltd., by 350,000 marks. This issue will be arranged by underwriters who have to offer it to the old shareholders on the basis of 10 to 1 at the rate of 140 per cent.

New records will probably be issued, and we shall hope to be in possession of interesting information as to the fusion's future plans in time for publication next month.

**Columbia-Rena Descriptive Records.**

Descriptive records—especially those of a domestic type—never fail to appeal to a very large number of record buyers, and these will assuredly be interested in two such records listed by Columbia-Rena this month. The respective titles practically explain themselves, there being Christmas at Sea, Farmer Hodge's Christmas Party, Christmas Eve in the East End, and At the Music-Hall—the latter a capital snapshot of an up-to-date show. All these records are exclusive to Columbia.

Feeling that the season demanded an adequate record of the spirit of Christmas, the Columbia Co. announces a new record by mixed chorus of "Auld Lang Syne." As a suitable combination on the disc they included a fine quintet setting of "The Rosary."

Columbia-Rena also offers more big chorus-song hits, among them "Every Polly Loves a Jolly Sailor" (said to be another "Ship Ahoy"), "When I Get You Alone To-night" (one of the "most riotous hits that ever landed here from New York") and sung by those highly successful duettists, Jones and Van Brunt, and "Whistle It," which we understand is practically a challenge to refrain from whistling the infectious air.

**Old Favorite Again Recorded.**

"Turkey in de Straw" is said to be the most popular "coon shout" and laughing song ever recorded, and for the Columbia-Rena Christmas supplement, the manufacturers have had the old favorite (hundreds of thousands of which have been previously sold of old recordings) newly put on for them by Billy Golden.

A lovely flute solo record by George Barrere, the imitator of the movement which resulted in the famous French "Societe Moderne d'Instruments a Vent," is a gem on Columbia-Rena this month. Mr. Barrere is represented by "Simple Aven" and Saint-Saen's "The Swan."

**Nordica Records in Australia.**

Mme. Nordica, the great Wagnerian soprano, has been touring in Australia and New Zealand, singing operatic selections from her vast repertoire. Excellent use was made of the opportunities provided for advertising the Nordica record on a Columbia catalog, and we are informed that the demand was very strong in consequence. Messrs. Chivers & Co., of Christchurch, New Zealand, made a strong point in their advertisement of these Nordica records, using space in the same issue of the

newspapers in which Nordica's appearances were announced.

Other new issues worthy of mention are as follows: Twelve-inch, double sided.—"Cinderella," Acts I and II (Herbert C. Ridout), Columbia Pantomime Co.; "The Trail of the Lonesome Pine" (Macdonald and Carroll), and "When Love Creeps in Your Heart" (Mills and Scott), duets by Mr. Chas. Holland and Miss Mary Reed; "Home, Sweet Home"—with variations (arr. by J. Hartman), and "Titania Polka" (W. Remmer) (cornet solos), Arthur Laycock.

Ten-inch, double-sided.—"Criollo," Tango Argentine (Cremieux), and "Argentine Tango" (Farban), Band of H. M. Scots Guards; "Every Polly Loves a Jolly Sailor" (Mills and Scott), and "Oh, I Do Love You, My Orange Girl" (Mellor and Trevor), Stanley Kirkby; "Down the Vale" (F. L. Moir), and "The Gipsy's Warning" (H. A. Goard), Carrie Herwin; "Christmas Day at Sea" (descriptive) (Penrose), and "Farmer Hodge's Christmas Party" (descriptive) (Penrose), Columbia Sketch Co.; "Praise the Lord, Ye Heavens Adore Him" and "Onward, Christian Soldiers" (Sullivan), Band of H. M. Scots Guards, with Robert Howe, Soloist; "Sidney Carton's Farewell" from "A Tale of Two Cities," and "Death of Little Nell" from "The Old Curiosity Shop" (Dickens), Dramatic Recitals by Bransby Williams; Children's Toy March (L. Currie), Prince's Concert Band, and Children's Symphony (toy instruments) (Haydn), Prince's Orchestra.

**Karl Harth Resigns as Manager.**

The trade will learn with extreme regret that Mr. Karl Harth has resigned his position as London manager of the Favorite Record Co. During his tenure of office there can be no doubt that Mr. Harth was instrumental in placing the Favorite business upon a very firm foundation, and this in spite of keen competition in the record world. One of the chief features of his administration was the introduction of a dealers' price-maintenance agreement which generally met with a good reception from all sections of the trade. Mr. Harry Bluff, the well known comedian, is also reported to have severed his connection with the company, whose musical interests on the recording side were his special care.

The new agent is Mr. T. D. Addis, who first became associated with the talking machine business as a salesman at the old Gramophone Co. in the early days of their trading at Maiden Lane, London. For the last few years Mr. Addis has been looking after his own business interests, but subsequently joined the Favorite Co. at its works in Hannover, Germany. Transferred to the London office as joint manager some four or five months ago, he has carefully studied the situation here and obtained a pretty good knowledge of the exigencies of British trading, and is now quite familiar with the company's numerous and increasing clientele.

**Changes at Lockwoods.**

Upon the occasion of a recent visit to Messrs. Lockwoods I was sorry to learn that Mr. Keeley had tendered his resignation. The vacant position—charge of the accounting department—has been taken over by Mr. Kilner, late of the British Zonophone Co. In turn the latter gentleman's position has been filled by the son of the late Mr. Malyon, who at one time was assistant manager of that concern. The son practically follows in his father's footsteps, and if he proves as keen a business man as the latter, whom I remember well as a friend, his success is assured.

**CABINETS MAKE RECORD SALES.**

One of the lines of talking machine record cabinets that is rapidly gaining favor with the trade and public is that of the Geo. A. Long Cabinet Co., of which Clement Beecroft, of Philadelphia, is the sales manager. The cabinets are designed and handsomely finished to match perfectly the various types of machines and with interiors so arranged as to make the filing of records a simple and convenient matter. In considering the handling of cabinets of quality the dealer should remember that a cabinet increases record sales until its capacity is reached, a sales factor to be reckoned with.



**A WINTERTIME ADJUNCT.**

**The Delight Afforded by the Grafonola When the Frost is On the Pumpkin Emphasized by Attractive Window Display in Indianapolis.**

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., December 5.—James Whitcomb Riley, the Hoosier poet, once wrote "When the frost is on the punkin', and the fodder's in the shock \* \* \*". Perhaps he was not thinking of talking machines at that time, but he might have added a line to that famous poem to the effect that the talking machine is as necessary in the Fall in the cozy little home or mansion as the "punkin'!"

At any rate, H. M. Wright, of the Columbia Graphophone Co., must have been dreaming of the



View of Special Columbia Co. Window Display in Indianapolis.

frost, the pumpkin and the fodder when he caught the idea which resulted in the window shown here. Men who were raised on the farm stopped in front of the Columbia store at 27 North Pennsylvania street and were whisked back to their boyhood days when "Father" made 'em shuck corn. The old-time rail fence was especially realistic and of course the "punkins" were the real thing.

For a fall window display this window has not been surpassed by any store in Indianapolis. Mr. Wright was assisted by C. V. Weaver in arranging the window. A. W. Roos, manager, was very much pleased with Mr. Wright's work. Mr. Wright, by the way, not only is able to design attractive windows which help to increase the sales, but he has the ability to sell also.

**FAIL TO HAVE PARADES BARRED.**

**Efforts of Merchants on Fifth Avenue to Cut Down Number of Processions Using Thoroughfare to Detriment of Business Defeated.**

The ordinance introduced recently to prohibit the holding of parades on Fifth avenue between the hours of 9 and 6:30 except in the cases of military or national events of importance was defeated this week in the Board of Aldermen by a vote of 35 to 23. Although this ordinance was heartily favored by the Fifth Avenue Association, a failure to use concerted action to insure its passage accounts for its defeat. The proposed ordinance had the indorsement of all the piano houses along Piano Row, who are obliged to suffer financial losses whenever these parades take place.

**VICTOR CHRISTMAS PUBLICITY.**

The latest batch of Christmas advertising matter sent out to its dealers by the Victor Talking Machine Co. contains some of the most attractive and artistic window hangers and streamers presented to the trade in some time. A beautiful window poster entitled "A Home Christmas Scene," in an ensemble of harmonious colors, formed the nucleus of this special advertising matter, and this sales producer in itself is reinforced by attractive window streamers and folders. This Christmas advertising matter afforded the Victor dealer a splendid opportunity to carry on a publicity campaign that cannot fail to produce gratifying results.

Charles S. Plummer, an enterprising Columbia dealer of Newport, R. I., was a visitor to the executive offices of the Columbia Co. recently. Mr. Plummer spoke very encouragingly of the growing popularity of Columbia products in his territory.

**APPRECIATED TRADE CO-OPERATION.**

**How a Well-Known Atlanta House is Recommending The World to Its Customers—Says Every Man Should Read It, as It is a Valuable Aid to Business.**

There has been the most hearty co-operation between a large number of leading talking machine jobbers in this country and The Talking Machine World, thus aiding the circulation of The World among local dealers everywhere.

Recently we have had several copies of letters mailed to us by some important men of the trade, who have taken pains to co-operate with this trade newspaper institution in increasing its influence.

The subjoined, sent forth by the Elyea-Austell Co., of Atlanta, Ga., is one of the best, and the act of this company certainly constitutes a courtesy which is highly appreciated. This letter is addressed to the dealers on the selling list of the Elyea-Austell Co. It reads as follows:

"ATLANTA, GA.,  
November 20, 1913.

"The Talking Machine World, published by Mr. Edward Lyman Bill on the 15th of each month at 373 Fourth Ave., New York City, is the only publication devoted exclusively to the interests of the talking machine trade.

"The Talking Machine World is a non-partisan paper. It is not committed to the interests of any one line, but, as the name of the magazine would indicate, it takes in the entire talking machine interests and has for its object the upbuilding of the business as a whole. This magazine is filled with all of the news pertaining to the different lines of talking machines of all makes manufactured. It contains a complete report each month of the new patents; keeps you posted on the trade conditions throughout the United States and foreign countries pertaining to the talking machine interests, and is filled with other reading matter that will be of great benefit to the wide-awake dealers. The editorials are of the very highest order and state facts just as they are.

"You may possibly be taking The Talking Machine World at the present time. If not, we would be very glad to have you subscribe at once,

sending your subscription direct to The Talking Machine World on the enclosed subscription blank. If you do not care to subscribe to this paper without first seeing a copy, request The Talking Machine World direct to send a copy to you and they will be more than pleased to do so. We have no interest whatever in this publication, except we should like to see it in the hands of every man engaged in the talking machine business, and know that the reading of this magazine each and every month will give you a broader conception of the possibilities of the talking machine business, and a reading of this magazine by your sales force will stimulate them to greater efforts on account of increasing their appreciation of the line of business in which they are engaged.

"Yours very truly,  
"(Signed) ELYEA-AUSTELL CO.  
"Sales Department."

**NON-COMMITAL ON RATES**

**Board of Transportation Says Action Should Be Based on Evidence.**

The New York Board of Trade and Transportation, at its regular monthly meeting last week, discussed the proposed increase of 5 per cent. in freight rates in official classification territory. The executive committee brought in a report saying that the railroads should be liberally dealt with because upon their efficiency and ability to meet the demands of constantly growing business depend the development and progress of the country. At the same time the report submitted that the proposal for a 5 per cent. increase of freight rates should be the subject of a most thorough and searching investigation.

Nothing short of clear and convincing evidence, the committee found, would answer the demands of the railroads if the increase should be denied, or would satisfy the public if it be acceded to.

**LIBRARIES INSTALL "TALKERS."**

Equipping public libraries with talking machines reports the sale of a Victrola to the public library so that the general public may receive the benefits of its musical value seems to be quite a fad in all parts of the country, and every day another dealer reports the sale of a Victrola to the public library of his town. One of the most recent Victor dealers to get on the public library wagon is J. G. Lewis, a progressive dealer at Manchester, Ia., who closed the sale of an expensive Victrola and a substantial supply of Victor records to the public library of that city a fortnight since.

**The Keystone of  
The Buehn Service  
is Completeness**

When you order various models of machines, ten to one, and even more odds, the type that you need the most is the style that is missing. A big sale is postponed—perhaps lost—and you suffer in profits. Next time test the Real Service of

**Louis Buehn  
Philadelphia, Pa.**

Handling Talking Machines exclusively you secure a specialized co-operation of the highest character.

**Edison  
Cylinder**

**Victor  
Disc**



The Columbia reproducer No. 6 is a sound box that is also a "tone box"—sound *plus* tone—the most perfect reproducer.



(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

### GREAT ACTIVITY PREVAILS IN THE CINCINNATI TRADE.

Record Volume of Business Being Handled by Talking Machine Men—Phonograph Co. Secures Attractive Quarters—Horn Machines for Foreign Element—Columbia Business Expanding—More Demonstrating Booths for Aeolian Co.—Heavy Advertising the Rule.

(Special to The Talking Machine World.)

CINCINNATI, O., December 4.—A feverish activity prevails in the talking machine business of this city, the like of which has not prevailed since the introduction of the machine. One would think a gold mine was being uncovered. The Aeolian Co., with the most costly piano wareroom in this city, is giving the Victrola department the most prominence through the building, of a series of sound-proof booths on the main floor, close to the entrance. The same is true of the Lyric Piano Co., only the booths are adjoining the entrance. The W. G. Woodmansee Piano Co. is going to take a flier through the Edison line and Otto Grau Piano Co. is gradually developing its Victrola department.

The event of the past two weeks was the opening of a local distributing agency by The Phonograph Co., of Cleveland, Edison jobbers, which has secured quarters at 418 Main street. These are in charge of E. C. Peterson and Secretary Smith. They are speeding up Edison interest in this market in a remarkable manner. John Arnold, one of the most prominent of their retailers, is thankful to the company for its advertisements in the Saturday Evening Post and Collier's. These brought many prospects to his place during November, kept him busy demonstrating and resulted in a good number of sales. Arnold believes the Edison machine will be the biggest thing on the market in less than a year.

The Phonograph Co. to-day closed a deal with the Fisher Piano Co., Wilmington, and has arranged for J. A. Rodabough, of Columbus and Schroyer & Co., Dayton, to handle the new Edison line. A dealer at Springfield, Ohio, is nibbling hard.

George Link, dealer on Vine street, has a small corner on the horn machines and is thanking his stars that he had the good fortune to lay in a lot of this type when he learned there was nothing more doing in the manufacturing line. Link's trade is principally of the foreign element and they do not think it is a phonograph unless there is a massive horn with the box.

R. J. Whelen, local manager of the Columbia Graphophone Co., smiles because, to use his own words, "Business is on the boom." Mr. Whelen is well known in local talking machine circles, is a "good fellow," and makes it his personal business to extend the glad hand to patrons of the Columbia store. He is a hustler and there is always something doing in the Columbia store. Mr. Whelen is a believer in fair competition and open and above board tactics and his employes know this. You are always sure of courteous treatment in the Columbia establishment on West Fourth street, as Mr. Whelen sets an example to his sales force.

In addition to the musical end, Mr. Whelen is local manager of the Dictaphone Co., with local headquarters at the Columbia store and his aggressiveness along this line has made the word "Dictaphone" a familiar one in Cincinnati business houses.

"Business is booming," said Manager Whelen, when asked about present conditions. "We have left last November so far behind that we have about cleaned out our stock. December is starting in as a close second and if we can get the goods to supply the demand, we will make November, even with its big increase over last year, look like thirty cents. We are getting in big shipments every day, and our shipping department is working day and night, but as fast as the machines come in we send them out. This unusual demand is not confined to local and retail trade, but extends throughout the



R. J. Whelen.

entire territory, even the smaller dealers crowding in their orders. In order to save time the factory are shipping the goods direct to the dealers, but still our shipping facilities here are taxed to the limit. The largest demand is for the new models, the 'Leader' \$75, the new 'Mignonette' \$100, the new 'Nonpareil' \$150, and the new 'De Luxe' \$200, although there is a steady demand for the smaller types for holiday gifts including the ever-popular Columbia 'Favorite,' the new one even being superior to the old type, the 'Eclipse' at \$25, and the 'Jewel' at \$35. The new style 'Regal' at \$50 is also holding its own."

A large number of Columbia dealers visited the local headquarters during the past month, getting ready for the holiday trade and placing their orders, and all report that business is good.

The Aeolian Co. report a splendid Victor business in November, the chief increase being in record sales. There seems to be a general awakening among Victrola owners and added interest in their instruments which is resulting in large record sales.

The Aeolian Co. has just finished installing a battery of new Victor booths on the main floor which are quite the most attractive and practical seen hereabouts. The booths are of glass the sash

giving the appearance of French windows. The finish is ivory to match that of the first floor woodwork. The furnishings consist of Oriental rugs, gold finished settees and mahogany chairs. This equipment gives The Aeolian Co. six Victor rooms on the first floor, all of which Manager Black states are required at the present time to take care of the Aeolian Victor trade.

There are probably no handsomer warerooms in the country than those of the Aeolian Cincinnati branch. They have been the talk of the city ever since they were finished a couple of years ago, and it is a strong testimonial of the importance this company attaches to the Victor line when they devote so large a portion of their beautiful main floor to these booths.

The Aeolian Co. is doing the heaviest Victrola advertising of its career by far, and will continue in all the newspapers right up to Christmas day. Profiting by past experience, an immense reserve stock of machines and records has been provided.

Manager Dittich, of the talking machine department of the Rudolph Wurlitzer Co., says: "Christmas business has opened up with a rush. Never before has the demand been so heavy, both retail and wholesale. We rather looked for this big business and prepared as far as factory facilities made it possible to do so, but the shipments accumulating since last spring will be scarcely large enough to take care of us until the first of the year. Dealers at all points seem to be enjoying the same good trade, and the holiday season rapidly approaching, the demand is sure to tax our facilities to the utmost. We hope to have enough stock, and there is no question but December will prove to be the greatest talking machine month on record so far."

### CLOCK TURNS OFF WINDOW LAMPS.

One cannot afford to run the window lights all night, but it is not difficult to arrange so the lights will be cut off automatically at any desired hour, says Frank Farrington. A simple method is as follows: Attach a cord to the lever used for switching off the lights, or if a button is used, have a lever installed instead. Fasten the other end of the cord to the wind-up key on the back of an alarm clock, the key that winds up the alarm part. Fasten the clock firmly to the floor or to a block in such a position that the cord will be tight and not too long. Set the alarm at the hour it is desired to cut off the lights. When the alarm goes off and the key turns around it will wind up the cord and pull the lever, thus cutting out the lights in due course.

### HOUSE OF DROOP 56 YEARS OLD.

E. F. Droop & Sons Co., the prominent Victrola distributors in Washington, D. C., recently celebrated the fifty-sixth anniversary of the establishment of the business. The warerooms of the company were handsomely decorated with flowers for the occasion, and many tributes from friends were received.

It is a bad habit to let well enough alone. It is never "well enough." Improvement is progress, and it is progress that spells success.



## TALKING MACHINES FURNISH DANCE MUSIC IN DETROIT.

Live Dealers Taking Advantage of Craze for Fancy Dances—Good Holiday Stock on Hand—Higher-Priced Outfits Have the Call—Grinnell Bros.' Department Expands—Charging Interest on Instalment Sales—Favorite Christmas Records.—Other News and Items.

(Special to The Talking Machine World.)

DETROIT, MICH., December 9.—A new feature of the talking machine trade in Detroit is a demand for machines to be used especially for dancing purposes, and an ensuing tremendous demand for dance records. This demand is not confined to any single strata of society. It prevails among all classes of people who desire to dance.

Max Strasburg & Co. recently sold to James Couzens, treasurer of the Ford Motor Co., and who holds more stock in the gigantic concern than any other single individual except Henry Ford himself, a \$500 Columbia Grand for his music room. He has a \$200 Victrola in his ballroom to be used for dancing parties.

"Apparently people are just beginning to learn what a useful thing the talking machine is in this respect," said Mr. Strasburg. "And now that they are realizing it, they seem to have gone dance crazy."

"The \$100 Victrola XI seems to be the favorite for these at home dancing parties, though we sell many of the higher and lower priced ones. We are ordering about five times as many dance records as we did a year ago."

Mr. Strasburg's brother and sister conduct the largest dancing academy in Detroit, and through them he is thoroughly familiar with dancing conditions in the city, considered from the standpoints of both art and profession.

### Well Supplied with Stock.

Victor dealers are still well supplied with stock, of all prices, and it is a practical certainty now that there will be no repetition of the shortage which has lost money for all of them in the holidays of the past several years. But the Columbia branch store here is in worse shape than last year.

"Generally we have begun to be afflicted with a really embarrassing shortage about December 15," said Manager K. M. Johns. "This year the unwelcome conditions put in an appearance a month earlier. We have been short of all styles since November 15, especially of the \$25, \$50, \$75 and \$100 machines. In the cheaper machines we have a few \$35 ones, but not enough to make a showing. We send them out to dealers as fast as they come in, as we have waiting orders from nearly every Columbia agent in the city and State. That leaves us always short of stock here, and it is getting to be a question of whether it pays to keep the Detroit store open, or whether we had not better close up and send the keys to New York."

"At that, we are getting more goods than we did

a year ago, which is the best kind of proof of the increase of our business in the last twelve months. Shipments of certain styles are slow, though. Some that we ordered last August have not arrived, and others ordered in October are still 'on their way.'"

### Higher-Priced Machines in Demand.

The demand trends more markedly to the higher-priced machines than ever, a condition which extends to the suburban stores as well as to the city. S. E. Lind, city sales manager of the Columbia branch, advances a new and interesting reason for it. "It seems as though each purchaser desires to get one just a little better than his neighbors," he said. "Men and women will see a machine at the home of a friend, and like it so well they will go down town to buy one. Of course, expecting visits from said friends, they would not think of buying a lower priced one. And human nature dictates that they go one notch higher, especially when the terms are so easy."

"One reason the small suburban stores are selling more high-priced machines than they formerly did is because they are not afraid to order them. They used to be afraid of the expense and buy largely the cheap grades. But they have found, through experience with the one or two high-priced machines they put in, that it is just as easy to sell a \$200 machine as any other. Even poor people have pianos, costing from \$150 to \$200. From them they can get only piano music, and they have to be able to play to get that. So why balk at paying the same amount for a Grafonola, from which they can get any kind of music they desire? The argument is catching on strong."

The advertising of Grinnell Bros. undoubtedly has done a good deal to popularize the \$200 Victrola. Their publicity is constant, and they rarely mention anything except the high-priced machines. In this way the public is educated to think in large figures instead of small ones when they think of going to buy a talking machine. When a prospect once is in the store, it is a comparatively easy matter to prove that the high-priced machines are the best investment, for they will last a lifetime, and the tone will be better throughout all of said life time.

### More Room for Grinnell Bros.

Grinnell Bros.' additional space in the Fischer Building, adjoining their own, has been so useful that it is now a mystery how the company last year got along without it. Week after week the talking

machine business of this corporation is double that of the corresponding week of last year. The significance of this lies in the fact that when a business concern has been steadily developing and increasing its business for more than thirty years, it means something to double the business again.

Last New Year the company set a mark, in figures, to shoot at in 1913—a mark so high that all laughed at the idea of ever reaching it. But to aim at an easy mark is no fun. So the high one was let stand. It has not yet been touched, but it is so nearly in sight that Manager Rupp and the directors are surprised. If the holiday trade should be exceptionally heavy, the mark may yet be passed before the month ends.

The new department gives the Grinnell store twenty-six demonstrating rooms, and it is believed that the entire store, in point of size and elegance, and convenience to patrons, is unexcelled by any talking-machine establishment in the United States.

### Charging Interest on Instalment Sales.

The plan of charging interest on instalment sales has worked out so finely that there no longer is any doubt of its permanence and success. There is less argument with customers now than formerly. Under the old plan, people were surprised to learn that there was no interest charged on time purchases. They expected it as a matter of course. When told there was none, many of them thought there was something wrong with the prices, or the machines, and it took considerable argument to satisfy them. The 6 per cent. interest charge appeals to their sound business judgment.

### Oak Cases Popular.

A preference for oak cases is becoming very manifest in Detroit. Detroit always was a pretty good "oak city," though mahogany always has sold well.

But now it seems that mahogany is being crowded out. Probably a revival of the popularity of oak furniture accounts for it. Talking machine buyers desire to match their furniture.

### Christmas Music in Demand.

Christmas music is a good deal in demand. So are the "popular" pieces, so-called. The last are a very profitable commodity, because people tire of them so quickly that they have to buy something else. Unusual records, with the exception of an occasional piccolo or xylophone piece, are in slow demand, the general trend sticking to the vocal and orchestral numbers. Dialect dialogues and discourses have largely lost their vogue. The combination of violin, flute and harp is popular.

### Saturday Night Closing Problem.

The Saturday night closing problem is just where it was last month, and it now seems that it will stay there. The two small stores which resumed Saturday night business have not bankrupted the big ones which give their help a rest on the evening under discussion, nor have they even made an impression on their business. So the scare is over.

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

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

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

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

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

**Oliver Ditson Company,**

**Boston, Mass.**



**Tone plus tone control—this is the added satisfaction purchasers of Columbia product have.**



(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

### BUSINESS BOOMING EVERYWHERE

Is the Report of Marion Dorian, Treasurer of the Columbia Graphophone Co., Who Recently Returned from a Trip—New Stores Being Opened and Increasing Interest Displayed in the Products of the Columbia Co. at All Points—An Encouraging Interview.

Marion Dorian, treasurer of the Columbia Graphophone Co., returned recently from a short trip to several of the most important trade centers imbued with the optimism and enthusiasm that he states is apparent in all parts of the country. Among the cities Mr. Dorian visited were Phila-



Marion Dorian.

delphia, Baltimore, Cincinnati, Cleveland, Detroit, St. Louis and Kansas City.

"At every point I visited," states Mr. Dorian, "the talking machine business was at a high-water mark. Everybody is enthusiastic, with present business conditions most gratifying, and indications for a phenomenal holiday season business. The principal difficulty is to get products in sufficient quantities to fill the orders actually in hand. As fast as goods come into the house they are distributed, and in nearly every instance the supply is unequal to the demand.

"Columbia dealers everywhere report unprecedented interest in Columbia machines and records and have a ready sale for all the goods they can get hold of. Collections are exceptionally good. While on this trip I learned of a number of new accounts opened and new talking machine departments established by prominent music houses. Two such departments were opened during the last month in St. Louis, both of them beautifully equipped and already doing a fine business.

"In Cincinnati there is a most complete recovery from the set-back to business generally resulting from the disastrous floods earlier in the year, and this is also true in Cleveland territory. The dealers in the Ohio flood districts who were temporarily put out of business by the floods have re-established themselves and are taking good care of the business coming their way. They report that the demand for talking machines and records

is very gratifying, indicating that the people in the flood districts who are fast recovering their equilibrium are refitting their homes and evidently regarding the talking machine as one of the indispensable adjuncts of such refitting.

"In Philadelphia business is on the boom and of a class to indicate that the sales of the last few weeks of 1913 will have but one limit, namely, that of the quantity of merchandise which we are able to supply to that territory. In Baltimore and Detroit almost exactly similar conditions exist."

### CLOSING GOOD YEAR IN BALTIMORE.

All the Leading Makes of Machines in Strong Demand—Preparations Completed for Handling Record Holiday Business—What the Various Dealers and Jobbers Have to Report.

(Special to The Talking Machine World.)

BALTIMORE, Md., December 10.—Preliminary to what the local talking machine dealers believe will be the grand rush toward the marking of the most successful year in this line of business, the reports show magnificent results, such as are most encouraging to all hands. These reports are that November surpassed any previous record for the same month and in some instances tripled the figures for the same month a year ago.

Joseph Fink, proprietor of the Fink Talking Machine Co. the youngest dealer in the city, is most enthusiastic with his November figures and, in fact, with the showing he has made during the short while he has been in the game on his own hook, and predicts that December will be one of the best months of his whole career. He handles both the Victor and Columbia lines and has put in a big stock so as to be able to handle and accommodate all comers who wish to purchase machines of any grade and price.

Manager F. A. Dennison, of the local branch of the Columbia Graphophone Co. has started the ball rolling to round up the year with a record-breaking December. The entire year, taken as a whole has been a most satisfactory and profitable one with this firm under the tireless efforts of the genial manager and he hopes to round up these good results with one of the biggest records attainable. In addition to the graphophones, the Dictaphone is also making rapid strides toward popularity in this section of the country.

E. F. Droop & Sons Co., local wholesale and retail distributors of the Victor line, have also had a remarkable year with this popular machine as well as with the Edison, and Manager H. C. Roberts predicts that when the figures are gotten into shape they will show 1913 to have been one of the best in the history of the talking machine business. Many of the months have shown sales in excess of those made last December and Mr. Roberts declares that judging from indications and prospects the present month will be the greatest one for sales ever ex-

perienced. Mr. Roberts states that the dealers have helped the cause along immensely by putting in ample stocks right along and especially for the holiday trade so that they have at all times been able to supply demands immediately instead of letting the stock get so low that they would have to hold off customers and in this way cause them to lose interest by the time that additional instruments could have been received from the factory.

Hammann & Nevin have made remarkable strides with the Victor line and have an ample stock for all comers. They expect to deplete this during the month and make December the biggest sales month of all.

Stewart & Co's. department store have had a good run with the talking machine business during their short career in the game and indications are that the venture into this line of business will be a profitable one.

Hecht's Reliable Store, 517 to 521 South Broadway, have also had a good year with the Victor lines. This firm is open at nights and hope to be in line with the other dealers in making December the banner year for the local talking machine business.

Hecht Brothers & Co., 681 to 687 West Baltimore street, also make encouraging reports with regard to their Victor business.

Manager Albert Bowden, of Sanders & Stayman Co., Inc., reports a big November for the Columbia and Victor lines together with an excellent record trade. The sales have not been confined to any one style of machine but the demands have been general.

### DECISION IN LUCKER CASE.

Suit and Countersuit of Victor Talking Machine Co. and Laurence H. Lucker, the Prominent Talking Machine Man, Decided in Favor of Latter But Damages Denied.

(Special to The Talking Machine World.)

MINNEAPOLIS, MINN., December 6.—The suit and countersuit of the Victor Talking Machine Co. against Laurence H. Lucker, tried last week in the district court of Hennepin County was decided by the jury in a manner that made it difficult to decide which side had the best of it. The Victor Co. sued for goods sold and delivered, the amount with interest being \$7,172. Mr. Lucker put in a counter claim denying that he owed anything and asking for judgment for \$240,000 for business he lost through failure to make him an exclusive agent. The jury found for Lucker, but awarded no damages for loss of business. It is assumed that this is but the preliminary round and that the case will be heard of in other courts before long.

If you weren't taught politeness at home, you will have a hard time cultivating it; but you can never succeed as a salesman without it.

**CHEMISCHE FABRIK E. SAUERLANDT FLURSTEDT**  
bel Apolda i. Th., Germany  
The largest manufacturing plant in the world devoted exclusively to the  
manufacture of Master-Waxes and Master-Blanks for  
**Gramophone and Phonograph Recording**  
Sole Manufacturer of Wax "P." the best recording material for Berliner-cut.



## THE EDISON LINE WITH HARDMAN, PECK & CO.

Will Handle Edison Disc Phonographs and Records in Their Artistic Warerooms, Hardman House, 433 Fifth Avenue, New York, and Also in Their Brooklyn Warerooms on Fulton Street—Receive Splendid Representation in This Prominent High-Grade House.

Arrangements have been consummated by Thomas A. Edison, Inc., Orange, N. J., with Hardman, Peck & Co., whereby this prominent piano house will handle the complete Edison disc line of machines and records, both in the Hardman House, 433 Fifth Avenue, New York, and in its Brooklyn store, 524 Fulton street. This important deal has been pending for some time, and its consummation is gratifying to both parties concerned.

The first shipment of Edison disc machines and records arrived last Wednesday at 433 Fifth Avenue, New York, and pending the completion of extensive plans, the machines are being displayed in prominent sections of the artistic Hardman, Peck ware-rooms. When all arrangements are completed, the official home of the Edison disc products will be on the fifth floor of the Hardman House. A number of soundproof demonstration booths are now being constructed, and when these are finished the Edison disc products will be perfectly presented in artistic surroundings.

In addition to occupying the entire fifth floor of

the Hardman House, the Edison disc products will be displayed in the show window and on the various floors of the building. It is hardly necessary to state that there is every indication of the Edison line scoring a marked success with Hardman, Peck & Co., as this company not only caters to a high-grade and wealthy clientele who appreciate the best in music, but the Hardman House is located in the very best high-class shopping district of New York, and one that is growing better each year, while the Brooklyn store is located on the most prominent thoroughfare in that borough.

From a publicity standpoint, the Edison disc products will be well taken care of in their new connections, for in addition to the thousands of people who pass along Piano Row daily, both Thomas A. Edison, Inc., and Hardman, Peck & Co. will conduct an energetic campaign on behalf of the Edison disc machines and records, and a complete line of records will be carried in stock at all times. The Edison department will be handled by the store's retail sales staff.

### MANY MILLIONS FOR MUSIC.

The Annual Expenditures for Music in New York City Are Estimated Variously from \$3,000,000 to \$5,000,000—Impossible to Get at the Real Cost with Anything Approaching Accuracy, but the Annual Expenditures for Music in Various Forms are Very Large.

The question is frequently asked, How much does New York pay annually for music?

It is a difficult question to answer, because there is so much music bought and paid for every day and every night that is furnished for instruction, as well as for amusement, that the nearest one can do is to approximate the outlay.

Out of the public purse, New York spends about \$200,000. This is divided as follows: The Department of Parks spends about \$40,000; the Department of Docks, for music on the recreation piers, about the same amount, and the schools about \$120,000.

Some people think that the grand concerts on the piers and in the parks are superficial, but Chas. A. Manley, the superintendent of all matters relating to the recreation piers, says the following:

"I have made a careful study of the psychology of the recreation pier. I was of the opinion when the first recreation pier was established that the fact that it was a pier and that the water was adjacent was the source of whatever pleasure the people might derive from it. I felt positive that when tired or perspiring men, women and children had the pier for a gathering spot the problem of helping sweltering humanity during the summer months had been solved in so far as it was possible for people to enjoy it. That was some years ago. I have been in charge ever since and am still studying the conditions. Now, take this as a positive opinion.

"The number of people who would visit the piers if there were no music provided would be next to nothing. It is the music that brings them, it is the music that holds them. Stop the music and they start away. They even wander off between numbers. There is not the least doubt in my mind that while the recreation pier has an inviting title and seemingly should be a complete blessing, that of itself it is far from accomplishing the result that was first supposed would come as a matter of course.

"The band concerts in the various parks of the city during the pleasanter months of the year attract millions of people and the benefit derived is reported to be incalculable. A gathering on the Mall in Central Park on Saturday afternoons and evenings during the summer has to be seen to comprehend the appreciation of many thousands. There are men and women who attend regularly and who have been coming for many years. For nearly half a century these Saturday concerts have been given. Grandfathers and grandmothers who

attended as boys and girls find very little changed. It is one of the few spots left unmolested in the big city.

"Between fifty and seventy city bands have the work of providing music in public places distributed among them."

The concerts arranged for in the various parks throughout the city last year numbered 300.

It is proposed this year that the talking machine shall be introduced in a larger way, as an entertainer in the public parks and recreation piers of New York.

In many other cities the talking machine, as an entertainer figures largely at outdoor gatherings.

Dr. F. R. Rix, who has charge of music in the elementary schools, is enthusiastic as to the character influence of musical instruction.

He remarked in a recent interview:

"There is no reason at all why the hundreds of thousands of pupils in New York's public schools should not be able to read music fluently when their public school days are finished. We are now teaching so that this is plainly within the accomplishment of all. I have found this out—and you may emphasize it as strongly as you wish and it will not be too strong:—Wherever you find a public school showing a high percentage in music

you will find that same school showing a high percentage of efficiency in other studies. I have never known it to fail. There is that about the close study of music that requires a kind and depth of thought which is equally efficacious in the mastery of all other studies."

It is difficult to estimate how much the theaters of New York spend for music, but during recent years, many of the theaters have cut out the orchestra entirely and some of them depend upon instruments supplying the music automatically. Still, notwithstanding the big reduction, made over former years, it is estimated that the theaters spend as high as \$150,000 a year for music.

Then, there is the Metropolitan Opera House which draws upon the Gotham purse to the extent of \$150,000, and after that, there are expenditures for music at various features of entertainment which it is difficult to estimate.

The aggregate salary of the private music teachers would reach large figures.

It is estimated by some that the annual amount of money which New York pays for music is about \$5,000,000. However, some conservative estimates run as low as \$3,000,000, but it is certain that New York's annual music bill is pretty large.

### TAYLOR PURCHASES STOCK

Of the E. E. Forbes Piano Co., Which He Will Contain Under His Own Name.

(Special to The Talking Machine World.)

JACKSON, MISS., December 2.—M. E. Taylor, who has many friends in this city, has purchased the talking machine department of the E. E. Forbes Piano Co., of which he has been manager for the past five years.

Mr. Taylor will continue to conduct the business in the same place as heretofore, occupying the space with the Forbes Co.

He has many friends in this vicinity, and there is no question but that he will make a decided success of the business for himself.

### AN AGGRESSIVE VICTOR DEALER.

From Langdon, N. D., comes the gratifying report of how the A. O. Wold Co., an aggressive Victor dealer in this country city, devised an excellent system for getting after trade. The company used two automobiles in working out its system, and this season a canvass was made of an entire county in the State of North Dakota which is forty-eight miles long and thirty-two miles wide. In this energetic canvass no family was overlooked, and the sales and live-wire prospects secured on this trip more than accounted for the time, labor and expense utilized.

## The name describes the needle and the needle fulfills its tone— The PURITONE Needle.

FURNISHED in Puritone or your own envelopes packed in different sizes. Quality guaranteed. Price popular.

Dealers can secure a sample package free. Send jobber's name with letter. Remember, a quality needle will help you; it means a profit and a following.

THE following is a new selling idea for needles, packed exclusively by us:

Instead of selling 100 or 200 needles at once, sell a thousand. We pack 1,000 assorted needles in a box, each box containing 200 of Extra Loud, Loud Opera, Medium and Soft. This is the "Special" Dean Packing. You can sell 1,000 instead of 100 and thus get 10 times the business.

Want the Puritone Needle samples?

**JOHN M. DEAN**  
PUTNAM, CONN.





LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

WASHINGTON, D. C., December 8.—ACOUSTICAL INSTRUMENT. Louis Lumiere, Lyon, France, assignor to The Victor Talking Machine Co., Camden, N. J. Patent No. 1,077,536. This invention relates to improvements in acoustical instruments such as telephones, microphones, stethoscopes, talking machines, musical instruments, and in general any instrument used for the reception or transmission of sounds.

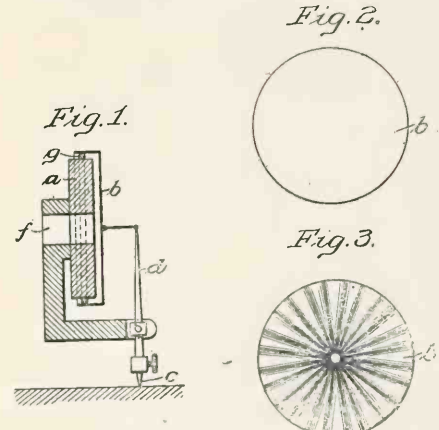
The invention consists in a certain construction of sound box for such instruments, and its essential features are an extensible chamber with a stationary wall, a movable wall adapted to be reciprocated toward and away from the stationary wall, and means between the two walls for preventing the escape of air between them but allowing perfect freedom of the movable wall to move in unchanged form and to any extent that may be practically required. According to this invention a sound box for acoustical instruments is obtained comprising a stationary wall, having an opening therein for the passage of the sound waves, a movable wall adapted to be reciprocated toward and away from the stationary wall, and means between the edges of the movable wall and the stationary wall to prevent the escape of air between them, such means however, leaving the movable wall free to move as a whole in substantially unchanged form to any extent that may practically be required, and offering substantially no resistance to the movement of the movable wall whatever the position of the latter with regard to the stationary wall, so that the position and movement of the movable wall is regulated entirely by the sound waves or means

thermore, the resistance of the diaphragm to the vibrating effect enormously increases as the diaphragm is distorted out of its normal plane. For these reasons any attempts to increase the loudness of phonographic reproduction by increasing the amplitude have been unsuccessful, for the reason that to materially increase the amplitude of vibration would impose an enormous increase in the wear of the record surface. Furthermore, it is found that even under existing conditions, where floating weights are used that are as heavy as can be employed without imposing objectionable wear on the record, the weight itself is more or less responsive to the vibrations and particularly vibrations representative of tones of low pitch, so that the weight vibrates under the effect of such tones and correspondingly detracts from the reproduction obtained from the diaphragm itself. Consequently phonographic reproductions, particularly of a piano, are characterized by a slurring of the bass notes.

The object of the invention is to provide an improved phonographic apparatus, particularly for reproducing purposes, in which the means for setting up vibrations in a static column of air is susceptible of vibrations of relatively enormous amplitude and wherein the power necessary to effect such vibrations remains practically constant throughout the entire movement.

A further object is to provide a recording or reproducing apparatus in which a compensating weight may be used of great mass, so as to be unresponsive to any of the vibrations of the record but maintaining the stylus in correct relation to the surface regardless of mechanical variations or eccentricities therein, and at the same time the said weight, notwithstanding its great mass, will not impose any undue wear on the waxlike material.

To this end the invention consists, in a broad sense, of employing as a means for setting up vibrations in a static column of air a vibrating piston instead of a diaphragm, the piston fitting very closely but not touching the bore of the casing in which it operates, connected to the stylus so that the two will move in unison, and combined with suitable elastic tension devices for maintaining the stylus in proper engagement with the recording surface or the record as the case may be. Such a vibrating piston is made as light as possible so as to reduce momentum and inertia to a minimum, and it is therefore preferably formed of thin sheet aluminum or magnesium (preferably the latter) having a depending flange, with its body formed with concentric corrugations and preferably provided with radial ribs, so as to be as stiff as possible. The inventor with these devices contemplates using a compensating weight of greater mass than is customary, which is supported on the record itself preferably by an anti-friction roller, and the stylus lever is pivoted to this weight in such position that the stylus will be in line with

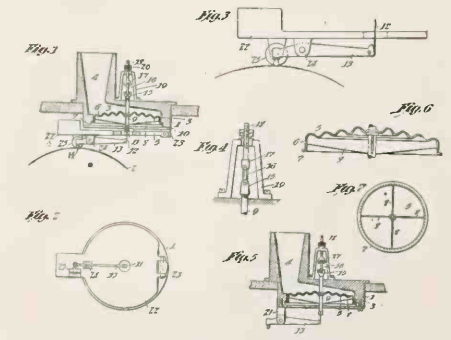


through which the movable wall is reciprocated. Further, according to this invention the whole of one side of the extensible chamber moves, and not merely the central portion thereof, thus producing a more effective reproduction.

Fig. 1 is a sectional elevational view of one construction of sound box embodying this invention; Fig. 2 is an end view of the movable member shown in Fig. 1, and Fig. 3 is an end elevational view of a modified form of the movable member stiffened by suitable corrugations.

PHONOGRAPHIC RECORDING OR REPRODUCING APPARATUS. Thomas A. Edison, Llewellyn Park, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 1,078,264. This invention relates to improvements in recording or reproducing apparatus for phonographs or other talking machines, but the improvements are particularly directed to reproducing apparatus.

With phonographic reproducing apparatus as now made, the diaphragm, which is rigidly clamped at its periphery, comprises a single disc corrugated so as to be as stiff as possible, or a series of discs of gradually reduced diameters. With such a diaphragm the limit of amplitude is comparatively slight, since in vibrating to one side or the other of the medial line the diaphragm is not only flexed, but it undergoes stretching and contraction as it recedes from or approaches the medial line. Fur-



thermore, the resistance of the diaphragm to the vibrating effect enormously increases as the diaphragm is distorted out of its normal plane. For these reasons any attempts to increase the loudness of phonographic reproduction by increasing the amplitude have been unsuccessful, for the reason that to materially increase the amplitude of vibration would impose an enormous increase in the wear of the record surface. Furthermore, it is found that even under existing conditions, where floating weights are used that are as heavy as can be employed without imposing objectionable wear on the record, the weight itself is more or less responsive to the vibrations and particularly vibrations representative of tones of low pitch, so that the weight vibrates under the effect of such tones and correspondingly detracts from the reproduction obtained from the diaphragm itself. Consequently phonographic reproductions, particularly of a piano, are characterized by a slurring of the bass notes.

Fig. 1 is a sectional view of a reproducing apparatus embodying the present improvements in their preferred form, and showing the use of a

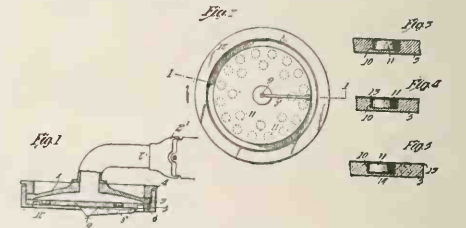
compensating weight; Fig. 2 is a bottom view of the same; Fig. 3 is an enlarged detail view showing the compensating weight and the connection with the stylus lever; Fig. 4 is an enlarged detail view showing the adjustment for the tension mechanism; Fig. 5 is a cross sectional view similar to Fig. 1, showing the apparatus without the compensating weight, as it may be used if the records are sufficiently true; Fig. 6 is an enlarged view showing the construction of diaphragm, and Fig. 7 is a bottom view of the diaphragm.

SOUND-BOX. Thomas A. Edison, Llewellyn Park, Orange, N. J., assignor to the New Jersey Patent Co., West Orange, N. J. Patent No. 1,078,266. This invention relates to sound boxes particularly of the type adapted for use in connection with disk records having vertically undulating grooves, although its use is not limited to that type, as it may be applied for lateral cut records.

In order to hold the reproducing stylus into firm engagement with the record, it has heretofore been customary to weight the casing or support for the diaphragm. It has been found that by weighting the diaphragm and distributing the weight uniformly over the same, a better quality of reproduction is obtained than when all the weight comes to the diaphragm through the diaphragm support, the strain in the latter case, being substantially all transmitted to the diaphragm over a small area above the reproducing stylus, whereas with the improved construction, a large part of the strain is distributed uniformly over substantially the whole diaphragm.

The principal object of this invention is to provide an improved diaphragm weighted as described above.

In a general way this invention resembles that disclosed in Letters Patent of the United States No. 676,225, granted to Mr. Edison on June 11, 1901, wherein is described a recorder provided with a movable weight having in its lower end a rubber insert which bears upon the center of the diaphragm to counteract the upward stress exerted upon the diaphragm by the engagement of the cutting or engraving tool with the record material.



The present invention, however, refers more particularly to reproducers and is furthermore an improvement on that described in the above named patent in that the strain over the diaphragm is distributed by weighting the same at a plurality of points uniformly over the surface thereof.

Another object of this invention is to provide a diaphragm rigidly secured to its support and having a recess for permitting flexing adjacent the periphery of the diaphragm so as to permit a free bodily movement of the latter.

Fig. 1 is a central vertical section taken on the line 1-1 of Fig. 2 of a reproducer provided with a diaphragm embodying the invention. Fig. 2 is a bottom plan view thereof; Fig. 3 is a cross section of a diaphragm illustrating preferred means of weighting the same; and Figs. 4 and 5 are similar views of modifications thereof.

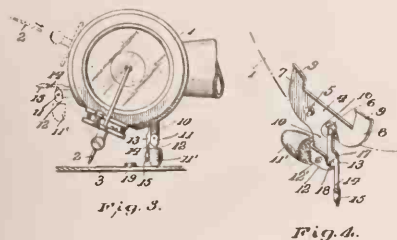
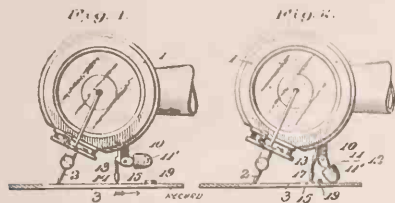
AUTOMATIC STOP MECHANISM FOR GRAMOPHONES. Minard Arthur Possons, Cleveland, O. Patent No. 1,078,460.

This invention relates to improvements in automatic stop mechanism for gramophones, and the object is to provide means for automatically lifting the needle from the record and stopping the machine when the record has been played and pertains particularly to an attachment which can be readily attached to the ordinary reproducer now in use without changing any part thereof. The only addition of the gramophone is the placing of a small projection on the record.

In the accompanying drawings, Fig. 1 is a side elevation of the ordinary reproducer showing this attachment applied and in the position when the reproducer is supported by the needle on the record.

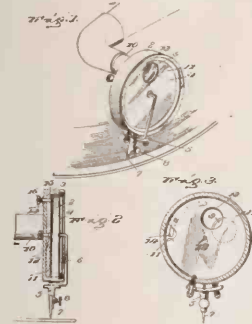


Fig. 2 is a similar view showing the projection in the act of tripping the device and the device engaging the record and lifting the reproducer from the record. Fig. 3 is a similar view to Fig. 1, showing the reproducer raised and the needle clear



of the record and having stopped the record, and showing in dotted lines the reproducer swung around for inserting a new needle and showing the device automatically setting itself. Fig. 4 is an enlarged perspective view of improved attachment.

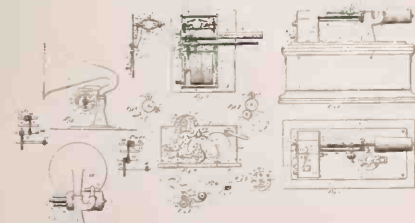
**SOUND-MODIFYING REPRODUCER FOR PHONOGRAPHS.** Carl G. Carlson, Hawthorne, Ill. Patent No. 1,077,593. This invention relates to phonographs,



and particularly to the sound boxes or reproducers thereof, and the primary object of the invention is to provide means whereby the degree of loudness of the sound may be modified to any desired degree so that the reproduction will either be relatively faint or relatively loud as may be desired.

Fig. 1 is a perspective view of a portion of a phonograph horn with sound box applied thereto. Fig. 2 is a diametrical section of the sound box. Fig. 3 is a face view of the sound box, the diaphragm being removed and the wall of the sound box being in section.

**PHONOGRAPH.** Pliny Catucci, Newark, N. J., assignor to A. E. Meisselbach & Brother, same place. Patent No. 1,077,973. The objects of this invention are to make certain improvements in the details in the construction of phonographs, and more particularly, to provide a feed mechanism whereby so-called 2-minute and 4-minute cylinder records may be reproduced upon the same instrument, by means of a very simple and effective change in the transmission gears; to provide simple and effective means for engaging, disengaging, and shifting the



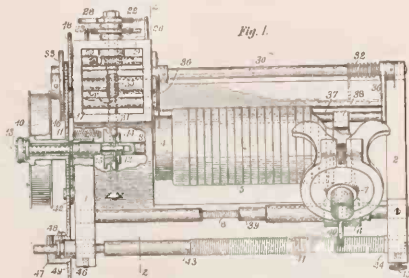
record feed; to provide simple and effective means for starting, stopping, and governing the speed of the device; and in general, to improve the construction, in the direction of simplicity and reduction of cost of cylinder phonographs.

Fig. 1 represents a side elevation of the phonograph, and its containing box with the amplifying horn and reproducer or sound box omitted. Fig. 2 is a top plan view of the same. Fig. 3 is a top plan view of the spring motor with the guard

removed to show the gear trains in detail. Fig. 4 is an end elevation, partly in section, of the spring motor. Fig. 5 is a detail plan, partly in section, of the starting, stopping, and governing device. Fig. 6 is a detail of the record feed train for operating a 2-minute record. Fig. 7 is a detail of the record feed train for operating a four-minute record. Fig. 8 is an end view of the record feed showing the feed nut in dotted lines as disengaged from the feed screw. Fig. 9 is a section on line 9-9, Figs. 1 and 2, of gear drive for the record mandrel. Fig. 10 is an end plan view of the half nut which engages the record feed. Figs. 11 and 12 represent the sound box and horn support. Figs. 13 and 14 illustrate respectively the two-minute and four-minute gear trains.

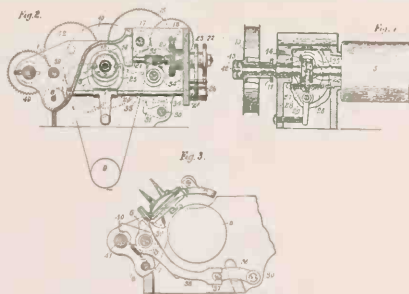
**AUTOMATIC ANNOUNCEMENT-GRAPHOPHONE.** Thomas H. Macdonald, Bridgeport, Conn., assignor to American Graphophone Co., same place. Patent No. 1,079,419.

This invention relates to automatically operating talking-machines for uttering a number of different announcements, the periods of announcements alternating with intervals of silence. Briefly stated this invention consists in the provision of a continuously operating driving device from which the



sound-record tablet and the reproducer are automatically and intermittently operated. It further consists of the provision of means for automatically restoring the machine to initial position at the proper time.

More particularly, this invention comprises the following features: first, a clutch for connecting and disconnecting the ordinary graphophone and a continuously rotating driving-pulley; second, gearing or the like and cams, etc., for actuating said clutch in alternate directions at the proper interval; third, means for adjusting the last-named devices,



whereby the intervals may be altered; fourth, means for restoring the machine to initial position; fifth, means (operating when the last announcement of the series has been made) to bring the restoring mechanism into play; sixth, other adjusting means.

The invention is applicable to disc machines so-called, and is explained in connection with the annexed drawings that illustrate a preferred embodiment applied to a graphophone of the type using cylindrical sound records.

In these drawings, Fig. 1 is a partly broken-away plan view of a graphophone of ordinary construction having the present invention combined therewith, the same being shown in position of making the last announcement of the series; Fig. 2 is a section through line 2-2 of Fig. 1; Fig. 3 is a transverse section taken through the carriage and "speaker" of the graphophone; and Fig. 4 is a longitudinal vertical section through the left-hand portion of Fig. 1, illustrating certain details.

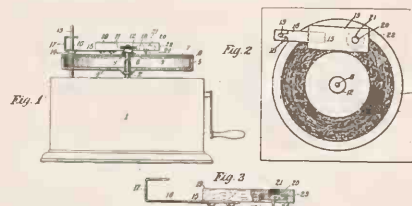
**VIBRATING-RECORD PHONOGRAPH.** Donald M. Bliss, Orange, N. J. Patent No. 1,076,741. This invention relates to phonographs by which sound is reproduced from the vibration of a sound record

tablet, as contrasted to the sound reproduction in the well known commercial types of phonograph which reproduces sound by means of a diaphragm and a sound box.

The object of this invention is to make a practical phonograph without a sound box or a diaphragm, to simplify the construction of the various parts, to provide a sound amplifying or resonating means to coact with the vibrating record and also to make the various parts of the phonograph commercial and efficient.

In all phonographs there are essentially two possible sources of sound reproduction. The first and commonly used source of sound reproduction consists of the stylus in connection with the diaphragm, sound box and horn. The second consists of the record tablet itself, which tends to vibrate downward as the stylus tends to vibrate upward. This second possible source of sound reproduction from the record tablet has not been perfected or widely used by others, in fact many devices to quiet it have been tried, probably because the sounds reproduced by vibrations of the record have been of unsatisfactory quality, and also probably because it has been thought desirable to utilize all of the relative movement between the stylus and the record tablet to vibrate the diaphragm.

In the vibrating record phonograph the inventor has discarded the sound box, the diaphragm and the horn, and has accentuated the sound reproduced by the record tablet by means of a resonating chamber or amplifying device associated with the record tablet. He has also accentuated the vibrations in the record tablet by providing a com-



paratively inert, rigid attachment between the stylus and the swinging arm which carries the stylus, and by mounting the record resiliently.

Fig. 1 is a side elevation of the phonograph. Fig. 2 is a top view of Fig. 1. Fig. 3 is an enlarged view of some of the principal parts shown in Fig. 1 and Fig. 2.

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RECORD BULLETINS FOR JANUARY, 1914

COLUMBIA GRAPHOPHONE CO.

Table listing records from Columbia Graphophone Co. including categories like SYMPHONY DOUBLE-DISC RECORDS, ITALIAN AND NEAPOLITAN SONGS, BLUE LABEL DOUBLE-DISC RECORDS, and POPULAR MID-WINTER HITS.

Table listing records from Victor Talking Machine Co. including categories like SYMPHONY DOUBLE-DISC RECORDS, ITALIAN AND NEAPOLITAN SONGS, BLUE LABEL DOUBLE-DISC RECORDS, and POPULAR MID-WINTER HITS.

VICTOR TALKING MACHINE CO.

Table listing records from Victor Talking Machine Co. under the heading POPULAR SONGS, including titles like 'How Late Can You Stay Out To-Night?' and 'I Love You, California'.

THOMAS A. EDISON, INC.

BLUE AMBEROL CONCERT.

Table listing records from Thomas A. Edison, Inc. under the heading BLUE AMBEROL CONCERT, including titles like 'The Swan (Le Cygne)' and 'The Heart Bowed Down'.

Table listing records from other companies and categories, including NEW DANCE RECORDS, NEW INSTRUMENTAL COMBINATION, TWO FAMOUS GERMAN COMPOSITIONS, and THE FAMOUS FORZA DUET.

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