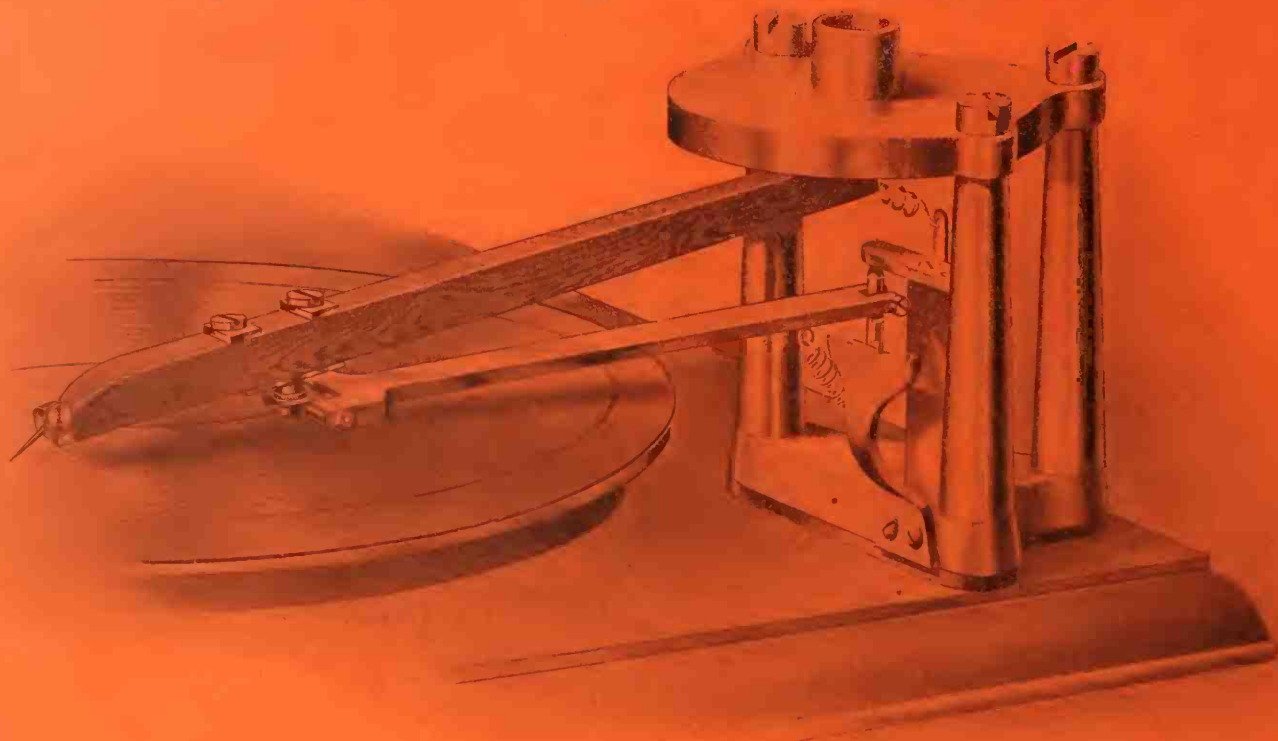


The Vitaphone Reproducing Device



Reproduces Every Disc Record Made

Without the disagreeable metallic harshness, scratch, nasal twang, or barrel tone. No screw driver, extra attachment or mechanical contrivances are required to play any known cut record on the Vitaphone.

Those who understand the different cut records can appreciate the selling advantages of an instrument which plays equally well, needle or permanent jewel cut records, as the Vitaphone owner can play any disc record that may please his musical ear.

The Vitaphone brings out the true harmony and detail impossible to obtain from any other reproducing system, and talks for itself.

THE Vitaphone Co.

Plainfield, N. J.

The Talking Machine World

Vol. 9. No. 2.

New York, February 15, 1913.

Price Ten Cents

TRIBUTE TO TALKING MACHINE.

Music, of London, Points Out the Strong Position That It Has Won—Appreciated by Music Publishers Since New Copyright Act Became Effective—Some Interesting Remarks.

In the course of an interesting tribute to the talking machine and its influence our London contemporary, Music, says:

It is not only the greatest invention of the age so far as concerns the music trades and the wide musical public, but it is impossible to define its future potentialities.

The early talking machine was clever but grotesque. Now it is not only clever but stupendous in its powers. It seems to have hardly any limitations, and yet it is being constantly improved upon, not only in its sound-producing qualities, but in those aspects which make it the companion of the home. The questions of disc or cylinder records, type of machine, etc., are for individual preference and do not concern us, but it does concern us to recognize in the variety of types the immense opportunities for fair and lively competition which that diversity affords. It is doubtful whether any musical instrument was ever the subject of competition so keen as the talking machine, or whether it paid the dealer so well to study everything in regard to it.

The talking machine has now obtained a status in the eyes of genuinely musical folk far higher than before, and, thanks to the new Copyright Act, is now regarded as a friend and a brother by the music publishers, who formerly regarded it as a burglarious intervener. Only the other day one of London's most important publishers said to us, "I think the talking machine is the best friend the publishing trade ever had." Whatever defects may lie in the clauses of the latest Copyright Act, the removal of a grievance between talking machine and publishing houses entitles the act to respect. Despite pessimism in certain quarters the collection of royalties seems to work quite smoothly and to be dissipating a prejudice not unnaturally felt previously at the indiscriminate use of valuable copyright property. The music dealer who is not blind to the trend of the times perceives in the talking machine a "side line"—as some prefer to term it—of invaluable possibilities. We should call it by a more important name—an indispensable department of any music business.

NO PATENT LEGISLATION NOW.

Oldfield Bill May Not Come Up Until Next Winter, the Latest Report.

(Special to The Talking Machine World.)

Washington, D. C., Jan. 28, 1913.

Efforts to amend the patent laws have been dropped as far as the present Congress is concerned. This was the announcement to-day of members of the House Patents Committee. Chairman Oldfield of the committee said the time was too short to attempt the reforms that had been planned. He was doubtful if the legislation could be brought up before next winter because of the proposed limitations of the extra session.

Mr. Oldfield has a bill on the House calendar which will be reintroduced soon after March 4, proposing sweeping changes in the patent laws, one feature being specially designed to meet the decision of the Supreme Court in the A. B. Dick mimeograph case.

LEAVES TALKING MACHINE FIELD.

O. W. Taylor, formerly manager of the talking machine department of the Whitney & Currier Co., Toledo, O., resigned for the purpose of entering the automobile business, and on February 1, took charge of the tire department of the Erie Supply Co., 310 Erie street, Toledo, O., in which he is a stockholder. Mr. Taylor has been in the talking machine business for the past ten years.

MELBA-KUBELIK TOUR

Of America Next Season Will Interest Talking Machine Concerns.

A dispatch from London tells of a remarkable concert aggregation arranged for America, the personnel of which will interest especially dealers in talking machine records of Mme. Melba and Jan Kubelik.

The combination consists of Mme. Melba, Jan Kubelik, Edmund Burke, the baritone of the Covent Garden Opera; Lapiere, the French pianist, and Marcel Noyes, the celebrated French flutist.

The tour will commence next October 1, and will continue until April 1, 1914. It will be under the management of Loudon Charlton, of New York.

VOTING ON NEXT CONVENTION CITY.

Louis Buehn, secretary of the National Association of Talking Machine Jobbers, recently sent out a post card to the members of the association, requesting them to vote as to the place of holding this year's convention. Up to the time of going to press the vote indicates that Niagara Falls will be the place selected by the members.

WILL TALK ON ADVERTISING.

Geo. P. Metzger, advertising manager of the Columbia Graphophone Co., will be one of the speakers in the course of lectures on advertising which is being given weekly at the West Side Y. M. C. A., New York. Mr. Metzger ranks as one of our leading publicity experts. He possesses a rich vein of originality, fecundity of ideas, and the ability to present advertising matter to the public in a manner to interest. All who attend his lecture, which occurs on March 17, will hear something that will be interesting and helpful.

AN INTERESTING SECTION OF THE NATIONAL MUSEUM.

That Devoted to the Exhibition of Musical Instruments—Talking Machine Development from Its First Crude Form to Present-day Standard Illustrated in Interesting Manner.

One of the sections of particular interest in the United States National Museum in Washington is that given over to the musical instrument collection, which is of surprisingly large proportions. A number of the relics are, of course, preserved as personal mementos of prominent men in the country's history, but in the main instruments in the collection have been selected because of their interest as examples of a type or the workmanship and design of a given period of history, and it is this circumstance that renders the collection rich in inspiration for present-day manufacturers of musical instruments, who are not averse to searching the products of the masters for ideas that may be turned to account in modern musical design.

Most of the instruments in the Governmental collection are originals, although there are some copies, as in the case of a number of reproductions of famous violins, the originals of which are in European collections. Just here it may be noted that, strange as it may appear, the United States Government officials are in an exceptionally advantageous position when it comes to securing "originals" for certain branches of their musical instrument collection. Reference is made to the early examples in the player-piano and talking machine fields. Both classes of instruments have been developed to their present stage of perfection in the United States, and naturally the most interesting examples of all the various stages of evolution are to be found in this country. The Federal officials are making an effort to secure for the National Museum these early examples of sound-producing instruments and player-pianos just as they are securing the early automobiles and flying machines.

Already a respectable beginning has been made in the case of talking machines and phonographs.

LAWRENCE MCGREAL RETIRES.

Sells Out Edison Jobbing Business to Babson Bros.—Devotes Himself to Duties as Sheriff—Returning to Trade at Expiration of Term—The Milwaukee Phonograph Co. Organized to Handle Former McGreal Business.

(Special to The Talking Machine World.)

Milwaukee, Wis., Feb. 10, 1913.

Lawrence McGreal has severed his connection, temporarily at least, with the talking machine business, and has disposed of his holdings as jobber for the Thomas A. Edison, Inc., in Wisconsin territory. This move on the part of Mr. McGreal was not entirely unexpected, as he was elected sheriff of Milwaukee county last fall, an office which requires practically all his time.

The Edison jobbing interests in Wisconsin have been purchased by the Babson Brothers, of Chicago, who have organized the Milwaukee Phonograph Co. Papers of incorporation for the new concern were filed with the Secretary of State in Madison recently, giving the capital stock at \$12,000, and the incorporators as W. A. Schmidt, A. Schmidt and Otto Jalass. W. A. Schmidt, formerly associated with Mr. McGreal as traveling representative, and later as manager of the New Idea Cabinet Co., has been made manager of the new Edison jobbing concern and is now in charge of the new offices which have been opened at 349 Broadway.

Lawrence McGreal's name and good will is still being used in connection with the McGreal retail store, now owned by Gertrude Gannon, head of the Wisconsin Talking Machine Co., and it is understood that the well known jobber will re-enter the talking machine field as soon as his office of sheriff expires. Meanwhile the plans of the new company will be watched with interest.

The first Edison machines, as well as representative later types, have already been deposited in the Museum, and an appeal to be made to the Victor and Columbia companies to enrich the National treasure house with instruments that will illustrate in progressive stages the march of improvement in mechanism and design. The same policy is to be pursued in assembling practical object lessons to chronicle the evolution of the player-piano, and in both fields the museum will probably be able to supplement the original instruments by the original models from the United States patent office.

While the Federal officials receive many donations from manufacturers and others, who are interested in preserving for posterity those instruments that mark epochs in the musical instrument industry, there is at all times available a modest fund for the purchase of desirable instruments, and a search for such is prosecuted continually. Every year or two a representative of the Museum goes to Europe in quest of material for the musical instrument collection and foreign dealers are constantly on the alert in behalf of the American institution. It is seldom that Uncle Sam will pay fancy prices for musical instruments, and thus he lets slip through his fingers the musical relics of famous musicians and composers that from time to time command high prices when put up at auction abroad; but, as has been said, the object of the officials at Washington is not so much to acquire rarities and "show pieces" as to provide a collection that will be broadly educational and will reflect the history of musical instruments in general. At this writing the Government's collection of musical instruments comprises more than 1,500 specimens, and there is a steady, though by no means, rapid growth.

MAKING BUSINESS CAPITAL OUT OF A HOLIDAY.

Every Talking Machine Dealer Should Herald the Approach of Washington's Birthday by Featuring Selections Appropriate for the Occasion—Spread a Thick Layer of Patriotic Literature on Your Publicity and on Your Circulars to Customers—It Will Pay.

Have you considered the advisability of celebrating the twenty-second day of February in the way it should be done by every loyal American talker man? Do so, Mr. Dealer, and receive the plaudits of your customers who will glory in your zealous ardor, and reward you by purchasing the blood-stirring melodies you offer them.

There is every reason why the Father of his country should have the same consideration shown his memory as the chaps who made the Declaration of Independence a reality enjoy, and you are just the fellow to do it.

It will be easy for you to give George a boost, because you will not have the pop of firecrackers and the crash of blank cartridges to drown your phonographic efforts as you do upon the Fourth of July. You can allow your patriotism—"that noblest passion that animates a man in the character of a citizen"—to run riot, and wax fat upon the dollars of the public at the same time if you will only enter into the spirit of the occasion with sufficient passion. To do this, you must send your mind surging back across the years to the revolutionary days—the time when George was a living, thinking, red-blooded American; and then, when you have arrived at your destination, just think for a moment if you will, what he and Martha, and the whole family, for that matter, missed by not having a talking machine around the house. Fierce, is it not?

I am very sure that old Lord Cornwallis would have received his trouncing a good deal sooner if George had owned a phonograph and sharpened up his appetite for British gore on a few good canned martial airs every morning before buckling on his sword.

Returning once more to the present, what (as I think I asked you at the outset), are you going to do about the 22nd ult? Do your customers appreciate how great an aid the talker will prove to any form of entertainment, no matter what, they may have in mind for that day? Whether the affair be in a church, hall, school or home, the talking machine should be there.

Now, Mr. Dealer, you and I know, do we not, that our instrument, the talker, in its many types and styles of dress, can do more for George—can speak his glorious name louder, and narrate of his wonderful career more eloquently than any other sound producing medium on earth. Methinks I hear a discordant chorus of Washington's Birthday orators vociferously calling me to account for

the above declaration. Gentlemen, if you object to being classed sound producing mediums, I most humbly apologize, but in the language of my friend Shorty McCabe, the talker's "got you pounded to a pulp, at that."

Here's my advice to you, Mr. Dealer:—Spread a good thick layer of patriotic literature upon the office desks and in the home letter boxes of your patrons, and I emphasize the word *thick*. Give it to them the way you liked molasses on your bread back in the childhood days—*thick!*

Tell them a little about George—something they



"If George Had Owned a Phonograph."

do not already know if you can—just enough to start their memories jogging along the path of patriotism; then, explain to them what George missed, and what they also will miss if they fail to get busy and buy some soul-inspiring, nerve-stimulating, feet-tickling records, with which to entertain their friends upon (to my mind), the greatest holiday of the entire year.

Your window display also will facilitate holiday trade if you decorate it a la revolution. How about a scene depicting a camp fire at Valley Forge? Ragged Colonial soldiers recline by its ruddy embers (concealed incandescents), and listen enthralled to the strains of a talking machine

Their clothing hangs in tatters; they are numb with cold, and weak with hunger, but they scoff at ill fortune and stare death in the face with a laugh; because, through their misery runs the cheery melody of the song they love best. Some dream of a broad plantation home with its cotton picking darkies, and a brown-eyed lass who awaits their return to the dear Southland—others of a quaint farmhouse nestling amid snow-clad New England hills; and they are happy in spite of all, their cares shattered and blown away by the wonderful influences of the talker. War is hell, but music is divine! We will call this picture, "What Might Have Been."

Uncle Sam realizes to-day the great value of the talking machine as part of his war equipment. There is never a cruiser or battleship launched nowadays, nor an army post established without a number of talkers being included among the furnishings. He also knows what George and his Colonial soldiers missed and is profiting by the inventive genius of their descendants.

In conclusion, Mr. Dealer, let me urge upon you the expedience of making the most of Washington's Birthday. Select a repertoire of records in harmony with the holiday you are celebrating, and feature them. Get them into the homes of the people on approval. Also have your salesmen give patriotic recitals in churches, distributing literature and taking orders at the close of the entertainment. Hold a Martha Washington tea for the ladies at your talker shop, Mrs. Dealer playing the part of hostess, and in every way possible pay due respect to the memory of George Washington, soldier, statesman and honorable gentleman.

HOWARD TAYLOR MIDDLETON.

REPUTATION MAKES THE STORE.

The Opinions of People a Strong Factor in Insuring Business Success—How Good-Will May Be Gained and Business Accelerated.

You are advertising your store at this season, and nothing should be omitted that can increase the attractiveness. Polite clerks with accommodating manners are great helps. Many poor people may be among your visitors, but be sure the same degree of politeness be accorded them that you would bestow upon the rich. The character of your store is what you make it; its reputation depends on what the people think and say about it. If the reputation it receives among the people is good, you have succeeded in widening your range of trade; but if it is contrary, no system of advertising will give it a satisfactory standing among the people of your particular community. A reputation for fair and polite treatment, neatness and orderly arrangement, fine goods and good quality, is a thing much desired by every retailer.

Cash Your All the Year Round Loyalty

During the rush and time of shortage around the holidays have your name on our list of regular dealers and be in line to have your orders receive preference over the fellow's who "shops" during the rush season and who buys from his nearest jobber the balance of the year to save on freight and express, and maybe puts up with second-class service at that, sacrificing increased profits made possible by prompt and full-filling of orders for the sake of the "economy bug" working on his freight and express expense account.

FORGET THE SMALL DIFFERENCE IN EXPRESS

if there is a difference between your store and ours in favor of a jobber nearer you, and remember there are a lot of things about "Eastern Service" which will more than repay you.

Maine, New Hampshire, Vermont, Rhode Island and Connecticut Papers Please Copy.

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

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY



Victor-Victrola X, \$75
Mahogany or oak



Victor-Victrola

No musical instrument can compare with the Victor-Victrola. It combines all the best qualities of all musical instruments.

Its perfection of design, its artistic appearance, its unequalled tone have placed the Victor-Victrola in the greatest music rooms of the world.

These same qualities have placed the Victor-Victrola at the head of the musical industry and elevated the entire musical trade to the plane of distinction which it occupies to-day.

The Victor-Victrola has not only brought sure and liberal profits to dealers everywhere, but has carried with it such a degree of prestige as is naturally connected with the world's greatest musical instrument.

And the outlook for the future looms up bigger and brighter than ever.



Victor-Victrola XI, \$100
Mahogany or oak



Victor-Victrola XIV, \$150
Mahogany or oak



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

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

Berliner Gramophone Co., Montreal, Canadian Distributors

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

Victor Distributors

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

Elmira, N. Y. Elmira Arms Co.
 El Paso, Tex. W. G. Walz Co.
 Galveston, Tex. Thos. Goggan & Bros.
 Grand Rapids, Mich. J. A. J. Friedrich.
 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. Reynalds.
 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.
 Landay Brothers, Inc.
 New York Talking Machine Co.
 Silas 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.
 Louis Buehn.
 Philadelphia, Pa. C. J. Heppé & 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. E. F. Droop & Sons Co.
 Robert C. Rogers Co.

CALIFORNIA OPTIMISTIC OVER BUSINESS OUTLOOK.

General Conditions in State Most Favorable—Exposition Work and Highway Improvements Mean Money for the Talking Machine Users—Record Business Heavy—Parcel Post Being Utilized to Good Purpose—Sherman, Clay & Co.'s Good Year—Columbia Publicity—What Manager W. S. Gray Says—The News of the Month Worth Recording.

(Special to The Talking Machine World.)

San Francisco, Cal., Feb. 4, 1913.

Talking machine business for the month just closed more than came up to expectations according to reports from both the retail and wholesale quarters, and dealers are more than ever optimistic over the prospects for an unusually heavy business during 1913. General conditions are very favorable. The State is now in the midst of an \$18,000,000 campaign of highway improvement, stimulating business in many lines, while much money is being put into circulation by large power and other development projects, work on which will be continued through the present year. Improved roads and extension of railroad lines are giving easier transportation throughout the State, and many sections which have been sparsely settled are rapidly filling up with prosperous agricultural communities. In view of these new business possibilities more goods will undoubtedly be handled, and the expense of handling in some ways will be less. The entire State will share in the effect of the Exposition work, which has now passed the merely preliminary stage, and which will for the next two years furnish employment to many people. The advertising of this event has already produced beneficial results, and is drawing the attention of the people from all over the world. From present indications dealers feel justified in making large plans for the immediate future, and it is anticipated that 1913 will establish a new record for the Coast talking machine business.

Record business has been especially heavy this month, owing to the large number of machines delivered at holiday time, and it is thought that the parcel post has stimulated country record

business. A good many firms have adopted this method of shipment and on the whole have found it satisfactory. Edison dealers are having difficulty in supplying the demand for blue amberol records and are anxious to get a better assortment of disc records, the supply so far being very limited.

The travelers for the Pacific Phonograph Co. are at headquarters after their initial trips of the year, and are more enthusiastic than ever over the Edison disc phonograph. J. E. McCracken has just returned from the Southern part of the State, where he says dealers generally placed large orders. E. W. Cyrus covered Oregon and Washington with equally good results. The limited factory supply of records seems to be the only drawback in the introduction of the new machine. A. R. Pommer, manager of the Pacific company, says that much interest is being taken locally in the new product; that E. W. Scott, who runs the talking machine department at Kohler & Chase's in this city, and Clancy & Le Clair at the Oakland store of Kohler & Chase, have placed orders for Edison machines, and that several other dealers are considering the line.

Since the introduction of the new disc phonograph, the Pacific Phonograph Co. has been obliged to reorganize its quarters on Mission street. The entire fifth floor is now given over to disc products and the cylinder part of the business has been moved to the fourth floor. Yards of new shelving is being built and other changes are under way for the accommodation of the increased business. Another traveler has been added to the sales force in the person of E. L. Sues, formerly with the Talking Machine Co. of Chicago.

Manager Bailey, of the San Francisco branch of Babson Bros., reports business thoroughly satisfactory since the first of the year, but feels the need of an adequate supply of disc records in order to push the sale of the Edison disc phonograph. He says the adoption of the parcel post is a good thing for them, as they do a big mail order business in records, and the new system of shipment enables them to reach customers in small places heretofore beyond their reach because there were no express offices near them.

Sherman, Clay & Co. closed its fiscal year the end of January and A. G. McCarthy says the closing of the books revealed the fact that the year just closed was the best in the history of the house. January business was excellent, he says, in his department, retail business being better than last year, and wholesale as large as it could be with some of their shipments held up by the railroad blockades. Now the shipments are coming in without delay and Victor products are being distributed as rapidly as possible.

It has been decided to have another Portola celebration here in October this year, and P. T. Clay, of Sherman, Clay & Co., has been elected chairman of the committee in charge, and A. G. McCarthy has been named as chairman of the publicity department. Mr. Clay had charge of the affair when it was given here before in 1909.

W. S. Gray, manager of the Columbia Phonograph Co., Gen'l., has been making short trips out into the country districts this month in order to get in close touch with the Columbia dealers. He returned from Sacramento a short time ago, and is now preparing to leave for San Jose, Stockton and surrounding towns. He has devoted much advertising space in the daily papers this month to the records of grand opera singers, who have had engagements here the last few weeks, the number being unusually large, including Nordica, Pasquali, Bispham, Claude Cunningham and Carolina White. Their records have been in great demand. F. R. Anglemeir, manager of the wholesale end of the business, says that business has fully recovered after the slight lull just after the holidays when dealers were taking inventory, and that orders are coming in in fine shape. The California Music Co., owned by R. A. Daniels, who moved from here to San Jose last month, has placed a large order for Columbia goods.

E. W. Scott, who is located with Kohler & Chase, says business since the holidays has exceeded his expectations, especially in the number of machines sold. He is now featuring a new line of record cabinets, known as the Wood button cabinets. These are made in Los Angeles and can be had in sectional form. Mr. Scott anticipates a big business with them.

L. V. Ridgeway, representing Lyon & Healy, Chicago, was a recent visitor to the San Francisco trade.

MOTION-PICTURE TRUST.

M. Pathe Starts a Serious Controversy in the Trade in England.

Charles Pathé, of the firm of Pathé Frères, manufacturers of films, have started a serious controversy in the cinematograph trade in London, England. He purposes to form two groups of manufacturers, the first to be composed of not more than five firms and the second to consist of about fifty of the smaller manufacturers who "will control the output of the film market in Europe, and limit the number of manufacturers."

PLEASES HIGH SCHOOL PUPILS.

The pupils of the Vineland (N. J.) High School, through the courtesy of the Victor Talking Machine Co., at the suggestion of Davies & Son, enjoyed a demonstration of educational and grand opera records one afternoon recently.

Change your stock around. Give the store a change, a new appearance, as though new goods were coming in right along. Eyes always take in more than the tongue will inquire about. Remember that.



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.



It is not only the dropped-forged tempered steel needle arm, or the grommet-connection of needle arm and diaphragm, or the scientific exactness of its construction, but the perfect combination of these features that is giving the trade so much interest in the tone-results of the new No. 6 Columbia reproducer.



Columbia Graphophone Company
Tribune Building, New York

THE LAW GOVERNING THE USE OF PROXIES.

James F. Bowers Submits Legal Opinion from Judge C. N. Goodwin, Who Prepared the Charter of the National Association of Talking Machine Jobbers, Covering the Above Question—Proxy as Proper and as Legitimate as a Personal Vote.

The use of proxies has been a subject which has been discussed in trade circles considerably during the past few months, and upon this subject we have received the following communication from James F. Bowers, of Lyon & Healy, Chicago.

Mr. Bowers was the first president of the National Association of Talking Machine Jobbers and has been prominently identified with other trade organizations, among which may be named the Piano Merchants' National Association, in which he has held a high official position for a number of years.

Mr. Bowers, therefore, speaks as a man of experience and a parliamentarian of admittedly high rank.

Chicago, Ill., Jan. 25, 1913.

My Dear Colonel Bill—I have read with much interest your editorial in the last issue of The World in reference to the question asked you in regard to voting by proxy at the meetings of the National Association of Talking Machine Jobbers. There seems to be in the minds of some of the members of the association a rather confused idea

as to what a proxy is or what it is for. I think the fears of these members, so to speak, have been played upon by designing persons, who are not members of the association, and I think more of the trouble arises from the fact that some of the members of the association are not accustomed to the ways and acts of deliberative bodies or associations.

All this talk of "politics" in the association is the veriest rubbish and nonsense. There is nothing of the kind. A proxy is just as proper and just as legitimate as a personal vote, and there is no impropriety or "politics" whatever in asking a member of the association for a proxy in the event of such member not being able to attend the meeting in person.

I beg to enclose herewith a letter to me from the Honorable Clarence N. Goodwin, judge of the Superior Court of Cook County (which includes Chicago), who drew and prepared the incorporation or charter of the association, and which will settle any question as to the right of a member to vote by proxy or to solicit one, and I hope it will

Superior Court of Cook County
Clarence N. Goodwin, Judge
In Chambers

Chicago, Ill. January 25, 1913.

Dear Sir:—

In reply to your letter of January 21st, 1913, I beg leave to say that the National Association of Talking Machine Jobbers is incorporated under an act of the General Assembly of the State of Illinois entitled "An Act Concerning Corporations" as an association not for pecuniary profit. Section 31 of that Act provides with reference to general and special meetings of such corporations as follows: "At any such meeting members of the corporation may take part and vote in person or by proxy." The right, therefore, to vote and take part in any such meeting by proxy cannot be lawfully denied to any member. No amendment to your By-laws can contravene or set aside a statute of the State of Illinois under which you operate and do business.

Very truly yours,

Clarence N. Goodwin

To James F. Bowers, Esq.

Judge Goodwin's Letter to J. F. Bowers.

close the incident and, as it were, make the minds of the well-meaning members of the association easy.

I ask you to give this letter and the opinion of Judge Goodwin space in the next issue of The World. Very truly yours,

J. F. BOWERS.

Col. Edward Lyman Bill.

ANXIOUS FOR NEW MACHINE.

Army Officer Keeps in Touch With Progress on Disc Machines and Records While Duty Takes Him Half Way Around the World—Machines Shipped by Express to Impatient Ones—Demands from Old-time Edison Admirers Feature of Present-Day Business.

An instance of the general interest to those who already possess Edison phonographs in the new Edison disc machines and records, is that furnished by an officer in the United States army, who while in the Philippines a couple of years ago, first wrote to the Edison headquarters at Orange for information regarding the new disc machines and records, and when they would be placed on the market, as he was anxious to secure one to replace his old style cylinder machine. The officer was supplied with the information available at that time and was next hear of from Panama, then Porto Rico, Atlanta, Ga., where he managed to be present at one of the demonstrations, and finally from New York where he is stationed at the present time. The progress made with the new line was reported to him regularly and the prospects are that by this time he has secured one of the much sought machines.

Other Edison enthusiasts were so anxious to secure machines, with or without records, that at the urgent request of dealers machines have been sent by express to several cities in the Middle West and even so far as the Pacific Coast, a costly proceeding at best.

M. P. MARTIN CO. ORGANIZED.

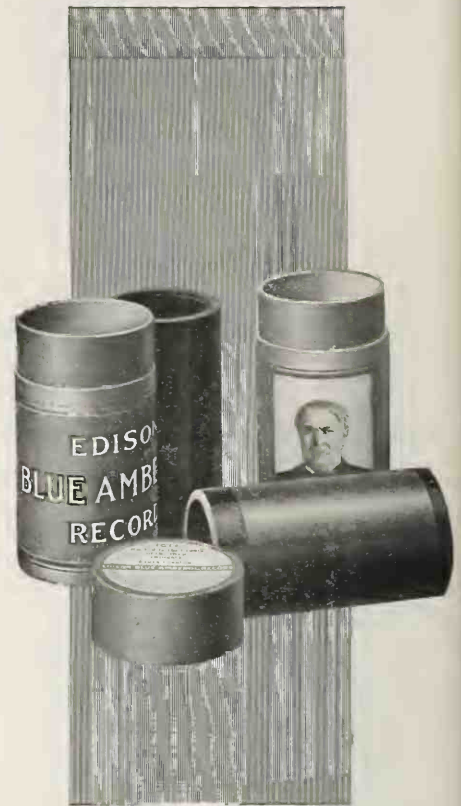
Succeeds the Harper & Miller Music Co. in Hutchinson, Kan.—Handling a Full Line of Victor and Edison Talking Machines.

(Special to The Talking Machine World.)

Hutchinson, Kan., Feb. 6, 1913.

The M. P. Martin Music Co., which was recently organized in this city with a capital stock of \$10,000, succeeds the Harper & Miller Music Co., and means an amalgamation of four of the best-known business men in this city, who constitute the board of officers of the company as follows: M. F. Martin, president; J. H. Harper, vice-president; S. A. Poe, secretary, and M. P. Miller, treasurer. The new concern will continue to occupy the salesroom of its predecessor at 18 North Main street, and will handle the Sohmer, Bent, Crown, Lester, and other pianos, and the full line of Victor and Edison talking machines. In this connection a large order was recently placed with the Schmelzer Arms Co., of Kansas City, who are the Victor and Edison jobbers in that territory.

**The new Record
is the Blue Record
and it's making
record sales.**



The real test of Mr. Edison's inventions is their wonderful success. The latest of these and the most important to you is

The Blue Amberol

a four-minute Record rich and full in tone—practically unbreakable—that can be played with the same fine effect over 3,000 times. The wide scope of selections fills every desire of music lovers, whatever their tastes may be.

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

This record played on

The Edison Phonograph

makes its own instant appeal. The lack of buzzing and rasping and the fine, steady pitch sell the Edison Phonograph just as they sell the Records.

For home record-making the four-minute recording outfit is far and away the best of its kind. Your customers, once they see it and hear their own efforts reproduced, will enthuse over it.

Push the Edison line. Put it over strong, not only for the present, but for the big things that are coming.

Get in touch with your Edison jobber today. You can lead the Phonograph business in your locality.

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

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

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

Boston: JOHN H. WILSON, 324 Washington Street.

Chicago Office: E. P. VAN HARLINGEN, 37 So. Wabash Ave.

Philadelphia: R. W. KAUFFMAN. Minneapolis and St. Paul: ADOLF EDSTEN.

San Francisco: S. H. GRAY, 88 First St. Cleveland: G. F. PRESCOTT.

St. Louis: CLYDE JENNINGS. Cincinnati: JACOB W. WALTER.

London, Eng., Office: 1 Gresham Building, Basinghall St. W. LIONEL STUKOV, 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: \$2.50 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising Pages, \$75.00.
 REMITTANCES should be made payable to Edward Lyman Bill by check or Post Office 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, FEBRUARY 15, 1913.

TRADE reports from dealers for January show a very excellent condition of business for the first month of the new year. Usually a very quiet spell is looked for following the great activity which prevails around the holiday period, and naturally the prospects are not over-brilliant for a large volume of business in the succeeding weeks. This, however, has not obtained to any large degree this year, and trade as a whole has been better than for the same month of last year, with an unusually large call for records. This is a natural sequence to the sales of machines around the holidays.

The sales of high-priced machines have been most noticeable for January, and this despite the efforts being made by dealers to concentrate the attention of the public a little more on the lower-priced products. There is one peculiar trait of the American, however, and it is when he has money he wants the best, hence he selects the high-priced talking machine when he comes to make a purchase.

The outlook is excellent for better business conditions as the season advances, and it is now expected that the change of administration in Washington will have no disturbing effect on business.

ONE of the essentials to success in the merchandising field is to carry a complete stock to meet the demand of purchasers. This is of special importance in connection with records, and it is a mighty bad thing to let one's stock of machines and records or supplies run out, because it creates a bad impression when people make a demand for goods that are not carried in stock. And true as fate, the very day a dealer runs out of some particular record someone calls at the store and asks for it. Haven't you often had it happen that way? If you haven't you are an exception to the rule.

When a person makes up his mind that he is going to buy something he usually buys it at that time. If he comes into a store, asks for some particular article and is unable to get it, he goes away disgusted, visits a competitor's store around the corner, finds the desired article, makes his purchase and thus a customer is lost. Hence it pay and pays well to keep a full stock at all times. People soon learn to know the store that has the goods, and that store is the one they visit.

Salesmen should be trained to the necessity of not allowing stock to run down. There should be a "want" book in every department, and if such is not employed it will be found a mighty convenient aid to good stockkeeping. This book should be hung in a convenient place where the salesmen can have ready access to it. Whenever there is a call for any article that the stock does not

contain it should be written in the book. This book should be inspected every day, and it will keep the head of the business well posted on the condition of the stock and the nature of the public's demand.

This "want" book scheme is well worthy consideration where it is not already used. It will be found a great help, and through its aid much benefit may be derived. It insures a house having the goods the people want and when they want them.

NO one factor in the retail sales domain is of more importance than enthusiasm. A salesman may possess honesty, wealth, ability and initiative, knowledge of the business, tact, sincerity, industry, and open mindedness—in fact, all the virtues, but without enthusiasm he would be a statue.

Contrast the enthusiastic, magnetic man with the one of every day attributes, and you will know the reason why one succeeds and the other drags along. Hugh Chalmers recently put this very clearly when he emphasized that enthusiasm is the white heat that fuses all the qualities above referred to into one effective mass. He thus illustrated his point: "I can take a sapphire and a piece of plain blue glass, and I can rub the plain glass until it has a surface as hard as the sapphire. But when I put the two together and look down at them, I find that the sapphire has a thousand little lights glittering out of it that you cannot get out of the blue glass if you rub it a thousand years. What those little lights are to the sapphire, enthusiasm is to the man."

The man who works merely for his salary without interest or enthusiasm in his business is not a great producer, nor is he a great success. For the man who doesn't get some comfort and enthusiasm out of his daily work is in a bad way.

Some men are almost irresistible, and it is because enthusiasm radiates through their expression, beams from their eyes, and is evident in their actions. In brief, enthusiasm is one of the great assets of value to a man, no matter what his mission in life may be.

In salesmanship enthusiasm is of primary importance, and in no business is it more essential than in selling talking machines. The man who can convert the prospective purchaser of a low-priced machine into buying the highest priced machine in the house, and a goodly roster of high-priced records, is the fellow who employs well considered arguments, backed by enthusiasm and conviction.

It affords the keenest pleasure to watch such a salesman handle a customer—to note the transmission of that magnetic force called enthusiasm. The viewpoint of the prospective buyer is so readily changed that one can easily understand why a man possessing enthusiasm can win out as compared with a man who moves along stereotyped lines.

SIX weeks' experience with the parcel post has demonstrated its value to the community at large. For the first four weeks forty million packages were handled throughout the country, while in New York City alone nearly three million packages were handled, which undoubtedly meant a saving in cost to the senders of from twenty to forty per cent.

In the talking machine field the parcel post can be used to good advantage, at least by those who keep closely in touch with their customers. Records, needles, reproducers, etc., can be sent by mail expeditiously and cheaply, and in this way customers can be presented with the latest records and enabled to try them over in their home without visiting the store. This, of course, only applies to reputable and recognized purchasers. Every wideawake dealer has on his books such people—steady buyers of records, who watch the new issues with the keenest interest. Dealers short of stock can also utilize the parcel post to get supplies from their jobber, and so it works from the jobber to the manufacturer—all along the line.

Any and every means that enables the dealer to get in touch with the purchasing public should be given immediate and serious consideration, and no dealer who desires to be up to date can afford to overlook the possibilities that exist in the parcel post.

It is a current complaint that the parcel post has been designed largely in the interest of the mail order houses, and the big department stores. Without discussing this issue, the fact remains that the parcel post is conceived for the best interests of the public, and for every merchant, and it is up to each and every one, no matter

what his resources, to take advantage of it—to utilize it, as a means of enlarging his trade.

The talking machine dealer, particularly those who have hitherto kept in touch with their customers through the mail—that is, in circularizing them and sending out invitations for recitals and other means of promoting sales, will find that they can also make sales and deliver the goods by parcel post most satisfactorily. This means giving the matter some thought and developing a plan of campaign that is worth the effort.

The latest suggestion of the Postmaster-General is to make the parcel post a still greater factor in getting goods to the purchasing public, and he proposes in his last report to Congress to enlarge the weight now restricted to eleven pounds to a much larger figure, so as to enable larger parcels being forwarded.

There is one thing sure, the parcel post is here to stay, and the dealers who take advantage of it are those who will profit most.

NO better means of concentrating the attention of the public on the talking machine—at least of those musically inclined—has yet been evolved than the giving of concerts by dealers. Not only are the possibilities of the talking machine brought home to hundreds of people in this way, but people come to the store, become acquainted with the sales force, and thus an important and valuable connection is established.

A RECORD THAT DECEIVED.

Religious Element in Arkansas District Thought Talking Machine Was Reproducing a Prayer, but It Proved to Be a Prize Fighter's Lament Upon Being Beaten—An Edson Effusion.

C. L. Edson, who under the title of "An Arkansas Man on Broadway," writes some intensely human comparisons of life on Broadway and in the backwoods of his native State, for the New York Evening Mail recently wrote the following of misplaced confidence in a talking machine record:

A stranger from the city came into our woods on Half Moon several years ago. He built himself a cabin and said he was "communing with nature." We asked him why he left the city, and he said he was disgusted with humanity. Now I can understand what sickened him against the city crowd. It was the jam and the sham and the moral rotteness. I asked him if country people were better, and he said:

"No; man is rotten whenever you find him. But in the country he is scattered around, two or three to the square mile, and in such diluted quantities he can't entirely pollute the landscape."

I liked to hang around that fellow, for I learned a lot of philosophy from him. He used to come to our prayer meetings at Uncle Jimmy Honeycutt's big house. Now there was a funny thing about the Honeycutt prayer meetings. Uncle Jimmy had a battered phonograph and one record. How this talking machine worked its way into the woods is too long a story to tell here. There had been more records to start with, but they kept getting broken as the instrument passed from one owner to another. When Uncle Jimmy got it there was only one left, and we couldn't understand what it said on that one. It sounded like the sobbing and wailing of repentant sinners at the mourners' bench at some great revival. Every once in a while a voice could be heard above the sobs like a suppliant sinner saying: "He must give me another chance; just another chance. I will follow him forever."

When this record was played at our prayer meeting it had a highly religious effect on us, and we would shout "Amen!" "Preach on, brother!" "Ain't it the truth! Halleluja!" We regarded that record as a holy messenger leading us to better lives. Uncle Jimmy thought it must be the record of the mighty Henry Ward Beecher converting the multitudes.

One time I asked the city pilgrim if he didn't know for certain just what that prayer meeting record was. "Is it really Henry Ward Beecher and the sinners?" I asked. "No," he replied, "and I'll tell you what it really is if you will prom-

ise never to tell your neighbors. That record is a holy thing to them and it brings them nearer to the mighty presence of the Deity. If they knew the truth it would take something good out of their lives and give them something bad in its place.

"That record is 'The Lament of James J. Corbett in His Dressing Room After the Battle with Fitzsimmons at Carson City.' Corbett was a prize fighter and Fitzsimmons whipped him. That record is a fake, but it pretends to give the sobbing and moaning of the whipped man begging for the other bruiser to give him another chance to fight and saying he will follow Fitzsimmons around until he does."

THE ONLY MAN WHO MAY REST.

The only man who can afford to rest is dead. He doesn't need to bother any more. The one man who is absolutely sure to get lost in the rear of the procession is the self-satisfied fellow who is too content to think any more and is determined to spend the rest of his days in self-contemplation.

WINNING GOOD-WILL OF CUSTOMERS.

Pleasant Manners and Little Attentions That Make Friends for the Store and Thereby Help the Salesman on to Better Things.

The salesmen and clerks who would succeed should cultivate charm of manner. Courteous manners in little things are an asset worth acquiring. When a customer approaches, rise and offer a chair; step aside, and let the store's guest pass first into the elevator. These are little things, but they make you and your work finer. Your promise to a customer is your employer's promise. A broken promise always hurts, and it shows weakness in the character of a business organization, just as unreliability does in an individual.

If your business is to wait on customers, be careful of your dress and appearance. Do your manicuring before you reach the store, not after you get there. In a thousand ways a salesman can give evidence of a desire to be helpful, which is far removed from officiousness and which attitude makes friends for a store.

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

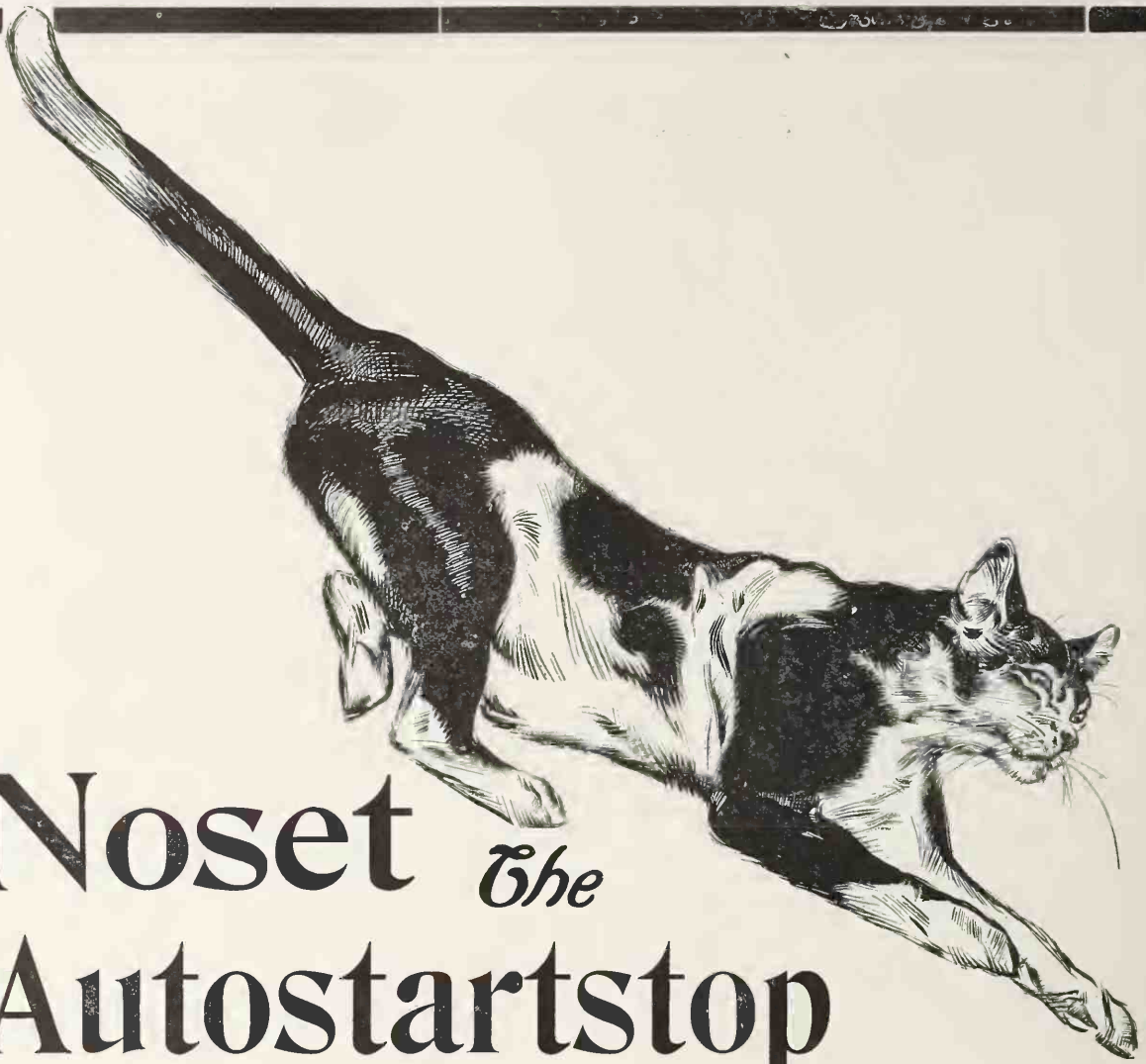
STOP saying to your customers: "We haven't got it," because you can get it from **DITSON**.

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

ALL Victor styles, records and parts, with a complete line of albums, cabinets and needles.

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

Oliver Ditson Company, Boston, Mass.



Noset *The* Autostartstop

The Greatest Scoop in Talking Machine History

We watched to see which way the cat was jumping—jumped with it—and landed first

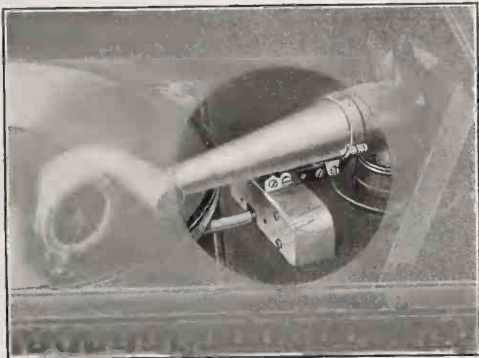
NOSET is the only absolutely *automatic* stopping device. It automatically starts the record by the movement of the tone arm to the right, and automatically stops it at the end, with **no** setting adjustment or regulation. You cannot stop NOSET from starting when you move the sound box to begin the record, and it will always automatically stop at the right place on the record—the end—without adjustment. It will stop any record on any disk machine before you can possibly get to the machine, bringing it to a gradual stop within one and one-half revolutions.

Literally Quicker Than The Cat.

Positively No Batteries, no screws to spoil the tropical wood, **no** springs and **no** gears. **No** mechanic need apply to fit it, and **no** adjustment required in its installation. No matter what size record or machine, NOSET is there with the start and the stop.

NOSET is attached to the machine, close to the back of the turn table, and every time you use a machine which is equipped with NOSET, you are calling attention to it in the best possible manner—*silent salesmanship*. The high-cost-of-profit does not enter into consideration of NOSET, it's all net profit. **No** trouble, **no** bother, **no** cost for display, large discounts—larger net profits.

NOSET LANDS FIRST



NOSET— the Autostartstop

Nickel Plated - - - - \$4.50
Gold " - - - - 5.00

Add 75 cents for Canada

REMEMBER! We back NOSET with our full guarantee to be exactly as represented—the only absolutely automatic start and stop device on the market—and the simplest and best you will ever get. To be first means something. Send us that order now. Be one of the original landing party. All Shipments simultaneous as far as possible, priority considered.

WATCH THE CAT—JUMP WITH IT—LAND FIRST—WITH NOSET AND US

Condon=Autostop Company

26 Front Street, New York



"Tone"—If you think that word is getting worn out, you will find it is only just now coming to carry its full meaning so far as sound-boxes are concerned. That's one thing the new No. 6 Columbia reproducer is accomplishing.



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

RUDOLPH WURLITZER CO. TO INCREASE CAPITAL.

Stockholders to Vote on This Proposition February 25—A Mere Matter of Form, However—Columbia Trade of Enormous Proportions—W. H. Stever Discusses the Oldfield Bill and Other Matters—Volume of Victor Trade at the Wurlitzer Co. Exceeds Expectations—Record Trade of Unusual Proportions with Cincinnati Dealers.

(Special to The Talking Machine World.)

Cincinnati, O., Feb. 4, 1913.

Satisfactory conditions appear to prevail in the talking machine field of the Middle West. All the dealers seem to be happy. Glowing reports of past successes come from these sources and they also tell of their anticipations. Several have plans on for larger store rooms, but these may not materialize for some months.

The average business man hesitates in these days of general trade somnolence to even intimate that there is anything in the least suggestive of a "boom," but there was no hesitancy in Mr. Whelen's manner when asked the stereotyped question, "Well, how is business?" his answer came quick and to the point. "Great!"

In talking further on the subject, Mr. Whelen, the local manager of the Columbia Graphophone Co., stated: "The mere word 'satisfaction' is hardly adequate to express my feelings in regard to the splendid business which we experienced during the month of January. Unlike the advent of previous years, the opening of 1913 was marked by a strong demand for Grafonolas and records, where as a general rule a strong reaction is generally felt after the holiday season. However, in the present instance the annual 'slump' has been conspicuous only by its absence. We expect record sales to be good, owing to the large number of Grafonolas sold during the holidays, but this steady demand for machines is certainly gratifying. 1912 was a phenomenal year, but from the way the new year is starting off, there is no doubt but that this year's figures will far exceed those of 1912. Just take a look around and you will agree with me that the Cincinnati Columbia headquarters is no place for a 'rest cure.'"

Speaking of the new Columbia grand which is causing such a stir in talking machines circles, Mr. Whelen said: "Every mail brings inquiries relative to this wonderful instrument and we expect to have one on exhibition in the very near future. In fact, we are expecting some daily. I take considerable pleasure in inviting all the readers, and their friends, of the Talking Machine World to visit our store and see and hear the 'Columbia Grand.'"

A large number of Columbia dealers in the Cincinnati territory have visited the local headquarters during January, stocking up for present demands, after the holiday rush which plays havoc with the stock. All report large increases in profits over 1911 and perfect satisfaction at the present outlook.

Notices have been sent out to all the stockholders of the Rudolph Wurlitzer Co., of this city, of a proposed increase in the capital stock of this well-known corporation from the present capitalization of \$1,000,000 to \$4,000,000, the increase being

\$3,000,000. The stockholders will be asked to cast their ballots upon the proposition on February 25. As the stock is held by friends of the corporation, there is little reason to believe that the proposed plan will meet with opposition. The method of taking care of the present stockholders is somewhat interesting. The preferred stock today pays but 6 per cent., whereas the new issue would bear 7 per cent., an increase of 1 per cent. The stock now is equally divided between the preferred and common issues, and the increase of \$3,000,000 would be issued in the same manner, resulting in the company eventually having \$2,000,000 preferred and the remainder of common stock. The proposed increase, as far as the preferred is concerned, has already been underwritten by some stock house.

W. S. Givler has joined the forces of the Columbia as salesman for the wholesale department and has just finished a very successful trip through Ohio. He is at present making a trip through Indiana and is closing with quite a number of new dealers throughout the territory.

W. H. Stever, president of the Lyric Piano Co., and head of the "Talking Shop," said:

"Trade since the holidays in the Talking Machine Shop has been quiet, still we are very well pleased with the class of trade we have been receiving. Our attention has been called in particular to the Oldfield bill, and we were requested to take the matter up opposing this bill. I believe that this is a matter that ought to be given consideration, owing to the fact that it is pretty hard to figure out who is going to receive the greater benefit, providing this bill should pass or should not.

"The writer has formed quite an opinion on this matter, but does not think it would be advisable to exploit it at the present time, however, we hope that what might be done in regards to it will be in favor of the retail man instead of assisting corporations to be stronger, as the retailer is the man who has got to pay his bill or he does not get the goods, and the next question is—after you have paid the man for his product, it is up to you to pay the freight and drayage and sell them on the installment plan to get your money back, and I think the retailer has got quite a problem before him. This is the reason I express myself in this way and for this reason alone is why I think we should give this matter due consideration.

"I have no objection to assisting in the passage of any bill that will help to make it better for the retailer, as he has certainly got to stand the brunt of the transaction. So if the Oldfield bill should be defeated and the manufacturer should be protected, let us then go to the manufacturers and have them assist us to pass a bill compelling every one who purchases a Victrola or talking machine

of any description to pay for it under a penalty of law. I think in this way that we would be in a position to get our money back upon some deals which have already been made in good faith."

The Milner Musical Co. is one of the busiest places in town this month. The systematic and clever advertising carried on by this concern during the past four or five months seems to be bringing big results, and we understand from reliable sources that the amount of business done by the Milner Musical Co. during December was second only to one other store in this city. Practically the entire first floor has been given over to the display of Victrolas; the arrangement is very impressive. During the coming month Miss Irene DeLaney, in charge of the record department, has arranged a series of afternoon recitals, which promise to be most attractive.

John Arnold, of Fifth and Elm, is a sure booster for the new Edison blue amberol record. He said it was a great help to his January business.

The Rudolph Wurlitzer Co. makes the following report: "In reviewing the January Victor business, we can only say that we were very much surprised at the volume, all things taken into consideration. We had miserable weather, practically during the entire month; almost a continuous rain, and this, together with the flood, certainly had its effect. In spite of these conditions the record business was extremely brisk, living well up to the big promises that the new year brought us. This business is not all new, either, as we find upon looking over our files that a greater proportion of the Victrola owners listed in our files bought records during January than in any previous month.

"The big demand for records during January cannot be traced to the machines sold in November and December, and we can therefore safely say that the business is on a more substantial basis than it ever was before. The shortage of machines is the only obstacle with which the dealer must contend and with prospects of larger shipments even this will be eliminated, leaving the field clear for the tremendous business that we all know is in store for the year 1913.

"One of the most encouraging features of the wholesale business is the fact that practically no cancellations were made on the Christmas orders, which naturally were only filled in part. These orders are now standing practically intact, with directions from the dealers to forward the goods as quickly as we can. The machine situation is a little easier and dealers are profiting greatly by this fact.

"We have a splendid stock of records and were able to get the complete benefit of the big demand. One thing must be taken into consideration when we speak about the volume of Victor business, and that is that during the last three months practically no efforts have been made to get new accounts, but thousands of deals will be opened up just as soon as stock becomes more plentiful and the distributors are in a position to take care of the dealers satisfactorily. When this time comes the tremendous increase will be felt by every jobber and new business will be opened up that will greatly increase the consumption of both machines and records."

The Right Record

WITH

The Right Surface



Fit Any Phonograph

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

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

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

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

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

THE U. S. PHONOGRAPH COMPANY

ASSOCIATED WITH

THE BISHOP-BABCOCK-BECKER COMPANY

CLEVELAND, OHIO

THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

Boston, Mass., Feb. 11, 1913.

The very unseasonable weather has played not a small part in the talking machine business; that is to say there has been a slackness of business in the past few weeks that is directly attributable to the mildness of the season which has been an inducement to people to keep out of doors. Were the weather such that they would be compelled to stay indoors there would be a more extended use of machines, and as outfits are used less frequently when people keep out of doors, there is not that eagerness to purchase records that otherwise might be the case.

Talking Machines in the Schools.

Business at the Eastern Talking Machine Co.'s quarters in Tremont street has been picking up considerably of late and all the salesmen are working hard to keep up with the demand for goods. W. J. Fitzgerald, who devotes a good part of his time to the school proposition reports that he is meeting with marked success, and in a conversation a few days ago he stated that there are twenty-one Victor outfits in the schools of Boston. Another hustler on the school proposition is E. A. Welch, who is making good. He has been instrumental in getting Victor outfits into some of the Normal schools, and to-day there are equipments in the Salem, Framingham, and Bridgewater Normal schools, and soon they all will be equipped with Victors, so it is stated, with the exception of the Boston Normal.

Occupying Ground Floor Quarters.

Manager Arthur Erisman, of the Columbia Phonograph Co., is now located on the ground floor in finely equipped offices and all his visitors are congratulating him on the better advantages of the location. His former quarters in the semi-story at the rear, has been transformed into a department for the exclusive use of foreign records in which the Columbia is developing a very large business. This is especially true of the Italian, Polish, Hebrew, Russian, Chinese, Portuguese and French music, though strangely enough there is little call for German music, especially if sung by German singers. It is said that while a strong effort has been made to popularize German "canned" music the Germans do not seem to take kindly to their native interpreters.

Speaking of changes in the Columbia quarters a number of new demonstration booths have just been installed, the additional ones being imperative owing to the many customers that find their way into the store at a single time, all of them clamoring for opportunity to try out this or that selection.

Excellent Publicity for Steinert and Victor.

Manager Herbert L. Royer, of the Arch street Victor headquarters for the M. Steinert & Sons Co., was over in New York last week, and he reports business as very good everywhere. The Steinert Co. came prominently to the front a few nights ago when in the course in salesmanship given under the auspices of the Boston Y. M. C. U. in Union Hall, a demonstration of the selling and business methods of the house were exhibited. The stage was set with pianos, players, and Victor talking machines, and considerable interest centered in the process of selling a Victor. The honor of handling this proposition fell to Frank Cunningham, one of Manager Royer's best salesmen, who spends much of his time outside the office. Mr. Cunningham has special gifts as a salesman and they were well exploited when he sold the Victor to an imaginary customer. Herman N. Baker, advertising manager of the Steinert Co., was on hand and made an address on salesmanship which was full of good points, and at the end of the demonstration Mr. Baker handled an imaginary dissatisfied customer in such good style that, of course, the customer went away perfectly satisfied.

Good Business Being Developed.

The Victor business with Chickering & Sons in Tremont street, though operative only a few months now has developed in a most satisfactory way, and Manager Urquhart has every reason to be well pleased with results, and Manager Urquhart's right hand man, Warren A. Batchelder, is kept on the jump all the time these days. Mr. Batchelder, by the bye, is a benedict. He was married a few weeks ago to Miss E. L. Lovejoy, of Arlington, where the couple are now living.

Making Many Sales of Edison Phonographs.

Chester J. Sylvester, the able and hustling manager for the talking machine department of the C. E. Osgood Co., has all he can attend to, and the fiscal year which closed on January 31, showed

the business of Manager Sylvester's department as having been extremely large. The Osgood Co. is one of the dealers for the new Edison disc phonograph, and Manager Sylvester has been able to make some splendid sales of these instruments. Mr. Sylvester says that despite the talk in some quarters of the difficulty of getting records from the Edison laboratory, he has been well pleased at the way the goods have been coming along.

Pleased With New Steinert Building.

A visitor to some of the Boston Victor dealers a few days ago was Allen T. Waite, manager of the Victor department of the M. Steinert & Sons Co., in Providence, R. I. Mr. Waite is most enthusiastic over the new Steinert building in Westminster street, and says it is admirably equipped for business, and this is especially true of his own Victor department. Mr. Waite says that a branch store is soon to be opened at Westerly, R. I.

Columbia Grafonola De Luxe in Concert.

A most enjoyable program was given on the evening of January 18 at the Roxbury Evening High School through the medium of a Columbia Grafonola de Luxe. The program was both vocal and instrumental and was carried out under the able supervision of W. E. Getchell. A Grafonola Favorite was used for a concert on January 31st at the High School in Everett, which was largely attended. E. A. Kingsley was in charge of this one. The Columbia quarters are giving a number of these concerts this winter and everywhere there is the greatest enthusiasm.

Henry A. Winkelman Honored.

Henry A. Winkelman, head of the Victor department of the Oliver Ditson Co., has been elected a member of the Boston Music Trade Association, and he will be given a royal welcome when that organization holds its annual banquet at the Copley-Plaza on March 15. O. K. Houck, of Memphis, Tenn., a jobber in Victor goods, was a caller at Mr. Winkelman's department a few days ago. Business at this Victor quarters is all that could be expected, and everybody is happy.

Records by Bert Williams.

There is a rumor around Boston that Bert Williams, the eccentric colored comedian, who is with the "Follies" now playing at the Colonial Theater, is going to make records for the Victor Co. He is a frequent visitor to the Eastern Talking Machine Co.'s Tremont street quarters. Incidentally there is a good demand for the "Follies" music, which has already become very popular.

Interested In the Records.

Otto Urack, the assistant conductor of the Boston Symphony Orchestra, is a frequent visitor to the headquarters of the Eastern Talking Machine Co., and is always much interested in the records.

Waiting for Edison Records.

George Lincoln Parker's enlarged quarters in the Colonial building are being quite generally visited these days, and as the days begin to lengthen, business begins to strengthen at this headquarters. Mr. Parker lately was over to New York and met some of the talking machine dealers, and he also paid a visit to the Edison laboratories at Orange, where he was most cordially received. Thus far Mr. Parker has sold a number of the high priced Edison disc machines, but he'd like to see a few more records, as the supply seems to come slowly. Meantime the Victor business is keeping up to a high average.

Burdick Rejoins Columbia Force.

Manager Erisman reports that David Burdick, formerly a salesman in charge of the cylinder department at the Columbia quarters, is coming back into the local business, and will soon be located at the Columbia offices, the scene of his early choice. For some time Mr. Burdick was in charge of a store at Brockton, which he now has sold out to other parties. He will be associated with the retail end of the Columbia business.

When your customer decides to purchase she wants the machine and records of HER selection.

With two sources of supply, the trade is well protected.

Boston and New Haven offers many ways of reaching your store without delay.

Our service is Exclusively Edison and Exclusively Wholesale.

"Her selection" is where we come in. Our stocks are complete and shipments are made quickly.

We know how important it is that you should secure the sale and its profit.

Write, wire or telephone your orders.

The Pardee-Ellenberger Co.

BOSTON—NEW HAVEN

THE TRADE IN BOSTON AND NEW ENGLAND

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

Perrett Takes Charge in Providence.

R. L. Perrett, formerly the instalment manager at the Boston office of the Columbia Phonograph Co., and who for a time was out of the talking machine business, has been placed in charge of the Providence, R. I., store which is located at 119 Westminster street. S. H. Brown, the New England traveling man for the Columbia, who has many friends everywhere, will make his headquarters hereafter in Providence as an assistant to Mr. Perrett.

Developed Steady Business.

Wilber Frohock, who is in charge of the phonograph department of A. McArthur & Co., in Boston, developed a steady business ever since the department was opened a few months ago. His demand for Columbia outfits has been large.

The Dictaphone on the Stage.

During Mrs. Minnie Madder Fiske's engagement at the Hollis Street Theater everyone was interested in her use of the dictaphone in the fourth act of "The High Road." During her engagement curiosity was so keyed up that any number of persons made enquiries about this remarkable machine of the Columbia Phonograph quarters.

To Embark on Matrimonial Sea.

G. R. Harris, of the dictaphone department of the Columbia Phonograph Co., and Miss Rose Haynes, an employe of the company, are to be married some time during the present month. Both have been quite popular with their fellow employes, who will wish them all good luck when they embark on the sea of matrimony.

In an Intellectual Atmosphere.

Manager Arthur Erisman, of the Columbia Co., has moved his domestic establishment over into Cambridge where he is now revelling in the culture and intellectuality of the University City.

Has Handsome Department.

R. A. McInnis, in charge of the Columbia department of the Houghton & Dutton Co.'s large department store, has a well arranged and finely equipped suite in which to conduct his business. He reports quite a call for the goods.

Utilizing Enlarged Quarters.

Manager Silliman, of the Pardee-Ellenberger Co., has found the enlarged quarters in the Battery-march street store none too expansive for his present needs. One large room is now devoted to a display of machines in which the new Edison phonographs are quite conspicuous. The Blue Amberol records are selling like hot cakes, in fact, they cannot be gotten fast enough to supply the demand.

GOOD MUSIC FOR PROVIDENCE.

(Special to The Talking Machine World.)

Providence, R. I., Feb. 10, 1913.

The M. Steinert & Sons Co., of this city, is furnishing a grand musical treat to the people of Providence and vicinity in the form of a Victor Victrola Pianola Piano and recital. Every Wednesday afternoon at three o'clock these recitals afford the public an opportunity to enjoy the renditions of vocal and instrumental gems of the great masters of grand opera and classical art.

The beautiful little recital hall as located in the new Steinert building, to be known as Steinert Hall, has a comfortable seating capacity of two hundred and fifty people. In testimony to the appreciative features of these recitals, is shown by the select and enthusiastic audiences that fill the handsome recital hall each week. These recitals are complimentary, with an entirely new program each week.

Good health, honest work, unselfish kindness! These are the factors which help to bring about the realization of the oft-repeated wish for a Happy New Year.

TWENTY-FIVE YEARS IN THE TALKING MACHINE FIELD.

(Special to The Talking Machine World.)

Boston, Mass., Feb. 11, 1913.

George H. Waldron, who entered the talking machine field on February 5th, 1888, and thus is to-day celebrating his twenty-fifth anniversary of

of Boston, and during his period with this concern he had for his associates such men as C. G. Childs, now of the Victor Co.; John H. Foote and Augustus S. Sampson.

Mr. Waldron marked out many important discoveries while with this company, and they have been patented and since have proved successful. Business did not thrive as well as had been expected, so after a few years the New England Phone Co. moved to Gardiner, Me., where it was incorporated under the laws of that State.

Mr. Waldron then joined the ranks of the North American Phone Co. Here he found ample room for expansion and the carrying out of his ideas, and he began to work upon a commercial machine for office use. From time to time he made some advantageous additions to this machine, and it was not



George H. Waldron in His Shop at the New England Phonograph Co.'s Building, Corner of Washington and Boylston Streets, Boston, Which He Occupied From 1888 to 1892.

long before he had assembled something that commanded the attention of business men. He then planned to place the machine on the market, and the first place where he got it installed was in the Boston Police Department. That was in 1892, and the work done by the machine proved eminently satisfactory. Other installations soon followed. To-day Mr. Waldron may be found at the establishment of the Eastern Talking Machine Co., 177 Tremont street, still engaged in experimenting. The representative of

his connection with the business, has done as much probably as any other man in the mechanical line to advance the business in the commercial world. That a man could start out in life with scarcely any knowledge of the business, and with no resources that he could call his own, and then to invent some of the most widely known features of the talking machine business seems little short of remarkable. Mr. Waldron was born in 1848, and his love for the talking machine business began early in life. At the age of forty he entered the employ of the New England Phone Co.

(Continued on page 18.)

W. H. BAGSHAW

ESTABLISHED 1870

Lowell, Mass., U.S.A

WORLD'S LARGEST MANUFACTURER OF

TALKING MACHINE NEEDLES

OF ALL STYLES, SHAPES AND SIZES

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



The quicker you turn over your order to the nearest Columbia jobber for the new Bonci and Ysaye records the quicker you will turn over your money.



Columbia Graphophone Company
Tribune Building, New York

TRADE IN BOSTON AND NEW ENGLAND.
(Continued from Page 17.)

The Talking Machine World, when he called upon him a few days ago, found him as deeply interested in his work as ever, and always ready to discuss the talking machine and its immense possibilities. He believes that daily the public is taking more enthusiastically to this wonderful invention, and it is his claim that from time to time new uses will be found for it. Mr. Waldron is a great admirer of Thomas A. Edison. "The achievements of that inventor are so wonderful," said he, "that one never knows what next he is going to startle the public with."

A. W. ROOS SUCCEEDS THOS. DEVINE.

As Manager of Columbia Store in Indianapolis—Kipp-Link Co. Awaiting Larger Shipments of Edison Products—Victrola for Public Schools—Victor Line With Wulschner-Stewart Co.—Victrola Takes Place of Orchestra at Keith's Theater—Other News.

(Special to The Talking Machine World.)

Indianapolis, Ind., Feb. 8, 1913.

A. W. Roos, traveling auditor for the Columbia Phonograph Co. for the last year, is the new manager of the local Columbia store. He succeeds Thomas Devine, who is devoting all of his time to the Dictaphone end of the business. Mr. Devine has his office in the local store.

Mr. Roos's first month shows a substantial increase over the same month of last year and he is well pleased with the prospects offered by the Indianapolis field. Mr. Roos reports that the sale of the new disc reproducer has been phenomenal and has greatly increased record buying.

Orville Harrold, who sings for the Columbia Co., will appear in concert here February 22d, and the local branch is arranging to make a special display of his records. John McCormack, the Irish tenor, also will be a visitor here in the next few months.

W. E. Kipp, of the Kipp-Link Co., distributors of the Edison machine, is anxiously awaiting the arrival of the new Edison disc machines. Orders for the new machine are piling up at the Kipp-Link store. Mr. Kipp says he will be able to dispose of "carload lots" as soon as they begin coming from the factory. Mr. Kipp has a number of the new Edisons on display.

Miss Lazurus, manager of the talking machine department of the Aeolian Co.'s local store, says her department did three times as much business in January as it did last year in the same month. Miss Lazurus simply can't get enough machines to supply the demand, she says. In fact, that is the case with all the Victor houses here.

Miss Lazurus recently sold a Victrola to one of the public schools. The machine will be used in teaching the children folk dancing. In connection with this work, Mrs. Henrietta Heaton, of the educational department of the Victor company, has been here, making her headquarters at the Stewart Talking Machine Co., distributors for the Victor machine, and also spending time with the talking machine department of Aeolian Hall.

Her work has been appreciated by the local stores.

The Wulschner-Stewart Music Co., purchased last May by William T. Woodley, has installed a complete line of Victor machines. It had been rumored for sometime that this company would handle the Victor machine, but nothing definite was given out until recently. The department was opened last Saturday.

When Alexander Stewart sold out to Mr. Woodley he took the talking machine department with him and established the Stewart Talking Machine Co. The quarters occupied by the talking machine department under Mr. Stewart's ownership are being utilized for the same purpose by the Wulschner-Stewart Co. The company has very attractive quarters in the basement.

The Stewart Talking Machine Co. is experiencing trouble in getting enough machines to supply its trade. Talking machines are a scarce article around the Stewart store.

Paul Bassett, formerly with the Kipp-Link Co., and recently manager of the Victor talking machine department of the Taylor Carpet Co., has resigned to accept a position at Anderson, Ind.

A Victor Victrola is being used in a novel manner at the B. F. Keith's vaudeville theater, namely, to entertain the audience while it is waiting for the curtain to rise.

FURNISH AIDS FOR THE DEALER.

National Publishing Co. Supply Circulars Free on Request, in Order That the Dealer May Have Descriptive Matter on Hand to Help in Closing Sales.

The albums for the filing of disc records, manufactured by the National Publishing Co., Philadelphia, possess a number of features that have made an excellent impression on the owners of talking machines. The albums are made to accommodate 10 and 12-inch records and each contains 17 pockets for the accommodation of records. The albums may be piled one on the other, flat, as books or arranged in a bookcase.

In order to facilitate the sale of its record albums, the National Publishing Co. has prepared convenient circulars bearing illustrations of the albums, open and closed, and also detailed descriptive matter. The circulars in quantities free to the jobbers, who in turn distribute them among the retailers on their lists for use in closing sales. On the circular there is a liberal space left for the insertion of the jobber's or dealer's name and address, and when desired the names will be inserted by the manufacturers before the circulars are sent out.

The efforts of the National Co. to aid the dealer in closing sales are apparently effective and appreciated, and there are many requests being received for sample albums and printed matter regarding them.

Some dealers have tried short items in the local news columns and with good results. People come in the store and mention the advertising, and usually favorable comment is made.

STRASBURG'S "OPENING RECEPTION"

New Store in Detroit Fully Completed and 10,000 Invitations Sent Out for Formal Opening February 19 to 21—Strasburg Co. to Increase Space—Business Is Growing.

(Special to The Talking Machine World.)

Detroit, Mich., Feb. 10, 1913.

The Max Strasburg Co. will tender the public a formal "opening reception" in its new store February 19, 20 and 21. The fixing up is almost completed. It requires an actual visit to enable one to comprehend the attractiveness in which those Victrolas and Columbias are ensconced. Inch thick carpets and rugs, the costliest French plate glass partitions, elegant chandeliers, mahogany chairs, matching the mahogany talking machines, palms and flowers, with the resulting fragrance, and the soft music of the phonographs remind him who strolls along the corridor past the demonstrating rooms of a promenade in the salon of a palatial steamship. The old store, joined to the new one, is being equipped similarly, and when this is completed the reception will be held.

Ten thousand invitations are being sent out. A special concert will be given each afternoon. The function will be advertised liberally. The place is so alluring that a first visit seems certain to demand a second one, thus developing the simply curious into prospects, then into customers.

"I hope to get some Victrola XVI's in time for the reception," said Mr. Strasburg. "It would be a shame to hold a costly reception without having our best instruments on hand to display. If anybody in the world has any to spare I will pay spot cash for fifty of them. I still have fifteen unfilled orders for mahoganies, given me for the Christmas trade. The parties have been loaned smaller machines while waiting for the ones they want."

On one side of the store is a record case in which are twenty thousand records. Everything in both Victor and Columbia catalogs is carried. "We have from five to fifty of every record," said Mr. Strasburg.

An unusually desirable sale was made by Mr. Strasburg to-day. The Edison Illuminating Co. maintains a club room near Fort Wayne, at the western city limits, for the benefit of the employees of its plant in that district. To-day the company purchased a two hundred dollar Victrola to be installed there, with fifty dollars worth of records.

The Strasburg Co. has increased its cash capital and will add still more space as soon as a store adjoining can be obtained. The space just taken, though doubling the company's former facilities, already is taxed to capacity, and on Saturdays is overtaxed.

VIEWS OF AUSTRALIAN HOUSE.

The World is in receipt of several interesting views of the establishment of the Talk-O-Phone Co., Sydney, New South Wales, of which Pogonoski & Wollaston are the proprietors. The concern imports and deals in Edison phonographs, Gramophones and small musical instruments, and its quarters are especially fitted up for handling the lines to advantage.

MANY HAPPENINGS DURING MONTH IN MILWAUKEE.

Business in Both Machines and Records of Various Types Unusually Good—Gensch-Smith Co. to Enter Retail Field with New Victor Store—Changes Among the Salesmen and Managers—McGreal Retail Store to Move—McGreals' Lose Infant Son—Free Trial Plan Condemned—Concerts Prove Effective in Drawing Trade—Some Personal News.

(Special to The Talking Machine World.)

Milwaukee, Wis., Feb. 10, 1913.

Business in both machines and records is unusually good for this season of the year, according to local dealers. The demand for the higher priced machines has shown a steady increase, but there has been an especially strong demand for moderate priced machines. This is accounted for to a certain extent by the fact that industrial conditions have improved so much that people in moderate circumstances are finding themselves able to purchase machines which are not too high priced.

Everything seems to indicate that 1913 will witness a big business for the Wisconsin talking machine dealer. Bumper crops were harvested in this section of the northwest last fall, while now the prices which are being received for livestock, produce and dairy products are doing much to keep up prosperity in the smaller cities and towns about the State. The big heavy machinery producing plants in Milwaukee are working overtime, everybody is employed and money is much more plentiful than at this time a year ago.

With the organization of the Gensch-Smith Co., preparations have been completed for the opening of another retail Victor store in Milwaukee, and it is expected that by the time this appears, the new concern will have opened for business in a handsome new store at 730 Grand avenue. W. F. Gensch, who heads the new concern, is a man who has had wide experience in the talking machine field. He was for five years connected with the Columbia Phonograph Co., and for several years was associated with A. G. Kunde, Columbia dealer and jobber, 516 Grand avenue. Recently he was connected with L. C. Parker, manager of the Victor department at Gimbel Brothers' local store. Mr. Gensch is the inventor and patentee of a successful diaphragm, now in active use. Mr. Gensch will spend most of his time calling on the trade in Milwaukee, and about the State, while the other member of the new firm, Mrs. A. J. Smith, will have charge of the store. The order for the entire stock of machines and records for the new store was placed with the Wisconsin Talking Machine Co., jobbers for the Victor line in this State.

Harry R. Fitzpatrick, manager of the Wisconsin Talking Machine Co., jobber for the Victor line in the Badger State, will wed Emma Kreech, late in February. The bride-to-be, a young woman of unusual attraction, is well known in the Milwaukee talking machine trade, having been connected for several years with the retail McGreal store.

Ernest F. Leicht, for several years manager of the Victrola department of the Arthur P. Griggs Piano Co., of Davenport, Ia., recently with Gimbel Bros., has joined the sales force at the Edmund Gram music house and will assist Manager Paul A. Seeger, of the Victor department. Mr. Leicht has a wide acquaintance in Milwaukee, especially among the music loving people of the city. Manager Paul A. Seeger reports that business has been showing steady and consistent growth and that the prospects for the coming year are unusually bright.

Roy J. Keith, of the Talking Machine Co., of Chicago, was a recent Milwaukee visitor. While in the city, Mr. Keith was entertained at the home of Paul A. Seeger, manager of the Victor department of the Edmund Gram music house.

The McGreal retail talking machine store, at present located in the Merrill building, will be situated in larger and more adequate quarters after May 1. Gertrude Gannon, owner and manager of the store, has secured a lease for a ten-year period on the store at 312 Grand avenue. The entire building will be remodeled and made into one of the most handsome retail talking machine shops in Milwaukee. The Wisconsin Talking Machine Co., jobber for the Victor line,

will have its offices at the new store. The company now has extensive warerooms at 183-185 Fourth street.

News has reached Milwaukee that the Wisconsin Music Co. of Madison, has opened new Victor retail stores at both Janesville and Beloit, two of the most prosperous cities in the southern part of the State. Each establishment is being conducted under the name of the Victrola Shop, and both are under the management of a Mr. Hughes, formerly of Madison. The entire stock of machines and records for both new stores was purchased of the Wisconsin Talking Machine Co., of Milwaukee.

Harry McGreal, nephew of Lawrence McGreal, who was associated with the Edison jobbing business in Milwaukee for several years, has joined the forces of the Wisconsin Talking Machine Co., and is manager of the shipping and stock departments.

G. W. Gabriel, formerly Milwaukee representative of the Multiphone, is now connected with A. G. Kunde, Columbia jobber and retailer, 516 Grand avenue, and has full charge of the Dictaphone business at the store. Mr. Gabriel has succeeded also to most of the work formerly carried on by W. P. Gensch, who now heads a new Victor retail concern on Grand avenue. Manager Kunde at the Columbia store reports that business is brisk in both machines and records. He says that the trade is anxiously waiting the arrival of the Grafonola grand.

Lawrence McGreal and Mrs. McGreal have the sympathy of the trade in the loss of their little four-months' old son, Lawrence Gannon McGreal, who was found dead in bed in the sheriff's apartments on the morning of January 29. The body was taken to Dixon, Ill., for burial, besides little Jack McGreal, who died two or three years ago.

L. C. Parker, manager of the Victor department at Gimbel Brothers' store, says that business during the month of January made tremendous gains over that of the corresponding period a year ago. Mr. Parker's daily concerts in the Victor hall at the big department store are patronized by large crowds and are the means of bringing much business to the store.

U. P. Gibbs, of the Rudolph Wurlitzer Co., of Chicago, Samuel Goldsmith and Mr. O'Neil, representing the Victor Talking Machine Co., were among the recent visitors in the Milwaukee talking machine trade.

Miss Elizabeth Hughes, manager of the Edward Schuster & Co.'s store at Third street and Garfield, is setting a high mark in Victor salesmanship. The young lady is conducting daily concerts which are doing much to increase business, while she faithfully follows the scheme of going out and calling upon prospective customers.

The so-called trial proposition does not meet with the favor of J. H. Becker, Jr., manager of the Victor department at the Espenhain department store.

"We are doing a steadily increasing business and we have been steering clear of the free trial scheme," said Mr. Becker. "I believe that the so-called trial proposition is easy to 'knock' out. People are getting used to this scheme and they prefer to go to the dealer who allows his machines and records to go out only on sale. The plan of leaving machines and records with the prospect for a week or two is detrimental to business, and people are coming to realize that they are apt to buy stock that has been used by some one else, or on the other hand they may make up their minds to buy only second-hand goods. Altogether, it is a poor policy for the dealer to follow."

The daily concerts given at the Espenhain store by Manager Becker are proving decidedly popular. Demand for the Victrola IX. is especially good, and Mr. Becker says that he is behind on orders with this machine.



It's all clear sailing

For the dealer who sells the

Simplex Automatic Start and Stop Device

We have cracked the Automatic Stop nut and have added our exclusive starting feature.

The SIMPLEX positively meets every requirement of the trade. Accurate, easily attached, easily operated, simple in construction, a ready seller, it is the ideal automatic stop.

The SIMPLEX is the only automatic stop ever placed on the market, which wins the absolute approval of the customer, the dealer and the jobber.

A Victrola fitted with the SIMPLEX completes the Victrola equipment and leaves nothing more to be desired.

To the prospective customer who reminds you of the automatic feature of other gramophones, a Victrola equipped with a SIMPLEX is the answer.

To prove our claims absolutely, here is
OUR OFFER

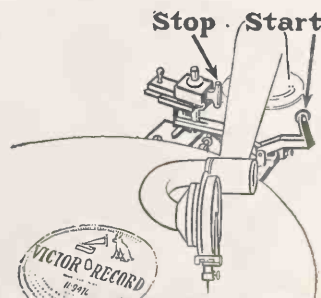
We shall send on memorandum to any dealer of recognized financial standing one SIMPLEX AUTOMATIC STARTING AND STOPPING DEVICE. Only one SIMPLEX will be sent to a dealer under this offer, and for a trial of thirty days only. At the end of thirty days we will bill you for the machine and request you to send check or return the SIMPLEX.

Jobbers and dealers, all over the World, are selling thousands of SIMPLEXES.

WRITE NOW

STANDARD GRAMOPHONE APPLIANCE CO.

173 Lafayette Street, New York, N. Y.





Chicago Home
of the
Steinway Piano

Chicago Home
of the
Pianola Piano

LYON & HEALY
PIANOS

Pure
in tone



Lyon & Healy Piano

This superb piano presents
four great points:
Tone of exquisite purity
Case of graceful outlines
Name known world over
Price wonderfully reasonable
Write for Catalog

Lyon & Healy Harp

Used by nearly all the great
harpists of Europe and
America, among whom
may be mentioned:
Wm. Posse, Alfred Holly,
Franz Polnitz, L. M. Ted-
eschi, Esmeralda Cervantes,
Zabel, Zamara, Enrico
Tramonti, Carlo Sal-
zedo, Dominic Aliberti,
Joseph Vito.

LYON & HEALY
HARPS



Band Instruments

For nearly fifty years our Cornets, Trombones, Drums, Flutes, Claironets, etc. have been the standard. There are more Lyon & Healy Horns in use today than there are of all competing makes combined. We issue a complete Band Catalog which gives an immense amount of valuable information. A copy may be obtained for the asking.

Rare Old Violins

A superb collection includ-
ing fine old instruments of
mellow tone from \$50 up to
\$10,000. Beautiful catalog free.

Washburn **PIANOS, HARPS,**
MANDOLINS, GUITARS

Washburn Piano

Made by Lyon & Healy.
A first-class instrument in
every way. Tone rich and
powerful. Cases of choice
mahogany or the new shade
of oak. The leading popular-
price piano of America. May
be seen in over 250 local sales-
rooms. Write for catalog.

Washburn Harp

This great popular-
price instrument is made
by Lyon & Healy. There
is a style at only \$400
(Double Action.) No harp
in the world equals the
Washburn save only the
Lyon & Healy.

**Washburn Mandolins
and Guitars**

These world famous in-
struments are sold where
ever there is a music store.
Preferred by all leading Col-
lege Clubs. Popular styles
at \$15 and \$25.
Write for catalog.

**Lyon & Healy
Goods**

are sold by over 14,000
local dealers. They are
the standard of Excellence.
Insist upon getting our
brands. We sell "Every-
thing Known in Music."

Sheet Music

Largest and most com-
plete stock of Sheet
Music and books in
America. Catalogs free.

LYON & HEALY, Chicago



Victrolas

A complete stock of these charm-
ing instruments which bring the
voices of Caruso, Ruffo, Schumann-
Heink and other great artists to
your fireside. Catalog free.

LYON & HEALY, Chicago

WORLD'S LARGEST

MUSIC HOUSE

FROM OUR CHICAGO HEADQUARTERS

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

(Special to The Talking Machine World.)

Chicago, Ill., Feb. 10, 1913.

The various jobbers and company branches here all declare that January was a good month, a mighty good month, and that 1913 has started out under the most favorable auspices.

Of course, the shortage on some types of machines is still felt, but deliveries have been coming forward fairly well and their influence would have been felt to a greater degree had it not been for the great number of back orders which swallowed up the new goods as fast as they arrived.

Another month, however, should witness a decided change for the better in the situation.

The January record business has simply been enormous, according to all reports, and presents new evidence of the stability of the talking machine business.

Talking Pictures to Be Shown.

Members of the talking machine trade here who have read with interest the enthusiastic reports of the initial presentation in the East of Thomas A. Edison's talking pictures will have an opportunity to see the pictures for themselves, and no doubt to study the remarkable synchronizing apparatus at close range a week hence.

The talking pictures will be shown beginning February 17 at both the Majestic and Palace theaters of the Orpheum circuit. Different films will be presented at the two theaters, although the dates of their presentation are simultaneous. The machines are now being installed.

Kimball to Handle Talking Machines.

The W. W. Kimball Co. is to open a talking machine department in connection with its retail piano department in the Kimball Building, corner of Wabash avenue and Jackson boulevard, and has qualified as Victor and Columbia dealers. The importance of this move may be understood when the wide prestige and influence of the company in the piano trade is considered.

Edgar C. Smith, the manager of the retail interests of the great piano manufacturing company in Chicago, has been considering the matter for some time, but has preferred to go slow and be reasonably sure of his ground before making the departure.

A year ago the Ogden avenue branch store of the company added talking machines and Mr. Smith has watched it and has had an opportunity to study the matter carefully. The results have been such as to confirm his belief that the line

would prove a valuable adjunct to the business of their great main store.

"While we always move conservatively," said Mr. Smith, "and are not prone to do anything with a flare of trumpets, I can assure you that if the new departure is not a success it will not be because of lack of effort. I intend to give a great deal of my time personally to the work. We have secured a competent young man to take immediate charge and I expect to get right into the game myself and to occasionally take a hand in the selling of goods myself so that I can get right into the talking machine atmosphere."

The department proper will be on the second floor, where there will be a large general sales-room and five handsome private demonstration rooms. The salesrooms will adjoin Kimball Hall, which can be utilized to excellent advantage. The opportunity for exploiting grand opera records with the accompaniments played by the great Wimbald pipe organ will, no doubt, be taken advantage of.

The great piano warerooms and immense window frontage on the ground floor will be utilized for the display of machines, which will be shown side by side with pianos. There will be a Victrola or Graphophone in every one of the fourteen or fifteen windows, and special advantage will be taken of the big corner window.

Further, Mr. Smith says that each one of their private piano salesrooms will contain a machine but which will not be for demonstration but simply to call attention of visitors to the fact that talking machines are to be obtained there.

The location of the Kimball warerooms is most advantageous and the thousands of people who pass there daily cannot but be attracted by the important display which will be made.

That the Kimball Co. is going into the business in earnest is shown by the size of the initial orders, despite Mr. Smith's modesty. Arthur D. Geissler, manager of the Talking Machine Co., who signed them up on Victors, says the deal is one of the most important they have ever put through. W. C. Fuhri, district manager for the Columbia Graphophone Co., handled the contract for the Columbia goods in person and is naturally pleased with the recognition of the Columbia by a house so important in the musical world.

New Victor Department Opened.

The new Victrola department of the Bissell-Weisert Piano Co. has been completed and thrown

open to the public and the company's regular patrons with what Manager O. C. Searles characterizes as "most gratifying results." It is certain that all who have inspected the stock and fittings of this new branch of the Bissell-Weisert Co.'s business have pronounced the rooms as among the most attractive in the West. They adjoin the piano showrooms of the company on the fourth floor of the Fine Arts Building and face upon the famous Florentine Court, which affords an abundance of daylight and air and which enhances the interior finish of the showrooms. There are six of these, as well as an office and a record room, opening upon a long hall that fronts upon the court and each of which is large enough to accommodate several machines and cabinets. The rooms are decorated in soft shades with woodwork in cream color and doors of leaded glass. Fine hangings and soft rugs give an air of elegance to the rooms, and photographs of various artists and old prints of interest to music lovers adorn the walls. Directly across the court is the Little Theater, much patronized by the "400" and in which it is planned to give occasional Victrola recitals. Mr. Searles has succeeded in giving to the new rooms an atmosphere which is in keeping with the clientele of the Bissell-Weisert Co. and the former patrons of the Aeolian Co., who have been pleased with Mr. Searles' courteous attention. With him are H. P. Carlton, George Wright and Miss E. McClelland, all of whom were formerly with the Aeolian Co.

Doings at "The Shops."

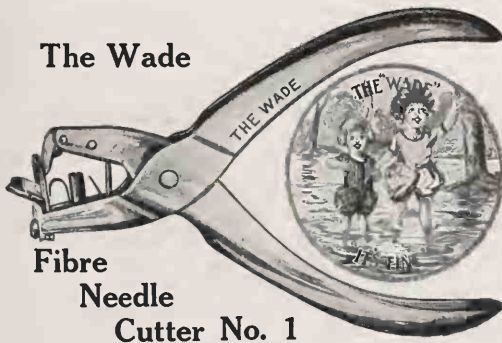
George Davidson, of the Talking Machine Shops, the local Victor retailers, reports a very satisfactory January, but with many Christmas orders yet to be filled, especially on Victrola XVI. He also reports a good business in records, with the call for "On the Mississippi" and "When that Midnight Choo-Choo Leaves for Alabama" equal to the record-breaking "Alexander's Ragtime Band." In fact, the "Shops" has been so busy that Stanley Sackett has been obliged to give up his customary afternoon tea, to which he has become very much attached.

William Giezer, repair man at the "Shops," became a benedict January 11, when he was married to Miss Bertha Dornquist. He is taking the "jolly" of his numerous friends quite gracefully.

Edward Blinke's Father Dies.

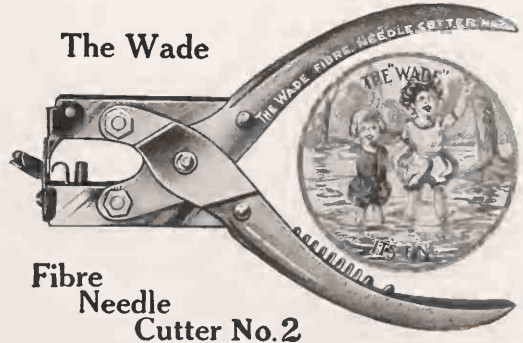
Edward Blinke, city salesman for the Columbia

Continued on page 22.)



The Wade

Fibre Needle Cutter No. 1



The Wade

Fibre Needle Cutter No. 2

The WADE FIBRE NEEDLE CUTTERS, No. 1 and No. 2, trim the needle at the proper angle, and the needle can be repointed from 12 to 15 times, producing clean, perfect playing points. This cutter is provided with a self-acting stop, which prevents cutting away more than enough to make a new point.

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

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

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

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

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

1227 East 46th Street
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 21).

Graphophone Co., has the sympathy of his many friends in the trade in the loss of his father, who died this week of pneumonia. The funeral was attended by Manager P. F. Baer and other of Mr. Blinke's business associates.

Columbia Items.

January was a good month for the Chicago office of the Columbia Co., showing an increase both in the wholesale and retail over the corresponding month of last year.

W. C. Fuhri, district manager, will go South the end of the month and will meet George P. Lyle, general manager of the Columbia Co., with whom he will visit New Orleans, Dallas and other points.

Manager C. F. Baer, of the local office, is now on a brief trip to Iowa. Mr. Baer, by the way, has joined the noble army of automobilists and has just invested in a Reo touring car.

Hyatt LeMoine, who recently joined the office force here, is having excellent success.

At Lyon & Healy's.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, is again at his desk after a ten days' tussle with the grip. Various interior changes have been made in Department H incident to the concentration of their entire efforts on the Victor line, with the result of improving the already famous L. & H. Victor service in many particulars. January showed a gratifying increase in the corresponding month of last year. Machines came forward from the factory in increasing quantities, but were quickly absorbed by back orders. However, a steady improvement in conditions is promised from the factory. Mr. Wiswell is particularly well pleased regarding the demand for records in January, which, in fact, was one of the best months in the history of the house in this respect. Furthermore, both the January and February bulletins have contained many unusually good selling. Other evidence of the vitality of the trade at present is found in the demand for supplies of all kinds. For instance, the Lyon & Healy Fibre Needle Cutter is one of the best specialties the house has ever put forth. On a recent Monday orders for no less than eleven gross were received.

Downstairs in the Victor Recital Hall, through which the house has done such valuable educational work for many years, interest continues unabated. Victor concerts are now given hourly, from ten in the morning until five in the afternoon, instead of from noon until five as formerly. The playing of accompaniments to Caruso and other Red Seal artists in a Lyon & Healy grand piano is a popular feature of these concerts.

Lyon & Healy have done some expensive Victor advertising of late, printing a list of selections from the various grand operas under the caption of "The Best Moments of Grand Opera." Mr. Bluffman, of the record department, says that many people have come in with these lists in their hands and wish certain numbers to which their attention has been attracted. These advertisements have of late been headed with an illustration showing the entire Victor line.

F. L. Fritsche With Lyon & Healy.

F. L. Fritsche, a well-known Western talking machine traveler, has joined the Lyon & Healy road forces and will cover Iowa for them. Mr. Fritsche for a number of years traveled for the Edison Co. and was afterwards with the U-S Phonograph Co. and has recently been with Grinnell Bros., of Detroit.

Opposes Oldfield Bill.

The Chicago Talking Machine Dealers' Association, which is composed of dealers outside the loop, passed resolutions at the January meeting, which occurred too late for mention in the last issue of the World, asking the national House of Representatives not to pass the Oldfield bill. All of those present sent individual telegrams to their respective Congressmen to the same effect.

The February meeting of the association was held Monday of this week at the Windsor-Clifford Hotel, Monroe street and Wabash avenue, where

the meetings will hereafter be held. President Van DeMark made an interesting report showing that the association had uncovered various instances of dealers violating their contracts with the manufacturers with satisfactory results. Also that one department store which had been giving trading stamps with everything was compelled to place a notice in each advertisement that no stamps were given with talking machines. After an interesting discussion of various trade matters the meeting adjourned.

Increases Cabinet Output.

The Salter Manufacturing Co. states that its business in January was as large as in December. Naturally, the first month of the year is always a good cabinet month because of purchases by people who received talking machines for Christmas presents. Purchases by the dealers are as large as in the holiday month. The Salter company, however, was greatly behind in its orders the latter part of the year because of the usual heavy demand for its product. Jobbers and dealers were pretty thoroughly cleaned out. The company is now making arrangements for increasing the production in every part of its business and will be able to take care of orders very promptly in the future. The steady advance of all materials entering into the construction of cabinets makes advances in the prices of the finished product imperative. Therefore dealers are advised by the company to anticipate their orders to the largest possible extent.

Returns to "Old Love."

Arthur English, who up to a year ago was a silent member of the retail talking machine force of the Rudolph Wurlitzer Co., but who resigned to go into another line, has returned to his former position. Mr. English is an accomplished musician and is more than happy to find himself again in his old congenial environment.

Tributes to U-S Records.

The Chicago office of the United States Phonograph Co. is having a big demand for the Rex and Royal machines. The demand for U-S indestructible cylinder records has been the largest in the history of the Chicago branch the past month, and a number of dealers have written in to express their appreciation of the particularly high quality of some of the recent issues.

Wade Needle Cutters.

Wade & Wade, manufacturers of the Wade Fibre Needle Cutters, report that their business last year more than doubled that of the preceding year. January was a better month than December, showing both that new machine owners are eager for anything that aids in the enjoyment of their instruments and that dealers are evidently pushing the Wade cutter with might and main. Cuts and descriptions of the two models of the Wade cutters are shown elsewhere in this issue.

The Mission of Hope.

Will Hope, who travels Wisconsin and Northern Michigan for the Thomas A. Edison Co., is spending a few days in the city helping Manager C. E. Goodwin get things started at the Phonograph Co., the new Edison jobbing house in Chicago.

Excellent Advertising Slide Service.

The many friends in the talking machine trade of Edward C. Plume will be glad to know that the Edward C. Plume Co., whose place of business is at 417-21 South Dearborn street, Chicago, and which he started a year or so ago, has proved a remarkable success. At the annual meeting in January the capital was increased from \$35,000 to \$60,000 to provide for the expanding trade.

In addition to the Pyro signs and the valuable newspaper advertising service for merchants in various lines, the company has recently put on the market a line of hand-colored advertising slides for the use of retail piano dealers in gaining publicity at their local moving picture theaters. The illustrations are full of human interest and tell their story at a glance. Several of the slides in the series exploit talking machines exclusively. Many of the readers of the World will be able to use the entire series to advantage. The com-

pany also issues a series of attractive mailing folders for music dealers. On one side are views, one for each month of the year, of the Panama Canal, scenes from the great Northwest, the Golden West, etc., while on the other is a beautifully illustrated sales text.

John Dorian in Better Health.

His friends will be interested to learn that John Dorian, who was forced to give up his successful work in the Orient for the Columbia Graphophone Co., and return to America on account of ill health, is now visiting Chicago. Mr. Dorian's condition was such as to necessitate a course of medical treatment and a complete rest. He, therefore, came to Chicago and secured an apartment on the South Side, where he is living with his family. He is steadily improving and since coming to Chicago has gained something like 10 pounds in weight. His many friends made here when he was manager of the Chicago office of the Columbia Co. some years ago will wish him a speedy return to complete health.

A Big January.

"Forty per cent ahead of 1912" was the way Arthur D. Geissler, manager of the Talking Machine Co., characterized its business for the first month of the year. It was the third largest January in the history of the house, and February started in at an accelerated speed.

Wurlitzer News.

A good January, exceeding that of last year, is reported by the Chicago house of Wurlitzer. The record business was something notable, according to Assistant Manager Siemon.

Manager E. H. Uhl is now on an Eastern trip, including visits to the Victor factory, the Mudlitzer piano factory at North Tonawanda and the company's branch houses in New York City and Philadelphia.

L. K. Cameron gave a theater party to the employees of the retail talking machine and musical merchandise departments, of which he is the manager, at the American Music Hall last Tuesday night. December 23 was the biggest day in the history of the first floor and the "blowout" was a belated recognition of the jubilant fact.

The Wurlitzer house is now using four half pages a week in the dailies, one each in the Tribune, News, Examiner and American. They are run in conjunction with the Victor company and constitute very terse and forceful publications.

Make Interesting Trips.

Roy J. Keefe, sales manager for the Talking Machine Co., is on a trip to Milwaukee, Madison, Minneapolis and St. Paul, looking after some large accounts which he has established in the mentioned cities.

George Cheattle, assistant sales manager of the Talking Machine Co., returned from a combined business and pleasure trip to the South, on which he was accompanied by his wife. With New Orleans as the objective point, stops were made at Memphis, Nashville, Birmingham, Jackson, Miss., and Pensacola, Fla. Dealers were seen in all these towns and some excellent orders secured. Mr. Cheattle said that while the progress in the talking machine field had not been as rapid in the South in the past as the North, that there was every evidence of a remarkable awakening by the preparations made by old concerns to enlarge their department and the recent opening up of many new dealers.

Visitors and Personals.

Mr. Coe, of Bradford, Weiss & Co., Waverly, Ill., was a visitor this week.

S. W. Neuberger, of S. W. Neuberger & Co., of Albany, Ind., was in a day or two ago. They have recently added a Victor department to their department store.

C. A. Senn, of Bloomington, Ill., attended the automobile show, a yearly habit of his. He handles both automobiles and talking machines.

O. S. Ogren, Rockford, Ill., was a recent visitor.

W. J. Stahlschmidt, of Evansville, Ind., was in replenishing his talker stock a few days ago.

(Continued on page 24.)

STOP



One Minute, Please, Gentlemen, before you turn this page!

If 1912 wasn't the biggest year in your Talking Machine history it should have been. Could there be anything wrong?

Supposing there is. Our Sales Department could flood you with new ideas of advertising, circular letters, little points of personal service, etc.

If out of this bunch of selling ideas you get one good idea, it would pay you to write us.

Write the Sales Department today, simply saying:—
"THOSE IDEAS, GENTLEMEN, LET US HAVE THEM."

The
Talking Machine
Company

137 North Wabash Avenue
Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 22).

Parsons' Visit to Headquarters.

W. W. Parsons, district manager of the dictaphone department of the Columbia Graphophone Co., has just returned from a ten days' visit to the general headquarters and factory of the company at Bridgeport, Conn. He was given every opportunity by Mr. Woods, the general factory manager, to witness the manufacture of the Columbia dictaphone. He was greatly impressed by the thoroughness and care with which the parts of the machine are manufactured and assembled. The demand for dictaphones has been so great that the company has hardly been able to supply it. Mr. Parsons visited the factory mainly for the purpose of seeing if he could not hurry the filling of orders from the Chicago office. He found that the conditions he complained of were experienced in all parts of the country, but that the company has greatly increased its facilities for the production of dictaphones and soon will be in a position to fill all orders promptly. He spent several days at the general offices in New York and was entertained at the homes of the general manager, Geo. L. Lyle, and Fred Dorian, general manager of the dictaphone department, both of whom reside in Hackensack, N. J. He visited the recording laboratory of the company in New York and talked with some of the distinguished artists, who were there at the time. He was also given a glimpse of the new quarters to be occupied May 1 for the general offices of the company and which embrace the entire 28th floor of the magnificent new 52-story Woolworth building.

Training School for New Managers.

The Talking Machine Co., of this city, has taken a special interest in training managers for new Victor departments which they are instrumental in establishing. A large Western house was recently induced by the Talking Machine Co. to open a Victor department and a man was chosen for the management who had the confidence of the house, as to his general business ability, but who had little experience in the talking machine field. He was given several weeks' instruction at the Talking Machine Co.'s headquarters here in Chicago. First, he put on overalls and spent some time with the company's corps of expert repair men. He was shown how to take the machine apart, locate any trouble, and learned the construction of the machine in detail when the parts were re-assembled. When he was through he was able to explain the construction of the machine thoroughly and was equipped in an emergency to make any necessary adjustments. Next, the future manager spent a few days in the record filling department. He obtained knowledge of stock-keeping systems, got an idea of the kind of records that were being sold and learned how to engage the proportions of the different classes of records. It is safe to say that he saved months of experiment by reason of the few days' guidance of the Talking Machine Co. He was then turned over to the sales manager. The selling points of Victor machines and records were clearly explained to him and he was invited to ask all of the questions he wished. After that he accompanied a salesman on his rounds among the dealers and saw how they conducted business. He became acquainted with many ingenious and effective sales methods and studied store arrangement and other features at first hands.

The Talking Machine Co. is doing this kind of thing all the time and it is seldom that it has not one or more men going through this training course. This entails considerable time and effort, of course, but the company finds it reaps rich dividends, in increased sales by having competent and trained men in charge of new departments, men who are imbued with the true Victor enthusiasm.

Artists Hear "My Own Columbia" Records.

Henry Scott, the famous baritone, who created such a favorable impression during the engagement of the Chicago Opera Company, which has just closed, was a recent visitor to the local Columbia warerooms. Mr. Scott has received a number of master records, which he had made at the Columbia laboratory and tried them out here and made his selection. He was very enthusiastic re-

garding the clarity and beauty of the records and the faithful reproduction of his voice. Mr. Fields, the retail floor manager, who waited upon Mr. Scott, has a great deal to say about the man's pleasing personality and his evident freedom from the professional jealousy, which is so often found in people of musical temperament. Mr. Field sees a large sale for the Scott records when they are all on the market.

Mme. Rosa Olitzka, Columbia artist, who makes her home in Chicago, returned to the city from a concert trip the other day. She told of some new records she had made at the Columbia

laboratory and which she believes are the best she has yet produced.

The Chicago office of the Columbia Graphophone Co. is sending out announcements of eight new violin records by Ysaye and six new records by Bonci. It is expected that these new records will prove to be some of the most remarkable numbers in the Columbia repertoire.

Oliver Jones a Visitor.

Oliver Jones, credit manager for the Victor Talking Machine Co., was in Chicago for a few hours in the course of a Western trip one day last week.

THE PHONOGRAPH CO. READY FOR BUSINESS MARCH 1.

Chicago's New Jobbers of Edison Phonographs and Records Under Management of C. E. Goodwin—Spacious Quarters at 227 South Wabash Avenue Ready for Occupancy.

(Special to The Talking Machine World.)

Chicago, Ill., Feb. 9, 1913.

The Phonograph Co., Chicago's large new Edison jobber, is now prepared to make prompt shipments of Edison cylinders and machines to dealers. It has accumulated several hundred of the new Edison disc phonographs and as soon as a commercially adequate stock of disc records is secured, which will be about March 1, they will commence making deliveries of disc goods.

C. E. Goodwin will be the general manager of the new company. Rumors to this effect have been afloat for a long time, but no authoritative

with the dealers of the Middle West and has kept in touch with the Edison situation in this section ever since he resigned and went East four years ago with the Edison Co.

In that time he has been in close touch with the remarkable improvements in the cylinder line and especially with the new diamond point reproducer and blue Amberol records. He has also witnessed every step in the development of the new Edison disc phonographs and records.

"Just listen to that," he remarked, turning to a new Edison disc phonograph which was playing "Hearts and Flowers." "Do you wonder that Herr Otto Urack, of the Boston Symphony Orchestra, said: 'Mr. Edison has not only produced the best phonograph ever made, but he has created the greatest musical instrument in the world.'"

"The stories of the ceaseless toil and infinite pains that Mr. Edison has spent in the development of the disc have not been exaggerated," said Mr. Goodwin. "I've been right on the ground and I know. Twenty hours a day for three years and a half. I never dreamed of the possibility of a human being capable of such absolute concentration. Why, I've seen him reject records which, to my ear, and I am certainly no novice, were flawless. Of course, I predict a tremendous success for the Edison disc phonographs and records. Knowing the product as I do, this is inevitable. Just wait until the Western public has the same opportunity as that which has been afforded the people of the East. You will find the verdict the same—'It's wonderful!' 'Almost incredible,' etc."

The building of The Phonograph Co. at 227 South Wabash avenue, on the complete reconstruction and equipping of which an immense sum of money is being expended, will form a center of Edison activities in Chicago. The first four floors will be occupied by The Phonograph Co., while the top floor has been subleased for the local offices of the primary battery department of Thomas A. Edison, Inc., the Edison Storage Battery Co. and Edwin C. Barnes & Bros., the Chicago agents for the Edison dictation machines.

The front of the building is of beautiful cream-colored glazed brick with ornamental terra-cotta trimming and is of such an uniquely beautiful architectural design as instantly to attract the attention of the passerby.

As the interior will not be completely finished for several weeks, any description now would be inadequate and is deferred to a later issue. Suffice it to say, however, that it will be one of the finest phonograph establishments in the country.

The first two floors of the building will be devoted to the retail department. On the main floor will be a large reception hall, where daily concerts will be given, and the retail machine department, embracing seven private salesrooms.

The second floor will be devoted to the record department. Seven sound-proof demonstration booths are being erected and in the large reception room opening from the elevators there will be service tables, where customers can go over the catalogs at leisure with clerks able to aid them in making their selections. The retail department

(Continued on page 26.)



C. E. Goodwin, Manager The Phonograph Co.

announcement was made until this week, when Mr. Goodwin arrived in Chicago to consult with the company about some of the details of the interior arrangements of the fine new establishment at 227 South Wabash avenue, work upon which has been in progress for some time.

Mr. Goodwin will return to Orange next week, as his resignation as manager of the traveling salesman for Thomas A. Edison, Inc., is not effective until March 1, when he will come to Chicago permanently as manager of the new Edison house.

The Phonograph Co. is an entirely independent concern and the Edison Co. was reluctant to release Mr. Goodwin from the responsible position which he has filled so acceptably with them, but they readily agreed with the Phonograph Co. that the ultimate interests of both concerns would be furthered by having the destinies of the new jobbing house in charge of a man so thoroughly acquainted with the company's product and policies.

Mr. Goodwin needs no introduction to the Western trade. During the ten years he was manager of the talking machine department of Lyon & Healy he became intimately acquainted

THE NEW EDISON JOBBER IN CHICAGO

We are filling orders the day received from an immense new stock of EDISON BLUE AMBEROL RECORDS and Cylinder Machines.

We have the finest building devoted to the sale of phonographs in America and are getting together an organization of experts.

Edison Disc Phonographs

We have already stocked several hundred of the new disc phonographs and Mr. Edison promises a good supply of his wonderful disc records by March 1st.

Apply for a disc dealership early. It is going to be the greatest thing in the music trade.

You are invited to come to our warerooms for a demonstration of the musical triumph of the century.

Our watchword will be protection to the dealer and an absolutely unequalled service on both lines of Edison phonographs and records.

THE PHONOGRAPH CO.

C. E. GOODWIN
General Mgr.

CHICAGO

227 So. Wabash Ave. between
Adams St. and Jackson Blvd.

TELEPHONE HARRISON 1503

FROM CHICAGO HEADQUARTERS.

(Continued from page 24.)

will probably not be ready for opening until about March 10. On the third floor will be the general offices and wholesale stock room, and is already occupied for that purpose. A large stock of cylinder records and machines is in the place and order-fillers are at work. A full stock of disc phonographs is already on hand for the inspection of those prosperous dealers who are to qualify on this high-grade line.

"These disc franchises are already in great demand in the East, where the Edison disc is better known, and the dealers in Chicago and surrounding territory will understand this when they call and hear this new instrument," said Mr. Goodwin.

"The Edison Co. requires a special application with a suitable qualifying order before the right to vend the disc is considered. Mr. Edison's idea is to have each dealer qualify for the disc on a proper scale and that his store be so located that it will enable him to take care of several thousand population, thus avoiding the necessity of qualifying so many dealers."

MAKE PERMANENT DISC NEEDLE.

(Special to The Talking Machine World.)

Chicago, Ill., Feb. 12, 1913.

The Permanent Phonograph Disc Needle Co. has been incorporated with a capital stock of \$2,000, and will vigorously push the sale of the Permanent Disc Needle, the invention of Samuel Levin, of Highland Park, Ill., and which has been on the market for some time. Mr. Levin has perfected his needle and has introduced an improvement making it perfectly adjustable. The needle consists of a small garnet shaped to a point, bringing it into contact with the record the same as the ordinary needle. The jewel is fitted in a shank, which is inserted in the sound box the same as a steel needle. The price of this permanent needle is placed at one dollar each. The address of the company is 1138 N. Winchester avenue, Chicago.

ORATORY BY ELECTRICITY.

Manikin Elocutionizes at Electrical Banquet When Button Is Pressed.

(Special to The Talking Machine World.)

Chicago, Ill., Feb. 7, 1913.

At the Electrical Club banquet last night the feature of the evening was a speech by an electric manikin, whose burning eloquence poured forth from the electric vibration of tin plates somewhere in his "innards," proved that he could do everything human but eat, sleep and walk.

ESTEY CO. SHOWS COLUMBIA GRAND.

New Style Grafonola Proves a Strong Window Attraction at Retail Warerooms.

The Estey Co. is displaying in its show window the first model of the new \$500 Columbia grand to be shown in New York retail warerooms. The instrument is placed in the center of the window, and although it has been on display but a few days, has already elicited considerable praise for its graceful appearance. The talking-machine warerooms of the Estey Co. are about completed, and the machines are displayed to excellent advantage in handsome quarters on the third floor of the Estey building.

THE SALTER PLAYER ROLL CABINETS.

Besides their extensive line of talking machine cabinets, the Salter Mfg. Co., 337-343 North Oakley avenue, Chicago, make combination player roll and music cabinets. As many talking machine dealers also handle pianos they will find much to interest them in this statement. An especially popular cabinet is Style No. 47, which is of unusual capacity and will hold over 110 player rolls. It is furnished either in mahogany or in oak in any of the several finishes. The line includes a number of other attractive styles in various sizes and capacities. Dealers should by all means secure a copy of the company's music roll and cabinet catalog as well as one of their talking machine cabinet catalogs.

CONTRACTS MUST BE RESPECTED.

An Important Ruling Handed Down by the Referee in Bankruptcy in Connection with the Sale at Public Auction of a Large Number of Talking Machines and Records at List Prices to Authorized Talking Machine Dealers by the Receiver—His Attitude Upheld.

The sale at public auction of a large number of Edison, Columbia and Victor machines and records at the authorized list prices to regularly authorized talking machine dealers by the receiver in bankruptcy in the matter of Edisionia Co., bankrupt, in the United States District Court, District of New Jersey, has been confirmed by the referee in bankruptcy, notwithstanding the objections of certain unsuccessful bidders, whose objections were based upon the fact that their bids were higher than those which were actually accepted, and that the receiver should have sold to them regardless of the restrictions under which they had been sold to the Edisionia Co. and irrespective of whether the lowest bidder was a licensed dealer or not.

The goods were sold to bidders who were able to satisfy the receiver that they were the duly authorized dealers of these companies, and they signed the conditions of sale which had been prepared by the receiver's attorneys in accordance with the assurance which the latter had given the attorneys of these companies to the effect that no sales would be made of their clients' goods except in accordance with the restrictions imposed by them. These conditions were announced at the sale.

The referee in bankruptcy, Hon. Edwin G. Adams, of Newark, handed down the following important memorandum after hearing arguments in the case:

This matter is before me, on motion of the receiver, for confirmation of a sale at public auction, and on objections to its confirmation by unsuccessful bidders. The goods sold included a large number of talking machines and records—Edison, Columbia and Victor—and it is admitted by all parties that the bankrupt had entered into patent license agreements with each of the said phonograph companies, providing, among other things, that these goods should not be sold at less than certain fixed list prices, except to regularly authorized dealers who were required to sign similar license agreements; and it also appears that the same restrictions are printed upon the goods and their containers. Each of the phonograph companies had served notice on the receiver and his attorneys that injunction suits for patent infringement would be brought if the sales of the talking machine goods were to be made below list prices, except to regularly authorized dealers in the particular lines of goods purchased, and the receiver's attorneys had given their assurance in writing to the various talking machine companies that no sales would be made of talking machine goods except in accordance with the restrictions imposed by the manufacturers and had prepared and announced conditions of sale in which substantially the same provisions were embodied.

At the sale the goods were sold to bidders who were able to satisfy the receiver that they were such licensed dealers and who signed the conditions of sale, all bids made by others being refused. Among the bids so refused were the bids of the parties now objecting to the confirmation of the sale, which bids were higher than the bids actually accepted. It appears that if the bids of the objecting parties had been accepted, the sale would have realized several hundred dollars more than the sales which actually have been made; and the objections made are to the effect that the receiver should have sold these goods to the highest bidder, notwithstanding the restricted patent licenses existing between the bankrupt and the various talking machine companies and irrespective of whether such lowest bidder was a licensed dealer or not.

The objecting parties cite numerous authorities to the effect that the bankrupt was bound to perform the license conditions, and that a violation thereof by the bankrupt itself would be enjoined as a patent infringement at the suit of the talking machine companies. That the bankrupt's receiver stands in the shoes of the bankrupt, except where fraud is present and except for the provisions of Section 47 (a) of the Bankruptcy Act, is well established by numerous decisions of the Supreme Court. See, for example, *Thompson vs. Fairbanks*, 196 U. S. 516-526, 13 A. B. R. 437; *York Manufacturing Co. vs. Cassell*, 201 U. S. 344, 15 A. B. R. 633. The case of *In re Spitzel & Co.*, 168 Fed. Rep. 156, 21 A. B. R. 729, I regard as directly in point, as in that case the court enforced against the bankrupt's receiver the restrictions upon the sale of the patented goods to which they had been subject in the hands of the bankrupt.

The action of the receiver and his attorneys was in accordance with the decisions on the subject, and in my estimation was proper and correct under the circumstances.

An order confirming the sale will be allowed.

(Signed) EDWIN G. ADAMS,
Referee.

HARD WORK TO MEET DEMAND.

Wider Knowledge of the Vitaphone Has Increased Orders for This Product—Vitaphone Co.'s Plant Rushed—Style 30 in Weathered Oak—President Repp's Improvements.

The plant of the Vitaphone Company at Plainfield, N. J., continues at its usual activity. It is probably more handicapped to-day than ever because more people in the trade are becoming acquainted with the Vitaphone products and are seeking information. Even the occupancy of the new building has not helped the company towards filling orders, as it seems that no sooner does its capacity increase than the demand does otherwise, leaving them always behind with deliveries on orders. This condition emphasizes the value of the Vitaphone more than anything else.

A supplement to the Vitaphone catalog has been issued covering style No. 50, in weathered oak. This is Vitaphone No. 30; it weighs net 30 pounds and costs \$30, and the combination ought to make it popular. This style is like the other Vitaphone styles, way oversold.

C. B. Repp, president and inventor of the Vitaphone, has made some recent improvements in tone production that are considered most important.

OPERA RECITALS IN DALLAS.

Series of Free Opera Recitals Arranged for by Sanger Bros., the Victor Distributors, Fill Big Hall to Overflowing—Make Strong Impression on Local Music Lovers.

(Special to The Talking Machine World.)

Dallas, Tex., Feb. 8, 1913.

Sanger Bros., the prominent and successful Victor distributors of this city, attracted much attention recently through a special series of operatic recital of the various operas to be given during the coming grand opera season in this city on February 28 and March 1, when Tetrzini, Mary Garden, Dalmores and other prominent artists will appear.

Sanger Bros. engaged Miss Anna Shaw Faulkner and Max Oberndorfer to give the recitals, and the general interest in the event was indicated by the fact that at each recital the large auditorium on the seventh floor of the Sanger Bros.' building was filled to overflowing and many opera enthusiasts were turned away. Wagner's "Die Walkuere" and Massenet's "Thais" were selected for the recitals, which were given in the morning and afternoon. The recitals were well advertised and were free.

Speaking of the success of the venture, Sanger Bros. say: "Grand Opera has become so closely associated with the Victor that, while Dallas is out of the beaten path of the grand opera companies, the Victor is the means of keeping our musically inclined people in touch with the world's best music."

PUBLICITY FOR THE DEALERS.

A striking two-page spread devoted to their "Eclipse" and "Favorite" types of machines is featured by the Columbia Graphophone Co. in this week's Saturday Evening Post. The advertisement is very attractively arranged, and is displayed to the best possible advantage. Early this month the advertising department of the company sent out to Columbia dealers an advance proof of this two-page spread, with several excellent suggestions on its utilization as a window display. Several windows in the nearby vicinity have been arranged as suggested by the company, and the display is one of the most attractive that has been shown in some time. The window hold the attention of passersby and create an interest that materializes into ready sales.

According to the revised tariff recently put in force in Brazil the import duty on records and talking machines has been fixed at two milreis per kg., without any distinction between single and double-faced records. The following clauses are contemplated: Single-sided records, one milreis per kg.; double-sided records, two milreis per kg.; component parts of machines, two milreis per kg.

AN IMPOSING CATALOG

Of Columbia Double Disc Records, Containing All Selections Up to and Including January 1913, Issued by Columbia Graphophone Co.

The Columbia Graphophone Co. has just issued a new and complete catalog of Columbia double-disc records, presenting all selections listed up to and including January, 1913. This catalog, which contains 300 pages, has been arranged in as concise, and at the same time, as thorough a manner as could be conceived by the advertising department of the company, and the main thought in its production was to facilitate its use by the dealer in every way possible.

The new edition of the Columbia record catalog does not differ radically from the arrangement and contents of the July, 1912, edition, which was universally commended by Columbia dealers. A feature of the January edition is the presentation of a separate section devoted to the newly created educational department. This section of the book consists of about ten pages describing the various types of music particularly adaptable for schoolroom use, with lists of selections recommended by the Columbia educational department and well-known school authorities.

The index for the new catalog is very simple, permitting a user to locate a desired record with a minimum of effort. The first part of the catalog is devoted to an alphabetical arrangement of every record issued by the Columbia Co., with the exception of those listed in their foreign catalogs. The selection on one side of the record is featured in one instance, while the second selection is printed below in smaller type. This principle is followed throughout the index, thereby ultimately showing every selection in display type under some letter of the alphabet.

Grand opera and concert records are listed in a special tinted section of the catalog, which also contains a special artists' index of the singers who performed these records. The general list of records is also classified into different types of selections, such as standard songs, popular songs, minstrel songs, etc., and records are placed under these various headings with the page number on which they appear. At the end of the book is an ingeniously arranged artists' index, containing the number and page of listing of every record made by the artist named. This index has proven to be of considerable assistance when the artist's name is known, while the title of the record is not so familiar. The last few pages illustrate several popular types of Columbia machines, including a splendid cut of the Columbia "Grand." The new catalog is complete in every detail, and will undoubtedly appeal to Columbia dealers because of its simplicity of arrangement.

INCORPORATED.

The American Telephonograph Corporation, New York City, was incorporated under the laws of Delaware on Wednesday to manufacture talking and dictating machines, etc.; capital, \$1,000,000. Incorporators: Frederic G. Toplift, P. D. Beresford and George V. Maynard, all of New York City.

QUICK DECISIONS PAY.

Learn to make decisions quickly. Some of us wouldn't be able to get very far if we didn't have to make decisions quickly. Learn to size up things and make decisions as quickly as you can. There are times when judgment is better to-morrow, but if you are in touch with the business, you can make your decision as well now as later.

It Should Be Worth While for Anybody

having good records, and a discriminating ear, to inform themselves about the Graphite Lubricator. It clears the tone, improves articulation, lessens the scrape, prevents dust and grime, and trebles the life of records. It slips into the place of the ordinary needle. One application for a dozen playings will do.

It makes reproduction musical instead of hurdy-gurdyish. Send for circular.

VOX HUMANA TALKING MACHINE CO.
Nantucket, Mass.

OPPOSE NEW JERSEY BILL.

One of Governor Wilson's "Seven Sisters" Anti-Corporation Bills Aimed at Fixed Prices—Opposed by Talking Machine Men.

Business concerns incorporated in New Jersey are following, with much interest, the various bills affecting corporations now before the legislature of that State, and colloquially known as the "Seven Sisters" anti-trust bills, introduced at the suggestion of Governor Wilson of New Jersey.

The bill that has created the most discussion and against which considerable opposition has developed is Senate Bill No. 43, which is aimed primarily against the maintenance of fixed prices.

Talking machine manufacturers and dealers in New Jersey and jobbers who handle trade in that State are unanimous in their opposition to the passage of this bill, and at the hearing recently in Trenton representatives of the Victor Co., the Thos. A. Edison, Inc., and a number of well-known New Jersey dealers and jobbers pointed out to the committee the evils that would be legalized if this bill became a law.

The contrasting attitudes of the States of New Jersey and California in this sort of legislation were pointed out by Senator Robbins, who referred strongly to the legislation passed by the California Legislature in December giving people the right to control prices of their products by their contractual relations, or implied relations, by means of notifications affixed to their products.

The most important clauses in bill 43 concerning fixed prices, and which is of great interest to the talking machine trade in New Jersey, reads as follows: "A trust is a combination, or an agreement between corporations, firms or persons, any two or more of them, for the following purposes and shall be illegal and indictable if they fix at any standard or figure whereby its price to the public or consumer be controlled, any article or commodity of merchandise, produce or commerce intended for sale, use or consumption in this State or elsewhere." Another clause, No. 6, also makes it indictable and illegal to "make any secret oral agreement or arrive at any understanding without express agreement by which they directly or indirectly preclude a free and unrestrained competition among themselves or any purchasers or consumers, in the sale or transportation of any article or commodity, either by pooling, withholding from the market, or selling at a fixed price, or in any other manner by which the price might be affected."

Punishment for conviction on any of the clauses noted in this bill is given as follows: "Whenever an incorporated company shall be guilty of the violations of any of the provisions of this act, this offense shall be deemed to be also that of the individual directors of such corporation ordering or doing any of such prohibited acts and on conviction thereof shall be punished accordingly." It is also set forth that the charter of a guilty corporation may be revoked.

NEW COLUMBIA REPRESENTATIVES.

New Columbia agents include the Atherton Furniture Co., of Brockton and Worcester, Mass.; Wise, Smith & Co., Hartford, Conn.; and Meekins, Packard & Wheat, Springfield, Mass.; Schmidt & Zitter, Hastings-on-Hudson, N. Y.; John de St. Leger, Hicksville, L. I., N. Y.; and H. Baker, Landing, N. Y.; F. C. Henderson Co., for the C. T. Sherer Co., of Worcester, Mass.; R. H. Decker, Pittsfield, Mass.; Robert M. Carter, Concord, Mass.; Mason & Phelps Piano Co., Keene, N. H.; A. C. Bay, Chicago, Ill.; Edward B. Selyman, Chicago, Ill.; Brenard Mfg. Co., Iowa City, Ia.; Taylor Music House, Waterloo, Ia.; Ohio Pottery & Glass Co., Cleveland O.; R. B. Henderson Drug Co., New Albany, Miss.; Columbiana Columbia Grafonola Co., Columbiana, O.; Winter Piano Co., Erie, Pa.; and Ramaker Bros. Co., Seattle, Wash.

As The World goes to press it is announced that Chauncey Olcott has signed with the Columbia Graphophone Co.

TO MAKE TALKING MACHINES.

The Cort Sales Co. Discloses Its Plans to The World—Intends to Enter the Manufacturing and Sales Field at an Early Date.

The Cort Sales Co., incorporated last week with a capital of \$10,000, was organized by John Cort, the well-known theatrical manager, for the purpose of manufacturing talking machines and records. Associated with Mr. Cort in this enterprise are Edmond V. Giroux, his general manager, and William Grossman, a prominent New York lawyer.

In discussing the organization of the new company with The World, Mr. Grossman said: "We have not yet made any definite arrangements as to our officers, or our general merchandising plans, etc., but we are planning to manufacture disc talking machines and records. Our factory and executive offices will probably be located in New York, and we expect to produce a line of machines similar in price to those on the market at the present time. In all likelihood, our first machine will be a fifty-dollar model, which we are working on now. Our record library will probably consist of about 300 records at the start, but we expect this library to grow, of course, as our business expands. Details are in embryo at the present moment, but full information will be forthcoming shortly."

GOING AFTER RETAIL TRADE.

The Sonora Phonograph Co. (reorganized), of Manhattan, was incorporated with the Secretary of State at Albany, on Feb. 3, for the purpose of conducting a talking machine business, with a capital stock of \$25,000. Those interested are G. E. Brightson, S. Brightson and G. C. Rumbough. This company recently leased the basement and street floor of the building at 78 Reade street and are going strongly after the retail trade. At present no attempt will be made to manufacture and sell to talking machine dealers.

TO HANDLE THE COLUMBIA LINE.

The Columbia Graphophone Co. has just closed arrangements with R. H. Macy & Co., New York, and Abraham & Straus, Brooklyn, N. Y., whereby these two prominent department stores will handle a complete line of Columbia products. These establishments are situated in the hearts of their respective shopping centers, and the Columbia line should prove a marked success in its new homes.

TO HANDLE TALKING MACHINES.

The latest addition to the rapidly-growing list of Columbia representatives is the progressive piano house of Sedgwick & Casey, Hartford, Conn., who completed arrangements this week to handle the Columbia line.

CASH PAID for any old and new disc phonographs, records, horns, boxes, motors and cabinets. Address **H. WALCER, 137 Orchard St., New York City.**

WILL SELL or exchange 5,000 Columbia Italian X. P. two minute records for any make of disc records. Will also buy any quantity of disc machines and records. What have you? Address, X. P., care The Talking Machine World, 373 Fourth avenue, New York City.

A **LIVE** Talking Machine man of considerable business experience, thoroughly conversant with every detail of the line, business developer, also salesman, is open for a connection with a concern who would appreciate a forceful, conscientious and able worker, for whom a future exists. Will go out of town. Address "Conscientious," care The Talking Machine World, 373 Fourth Avenue, New York City.

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

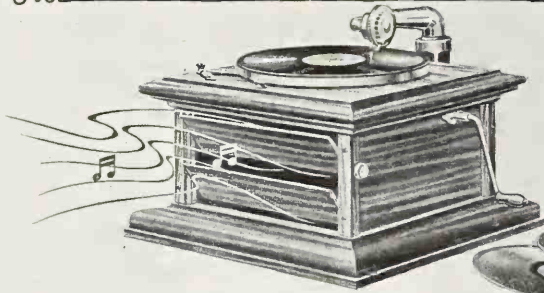
THE SATURDAY EVENING POST

February 15, 1913



Have you a child in your home?

This "Eclipse" with 16 selections on 8 Double-Disc Records



One \$5 bill this month and next;
One in April and May;
One in June and July;
That's all.
Ask any Columbia dealer for a
free trial in your own home.

Write to us if you do not locate him.

This beautiful mahogany instrument here offered for just \$30 with an outfit of 16 selections on 8 double-disc records embodies all the latest Columbia features—the continuous and uninterrupted tone chamber, the perfected Columbia reproducer, the Columbia tapered tone arm, the Columbia tone-control shutters, the faultless and noiseless Columbia motor (double-spring drive)—and it has the musical tone quality that those Columbia features unite to produce.

In quarterly ask, the "Eclipse" outfit, with the same outfit of records, costs you one \$5 bill less.

COLU

Other Columbia range in price up to \$50 for the magnificent new Columbia "Grand" Grafonola, the highest-priced instrument ever produced. Send for catalog. The Columbia Double-Disc Record Cabinet includes apparatus by a majority of the greatest artists in the world: Ross, DeSmet, Steink, Fremstad, Zenatillo, Nordes, Guden, Josef Holman, the world's greatest pianist, and Yoyoy, the greatest vocalist of this or any other age, among scores of others.

Important Notice

All Columbia instruments will play Victor records; likewise All Columbia records can be played on "Victor" talking machines

THE SATURDAY EVENING POST

and a 5-dollar bill in your pocket?

This Grafonola "Favorite" with 26 select



\$59¹⁰ at \$5 a month—
and any Columbia dealer will deliver the complete outfit for free trial

The "Favorite" has become the standard of the entire industry. It has had by far the largest sale of any modern "talking machine". The record-outfit includes such notable selections as: Sextene from "Lucia" and the Quartette from "Rigoletto", and a wide variety of other music. And you have the option of your own selection of records. Write for details.

MBI

Columbia Graphophone Company Box 377, Tribune Building
Creators of the Talking Machine Industry. Pioneers and Leaders in the Talking Machine Art. Owners of the Finest Wood. Dealers and prospective dealers, write for a confidential letter and a free copy of our

“Have you a child in your home and a \$5 bill in your pocket?” is the question we are putting up to over two million buyers of the Saturday Evening Post this week. Now out of those more than two million readers, just consider how many in your locality fit in with the left-hand question—and ought to answer the right-hand question by coming into your door reaching down into a pocket for a \$5 bill.

The only reason why we are showing you this Saturday Evening Post double-page advertisement for February 15th is to remind you of that one division of our advertising campaign which is devoted to the making of direct sales for our dealers.

Continued and increased for 1913, because it did business for Columbia dealers all over the map last year, it is gathering influence like a snowball every two or three weeks.

And the number of those talking machine dealers who are not getting a share of this good Columbia money is becoming beautifully less by every mail.



Columbia Graphophone Co.

Tribune 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.

Write for "Music Money," a Free Book you Ought to Have.



York Toronto-McKinnon Edge
Prices in Canada, 50c per day
of all the features of Talking Machines in the
MONEY.

RECORDING ARTISTS IN MOSCOW AND ST. PETERSBURG.

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

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

(Continued from January World.)

The journey from Moscow to St. Petersburg takes only eleven hours, and leaving at night, one is able to enjoy a comfortable night's rest and awake to enjoy coffee and find yourself in St. Petersburg.

The railroad track between the two towns is perfectly straight, and as the train travels at only moderate speed there is little or no oscillation and sleep is easy. When the surveyors of the line laid their proposal before the Emperor Nicholas, they begged him to state which towns he desired the line to touch. The Emperor called for a ruler, which carefully placing on the chart from Moscow to St. Petersburg, he ruled a line straight

prisingly white, pasty countenances, quite the reverse to what one expects of navy men. These men, I learned, are hardly ever at sea, and when they do go it is for the maneuvers, which consist of calling at a number of Baltic ports to enjoy a real good time. One day my wife and I interested ourselves counting the army men we passed in a walk from our hotel to the top of the Nevsky, a distance of half a mile. We counted 27 generals, 18 captains, 33 officers of lesser rank and 8 privates. Generals are as common in the Nevsky as trams in Broadway. When a private spies a general he has to immediately halt, swing around, stand rigid and salute. This sudden salutation happened several times and caused much amusement, for in this

crowded sidewalk it was not unusual for a lady to have her hat knocked over, a man's hat knocked off, and in one case a private bowled a man right over into the snow. The soldier nevertheless retained an immobile expression and the general pretended not to have observed the incident, while one or two officers who were passing assumed an expression of "I'm bored stiff," the pedestrians at the same time roaring with laughter at the ridiculous discipline which is enforced on the principal and most crowded sidewalk of the town. Almost every man is in some kind of uniform; also the school boys. Even the iswershics (cabmen) have to don a regulation dress and headgear.

In my observations I quickly discovered that the Russian moneyed class exists merely to eat, drink and sleep. They rise at eleven and partake of coffee and roll; breakfast (lunch) at one o'clock, a meal they generally get through in two hours; tea at four, where, incidentally, nearly two hours are passed in gossip; dinner at six-thirty, which occupies two hours should they be visiting the theater afterward, otherwise this meal will last any time over five hours, after which they adjourn to a cafe chantant to continue their dissipation until they retire to bed, usually at four a. m.

I must mention one instance of this extraordinary custom of living at the table. On a certain day, while lunching in the hotel restaurant, my attention was attracted by the jocund clash of glasses, and I observed sitting around a table three obvious Russians with their wives. I left the restaurant a little after two o'clock and returned to take tea at five. I noticed the party still sitting at the table and eating what appeared to be cutlets. I returned to the restaurant at seven-thirty for my dinner, and sure enough the party was still busy at the table. My curiosity being aroused, I appealed to the waiter to tell me whether the party had once left the table; he replied in the negative. They had commenced in the morning at eleven with coffee and rolls and gone through to dinner. On the following morning I interrogated the waiter as to the time the party did eventually bid adieu to the restaurant and was informed that they had been the first to take coffee and the last to leave at two in the morning. The strangest thing of all is in the fact that they were all comparatively sober. It was afterward quite a common occurrence for me to have my lunch and dinner and notice a party sit through both my meals without having moved. Between the courses

a Russian, providing he has the necessary time, will sit and smoke for half an hour, chatting and enjoying his surroundings, especially should there be women present.

A general laziness is noticeable among the people, which is no doubt to be attributed to their strange manner of living. The majority are pale and one seldom encounters a really healthy-looking Russian. This applies especially to women. They are lavish with their money and spend it in a way that would amaze some of your New York "fingers of gold."

In the restaurants one has to be particularly wary that their bills are not fictitious concoctions; a more thieving set of waiters cannot exist. In the restaurants and cafe chantants where the uneducated rich class congregate, abominable scenes are to be witnessed on certain joy days, irresponsible men and women drinking champagne as only Russians do—swilling it—who deny with inexplicable effrontery the commonest rules of etiquette and later the authority of the moral sense. In all its multifarious manifestations Paris has nothing like this, for in Paris there is a certain type of women from whom one expects such behavior and where one has restaurants which are known to those seeking amusement; but here it is a community of pseudo-respectable people who indulge in a manner which almost takes one back to Rome.

The laundries are horrible; the clothes are washed in dirty underground cellars, where the commonest laws of sanitation are neglected. I refer to the laundries outside the radius of a mile from the royal palace; those inside are French and are satisfactory. In a later visit to Russia I lived in a boarding house, and during a sojourn of five months lost two shirts, two sets of pajamas and over a dozen handkerchiefs. The girls of the peasant class who deliver the washing are illiterate, and to protest against a loss is a waste of breath.

As regards sport in St. Petersburg, the British colony here is diligently impressing several games into the town and the Russians are now able to play with a certain amount of proficiency football, hockey, cricket and tennis. They are very enthusiastic and no doubt will soon take their place with the nations of the world in athletics. I find the average Russian, after three years' experience of them, is light-hearted and despondent alternatively; philosophical, argumentative, pragmatical in his beliefs, and decidedly intellectual. He is usually susceptible to the charm of women, is an ardent lover but a failure as a husband. They lavish money about in a manner which is incomprehensible. In financial and business matters (particularly talking machines) he is mercenary careless and a slow-paying creditor; friendly, confidential, sympathizing and a sincere friend when once obtained.

(To be continued next month.)



Making Records in St. Petersburg.

through, and handing the chart back to the surveyors, remarked, "That is how I command the line to be constructed," and it was. I found it extremely cold and damp, and the difference between the two climates was most marked. I was not sorry to reach the hotel, for the cold, damp winds sweeping over the town from the Baltic were far from pleasant.

After Moscow, I never expected to find this town so up to date. It certainly is not Russian, and appeared to be a copy of several European towns. It has no distinctive features, with the exception, perhaps, of its splendid thoroughfare, the "Nevsky Prospect," which is a mile in length and varies between 80 to 120 feet in width. On both sides is an array of large modern shops, and include all nationalities. In one part is the Cathedral of Kazan, a magnificent building. In another part are the large, palatial red buildings of the War Office; it is indeed a grand thoroughfare. At one end is the royal palace, and the other the railroad station to Moscow.

I found the river Neva frozen hard, and they had thrown an electric tram service across for four months—a remarkable piece of hustling for the Russians.

The difference between Moscow and St. Petersburg does not terminate with their diversities in construction, for in the latter there are many more Europeans of society; the people are far more fashionably dressed; there is a great deal more movement in the streets, which are also better lighted; a conspicuous absence of the Tartar, Armenian and all other south Russian races is noticeable; the climate is abominable; the theaters are more interesting; and, lastly, the artists are superior for recording purposes. Here I found the best of all Russia.

The Nevsky Prespect is always filled with a bustling populace, including a great many officers of the two services. The naval officers had sur-

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

Appears in four different languages at regular intervals. Subscriptions for this talking machine publication 10 Marks yearly. Sample copies in the German Language sent free.

STRONG ARGUMENTS IN FAVOR OF FIXED PRICE

Presented to Representative Oldfield in a Letter Sent Him by the General Manager of the Victor Talking Machine Co.—An Able Analysis That Will Interest Trade.

The effects of price cutting and the objections to it were presented in a most interesting and detailed way in the letter recently sent to Representative Wm. A. Oldfield by the Victor Talking Machine Co., which conveys a fund of information that cannot help to be enlightening to the father of the Oldfield bill. It handles this entire subject in a broad and argumentative way and it is not too much to say that such a letter cannot help but be effective in preventing this legislation from going through at this session. Louis F. Geissler, who has written this communication as general manager of the Victor Talking Machine Co., is to be complimented on the handling of the subject which is most comprehensive and convincing. The letter is as follows:

Dear Sir—Engaged as you are in legislating for the public good, we can only believe that you will welcome vital information, from whatever source. We wish to set certain facts before you in regard to fixed-price commodities. The reasonableness of that desire cannot, surely, appeal to you in vain.

We do not believe you seriously wish to discourage invention, but we do believe that such will be the effect of your proposed bill.

It has been said that the Oldfield bill will not deprive the inventor of any of his rights. May we respectfully submit that the deduction is erroneous?

From what does the inventor's reward come?

From manufacturing and selling his invention at a profit, and—unless there is a profit, neither the inventor nor any one else will undertake these difficult and hazardous operations. The invention becomes valueless to the inventor, and the public is deprived of its use. Experience has shown that the inventor is seldom a business man. Therefore, he must usually depend on someone else to manufacture and market the product of his brains. *This, sir, cannot be done unless there is a profit to those who make and distribute that product.*

That statement is not a thesis, but a fact, as surely as human experience can establish fact. Economic conditions are as they are, and must be so reckoned with—the best intentions or the best motives do not suffice to change them.

To sum up: The Government itself does not reward the inventor. *To make the handling of that inventor's wares profitless to the dealer is to deny the inventor an opportunity to secure his OWN reward.* Such, broadly, is the case from the inventor's point of view.

Now, let us suppose that we, as inventor or manufacturer, are unable to maintain the price at which our goods shall be sold. We cannot possibly do so under contractual relations, short of interminable lawsuits—but it can be done under adjudicated patent laws.

What, then, will happen? Some strong retail establishment will at once cut the price, and by so doing divert to its own coffers an unusual quantity of business, until someone else cuts the price still more. The end is obvious; meanwhile, what has happened to the small dealer, in city and country alike? *One more commodity has been gobbled up by the retail corporations. The retail corporations have thrived on it, but what of the small dealer? We have robbed him and enriched the retail corporation. Surely, that is not the way to build up national prosperity.*

You may reply that we shall have sold as much of our

product as ever, and at our own first price. Most probably we shall, but the profits which would have helped to make a living for a hundred dealers will have gone to swell the bank accounts of two or three rich retail corporations. That, we believe, would be a questionable achievement, if we are to consider general welfare.

So much for the case of the small dealer—now the public. Is the public benefited by price-cutting? If our own experience at buying at retail is any guide, there is no real benefit. A big retail corporation cuts the price on, let us say, Victor Talking Machines. It is an undeniable cut; the people, knowing the usual price, know that it is undeniably a cut, and so flock to buy. *That house has made a reputation by selling standard goods at less than standard prices. On the strength of that reputation it can gouge the public for years on other commodities, the price and quality of which the public does not know. How much real good, or rather how little good the public derives from the mail-order house of the present day is cleverly and convincingly set forth in the clipping hereto attached. It shows, Mr. Oldfield, not a supposititious condition, but one which exists. Where is the public's gain?*

It must be remembered that a large proportion of the public you seek to serve is made up of those whose living depends upon profitable retail trade. Consider the number of small storekeepers in this country, the thousands of clerks, the thousands of dependent wives and children. *Will their gain or their loss be the greater if their most profitable merchandise is monopolized by the powerful cut-price institutions?*

Another point of view: When indiscriminate price-cutting is the general method of doing business, what results? A dealer, in self-preservation, must, instead of being an honest man, become something of a "shyster." He must give as little as he can for as much as he can get. *Because Mr. Oldfield is Mr. Oldfield, he can afford to pay a little more for the same thing than can someone else, and so on down the social register. Is that a foundation on which honest, widespread prosperity can be built?*

For a moment, in opposition to the above, will you allow us to submit a present-day condition? You have referred to the case of a razor, which retails at \$5, the price being rigidly maintained. Has that razor, or the maintenance of its price, suppressed competition or restrained trade? It has not; for a safety razor has recently been offered to the public at 25 cents. Moreover, a most significant fact is that the manufacturer of the cheap razor is just as anxious to maintain the 25-cent price as is the manufacturer of the higher-priced article. He gives straightforward, logical reasons for it, which are as follows: "We are frank to say that our interest in 'price regulation' is due simply to the fact that under the system of 'fixed prices' we know where we stand; we know that we shall not wake up to-morrow and find half our outlet stopped, because some mail-order house has advertised this razor, for instance, at 15 cents for the sake of attracting trade at exorbitant profit on some unknown articles costing dollars. *As a matter of fact, under uncertain 'open-price' conditions we should never have attempted to market this razor at 25 cents; a materially higher price would have been necessary to cover the extra hazard of doing business that way.*"

To resume: If, under the circumstances, there are persons who continue to pay \$5 for a safety razor it would seem that they do so because the \$5 razor is, to them, worth what it costs. *Otherwise, why do they buy it? They are certainly not obliged to pay \$5 for a razor because one manufacturer insists that that price be paid for his product.*

The same thing applies to other articles—even talking machines.

Elbridge R. Johnson, president of this company, recently published a booklet, entitled "Price-Cutting—A Restraint of Trade," and a surer, more dispassionate treatise was never written by an interested party. A quotation: "Price-cutting is the favorite weapon used by people who conspire to monopolize trade that belongs to others."

That is precisely the condition and precisely the modus operandi of those who have money enough to stand the strain, to the utter annihilation of those who have not. Again, and we believe you will find it wholly true, and wholly dispassionate: "Wholesome competition stimulates trade and benefits both consumer and producer, but wholesome competition means more than the simple matter of marking down a price." "It takes brains to lower costs by fair and humane methods."

That "fair and humane methods" is just the point. There is a living wage for our workmen, a margin of profit for our dealers to-day. What will happen if we must meet a market based on the condition which has long been described as "dog eat dog"? Eventually, one of two things: We must cheapen production—humane or otherwise; or, failing that, go out of business, when thousands will lose their present livelihood.

These statements are offered, sir, in all earnestness, and in all respect, for your consideration. We know, and you, too, no doubt know, that France, the land of conspicuous thrift, with, at this moment, or until very recently, more savings per capita than any other, trades preferably where the sign "Fixed Price" (*Prix fixe*) is displayed on the window.

In conclusion: In an article which was published in the *New York Globe* of September 25 or 26, you were quoted as saying, "The manufacturers are fighting the bill." *May we respectfully call your attention to the resolution which was passed by the National Federation of Retailers in St. Louis?*

We have ventured a personal letter to you, because we believe you will welcome actual, dispassionate information on the subject under consideration. Continuing in that belief and the hope of a personal expression of your opinion on the matters contained herein, we are,

Very respectfully yours,

VICTOR TALKING MACHINE CO.,
Louis F. Geissler, General Manager.

A CLEVER IDEA.

Talking Indian and Electric Cigar Lighter Invented by H. B. McNulty, of Cleveland.

The illustration is a novelty in the talking machine line, the invention of H. B. McNulty, of Cleveland, since its inception, and until recently, with the United States Phonograph Co. The photograph illustrates a combination phonograph



How Mr. McNulty's Invention Looks.

and cigar-lighter. When a customer presses the button of the lighter shown on the right the phonograph contained in the reclining figure of the Indian automatically starts. The words spoken may be any thing desired; a phrase enunciating the name of some cigar dealer wishes to introduce on the market or the merits of some special brand. The device is intended to be used in any kind of model or design of the human form, and besides talking, moves the lower jaw as if the image was actually speaking the words. When the cylinder has completed the message of whatever character it may be, the reproducer automatically reverts to the initial point ready for a repetition. It is an ingenious novelty in phonographic and mechanical invention.

ANOTHER TELEPHONOGRAPH CO.

The New York Telephonograph Corporation, 115 Broadway, New York, was incorporated early this month, with a capital of \$100,000. This concern will manufacture dictating, talking machines and telephonographs, and the following names are given as the incorporators: Edward L. Langley, William M. Moore and Vere B. Reed, all of New York City.

Closing Out

at a bare fraction of original cost, large stock of

TWO-MINUTE U-S

and

COLUMBIA CYLINDER RECORDS

slightly used but in good condition. Large variety of selection. Price 6 cents each in lots of less than 1,000 and 5 cents each in lots of 1,000 or more.

MULTIPHONE OPERATING CO.

102 West 101st Street, New York City

THE TALKING MACHINE AS AN EDUCATIONAL FACTOR.

Use of the Columbia in Gymnastic Drill in Hartford School, and to Illustrate Most Effectively a Talk on Opera and Its History in Boston School, Tells of Its Value to Teachers Who Appreciate Its Aid—Possibilities in This Field Are Beyond Measure.

The accompanying illustrations portray two of the many ways in which talking machines are utilized by teachers in the public schools. These photographs, taken from actual scenes in the classroom furnish evidence of the interest manifested

board the following arrangement of the study of the opera, and with the aid of the Columbia machine has apparently secured the attention of her pupils. "Wagner's opera, 'Lohengrin'; the Story of the Opera, Characters, Plot, Special Se-



Daily Drills to the Tune of Talking Machine Music.

by the pupils in the performance of the machines.

One of the photographs shows a Columbia "Favorite" in use in a Hartford school gymnastic drill, while the other was taken in a Boston school-room during a study of the operas. The talking machine has been found to be very successful when used in connection with marching, drills or exercises where music is an incentive to the pupils, and the Columbia machine in this Hartford school is praised by the teacher as being of great assistance to her in her day's work, which includes singing and daily drills.

The Columbia machine being used in the Boston school to increase the interest of the pupils in



Studying Opera with the Aid of the Talking Machine.

the study of the opera, has done more to keep the minds of the children on this subject than all their books or discussions had accomplished before the installation of the machine. With the talking machine playing one of the popular selections from the opera being studied, the teacher explains the various characteristics of the music, and the study of the opera becomes a pleasure to the pupils instead of a wearisome addition to their day's work. The teacher's talks, combined with the playing of the records and short readings of the plot, characters, etc., of the opera form a co-operative force that is achieving remarkable results in the Boston schools, where the talking machine is as familiar an object in the classroom as the desk or inkwell.

The record being played in this particular instance is Fremstad's "Elsa's Dreams," from "Lohengrin," the opera under discussion at the time this picture was taken. The teacher had marked on the

lection (now being played on the machine), Life of Composer, Language, Composition and Production." These pictures are but two of many being received by the Columbia Graphophone Co., and shows the educational possibilities of the talking machine.

IMPORTANCE OF KINETOPHONE.

Evening Post Comments Editorially Upon Edison's Accomplishment in Perfecting New Form of Talking Pictures.

Commenting editorially on Mr. Edison's production of the kinetophone, the new talking picture device which will soon be introduced to the public, the Evening Post says:

"If Mr. Edison has succeeded in synchronizing the moving picture and talking machine he has accomplished what has long baffled experimenters, both at home and abroad. Four years ago a representative of Pathé Frères spoke hopefully of the time when a whole 'canned play' might be

produced by such a combination, the pictures tinted with the hues of life, the talking machine enforcing action with speech. There was nothing impossible in this, he said, but added that the mechanical difficulties had proved greater than had been supposed. If Edison has at last surmounted these difficulties, he has done more than realize the dreams of the film-makers by presenting to the world one of those ingenious contrivances Madame de Beaumont did not explain in 'La Belle et la Bête'? It will be remembered that when Beauty was becoming weary of the wonders in the Palace of the Beast, she found that by merely opening a window she could view the performances at the Comédie Francaise, or, by opening another window, enjoy the music at the Opera. Thus by some generations did the weaver of fairy tales anticipate the man of science. Thomas Young had devised a means of recording sound in 1807, and

Leon Scott invented a 'phonograph' in 1857. Mr. Edison's first talking machine patents were not taken out until 1876. Like other experts in mechanics, he profits by the labors of his predecessors, but so unusual is his talent for improving on the work of others, and so numerous are the devices encountered which bear his name, that there is danger of finding some day a sketch of the man under the head, 'The Inventor of Electricity.'!"

DISCUSSES VICTOR PUBLICITY.

The Six Point League of New York had as guest at its monthly luncheon at the Victoria Hotel, January 24, H. C. Brown, advertising manager of the Victor Talking Machine Co.

Mr. Brown related some of his experiences as a seller of advertising before he was connected with the Victor Talking Machine Co. and expressed his sympathy for the sellers of advertising who were kept waiting an unreasonable length of time in the offices of advertisers and agents, before they could present their proposition; and many times this privilege was not granted them.

Since he became a buyer of advertising Mr. Brown stated that he had never knowingly kept a seller of advertising waiting to see him more than a minute or two. By following this method he had secured a great deal of information that was of value to his concern.

Within the past nine months the Victor Talking Machine Co. has commenced to advertise in newspapers, and Mr. Brown predicts that at the end of five years his firm will be one of the largest users of newspaper space.

He called attention to the fact that newspaper publishers all over the country were cleaning up their columns and refusing to accept undesirable advertising, although a number of publishers had not yet come to this stage. He said there was enough new business ready to go into the newspapers that would more than make up for the undesirable element, as soon as it stopped appearing.

He told representatives the kind of information he wanted from them was facts about the territory in which their papers were published; what the payrolls of the manufacturers were; how often the employes of these manufacturers were paid; and full information about business conditions.

Mr. Brown did not want to hear one representative knock another paper but simply present his proposition in the best manner possible and let other representatives do likewise.

He mentioned the fact that it was sometimes very difficult to get reliable information from dealers in various cities regarding the newspaper or newspapers that were best suited to carry the advertisements of the Victor talking machine.

He cited Buffalo as an example. He said the advertising of the Victor talking machine had been appearing in the Buffalo News and Express, and that the Victor dealer had written in stating that they were both Republican papers, and he would recommend using the Times, which was published by Norman Mack, chairman of the National Democratic Committee, and was the leading Democratic paper of the city and that the Democrats formed a very large proportion of the population in Buffalo.

Such information as this was very valuable and always helpful to advertisers.

Mr. Brown laid emphasis on how necessary it was to get reliable information from the representatives concerning their own paper, and when this information was all in, the claims of each could be analyzed intelligently and the advertising placed where it would do the most good.

Mr. Brown stated that newspaper representatives could well afford to spend considerable time developing new advertisers, and he mentioned concerns which could advertise to great advantage. He commented on how foolish it was for manufacturers to build up a business that they could not control, when this control could easily be maintained by the proper kind of advertising.

In the course of Mr. Brown's remarks he mentioned the fact that during 1912 the Victor Talking Machine Co. had spent a great deal more than a million dollars in advertising.—Printer's Ink.

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C., Feb. 11, 1913.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past two months from the port of New York:

December 12.

Algoa Bay, 11 pkgs., \$353; Buenos Aires, 296 pkgs., \$12,759; Calcutta, 5 pkgs., \$160; Caracas, 17 pkgs., \$670; Guayaquil, 3 pkgs., \$129; Havana, 23 pkgs., \$1,832; Liverpool, 85 pkgs., \$5,375; London, 197 pkgs., \$11,149; 258 pkgs., \$5,259; Manos, 3 pkgs., \$44; Milan, 5 pkgs., \$386; Montevideo, 6 pkgs., \$505.

December 19.

Baranquilla, 7 pkgs., \$313; Berlin, 31 pkgs., \$535; Callao, 4 pkgs., \$330; 9 pkgs., \$263; 8 pkgs., \$395; Colon, 16 pkgs., \$416; Havana, 5 pkgs., \$152; 7 pkgs., \$330; Iquique, 45 pkgs., \$2,270; Liverpool, 4 pkgs., \$1,052; London, 123 pkgs., \$4,590; 26 pkgs., \$491; Port Antonio, 1 pkg., \$100; St. Johns, 17 pkgs., \$500; Sydney, 61 pkgs., \$6,250; Tampico, 21 pkgs., \$924; Vera Cruz, 29 pkgs., \$1,940; Vienna, 4 pkgs., \$400; Yokohama, 11 pkgs., \$341.

December 26.

Batavia, 8 pkgs., \$244; Berlin, 144 pkgs., \$4,900; Callao, 4 pkgs., \$608; Guayaquil, 3 pkgs., \$257; 22 pkgs., \$2,847; 5 pkgs., \$245; Hamburg, 1 pkg., \$151; Havre, 7 pkgs., \$125; La Paz, 1 pkg., \$101; Limon, 11 pkgs., \$292; London, 135 pkgs., \$4,656;

3 pkgs., \$178; Manos, 20 pkgs., \$1,416; Montevideo, 12 pkgs., \$160; Riga, 3 pkgs., \$705; Valparaiso, 8 pkgs., \$991.

January 3.

Boliver, 4 pkgs., \$221; Colon, 9 pkgs., \$123; Guayaquil, 32 pkgs., \$2,081; 2 pkgs., \$117; Havana, 41 pkgs., \$1,603; Hong Kong, 20 pkgs., \$553; Montevideo, 8 pkgs., \$275; Port Antonio, 7 pkgs., \$587; Rio de Janeiro, 77 pkgs., \$4,574; 33 pkgs., \$1,990; Shanghai, 5 pkgs., \$120; Stockholm, 8 pkgs., \$450; Trinidad, 9 pkgs., \$370; Valparaiso, 7 pkgs., \$434; Vera Cruz, 102 pkgs., \$3,243.

January 10.

Belize, 7 pkgs., \$176; Berlin, 1 pkg., \$100; Buenos Aires, 118 pkgs., \$5,408; Havana, 27 pkgs., \$1,510; 1 pkg., \$1,350; Havre, 3 pkgs., \$130; Kingstown, 5 pkgs., \$108; Liverpool, 5 pkgs., \$1,040; Macaris, 19 pkgs., \$1,382; Para, 11 pkgs., \$1,067; Southampton, 8 pkgs., \$1,233; Sydney, 5 pkgs., \$417.

January 17.

Arica, 2 pkgs., \$145; Buenos Ayres, 190 pkgs., \$12,715; Colon, 2 pkgs., \$129; 9 pkgs., \$694; Havana, 2 pkgs., \$120; 12 pkgs., \$904; Havre, 3 pkgs., \$137; Iquique, 35 pkgs., \$1,285; 9 pkgs., \$408; Leghorn, 2 pkgs., \$402; London, 159 pkgs., \$4,911; 60 pkgs., \$3,081; 6 pkgs., \$148; Manila, 63 pkgs., \$2,064; Maracaibo, 7 pkgs., \$212; Para, 3 pkgs., \$217; Port Alegre, 9 pkgs., \$930; Riga, 2 pkgs., \$457; Singapore, 24 pkgs., \$767; St. Petersburg, 25 pkgs., \$435; Taltal, 23 pkgs., \$1,634; Vera Cruz, 53 pkgs., \$1,819; 33 pkgs., \$1,168.

January 24.

Berlin, 19 pkgs., \$510; Boliver, 4 pkgs., \$263; Havana, 3 pkgs., \$454; London, 28 pkgs., \$2,675; 240 pkgs., \$5,379; Montevideo, 6 pkgs., \$455; 4 pkgs., \$263; Puerto Barrios, 5 pkgs., \$723; Puerto

Cabello, 19 pkgs., \$213; Puerto Madryn, 89 pkgs., \$2,701; Smyrna, 3 pkgs., \$135; Valparaiso, 9 pkgs., \$298; 6 pkgs., \$162.

January 31.

Barbadoes, 2 pkgs., \$122; Callao, 4 pkgs., \$212; Caracao, 5 pkgs., \$145; Colon, 5 pkgs., \$146; 2 pkgs., \$350; Corinto, 3 pkgs., \$201; Guayaquil, 3 pkgs., \$114; Limon, 8 pkgs., \$255; 3 pkgs., \$173; London, 138 pkgs., \$7,938; 6 pkgs., \$1,410; Manos, 3 pkgs., \$135; Manila, 2 pkgs., \$1,365; Maracaibo 4 pkgs., \$201; Montevideo, 6 pkgs., \$168; Pernambuco, 8 pkgs., \$1,192; Vera Cruz, 1 pkg., \$110.

SOME CHANGES IN LOUISVILLE.

(Special to The Talking Machine World.)

Louisville, Ky., Feb. 8, 1913.

E. B. Watchall, who has been the local manager of the Columbia Graphophone Co for the past year, and connected with the company since 1907, resigned February 1, to take the position of manager for the Rudolph Wurlitzer Co. in Louisville. He has been succeeded by D. S. Ramsdell, former manager of the St. Louis store.

The Wurlitzer Co. expects to open up an elegant new place, possibly on Fourth avenue, and they will be in their new quarters within thirty days.

Leo J. Reid has joined the sales force of the local store of the Wurlitzer Co.

N. E. Jones, former manager of the Dictaphone department of the Columbia Co., has gone with the Baldwin Piano Co., as piano salesman.

The wise merchant will not neglect the other mediums—his local papers, street cars, outdoor positions, etc., etc., but these should supplement the window display.

<p>FOR</p> <h1 style="margin: 0;">EDISON</h1> <p style="margin: 0;">PHONOGRAPHS</p> <p style="margin: 0;">List Price</p> <h2 style="margin: 0;">15c</h2> <p style="margin: 0;">each</p>	<p style="font-size: small;">Patented Sept. 26 and Oct. 2, 1906; Sept. 10, 1907.</p> <p style="font-weight: bold; font-size: small;">TRADE MARK</p> <h1 style="margin: 0;">Cleanrite</h1> <p style="font-weight: bold; font-size: small;">RECORD BRUSH</p> <p style="font-size: x-small;">Formerly called the "PLACE" Record Brush</p>	<p>FOR</p> <h1 style="margin: 0;">VICTOR and</h1> <h1 style="margin: 0;">COLUMBIA</h1> <p style="margin: 0;">Talking Machines</p> <p style="margin: 0;">List Price</p> <h2 style="margin: 0;">25c</h2> <p style="margin: 0;">each</p>
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<p style="font-size: x-small;">NO. 2 BRUSH IN OPERATION</p>	<p style="font-size: x-small;">No. 1 Fits Triumph</p> <p style="font-size: x-small;">No. 2. Standard and Home</p> <p style="font-size: x-small;">No. 3.</p> <p style="font-size: x-small;">No. 5. Gem and Fireside</p>	<p style="font-weight: bold; font-size: large;">IT SAVES THE TONE</p> <p style="font-size: x-small;">You can't afford to lose this protection.</p> <p style="font-size: x-small;">BRUSH IN OPERATION</p>
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No. 20—Brush for Columbia Concert Grand Sound Box
Clamps on Sound Box and operates the same as Victor style

AUTOMATICALLY CLEANS

record grooves, insuring a smooth track for sapphire or needle. Reduces friction to minimum. Enables needle to wear better and play good all through the record. Keeps sapphires from wearing flat.

FREE SAMPLES

will be sent upon request to any Jobber or Dealer who don't handle them.

DEALERS

are requested to get their supply from their regular Jobber. If he will not supply you, write us for the name of one who will.

Write Now

MANUFACTURED BY

BLACKMAN TALKING MACHINE CO.

97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN
President
"The White Blackman"

MAKE IMPORTANT ANNOUNCEMENT.

The Condon Autostop Co. Announces a Number of New Products That Will Interest the Trade—Merits of "Noset," a New Autostart-stop, Set Forth by W. A. Condon, Who Leaves Next Week on Extended Trip of United States—Other Condon Specialties.

In its announcement elsewhere in this issue the Condon Autostop Co., 109 Broad street, N. Y., announces to the talking machine trade the perfection of several new devices—talking machine accessories—which are now ready for delivery to the trade. These new productions consist of "Noset," the Autostartstop, recently perfected automatic start and stop device; a Fibre Needle Cutter, which the company guarantees to give absolute satisfaction; and "Dolcetone" an article to be placed inside of the sound box in order to produce a sweeter and more mellow note.

The most important of this new product is "Noset," which retails at \$4.50 in nickel and \$5.00 in gold plate. This device represents a year's experimenting and testing, and the company makes the claim that "the last word is said on the subject of automatic stops when the singular and interesting one of 'Noset' is spoken." In a recent chat with W. A. Condon, treasurer of the company, he gave an interesting description of the construction and use of the start and stop device as follows:

"'Noset,' the Autostartstop, automatically starts the machine by the movement of the tone arm to the right and automatically stops the machine without any setting adjustment or regulation. It is most easily attached and does not alter the machine in any way. 'Noset' is a permanent attachment on the tone arm and is secured to it so that the box is placed in close proximity to the turn table by means of a thumb screw. The box is very light in weight and is under three inches in length by one inch in height and width, and travels with the movement of the tone arm above the top of the cabinet under the tone arm. This box has in its manufacture no batteries, no springs, no gears, and does not contain a single screw."

"It will play on any record that has a spiral; Victor, Columbia, Vitaphone, Edison Disc, and Pathe Freres. In this latter type of machine the device is operated from the inside to the outside of the record by simply reversing its position on the machine. 'Noset' is operated on an ingenious principle. It operates with entire independence to any pitch, or vibration of the record, as long as the tone arm continues to advance in one given direction, either from right to left, or from left to right. In advancing to the left, the brake lever will be thrown in position to stop the turn table of the machine and produce the stop at the end of the spiral, the proper position being determined by its rare mechanical action of finding the last line without adjustment; the movement of the tone arm to the right, as stated, produces a release of the brake, thereby starting the record.

"We back our new product with the strongest possible guarantee that anyone could advance, namely, we agree to refund the money if it does not do everything we claim for it, and we do not in any way limit this guarantee. The article has no wearing parts in its construction.

"We are planning to make shipment all over the country, simultaneously, priority being considered of course. While first deliveries are now being made, it will be three weeks before we are able to cope with the order situation.

"In addition we are marketing a new style Fibre Needle Cutter which retails for \$1. This cutter gives a perfectly clean cut every time and we guarantee that it will not 'run down at the heel nor stub at the toe.' The blades can be easily removed and resharpened and it is most easy to operate, being built on a most practical principle.

"The cleverness of the Condon-Autostop, operating on the involute principle, in view of its feature of raising the needle off the record in making the stop, gives promise of greatly increased manufacture, in view of the retail price of \$1.50 and \$2. The Fibre Needle Cutter design will also be used in connection with the present form of the Con-

don-Autostop at \$2.50 and \$3, the advance of \$1 to be represented by the addition of the Fibre Needle Cutter—a "Two-in-One Autostop"!

"Our other new product—'Dolcetone'—is an article to be placed inside of the sound box of the machine, and the construction of it on the screen principle, with many fine layers of a most suitable material, produces remarkable improvement. Its retail price of 25 cents guarantees a universal sale for it.

"In conclusion, I may say that, in covering every important jobbing point in the United States (with the exception of the Pacific Coast), which has been accomplished in the last year and a half, the trade has been found unanimous in contending that an automatic stop is the most valuable accessory in the talking-machine trade. It is, however, essentially a convenience, is sold and used as a convenience and the large sale for an article of this kind can only be attained where this important fact is considered. In the purchase of an automatic stop the user of the machine demands an article that can be easily attached and that requires no alteration of the machine, and once permanently secured requires no further thought, fussing or attention. It must start the record every time and must automatically stop every record all the time without any setting, or involving any extra effort in its use. It is necessary that it should be a convenience in the prime meaning of the word. It must be a secondary article in the original use of the machine; that is to say, the regular use of the tapering arm, back and forth, will produce the desired result; indeed, it must be automatic in every meaning of the word."

Mr. Condon will leave next week for a four months' trip, during which he plans to visit every important jobbing point in the United States, including those on the Pacific Coast.

CAVALIERI IN CONCERT.

The Famous Operatic Star Revisits America and Her Appearance Should Augment Sales of Her Records Throughout the Country.

Columbia dealers throughout the United States, Canada and Mexico will have an exceptional opportunity to make profitable record sales when



Lina Cavalieri, the famous operatic star, makes an extended tour of the country, appearing on the concert stage in company with a tenor from the Paris Opera House. Cavalieri's records have been remarkably successful since their first introduction by the Columbia Co., but this tour of the prima donna will help wonderfully in promoting larger sales of her records.

The famous soprano arrived in America Tuesday, after an absence of three years, and completed arrangements for her tour. She appeared only four times on the concert stage during her opera en-

gagement, but in a letter to her friends in America states that she has always been attracted by the friendship that exists between concert-goers and the performers. Columbia dealers can take advantage of Cavalieri's concert tour to increase Columbia record sales by doing some timely advertising, which will undoubtedly produce considerable profit.



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.

AN ACTIVE JANUARY TRADE

Reported by J. Newcomb Blackman—Reasons
Why—Changes in "Cleanrite" Brushes.

"We closed the biggest January we ever had," states J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York. "Our business showed a substantial gain over last year's total sales for the first month of the year. Part of this gain must be attributed to the fact that we were obliged to hold over a number of our December orders owing to the shortage of goods. It was very gratifying indeed to note how very few cancellations we have had, as practically every one of our orders that we carried over from December still held good with our customers.

"Even with our big January business, however, we are still behind with our orders on Victrolas Nos. XI and XVI, although we have been able to protect our regular dealers from losing actual sales of these types.

"We are at present making a number of changes in our 'Cleanrite' brushes. Owing to the introduction of the new Edison machines which are equipped with different speaker arms than heretofore, changes will have to be made in our line of 'Cleanrite' brushes in accordance with the new features of the Edison machines. We are working on these changes at the present time, and in the very near future will have our new models ready. These will also be made to eventually fit all Edison phonographs, as the Edison Co. has discontinued supplying brushes as a part of the equipment of its machines. We will send full information regarding our new brushes to the trade as soon as possible."

THOS. A. EDISON'S BIRTHDAY.

The sixty-sixth anniversary of the birth of Thomas A. Edison occurred on Tuesday, February 11, without any form of celebration at the home of Mr. Edison or at the factory. Mr. Edison explained the matter in this wise: "I work twenty hours every week day, and it does just as much good for me now as it did forty years ago. Four hours' sleep is enough. I try not to work on Sunday, but I do not let even a birthday anniversary interfere with my work on week days."

ISSUE LIST OF MASONIC RECORDS.

In a recent letter the Victor Talking Machine Co. called the attention of their representatives to the Masonic records featured in the March advance list of Victor records. H. C. Brown, advertising manager of the Victor Co., suggests to Victor dealers that they take advantage of this opportunity to promote the sale of these records among their customers who are Masons, in addition to placing them in the rooms of the Masonic lodges. A showcard and special sheet are also ready.

SUBSTANTIAL INCREASE OVER LAST YEAR'S BUSINESS

Is Report from George W. Lyle, General Manager of Columbia Graphophone Co.—Increase for the Opening Six Weeks of This Year Running Forty Per Cent, Over Same Period of Last Year—Prestige Gained Through Production of New Styles, Including Columbia Grand and Records of World-Famous Artists, Such as Ysaye and Bonci.

George W. Lyle, general manager of the Columbia Graphophone Co., is very well pleased with the Columbia business closed the first month of the new year, and in a recent chat with *The World*, discussed the general condition of the company's business, the outlook for the future, and the plans for the coming year. Mr. Lyle expects to leave the 24th of the month for an extended business trip through different sections of the country, and will probably be away some time.

"Our January business was very gratifying," stated Mr. Lyle, "as it showed a very substantial increase over the total business of the January previous. This month's business has started in at a rate, which, if continued in similar proportions, will show an increase over last February of fully forty per cent, which is a figure well calculated to please us considerably. This month to



George W. Lyle.

date is also showing a very large increase over the corresponding number of days in January of this year. These figures form an interesting study, when it is considered that our orders in hand and business in sight justify the belief that business is sure to be good throughout the spring months, and looking still further ahead, we have every reason to believe that 1913 will prove a more prosperous year than 1912, which was our banner year.

"The announcement of our master triumph, our Columbia "Grand," has created a great deal of favorable comment, not only because of the beauty and utility of the instrument itself, but because of the enterprise and business judgment of the Columbia Graphophone Co. in presenting an in-

strument of such artistic merit to the talking machine trade. The first lot of Columbia "Grands" was very quickly disposed of, and the demand continues to exceed all our expectations. It is certainly pleasing to observe that the "Grand" is selling as rapidly as we can turn them out in our factory. The concensus of opinion, not only in the trade, but in musical circles, is that this particular instrument, the Columbia "Grand," has done more than any other type introduced in years to put the industry as a whole on a higher plane, commercially, musically and artistically than it has ever occupied before. Our company has every reason to feel not only satisfied with, but proud of, the cordial and hearty reception accorded our new instrument. In discussing the instrument's future and the possible results to be accomplished by the introduction of our "Grand," it is well to bear in mind that this artistic instrument, retailing at \$500, will undoubtedly prove to be a powerful factor in a Columbia dealer's development of his general high-class trade. The mere fact that such an instrument as our "Grand" has been introduced to the trade and the public, is sufficient to attract the attention of prospective purchasers to the high class talking machine in general, and this idea in the minds of the public will certainly prove very valuable to the dealer when presenting a "Regent" or "De Luxe" type of machine to a customer. Our "Grand," therefore, will not only result in direct benefits to the industry, but will help the trade in the development of high-grade business.

"In addition to the presentation of our Columbia "Grand," we recently introduced to the trade as a regular product, our new reproducer, No. 6, one of the most important inventions we ever perfected. This new reproducer was a marked success with the public and trade from the first moment it was introduced, and our dealers unite in proclaiming its many merits. Its compactness, accurate adjustment and firm steady tone were quickly recognized and indorsed. It is as sensitive as a tuning fork, and as true to tone as a mechanical contrivance can hope to be. The reproducer has been on the market just about a month, and in addition to those sold with machines, very large quantities have been sold separately and apart from the machine itself to talking machine owners who wanted to substitute the No. 6 for other types of reproducers. In connection with the introduction of our new reproducer, I may say that we have several improvements in course of construction which are equally as important as this one. The improvements that we are working on now are not quite ready for introduction to the trade, but detailed information will be forthcoming in the very near future.

"The Columbia Graphophone Co. will continue

its well defined policy of a liberal expenditure for publicity, and, as heretofore, this publicity will be directed toward creating for our dealers a demand for Columbia products, the aim of our company being to foster in every legitimate way the interests of the dealer, and to educate the public to the fact that the best dealers everywhere sell and recommend Columbia products. We are planning to spend much larger sums for advertising during the year 1913 than in any previous year, and we are sure that our dealers throughout the country will reap lasting benefits from this campaign of publicity.

"Another way by which our company hopes to promote the interests of our dealers, is in the acquisition of new artists of recognized musical merit. An instance of this policy may be found in the exclusive contract we have just closed with Ysaye, the world's greatest living violinist. Ysaye's tour of America will accentuate the interests which American music lovers, have always felt in his



The Columbia Grand.

wonderful art, and the Ysaye records will be in great demand all over the country. These records are absolutely perfect reproductions of Ysaye's art, being approved by the "master" himself; and as soon as they will be placed on sale, the demand for them will undoubtedly be tremendous. Another great artist now under exclusive contract with our company is the famous tenor, Bonci. Absolutely new records by this prominent artist, perfectly recording his marvelous voice, have been made in our laboratory. These two world-famed artists, Ysaye and Bonci, are but two of the many celebrated artists under contract, and they emphasize the strides we expect to make in the next eleven months, and every step in our continuous march of advancement means another valuable Columbia feature, which will benefit our dealers all over the world."

Schafford Record Albums

Furnished in Brown Silk Cloth or Viennese Imitation Leather; Gold-Plated Rings.

Made of quality materials by skilled workmen. Because of the volume of our Album business our prices are cut to 52½c. each for the 10-inch Album (17 envelopes) and to 75c. for the 12-inch album; also made with 17 envelopes.

SEND FOR ILLUSTRATED LITERATURE
AND BECOME ACQUAINTED WITH THE
FASTEST SELLING RECORD ALBUM.

The Schafford Album Co.

26-28 Lispenard Street

New York

TRADE UNUSUALLY ACTIVE IN ST. LOUIS.

The Silverstone Co. in Its New Store—I. W. Reid Now Columbia Manager—Thiebes Co.'s Victor Stock Attracts Attention—E. C. Rauth Chats of His Eastern Trip—Valuable Letter from St. Louis University Praising the Favorite Grafonola—Exhibitors at the Household Show—Densmore Piano Co. Takes Victor Agency—Other Happenings.

(Special to The Talking Machine World.)

St. Louis, Mo., Feb. 8, 1913.

Local talking machine dealers have closed their books on the largest January business they have ever done, and all are optimistic for the year. "It is only natural that we should do a larger business than last year," said one jobber, "for ours is a growing business, growing at a rate that taxes the capacity of the factories that supply us with merchandise. We must go ahead each year or we are losing doubly. To simply equal last year's record would be a loss."

But judging by the humor and the freedom with which they discuss prospects, shipments and prospects, none of the local jobbers are in the danger zone of loss. Scarcity of some models of Victor machines, lack of records for the Edison discs, and the failure of the Columbia grands to arrive are the embarrassing points. January orders were ample proof that the Christmas trade left stocks depleted to the famine point. Splendid stock of smaller machines of all makes have made the jobbers able to satisfy customers who were inclined to grumble at need of special machines.

The Silverstone Music Co. is in its new store at 1124 Olive street, with all departments of business, pianos added to the old store stock, but is not entirely settled, and President Mark Silverstone asks time before he attempts to tell of his new advantages. That he has equipped himself for the better handling of executive affairs and his salesforce for handling the trade is apparent at a glance, although things are not yet in order.

Irby W. Reid is the new manager at the Columbia store. Mr. Reid was for thirteen years head accountant for the Columbia Co., but for the last two years has been associated with the Packard Motor Car Co., in Boston. This is his first residence in the West and he has not been here long enough at this writing to express himself on his surroundings. "I like the talking machine game," he says, "but thought myself out of it until Mr. Lyle made me an offer to take charge of this store that I could not afford to turn down. Of course, I understand Columbia methods as I installed their accounting system, but my experience in the sales department has been limited to manager pro tem of several Eastern stores during the interim of transfers, perhaps a few weeks.

"When I looked over the field here I realized the work cut out for me. I am very much in earnest, however, and do not intend to give up a fight that I have undertaken. I have a good many plans in forming for the immediate future, but I have hardly got settled enough in my job to have details worked out for these. I am feeling my way and hope to make a stir later."

Mr. Reid succeeds D. S. Ramsdell, who was transferred to Louisville to take charge of the Columbia store there. The change at Louisville, which opened the way for Mr. Ramsdell there also is of interest to St. Louis folk, as it was brought about by Manager E. B. Walthall leaving the Columbia service to take charge of the Wurlitzer store there. Mr. Ramsdell succeeded Mr. Walthall here when the latter left the Columbia service here to join the O. K. Houck sales force in Memphis. Later Mr. Walthall returned to the Columbia Co. and now he leaves it again and Mr. Ramsdell succeeds him.

The Thiebes Piano Co. have a sign that is attracting much attention. It is a framed square of piano felt on which small enamel letters tell of qualities of Victor machines. The white letters on the dark red surface command a second glance.

Mark Silverstone, president of the Silverstone Music Co., the rechristened Silverstone Talking Machine Co., is exhibiting a letter from F. K. Dolbeer, salesmanager of the Edison Co., that approves of the change of name. Mr. Silverstone wrote to the Edison Co. regarding his move and

stated that his reason was that he thought "Edison machines were now musical instruments above all doubt, and that it was a mistake to market them under the name of a 'talking machine company.'" Mr. Dolbeer wrote back his approval of the change and remarked that only two days before the receipt of Mr. Silverstone's letter, Mr. Edison had spoken to him on the same subject, voicing practically what Mr. Silverstone had written. The letter concludes: "Your appreciated action in all probability forestalls a request from us for you to make this move."

Kleekamp Bros. Piano Co., Victor dealers at Grand avenue and Arsenal street, have caused a good many smiles by putting a muzzle on the Victor dog. There has been a crusade here by the health department for the muzzling of all dogs and the stand taken by the doctors was so opposite to all previous notions of mad dogs and the like that there has been a bitter controversy which has ended in ungracious acceptance of an order to muzzle all dogs. To see the attractive little Victor dog wearing a muzzle brought smiles to every one who observed it.

E. A. Schriber, of the St. Charles (Mo.) Music House, was a first of the month caller on talking machine jobbers.

The Silverstone Music Co. is calling attention to the strong qualities of the new Edison records with a fragment of one that Mr. Silverstone broke with a hammer. He offers a machine free to the person who will again break the fragment of the record with his hands. So far no one has succeeded.

Harry Levy, manager of the Aeolian Co.'s talking machine department, is as optimistic as usual. "We have been having a nice run of business," he said, "and everything is in good shape except the supply of Victor XVI machines. I have made so many excuses to anxious dealers that they are beginning to make them to me. First thing Monday morning my telephone rang and Val. Reis, of the Val. Reis Piano Co., said: 'I've got the real excuse for those sixteens now. Heavy snows, trains cannot get through the tunnels.' You see that is the way it goes. The dealers understand and are taking their loss of business good naturedly and all are looking for big things when we are permitted to turn loose.

"We have been much gratified to open two accounts in splendid trade districts in St. Louis. The Densmore Piano Co. is removing from North Grand avenue to 3565 Olive street, which is regarded as the best trade district outside of the downtown shopping center in the city. This company will add the Victor line to its merchandise and should do well. Another new account is the Sanitary Sales Supply Co., 5012 Delmar avenue, which means another excellent store in the wealthy West end. I look for both of these firms to add considerable to the volume of business."

E. C. Rauth, secretary of the Koerber-Brenner Music Co., Victor jobbers, returned the first of the month from an extended Eastern trip, during which he visited the Victor factory and called upon a number of Eastern retailers and jobbers to catch up with the latest selling styles. Mr. Rauth is an enthusiastic talking machine man although he is engaged in jobbing all sorts of small musical merchandise.

"I found the East very enthusiastic over talking machines," he says, "and picked up some ideas. But I do not see that they render a better account for population served than does the West. One thing I liked there was the exclusive talking machine stores, and also I was impressed with the greater appreciation of the line shown by the department stores. To my mind, Western department store managers have failed to see the possibilities and the managers are not permitted to cut loose. Record business for January was excellent

and the machine trade surprised us. The smaller retail stores, those in the city outskirts, are showing great improvement as to record business and naturally with increased trade they are increasing stocks."

Salesmanager Byars, of the Columbia Co., recently sold a Favorite Grafonola to St. Louis University, the leading Jesuit institution of higher education in this section. He called at the college once afterward and was taken to various parts of the main building that he might hear how well the instrument fulfilled its mission. He knew that the faculty was delighted with the purchase, but he was much pleased to receive this letter:

"Columbia Phonograph Co., St. Louis, Mo.

Gentlemen:—The Grafonola you delivered the other day is giving perfect satisfaction and our professors and students are unanimous in the opinion that it is the most marvelous talking machine they have ever heard.

"We were deliberate and careful in our selection of our instrument in preference to your competitors and the recent tests we have made with the Grafonola in our large auditorium exceeded our anticipation. The most artistic grand opera selections can be heard from one end of our large building to the other and even to the second and third floors. The tone is so clear and resonant that it has been mistaken for the artist himself by persons in other parts of the University.

"It is our opinion that the Grafonola is a most valuable asset in the educational field and should be in every public and private and parochial school or other institution of learning. We take pleasure in recommending the Grafonola to all who are interested in music in its highest forms and are confident that it will fill its mission whether it be entertainment or educational.

"Yours very truly,

"CHARLES DESNOYES, Secretary."

The Silverstone Music Co. and the Edison Co. are jointly arranging for a booth at the annual Household Show, one of the big industrial exhibits of the year here, for space in which to exhibit the Edison disk machines. They want the exclusive phonograph exhibition privileges if that is possible, but will have an exhibit at all odds. President Silverstone says the new machines are going nicely and that the \$225 model is proving the best seller. The handicap of a lack of a large library of records is not proving as serious as was feared since a liberal supply of the records already issued has been received.

Mr. Silverstone is perfecting a device whereby Victor and Columbia records can be played on the Edison machine despite the different fundamental principals of their construction. He had intended to keep this project a secret from the trade for a time, but already jobbers have heard of it, and recently an Indianapolis jobber called on him to arrange to buy such sound boxes. Mr. Silverstone has exhibited his device to several customers who insisted that while they wanted the Edison machines, they also wanted to play their present stock of Victor or Columbia records. He will not push the device or permit descriptions of it until he has investigated the patent possibilities.

A record saleswoman at the Silverstone Music Co. tells of a customer who selected four Edison records during the cut price sale. She was told that in half dozen lots they were sold at thirty-one cents, and that she could get six for less than she was paying for the four. She said that she did not want any more and cheerfully paid the \$3.40 when she could have gotten six for \$1.86.

Manager Reid, of the Columbia Co., has completed arrangements for a grand opera concert at Beethoven Hall, one of the largest chamber music halls in the city, at a date to be announced as soon as the Columbia Grand machines arrive. He hopes to be able to continue the concerts as an advertising feature.

Bollman Bros. are boosting their talking machine department by gifts of special needles to talking machine owners who will call at their store. During the holiday time this company found their booths entirely inadequate and permitted the talking machines to invade some of the piano rooms and the corridor of the office department.

The demand for the product itself is the most unmistakable indication that the Columbia line is the product that the public wants.



From "Music Money"—a free book you ought to have.

Columbia Graphophone Company
Tribune Building, New York

VICTOR CO. WINS THE "TONE ARM" PATENT SUITS.

Important Decision Handed Down in Two Infringement Suits Against Adolph Heinemann et al., and W. H. Hoschke on Victor Patents Covering the Tone Arm and Horn Construction—Important Statement from the Victor Talking Machine Co.

Horace Petit, general counsel for the Victor Talking Machine Co., announces that in two important suits, two patents of wide scope, numbers 814,786 and 814,848, both dated March 13, 1906, and granted to Eldridge R. Johnson, president of the Victor Talking Machine Co. and assigned to the Victor Co., have just been sustained by the Federal Court. On January 14, 1913, the United States District Court for the Southern District of New York, filed two opinions in two suits brought by the Victor Co. against Adolph-Heinemann, et al., and against William H. Hoschke, based on infringement of these patents, and held that each patent was valid and infringed. These are the patents which have become known as the "Tone-Arm" patents, and cover the tone arm and horn construction as broadly claimed in the patents.

Referring to this decision, Louis F. Geissler, general manager of the Victor Talking Machine Co., says:

"The significance of these decisions to the trade is double-fold; it is additional evidence that the Victor Co. does not make extravagant claims relative to its patent rights, and that following its practice, it has, with due deliberation, brought these suits and won them, and is a further demonstration that the Victor Co. is guarding the interests

of its dealers by preventing the importation of cheap infringing machines from foreign countries, as well as the unlawful manufacture and sale of infringing machines in this country. These two patents sustained are of a broad nature, and it is believed that they will give to this type of construction the protection which the Victor Co. so justly deserves.

"We regret to note that some of the older companies have recently seen fit to infringe upon our patent rights, and that we will be obliged to take the necessary proceedings in such instances. Victor dealers will readily appreciate that they also should be congratulated on the result of these suits.

"We further take this opportunity of informing our trade that there are now pending several other suits, brought on behalf of the Victor Co. against infringers, and that these suits will be prosecuted, as we believe, to successful issue, as have substantially all of the suits which have ever been brought by the Victor Co.

"It is unnecessary to state, as we have in former communications, that the efforts to protect our trade and to enjoin infringing goods will not only be directed against the manufacturer, but against all dealers as well."

Columbia Graphophone Co., has fitted up one of the most attractive and comfortably furnished talking machine warerooms in this city. The accompanying illustration portrays a small corner of their show rooms devoted to the Columbia line, with Manager Frohock busily engaged in figuring how large he should make his next Columbia order. The McArthur Co., is one of the largest

furniture establishments in the New England States, and their decision to handle a talking machine line was reached only after lengthy discussion of the pros and cons of the situation. They finally decided to become exclusive Columbia agents, and although they have only represented the Columbia Co. for the past six weeks, they have already laid their plans for a profit-paying clientele who are well pleased with the service the house is giving, in addition to the merits of the Columbia products.



Corner of McArthur Co.'s Columbia Warerooms.

APPEALING TO THE CHILDREN.

Good, Effective Victrola Advertising That Is Worthy of Emulating.

"Make an appeal to distinctive personal desires" seems to be the slogan of many active talking machine dealers in New York at the present time, and, as a result of this motto, there have been some exceptionally interesting advertisements of talking machines in New York newspapers the past few weeks. One of these appeared last week under the heading "To be reared in the atmosphere of Victrola music," and portrayed two small children listening with evident appreciation to a Victrola in their home.

This appeal to the rearing of children in an atmosphere of music is one that has not been overworked, and the James McCreery Victrola departments who inserted the advertisement attract a clientele that appreciates the importance of the surroundings of children. The dealer in a small town can also utilize this idea to good advantage, for there are certainly many parents in these towns who will become possible talking machine purchasers if interested by some appeal to their intimate home surroundings or personal life. The argument advanced by the McCreery stores was as follows:

"Think what it means to a child to be reared in an atmosphere of superb music—Victrola music. The inspiration of it all—great soul-stirring masterpieces, the variety of which can be had in no other way. That is one reason—a sufficient reason—why a Victrola should come to your home. There are just as many other reasons as there are other members of your household. We are all children—more or less grown up—and we all love great music."

EDISON REFUSED \$1,000,000.

Rejected Offer Made by Cleveland Financiers for Talking Films.

A dispatch from Cleveland to the New York papers says that "when a certified check for \$1,000,000 was offered to Thomas Edison by P. J. Brady, representing Cleveland and Chicago financiers who wished to obtain a controlling interest in the new Edison talking picture machine, the inventor laughed."

"He turned us down, saying he intended to operate the machines and market them himself," said Mr. Brady."

RECUPERATING IN TENNESSEE.

V. W. Moody, assistant manager of the New York Talking Machine Co., 81 Chambers street, New York, who is at present in Memphis, Tenn., spending a well-earned pre-holiday vacation, will probably return to New York about the 15th of the month. He is taking advantage of the southern climate to regain his customary vigor, which was put to an unusual strain by trade demands during the past few months.

FROM OUR EUROPEAN HEADQUARTERS

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

Trade Rather Quiet Following a Busy End-Of-The-Year Trade—The Value of Societies as Trade Promoters—Columbia-Rena Record Issues—Lindstrom Progress—Columbia Co. in New Quarters—New Artists for "His Master's Voice"—First New Amberol List—Leipzig Messe Next Month—Death of Well-known 'Cellist Causes Regret—Song Pirate Punished—New Companies Registered During the Month—Big Developments Expected Following Transfer of Old National Gramophone Co.—Meeting the Demand for Ragtime Music—Summary of the Month.

(Special to The Talking Machine World.)

London, England, Feb. 6, 1913.

The December trade-storm is a thing of pleasant memory compared with conditions of the moment. After the storm, a lull! For most traders, too much of a lull the last few weeks, although at the time of penning my last report prospects were good. Perhaps as a result of gramophone or phonograph demonstrations at private gatherings during the festive season guests became possessed of a desire to emulate the excellent example of their host and install a machine at home, much to the satisfaction of dealers, who made many sales about that time. The depression that followed fortunately bids fair to be of a temporary nature, for already trade is on the mend and prospects improving each day. In the more prominent makes of records sales are now of a satisfactory volume and this condition of things is closely identified with the renewal of advertising expenditure in the public press.

A strong feature of the situation here and one that has obtained for some time, is the increasing tendency among dealers of establishing local talking machine societies. The plan, adopted apparently, is to enlist the sympathy of customers with a view of obtaining sufficient support justifying the calling of a meeting whereat an exchange of ideas usually result in agreement to issue an invitation to all local enthusiasts to become members. The dealers' efforts, more often than not, meet with remarkable success. Quite 25 per cent. of talking machine men are only too glad to embrace any opportunity that will afford them free and instructive discussion appertaining to tests of various new devices, inventive handiwork in relation to little ideas and machine improvements, choice of records and a hundred and one other things of interest to the user. The whole thing is inaugurated upon a proper and tested footing, the election of a president, vice-president and secretary, and the drawing up of membership rules, amongst other preliminaries, keeps the members busy the first few meetings, after which attention may be centered on the examination of future methods of procedure. Anent which, I do not need to labor here, suffice it to say that conducted upon the lines roughly indicated, these societies are an undoubted success and of so much usefulness that prominent members of record firms take an active interest therein. From the dealers' viewpoint the sole object is of course a business one. Obviously, he needs to exercise much tact in his attitude towards the members, and this point was concisely expounded in conversation with a dealer friend of mine, who successfully presides over a society of talking machine enthusiasts. He said, "As you know, I am president of the _____ Society, and have provided a suitable room at my business premises, where we all foregather once a fortnight. I make no charge for this accommodation and always avoid even the very suggestion of importuning the members to buy from me. As you rightly remark, were I to succumb to the many temptations to sell them goods during the meeting nights, I should soon lose the respect in which I believe I am

held. Do not mistake me. If, after our discussions, a member asks definitely for so and so, I, of course, supply it, but more often than not will ask him to pop in the next day, when it shall be ready. It just depends on circumstances, but when reasonably possible, I find it good policy to avoid sales on meeting nights, when it is best to be the president, not the dealer. I am in a position to say that my attitude has never lost me a sale: on the contrary, it has had this effect—practically every member buys all he wants at my shop, and practically every member is a walking advertisement for me. I charge full prices, but pride myself on having attained a reputation for straightforward and fair dealing. Since my connection with the _____ Society, I can honestly say that my trade has increased 200 per cent. The membership is but 31, so you see, the view I take, confirmed in other ways, that the increased business is not all direct from members is pretty correct."

The obvious inference to be drawn from this statement is very important, and as suggesting the policy to be adopted in these matters, should prove of instructive value to those who would embark upon the formation of a local talking machine society.

Sidney W. Dixon Convalescing.

Quite a number of talking machine men have been on the sick list the last week or so. Since the beginning of January Sidney W. Dixon, sales-director of "His Master's Voice Co.," has been seriously ill, but fortunately is now in the convalescent stage. He will recuperate at the seaside and is expected to be at the office again within a few weeks. The general sympathy expressed in trade circles is striking evidence of his popularity.

The Columbia Co. in New Quarters.

Since the year 1909, when commerce in general, the world over, suffered under a cloud of depression, trade has fortunately been on the upward trend all the time. No index is more pertinent, perhaps, than the contrast furnished by the Board of Trade returns for that year compared with 1912. The difference is really remarkable, and in no section more so than that dealing with the musical instrument industry. Here, the retailers' prosperity manifestly depends upon the spending-power of the masses. Last year certainly provides ample proof in support of this statement. General trade was excellent, the percentage of unemployment the lowest for some 20 years back, and altogether, conditions were of the best. There lay the foundations of good trade, but not every talking machine company made the most of it. To drift with the tide is nice; to pull with the tide is better. Of the two, the latter is the more profitable, as is reflected by the aggressive policy of the Columbia Phonograph Co., general in the sense indicated. During last year their business developed amazingly by reason of several important attributes, perhaps the most pertinent being the grant of additional letters patent covering their process of manufacturing records. The importance of this is inestimable, since the selling of a Columbia record below the established price now constitutes, in the eyes of the law, an infringement of the company's patents and affords still further protection against price-cutting. Use of this has been made to such good purpose that apart from any question of quality, assured of a good profit, dealers feel absolutely safe in handling a record so protected.

But this is by no means the only inducement. In the immediate issue of topical hits, the Colum-

Messrs. Marcus Clark & Co., Ltd., Talking Machine experts of Sydney, N. S. W., will always be pleased to hear of anything new in Talking Machines, Records, or Novelties with view to agency. Particulars to D & W. MURRAY, LTD., 28 Finsbury St., London.

bia Co. deserves the utmost praise, but their policy of recording the original song or selection, in a great number of cases, by the original artist, has won them an influential position with the trade and public alike that counts for much these competitive days. As may be imagined, these advantages have been made known very widely in the public press, with the result that Columbia trade increased to such an extent that facilities for coping with it became somewhat restricted. The result is almost too obvious. The removal came about during the early part of January, immense premises being taken at 102 to 108 Clarkswood road, which is but a few minutes' tram ride from City road. Here is housed the whole staff from the



Columbia Co.'s New Quarters.

High Holborn and City road premises, and the building is now regarded as the London headquarters of Columbia for a long time ahead. At the time of my call things were just getting ship-shape, but it was very evident that the scheme of furnishing and decoration had been carried out in a most artistic and pleasing manner. There is no call here for a description of the offices, showroom and departmental arrangements; suffice it is to say that excellent provision has been made in every section to ensure the utmost convenience and efficiency in facilitating the respective work of each. Some idea of the spaciousness of the new building may be gleaned from the fact that the letters and music-notes trade mark on the front are close upon six feet in size.

The World tenders its hearty congratulations to the Columbia officials upon such evident and healthy signs of trade progress; may it long continue!

Telegraph Rates Reduced.

Further reductions have been made in the charges for telegrams to Canada, Newfoundland, United States, Australia, New Zealand, the South African Union, Rhodesia and British Central Africa. These rates came into force on Jan. 1 and full particulars can be obtained at any post-office.

Edison Blue Amberol Records Announced.

One of the first public announcements of the Edison blue amberol record was made by our Belfast friend, Thomas Edens Osborne. They appeared in the form of chatty editorial para-

FROM OUR LONDON HEADQUARTERS—(Continued from page 38).

graphs in the leading Irish papers, and doubtless the great interest aroused among phonograph enthusiasts has resulted in many sales now that Mr. Osborne's stock preparations are complete.

Edison Clerical Staff Moves.

Advice reaches me from Thomas A. Edison, Ltd., of the transfer of their clerical staff from the Willesden factory to the city offices at 25 Clarkenwell road, E. C., where all orders and correspondence should now be sent. Until further notice returns of records should be made to the factory.

Now Under New Direction.

The transfer of the old National Gramophone Co. to the hereby registered concern—National Gramophone Co. (1913), Ltd.—has now been completed. Big developments are contemplated, and I am given to understand, some important announcements in this regard will be made very shortly. An interesting item of news is that Thomas Beecham, of the Beecham Opera Co., whose performances at Covent Garden this season have literally taken London by storm, has joined the board of directors. The company may well feel some little pride in having secured the services of so prominent a leader in the operatic world, whose definite association with talking machine interests must tend to place the industry on a still higher level in relation to music in its best sense. Another prominent gentleman, who has just joined the board, is G. B. Elkington, J. P., who is the head of a large London firm of silversmiths.

Latest Columbia-Rena Titles.

An especially attractive list of titles is that just issued by the Columbia-Rena Co. In point of originality it ranks among the best yet issued, the topical nature of the titles suggesting the exercise of a discriminating choice closely identified with the public taste. A record that will certainly make a wide appeal is Bransby Williams' great burlesque, "The Showman," which, by the way, is a Columbia copyright. The title is more or less

self-explanatory, but it is difficult for the reader to conceive, unless he be gifted with the power of imagination, the amount of delightfully healthy humor expounded in this faithful study of real life. In listening to the records it is one long laugh from beginning to end. Described as the top "C" tenor of the day. Morgan Kingston contributes two pleasing selections, viz.: "Love Lily" (Jack Edwards and Bothwell Thompson), and "Vesti la Giubba," from Leoncavallo's "Pagliacci." The one and only Mark Sheridan appears for the first time on Columbia-Rena records and his delightful rendition of "Who Were You With Last Night" and "They All Walk the Wibbly-Wobbly Walk," is just "Mark" to a T. In addition, there are a number of attractive issues in the special mention of which it would be invidious to particularize; let the list speak for itself: "It's a Long, Long Walk" (Geo. Arthurs and Fred Leigh), George Lashwood; "I Forgot the Number of the Door" (Geo. Arthurs and Fred Leigh), George Lashwood; "Cancel that Wedding March" (Ted Snyder), and "King of the Bungalows" (Greene and Straight), Gene Greene; "I Want a Girl Just Like the Girl" (Wm. Dillon and H. von Tilzer), Miss Dorothy Ward; "Patrica" (Weston, Barnes and Scott), Miss Dorothy Ward; "I'm Going Back to Dixie" (Berlin and Snyder), duet by Collins and Harlan; "There's a Girl in Havana" (Stone), duet by Irving Gillette and Caroline Vaughan; "Jewel Song from Faust," Gounod; "Il Bacio" (Arditi), Miss Violet Essex; "Alexander's Ragtime Band" (Irving Berlin), and "I'm Going Back to Dixie" (Berlin and Snyder, concerted solos), Alexander Prince; "Nearer My God to Thee" (Mason), and "Lead, Kindly Light" (Dr. J. B. Dykes), Trinity chimes of New York; "Ragtime Medley," Part I and Part II (Arranged by A. W. Keteby), Band of H. M. Scot's Guards; "That's What the Rose Said to Me" (Leo Edwards), and "My Heart is With You To-Night" (Bennett Scott), Cornet solos by Sergeant Leggett; "Brass Band Ephraim Jones" (Meyer), and "Hitchey

Koo" (Muir and Abrahams), duets by Collins and Harlan.

Interesting History of Carl Lindstrom, S.A.

One of the most striking indications of the growth of this industry during the last 10 years is furnished in an attractively illustrated brochure, issued by, and containing a short historical account of the firm of, Carl Lindstrom, S. A., Berlin, covering the years 1902-12.

On November 30, 1912, under the style of Salon Cinematograph Co., a small concern was established for the manufacture of cheap home cinematographs and as a side line, they embarked upon what was then regarded as a doubtful proposition—the sale of talking machines. To harp back 10 years and see in imagination the crude and imperfect productions for the reproduction of sound is enough to make one feel exceedingly glad that those days are over for compared with the finished mechanical musical instrument of to-day it must have inflicted real torture upon sensitive ears. But evidently the scientific nature of the article was responsible for sufficient sales to justify the company starting a wholesale trade in talking machines. In those times the turnover of 1,000 machines a year was considered a not unsatisfactory figure, but with the advance of science coupled with reduction in price, an ever-increasing sale of machines obtained. In 1904 the company took over the mechanical workshop of Mr. Carl Lindstrom, then employing about 40 workmen. Business rapidly expanded and a limited company was then formed under the title of Carl Lindstrom, G. M. B. H. From this date the conquest of the world's markets began and with increased factory facilities the new company's goods were produced in sufficient quantities to allow of exportation to all parts of the world. By 1908 their staff had increased to 700 and their yearly turnover to £300,000. With a capital of 1,000,000 marks the Carl Lindstrom Co. was floated during that year and in 1910 and 1911 was further aug-

(Continued on page 40.)



To T. M. the KING and QUEEN OF SPAIN



To H. M. the KING OF SWEDEN



To H. H. the KHEDIVE OF EGYPT



To H. M. the KING OF ITALY



To H. M. the SHAH OF PERSIA



BY APPOINTMENT To H. M. QUEEN ALEXANDRA

'His Master's Voice'

Trade Mark is recognized the world over as the

Hall Mark of Quality

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.
 BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
 DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnens, Copenhagen.
 FRANCE: Cie. Française du Gramophone, 15, Rue Bleue, Paris.
 GERMANY: Deutsche Grammophon-Aktiengesellschaft, 36, Ritterstrasse, Berlin, S42.
 HOLLAND: American Import Co., 22a, Amsterd, Veerkade, The Hague.
 HUNGARY: The Gramophone Co., Ltd., IV. Kossuth Lajos Uteza 8, Budapest.
 ITALY: Compagnia Italiana del Grammofono, 5, Via S. Prospero, Milan.
 SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, St. Petersburg; 9, Golovinsky Prospect, Tiflis; 30, Novia Svit, Warsaw.
 SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 62, Appelbergsgatan, Stockholm.
 EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
 EAST AFRICA: Bayley & Co., Lourenzo Marques, 8 Beira.
 SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Rissik St., Johannesburg; Mackay Bros & McMahon, 443 West Street, Durban; Ivan H. Haarburger, Maitland street, Bloemfontein.
 INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
 AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.
 GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, E. C.

GREAT BRITAIN

The Gramophone Co., Ltd.

21 CITY ROAD LONDON, E. C.



HIS MASTER'S VOICE

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

mented by the absorption of the Beka Record Concern, whose share capital amounted to £50,000, and of Fonstipia, Ltd., and its daughter companies, including the Odion-Werke. The Carl Lindstrom Co. (capital, £175,000), alone in 1911 did business to the extent of £625,000. To-day the Lindstrom Co. employs something like 800 workmen, the Beka Record Co. and the Odion-Werke each about 500. Perhaps the best illustration of Messrs. Lindstrom's factory facilities is found in the statement that their yearly production of talking machines reaches the huge total of 500,000. Such a record of progress is absolutely unique in the annals of this business, and to say the least bespeaks a wonderful organization. We cannot refrain from congratulating the management upon their untiring energy and business acumen to which alone must be ascribed the unqualified success that is obviously theirs.

Whilst upon the subject a meed of praise is due to the progressive activity of Messrs. O. Ruhl, Ltd., who exclusively represent the Beka and Lindstrom interests in the United Kingdom. Under their guidance trade has reached such marvelous proportions as to necessitate the erection of a large record factory, reference to which was made in my last report.

The First List of Edison Blue Amberol Records.

Those traders who have been privileged to hear the advance samples of Blue Amberol records declare enthusiastically in their favor. The company are in receipt of substantial initial orders and prospects of business are particularly good. Of course the records having yet to make their public debut, I am not in a position to dwell upon, except by anticipation, their reception in that direction. I shall be able to do this more effectively in my next report, mentioned as examination of the first list of somewhere about fifty titles, discloses an unusually comprehensive range of selections, practically every phase of music being represented. The following examples chosen at random from the list will convey a pretty good idea of the excellent fare provided: Concert series—"One Sweetly Solemn Thought" (R. S. Ambrose), Thomas Chalmers; "Love's Old Sweet Song" (J. L. Molloy), Christine Miller; "Believe Me, if all Those Endearing Young Charms" (Thomas Moore), Anna Case; "Angel's Serenade" (Gaetano Braga), Margaret Keyes; "I Hear You Calling Me" (Charles Marshall), Orville Harrold.

Ordinary Series—"Poet and Peasant" Overture (Suppé), National Military Band; "Thora" (Adams) Peter Dawson; "Roamin' in the Gloamin'" (Lauder) Harry Lauder; "Poppies and Wheat," barn dance (banjo solo) (Hucke); Olly Oakley; "Take a Pair of Sparkling Eyes" (Sullivan), Ernest Pike; "Keep on Swinging Me, Charlie" (Long and Scott), Florrie Forde; "March, Strathspey and Reel" (Traditional), Highlands Bagpipe Band; "The Kangaroo Hop" (Godfrey and Williams), Billy Williams; "My Heart is with You To-night" (Mills and Scott), Hardy Williamson; "The Singer was Irish" (Murphy and Castling), Peter Dawson; "I Must Go Home To-night" (Hargraves), Billy Williams; "The Broken Melody" (Van Biene), Jean Schwiller; "Breakfast in Bed" (Lauder), Harry Lander; "Joshioah" (Arthurs and Lee), Stanley Kirkby; Trio from "Faust" (Gounod) (In English), Agnes Kimball, Reed Miller and Frank Croxton; "Serenade" (A. Emil Tell), Florentine Instrumental Trio; Quartet from "Rigoletto" (Verdi) (in English), the Frank Croxton Quartet; "Abide With Me" (William H. Monk), the Frank Croxton Quartet; Count of Luxenbourg, "Are You Going to Dance?" (Lehar), Elizabeth Spencer and Irving Gillette; "Bells Solo, from 'The Magic Flute'" (Mozart) (Bells Solo), Charles Daab; "Minuet, op. 14, No. 1 (Paderewski), American Standard Orchestra; "Lustspiel Overture" (Keler-Bela, op. 73), Edison Concert Band; "O, Dry Those Tears" (Teresa Del Riego), Mary Carson, and "Wonderful Peace" (Rev. W. G. Cooper), R. Festyn Davies.

Based on the three for one principal, several record exchange schemes are in force during February. An eighteen penny record manufacturer an-

nounces that he will accept any record in exchange. Is the dealer expected to return for credit a half disc which has cost him 1s. 6d. or more likely 1s. 8d., and in addition order and pay for two others at 1s. to sell at 1s. 6d.?

Death of Noted 'Cellist.

Admirers—and they are legion—of August Van Biene, the celebrated 'cellist, will learn with regret of his sudden death at Brighton, January 23. He died in harness, so to speak, for just after his performance he fainted and expired, apparently due to heart failure, shortly afterward. Actor, composer and musician, Van Biene was perhaps best known for his performance in "The Broken Melody," a drama which was produced for the first time in London at the Prince of Wales' theater, on July 28, 1892, and in which he appeared over 6,000 times. He was by birth a Dutchman, but immigrating to London at the early age of seventeen, with no knowledge of English, and practically friendless, was reduced to playing in the streets. The story of his fortunate discovery by Sir Michael Costa, the then conductor of the Covent Garden Opera Orchestra, and his immediate installation therein, is well known. For charitable purposes Van Biene used to celebrate the day each year by playing in the streets, as of old. On zophonograph record, A 60, Van Biene recorded "The Broken Melody," with which is coupled "Kol Nidrei," also by the popular 'cellist. Only a fortnight ago, too, he was recording for the Edison Bell Co., who secured four titles, including "The Broken Melody" masterpiece.

Kept Accounts on Shop Wall.

Under public examination in the courts recently, a bankrupt stated that although he had had several branch businesses, he had never kept any books of account, but he used to make occasional notes on the wall of one of his shops. One way of doing it.

New Leipzig Messe Next Month.

The famous Leipzig Messe commences on March 3. There is an autumn gathering, but the spring fair is the more important and attracts buyers from all parts of the world. Those who should know, anticipate an exceptionally interesting series of talking machine exhibits, the chief continental firms having secured large accommodations some time ago. Inquiries reveal the fact that representatives and heads of British houses will attend in force, an unusual number having intimated an intention of visiting the fair.

New Colonial Copyright Legislation.

Replying to a member in the House of Commons, L. Harcourt said that the commonwealth of Australia and Newfoundland had passed legislation adopting the copyright act, 1911.

Heavy Fine for Song Pirate.

For an infringement of the musical copyright act of 1911, a printer, who it was stated had printed something like 700 gross of pirated music, was mulcted in a fine of £5 and 1 penny per copy for the 7,000 copies found on his premises, and in addition an order was made for the confiscation of the plates, etc., or one month's imprisonment.

New Artists on "His Master's Voice" List.

Two or three new artists contribute to the latest "His Master's Voice" list, notable amongst whom is that popular music hall comedian, Wilkie Bard, whose services I understand, will be exclusively retained by this company. His first issue, "The Night Watchman," teems with humor from beginning to end, and the enunciation being exceedingly clear, the record is certain of a big demand. The list under review is a particularly long one, and contains a further batch of double-sided instrumental issues, among which are several entrancing rag time numbers rendered as orchestrally perfect as one could wish. As sung by Madame Eleanor Jones-Hudson, His Master's Voice Co., are to be congratulated upon the issue of perhaps the two most popular pantomime numbers, "My Heart is With You To-night," and "Take Me Back to the Garden of Love," both of which are magnificently rendered by the lady in question. The famous New Symphony Orchestra is responsible for: "Lyrische Suite, No. 1, "Shepherd's Boy," No. 2, "Norwegian Rustic" march (Grieg), and

other records in the single-face list are: "Petite Suite de Concert," Demand et Response (Coleridge-Taylor); and "Petite Suite de Concert," Un Sonnet d'Amour (Coleridge-Taylor), Imperial Philharmonic Orchestra; "Grizzly Turkey Trot" (Roth Roberts), Pryor's Band; "Wearin' o' the Green" (Hall), John McCormack; "Stars May Forget" (R. Groome), Thorpe Bates; "The Bosun's Lament" (W. H. Squire), Harry Diarth; "Blow, Blow, Thou Winter Wind" (Sergeant), Robert Radford; "Tarrystock Goozey Vair" (Trythall), Charles Tree; "She Wandered Down the Mountain Side" (Clay), Miss Percival Allen; "Thora" (S. Adams), Ruby Helder; "My Ain Folk" (Lemon), Mme. Edne Thornton; "When Hands Meet" (Pinsuti), quartet, Miss Percival Allen, Mme. Edna Thornton, Messrs. John Harrison and Robert Radford; "Gems from 'Mignon'" (Thomas), Grand Opera Company; "Scherzo" (Dittersdorf-Kreisler) (Golin), Fritz Kreisler; (a) "Waltz in G Flat," and (b) "Waltz in E. Minor" (Chopin) (piano), Herr. Wilhelm Backaus; "Gems From 'The Girl in the Taxi'" (Jean Gilbert), Light Opera Company; "I Can't Refrain From Laughing," "The Geisha" (Lambelet), Clara Evelyn; "She's the Lass for Me" (Lauder), Harry Lauder; "I've Got My Eye on You" (Arthurs and Leigh) Clarice Mayne (accompanied by "That"); "Mysterious Moon" (Brown-Ayer), Edna Brown (and chorus); "That Mysterious Rag" (Berlin-Snyder), American Quartet; H. M. V. Double-Sided Records: "La Duchesse Charmante" and "British Imperial Chimes" (Walter Partridge); "Suite from 'The Mirecal Procession and Children's Dance,'" and "Suite from 'The Miracle,' the March of the Army of Dead Motif" (Humperdinck, arranged by F. Winterbottom, the Band of H. M. Coldstream Guards; "Ragtime Violin" (Irving Berlin), and "The Wedding Glide" (Hirsch); "There's a Girl in Havana" (Goetz and Sloane), and "All That I Ask Is Love" (Ingraham), Jacob's Tracadero Orchestra; "The Grasshoppers' Dance" (Bucalossi), and "Three Irish Dances;" first dance (Ansell), Metropolitan Orchestra; "Nights of Gladness Valse" (Ancliffe), Mayfair Orchestra, and "Dance of the Little Feet," gavotte (de Breville), De Groot's Orchestra; "The Ghost of the Violin," two step march (Kalmer and Snyder, arranged by W. Schulz), the Ragtime Orchestra, and "The Popinjay," one or two step, De Groot's Orchestra.

New Ragtime Issues on Zophonograph.

It would be difficult to find a phase of music that has experienced such a vogue as ragtime. It is just as popular as ever, and although there are some who think one can have too much of a good thing, the talking machine dealer at least cannot be accused of that belief. It is even within the pale of probability that ragtime has moved many people to the purchase of a machine and records, where otherwise they would have remained indifferent. Any way, distributors have reaped a rich harvest of sales, and the boom is still on. Ragtime will certainly be responsible for a large business during the coming spring and summer months, for it is a type of light, fragmentary music eminently suitable for the days ahead when light entertainment in the home or garden is preferable.

This brings me to the latest zophonograph ragtime issues. With their usual enterprise, the company have exerted every effort and spared neither time nor expense in the production of a really comprehensive list covering practically every known ragtime issue of merit.

New Companies.

Combinophone Co., Ltd., talking machine manufacturers. Capital, £250. Office, 22 Chancery Lane, London, E. C.

Diploma Gramophone & Record Co., Ltd. Capital, £100. Office, 220 Old St., London, E. C. From the same address is registered: Victory Sound Productions, Ltd. Capital, £100; Kalliope Co., Ltd. Capital, £100.

National Gramophone Co. (1913), Ltd. Capital, £250,000. Office, 15 City Road, London, E. C. The company has been formed to take over the present National Gramophone Co., Ltd.

YSAYE DELIGHTED WITH RECORDS OF HIS PLAYING.

The Famous Violinist Pays Great Tribute to Columbia Co. in Connection With the Records Recently Made of His Playing—To Have Won Such a Tribute Is Something to be Proud of, For Ysaye Ranks as One of the World's Masters of Tone—First Records Containing Many Well-known Numbers, to Be Issued Late in March.

In this busy age we do not often stop to think of the wonderful blessings we enjoy musically. Just think of the pleasure—the educational value—of being able to hear within one's home the instrumental and vocal works of the greatest musicians of the world interpreted by the most famous artists.

This has been made possible through the talking machine which is fulfilling an artistic mission as a stimulator of musical art and appreciation in America that is bound to win in due course proper recognition from writers of musical history.

Only last month we announced in The Talking Machine World that Eugen Ysaye, the world's greatest violinist, had made a lifelong contract with the Columbia Graphophone Co. to reproduce Columbia records exclusively.

Just think what this means! Ysaye's playing not only for to-day, but for posterity!

Here stands a violinist in the very maturity of his art—not merely a master technically, but a musician of breadth, dignity and power, who is enabled to transmit the very soul of what he plays to his hearers—who inspires and elevates, for he is a master of phrasing and of all those beauties of detail that express temperament and that indescribable something called "genius" which moves and enthuses those who love music in its best and highest forms.

It was a great achievement on the part of the Columbia Co., and a matter of satisfaction to thousands, to so arrange that Ysaye's art may be perpetuated through Columbia records, thus enabling him to entertain and delight forever his millions of friends and admirers throughout the world.

That the Columbia Co. has been eminently successful in reproducing the wizard-like playing of this famous artist in record form is apparent in the sincere letter of appreciation which Ysaye has written the company after hearing his first records and in which he expresses satisfaction at their excellence and the perfection of the Columbia recording apparatus.

In addition to this tribute to Columbia mechanical and artistic ability, Ysaye personally autographed the label of each record before it left the laboratory. Every selection was marked either

"very good" or "excellent" by the master, after he had thoroughly tested each record, and convinced himself that they were true reproductions of his artistic talent. This personal approval of his records



Copyright by Underwood & Underwood, New York.

Ysaye Making a Columbia Record of a Brahms Number—Piano and Accompanist to the Left.

by the illustrious Belgian violinist is of considerable import to the public, as with this O K by

Ysaye himself, every purchaser of a Ysaye record is assured of musical reproduction that is true in every detail.

Since the announcement by the Columbia Graphophone Co., a few weeks since, that Eugen Ysaye had signed a lifelong contract with them for the making of Columbia records, the company has been deluged with letters of congratulation from musicians, laymen and members of the talking machine trade in every section of the country. The company well deserves this praise, for, in adding Ysaye to its list of talented musicians, it has captured a most eminent violinist, a musician whom critics agree is without a peer, and whose playing furnishes an example well worth emulation by younger generations. By his production of Columbia records, Ysaye hands down to posterity a faithful record of his remarkable talent and strengthens his hold on the affection and admiration of music lovers.

The testimonial sent by Ysaye to the Columbia Graphophone Co. is one which is a source of pride to the officials of the company. As he states in his letter, Ysaye never accepts any proposition that involves the use of his name without mature deliberation and thorough investigation. His evident appreciation of Columbia recording perfection is a certain proof of his enthusiasm when recording. This testimonial pays a tribute not only to the mechanical excellence of the records, but as Ysaye states: "I recognize in every note my individual manner of expression."

The testimonial from Ysaye reads as follows: "It is my custom to consider deeply any and every proposition with which it is suggested that my name be associated. The contract I made with you was the result of mature investigation. It is my belief that Columbia records are the finest made by anyone anywhere in the world. A word as to the records of my playing recently made by you—one thing is certain—in the recording and reproduction they are the best I have ever listened to. Your method of perpetuating the characteristic tone of the violin unquestionably excels all others. I recognize in every note my individual manner of expression. The records occupy a unique place in my esteem as artistic and scientific achievements. Accept my sincere congratulations and good wishes. (Signed) EUGEN YSAYE."

The first records of the world-famous violinist are listed in the advance list of Columbia April records, which are scheduled for sale on the 25th of March. Conservative members of the trade predict that they will prove to be the best selling records ever introduced. This success is well deserved, as they represent the playing of a violinist who will go down in history as a master musician and pre-eminently first in his chosen field. These first initial Ysaye records are as follows: Scherzo Valse (Chabrier); Berceuse (Lullaby) (Faure); Concerto in E Minor, Finale (Mendelssohn); Mazurkas, Op. 19 (a) Obertass (b) Menetrier (Wieniawski); Rondino, Op. 32 (Vieuxtemps); Hungarian Dance No. 5 in G (Brahms); Caprice Viennois, Op. 2 (Kreisler); Albumblatt (Wagner).

To those who have been fortunate enough to attend Ysaye's recitals the above numbers are familiar, and in view of his extended tour of the United States it can easily be realized what tremendous possibilities exist for the dealer in a sales way when these records are introduced.



Wanted—Live Dealers

There are about 1000 talking machines to every Sesco Stop in the country. There will soon be one Sesco to every 100 machines. Who is going to sell them in your city? The dealer who does should make a great deal of money.

We desire to allot exclusive territory to aggressive, ambitious dealers.

Write for interesting booklet.

Standard Electric Stop Company

Walnut and Thirteenth Streets

PHILADELPHIA, PA.

**Two favorite classics by Josef Hofmann
in the Columbia list for March—another
chance to fill up the credit side of your
Big Book.**



Columbia Graphophone Company
Tribune Building, New York

ANNUAL BANQUET OF THE EDISON CLUB

Held Recently at the Lyceum in Orange, N. J., Attended by Thomas A. Edison and Three Hundred Others—Musical and Prandial Exercises Interesting—Letter to Members from Thomas A. Edison Enthusiastically Received—The Menu a Work of Art.

The second annual banquet of the Edison Club, which is composed of employes of the Thos. A. Edison Co., Inc., was held at the Lyceum, East Orange, N. J., the closing week of January. There were about three hundred present, with Thos. A. Edison as the guest of honor. With him on the stage were the Mayors of Orange, East Orange and West Orange. There was an interesting musical program interpreted by the various artists who make records for the Edison Co., and each and all seemed to do their best to make the great inventor realize that they were singing in his honor and for his benefit. This was particularly true in the case of Miss

annual banquet is approaching, thus marking a milestone in the progress of your club.

"It is a source of much gratification to us to know of your success and to realize that the wholesome fraternal principles under which you organized have been so well observed that your club in the past year has grown from healthy infancy to lusty childhood.

"We extend our hearty congratulations, together with good wishes, for your future prosperity and usefulness."

The menu, by the way, was a work of art, and consisted of twenty pages of original matter, which was full of "hits" cleverly written and

McChesney, in which he spoke of Edison as "the greatest man living." The members of the entertainment committee having charge of the program were: W. F. O'Connor, chairman; Frank E. Evans, E. L. Walker, Fred Pullin and J. E. Sease.

Herbert R. Leisk is president of the Edison Club, William Courtney, treasurer, and Daniel J. Laushway, secretary. As may be inferred the Edison Club is composed of the employes of the big corporation which is under the management of Thos. A. Edison, and their annual reunions are always a source of enjoyment that are looked forward to with pleasure by the members.

AN ATTRACTIVE WINDOW

Arranged in Store of M. W. Waitt & Co., Ltd., Vancouver, to Celebrate Golden Jubilee.

M. W. Waitt & Co., Ltd., Vancouver, B. C., in order to celebrate the golden jubilee in business, arranged a special window display that attracted a



Great Gathering of Members of the Edison Club at Annual Banquet Held Recently, with Thomas A. Edison as Guest of Honor.

Elizabeth Spencer, the well known soprano, whose various numbers were sung with great feeling and were apparently enjoyed by Mr. Edison, for his expression with his hand to his ear taking in the sound, was strikingly like that in which he has been pictured in the now familiar trade mark.

The singing of the "Dixie Girls" quartet was also delightful; and the entire musical program was one of enjoyment. As is customary Mr. Edison made no speech to the "boys," but addressed them through a letter as he did at the last banquet, and a facsimile of which was printed in the menu. This communication, which was received with enthusiasm, also bore the signature of Carl H. Wilson, vice-president and general manager of the works, and was as follows:

"As we stand upon the threshold of another year we are reminded that the time of your second

abounding in quips largely of a local flavor. There were also several illustrations, one in particular, a double-page cartoon by Ray Morris, one of the entertainers, who featured just what happened on January 2d, when Edison assumed control of his various enterprises. It pictured Edison standing in his characteristic attitude, with hands in pocket, listening to the plaint of his chief subordinates, while everybody from the porter to the heads of the departments is hustling under the eye of the new "boss."

Thos. J. Leonard was master of ceremonies, and fulfilled his responsibilities most admirably. In addition to announcing the numbers on the program, he read a number of telegrams that were hits on the members of the club. One "real" telegram was that sent from Denver, Col., from the former president of the club, Leonard W.

great deal of attention. As the occasion was near Christmas, the window took on much of the holiday spirit and was decorated to represent a snow scene. The foreground showed a large sleigh drawn by a Cariboo elk, loaded with a piano, Edison Opera, and Victor IX, while two sacks filled with records had scattered over the snow on the ground. The sides were fenced in and tufted with snow, making the display very realistic.

The background showed a house with Santa Claus getting down the chimney, with an Edison Gem, and through the window could be seen a little boy and a Victor dog looking into the red fire. The window had extra lights, all told about 720 candle power, and so was very bright and attracted attention even from the crowds across the street. A noticeable result was the number of Edisons and Victors that the display sold during the week.

TO FILL ALL DEMANDS FOR EDISON DISCS SOON.

Perfecting of New Electro-Plating Process Will Enable Company to Fill Long Delayed Orders—Enormous Demand for Edison Disc Phonographs and Records in All Parts of Country—Frank K. Dolbeer Enthusiastic Over Popularity of the Edison Products—Many Visitors to Factory Recently Who Place Orders and Want Early Deliveries.

Those new gray hairs one sees on the heads of various executives in the phonograph sales department of Thomas A. Edison, Inc., can be directly traced to the new disc records and the standard set for them by "the Old Man." Long ago the recording experts and the members of the sales department and representatives of the jobbing and retail branches of the trade tried out the latest bunch of records and declared them to be perfect and well worthy of being placed on the market without a single apology. Then Mr. Edison stepped in and said they wouldn't do for his O. K., with the result that shipments were again held up, while further mechanical experiments and improvements were made.

The sun is beginning to shine again, however, for a week or so ago Mr. Edison declared that he had perfected a new electro-plating process which had begun to work smoothly and would soon be taking care of records fast enough to meet all demands. In the new plant, which is declared by experts to be a marvel of ingenuity, there are no chances taken with the danger of having foreign substances find their way into the record material, for all the materials and even the air which enters the room is filtered and cleansed with particular care.

With the new plant working smoothly and the pressing department going at full speed the prospects are that the trade will begin to receive records in satisfactory quantities at a very early date.

Meanwhile through the medium of letters, telegrams, telephone messages and even personal calls, the jobbers and dealers all over the country are making strong appeals for records to supply those who have already bought machines, to say nothing of records for stock. The sale of machines, even without records, has reached wonderful proportions, and the machine plant, already busy with current and stock orders will be completely swamped when the records are turned out in quantities, according to those connected with the selling end. One New England dealer has succeeded in placing over a dozen machines, though his entire stock of records consists of two, which he holds on to for demonstrating purposes, and other dealers have met with the same experience.

Meanwhile the representatives of the sales department are giving demonstrations of the new

machines and records at various points throughout the country and although the new contracts are such as will ensure the dealer paying strict attention to business if he is to make good, each demonstration is followed by applications for agencies from dealers who attend and hear the results of the new Edison products.

Frank K. Dolbeer, manager of sales, is thoroughly enthusiastic regarding the manner in which the Edison disc phonograph has been taken up by the trade and the interest shown in it by the public, the most difficult work at present being to select those best qualified to handle the line in certain sections from among those anxious to secure the agency.

Among the visitors to the Edison Phonograph Works in Orange during the past month were:

THEO. HARDEE APPOINTED CHIEF

Of the Liberal Arts Department of the Panama-Pacific Exposition—Appointment Pleases Piano Men, as Mr. Hardee Was for Some Time Connected with the Trade.

Members of the talking machine trade on the Pacific coast are especially interested in the announce-



Theodore Hardee.

ment of the appointment of Theodore Hardee as chief of the department of liberal arts of the Pan-

C. B. Haynes, Richmond, Va.; H. G. Stanton, Williams & Sons' Co., Toronto, Ont.; H. Phillips, Greenwich, Conn.; Carl E. Peck, J. H. Parnham and Fred. H. Lohr, Hardman, Peck & Co., New York; C. N. Andrews, of W. D. Andrews, Buffalo, N. Y.; W. D. Andrews, Syracuse, N. Y.; G. A. Gone, Brockton, Mass.; C. W. Fulkerson, Carbondale, Pa.; C. F. Shipley and Mr. Williams, Frederick, Md.; C. J. Francis and D. R. Harvey, of the Iver Johnson Sporting Goods Co., Boston, Mass.; N. D. Griffin, American Phonograph Co., Gloversville, N. Y.; H. E. Sidles, Lincoln, Neb.; J. P. Legard, Manchester, Conn.; C. R. Conklin, of F. E. Bolway, Oswego, N. Y.; J. Newcomb Blackman, New York; Lawrence H. Lucker, Minneapolis, Minn.; J. Lincoln Parker, Boston, Mass.; A. B. Clinton, New Haven, Conn.; W. O. Pardec, of the Pardee-Ellenberger Co., New Haven, Conn.; T. H. Reed, of Reed, Dawson & Co., Newark, N. J.; A. Eckel, Brooklyn, N. Y.; Fred. Lord, of Lord & Co., Portland, Me.; F. H. Thomas and Mr. Birdsall, of F. H. Thomas & Co., Boston, Mass.; E. W. Hedman, with Lawrence H. Lucker, Minneapolis, Minn., and Louis Buehn, Philadelphia.

ama-Pacific exposition, to be held in San Francisco in 1915, in view of the fact that Mr. Hardee was formerly connected with Eilers Music House. It is expected that his former connection with the trade will result in adequate arrangements for the display and proper exploitation of the pianos and other musical instruments at the exposition.

Mr. Hardee, moreover, has had wide experience in exposition work and has spent much of his time recently traveling in Europe in the interests of the Panama-Pacific exposition, on which mission he has met with great success.

RECORDS FOR POSTERITY.

Prof. Ferdinand Brunot, of the Sorbonne, Paris, is establishing a museum of voices or "archives of oratory," with a view to preserving for future generations the voices and words of today. He believes the phonograph as wonderful an invention as Guttenberg's printing.

Beginning with a small donation from a private individual and \$400 from the university, he made a tour collecting French dialect discs. Now he is making a collection of 800 discs on a tour of the world from Peking by way of America, including even Sioux Indian legends.

This collection he means shall embrace every spoken language of the world. He hopes to make it as complete as the National Library. Every dialect representing every national character, statesman, preacher, actor or orator is to be collected in this vast phonographic museum.

JOBBERs intending to **IMPORT**
TALKING MACHINES, MOTORS,
DISC-RECORDS SHOULD VISIT

OUR SHOW ROOMS AT THE **LEIPZIG FAIR** AND INSPECT OUR NEW MODELS.

POLYPHON-MUSIKWERKE, A.-G.

Works: Leipzig-Wahren 41

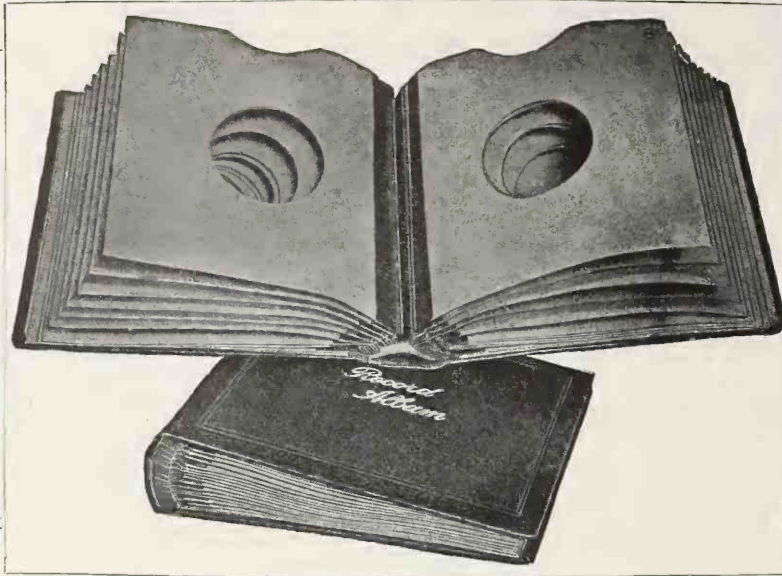
Show Rooms: Leipzig, Petersstr, 28 I.

FAMOUS RECORD ALBUMS

WE MANUFACTURE MORE ALBUMS THAN ANY OTHER HOUSE

For Durability, Artistic Design and Finish, our Albums have no equal. They are made in the most substantial manner by skilled workmen.

Our Albums are first-class in every particular, and are sold at very low prices.



OUR SUPERB ALBUMS SHOWN OPEN AND CLOSED.

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

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

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

RECORDS OF STANDARD SELECTIONS BEST SELLERS.

This Is Demonstrated by the Increasing Demand for the Old-Time Operatic and Standard Musical Numbers—A Natural Reaction from the Ragtime Craze—Use of Fibre Needle Grows in Favor—The Detroit Trade Viewpoint—Dealers Assisting Patrons.

(Special to The Talking Machine World.)

Detroit, Mich., Feb. 10, 1913.

A feature of the talking machine business in Detroit recently has been a gain in the sale of the standard records of back catalogs. "We sell about 20 per cent. more of them than we formerly did," said K. M. Johns, manager of the Columbia jobbing and retail house here. The managers of other stores made estimates varying but little from this.

The Columbia people are making a special campaign on the best records of the earlier output. With every catalog of new records they send a circular entitled, "Standard selections that ought to be in every collection." In it are listed the songs and other renditions that go on from year to year and from generation to generation—the kind that live forever because of their intrinsic worth. The name of the artist does not matter so much with these records, if he or she was a good one. It is the music that counts.

"The trouble with practically all parties, upon buying their first talking machine, is that they select a lot of the songs of the day for their first assortment and soon tire of them," said Mr. Johns. "They buy another lot and tire of them also. Then they wonder why. They begin to select more carefully, asking the advice of the salesman. The latter offers them the music of quality. They try it and get wise and begin to build up a library worth while. They pay more attention to the old catalogs than they do to the new ones. From the new ones, of course, they take whatever standard productions may be offered.

"It is less difficult to educate the public to the best music in talking machine records than in sheet music. In the sheet music the lower grade, the so-called popular productions, have a low-grade

price. But a talking machine record can't be bought for 10 cents, or a quarter. If it has rag time on it, played by some one well known, it costs as much as though it carried grand opera. Few ears and few brains are so dull that they cannot soon distinguish between the classes, and the price being equal they take the superior music."

"Caruso's best selling record is his first one, from the opera "Martha," said Manager Harry Rupp, of the talking machine department of Grinnell Bros. "Quality counts in talking machine records, not age. Caruso has made dozens of records since, all good, of course, but it happened that his selection for his first record was his best. The public recognizes this and continues to buy it, year after year. Records of Sembrich, Calve and others go in a similar way. They are all good, and they all sell continuously, but their best ones sell in greatest quantities, even if made years ago."

Another thing upon which the public has, too, become educated is in the use of the fibre needle. Some of the talking machine buyers are too impatient, and get disgusted with the fibre needle before they learn wherein lies its best value. A record does not play as well in its first time over with a fibre needle as with a steel point. It must be played three or four times. Then it will render beautiful, soft music. It is plainly evident, from the results of demonstrations, that most people like soft music, but a large number of them get disgusted with the fibre needle before they learn how it works. The dealers are teaching them this. They sell them records that have been "broken in," as examples. So the use of the fibre needle is increasing, in spite of the fact that it costs more originally. As it can be repointed, however, users who have the patience to do so can make them cost less than steel points.

DISC RECORD ALBUMS

ARE WHAT EVERY
Talking Machine Owner

NEEDS AND MUST HAVE

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

The dealers are assisting their patrons by issuing classified lists of records. Their customers who like opera songs can find the titles bunched; likewise the people who like sacred music, comic music Southern melodies, or any other sort. It saves them searching catalogs and assists business by speeding it along. This is of more consequence than might appear on the surface in view of the large demands made upon the salesmen of all stores for demonstrations.

HOW VICTROLA WAS SELECTED.

Music From Talking Machine Store While Thaw Was Attending Court in White Plains, N. Y., Results in Purchase of Victor Outfit for His Own Amusement.

The Victrola, which, as announced in the daily newspapers, was secured by Harry K. Thaw, for his entertainment while confined at Matteawan, came from Hunt's Leading Music House, White Plains, N. Y. When Thaw was in White Plains some time ago for the purpose of appearing before the court in an action to secure his freedom, he was entertained by the evening Victrola concerts given in Hunt's music house, near which his rooms were located. When he returned to Matteawan, Thaw received permission from the authorities to have a talking machine in his quarters and the order to Hunt's Leading Music House resulted. It is said that the music is having a most beneficial effect on Thaw.

DON'T GET THE HABIT.

The second doing of a thing is always a little easier than the first, and the tenth time it is easier than it was the second. This applies to losing your temper, driving nails, memorizing one of the psalms or learning to smoke. Whether the act in question is good or bad, whether it calls into use mind or muscles, each repetition makes the doing easier. Be on your guard against doing twice the thing you do not wish to continue indefinitely.

Columbia profits, whether on records or instruments, never give you a moment's uncertainty. They are positively fixed, and you know before you sign your contract what rate of profit will come to you.



From "Music Money"—a free book you ought to have.

Columbia Graphophone Company
Tribune Building, New York

TRADE CONDITIONS IN BALTIMORE.

Reorganization of the Sanders & Stayman Co., Inc., Enlarged With Ample Capital, One of the Important Items of the Month—Handles the Victor and Columbia Lines—Dealers Without Exception Well Satisfied Regarding Trade for January and the Outlook for This Spring—News of General Interest.

(Special to The Talking Machine World.)

Baltimore, Md., Feb. 5, 1913.

There has been no decided falling off in business during January as compared with December, but in a comparison of figures with January of 1912 the past month has shown a handsome increase. This is, in short, the substance of statements made by all the Victor and Columbia dealers, while the same old complaint of lack of sufficient machines is still prevalent.

Albert Bowden, who has charge of the talking machine department of The Sanders & Stayman Co., Inc., states that both the Victor and Columbia lines, which his concern handles, have been greatly in demand and that the prospects are excellent for an indefinite continuance of these good results. High-grade record trade is also good.

This old-time house has just been re-incorporated. It was formerly Sanders & Stayman, but by the reincorporation it is now The Sanders & Stayman Co., Inc. G. Wright Nicols, former president, has resigned in order to devote his time to traveling and his brother-in-law, Charles H. Dickey, a prominent business man of Baltimore, is president. Albert M. Doty is secretary and

William B. Turlington is treasurer and manager. Mr. Turlington will be the active head of the firm and has mapped out a most progressive campaign, both for the talking machine and piano departments, the firm also being local representatives for the interests of Steinway & Sons, of New York.

Thomas Gordon, proprietor of the Gordon Talking Machine Co., announces that January was a good month for the Victor and Columbia machines, which he represents, and that this month showed a substantial increase over the same month of 1912. Joseph Fink, head salesman for the Gordon Co., made a number of good sales, including a number of high-priced machines.

"Just say for me that there has been no let up in the good results that have been obtained for the past five months." This is the way Manager Denison, of the local branch of the Columbia Graphophone Co. states matters. Mr. Denison says that January has shown up remarkably well and there are enough prospects to keep his force going at a lively rate for an indefinite period.

At the local store of E. F. Droop & Sons Co., Victor representatives, Manager W. C. Roberts stated that the business has increased to such an extent that he finds it necessary to put in a number of new demonstrating rooms. This work will be started immediately and will be completed within a short time. Mr. Roberts will make a trip to the Victor factory some time this week.

M. Silverstein, who has charge of the talking machine department of Cohen & Hughes, handling the Victor line, is still kicking about his inability to get in enough machines to supply his customers.

January was a great month for the firm and a number of orders have not yet been filled because of the shortage of machines. Cohen & Hughes are making a number of changes in their store, including a re-surfacing of the floors and new papering of up-to-date patterns, including a number of musical figures on the borderings.

BUSINESS STEADILY GROWING.

Simplex Start and Stop Device Becoming Popular, According to Manager Kirkman, of the Standard Gramophone Co., Who Tells of the Company's Progress.

"Our business is progressing very nicely," stated Thomas W. Kirkman, manager of the Standard Gramophone Co., 173 Lafayette street, New York, in a chat with The World. "Our list of clients is increasing each day, and we are adding the names of firms and individuals prominent in the talking-machine and piano fields. The best part of this steady growth in popularity of our Simplex start and stop device is the fact that every user of our device is well satisfied with the results received, and we are in receipt of many letters from our clients commending the construction of the Simplex and stating that their customers are more than pleased with it.

"One of our traveling force recently returned from an extensive trip through New England, where he was successful to a marked degree. As a result of his trip in this territory we have placed our device with practically every jobber and dealer of importance in this part of the country. One of our road force is now in the Middle West where he reports excellent prospects in our field, while another one of our travelers is at present visiting the Southern trade. As a result of this road work, we feel that we are in a position to state that our device will be shortly on sale in every city in the country with a population of 50,000 or more. We are planning an extensive newspaper advertising campaign in order to assist our trade as much as possible, and the results of our first few weeks newspaper advertising have already convinced us of the desirability of enlarging our publicity plans in the very near future."

11,000 MILES OF FILMS.

Produced by Use of Moving Picture Theaters Last Year in the United States.

The United States is the largest producer of moving picture films in the world, according to figures which have just been compiled by the Bureau of Statistics. Besides the millions of feet produced for the thousands of moving picture theaters that dot the land, it produced last year for export more than 60,000,000 feet—approximately 11,000 miles—or almost half the circumference of the globe. More than three-fourths of the films exported went to the United Kingdom.

HANDLING TALKING MACHINES.

Layton Bros. of Montreal, Can., have recently opened a Columbia and Edison department under the management of R. S. Dudley. A complete line of machines and records will be carried in stock at all times.

The name describes the needle and the needle fulfills its tone— The PURITONE Needle.

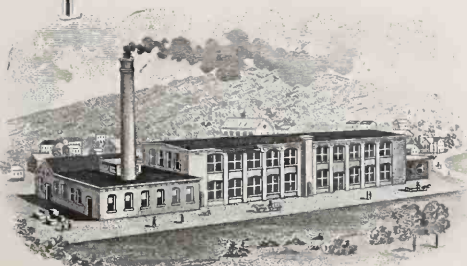
FURNISHED in Puritone or your own envelopes packed in different sizes. Quality guaranteed. Price popular. Dealers can secure a sample package free. Send jobber's name with letter. Remember, a quality needle will help you; it makes a profit and a following.

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.



SALTER'S FELT-LINED SHELF CABINETS



No. 102 DISC CABINET

Size 34½ in. High,
Top 21½ x 21½ in.

THIS CABINET FINISHED IN MAHOGANY OR ANY FINISH OF OAK.

Are the only ones that afford
PERFECT PROTECTION
to records.

THIS means satisfied purchasers and YOU know what THAT means—Mr. Dealer.

We call your attention to the increasing cost of goods of this description and advise that you send for our catalogue now.

SALTER MFG. CO.
337-43 Oakley Ave. - Chicago

THE ONLY MAKERS OF FELT-LINED SHELF CABINETS and "SALTER ADJUSTABLE CORNERS"

BUSINESS CONDITIONS BETTER THROUGHOUT MICHIGAN.

Indications in the Leading Stores of Detroit Are for a Business This Year Far Better Than That of 1912, Notwithstanding the Colossal Record That Will Have to Be Eclipsed—Working to Put an Extinguisher on the Oldfield Bill—H. J. Turnell & Co. Has the Columbia Line—Sixty-four Per Cent. Increase in Grinnell Business—Other Items.

(Special to The Talking Machine World.)

Detroit, Mich., Feb. 10, 1913.

Sales of records always are brisk in January because of recipients of Christmas talking machines stocking up with operating material, but in the January just closed they were the best in history. The condition of business seems to be better throughout the State, also, for January collections were equal to or better than those of December in all jobbing houses. December generally is the star month for collections, as most dealers are in position, through active cash business, to discount all their December bills.

"Some people probably will ascribe the improved business conditions out in the State to the good crops of last year," said one manager. "That is the stock reason which generally is given for unusual business activity outside. But I think it is due to a more intelligent conduct of business. Any man can succeed in any good business with a little experience and a lot of intelligence. When we see firms in the talking machine business going to the wall, we can make up our minds that it is because the business is not conducted along intelligent lines. The phonograph business is a going one to such a tremendous extent that no sane person in it need fail."

The indications in all the stores are for a business this year far better than that of 1912, notwithstanding the colossal record that will have to be eclipsed. "We are getting unusually desirable inquiries by mail from business men up in the State who desire to take on talking machines," said Mr. Johns, of the Columbia Co. "This is as good evidence as I want of what is before us. When they come after us, instead of waiting for us to go after them, it is a pretty good sign.

"It doesn't make much difference what business a man is in, if he is capable he can make a success of the talking machine business. I think the ideal place for talking machine agencies is in piano stores, but the policies of the piano manufacturers prevent us placing them in piano stores in small cities. The chances are about ten to one that the piano dealer is handling consignment stock and isn't worthy of a line of credit individually. So we have to go to the furniture store, or some other place where the proprietor owns his stock."

The Columbia Co. made a promising connection in Jackson February 1, placing their line with H. J. Turnell & Co.

Grinnell Brothers almost doubled their purchases from the Victor Co. in 1912, as compared to the figures of 1911. The exact percentage of increase of business was not available, but the increase in the Grinnell branch store here on Monroe avenue was sixty-four per cent. The trade is of the pleasant, eager kind; no grumbling about high prices; no charges of "a trust," in spite of the aims of the Oldfield bill to forbid alleged price fixing. People buy talking machines because they like them at the price at which they are offered and think they are getting their money's worth. They don't care for a cheap foreign machine.

Detroit business men have done their share toward putting an extinguisher on that Oldfield bill. About every man of consequence in the city has written to the Michigan Congressmen urging opposition to the measure. It is believed that it is dead. Certainly it won't be brought up in the fag end of the present Congress, nor in the extra session. And it is believed that the new Congress will not bother much with the hobbies of the expiring one.

An old fad of musical critics, of saying, when a singer happens to be in poor voice, that she, or he, "sounded like a phonograph," was put to the bad here this week. A prominent concert singer gave a recital here, and having a slight cold, did not make a favorable impression. The talking machine dealers are now playing her records in demonstrations, and calling attention to the fact that if the real "best" of the singers is wanted, the place to go for it is to a talking machine, for a singer always is at his best when he sings for a record. If he wasn't, his services wouldn't be accepted. There are no disappointing "off nights" with the records.

DEMAND FOR FOREIGN RECORDS.

Accompanying its regular list of April records, the Columbia Graphophone Co. sent out to dealers this week the foreign record catalogs, which it now has ready for publication, and a special order blank.

The Columbia Graphophone Co. issues foreign records in twenty-nine different languages, or dialects, and this department has grown to such proportions that Anton Heindl, who is in charge of the foreign-record division, was obliged to move his office to the Columbia laboratory at 102 West Thirty-eighth street, New York, in order to be in close proximity to the actual production of the records.

Columbia dealers throughout the country are taking an active interest in the development of their foreign record clientele, and many dealers have found it profitable to devote a considerable part of their newspaper publicity to the presentation of foreign records. The 29 foreign languages that are now catalogued by the Columbia Graphophone Co. are as follows: Armenian, German-Austrian, Bohemian, Chinese, Croatian-Serbish, Cuban, Danish, Finnish, French-Canadian, Greek, Hawaiian, Hebrew-Jewish, Hungarian, Italian-Neapolitan, Japanese, Javanice, Lithuanian, Mexican, Norwegian, Polish, Portuguese, Roumanian, Russian, Ruthenian, Slovak, Swedish, Spanish, Turkish, Welsh.

SHORTAGE OF MACHINES AND RECORDS PREVAILS.

Is the Report of Cleveland Dealers, Who Closed an Excellent Business for January—U. S. Phonograph Co. Notes Increased Appreciation of Its Products—An Interesting Victrola Booklet—Columbia Co. Pushing Energetically After Business in Ohio—What Leading Concerns Have to Report Regarding Conditions Present and Prospective.

(Special to The Talking Machine World.)
Cleveland, O., Feb. 10, 1913.

General conditions in the talking machine trade are healthy and compare favorably with those in any other line of business. Most of the dealers are, as they have been, still handicapped by a shortage of both machines and records, but since the first of the year some relief has been afforded, as the desired styles have been coming forward more freely. Business continued good all through January and this month will prove quite as prosperous. The record business is good and growing to immense proportions.

At the time when the talking machine was crude, the industry in its infancy and just developing, Geo. J. Probeck started in the talking machine business and is the first and oldest dealer in Cleveland who has been continuously in the trade. He was the first to handle Columbia goods in this section, and since 1900 had sold these goods exclusively, either on his own account or as agent for the company, until two years ago. Since then he has had the management of Dictaphone, from which position he retired Feb. 1, but continues with the company in that department.

G. M. Nesbitt, of the United States Phonograph Co., reports business is moving along prosperously at the company's factory. Demand for the United States Royal and United States Rex machines continues unabated and the company is now confining its output to those two styles, which seem to meet all requirements. The products of the company are in high favor with dealers who are handling them.

President T. H. Towell, of the Eclipse Musical Co., wishes he were able to obtain more goods, sure that the sales will take care of themselves. The wholesale department, under the able supervision of P. J. Towell, is doing a prosperous business.

One of the most attractive and interesting uses that the Victrola has been put to in Cleveland is the lecture on "Musical Appreciation," given by Mrs. Parr, musical supervisor of the Cleveland public high schools. In these lectures F. E. Lane, of the Eclipse Musical Co., assists her by illustrating her ideas with the Victrola. These talks and demonstrations have proven so interest-

ing that social clubs, lodges and churches are very anxious to have Mrs. Parr give this fine illustrated lecture. In a school where Mr. Lane placed a Victrola a stereopticon is being used in conjunction, showing scenes from operas which the instrument rendered.

The Columbia Co. is energetically going after the business of Northern Ohio and is meeting with great success. In the wholesale, retail and educational departments trade is lively and continually improving. Mr. Madson, manager, says the retail business kept up remarkably well throughout January, making a very considerable gain, and he thinks February will show still further gains. C. A. Routh sold a Columbia machine to the Lakewood school last week. The principals here are enthusiastic and anxious to have Mr. Routh visit their schools. He has made a success of taking the schools, grade after grade, and showing the teachers how to lessen the arduous labor of their every-day work.

Conditions at the distributing Edison warerooms of Laurence A. Lucker are practically as have existed for some time. A. O. Peterson, manager, said: "Business is fairly good and would be fine if we could supply the demand, but we are seriously handicapped in that we are unable to obtain the disc records. We are also unable to supply the demand for Blue Amberol records, although we are taking all the factory can furnish. We have a fair supply of the disc phonographs in stock, but it would soon be exhausted if we had the records. Orders are coming in very freely and we have a large number booked for delivery as soon as the goods arrive."

T. A. Friedlander, manager of the Bailey Co. talking machine department, is very optimistic about the trade. He stated there had been no cessation in the volume of business since the first of the year, that in fact they had been as busy during the past month as they were in December. Sales of Victrolas VIII and X, and the Edison disc and Amberola, are especially good.

The talking machine trade of the Hart Piano Co. is steadily increasing and it is receiving the close attention of the company. The manager stated demand was excellent all along the line for Victor and Edison machines and records.

"Splendid business," is the terse expression of Miss Ethel M. Volk, manager of the talking machine department of the Macy Co. "The volume of our trade each month is exceeding that of a year ago."

Wm. Taylor, Son & Co. is building up a fine trade in the talking machine department. The manager reports large sales of Victor machines and records.

The Caldwell Piano Co. is doing a prosperous business in talking machines in connection with the piano trade.

Bessie M. Brabler, in charge of the talking machine department of the Collester & Sayle Co., said the demand for Victor machines and records was good, but that the company had been able to only partially meet it. Phil Dorn, manager, visited the Victor factory last week and secured a shipment of machines and records, which is now arriving and replenishing the denuded warerooms.

Charles I. Davis, music publisher and jobber, who conducts a chain of 15 retail stores, reports that he did the largest volume of business last year since he has been in the trade. The talking machine end especially has been more than satisfactory in the stores where he carries the Victrolas. He contemplates installing the Victrola line in several of his Eastern stores in the near future. His stores are all equipped in the most stylish and attractive form, and are located in the midst of the shopping districts. He finds that talking machines and records fit in most admirably with his other musical specialties.



You don't have to go down on your knees

and fairly beg us to send the goods when you give us an order. We won't put you off with promises; we won't keep you "up in the air".

There's never a bit of uncertainty about what will happen to any order you intrust to us. You can always measure our service by this invariable rule—all goods shipped the same day the orders are received.

Send us an order and you don't need to give it another thought. You can go right on tending to your business with the assurance that the goods will come in on schedule time.

That's what makes us so "solid" with our dealers. Our business is conducted along the lines of quick and efficient service, and our stock of Victors, Victor-Victrolas, Victor Records, record cabinets, needles, fibre cases, horns, repair parts and other accessories, is always kept up to the mark so we can instantly meet all demands that are made upon it.

Our catalog will be of interest to you. Write for it to-day and we'll also send you our booklet, "The Cabinet That Matches".

Victor foreign records

The entire list is here, ready for immediate delivery:

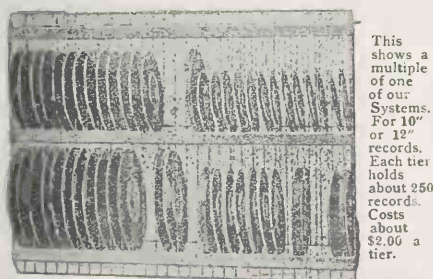
- | | | |
|-----------------|-------------------|-----------------------|
| Arabian | Greek | Norwegian |
| Bohemian | Gregorian (Latin) | Polish |
| Chinese | Hawaiian | Portuguese |
| Croatian | Hebrew | Roumanian |
| Cuban | Hungarian | Russian |
| Danish | Italian | Sistine Choir (Latin) |
| Finnish | Japanese | Slovak |
| French | Jewish | Spanish |
| French Canadian | Mexican | Turkish |
| German | Neapolitan | Welsh |

"If it's in the Victor catalog, we have it."

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

81 Chambers Street New York



This shows a multiple of one of our Systems. For 10" or 12" records. Each tier holds about 250 records. Costs about \$2.00 a tier.

BUILT OF HEAVY STRONG WIRE, PLATED AND LACQUERED.

WRITE for 20-page catalog giving details and information on the best way of keeping your records.

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Eight Ysaye records will soon be announced to the public at \$1.50 each; the only trouble Columbia dealers will have with these records will be to avoid being sold out too often.



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

THE REPRODUCER AND ITS CONSTRUCTION.

Many Enlightening Facts of General Interest to the Talking Machine Dealer, and Others, Set Forth in Technical Description of New Columbia Reproducer—The Importance of the Diaphragm and the Care Necessary in Selection—The Creation and Reproduction of Sound a Marvelous Phenomenon and Its Reproduction Is Most Important and Vital.

Sound reproduction as applied to the talking machine is to many somewhat of a mystery. Too few have concentrated on this most vital feature of the talking machine, hence the value and importance of an article which appeared recently in the Columbia Record, and which, while referring specifically to the Columbia Co.'s new reproducer, treats in a broad way of its important functions. The data therein has an enlightening and educational value which makes it of exceeding interest, hence its reproduction in part as follows:

"Sound, generally speaking, is created by frictional rubbings or by a blow of some kind, the results of which are made manifest by certain vibrations, which in turn disturb the air and set up a wave movement, the air thus acting as a medium of travel for the sound so created. Different sounds are represented by a difference in the number of vibrations per second, with a resulting difference in the form of the sound wave.

"Sounds are audible to the human ear from about thirty vibrations per second to 16,000 or 20,000 per second, but in music, sounds are used only for about seven octaves; that is, from forty vibrations per second to a little over 4,000 per second. That is the range of vibration in sound that a reproducer has to reproduce. That means that the little needle-arm on every Columbia reproducer has to make anywhere from 4,000 to 40,000 vibrations or blows on the diaphragm every second and to jump from perhaps 40,000 to 4,000 in the thousandth part of a second. Wonderful as this fact in itself may seem, still more wonderful is the fact that all the different vibrations from the instruments in an orchestra are carried into one wave line on a record. One might suppose that as each instrument has a different tone wave and a different set of vibrations for each note that such a confusion of sound would be set up when they went through a recording instrument as would result in nothing but a conglomeration of noise. That is not the case, however; because when the sound of an orchestra is recorded it imprints on the wax record a single wave line corresponding to the complex sound wave formed. In other words, there is one general sound wave formed of all the other sound waves. That wave precipitates itself on to the diaphragm of the recording instrument and that produces in the wax record a single wave line corresponding to it. This in turn is used in connection with the reproducer in such a way that it throws off the same identical sound that was put into the original wax.

"This is brought about by putting a pointed needle in the groove of the finished record and allowing the record to rotate under the needle at the same speed at which the record was made. The wax groove causes the needle-arm to vibrate against the flexible diaphragm and this in turn agitates the air on the inside of the reproducer, but setting up vibrations, corresponding vibrations

and tone waves. The air into which those vibrations are shot has only one means of exit, and that is through the tone-arm and horn.

"In designing a reproducer amplitude must be considered; that is, the maximum and minimum length of stroke to be made in order to get perfect vibration for long or short tone waves. In other words, for loud or soft tones.

"Right here is where we come to one of the most difficult things in designing a reproducer. If the diaphragm is too thick there is not enough elasticity to give a full stroke. The result is a tubby sound. On the other hand if it is too thin we have a raspy or edgy sound. And at no point in the operation of a needle-arm must the diaphragm be subjected to any mechanical strain. The elasticity must not be hampered in any way. Also in order to get purity and volume of tone and freedom from blast the needle-arm itself must be unhampered by any useless inertia. In other words, it must be balanced on the pivoting or fulcrum point. The weight of the needle-arm from the needle point up to the fulcrum and the weight of the needle-arm from the fulcrum to the center of the diaphragm, including the diaphragm, must balance each other perfectly. To test this take our new reproducer and put a diaphragm upon it and then pivot it on centers and it will be found that we have practically obtained this balance which is a new feature in reproducers.

"One of the most important factors in the new reproducer is the needle-arm, which is nothing more or less than a section of a tuning fork. It is made of one solid, continuous piece of metal and there is nothing in the world that can make a needle-arm so perfect in its vibratory action as a piece of tempered steel for the simple reason that this has all the vibratory qualities of a tuning fork. This is exactly what is required, for we are using this needle-arm for the sole purpose of transmitting various vibrations at wide variations and it must be responsive and sensitive to every vibration that we want to reproduce, whether it be 4,000 or 40,000 a second. The fact that our new needle-arm is made out of one solid piece of dropped forged steel accounts in a large measure for its sensitiveness and also for the clearness and fullness of tone. So much for the method by which the reproducer gathers up the sound. Now for the method by which it disseminates it. Here we use a natural means to transmit the vibrations of the diaphragm to the open air of the room. Therefore every consideration must be given correct proportions. First, the air chamber under the diaphragm next to the tone-arm must be absolutely air tight. To secure this we have designed a moulded gasket cut of solid rubber, instead of using rubber tubing. This rubber carries a little groove near the bottom and in this groove the diaphragm is placed, being carefully centered. This gasket is a little smaller than the inside of the reproducer head so as to still

further insure freedom in centering the needle-arm in the diaphragm.

"When this gasket is put into the reproducer and a spring ring inserted on top, it makes a perfect packing for the air column under the diaphragm, and in this way we get not only no variations in the manufacture, but, at the same time, we are assured of the uniform tone quality to every reproducer made. The gasket also serves to insulate the diaphragm absolutely from contact with the metal of the sound box. The diaphragm, of course, must be absolutely free to receive vibrations or the taps from the needle-arm, which, as said before, run anywhere from 4,000 to 40,000 per second. If there is any mechanical strain on the diaphragm it will alter its tone according to the nature of the strain; therefore our diaphragms are assembled first into the rubber gasket perfectly free from all strain. The rubber gasket is then put into the reproducer head, which is a trifle larger than the gasket, so that before the needle-arm is attached there is a little movement obtainable from the diaphragm inside the rubber gasket and from the rubber gasket inside the reproducer head. This enables us to assemble our needle-arm on the pivot and then let the point of the needle-arm come down in the diaphragm absolutely free in the center hole without putting any strain on the diaphragm. In this position it is then soldered with a small drop of solder. After the assembly is complete the diaphragm lays absolutely free from any mechanical strain due to construction. In this way we get the full swing of the diaphragm with all the loud tones and absolute sensitiveness, for the weaker tones or notes of short amplitude. This center fastening is made possible by the use of a small frommet in the center of the diaphragm which is put on the diaphragm before it is assembled into the rubber gasket and is used to solder the tip of the needle-arm to the diaphragm after complete assembly has taken place.

"In addition to these improvements we have carefully figured out the weight of our new reproducer in conjunction with the new tone-arm so as to give freedom from blasting in this respect. The weight of the new reproducer being four and three-quarters ounces.

"One more point in connection with our new reproducer is the angle of the needle. We have found this of great importance, both from a reproduction point of view and from a record wearing point of view. For instance, if a needle is set at 35 degrees it will wear out the record a third faster than when it is set at 30 degrees. Therefore the angle of 30 degrees is now our standard."

"TALKER MUSIC" FOR CHOIR.

(Special to The Talking Machine World.)

Battle Creek, Mich., Feb. 6, 1913.

Learning that he would have no choir Sunday because the leader, Mrs. Maude Pike Alden, had resigned, the Rev. William H. Phelps of the First Methodist Church advertised music by prominent New York singers. The pastor used a talking machine. While some of those present went away talking adversely about "canned music" in church, most of them were well satisfied.

NEWS HAPPENINGS IN QUAKER CITY.

Business Activity Pronounced During January and the Outlook Excellent—This Applies to All Establishments and to All Makes of Machines and Records—Interesting Review.

(Special to The Talking Machine World.)

Philadelphia, Pa., Feb. 9, 1913.

The talking machine business in this city in January was most gratifying. The dealers all did more business than they had done the previous January, and the only complaint is about the difficulty in getting goods, and even that is being relieved as rapidly as possible. The handicap seems to have come with the big holiday business during which time the retailers were not able to supply by any means the demand made upon them. At every store there was a shortage. The better part of January was spent in trying to satisfy those who had made purchases in December, and naturally they were given the preference over January sales, so that when the month went out there was a number of orders held on the desks that could not be filled.

The dealers take a most hopeful view of the situation and believe that they will be able, during February, to catch up, although thus far the demand seems to be growing rapidly. The Philadelphia-Chicago Opera Co. returned to Philadelphia on Monday evening of last week. From this on for a number of weeks there will be five performances of opera each week, and already there is an increased demand for operatic records.

Manager Elwell, of the talking machine department of the Heppes, states that they have had plenty of business in January, but the great majority of the stock they were able to get has had to go towards filling orders which were held over from their Christmas business. Among the visitors to the Heppe department were Charles McLaughlin, of the Stall Blank Book & Stationery Co., Trenton, N. J.; Harry F. Cake, of Pottsville, and J. Harry Halt, of Pottsville, Pa. They all report that the talking machine business in their various cities has been excellent, but they complain of their inability to get sufficient machines and records.

Mr. Elwell says that the Victor people are doing very much better by the retailers than they did last year, but the business is growing with such rapid strides that it seems utterly impossible to keep up with it on the part of the manufacturers, and if things keep on as they have been increasing it may possibly be necessary for the Victor Co. to purchase the whole of Camden to get a plant sufficiently large.

The Pennsylvania Talking Machine Co. has been having quite a phenomenal business. It is very much larger than it was last year. Their new road man, Charles Gorham, has been doing most excellent work and has been able to establish a number of new dealers in the firm's local territory. Manager W. L. Eckhardt says that they started off the new year a little quiet, but after the first ten days business began to take a spurt and they finished up a very good month.

The Pennsylvania Talking Machine Co. has received the first shipment of the new Columbia Grand, which has been attracting all kinds of attention, not only from the public who are interested in instruments of this character, but from many competitors who desire to examine it.

Mr. Eckhardt says that when he came to Philadelphia he imagined that his company had too much room, but the way business has been increasing they find themselves constantly handicapped for space, and they have been compelled to still further double-deck the store to add to the room.

Manager Frank Butler, of the Strawbridge & Clothier house told me this week that they have been doing very well with the Columbia and that they are now adding a great many new racks to their stock department in order that they will be able to carry a full line of the Columbia records, as they have been doing the Victor.

Lit Brothers are planning two additional hearing rooms for their talking machine department, and have been given considerable additional floor space. The present manager, Harry Hovey, is



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

**MUSIC
MASTER**
Solid Wood Horn



**Leads in
Tone Quality**

Up! Up! Up!

That's the way the sales show. How the

Music Master Solid Wood Horn

(The only Horn Guaranteed)

is getting acquainted with users of Talking Machines of the Country.

You can search the world over, you cannot find its equal for tone in any other horn or hornless machine.

For samples simply write us.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

likely to be transferred to the music roll department of their player business, which has been growing so rapidly and in which they have recently almost doubled their space in racks.

The manager of the talking machine department at Gimbel Brothers reports that they have been doing a very good business ever since the holidays and they made a big increase over their January business of last year, although last January they had the memorandum proposition at work. They have no complaint coming regarding their ability to get goods, but they are still short on the \$200 machines, upon which they have not yet been completely able to fill their holiday orders. David Davidson, who has been connected with the Gimbel talking machine department for some time, has left the city and has accepted a position in Montreal, with the Berliner Gramophone Co. He will travel for that company. They have found a renewed interest in the public school business, and just recently they closed with six schools.

Manager Walter Lipton, of the Estey talking machine department, is very well satisfied with January sales at that store, and while there is no

comparison to be made with other years, yet their January business ran ahead of what he had anticipated. The new organ is now installed in the concert hall and he expects to use that hall, in conjunction with other instruments, in a series of most attractive concerts for which he expects to be able to secure the Columbia grand as a feature.

Business has been very good with Louis Buehn & Bro. They are still having some difficulty to get a complete supply of both Victor and Edison goods. They have also had a most satisfactory business on the Edison dictating machine, are advertising it heavily, and are placing it in some of the largest firms here. They have added two new men to their selling force, Joseph R. Bradley and Raymond Stark. They are having a large demand for the remodeled records which were formerly single face and are now being made into double-face records.

Manager Doerr, of the Weymann talking machine department is spending several days this week in south Jersey and is meeting with very good success; like the other firms here, the Weymann house has enjoyed a busy January.

Columbia Double-Disc records A-1260, A-1268, A-1267 from the March list—six up-to-the-minute hits that Columbia dealers will find as easy selling as cashing a certified check.



Columbia Graphophone Company
Tribune Building, New York

BECOMES GENERAL SALES MANAGER.

E. P. H. Allen Assumes This Position with the Keen-O-Phone Co. of Philadelphia—Has Had a Wide Experience and Good Record in the Piano Trade—His Territory Embraces Both Domestic and Foreign Fields.

(Special to The Talking Machine World.)
Philadelphia, Pa., Feb. 8, 1913.

E. P. H. Allen, a well-known member of the music trade fraternity, has been appointed general sales manager of the Keen-o-Phone Co., of this city. Although a comparatively young man, Mr. Allen has had about fifteen years' experience in the piano field, having been associated with such well-known houses as the Aeolian Co., Lauter Co.,



E. P. H. Allen.

Schubert Piano Co. and others, where his training has been in the selling ends.

Mr. Allen's specialty, and wherein he will have a wider scope for his ability, is in sales organization. He is a firm believer in clean advertising, a one-price system and efficiency in selling. In his recent fields of endeavor his record has been good, not only in producing, but in carving a reputation for himself as one who knows how to solve problems.

With the launching of a new selling force there will be a lot of hard work for Mr. Allen, as the territory under his jurisdiction embraces both domestic and foreign fields. His business policy as outlined above is of character and of the type that is desired in commercial activity. In addition, Mr. Allen has the esteem of the present working forces of the Keen-o-Phone, and as these are augmented it is his intention to so deputize affairs and personalities that will assist toward a smooth but aggressive and resultful campaign.

"One price to all, reinforced by clean advertising, is the byword of to-day's business," commented Mr. Allen. "One price means treating all customers alike and no customer asks any fairer service. A proper presentation of our products in a dignified way through advertising channels will reflect itself by the law of averages. Take those two factors and augment them by a well-defined selling organization and it represents the acme of this commercial era. The next few years will show the correctness of the foregoing policy."

SERMONS FOR STAY-AT-HOMES

Will Soon Be Made Possible Through the Aid of the Phonograph—Connecticut Congregationalists Use This Popular Instrument to Bring Lazy Sinners to Grace.

(Special to The Talking Machine World.)
Meriden, Conn., Feb. 9, 1913.

Congregational churches in Connecticut may soon put out "canned" church services for the benefit of "shut-in" and other parishioners who may be prevented temporarily from attending church. The Board of Trustees of South Church of New Britain, one of the largest and most influential parishes in this section, to-day took the phonograph scheme under consideration upon recommendation of A. W. Upson, one of the trustees of the church.

Mr. Upson reported that he had investigated the plan, that it was practical and would not be costly, as one machine and the records could be loaned to more than one family. He said the "shut-ins" he had talked with were delighted with the prospect of hearing the pastor's sermon and the choir's music in such form.

There is little doubt that South Church's lead will be followed by other churches. The Rev. Albert J. Lord and the Rev. Thomas B. Powell, pastors of the First and Center churches, respectively, said some way must be found to reach the "stay-at-homes," and that the "canned" method seemed as good as any.

Some parishioners of First Church now have telephone connection with the church, so that on Sunday they can enjoy the services as much as though they were in their pews.

Business is a machine—and a mighty delicate one—and must be kept well oiled to get results.

NOW COLUMBIA GRAPHOPHONE CO.

Name Is Officially Changed as Above, Commencing February 1.

In accordance with the action taken by the stockholders of the Columbia Phonograph Co. at a special meeting held on January 6, the official name of the company, beginning February 1, is changed from the Columbia Phonograph Co., General, to the Columbia Graphophone Co.

A PHILADELPHIA INCORPORATION.

The Peerless Phonograph Sales Co., Philadelphia, Pa., has been incorporated with capital stock of \$300,000, for the purpose of dealing in all kinds of instruments, tools, machines and devices for the production of sound.

THE "DROP-TRAY REGENT"

Is the Title of a New Model Which Has Recently Been Placed on the Market by the Columbia Graphophone Co.

The accompanying illustration portrays the latest addition to the extensive machine line of the Columbia Graphophone Co. It is entitled the "Drop-tray Regent," to retail at \$210. In construction and appearance it is exactly the same as the popular "Regent" model, with the exception that the new type contains a set of drop-trays for the filing of records. These drop-trays are at present a part of the "Nonpareil" and "De Luxe"



The Columbia "Drop-Tray Regent."

types of machines, and they have proven to be so popular with Columbia owners that the company decided to incorporate them in the table type of instrument. The "Drop-tray Regent" is a valuable addition to the many attractive types of instruments put out by this company.

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.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

Washington, D. C., Feb. 8, 1913.

MULTIPLE PHONOGRAPH. Julius Roeber, New York. Patent No. 1,049,923.

This invention relates to improvements in multiple phonographs in which a wheel is used, the said wheel carrying on its circumference a series of records which are brought in turn or as desired beneath the reproducing mechanism. Machines of this kind are used in public places and are operated after dropping in a coin, and it is necessary and desirable occasionally to change the records and give a new list of pieces or tunes.

The object of the present invention is to provide a device for supporting the records so that they may be easily and quickly changed, and so that when changed the machine may be assembled for operation again without any chance of jamming of the different parts so that there will be too much friction for the proper running of the mechanism. To this end is provided a rotatable record wheel carrying record holders near its periphery, the record holders being supported by the wheel only at one end of the holder and at right angles to the surface of the wheel. The records are changed by merely slipping them off and on the holder. In connection with the record wheel a disc rotatable

is provided with the wheel and having cards or other means secured thereto indicating the name of the tune or piece of the corresponding record on the wheel, and an indicator set at a point where it is necessary to stop in order to have a desired record brought under the stylus of the reproducer.

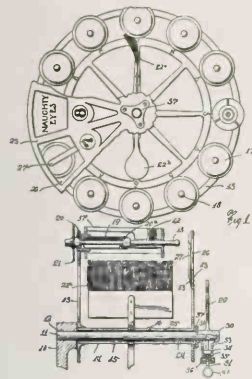


Figure 1 is a broken front elevation of a machine showing improvements, and Fig. 2 is a cross-sectional view through the center and the upper part of the same.

TONE ARM FOR TALKING MACHINES. John C. English, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,049,348.

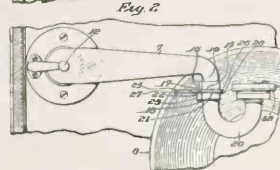
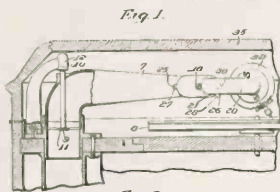
This machine particularly relates to the means for connecting a sound reproducer with the swinging tone arm of a talking machine.

The principal objects of this invention are to provide a simple and efficient mounting for connecting the tone arm and sound reproducer, which is co-operative with said arm when said reproducer is in operative position to afford a smooth, uninterrupted, continuous conduit for the free passage of sound waves; and to provide a compact structure which when in inoperative position may be enclosed in a minimum space.

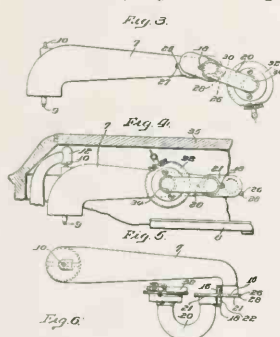
Further objects of this invention are to provide such a pivoted connection between said tone arm and sound reproducer as to permit the free movement of said reproducer relative to said arm, effected by possibly slight irregularities in the record disc, and to permit the movement of said reproducer from said record to its inoperative position; to provide means carried by said arm to support said reproducer in an approximately operative position, independently of the turntable of said talking machine; to provide means to support said sound reproducer in its inoperative position at the side of said arm, and extending below the top thereof; and to provide means to automatically close said conduit when said sound reproducer is disposed in its inoperative position.

The form of the invention hereinafter described provides a hollow tapered tone arm suitably mounted to swing on a substantially vertical axis,

and having its free end curved laterally and terminating in a flanged collar, to which is pivoted a similar flanged collar on the tubular mounting, upon the free end of which the sound reproducer is removably attached. The flange of the mounting is provided with a lug or hook operative to engage suitably disposed lugs on the flange of said arm, and respectively arranged to support the sound reproducer in approximately operative position, and in its inoperative position.



1; Fig 3 is a side elevational view of said tone arm supporting the reproducer in an approximately operative position, independently of the sound record disc; Fig. 4 is a fragmentary view similar to Fig. 3, but showing the sound reproducer inverted to its inoperative position; Fig. 5 is a plan view of the structure as shown in Fig. 4, exclusive of the casing; and Fig. 6 is a perspective view of the sound reproducer mounting per se.



RECORDING AND REPRODUCING DEVICE FOR PHONOGRAPHS. David H. Wilson, Chicago, Ill. Patent No. 1,048,924.

This invention relates to recording and reproducing devices for phonographs, and the like, and has for its object to produce a new and improved device of this description which may be used either as a recorder or a reproducer.

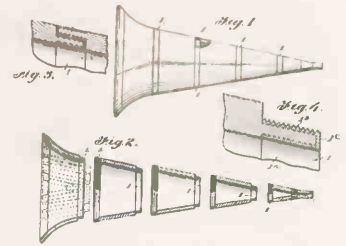
Figure 1 is a side view of a device embodying the invention; Fig. 2 is a sectional view of the device shown in Fig. 1; Figs. 3, 4 and 5 show the parts of the device of Fig. 2 separated; Fig. 6 is a sectional view showing a modified construction; Fig. 7 is a view showing a further modification.

COLLAPSIBLE PHONOGRAPH HORN. Gilbert Stiff, Ovid, Mich. Patent No. 1,049,166.

The invention provides a horn designed most especially for sound reproducing machines of the phonograph type, the purpose being the provision of a horn which will admit of its length being readily reduced so that the horn may be stored in a comparatively small space either for convenience of carrying or to be laid aside when not required for immediate use so as not to be in the way, the invention relating most essentially to the joint

formed between the horn sections whereby both the inner and the outer side of the horn are practically smooth and continuous.

Referring to the drawing, forming a part of the specification, Figure 1 is a side view of a horn of the type described embodying the invention, a part being broken away. Fig. 2 is a sectional view, the parts or horn sections being separated and the dotted lines showing the position of the sec-

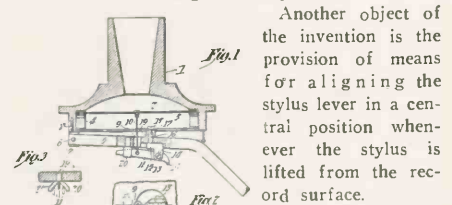


tions when nested. Fig. 3 is an enlarged section of the point formed between adjacent sections. Fig. 4 is an enlarged view of a part of one of the horn sections.

PHONOGRAPH REPRODUCER. Frank L. Dyer and Peter Weber, Orange, N. J., assignors by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,049,216

This invention relates to phonograph reproducers, the object being more particularly to provide for the greater freedom of movement of the stylus lever, in order that a more faithful reproduction of the vibrations of the sound record may be made, and that undue wear upon the stylus and record may be avoided.

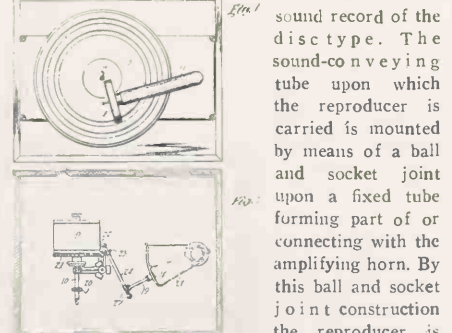
This invention relates more particularly to a novel means of mounting the stylus lever whereby greater freedom of movement of the same transverse to the record groove may be allowed.



Another object of the invention is the provision of means for aligning the stylus lever in a central position whenever the stylus is lifted from the record surface. Figure 1 is a side elevation, partly in section, of a reproducer embodying the invention. Fig. 2 is a bottom view of the same showing the stylus lever and connections and the adjacent portion of the floating weight, and Fig. 3 is a detail view of the means for aligning the stylus lever centrally.

TALKING MACHINE. Frank L. Dyer, Montclair, N. J., assigner by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,049,215.

This invention relates to talking machines, and the object is to produce an improved device for feeding the reproducer and stylus carried thereby across a rotatable sound record of the disc type.



The sound-conveying tube upon which the reproducer is carried is mounted by means of a ball and socket joint upon a fixed tube forming part of or connecting with the amplifying horn. By this ball and socket joint construction the reproducer is free to be moved across the face of the record to give the feed, and also is free to be moved toward and away from the record surface. The movable hollow arm or tube carries a geared sector or other desired engaging means, which, upon the lowering of the reproducer to cause the stylus to engage a record, moves into mesh with a gear or other driving device connected with the motor. Thus, the feed may be engaged or dis-

(Continued on page 52.)

engaged at any point in the reproduction of a record by merely lowering the reproducing stylus into tracking position upon a record or raising it therefrom.

This invention also comprises an improved construction of a talking machine enclosed within a cabinet in which the sound amplifying horn is carried by the hinged cover of the cabinet.

Figure 1 represents a plan view of a reproducing talking machine embodying the invention. Fig. 2 represents a horizontal cross-section taken on line 2-2 of Fig. 3. Fig. 3 represents a central vertical cross-section through the talking machine shown in Fig. 1, certain parts being shown in side elevation. Fig. 4 is an enlarged detail perspective view of certain parts shown in Figs. 2 and 3. Fig. 5 is a vertical cross-section of a talking machine similar to that shown in Fig. 3, provided with a hinged cover carrying the amplifying horn, certain parts being shown in side elevation. Fig. 6 is a front view of the machine and cabinet shown in Fig. 5. Fig. 7 is a plan view of the same, and Fig. 8 is a side elevation, the cover being shown in raised position.

PHONOGRAPH. Newman H. Holand, West Orange, N. J., assignor to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,049,237.

This invention relates to phonographs and more particularly to those adapted for use for commercial purposes, although obviously the invention may be used in connection with other types of phonographs.

The principal object of the invention is to provide an improved recorder and reproducer support, preferably carried by the traveling carriage or carrier arm, and provided with means for operating the same so as to bring either the recorder or reproducer into operative position with respect to the record surface, or for bringing the parts into such position that both the recording and reproducing styli are entirely clear of the record surface so that the record cylinder can be removed from or placed on its support without contacting with either of said styli, and the traveling carriage can be shifted without injury to either the record or the reproducer and recorder. A sound conveying tube to which an amplifying horn or other sound conveyor may be applied is provided, and the recorder and reproducer are connected with this tube in such a way that when the recorder is in operative position the interior thereof is in communication with the said tube, while the interior of the reproducer is entirely out of communication therewith, and vice versa. Means are also provided for rendering inoperative the mechanism for feeding the reproducer and recorder across the record surface when the support is being adjusted to place one stylus in operative position and remove the other therefrom.

Figure 1 is a central vertical sectional view of one embodiment of this invention, some of the parts being shown in elevation. Fig. 2 is a plan view thereof.

DISC RECORD AND THE PRODUCTION THEREOF. Victor H. Emerson, New York, assignor to the

American Graphophone Co., Bridgeport, Conn. Patent No. 1,050,932.

This invention relates to the production of commercial sound records of the disc form. Such records are now commonly made of a plastic material composed largely of earthy material and shellac. The surface of such records is, on account of the extremely hard particles present in the earthy material, comparable to a very fine emery wheel, and rapidly wears the point of the reproducing stylus. For this reason it is the practice to use very cheap reproducing needles, employing a fresh needle for each reproduction. Notwithstanding the use of very soft reproducing needles, records of this sort are comparatively short-lived, and the quality thereof begins to show signs of deterioration after a relatively small number of reproductions. This is due to the fact that the surface, though quite hard, presents numerous very fine points against which the stylus engages and changes the form of the undulations.

The object of the present invention is to produce records which will endure a greater number of reproductions without deterioration of quality, and having a surface which will not abrade the stylus, so that a permanent reproducing point may be employed therewith. It also aims to effect economy in production of the record, and to give a smoother reproduction of the recorded sounds free from scraping noises.

In the compositions now in use the shellac is needed in order to give the surface of the record a "glazed" character. The composition without shellac would be utterly unsuited to the purpose; and, as already stated, even where a large proportion of shellac is used the surface is characterized by the presence of numerous abrading particles. No satisfactory substitute for shellac for this purpose has yet been found, and its greatly increased cost has added largely to that of the sound records.

The inventor states that a record pressed in a continuous surface of shellac, while not so hard as that of the ordinary composition, is so smooth that a reproducing point will rub over the same with inappreciable friction, and with very slight wear to either record or point. For the same reason the scratching noises heard in the reproduction of ordinary sound records are much diminished.

The principle of the present invention is, therefore, the production of a sound record impressed in a continuous film of shellac to a minimum. The body of the sound record may be made of any suitable and cheap inferior stock which in itself may be unsuitable for a smooth record surface, but is capable of being rendered plastic, for example, by the earth compounds now in use, with an ordinary binding agent instead of shellac.

In carrying out the principle of the invention difficulty has arisen in obtaining a filmy, smooth surface, free from the gritty particles liable to be present in the stock, but this result has now been accomplished by employing a thin separator—preferably a sheet of fibrous material, as paper—between the shellac surface and the plastic stock composing the body of the tablet. Another difficulty has arisen in impressing the matrix into this shellac surface, in that air would be entrapped between the shellac surface and the matrix surface, resulting in a bad impression of the undulating record lines. This difficulty has now been overcome by applying the plastic stock to the rear surface of the sheet in the form of a lump placed in the center of the disc, the effect of which is that, as pressure is applied, the lump of stock spreads outwardly from the center whereby the air is driven out from between the matrix and the tablet.

In practicing the invention it has been found that linen paper of good quality and about five one-thousandths of an inch in thickness will answer the purpose in a satisfactory manner. A sheet of such paper may be coated by dipping into an alcoholic solution of shellac, or the latter may be applied with a brush, or otherwise. In this way the paper acts as a carrier for the shellac (permitting) the use of a minimum quantity of the latter, as well as a separator from the material employed for the body of the tablet. To form the sound record the paper so treated is laid on the

warmed matrix and placed as usual in a suitable press; the stock, in the form of an approximately globular lump, is laid on the paper sheet at the center of the matrix, and pressure is then applied in the usual way. The stock is applied in a plastic state, being softened at a temperature of about 190 deg. F. A solid and strong tablet results, the union of the several parts thereof not being affected by expansion and contraction due to changes of temperature.

Although reference has been made above solely to shellac, which gives the best results of any material thus far tried for the purpose, it is obvious that other gums, celluloid or like materials may be employed in the same way. When shellac is used, it is preferable, after drying the sheet, to dip it in a very thin solution of celluloid, which protects the shellac and prevents it from sticking to the hot matrix.

In said drawings, Figures 1 to 6, inclusive, are side elevations. Fig. 1 shows a sheet of paper with a film of shellac thereon; Fig. 2 is the same as Fig. 1 with the addition of a celluloid coat on the shellac; Fig. 3 illustrates a matrix with a shellac-coated surface against the matrix; Fig. 4 is the same as Fig. 3 with the addition of a mass of inferior plastic composition placed in the center thereof; Fig. 5 shows the plastic composition in the act of being pressed out or flattened by a press and spreading from the center outward; Fig. 6 shows the plastic composition spread over the back of the sheet of paper, and the press in the act of forcibly pressing the plastic material, the paper sheet and the shellac together, and impressing the latter into the face of the matrix. Fig. 7 is a perspective view of a tablet with the plastic material, the sheet of paper, the shellac and the celluloid united together into a complete record tablet under the action of the heat and pressure in the press.

SOUND BOX FOR GRAMOPHONES. Ernest de la Rue, London, Eng. Patent No. 1,051,489.

This invention relates to what are known as "edge mounted" diaphragms, that is to say, diaphragms which are not nipped between two surfaces but are secured by their edges being pressed against elastic surfaces.

With some diaphragms, and especially mica diaphragms, great difficulty is experienced in getting the diaphragm into place without either cockling or injuring it.

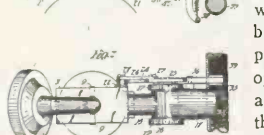
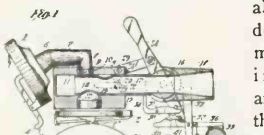
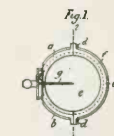
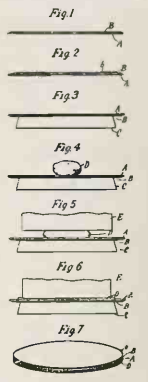
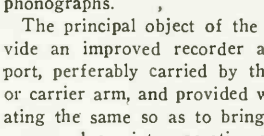
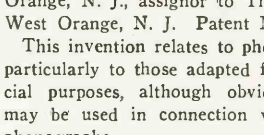
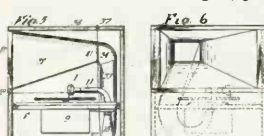
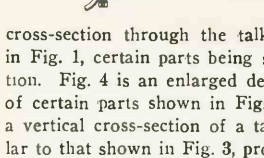
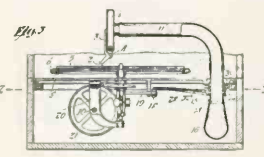
According to this invention the elastic surface is carried by the semi-circular halves of a split ring, and after the diaphragm has been put into place the ends of the halves of the split ring are drawn together by screws. Figure 1 is a plan and Fig. 2 a section on the line 2-2 Fig. 1.

SOUND RECORDING APPARATUS. Fooroonjee Dorajee Pudumjee, Bombay Presidency, India. Patent No. 1,051,513.

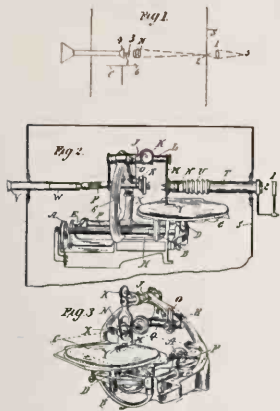
The invention refers to an improved method and apparatus for recording sound and is particularly applicable to the manufacture of gramophone records.

The method as at present used consists in cutting or engraving the vibrations produced by sound on a rotating disc of specially prepared hard wax by means of a sharp point or cutting edge attached in a particular way to a membrane which vibrates in unison with the sound produced in front of it. The vibrations are engraved parallel to the surface of the disc in the shape of a spiral, and the engraving thus forms the original record from which duplicates are made by pressing ebonite or similar composition discs on a matrix which is made from the original wax record by the process of electrotyping. The principal disadvantages of the process as at present worked reside in the fact that considerable resistance is offered to the engraving point by the substance engraved, so that the vi-

(Continued on page 53.)



brating membrane to which the engraving stylus is attached is not free to vibrate as desired, and to respond to the minutest variations of sound. Hence, the deformations due to the engraving are great enough to render the voice unrecognizable and, in most cases, not clear. Moreover, the amplitudes of the vibrations engraved on the wax plate are limited in extent, depending upon the character of all three—the membrane, the disposition and length of the engraving stylus, and the hardness of the substance engraved. These amplitudes cannot be increased beyond what has been attained in practice up to now, and so the intensity of the sound reproduced is limited. Again, the mechanical vibrations produced by the act of cutting or engraving on the surface of the wax plate are superimposed on the original vibrations due to sound and therefore the record is imperfect and is not free from disturbing and secondary or unnecessary scratching sound vibrations.



It is the object of this invention to remove the disadvantages above set forth, and this invention consists in the process of recording sound by the aid of light, a ray of light being caused to vibrate in unison with a vibrating membrane by means of a mirror attached thereto, and then allowed to impinge on a rotating photographic sensitized plate, whereby the vibrations due to the sound waves produced on the membrane are fixed on the sensitive plate by the chemical action of light, and the photographic plate after development by any of the known photographic methods carries a record of the original sound.

The process of recording will be explained clearly by Fig. 1 of the accompanying drawings, in which Fig. 1 is a diagrammatic view of a suitable apparatus for carrying out the method according to the invention. Figs. 2 and 3 are side and end views, respectively, of a constructional form of the apparatus above mentioned.

GRINNELL BROS. ANNUAL MEETING.

Old Officers and Directors Re-elected—Branch Store Managers from All Over the State and Canada Also Come Together and Indulge in an Interchange of Views—Enjoy Social Pleasures as Well—Entertained at Banquet.

(Special to The Talking Machine World.)

Detroit, Mich., Feb. 8, 1913.

The annual meeting of Grinnell Bros. was held Tuesday, Jan. 28, when all the old officers and directors were re-elected. The personnel is as follows: President, I. L. Grinnell; first vice-president, C. A. Grinnell; second vice-president, A. A. Grinnell; secretary, S. E. Clark; treasurer, C. I. Nye. There are no other members of the board than the five officers.

The annual gathering of the Grinnell Bros. branch store and department managers from all over the State and Canada also was held this week. The two meetings came in conjunction because many of the managers in other cities are stockholders. Altogether half a hundred piano men were at the two meetings.

The managers' meeting lasted throughout the week, owing to the large amount of business to be transacted. Reports on last year's business were duly made, account taken of stock on hand, estimates of what will be needed for the 1913 trade, etc. The cares of the business sessions were lightened by entertainments in the evenings. On Tuesday the convention went to the Automobile Show in a bunch. Wednesday evening there was a banquet at the Charlevoix, and on Thursday evening they all went to the Detroit Opera House.

TALKING MACHINE DEALERS MEET IN BERLIN.

Some of the Important Matters Discussed at the Recent Congress of the Talking Machine Dealers of Germany—Gives an Idea of Conditions Prevailing Across the Water.

(Special to The Talking Machine World.)

Berlin, Germany, Jan. 30, 1913.

At the close of the year a congress of German talking machine dealers was held in Berlin. Many important points were down for discussion. The first question taken up was that of public demonstrating salons for talking machines. In these handsome salons, of which, for instance, several are situated in Friedrichstrasse, the main thoroughfare of Berlin, the public for a trifling payment can listen to any disc, seated in comfortable settees in a handsomely furnished apartment. A salon of this nature is not only a source of revenue on account of the money inserted into the talking machines, but it is above all an advertisement calculated to further the sale of the discs and indirectly of the machines themselves. The dealers therefore proposed that the manufacturers should furnish them with machines for such demonstration purposes at specially low prices (say 150 to 200 marks) to assist them in opening up such salons.

Professor Reko spoke on the use of talking machines in teaching foreign languages. The speaker referred to the favorable experience he had had as teacher in Vienna in the use of talking machines equipped with proper "language" discs. He was successful in interesting the authorities in Vienna in the matter, so that a definite amount is set aside every year for this purpose. The ideal machine for teaching languages, especially in cases of self-instruction, must comprise a repeater and a recorder, both of which must be easy to handle and not too expensive.

Another speaker pointed out that the numerous vocal societies could probably be induced to purchase talking machines by demonstrating to them a few selections from their repertoires from records obtained from eminent choirs. In practicing new and unfamiliar pieces it would be a great help to the choirmaster to be able to first play the piece over on a talking machine.

Dictating machines are making but little headway in Germany. Their use entails a great strain on the typist especially if the record is at all in-

distinct. In certain exceptional cases, however, the machines are indispensable; for instance, if a man wishes to dictate letters in the evening when no stenographer is available, which letters can be transcribed the next day.

It is cited as a great drawback in connection with the talking machine trade that manufacturers use different velocities in making their discs. Every talking machine should at least be equipped with a velocity scale and each disc should bear a corresponding number. This is the only way in which dealers and private users can play each disc at the proper tempo.

The responsibility of dealers for the cutting of prices was the subject of a lengthy discussion. Many dealers make a practice of endeavoring to deceive the manufacturers into the belief that competing firms are selling at much lower prices. Cutting of prices is the result. But even among themselves the dealers often make the mistake of not adhering to the selling prices laid down for them. Above all, there is a great tendency to stock the cheapest possible kinds of discs. In many places discs are offered for sale at one mark and even at one-half mark. It is true that these discs emanate from manufacturers who soon went out of the business, but in view of the demoralizing effect which such inferior goods have on the market in general, it is very advisable that reputable dealers in talking machines should have nothing to do with such trash.

Apart from this, the far-sighted dealer will refrain from stocking discs of too many different makes. By dealing with only one or two manufacturers it is always possible, in return for comparatively large orders, to obtain better terms than if the orders are spread over ten or twelve firms.

Another speaker pointed out that the dealers suffered considerably owing to the manufacturers selling to their employes at reduced prices. The employes often resell to private users and thus become competitors of the legitimate dealers who adhere to the prices fixed for them.

The congress was very well attended, so that it will doubtless be repeated next year.

NEW QUARTERS IN TORONTO.

R. S. Williams & Sons Co. Hold Formal Opening of Handsome New Building in That City—Great Growth of the Company's Business.

(Special to The Talking Machine World.)

Toronto, Ont., Feb. 6, 1913.

The new building of the R. S. Williams & Sons Co., at 145 Yonge street, was formally opened to the public on Tuesday and Wednesday of this week. Special musical entertainment by prominent artists, including piano soloists, orchestras, string quartets and music produced by player-pianos, Victrolas and Edison disc phonographs served to attract a host of visitors and keep them interested.

The old Williams' home has witnessed a great measure of success. Over forty years ago the present five-story building was erected—when Canadian industry was in its infancy and musical instruments were a comparative luxury.

The announcements and progress of this firm during these forty years relate much of the history of musical instrument development in Canada. From a small local piano business the old home witnessed the development of one of the greatest musical instrument industries in the country. There has been assembled a wonderful collection of antique instruments, many of which are almost priceless, representing an investment of thousands of dollars, purely in the interests of art. In this old home was also collected one of the finest collections of rare and expensive old violins now in existence.

A REMINDER FROM IRELAND.

One of the most welcome holiday souvenirs received by The World is a calendar from Belfast

Ireland, with the compliments of T. Edens Osborne, the enthusiastic talking machine factor and trader of that city. The calendar bears a brilliantly colored scene of a New Mexican scene entitled "The Aztec Bride" and is most attractive.

QUALITIES OF A LEADER.

Features in the Make-up of a Man That Put Him in the Front.

If you want to lead men successfully in business you must have the qualities of a leader. You must be sympathetic—but inspiring. You must be patient—but firm. You must be fair—but in dead earnest. You must feel the weight of the responsibilities resting on you, and make your men realize the responsibilities that rest on them. You and they owe a common duty to each other and to your company. You should be fair to them—and see that they are fair to you. In that way you will do your duty by them, and they'll do their duty by you, by the company and by themselves.

GRAND OPERA IN DALLAS.

(Special to The Talking Machine World.)

Dallas, Tex., Feb. 1, 1913.

The approaching grand opera season in this city is attracting great attention, both in the music houses, the music lovers and the talking machine houses. The talking machine houses have window displays of Mary Garden, Tetraxini and other stars that will appear in Dallas, and many are enclosing folders announcing grand opera with their mail. Several of the talking machine companies have already made page advertisement reservations for the souvenir grand opera program and expect to do a great deal of advertising incidental to the coming of the grand opera stars.

RECORD BULLETINS FOR MARCH, 1913

VICTOR TALKING MACHINE CO.

Table listing records from Victor Talking Machine Co. including categories like Black Label Records, Double-Faced Records, and New Red Seal Records. Entries include titles, composers, and record numbers.

Table listing records from the Purple Label Records section. Entries include titles like 'Mourning Breezes', 'The Ring of Haroun al Raschid', and 'The Ring of the Gate'.

THOS. A. EDISON, INC.

Table listing records from Edison Blue Amberol Records - Fifth List. Entries include titles like 'The Stars were Shining', 'Una voce poco fa', and 'The Stars were Shining'.

Table listing records from Columbia Graphophone Co. including titles like 'The Yiddish Professor', 'Down in Dear Old New Orleans', and 'That Synopated Boogie-Boo'.

COLUMBIA GRAPHOPHONE CO.

Table listing records from Columbia Graphophone Co. including categories like Symphony Double-Disc Records, Blue-Label Double-Disc Records, and Double-Faced Records. Entries include titles like 'Requiem', 'Faust (Gounod)', and 'The Stars were Shining'.

U-S PHONOGRAPH CO.

Table listing records from U-S Phonograph Co. including titles like 'I Welcome Thee', 'My Mother Sang to Me', and 'The Stars were Shining'.

Leading Jobbers of Talking Machines in America

You should get this sample package of Puritone Needles—sent free

Puritone Needles should pay you a good profit. It costs nothing to sell them because you have your organization.

To help you we will print special envelopes with your name and business; every envelope gives you profits and free advertising.

You will be advertised, too, by the satisfaction-qualities of the needles; owners of machines will regard yours as the best needle store; this will build your business.

Get this sample package, telling us who's your jobber, and find out the goodness of Puritone Needles, built of experience, material and brains.

JOHN M. DEAN
PUTNAM, CONN.



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

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

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

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.

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- Atlanta, Ga., Columbia Phonograph Co., 132 Peachtree St.
- Baltimore, Md., Columbia Phonograph Co., 204 W. Lexington St.
- Birmingham, Ala., Columbia Phonograph Co., 1818 Third Ave.
- Boston, Mass., Columbia Phonograph Co., 174 Tremont St.
- Buffalo, N. Y., Columbia Phonograph Co., 622 Main St.
- Chicago, Ill., Columbia Phonograph Co., 101 N. Wabash Ave.
- Cincinnati, O., Columbia Phonograph Co., 117-119 W. Fourth St.
- Cleveland, O., Columbia Phonograph Co., 913 Euclid Ave.
- Dallas, Tex., Columbia Phonograph Co., 1403 Main St.
- Denver, Colo., Columbia Stores Co., 505-507 Sixteenth St.
- Detroit, Mich., Columbia Phonograph Co., 114 Broadway.
- Hartford, Conn., Columbia Phonograph Co., 719 Main St.
- Indianapolis, Ind., Columbia Phonograph Co., 27 N. Pennsylvania St.
- Kansas City, Mo., Columbia Phonograph Co., 1112 Grand Ave.
- Livingston, Mont., Scheuber Drug Co.
- Los Angeles, Cal., Columbia Phonograph Co., 420-422 S. Broadway.
- Louisville, Ky., Baldwin's Music Store, 425 South Fourth St.
- Memphis, Tenn., 156 South Main St.
- Milwaukee, Wis., Albert G. Kunde, 516 Grand Ave.
- Minneapolis, Minn., Columbia Phonograph Co., 424 Nicollet Ave.
- New Haven, Conn., Columbia Phonograph Co., 25 Church St.
- New Orleans, La., Columbia Phonograph Co., 933 Canal St.
- New York City, Columbia Phonograph Co., 89 Chambers St.; Columbia Phonograph Co., 35-37 W. 23d St.; Columbia Phonograph Co., 39 W. 125th St.; (Brooklyn) Columbia Phonograph Co., 1372 Broadway.
- Omaha, Nebr., Columbia Phonograph Co., 1311 Fernam St.
- Philadelphia, Pa., Pennsylvania Talking Mach. Co., 1100 Chestnut St.
- Pittsburg, Pa., Columbia Phonograph Co., 101 Sixth St.
- Portland, Me., Columbia Phonograph Co., 550 Congress St.
- Portland, Ore., Columbia Phonograph Co., 371 Washington St.
- Providence, R. I., Columbia Phonograph Co., 119 Westminster St.
- Rochester, N. Y., Columbia Phonograph Co., 38 South Ave.
- Sacramento, Cal., Kirk, Geary & Co.
- Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
- San Francisco, Cal., Columbia Phonograph Co., 334 Sutter St.
- Seattle, Wash., Columbia Phonograph Co., 1311 First Ave.
- Ellers Music House, 3d and University Sts., Seattle, Wash.
- Spokane, Wash., Columbia Phonograph Co., 818 Sprague Ave.
- Springfield, Mass., Columbia Phonograph Co., 208 Worthington St.
- St. Louis, Mo., Columbia Phonograph Co., 1008 Olive St.
- St. Paul, Minn., Columbia Phonograph Co., 20 E. Seventh St.
- Terre Haute, Ind., 23 N. 6th St.
- Toledo, O., Columbia Phonograph Co., 229 Superior St.
- Washington, D. C., Columbia Phonograph Co., 1210 G St., N. W.
- Wilmington, Del., Columbia Phonograph Co., 610 Market St.

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

Write for particulars to the Columbia Phonograph Co., Wholesale Department, Tribune Building, New York.

Headquarters for Canada:

Columbia Phonograph Co., McKinnon Building, 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 March List.

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VICTOR EDISON
It's worth while knowing we never substitute a record. If it's in the catalog we've got it.
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Try Our Hurry-Up Service on VICTOR, EDISON and REGINA.
We make a specialty of getting the order out on time—every time.
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Two points of supply; order from the nearer



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

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

OLIVER DITSON COMPANY
Largest VICTOR Talking Machine Distributors East of Chicago.
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Quick Service for all points in the Northwest. Machines, Records, Supplies.

The success of the
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In every particular the Edison line is worthy of your keenest, most enthusiastic efforts to feature it. It's profitable. It's growing. Its possibilities are unlimited in your territory.

Read the Edison double page in this issue. Then write to your jobber and put the Edison line over harder than ever before.

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Orange, N. J.