

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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



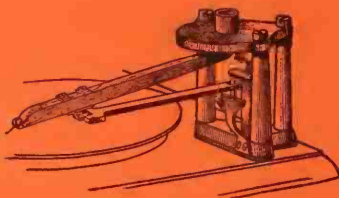
Victor-Victrola XVI, \$200
Mahogany or quartered oak



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

VITAPHONE

CABINET INSTRUMENT



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



VITAPHONE
TYPE No. 50
\$50.00

Made in Quartered Oak

OTHER TYPES
FROM \$15.00 to
\$250.00

Catalog, Discounts and Terms on Request

THE Vitaphone Co.

Plainfield, N. J.

The Talking Machine World

Vol. 9. No. 9.

New York, September 15, 1913.

Price Ten Cents

THE PHONOGRAPH CO. ORGANIZED

In Cleveland with a Capital of \$75,000—Has Taken Over the Business of H. D. Berner, Successor to Lawrence H. Lucker—Two Stores Consolidated in New Quarters.

(Special to The Talking Machine World.)

CLEVELAND, O., September 10.—The Phonograph Co., recently incorporated, with a capital of \$75,000, has taken over the business of H. D. Berner, successor to Lawrence H. Lucker, and consolidated the two stores at 1260 to 1306 Huron road, next the Hotel Euclid and facing Euclid avenue. The new quarters, 100 feet front by 125 feet deep, have been fitted up and furnished beautifully with the indirect lighting system, in keeping with the goods displayed. The company is the exclusive distributor of the Edison cylinder and disc phonographs, and have in the store a large stock of machines and records. A recital hall, 25 x 75, five demonstrating rooms, 15 x 20, and a cozy reception room and office have been provided, together with a well-equipped repair department. A large sign, 10 x 18 feet, in national colors, shows Thos. Edison enjoying his favorite selection.

BOLLMAN AFFAIRS CAUSE TROUBLE.

Victor Stock of Koerber-Brenner Music Co. Held Until Referee in Bankruptcy Gives Opinion as to Ownership—Sale Not Recorded on Bollman Books Despite Contract.

(Special to The Talking Machine World.)

St. Louis, Mo., September 10.—The tangled affairs of the Bollman Bros. Piano Co., are still holding the Koerber-Brenner Music Co.'s stock of Victor machines prisoners in that building. By a special ruling the firm is enabled to continue their retail business under the eye of the custodian of the Bollman stock, but Referee in Bankruptcy Coles must pass upon the application for separation. Mr. Coles is off on his vacation and will not return until well in September, and the month will probably be half gone before he reaches this case. Koerber-Brenner took over the Bollman stock of talking machines last November to protect their jobbing account with the firm. They have a sale contract but the Bollman books do not show the sale, hence the tangle. Just what will be done with the stock after the adjustment with the Bollman trustee, who was appointed on August 26, Secretary Rauth, of Koerber-Brenner is unable to state. This was one of the strongest Victor stores in the city and its disposition means something to other retailers.

WANTS A GOLF ASSOCIATION.

President Bremner, of the Eastern Talking Machine Dealers' Association, Wants Golfers of That Association to Get Together.

John G. Bremner, president of the Eastern Talking Machine Dealers' Association, is strongly advocating a new golf association to be organized by the members of the association and their friends who are devotees of that game. There are at the present time over a dozen members of the association in New York and vicinity who play golf regularly, and it is planned to get them all together early next summer for a genuine tournament.

WORK AND OPTIMISM.

Time and tide wait for no man. Luck is fiction. Merit, grit and go win every time. Action means work. There is no royal road to success. The get-rich-quick schemes never pan out. They are all sand and none of it carries gold.

Finally, be optimistic. The "blues" kill more people than any other thing. Worry really brings on disease. You can make a fellow sick with your talk. Keep a stiff upper lip and go on. Meet the world with a smile and it will smile back.

PEARSALL CO. IN NEW QUARTERS.

Moving to Beautifully Furnished Establishment at 16-18 West 46th Street—Nine Sound-Proof Booths Installed—Ladies' Rest Room Attractive Feature of New Store.

As this issue of The World goes to press, the Silas E. Pearsall Co., Victor jobbers, of which Charles Bobzin is general manager, will have removed from its location at 541 Fifth avenue to its new home across the street and one block north, at 16-18 West Forty-sixth street. The company has been moving by short laps since the first of the month and it is now practically settled in its beautifully equipped and appointed warehouse.

For the past few months Mr. Bobzin has been working on the layout and furnishings of this new building, and his completed work shows experience, skill, knowledge of acoustics, interior decorating and a combination of a business and social environment that is most pleasing. The wood used in the construction of booths and general offices is hazelwood. Nine large booths, each one soundproof, have been constructed. These booths are larger than ordinary ones and permit the full scope of tonal power of the Victor. The booths are arranged on the right and left as the customer enters.

At the rear are the general executive offices, bookkeeping department, special record rooms for 30,000 records, and Mr. Bobzin's private office.

A feature of the equipment is the ladies' rest room magnificently furnished. In the spacious show window there has been constructed the reproduction of an entrance to a Grecian garden, the steps leading from the wareroom floor to the window. The massive staple pillars and elaborate furnishings, with an appropriate display of machine models, should serve greatly to impress the intending purchaser of the Victor at the Pearsall store.

To show how far Mr. Bobzin's observation has developed, a word about the lighting system is important. This system of beautiful hanging lamps include shades that reflect a light that makes the patron appear radiant, as it were. He has entirely eliminated the fixtures that diffuse ghastly light, as from his experience he has found that they have frequently prevented people from entering a store.

BIG WAREHOUSE FOR SANGER BROS.

Contracts Let for Erection of Big Twelve-story Building in Dallas, Tex., by That Company—Victor Talking Machine Business Excellent.

(Special to The Talking Machine World.)

DALLAS, TEX., September 8.—Sanger Brothers, the prominent department store of this city, and who also act as Victor distributors, have approved plans and placed contracts for the erection of a new twelve-story wholesale depot and warehouse at the corner of Austin and Wood streets. The new building will cover a plot measuring 100x200 feet and will be ready for occupancy some time in the spring.

Lester Burchfield, manager of the talking machine department of the company, is most enthusiastic regarding present conditions and future prospects as the affect his department. Interest in the retail end of the Victor department is maintained at high pitch through the medium of frequent and elaborate Victrola recitals in a special hall in the store.

TO RETIRE FROM RETAIL FIELD.

Benjamin Switky, the Victor distributor of New York, announces that with the expiration of his lease on the present store in the Fifth Avenue building, 9 West Twenty-third street, he will retire from the retail field and devote his entire attention to the jobbing end of the business.

TO ORGANIZE IN PHILADELPHIA.

D. D. O'Neill, of Connor & O'Neill, Starts Campaign for Talking Machine Dealers' Association in That City—To Hold First Meeting in Estey Hall Some Time During This Month.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., September 9.—News of special interest to the local trade is the effort being made to organize the retailers into a body that they may jointly take under their consideration and action anything that may be detrimental to the trade. A letter sent out reads as follows:

"It has been suggested that an association be formed comprising all firms in Philadelphia selling talking machine goods at retail. The object of such an association is to enact by-laws to govern the sale of machines on lease account, to charge interest on deferred payments, to govern misleading advertising and any other evils that now exist in our business. What we desire is that you signify your willingness to attend a meeting to be held the early part of the month (date of meeting to be announced very shortly) and your co-operation. Thanking you for an early reply, I am

"Respectfully yours,

"DANIEL D. O'NEILL."

Mr. O'Neill, who sent out the letter, is a member of the firm of Connor & O'Neill, on South Fifteenth street, and he is deeply interested in seeing that such an organization is effected. There has been a general demand among the retailers for the organization, and at their request Mr. O'Neill took the initiative.

Mr. O'Neill says he has interviewed every talking machine retailer in Philadelphia, and they have all signified their willingness to join such an association. The letters were mailed on Thursday of last week and the meeting will be held as soon as possible after the fifteenth of the month, for by that time Mr. O'Neill believes all the talking machine men will be back and regularly at business again. The meeting will be held at Estey Hall. Such an association really had its inception at the recent convention at Niagara Falls, when Louis F. Geissler, general manager of the Victor Co., suggested the formation of such associations.

BISPHAM IN VAUDEVILLE.

Famous Baritone to Help His Art by Being Heard by the Masses—Should Boom Record Trade—Will Also Star in Operetta.

Talking machine dealers handling Bispham records will be interested to know that Martin Beck, the well-known vaudeville impresario, has signed a contract with David Bispham, whereby the famous baritone is to appear for six weeks in the leading vaudeville theaters of this country, to open at the Palace Theater in New York the third week in September.

The terms accorded to Mr. Bispham record a new limit for an artist from the broader fields of music. Moreover, while Mr. Bispham could have had a much longer tour granted, six weeks was all he could accept, because of the Werba & Luescher production of "The Jolly Peasants," to be launched in November.

In the negotiations Alf. T. Wilton acted as Mr. Bispham's intermediary, though the engagement was offered to Mr. Bispham through Robert Grau, whom Mr. Beck had asked to explain to the distinguished singer the aims of the management to present attractions of the highest grade, in order to follow up the Bernhardt success at the Palace at the close of last season.

You can't get a reputation for optimism by being noisily cheerful when the other fellow has a run of bad luck.

Pride is easily acquired. The summer novel that lasts till fall, thinks itself an Undying Classic.

PREPARING FOR BIG FALL BUSINESS ON PACIFIC COAST.

San Francisco Branch of Columbia Co. Getting Excellent Results Throughout Territory—Pacific Phonograph Co. to Manufacture Cabinets—Types of Machines That Are in Demand—First of New "Wonder" Machines Received—The Victor in the Schools.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., August 30.—With vacations about over and everyone getting back to regular duties, talking machine business as well as business in most other lines shows signs of improvement here, and all indications point to big preparations for the fall and winter trade. Dealers are enthusiastic over the new products recently placed on the market from the various factories, which are meeting with instant favor in this section of the country and promise to become prominent factors in the coming season's business.

Good Business with the Columbia Co.

At the local office of the Columbia Graphophone Co. a satisfactory month's business is reported. Fred Anglemier, who looks after the wholesale interests, spent the greater part of August at Santa Cruz, a popular summer resort about seventy miles south of here, and upon his return to duty says he finds considerably more activity in his department than when he left. He predicts an enormous amount of business with the Leader machine, which, he says, is attracting even more favorable attention than did the Favorite, which so far holds the record for popularity within the bounds of his territory at least. C. J. Moore, traveler from this office, took Mr. Anglemier's place during his absence, but is about ready to go on the road again now.

James Ferguson in Charge of Department.

A change has taken place in the management of the Dictaphone department of the Columbia Graphophone Co. here, Mr. Murray having resigned and his successor being Jas. Ferguson, formerly principal of the Polytechnical High School of San Francisco.

Pacific Phonograph Co. to Make Cabinets.

A. R. Pommer, manager of the Pacific Phonograph Co., is back on duty after spending several weeks at his summer retreat, "Cozy Pines," in Bear Valley, Mariposa County, where he seems to have enjoyed himself immensely. Another expansion was made by the Pacific Co. recently when a manufacturing department was added for the manufacture of cabinets and tables. The company's main reason for taking up this part of the business, according to Mr. Pommer, was on account of the high freight rates charged on this class of merchandise from the East, it being classified as double and first class. The latest innovation with the Pacific Co. is a patented cabinet, which it is manufacturing under the designation of the Universal cabinet. The principal feature of this cab-

inet is that any Edison horn machine may be placed in it, thus converting it into an up-to-date hornless type.

Edison Traveler on Visit to Coast.

E. V. Chandler, special representative of the phonograph sales department of the Thomas A. Edison, Inc., is the only Edison traveler who has been out in this territory the past month. He has been working the Coast counties north of here, with Eureka in Humboldt County as his objective point.

New Victrola X Proves Popular.

Jas. J. Black, manager of the talking machine department of the Wiley B. Allen Co., says that business kept up very well during the summer and that fall trade is opening up in good shape. C. T. Edwards, outside man for the department, is conducting an active campaign in the interests of the new style Victor Victrola X among the apartment houses and clubs of this city, and Mr. Black says this style of machine is filling a long-felt want in that particular direction. The record department, under the management of Joel R. Scott, shows a decided increase over the past month over the corresponding period of last year. Lawrence K. Wilson, window dresser for the Allen store, is working on a series of new and novel trims for the fall trade, in which talking machines will be given a prominent position. This talking machine department has a new member on its force in the person of Clarence Anrys, son of Frank Anrys, general manager of the Wiley B. Allen Co.

Featuring the Victor in the Schools.

Miss Gertrude Johnson, special representative of the Victor Talking Machine Co., whose home is in Berkeley on the east side of San Francisco Bay, is devoting her attention at present to special demonstrations of Victor Victrolas at the private and public schools of this city, and the dealers appreciate the work she is doing to develop that business.

New Wonder Machines Received.

The first shipment of hornless Wonder machines was received in the talking machine department of Peter Bacigalupi & Sons during the past month from the Boston Talking Machine Co., and Peter Bacigalupi, Jr., says they are meeting with instant favor. E. C. Howard, special representative of the Wonder products, is now calling on the trade in southern California after spending several weeks in this vicinity.

L. F. Douglass' Ranch a Mecca for Hunters.

The ranch of Leon F. Douglass, of the Victor

Talking Machine Co. in Sonoma County, has been visited by a good many sportsmen of the music trade this summer as usual. A. G. McCarthy and Fred Sherman, of Sherman, Clay & Co., were up there on a hunting expedition recently; Peter Bacigalupi, Jr., was there earlier in the year, and it is understood that Henry Babson, of Babson Bros., Chicago, is a guest of Mr. Douglas at the present time.

New Kohler & Chase Manager Succeeds.

P. H. Beck, who assumed charge of the talking machine department in Kohler & Chase's about a month ago, says initial business has been fully up to expectations both in machines and records. He reports a very encouraging demand for the new style No. IX Victor Victrola and also for the new Columbia Leader.

Recent Trade Visitors.

Among the recent visitors to the trade here were N. L. A. Cody, of Merced; Mr. Logan, proprietor of Logan's Music House, Salinas; K. K. Nishkian, Fresno, and C. H. Arbenz, manager of the Victor department of the Knight-Campbell Music Co., Denver, Col., who came here to meet Chas. Wells, of the Knight-Campbell Co., upon his return from Honolulu. They left here together for the southern part of the State.

Trade Changes Reported Recently.

D. J. Lawn has purchased from Leslie's stationery store and Wm. Thomassen, Hollister, Cal., the entire stock of Edison talking machines and records.

F. A. Young & Son, who recently opened for business in Martinez, Cal., are carrying a complete line of Columbia products in conjunction with their piano business.

Eilers Music House in Spokane, Wash., has disposed of its small goods and sheet music stock, and now plans to devote more attention to the talking machine department, in which all makes of hornless machines will be carried. The rooms now used for the sale of both records and machines will be devoted to records exclusively, and new machine demonstration rooms will be added.

COMMON HONESTY

Is the Golden Thread That Runs Through All Successful Business and Applies to Advertising as to Everything Else.

"In all of this wide range of differing forms of commercial activity there is one continuous quality that runs like a golden thread through all successful business," says W. C. Freeman. "Without it advertising is bound to fail. With it any business—any effort that supplies a human need—is susceptible to the benefits of advertising. It is common honesty—telling the truth and 'making good.'"

PLEASE

don't wait until the rush is on before stocking up on Victor and Edison Machines and Records.

NOW IS THE TIME

to prepare for the busy season. Now is the time to see that your record stock is brought up to high-water mark. Now is the time to accumulate a stock of machines of all types, so that later, when the rush is on, you will be in a position to supply your customers promptly. Think it over. Remember past experiences,

THEN TAKE ADVANTAGE OF EASTERN SERVICE

The service that means profits for you. The service that has back of it years of experience and the largest and cleanest stock of goods in New England. Concentration brings results. We concentrate on Talking Machines exclusively.

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

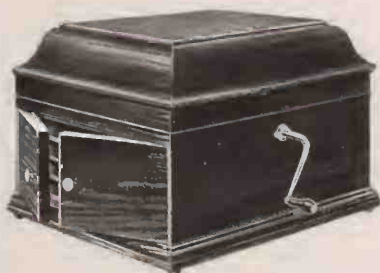
EDISON

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY

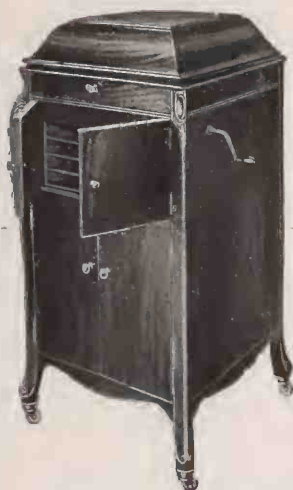
VICTOR



Victor-Victrola VI, \$25
Oak



Victor-Victrola IX, \$50
Mahogany or oak



Victor-Victrola XIV, \$150
Mahogany or oak



Victor-Victrola

The most influential element
in modern musical progress

The vast influence exerted by the Victor-Victrola is evident on every hand.

In the musical world it is shown by the ever-increasing desire for the best music; by the place of honor accorded the Victor-Victrola in homes of culture and refinement everywhere.

In the business world the influence of the Victor-Victrola is manifested by the dignity and high standing of the talking-machine industry; by the modern and luxurious showrooms of Victor dealers; by the all-round betterment and unparalleled prosperity of the entire music trade.

This era of prosperity has been still further extended for every Victor dealer with the addition of each new Victor-Victrola; and today the Victor-Victrola offers unprecedented opportunities for increased business and profits.



Victor-Victrola XI, \$100
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. | Elmira, N. Y. Elmira Arms Co. | Oklahoma City, Okla. Schmelzer Arms Co. |
| Altoona, Pa. W. F. Frederick Piano Co. | El Paso, Tex. W. G. Walz Co. | Omaha, Neb. A. Hospe Co. |
| Atlanta, Ga. Elyea-Austell Co. | Galveston, Tex. Thos. Goggan & Bros. | Nebraska Cycle Co. |
| Phillips & Crew Co. | Grand Rapids, Mich. J. A. J. Friedrich. | Peoria, Ill. Putnam-Page Co., Inc. |
| Austin, Tex. The Talking Machine Co., of
Texas. | Honolulu, T. H. Bergstrom Music Co., Ltd. | Philadelphia, Pa. Louis Buehn. |
| Baltimore, Md. Cohen & Hughes, Inc. | Indianapolis, Ind. Stewart Talking Machine Co. | C. J. Heppe & Son. |
| E. F. Droop & Sons Co. | Jacksonville, Fla. Florida Talking Machine Co. | Penn Phonograph Co., Inc. |
| H. K. Eisenbrandt Sons. | Kansas City, Mo. J. W. Jenkins Sons Music Co. | The Talking Machine Co. |
| Bangor, Me. Andrews Music House Co. | Schmelzer Arms Co. | H. A. Weymann & Son, Inc. |
| Birmingham, Ala. Talking Machine Co. | Lincoln, Neb. Ross P. Curtice Co. | Pittsburgh, Pa. C. C. Mellor Co., Ltd. |
| Boston, Mass. Oliver Ditson Co. | Little Rock, Ark. O. K. Houck Piano Co. | Standard Talking Machine Co. |
| The Eastern Talking Machine
Co. | Los Angeles, Cal. Sherman, Clay & Co. | Portland, Me. Cressey & Allen. |
| Brooklyn, N. Y. M. Steinert & Sons Co. | Louisville, Ky. Montenegro-Riehm Music Co. | Portland, Ore. Sherman, Clay & Co. |
| Buffalo, N. Y. W. D. Andrews. | Memphis, Tenn. O. K. Houck Piano Co. | Richmond, Va. The Corley Co., Inc. |
| Neal, Clark & Neal Co. | Millwaukee, Wis. Wisconsin Talking Machine Co. | W. D. Moses & Co. |
| Burlington, Vt. American Phonograph Co. | Mobile, Ala. Wm. H. Reynolds. | Rochester, N. Y. E. J. Chapman. |
| Butte, Mont. Orton Brothers. | Montreal, Can. Berliner Gramophone Co., Ltd. | The Talking Machine Co. |
| Chicago, Ill. Lyon & Healy. | Nashville, Tenn. O. K. Houck Piano Co. | Salt Lake City, Utah
Consolidated Music Co. |
| The Talking Machine Co. | Newark, N. J. Price Talking Machine Co. | San Antonio, Tex. Thos. Goggan & Bros. |
| The Rudolph Wurlitzer Co. | New Haven, Conn. Henry Horton. | San Francisco, Cal. Sherman, Clay & Co. |
| The Rudolph Wurlitzer Co. | New Orleans, La. Philip Werlein, Ltd. | Savannah, Ga. Phillips & Crew Co. |
| Cincinnati, O. The W. H. Buescher & Sons Co. | New York, N. Y. Blackman Talking Machine Co. | Seattle, Wash. Sherman, Clay & Co. |
| The Collister & Sayle Co. | Sol. Bloom, Inc. | Sioux Falls, S. D. Talking Machine Exchange. |
| The Eclipse Musical Co. | Emanuel Blout. | Spokane, Wash. Sherman, Clay & Co. |
| Cleveland, O. Perry B. Whitsit Co. | C. Bruno & Son, Inc. | St. Louis, Mo. The Aeolian Company of Mo. |
| Columbus, O. Sanger Bros. | I. Davega, Jr., Inc. | Koerber-Brenner Music Co. |
| Dallas, Tex. Sanger Bros. | S. B. Davega Co. | St. Paul, Minn. W. J. Dyer & Bro. |
| Denver, Colo. The Hext Music Co. | Chas. H. Ditson & Co. | Koehler & Hinrichs. |
| Des Moines, Ia. The Knight-Campbell Music Co. | Landay Brothers, Inc. | Syracuse, N. Y. W. D. Andrews Co. |
| Chase & West Talking Mach. Co. | New York Talking Machine Co. | Toledo, O. The Whitney & Currier Co. |
| Mickel Bros. Co. | Silas E. Pearsall Co. | Washington, D. C. Robert C. Rogers Co. |
| Detroit, Mich. Grinnell Bros. | Benj. Switky. | E. F. Droop & Sons. |

ST. LOUIS DEALERS ENTHUSIASTIC OVER CONDITIONS.

Strong Spurt in Trade with Beginning of Fall—Little Worry Over Poor Crop Conditions in Certain Sections—New Columbia "Leader" Proves Popular—Stix, Baer & Fuller Co. Department Enlarged—Mark Silverstone Optimistic Regarding Edison Disc Line.

(Special to The Talking Machine World.)

St. Louis, Mo., September 9.—Talking machine dealers hereabouts appear to be especially jubilant as regards fall prospects. The good feeling goes all along the line, from big to little dealer and on to the jobber. August got to be a pretty dull month when one hot day after another was the only program, but the last week some good showers arrived, followed by cooler weather, and there was an instant answer in improved trade.

Then also came word from the great Southwest where jobbers here place a large bulk of their business, saying that while the corn crop was a failure, nobody was alarmed, for almost every other crop grown was a bumper one, and the farmers would be in fine shape anyway. And that seems to be the case. The August backset of Oklahoma cotton will hurt worse than the entire corn loss, because entire communities sometimes depend upon cotton, but not on corn.

But the reports have been good enough to make everybody smile with the coming of the cooler weather. In every store there were reports of good sales coincident with the first pleasant shopping days.

At all jobbing houses there was less anxiety apparent over the supplies than in recent years. The jobbers think the factories are in better shape to take care of them and in all cases records are reported to be moving smoothly.

R. D. Duffy, retail sales manager of the Columbia Co. joins with other St. Louis talking machine men in declaring that the average sale of machines during the summer averaged much higher than for any previous similar period. This he ascribes to increased appreciation of the talking machine.

"The long, hot summer somewhat depressed trade," he said, "but the few cool days the latter part of August brought instant improvement. We had expected a fall revival, of course, but that instant improvement when the weather became comfortable was surprising even to our optimistic view. We look for a splendid fall trade. Our new model, the Leader, at \$75, is proving a strong proposition and is making friends for us. We have had several good sales of our table machines, too."

Both Harry B. Levy, of Aeolian Hall, and Secretary Rauth, of the Koerber-Brenner Music Co., Victor jobbers, say that the orders being placed for fall shipment are large and complete as to style, showing that dealers, both city and country, have prospects of sales of large as well as small machines. They say, too, that hurry-up orders for special finish machines are being received.

The Stix, Baer & Fuller Dry Goods Co., which handles Victors, has enlarged its department, making a total of five demonstration rooms. Manager Alex Robinson says that a nice business has been experienced for the summer, with excellent prospects for the winter. The department is located on the fifth floor, where a good many special sales are held, and these bring a large number of persons to that part of the building. Also the children's playground is near, and here come folk who listen to a new record, unconsciously while resting.

Mark Silverstone, president of the Silverstone Music Co., returned from the Edison jobbers' meeting in New York, holding a very optimistic view of the fall trade. "I do not deny," he says, "that the record supply was getting somewhat on my nerves, and that I feared we were going to be

handicapped in our fall trade. But after what Mr. Edison told us and what we saw at the factory of increased facilities and prospects of still further capacity to turn out good work, I feel much better about it.

"Indeed, already our records are coming smoother and we are having less worry about them. The only thing I fear now is that our meeting may have aroused the enthusiasm of the jobbers to such an extent that they will cut loose and embarrass the factory capacity for machines.

"Never did the fall look better to me. We have realized on a surprisingly big lot of prospects this summer that I thought were for fall use, and merely kept in touch with them for future use. And each sale adds to our prospect list. The number of persons coming in and asking to hear the disc machine increases constantly. We are pushing only the \$250 model, and we tell the prospective customer that it is for their good that we are doing so."

Mr. Silverstone was accompanied East by Mrs. Silverstone and their little son. Mrs. Silverstone and son stopped at Niagara Falls, while Mr. Silverstone went on to New York. He rejoined them there, and after fully investigating the Falls, they took a leisurely trip home, boating across the lakes and changing from steam roads to trolleys for several long runs on interurbans which they greatly enjoyed.

Manager Reid, of the Columbia Co., says: "You would never know from looking over our fall orders that there is or was such a thing as sun-burned corn. We are going a good pace and the country business is responding excellently. Here in the city, the retail and jobbing business has been all that we could ask.

"No returned approval Victrolas or records in our complete stock," is a keynote in a new advertisement the Thiebes Piano Co. has been running in connection with the Victor Co. general machine on approval; it has caused some comment among students of advertising.



Patent Design Applied For.



This Distinctive Victor Calendar

Will Make

An Instantaneous Hit

with all Victor patrons, and will prove to be a great "ad" for your store. The appearance is so close to the natural Victor Record that you will almost believe a calendar pad has been stuck upon a Real Red Seal Victor Record. Thousands of these Calendars have been sold for November delivery, so get your order in now so as to insure Prompt Delivery. We give you a very liberal discount on all large orders.

This is the Advertising Novelty that will be appreciated by all your customers and will get them talking about your store. "Make up your mind to-day and you'll have your Victor Calendar right away."

GET IN TOUCH WITH YOUR JOBBER NOW

Manufactured Exclusively for Victor Dealers
\$15.00 a Thousand Net

THIS GREAT VICTOR DEALER NOVELTY is approved and recommended by the Advertising Department of the Victor Talking Machine Company. No live dealer should overlook this, the greatest of all advertising for Victor dealers.

THE INTERNATIONAL ADVERTISING AND SALES CO.

39 Ann Street, Hartford, Conn.



It ought to be clear to you right now that the selling rights for Columbia product in your locality are just about ripe enough for somebody to pick. That it can't do any harm to make inquiries, at least.



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

Columbia Graphophone Company
Woolworth Building, New York

F. K. DOLBEER ADDRESSES TALKING MACHINE DEALERS

At Special Meeting Held at Keen's Chop House on September 3—Discusses Record Exchange Proposition—Strong for Co-operation—V. W. Moody Interprets Sections of New Victor Contract—Association Takes Action on Various Matters of Interest.

As announced in The Talking Machine World last month, a special meeting of the Eastern Talking Machine Dealers' Association was held at Keen's Chop House on the morning of September 3 for the purpose of hearing from F. K. Dolbeer, manager of the phonograph sales department of Thomas A. Edison, Inc., the position of his company in the matter of the record exchange proposition, and as far as possible, the company's views on that matter.

Frank Dolbeer's Address.

In his address to the dealers Mr. Dolbeer said: "Mr. President—I was somewhat surprised as well as amused at an article appearing in a recent issue of The Talking Machine World stating that I was going to address your members on the subject of our record exchange. Nothing, either in the letter received from your secretary or in my interview with your committee, indicated that this particular subject was to be discussed to the exclusion of other matters, nor do I deem it of more importance than many other things which are of mutual interest, but as there appears to be a desire to obtain some expression of opinion from our company as to the merits of our plan, I certainly have no objections to making entirely clear our position regarding it.

"Some years ago we instituted an exchange which compelled jobber and dealer to purchase three records for one—in order to be relieved of unsalable records—which resulted in the trade largely overstocking; later we changed the plan, making it only necessary for you to buy double the quantity to be returned, and still later on, the even exchange became effective, which was obviously unfair to the factory, as it compelled us to manufacture two records for the price of one, and although we realized the plan was costing us enormous sums, it was continued until we had sustained a loss aggregating several hundred thousand dollars.

"Despite the fact that we were running our factory to the limit—to supply new goods for old—without profit, the practice was continued until it became too great a burden and some step was necessary to devise a plan which would prove more equitable and still bring the same result.

"After serious consideration from all points of view, it was decided that the proper method would be to permit the trade to return records based upon a percentage of their purchases, hence the present plan, which to the dealer who is doing any business whatever, is wholly satisfactory, and has resulted in cleaning up the undesirable record stocks, particularly in the case of the dealer who has availed himself of the opportunity of taking on our new line.

"The provisions governing an even exchange are not only obviously unfair to the manufacturer, but do not prove entirely satisfactory to the dealer, as it necessitates the ordering of a quantity of rec-

ords, some of which immediately become an overstock and which must again be returned, causing an added expense when you come to consider the cost of packing, freight charges and incidentals.

"One moment's serious thought on your part will clearly show the effect that an even exchange has on the manufacturer, who is compelled to manufacture an excessive quantity of records, only a percentage of which are ever sold, or are absorbed by the buying public.

"At the present moment we are particularly interested in the live Edison dealer who is pushing the sale of our goods, and who is seriously considering taking on our combined lines, and to such



Frank K. Dolbeer.

dealers we can give our assurance of eventually being relieved of their overstock of records, because we know that our present exchange plan will bring about the desired result for such dealers within a reasonable length of time.

"It has been intimated that apparently I was not in accord with your association or associations generally, but such is not a fact, as I am heartily in favor of them, and your policy of getting together as you do at frequent intervals is to be highly commended.

"Men in the same line of business, co-operating through lunch clubs or other friendly meetings should endeavor to be very frank with one another, and when called upon to explain some act which does not appear to be quite friendly in a business way, may often clear it up by an honest explanation, which in almost all cases will prove to be entirely satisfactory.

"Remember that your competitor is probably as free from, and as far above dishonorable actions and trickery or cunning practices, as you are. The increase of mutual confidence among business men will do much to bring about a better condition of affairs, and you will also find, after becoming better

acquainted, that there is much to admire in the character of your business associates.

"As I stated earlier in my remarks, there are many things which could be discussed to our mutual advantage, but having consumed so much of your time on this subject, will only touch upon one thing more, and that is the matter of protection to dealers.

"One of the principles now recognized by the keenest and shrewdest observers is that the 'square deal' is the surest and soundest foundation of success in either a large or small business, and that is what Edison dealers are going to obtain from our company if we are accorded the same treatment.

"You are all aware that we do not under any circumstances grant exclusive territory, but we are giving the loyal Edison dealer the utmost protection by refraining from establishing other dealers where we are obtaining proper representation at the hands of those already established. I have one case in mind, a city where the population is in excess of forty-five thousand, with only one Edison class 'A' dealer, we having declined to accept bona fide immediate shipping orders from two other concerns, both in excess of \$5,000. Would you consider the Edison franchise a valuable one under such conditions? Do you want to obtain a franchise to sell these goods under somewhat similar conditions? It rests largely with yourselves!"

Following Mr. Dolbeer's address the dealers had luncheon together at Keen's, and at the afternoon session were addressed by V. W. Moody, sales manager of the New York Talking Machine Co., who cleared up several matters of doubt regarding the real meaning of various clauses of the new Victor dealer's agreement and new model installment form. Mr. Moody pointed out that with the exception of the repossession clause in the new agreement, it differed in practically no particular from previous agreements issued by the Victor Co., and, in many cases was designed to take care of future exigencies rather than present conditions.

At a formal meeting of the association, also held in the afternoon, a resolution was adopted to the effect that the members of the association keep a record of the numbers of all machines repaired, as well as of the addresses of the owners, in order to aid other dealers in tracing machines that have been stolen. In this connection several of the jobbers have also offered their assistance.

Advertising of Victrolas at low terms by jobbers to the detriment of the trade of the dealer was also the basis of a resolution, it being the plan of the members of the association to threaten to withhold their trade from offending jobbers.

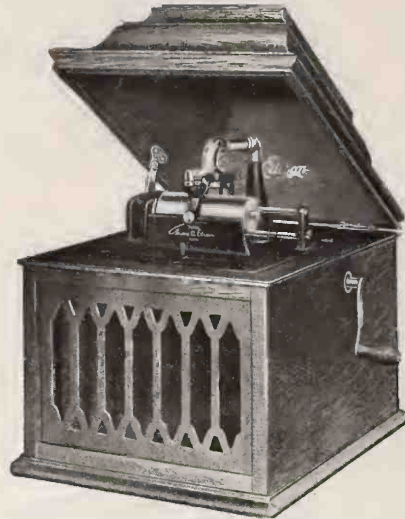
In the course of the meeting the members of the association were strongly urged to watch for the reappearance of the Oldfield bill, and upon the day before it is scheduled to be read send a flood of letters to their Congressmen.

The employment bureau recently started under the auspices of the association is now in working order and will soon be in a position to render comprehensive service to the dealers in that particular.

Although there were only about twenty-five members of the association present at the meetings, the sessions were among the liveliest and most interesting in the history of the association.



EDISON AMBEROLA
Price \$250.00



EDISON AMBEROLA VIII
Price \$45.00

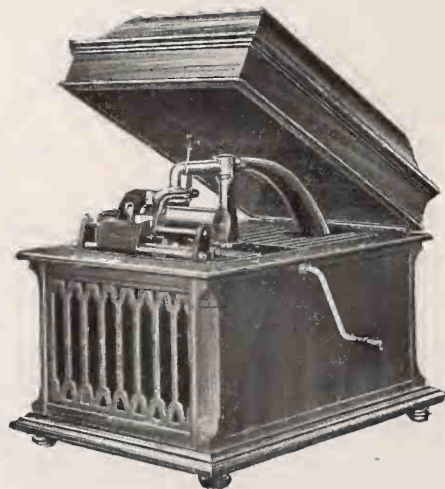
Edison's complete line for 1

Look at this array of the new Edison hornless Phonographs. Compare them in design, tone, strength and price with any other machine made. Consider the tremendous scope of this line with prices ranging from \$30 to \$250 and you will get an idea of the organization that is behind the name "Edison."

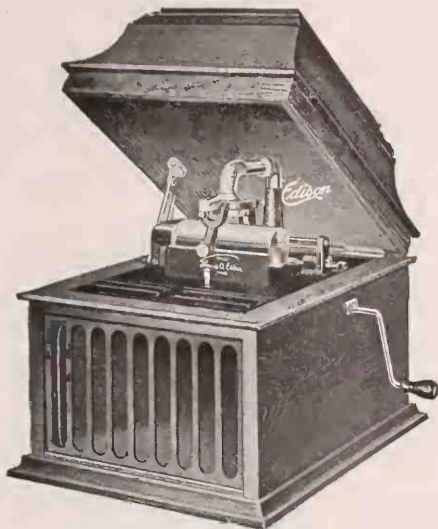
There will be a sharper demand than ever this fall for the Amberola machines. This new line will meet it.



EDISON AMBEROLA IV
Price \$100.00



EDISON AMBEROLA V
Price \$80.00



EDISON AMBEROLA X
Price \$30.00



EDISON AMBEROLA I
Price \$200.00

of cylinder phonographs 13-14

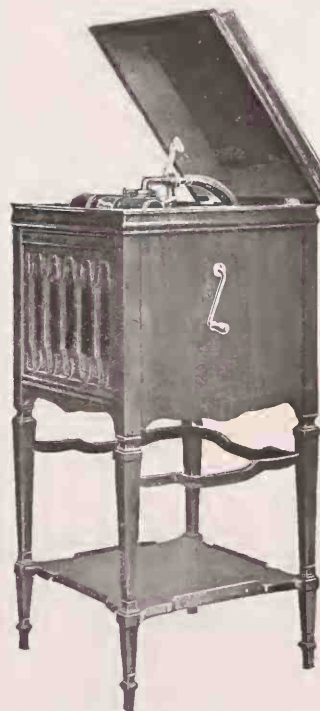
The orders will roll in faster than ever. The wise dealer will get *his* orders in early and be prepared to meet every requirement of his local trade.

Let the Edison organization help up. Your jobber will supply you with everything you need. Don't delay. Play up these wonderful machines that bring wonderful profits.

Thomas A Edison, Inc., 59 Lakeside Avenue, Orange, N. J.



EDISON AMBEROLA VI
Price \$60.00



EDISON AMBEROLA III
Price \$125.00

WISCONSIN DEALERS SEE NOTHING BUT BIG BUSINESS.

Crop Situation Very Favorable and Large Stocks Put In—Death of F. A. Watson—Improvements in Gensch-Smith Co. Store—Talking Machine Exhibits at Household Show—Piano Salesmen to Sell Talkers—New Branch for A. G. Kunde—The Month's Doings.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., September 11.—September seems to have marked the end of the dull summer season in the talking machine trade, and there are indications that the usual fall revival is being experienced. People have returned from their summer homes and annual vacations and have settled down to work once more, so that business in most lines has resumed its normal tone. Both retailers and jobbers seem to be meeting with an improved demand for machines and records.

The early fall revival and the encouraging outlook has resulted in a decidedly optimistic feeling in the trade. Predictions are being made that a record breaking business will be received from now on. The crop situation is even more favorable than at this time a month ago. Threshing has been completed and, with the possible exception of barley, the yield was fully up to the average. Corn has been making a phenomenal growth as a result of the warm weather and extensive rains, and there is not the slightest doubt but that a bumper crop will be harvested, providing the frost holds off long enough. Prof. R. A. Moore, head of the department of agronomy of the University of Wisconsin and one of the best known crop experts in this section of the Northwest, estimates that the Wisconsin corn crop will be worth between \$60,000,000 and \$70,000,000. When the corn crop is good in this State it means general prosperity, as it reflects favorably upon the hog raising and dairying interests, which are all important in the Badger State. Wisconsin is now the leading dairy State in the Union, and when everything is favorable in this line it means more available money for all phases of trade.

Death of F. A. Watson.

F. A. Watson, of Dixon, Ill., one of the incor-

porators of the Wisconsin Talking Machine Co. of Milwaukee, jobber for the Victor line, died on August 9 at his home in Dixon. The retail store of Miss Gertrude F. Gannon, 312 Grand avenue, and the offices and warerooms of the Wisconsin Talking Machine Co. were closed on August 11, the day of Mr. Watson's funeral.

Makes Department More Complete.

The Gensch-Smith Co., operating an exclusive Victor store at 730 Grand avenue, has made several changes in its establishment, including the erection of a large balcony, available for the storage of stock. The company has been laying in a large stock of records and machines in preparation for the coming fall and winter trade. Business with the new concern has been increasing each month.

Establishes New Sales Record.

L. C. Parker, manager of the Victor department at the Gimbel Bros. department store, established a new sales record during the first week of September. Business during August showed a satisfactory gain. Mr. Parker has just returned from a business trip to Chicago.

Substantial Addition to Stock.

C. W. Abbott, manager of the Victor department at the Boston Store, has been making substantial additions to his stock in order that he may be ready for the fall and winter trade. Several more new record cabinets have been installed. Mr. Abbott has more than doubled the business of his department during the past year.

To Exhibit at Household Show.

Most of the larger downtown talking machine stores of Milwaukee will be represented by exhibits at the annual Household Show, which will be held in the Milwaukee Auditorium, September 22 to 30. Among the exhibitors will be A. G.

Kunde, 516 Grand avenue, Columbia jobber and retailer; the Wisconsin Talking Machine Co., jobber for the Victor line; the Milwaukee Phonograph Co., jobber for the Edison line; the Heller Piano Co. and the Edmund Gram Music House. Dealers and jobbers who exhibited last year found that the venture was a successful one and that much new business was secured in this manner.

Edison Demand Is Active.

William A. Schmidt, manager of the Milwaukee Phonograph Co., 347-349 Broadway, jobber for the Edison line, says that the Edison disc phonographs are selling so well that it is hard for the local jobbing concern to keep its supply of machines and records up to requirements. The Blue Amberol records and the new hornless machines seem to be selling well in every section of the State, according to William P. Hope, traveling representative of Thomas A. Edison, Inc., who recently spent a few days in Milwaukee. Manager Schmidt, of the Milwaukee Phonograph Co., reports several new Edison dealers at various points about the State. Ernest Stiller, Green Bay, and W. J. Augustine, Fond du Lac, both Edison dealers, were recent visitors at the headquarters of the Milwaukee Phonograph Co.

Giving Piano Salesmen a Chance.

Officials of the J. B. Bradford Piano Co. are trying out the scheme of having no particular salesmen give up all their time to Victor sales, but instead giving every piano salesman a chance to sell a talking machine wherever he may find a prospect. Thus far the plan is working out very successfully, and a brisk Victrola and record business is reported. Most of the salesmen while out calling on piano prospects run across prospective talking machine customers and in this way can increase their commissions. Miss Jule Steiner looks after the inside sales at the Bradford house, both in the machine and record line. Thomas DeSwarte, treasurer of the company, still has general supervision over the Victor department.

Remodeling and Enlarging Quarters.

The retail store of Miss Gertrude F. Gannon, 312 Grand avenue, is being remodeled, enlarged and refurnished. Another new Victrola demonstrating room and additional record cabinets have been installed to care for the rapidly increasing fall business. A large and attractive new sign has been erected at the front of the store. J. H. Becker, Jr., now sales manager for Miss Gannon, says that the outlook is exceptionally good for a fine fall trade.

Larger Quarters for Gram.

It is expected steps will be taken this fall by the Edmund Gram Music House in arranging new and larger quarters on first floor for its Victor department. No expense will be spared in making the department strictly high class and in conformity with the artistic furnishings and decorations on the main floor of the Gram store. Some fine Victrola sales are reported by Paul A. Seeger, manager of the Victor department.

Fishing De Luxe.

J. H. Becker, Jr., sales manager at the retail store of Miss Gertrude F. Gannon according to his annual custom, again made use of a Victrola to "round up" the fish while on his annual vacation at New London, Wis. Mr. and Mrs. Becker have been submitting pictures of one day's catch of bass and pickerel which they caught while a Victrola in the boat furnished music. It was "some" catch.

Kunde to Open Branch Store.

A. G. Kunde, 516 Grand avenue, Columbia jobber and retailer, is preparing to open a new branch store at 3410 North avenue by September 15 or October 1. Mr. Kunde is so confident of the business possibilities with the new store that he has leased the property, a new building, for a period of two years. The branch will be located in an exceptionally fine business neighborhood, while there is not another talking machine establishment within a distance of thirty blocks. The manager for the new store has not been secured as yet.

When married women get to the point when they believe their husbands are the only men who understand them, the divorce courts can go out of business.



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.

EFFICIENCY IN THE HANDLING OF RECORD STOCK.

Easy Matter When Gone About in the Proper Way, Says the Voice of the Victor—No Excuse for Having Shortages in Records—How the Parcel Post Fits Into the Scheme of Things—Checking Stock with the Empty Envelopes and Other Suggestions.

The proper and most effective way of handling record stock has long been among the important problems confronting the talking machine dealer. No matter how large or small his business may be, the progressive and up-to-date dealer is apt to find some flaw in his method of handling records, and until he has found this flaw and rectified it he does not feel satisfied.

A number of excellent suggestions on the proper handling of record stock have appeared from time to time in the columns of *The Talking Machine World*, and many of our readers have assured us that the plans outlined in our pages contained suggestions of real value. In this connection a plan for handling retail record stock recently appeared in the "Voice of the Victor" which will be found of interest, and which we print in full below:

"Keeping a retail stock of records in a state of real efficiency is a comparatively easy task when one goes about it in the right way, and it is a matter of the utmost importance.

"It may be unreasonable, but it is nevertheless a fact, that the customer quite frequently feels annoyed when the dealer is 'out' of some particular record. You see, the customer may have come into the store for the definite purpose of hearing that particular record.

"With the assistance of parcel post and an efficient method for keeping track of 'shorts,' there is less excuse for being out of records than there ever was. The present limit of parcel post weight is twenty pounds. That means that a number of records can be sent through the mail, and the dealer who supplements his monthly or weekly order for records with an occasional order by parcel post shipment will have few disappointed customers to contend with.

"Contend with,' by the way, is just the right way to express the case, for a customer who has been repeatedly disappointed is quite apt to develop a streak of passive antagonism for the source of his disappointment. The streak isn't always passive—on occasion it becomes acutely active.

"As we have said, parcel post takes care of emergency shipments *quickly*, and at a very moderate expense. The most vital thing is to know at a glance just what records you are short of and know exactly which records you are entirely out of. It can be done with *practically no effort*.

"Keep your entire retail stock of records in heavy manila envelopes (or, for that matter, get enough regular Victor envelopes to answer your purpose. We charge less than one-half cent apiece). Stamp the number of the record in good bold figures in the upper right-hand corner of the envelope. Just underneath the number make a pencil memorandum showing how many of each particular record you have in stock.

"This is how it works: We will suppose that all your retail stock of records is in the special stock envelope, and that the factory envelopes in which the records were supplied to you, and in which you, in turn, must supply them to your customers, have been put into a special drawer.

"A certain number of records are sent out today. Each record is taken out of the 'stock' envelope, put back into the factory envelope and delivered to the customer. *The empty stock envelope is then put into a special drawer.*

"Next morning the boy who sweeps out the store fills all the empty 'stock' envelopes from your reserve stock and makes a pencil memorandum on the envelope showing how many more records of that number are in reserve. If there are no

more of any particular record, the empty retail stock envelopes cannot be filled. Such envelopes are brought to your desk.

"For retail purposes it is best to keep your records 'on edge' simply because records so kept can be taken out of or put back into each compartment with the least possible effort.

"Let the envelopes project a little from the rack. They should all face the same way, and when so arranged it takes only an instant to run the thumb along a whole row of the projecting corners. As this is done each number flashes into view. It is easy to find the record you want, and with the pencil memoranda of reserve stock to guide you, 'stock-taking' is an operation requiring only a very few minutes at any time.

"With such a system and with parcel post for emergency orders, disappointed customers should be few and far between so far as *your* store is concerned. With such a system the Victor dealer will be able to show a much greater profit at the end of the year. We discovered long ago that time is money, and in any business the amount of profit is largely dependent upon keeping down operating expense. If you know a better system than the above, use it. If you do not, it would be well to adopt this."

SELLS TALKING MACHINE STOCK.

T. M. Carter Music Co., East St. Louis, Ill., Sells Victor Line to Rhine & Wesson.

(Special to *The Talking Machine World*.)

EAST ST. LOUIS, ILL., September 9.—T. M. Carter Music Co., Victor dealers in this city, has sold its stock of talking machines to Rhine & Wesson, of Belleville, Ill., another suburban town. The Rhine & Wesson firm is a comparatively new one at 203 East Main street.

The T. M. Carter Music Co. will retain the agency for its line of pianos, but has given up its small goods, sheet music and talking machines. The Lehman Music House, of East St. Louis, took over the sheet music, and Hunleith Bros., of St. Louis took the small goods.

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FOR TALKING MACHINES

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Clarifies, Articulates and Magnifies.

Eliminates Scratch, After Tones, and the Mechanical Tone.

REPRODUCES ALL the Artist put into the Record.

Increases the Volume of a Fine Needle Tenfold.

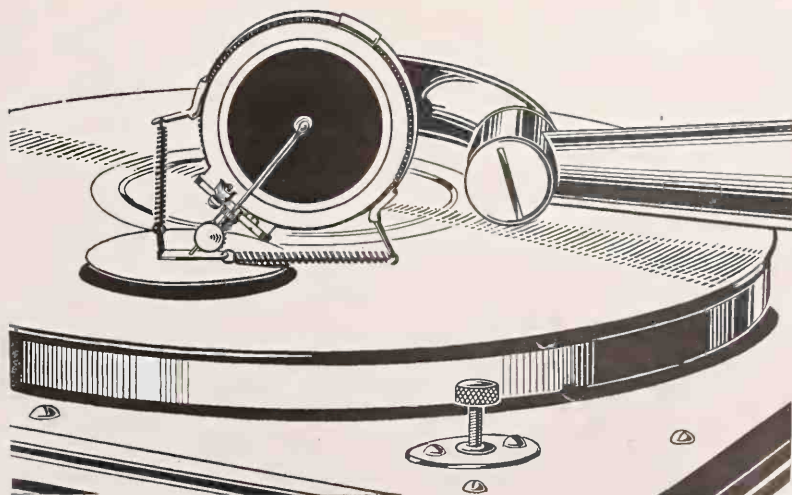
Permits Playing a Record 1,000 Times Without Perceptible Wear.

Brings Out DETAIL Never Heard Before.

Sells on Demonstration.

Speaks for Itself.

Sells for ONE DOLLAR, Worth Ten.



For Trade Discounts Apply

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The TALKING MACHINE WORLD

For the makers & sellers of talking machines

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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.
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Cable Address: "Elbill," New York.

NEW YORK, SEPTEMBER 15, 1913.

THAT there will be a big talking machine business this fall is certain, and it is sure also that the size of the business will be limited entirely by the ability of the factories to supply the demands.

In other words, it is reasonably sure that there will be a shortage of manufactured products and this condition will exist notwithstanding the great enlargement of the physical properties of the different companies.

That fact alone should show the tremendous increase in popularity of the talking machine, hastened materially by the carefully planned publicity campaigns which have increased the interest and widened the knowledge of millions of people regarding the talking machine.

Jobbers and dealers who have written to The World recently state that prospects for business with them are excellent. Rains in the drought-stricken regions of the Southwest have arrived in time to save the greater portion of the menaced corn crop and revive the shriveling pastures.

It is now authoritatively estimated that the yield of maize will fall about three hundred million bushels short of last year's actual harvest. This is a great loss, but it is only one-half as great as it appeared in the recent interesting estimates, and in view of the enormous reserve carried over from last year there surely will be "enough to go round."

With an assured unprecedented yield of wheat and the promise of fifteen million bales of cotton the harvests will be at least equal to the average. The purchasing power of the agricultural communities as a whole will not be impaired. That this fact is appreciated is evident in the liberality with which merchants in all parts of the country are ordering merchandise to replenish their shelves, depleted by the hand-to-mouth policy so long pursued.

The country since the panic of 1907 has nearly completed its cycle of "seven lean years" and is in train to enter upon its series of fat ones. Wall street has "called the turn" in this instance, as it has done often in the past, by the recent rise in stocks and a recovery of fully one-third of the depression that had occurred in bonds from last autumn until midsummer.

Whatever depression was caused by alteration of the tariff is now over. Manufacturers and merchants have "discounted" the actual enactment of the new rates. The country has not gone to the "demnition bowwows," as many ultra-protectionists asserted it would, and many respectable authorities believe that the trade will broaden when the law goes into operation.

The specter of "a money famine in the autumn" has been banished and the prospects are good for so shaping the currency bill

that it will be shorn of objectionable features while preserving the essential feature of circulation based on commercial assets. Dreaded possibilities on which the financial markets abroad and at home were depressed beyond all reason have proved to be like the old woman's troubles that never occurred, and the way is now cleared for a general period of prosperity. It is, therefore, time for talking machine men to prepare for the greatest season in history.

WHEN a great manufacturing company announces radical changes in its policy of dealing with its representatives, it quite naturally follows that such action will create comment, and it may be truthfully said in this connection that the announcement by the Victor Co. of its new system of licensing its patented products has caused widespread discussion in trade circles, for many have failed to interpret the meaning of the various clauses in the contract.

When the Supreme Court announced its decision in the Henry vs. Dick case, the Victor Co., realizing the advantage of a more advantageous system of marketing its products, commenced on the development of new plans which could be utilized in dispensing its products throughout the United States. Then came the recent decision of the Supreme Court in the famous Sanatogen case, which has been fully dealt with in the columns of The World, and through which it became apparent to all that a smashing blow had been delivered at price maintenance.

Presumably this decision hastened the plans of the Victor Co. in perfecting its new lease system of agreement which was promulgated on the first of August.

As we view it, this system is one by which the retaining control of the patented products remain with the producing house, the title in the machines and records being vested in the Victor Co., which claims the right to take possession of them in the event of any breach of conditions, the company to repay to the licensee the amount of the license fee or royalty paid by him as per the conditions set forth on the labels.

The machines contain the notice of the restrictions under which they are licensed for use only. This new selling plan of the new agreement annuls the old existing distributors' and dealers' contracts.

The Victor distributors have been requested to immediately secure signatures to the new agreement from every Victor dealer at present on their dealers' list.

It is understood that the signed agreements have been returned to the company in a number quite up to their expectations, when we consider the extent of territory to be covered and the necessary thought required to consider the new agreement from various viewpoints.

The World has been asked for an opinion regarding this important move from a number of sources. In fact, inquiries numbering hundreds have reached this office, and they are coming in in such a way that it is almost a physical impossibility to reply in each individual case. We would say that such questions as these should not properly come to a trade publication. The contract is strictly personal between the company and its representatives.

It is obvious that primarily this movement was put in force for price maintenance, and every talking machine dealer realizes the importance of price maintenance to his business. The new Victor license agreement, according to the opinion of some of the best legal talent in America, complies with the law and will serve the interests of the trade. That in a nutshell presents the case.

Price maintenance has been and will continue to be the sheet anchor of the talking machine industry.

Some of our legislators obviously have a mistaken idea as to just what price maintenance and its relation to the purchasing public amounts to.

It does not mean, as many of them allege, monopoly by any means. It means a safeguard to trade interests and it means that the purchasing public is assured of full value for its money.

If manufacturers of price-regulated articles had overcharged the public, purchasers would not be long in finding it out, but when goods like talking machines are sold under restricted price agreements, it means that dealers cannot enter into a price war, thus annihilating the values of the very stocks in which their capital is invested.

Price maintenance has been the safeguard of the talking ma-

chine industry. It has saved men from themselves and has prevented price slaughtering which in the end could only have culminated in disaster.

THE apparent and tangible results of good advertising—its outside work—are increasing sales, winning new customers, adding new dealers, standardizing a trade-mark, earning that greatest of business assets, good will.

But advertising does more, it does inside work as well. It produces unearned increments less clearly grasped and not so easily impressed on the non-advertiser—particularly the incredulous non-advertiser. One of its most valuable results is its stimulating, enthralling, uniting effect on all the members of the organization, from the head of the firm to the office boy.

Advertising is bound to raise the standard of the goods advertised. No one can afford to pay out thousands of dollars pushing a poor, unsatisfactory article where first sales represent little or no profit. Advertising alone will not hold customers long or bring the reorders necessary to success. Merit alone will do that. You may take it for granted that a persistently advertised article in these days is exactly what it purports to be, otherwise it could not continue to be exploited.

As the manufacturing standards and selling methods improve, as the output grows and the plant enlarges, as distribution follows in the wake of advertising, as the goods appear attractively displayed in stores from one end of the country to the other, a natural pride in the product spreads throughout the organization. It is human nature. Everyone, knowingly or unknowingly, shares it.

Salesmen, too, have come to realize the assistance of advertising to them individually. Those who were once loudest in their condemnation have become its strongest supporters. The insistent demand for the goods caused by advertising has simplified their work, heightened their interest and increased their sales. It creates *esprit de corps* and confidence both in the goods and the organization. If you don't believe this ask the big advertiser—the man competent to give an expert opinion.

That in liberal advertising of a product the manufacturer gives the buyer his greatest protection is the idea put forth by many prominent advertising men. The reason is that the firm making a talking machine or any other product is willing to affix its name and stake its reputation upon the goods fulfilling the claims made in the advertising.

Manufacturers who conduct their business upon this modern manner of merchandising set aside a certain appropriation each year for advertising purposes. At first thought it may seem that this is a tax which the consumer pays, but instead it is an insurance, just as you pay a premium to protect your property against fire.

The very fact that even though the consumer must pay a certain amount of the purchase money of his product toward the publicity that has been given it, yet this is the protection the buyer obtains in the guarantee it thus gives him as to the strength of the manufacturer's claims and to the value that is created for the product through this publicity.

It is natural to have more confidence in persons whom we meet who have been well introduced and whose record is presented to us by persons in whom we had confidence than we have in chance acquaintances, and advertising merely is the introduction and the record that are put before the buyer as to the trustworthiness of the article mentioned.

Publicity has been the great guarantee of fair dealing. In the language of the day it is the one thing that forces all the cards on the table, and it is as impossible for a firm to succeed and be unfair in the quality of its product as it is hazardous for the buyer to choose any articles, whether it be talking machines, pianos, clothing or friends, that are not properly introduced through the recommendation either of acquaintances in whom we have absolute confidence, unless the articles are advertised in such a manner that the mere fact of the advertising guarantees the truthfulness of the claim.

This is logical and understandable.

THE Eastern Talking Machine Dealers' Association under its present administration appears to have come into its own as one of the liveliest organizations in the talking machine trade. Under present conditions it has proven that an association of talk-

ing machine dealers of any one locality need not of necessity be the means for holding a club over manufacturing or jobbing interests for the sake of securing desired trade reforms or changes, but that without going outside of its own membership, such an organization can prove of immeasurable assistance to the individual member in the conduct of his business.

No one man in any one line of trade knows it all, in spite of any belief of his own to that effect, but when fifty or one hundred men in the same line get together and exchange business ideas, the probabilities are that they will cover the ground very thoroughly.

Under the new administration the Eastern Talking Machine Dealers' Association has, for instance, established an employment bureau, with a view to supplying to the members, at short notice and when most needed, employes with clean records. For the individual dealer to secure new help by himself means that he must spend time in investigating the applicant's references or taking a chance on securing an incompetent, and in either case the result is not strictly satisfactory.

In the matter of locating lost machines, the dealers also took the proper action, and it is very probable that other bureaus or sub-bureaus operated by the association for the benefit of the individual member will grow out of the many suggestions offered at recent meetings.

The greatest value of the association, however, appears to be the benefits derived by the individual member through its association with fellow-dealers at the meeting. New ways of doing business; suggestions regarding the handling of machines and their various parts; success or failure of certain forms of publicity; new prospects of getting schemes, are all brought up and discussed. The dealer leaves the meeting room in possession of a consensus of opinion on certain matters, which, if properly made use of, should repay him in one day for the total yearly expenses of time and money in the association membership.

ELBERT HUBBARD says, in a series of articles, the first of which appeared recently in *The Music Trade Review*:

"In the old days business men cut each other's throats. Later they cut prices. Then they cut acquaintance. Now they cooperate. The inane competition born of selfish rivalry, which has only one object—success through the failure and elimination of a competitor—is now almost non-existent.

"The competition that obtains nowadays is that of friendly rivalry, based on trustfulness, which seeks to merit success. It is emulation; a noble effort to obtain the highest excellence and give the highest good by sustained effort and applied intelligence.

"The one-price system and the fulfilment of 'promises' have contributed largely to this desirable condition and friendly feeling between business men and business houses. All this has been the result of education. The truths of fraternity and the square deal have been assimilated until they have become the life-blood of industrial and commercial activity.

"It is to meet the requirements of these new economic conditions, this thirst for special information on specific subjects, that we have offered to us technical and commercial courses by various schools and colleges throughout the United States. And thousands have benefited thereby. But if I were asked what I consider the chief medium of instruction and helpfulness for the business man of to-day, I should unhesitatingly say his Trade, Technical or Class Paper."

Fra Elbertus philosophizes in the article in *The Review* for the benefit of readers who are interested in trade publications.

If the entire series of articles which have been arranged for *The Music Trade Review* are as good as the first, they certainly will make good reading for business men.

SALESMEN must be competitors, but credit men should all be partners. Credit men should not even try to stand alone. To paraphrase a little: They should share each other's woes, each other's burden bear, and each should always ready be to help the other swear.

If a fellow will avoid being the same kind of a fool twice he stands a ten-to-one chance of being numbered among the sane and sensible, even though he may have been several kinds of fool during the course of his career.

SALTER FELT-LINED CABINETS

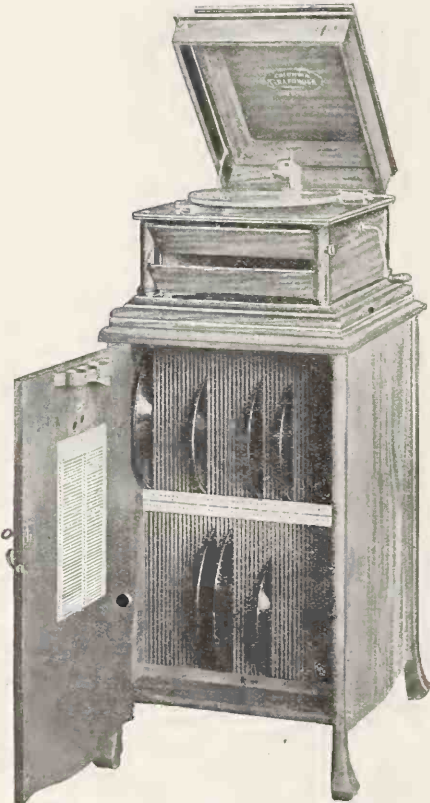
The Idea that has Revolutionized the Record Cabinet Business

A felt-lined compartment for *each* record.

Scratching and warping absolutely prevented.

Absolutely dustproof.

The single compartments and a simple and accurate index enables one to find the desired selection *instantly*.



Style 111 for Columbia Favorite

You can greatly increase your business this fall by means of the remarkable "outfits" you can offer your trade in combination with the New Salter Styles made to match the "cabinetless" models of Columbia Grafonolas and Victor Victrolas.



Style 8 for Victrola VIII

The new styles constitute the last word in the Cabinetmaker's Art. The top edges are built up to correspond perfectly with the base of the machine and hold the latter firmly in place.

Send for Complete Catalogue Showing Entire Line

SALTER MFG. CO.

337-43 North Oakley Boulevard

CHICAGO



"The closer the competition the surer the sale; because the closer the competition the closer the comparison. If everyone made comparisons before buying everyone would buy Columbia instruments. It is the rare exception for Columbia product to lose out in competitive sale."



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

Columbia Graphophone Company
Woolworth Building, New York

MAKING THE DEALER'S SALESMEN MORE COMPETENT.

Practical Demonstrations of Victrola Construction and Live Talks on Salesmanship Enter Into Latest Plan of Benjamin Switky—Claims Salesman Should Know Every Detail of Machine and Its Construction—Staff of Gimbel Bros. Department Entertained.

A decided innovation in the matter of service rendered by a talking machine jobber to his dealers through increasing the efficiency of the retail sales staff, was recently introduced in New York by Benjamin Switky, the well-known Victor distributor. Through arguments presented by the head of his repair department, A. H. Dodin, Mr. Switky became convinced of the fact that unfamiliarity with the mechanical details of the various types of Victor machines reduced the efficiency of salesmen to a considerable extent, chiefly through forcing them to sell machines of a low value, owing to their inability to explain why other types were higher in price, and consequently worth more. The result was that a series of practical demonstrations of the Victrola mechanism and its construction were arranged for, and the first of the "dealers' evenings" was held at Keen's Chop House in West Thirty-sixth street, on August 18, with the complete sales staff of the talking machine and piano departments of Gimbel Bros. and representatives of other establishments in the vicinity, as guests of Mr. Switky.

Before going to Keen's, however, Mr. Dodin and Mr. Switky visited the Gimbel department, where Mr. Dodin spent over an hour and a half in taking apart the motors of various types of Victrolas, giving a short and non-technical lecture on the differences between them, and wherein lay the value of the various types.

The mechanical details of the machine were so presented to the salesmen that they were able to grasp them instantly, and all acknowledged that following the lecture, they were in a better position than ever before to give a convincing sales talk to the prospective customer on Victrola values.

Following the enjoyable dinner at Keen's, Mr. Switky proceeded to give an excellent address on talking machine salesmanship, based on his own experiences.

Speaking of his new campaign, Mr. Switky stated that he was not posing as a philanthropist, but that every dollar expended in this new direction, he fully expected to reap many dollars in increased business, through the greater knowledge of the salesman, consequently, through the greater number of high-priced sales negotiated through the medium of that knowledge.

He stated that a knowledge of repair work was essentially a part of the stock of the real salesman, not necessarily ability to take the machine apart completely and re-assemble it, but to be able to make any minor adjustments, often found necessary, even in new machines received direct from the factory. By the salesman knowing just what to do when the machine was a little "cranky" and doing it without calling upon the repairman, the customer was not aware anything was wrong and, consequently, was not in fear that the machine would be constantly out of order when in the home.

For a salesman to call for help as soon as things would not run properly, served to arouse suspicion in the mind of the prospect, and frequently either delayed, or actually killed the sale. In the matter of salesmanship itself, Mr. Switky advised that a prospective customer be met immediately upon entering the store or department, before he had a chance to become impatient with delay. An angry customer frequently loses track of what he had intended to do, and either wandered out without buying, or bought a very small proportion of the amount originally intended. Then, too, when a customer is angry, it means that the salesman must waste time smoothing down his ruffled feelings before actually beginning to sell goods. Even then the real selling becomes a much more difficult matter.

Sets Forth Valuable Ideas.

"Everyone who comes into the department," said Mr. Switky, "is a prospective customer, whether they are simply shopping around or really have half-formed ideas of buying. They may say to the salesman, 'I cannot afford a machine at the present time,' and through careful questioning, he could discover that they are in a position to make payments on a mighty good article, and through a little careful selling talk, could also land the contract. Even where the sale is not made on the spot, the salesman should always make it a point to get the name and address of the prospect. Play a few records over and get his attention and friendship, and then follow up that prospect until he does buy."

"To many salesmen, one of the most difficult propositions they have to handle is the task of describing to the customer the reason why one machine cost \$50, and another one, apparently only a little different, \$75 or \$100. The salesman must bear in mind that the Victor Co. in pricing their machines, give value to justify the increased cost.

"In fact, the arguments offered by the double spring motor and its superiority over the single spring, are so many that good salesmen can lead the customer to wonder why the price for the machine with the double spring motor is not really higher than it is. The record filing devices in the cabinets; the higher finishes to the different parts of the cabinet, motors and other parts of the machine, all represent higher manufacturing cost and therefore justify a higher selling price.

"The salesman who hesitates to meet the challenge of the customer and prove the necessity for the difference in price of machines admits his incompetence as a talking machine salesman. In handling machines I can only say, see that all machines in the department are in perfect playing condition all the time and then learn to play them. Many a sale has been lost because the salesman ran the machine at the rate of sixty miles an hour, sometimes through his inability to regulate the speed. Don't take anything for granted

in demonstrating. See that everything is right.

"Next we come to the selling of records, the subject that often does not receive the proper amount of attention from the salesman, because as a matter of fact, a record sale should receive as much, if not more, attention than a machine sale, being invariably conducted on a cash basis. In many stores, it is only the fact that a large number of records are sold for cash makes it possible to carry the heavy amount of instalment paper secured for machines. The records, furnish the capital for the business.

"Selling records is really a combination of art and science. A knowledge of the art of music is necessary for the proper selection and playing of records. The science of salesmanship is necessary to bring about their final disposition. Then, too, it is very necessary for a salesman to have a good memory and be able to remember, not only the titles of the selections, the authors and composers, the names of the songs, but also the record numbers to facilitate his work when he is in the middle of a rush. There are so many sides to the selling of records that it is almost impossible to give a complete list of suggestions as to how that end of the business should be conducted."

Educating the Sales Force.

Mr. Switky here gave a number of practical illustrations of the difficulties met with in record selling in his own experience and how they were overcome. He also emphasized strongly the necessity for a salesman to possess some knowledge of the leading operas. He, himself, last year, purchased several tickets for the entire season for one of the more popular grand opera companies playing in the vicinity of his store, and insisted on all the salesman taking turns in going to hear the various operas. Arrangements were made so that each night two or three of the salesmen attended the opera performance, and Mr. Switky stated that the increased sales in better class of opera records, growing out of the increased knowledge of the salesmen of how to select and play these operatic records, in the first season alone, paid for the cost of the expense.

Mr. Switky announced that each month a similar demonstration of sales talk would be given by himself and Mr. Dodin at the store of the different dealers, until all the dealers on his list in New York and vicinity had been visited.

Before the meeting at Keen's Chop House broke up J. Van Camp, the prominent baritone, a member of the Gimbel Bros. piano selling force, sang a number of new selections in his usual pleasing style, and C. Wakefield Smith gave several of his better-known recitations.

On the whole, the meeting was a decided profit to all those who had the privilege to attend, and the further progress of the movement will be awaited with interest.

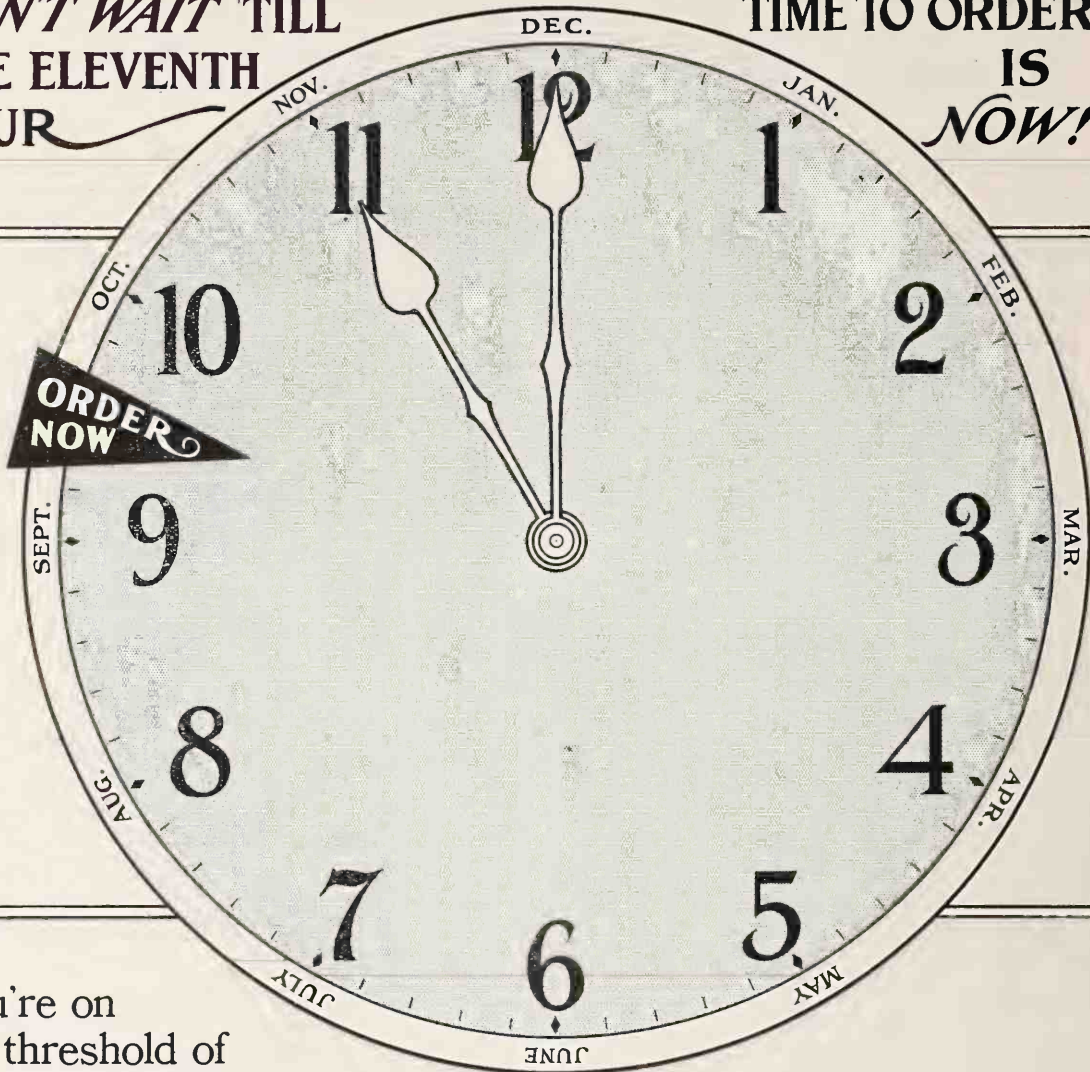
Yes, sometimes the spider plays his waiting game too long and gets his web torn to tatters. But you'll notice he gets busy spinning again, just the same.

He who gets what's coming to him probably meets it half way.

Mr. VICTOR DEALER, Wherever you are,

***DON'T WAIT 'TILL
THE ELEVENTH
HOUR***

**TIME TO ORDER
IS
*NOW!***



You're on
the threshold of
the four biggest months
of the year — *October, November, December, January.*

**Have You the Victor Stock?
Have You Made Sure Preparations for a Stock?**

Even we, the oldest Victor wholesalers in the country, can't guarantee immediate shipments of all styles, but your one best bet is to have an order in with us as early as possible.

If it is possible for anybody to take care of you WE can.

NEW YORK TALKING MACHINE COMPANY

Successors to VICTOR DISTRIBUTING AND EXPORT COMPANY

81 Chambers Street - - - - - NEW YORK

REVIEW OF TRADE CONDITIONS IN NEW YORK CITY.

Outlook Most Encouraging and a Feeling of Optimism Prevails Throughout the Trade—
New Styles of the Different Companies Being Presented to the Public in a Manner to
Interest—What Leading Members of the Trade Have to Say of the Outlook.

With fall trade already making its presence apparent by an influx of orders for all types of machines, the situation in the talking machine trade in New York City is decidedly encouraging. There is a general feeling of optimism current in all quarters, and as a matter of fact, both distributors and dealers are looking for the very best season in the history of the industry, providing sufficient goods, to take care of the demand is furnished the trade.

The cause for this satisfactory condition in the local talking machine trade is not difficult to locate, as this summer has been a splendid one for talking machine dealers in New York and vicinity. For the past few years the dealers have been realizing that "summer dulness" was a mere bugaboo, and each succeeding year, particularly the present one, has seen the theory of business stagnation during June, July and August pushed further in the background, thanks to the energetic and aggressive methods employed by the dealers to such excellent advantage. The manufacturers co-operated in this commendable plan to push summer trade, and as a result the past few months have been far ahead of all expectations.

Talking machine dealers in New York, Brooklyn and the near-by suburbs have realized the value of presenting to the public at opportune times the new machines that are introduced by the companies. As a result local show windows the past few weeks have featured the new Victrola X at \$75, the Columbia "Leader" at \$75 and the new Edison Amberola VI at \$60. In a number of instances the entire show window of the dealers are devoted to one or the other of these new instruments, and when it is considered that this space commands a real monetary value along Fifth avenue or the adjoining side streets, where enormous rents are common, some idea of the profits to be obtained from these timely displays may be gleaned. This featuring of the new models is but one example of the up-to-date methods of the present-day talking machine dealer, but it affords concrete evidence of the realization of the local trade that in order to obtain a profitable percentage of the talking machine business every opportunity must be utilized to excellent advantage.

Local piano houses and those in near-by territory are all looking forward to banner trade this fall in their talking machine departments. Without a doubt the piano store and the talking machine business are enabled to form an ideal combination, and the many recruits to the lists of talking machine representatives from this particular field during the past year justify and substantiate the idealism of this combination. Among the markedly successful piano houses which are enthusiastic over their talking machine departments are the Aeolian Co., with its beautiful Victor department; the Pease Piano Co., which is making a very gratifying success with a Columbia and Victor department; F. G. Smith, New York and Brooklyn, with a Columbia department that is scoring a splendid success, and a number of other representative piano merchants, who have taken advantage of the apparent possibilities of closing a profitable business with a talking machine department conducted along high class methods.

The local department store, with its talking machine department, has also been an important factor in this year's business to date. Such stores as John Wanamaker (Victor and Edison), Gimbel Bros. (Victor and Columbia), Greenhut-Siegel

Cooper Co. (Edison and Victor), McCreery & Co. (Victor), have made energetic efforts to maintain their talking machine departments along high class methods, and their success is apparent. The department store with the talking machine department is probably more general in New York and Brooklyn than in any other section of the country, but the live wire and active dealer is meeting this competition successfully by aggressive solicitation of his prospects and efficiency in each and every department of his business.

A few individual cases will give a fair idea of the optimism of the local trade. The New York Talking Machine Co., 81 Chambers street, New York, Victor distributors, which completed this week a thorough renovation and refurnishing of its headquarters, reports the very best year in its history to date. This establishment now presents to the company's dealers the very acme of convenience and comfort by reason of its increased facilities and additional furnishings. Anything that would conduce to the comfort of the company's dealers was incorporated in the company's plans for the revamping of its headquarters. The company is doing a record-breaking business with all styles of Victrolas, particularly the high priced models.

The Blackman Talking Machine Co., 97 Chambers street, New York, Victor and Edison distributor, is looking forward to the closing of the best year in its history. The company's store also recently emerged from the hands of the carpenters and decorators, and a new show window is one of the features of the completed store. Blackman dealers will profit this season by the company's utilization of considerably increased space with a corresponding increase in all service facilities. The trade in both Victor and Edison machines and records is far ahead of last year.

R. F. Bolton, manager of the Columbia Graphophone Co.'s store at 97 Chambers street, New York, returned this week from a short trip through New York State. Mr. Bolton reports more prosperous conditions in this territory than he ever before experienced. He established a number of new and important Columbia representatives who all expect to close a splendid business with Columbia products. This Columbia wholesale store is showing a substantial gain over last year's business that is unusually gratifying, owing to the fact that 1912 was a record breaker from January to December. Every month so far this year has shown an excellent gain over last year, which is certainly going some.

Landay Bros., Victor distributors, with three stores in the very best shopping district of the city, are preparing for the best year in their history. The company recently decided to retire from the player-piano and music roll business, which it entered last fall, and with this decision the store adjoining the headquarters at 563 Fifth avenue was vacant. Max Landay, however, immediately took advantage of this chance for increased space, and to-day the 563 Fifth avenue store also includes the store next door, making one of the largest and most attractively furnished stores in the local trade.

The Columbia Graphophone Co.'s retail store on Twenty-third street is featuring with marked success the new "Leader" and "Favorite" machines. Manager Cleveland is enthusiastic over the outlook, and states that the new product of the company is proving even more popular than had been expected, and as the expectation had not been by any means conservative, some idea of the real popularity of the Columbia machines may be gathered.

The Tower Manufacturing & Novelty Co., 328 Broadway, New York, representing the Edison disc line and Amberola product, are going ahead with an energetic campaign in behalf of these products. A number of excellent sales were closed this month which certainly augur well for a good fall trade. Brooklyn houses, such as the American Talking

Machine Co., F. G. Smith, Frederick Loeser & Co. and similar concerns, all report an excellent outlook in their territory, with Long Island business looming up as an important factor in the next few months' business.

OPEN NEW DEPARTMENT.

The Famous & Barr's New Talking Machine Department in Charge of C. E. Ligon—Handling the Victor Line with Great Success.

(Special to The Talking Machine World.)

Sr. Louis, Mo., September 10.—The Famous & Barr Co. talking machine department was opened September 8, in charge of C. E. Ligon, who has had varied experience in this line. About fifty styles of Victors and Victrolas were shown.

Owing to a physical impossibility of building the department in the time permitted, the department was without demonstration rooms, but these will be supplied at once. They will be sound-proof and in every way modern. There will be improved facilities for handling records.

The department is on the sixth floor, connected with the piano department and near the recital hall, of which it will have frequent use. Near by is the restaurant, one of the best patronized eating places in the city.

The formal opening of the store is from September 15 to 20.

UNUSUAL USES OF GRAPHITE.

Graphite is used for phonographic records; for making hats; for lace making; for the bakery; for making paint—not face paint, unless you are to take part in a minstrel show; for polishing coffee; for polishing tea; for gall sores on horses; for polishing powder; for polishing shot; for preventing the freezing of gun locks in the far Arctic and Antarctic regions; for medicine; for curing "sticking" or "speaking" in anything or everything that has a tendency that way; in place of talcum powder, if you don't mind the color, as it is infinitely better.

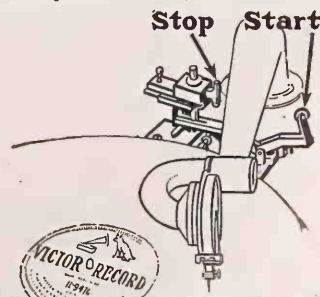
A clean and orderly store is the cheapest advertisement a merchant ever had.

Simplex Automatic Start and Stop Device

LISTED BY 95%
OF VICTOR JOBBERS

WHY?

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



A full 12" record travels 1/4 mile

under the needle at 4 miles an hour. Unlubricated, the needle is ground to shaving edge and cuts record. The RECORDSAVE and CLEANNOTE PAD lubricates, and trebles life of record; improves tone; lessens scratch. No oil, grease, nor grit. \$1 for both. Send for circular.

VOX HUMANA TALKING MACHINE CO.
NANTUCKET, MASS.

THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

BOSTON, MASS., September 10.—Some of the Boston talking machine houses were honored with a call a few days ago from Jake Graham, of 76 Renshaw street, Liverpool, one of the oldest and most prominent talking machine dealers in the United Kingdom. He is on his way to Honolulu, and among the establishments that he visited were the Pardee-Ellenberger Co., of Batterymarch street, where Manager Silliman gave him the glad hand, as he well knows how to do; the Oliver Ditson Co., where Manager Winkelmann gave him a hospitable reception, and on Manager Erisman, of the Columbia. This was Mr. Graham's first visit to Boston, and naturally he found much to interest him, especially the hustling methods of our business houses. He is on his way to Winnipeg, in the Northwest, where he has a niece who enjoys the distinction of being the only woman engineer in the world. This is not only his first visit to Boston, but his first to America. Several years ago when W. D. Wilmot, the enterprising dealer at Fall River, was abroad, he pleasantly met Mr. Graham and the two became warm friends. So when Mr. Graham reached New York about a week ago he hastened first to Fall River to pay his respects to Mr. Wilmot. Then he came over to Boston, Mr. Wilmot having given him letters of introduction to several Boston dealers. This is the first real vacation Mr. Graham has had in a very long time, and it will be two years before he gets back to Liverpool.

Mr. Graham is a man of striking personality, and one cannot talk with him long before being impressed with his enthusiasm over anything he takes hold of. He has been a dealer in Liverpool for a long time and, as remarked in last month's World, it is his proud boast that he has stocked every title ever listed, whether American or English. Recognizing the importance of good window displays, Mr. Graham has lately engaged the services of a professional window dresser whose sole time is occupied in devising attractive schemes to attract the eye of the public.

Thomas Co. Exploiting Edison Disc Line.

The F. A. Thomas Co., in the Back Bay, has an Edison disc machine department that is in most competent hands. The manager is W. E. Birdsall, who is thoroughly acquainted with the business

and the department occupies a well-appointed apartment on the Exeter street side of the establishment, which is at the corner of this thoroughfare and Boylston street. Manager Birdsall reports that the prospects are excellent for a big fall demand, and even during August he was able to dispose of several of the high priced disc outfits. Mr. Birdsall has not taken any extended vacation this summer, contenting himself with long auto tours with his wife and son. He has an up-to-date assistant in the person of W. E. Zeller, who supervises the moving picture outfits which have a room devoted solely to the exploitation of this interesting machine.

Thomas A. Edison Visits Boston.

Thomas A. Edison, the inventor, was in Boston for a couple of days the first of the month. He and members of his family had earlier gone to Monhegan, Me., to visit friends, but having been seized with a severe cold it was deemed wise to motor back to Boston. While here he made his headquarters at the Copley-Plaza, where he was interviewed by newspaper men to whom he confided the fact that the new disc machine is now a perfect success and that very soon there would be a large number of records available. Leaving Boston, Mr. Edison and family went up to Lowell and then continued on to Lake Sunapee, N. H., where they were the guests of Richard Colgate for a short time. Leaving there, the family motored back to Menlo Park, N. J., which they hoped to reach by September 7.

Covering New Hampshire and Vermont.

W. E. Getchell, one of the valuable attaches of the Boston office of the Columbia Co., is now in entire charge of the New Hampshire and Vermont territories, and when doing the former State he makes Manchester his headquarters, and when in the Green Mountain State he stays at Montpelier. He has been turning in some good business from both States, with many prospects ahead which should materialize during the fall.

Some Recent Visitors.

Harry Brown, pleasantly remembered by his many Boston friends in the talking machine business, paid a visit to the boys of the Eastern Talking Machine Co. the other day, and you bet everyone was glad to see their old Victor comrade. Mr. Brown is now located in Montreal.

Warren Drown, who was in charge of the stock room at the Columbia headquarters, has left to become the assistant superintendent at Saxon River Academy at Saxon River, Vt.

Fred Hagar, formerly with the Boston Talking Machine Co. and who now is with the Keen-Phone Co., Philadelphia, was a welcome Boston caller early in the month. Mr. Hagar visited several of the downtown establishments, in all of which he has many friends.

Rearrangement of Eastern Co. Quarters.

The rearrangement of the second floor of the Eastern's headquarters has already proved of immense advantage in the handling of business. New floors have been laid, the woodwork has been repainted and there is an air of newness about everything. The present arrangement allows of considerably more room space for the stockroom. Manager Taft still retains his private offices at the rear of this floor.

Popular with Talking Machine Enthusiasts.

George Lincoln Parker's demonstration rooms in the Colonial building are becoming popular with talking machine enthusiasts these days, and there is much curiosity expressed to hear the new Edison disc machines, of which Mr. Parker is now carrying a large line. Moreover he now is giving more satisfaction through being able to supply more records, the scarcity of which for a couple of months created much embarrassment.

Foreign Records in Demand.

The new department devoted to foreign records at the Columbia establishment is proving to be a popular rendezvous with foreigners as well as those looking for foreign records. Manager Austin Fordham, in charge of this department, is kept on the jump all day furnishing records and answering questions.

Why Arthur Erisman Is Happy.

Manager Arthur Erisman, of the Columbia Graphophone Co., is a happy man these days, and has been so now since August 23. As a mode of entertainment his Grafonola now takes a back seat, for he has something else that monopolizes his attention. It is a bouncing daughter who henceforth will be known as Rolla Esther Erisman. Mr. and Mrs. Erisman have been the recipients of all sorts of congratulations at their apartments, 9 Washington avenue, Cambridge.

Movements of Eastern Co. Men.

Friend Fitz, of the Eastern Talking Machine Co., is still lingering at the pleasant camp, "Tis-ours" at Southport, Me. A few days ago Mark Reed, well browned, returned from the camp, having spent a pleasant vacation there. Friend Chamberlain, wholesale manager of the Eastern's Victor department, and his wife, have returned from their vacation at Newfound Lake, N. H., whither they went in their comfortable machine. Mrs. Chamberlain landed several big salmon, but Friend Chamberlain isn't saying what he caught.

Reports Edison Disc Line in Great Demand.

The Pardee-Ellenberger Co. reports through Manager Silliman that the Edison disc machines are in great demand and the business is moving ahead by leaps and bounds. In the past few weeks a number of new records have been received and with those already on the way it will be only a short time before there are at least 500 ready for delivery. Manager Silliman has just returned from a delightful vacation with his family at some of the Sebago Lake resorts in Maine.

Developing the Wholesale Business.

R. C. Golding, who has been associated with the retail end of the dictaphone business of the Columbia, is now devoting his attention to the wholesale side and has gone to Worcester, where he has closed a number of good contracts and has many more prospects in view. He is working immediately under the supervision of the Boston office.

H. L. Willson a Caller.

H. L. Willson, assistant general manager of the Columbia Co., spent a couple of days in Boston a

Edison Blue Amberols

are of wonderful beauty, tonal smoothness and clarity. They will make new customers, win back old friends and put dollars in your pocket.

Won't Break or Scratch

nor will they show surface wear. They are made properly. Will you permit our Special Representative to explain the New Selling Plans, which allow you to sample the Blue Amberol Record to your customers free?

And we'll back it up with exclusive P-E Money Making Service without cost. Write us to-day.

The Pardee-Ellenberger Co., Inc.
BOSTON NEW HAVEN

THE TRADE IN BOSTON AND NEW ENGLAND

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

while ago, and was entertained by Manager Erisman.

Promotion for Ubert Urquhart.

Manager Ubert Urquhart, of the Victor department of Chickering & Sons, has lately been promoted to the post of retail manager of the piano department. This, however, does not in any way interfere with his supervision of the growing business of the Victor department, especially as he has the able assistance of Mr. Bathchelder.

August a Great "Grand" Month.

Manager Erisman reports that August was a remarkably good month and that there were a number of sales of the \$500 Grands, several being placed in the summer homes along the North Shore, including Phillips Beach, Manchester, Beverly and Gloucester. Mr. Erisman exhibited to your correspondent the catalog de luxe entitled "A Culmination," which is about the last word in elaborate publications of this sort.

Amberolas in Demand.

At the Eastern Talking Machine Co.'s Tremont street store it is stated this month that there is a large demand for the No. 8 and 10 Amberolas which sell for \$30 and \$45.

Reports Good Summer Business.

Chester J. Sylvester, manager of the talking machine department of the C. E. Osgood Co., has returned from his vacation spent in New Hampshire. He says he has had a good summer business and there have been a number of inquiries for the higher priced Edison outfits since his return home.

Flightner Goes to Toledo.

Frank Flightner, who has been in charge of the outside wholesale department of the Columbia, has gone to Toledo, O., where he will take a managerial position with the Columbia's establishment in that city.

L. L. LEEDS RESIGNS AS MANAGER

Of the Boston Talking Machine Co., After Two Years' Work—His Future Plans Not Revealed.

(Special to The Talking Machine World.)

BOSTON, Mass., September 9.—L. L. Leeds, formerly general manager of the Boston Talking Machine Co., Cambridge, Mass., has resigned his position and is now taking a much needed rest following his two years' work in the Hub. Mr. Leeds, it will be remembered, is the man who designed and supervised the erection of the company's new plant as well as to outline the various departments for efficient manufacturing. At the present

time he has no future plans but is simply resting at his home in Short Hills, N. J.

WHAT FRIENDSHIP MEANS.

The Part That True Friendship Plays in Life
—The Necessity of Friendship in Business—
Friendship May Do Its Part, but We Must
Do Ours in Order to Reap Success.

Every man of intelligence recognizes the part that true friendship plays in life. To have a friend to whom we can turn in an hour of need—for sympathy and advice if not for more material assistance—is a blessing that no sane human being will underestimate. To be without a friend is one of the worst privations that one can face. To feel that we have a friend in whom we can place our trust implicitly—as we would trust ourselves—is one of the joys that make life so well worth living.

At the same time, to assert that no man can do anything of moment unless he has a friend back of him is to impose a task upon friendship for which it is not fitted. Friendship may do its part in helping us to travel the road to success, but it is wrong to make it responsible for our success. To succeed in any undertaking of moment a man must fight his own battles, and if he lacks the ability to play this part all the friends in the world cannot prevent him from tumbling head first down the hill to failure.

There are so many instances in which men with the best of backing have failed to "make good" that some have stopped giving much weight to letters of recommendation. Letters of introduction play a vital role in business affairs; letters that state frankly that a man has performed certain duties satisfactorily may help a little, but, even at the best, they are not worth a great deal, and the more laudatory they are the less value they represent. The most that friendship can do, therefore, is to assist a man in getting his opportunity. There the backing must stop. The rest is up to the man himself.

To say that we never do anything of moment unless we have some other person back of us is manifestly an absurdity. If it were true, few of the great feats that have made men famous would ever have been performed. Read the history of any one of the great inventions. In nearly every case you will find that the poor inventor had a

life-and-death struggle with almost every possible opposition before he finally succeeded in making the world believe that he knew what he was talking about. This was the experience of Edison, of Bell, of Morse. They were compelled to fight their own battles practically to the point of victory before they could command the backing that they required. And it wasn't friendship that started them on the road to success or that eventually enabled them to reach the goal for which they were striving. It was self-confidence, courage and initiative that counted, and these are qualities that are generated within ourselves, not imparted to us by our friends.

If all that was necessary to success was to get a friend to stand back of us the universe would be overrun with successful men. There are few persons who cannot count at least one friend. Practically every man can put his hand upon one person who believes in him and who would do anything to advance his interests. It makes no difference how sincerely we love another person, however, we cannot make him what he is not. It is he himself who must do the creative work. The most we can do is to help by encouragement and perhaps with advice. Friends can help us. If they have our welfare at heart they may hear of opportunities that might otherwise escape us, and so aid us in securing the very chance we need. But the actual work—the real performance—is another matter. That is where we come in. The real work is up to the individual.

A BOON INDEED.

"At last," exclaimed the long-haired inventor, "I have evolved the greatest practical blessing of the age!"

"Oh, tell me, Theophilus—tell me what it is!" begged his wife.

"A collar button with a little phonograph inside that will call out when it rolls into a dark corner under the dresser, 'Here I am! Here I am!'"

DETERMINED MAN GETS MORE.

A customer's refusal to see you isn't any higher than a stone wall, or more impassable than a barb wire fence. Walls and fences never kept a boy from the melonpatch—and a really determined salesman can't be kept from good, ripe orders by customers refusing to be interviewed.

BAGSHAW NEEDLES

are guaranteed to be the best for any record

More Bagshaw-made needles are used in the world than any other brand. Quality is the reason.

W. H. BAGSHAW

Established 1870

LOWELL, MASS., U. S. A.



The Columbia Fall line is beautifully complete—a full line of disc instruments from \$17.50 to \$500, an unmatched record product—and a rapidly growing popularity and good will in the name Columbia which gives the dealer something to look forward to.



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

Columbia Graphophone Company
Woolworth Building, New York

AND HE WEIGHS NINE POUNDS.

Another Recruit for Talking Machine Trade Announced by W. S. Schermann of the Columbia Graphophone Co.

The Columbia Graphophone Co.'s advertising department is increasing space. It is not such a protracted age since P. M. Brown, who sends the gospel of Columbia down to the benighted heathen in darksome lands south of the equator and east of Suez, announced the arrival of a nine-pound son and heir. And now comes Schermann—W. S. Schermann, to be real personal—with half an acre of smile strewn over a nine-inch face, shouting



from the housetops that a second addition has arrived; that it weighs nine pounds, that he is the finest Schermann in history and the most prodigious babe that ever entered this vale of sorrow via the Bronx. He arrived Sunday, August 17, and on Monday morning there was a rose-tinted path of triumphant paternal celebration streaking the landscape from the Bronx to the Woolworth Building.

As Schermann says—he has the phrase memorized, by the way: "Gee whiz, fellers, you ought to see that kid; muscled like a Goliath and lungs like organ bellows, sound in wind and limb, and good looks. Say! he's more beautiful than his pop—and HE'S NINE POUNDS!!!"

DISC RECORD ALBUMS POPULAR.

The Growth of the Record Trade Has Resulted in a Big Demand for the Disc Record Albums Made by the National Publishing Co.

Dealers everywhere are finding a demand for disc record albums owing to the tendency of talking machine users to enlarge their library of records. In this connection the record albums made by the National Publishing Co., 235-243 South American street, Philadelphia, Pa., are much in favor because of their durability and finish.

For the convenience of customers who may desire to rearrange their discs six indexed pages, three in front and three in back, have been placed in these albums. Each page of the index contains seventeen consecutive numbers, each number having two lines, thus making a title page to register records as placed in the pockets, the pockets being numbered one to seventeen in regular order.

The National Publishing Co. does all in its power to help the dealer make sales, and in this connection it prints the business cards of dealers on their circulars free of charge, and aids the dealers in their publicity campaign in a manner that cannot fail to bring results. This progressive policy, combined with the merits of the albums themselves, has resulted in the National Publishing

Co. doing an enormous business in this special line. Dealers interested should read its advertisement elsewhere in this issue for details.

FIGURING PROFIT COST

Should Form an Interesting Pastime for the Business Man Who Does Not Know "Where He Is At" in the Great Trade Battle.

Figuring profit cost is one of the mighty "live" questions in these days when every penny counts in the great competitive business war. How it may be done by the dealer who wants to keep within the domain of safety is as follows:

5 per cent. added to cost is 4 $\frac{1}{4}$ per cent. profit on selling price.

7 $\frac{1}{2}$ per cent. added to cost is 7 per cent. profit on selling price.

10 per cent. added to cost is 9 per cent. profit on selling price.

12 $\frac{1}{2}$ per cent. added to cost is 11 $\frac{1}{2}$ per cent. profit on selling price.

15 per cent. added to cost is 13 per cent. profit on selling price.

16 $\frac{3}{4}$ per cent. added to cost is 14 $\frac{1}{4}$ per cent. profit on selling price.

17 $\frac{1}{2}$ per cent. added to cost is 15 per cent. profit on selling price.

20 per cent. added to cost is 16 $\frac{3}{4}$ per cent. profit on selling price.

25 per cent. added to cost is 20 per cent. profit on selling price.

30 per cent. added to cost is 23 per cent. profit on selling price.

33 $\frac{1}{2}$ per cent. added to cost is 25 per cent. profit on selling price.

35 per cent. added to cost is 26 per cent. profit on selling price.

37 $\frac{1}{2}$ per cent. added to cost is 27 $\frac{1}{4}$ per cent. profit on selling price.

40 per cent. added to cost is 28 $\frac{1}{2}$ per cent. profit on selling price.

45 per cent. added to cost is 31 per cent. profit on selling price.

50 per cent. added to cost is 33 $\frac{1}{2}$ per cent. profit on selling price.

60 per cent. added to cost is 37 $\frac{1}{2}$ per cent. profit on selling price.

65 per cent. added to cost is 39 $\frac{1}{2}$ per cent. profit on selling price.

66 $\frac{3}{4}$ per cent. added to cost is 40 per cent. profit on selling price.

100 per cent. added to cost is 50 per cent. profit on selling price.

SENDS OUT NEEDLE SAMPLES.

A suggestion that has proven of considerable value is advanced by Ernest N. Barnes, of the Atherton Furniture Co., Atherton, Mass., who states that he has found it very handy and result productive to have a sample of each Victor needle attached to the sample card recently sent out. Mr. Barnes states that the card occasioned a demand for demonstrations of the needle question and that this was much simplified by having a sample prominently and conveniently displayed.

HIGH CLASS OUTFITS IN INDIANA.

Indianapolis Dealers Report Demand for the Higher Priced Machines and Records—Several Members of the Trade Visit Factories in the East—Cline Ellis Heads New Dictating Machine Co.—Hot Weather Holds Back Business, but Future Prospects Are Excellent.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., September 10.—Inspection of the factories where talking machines and records are manufactured was a favorite pastime with Indianapolis talking machine dealers this summer. Miss Lazarus, manager of the talking machine department of the Aeolian Co.'s store in North Pennsylvania street, spent her vacation in the East.

"I had the best time at the factory of the Victor Talking Machine Co.," said Miss Lazarus. "I learned a great deal about talking machines and was almost awe-stricken with the size of the factory and its output."

Walter E. Kipp, of the Kipp-Link Phonograph Co., distributors of the Edison machine, visited the Edison factory at Orange, N. J. Mr. Kipp has made several visits to the factory and is always glad to have an opportunity to "go again."

Business has started out good with the talking machine department of the Aeolian Co.'s store. There has been a demand for the Victor style which sells for \$150.

The Columbia Graphophone Co.'s store has been making strides with the Grafonola Grand. At the opening of the Severin Hotel, one of the most elaborately equipped hotels in the Middle West, a Grafonola Grand, placed by the Columbia Co.'s representative, H. M. Wright, of the local branch, won much praise.

The American five and ten cent store has arranged with the Columbia store for the use of a Grafonola Grand during State fair week, September 8-12. The instrument has been placed in a balcony of the five and ten cent store, which is in the heart of the city. Concerts are being given frequently during the week.

Frank H. Wheeler, a wealthy automobile manufacturer and promoter of Indianapolis, is the first Indianapolis man to buy a Grafonola Grand. Mr. Wheeler has recently completed a magnificent home northwest of the city and the Grafonola Grand goes into its music room.

Cline Ellis, formerly of Springfield, Ill., has opened offices in Indianapolis under the name of the Dictating Machine Co. Ellis handles the Edison business phonograph. The offices are in the Lemcke Annex, one of the new skyscrapers of Indianapolis.

Chester McDougall, of the sales department of the Columbia Co.'s store, has been seriously ill for the last three weeks, threatened with appendicitis.

The weather continues to be of the sizzling hot variety and business, while it is picking up here and there, is not what it should be at this time of the year. Dealers are attributing the sluggishness to the hot weather—and it is very hot. Some attempt to explain away the uncomfortable feeling produced by the weather by saying "It is the humidity," but whatever it is, it is hot.

NEW COMMITTEES FOR NATIONAL JOBBERS' ASSOCIATION

J. C. Roush, the New President of the National Association of Talking Machine Jobbers, Gives Names of Those Who Will Assist in the Work of That Organization—Only Nine Victor Jobbers Not Members—Special Meeting of Executive Committee in Chicago.

(Special to The Talking Machine World.)

PITTSBURGH, Pa., September 9.—J. C. Roush, of the Standard Talking Machine Co., this city, who will take office as president of the National Association of Talking Machine Jobbers on September 15, has announced the following committee appointments to take effect on that date:

Arrangement Committee—L. C. Wiswell, chairman, Lyon & Healy, Chicago, Ill.; E. C. Rauth, Koerber-Brenner Co., St. Louis, Mo.; Benj. Switky, New York City; A. A. Trostler, Schmelzer Arms Co., Kansas City, Mo.; Parham Werlein, Philip Werlein, Ltd., New Orleans, La.

Grievance Committee—E. F. Taft, chairman, Eastern Talking Machine Co., Boston, Mass.; C. H. Eisenbrandt, H. R. Eisenbrandt Sons, Baltimore, Md.; O. K. Houck, O. K. Houck Piano Co., Memphis, Tenn.; T. H. Towell, Eclipse Musical Co., Cleveland, O.; H. W. Weymann, H. A. Weymann & Son, Philadelphia, Pa.

Legislative Committee—J. F. Bowers, Lyon & Healy, Chicago, Ill., chairman; L. H. Clement, Whitney-Currier Co., Toledo, O.; C. A. Grinnell, Grinnell Bros., Detroit, Mich.; J. B. Miller, Penn Phonograph Co., Philadelphia, Pa.; P. B. Whitsit, Perry B. Whitsit Co., Columbus, O.

Membership Committee—E. C. Rauth, chairman, Koerber-Brenner Co., St. Louis, Mo.; L. Burchfield, Sanger Bros., Dallas, Tex.; F. W. Corley, Corley Co., Richmond, Va.; F. Nestor, W. F. Frederick Co., Altoona, Pa.; W. H. Reynolds, Reynolds Music House, Mobile, Ala.

Press Committee—W. F. Davisson, chairman, Perry B. Whitsit Co., Columbus, O.; R. H. Morris, American Talking Machine Co., Brooklyn, N. Y.; H. L. Royer, M. Steinert & Sons Co., Boston, Mass.; E. A. Siemon, Rudolph Wurlitzer Co., Chicago, Ill.; Parham Werlein, Philip Werlein, Ltd., New Orleans, La.

Traffic Committee—L. C. Wiswell, chairman, Lyon & Healy, Chicago, Ill.; W. S. Barringer, Stewart Talking Machine Co., Indianapolis, Ind.; L. Burchfield, Sanger Bros., Dallas, Tex.; Ben Lee Crew, Phillips & Crew, Atlanta, Ga.; Fred Kesney, Corley Co., Richmond, Va.

Resolution Committee—George E. Mickel, chairman, Nebraska Cycle Co., Omaha, Neb.; T. W. Barnhill, Penn Phono Co., Philadelphia, Pa.; W. C. Roberts, E. F. Droop & Sons Co., Baltimore, Md.; H. D. Rupp, Grinnell Bros., Detroit, Mich.; H. A. Winkelman, Oliver Ditson Co., Boston, Mass.

Special Edison Exchange Committee—J. N. Blackman, chairman, Blackman Talking Machine Co., New York City; Louis Buehn, Buehn Phonograph Co., Philadelphia, Pa.; H. H. Blish, Harger & Blish, Des Moines, Ia.

The new officers of the National Association of Talking Machine Jobbers who take charge September 15 are: J. C. Roush, president, Standard Talking Machine Co., Pittsburgh, Pa.; George E. Mickel, vice-president, Nebraska Cycle Co., Omaha, Neb.; Perry B. Whitsit, secretary, Perry B. Whitsit Co., Columbus, O.; W. H. Reynolds, treasurer, Reynolds Music House, Mobile, Ala.

Secretary Whitsit announces that a special meeting of the executive committee of the association will be held at the Chicago Athletic Club, Sunday, September 21, at 10 a. m., for the purpose of installing new officers and taking up any matters of interest to the talking machine trade, of which there are a number at the present time. All members are invited to be present at this meeting, and if they cannot be present are requested to write Secretary Whitsit at Columbus, O., of any matters that they wish brought before the association for action.

E. C. Rauth, new chairman of the membership committee, has compiled a number of statistics on membership. He finds that, with the exception of twenty-two jobbers, every jobber handling the Victor line is a member of the association. Of this number, thirteen are members at the main office,

leaving only nine Victor jobbers not represented in the association by one or more of their branches. It is the desire of the membership committee to have the following firms sign an application and send to E. C. Rauth, care Koerber-Brenner Co., St. Louis, Mo., with their check for yearly dues at once:

The general opinion points to the next convention being held at Atlantic City, and there is con-



J. C. Roush, the New President of the National Association of Talking Machine Jobbers.

siderable agitation among members of the association to hold the 1915 convention at San Francisco during the Panama-Pacific International Exposition.

AIDS TO EFFICIENCY.

The Right Environment Helps Materially in Securing the Most Desirable Results—Some Suggestions Worth While.

If you want to do good work you must arrange to do your work under the right kind of conditions. If you are an employer of workers the same rule applies. To get them to do good work for you you must enable them to enjoy the right sort of environment. It is useless to attempt to make people work for you through fear. Fear may inspire them to work hard when they are being watched, but remove the guard you have placed upon them and you have anything but good service.

Fortunately this is not entirely a theoretical idea. Some men have been clever enough to realize that environment counts for something, and they have applied this knowledge to the material betterment of their product. To know what this means, let us first consider one of the horrible examples, for it is this kind of illustration that sometimes points the moral of a tale most graphically.

Not long ago a friend of mine, writes Graham Hood in the N. Y. Globe, visited the office of a large manufacturing concern. In a large room he found more than thirty people at work—young women at typewriters and clerks working over their accounts. As he sat near the door he noticed that none of them displayed overmuch energy. First one yawned; then another. At a desk a man who seemed to be the directing genius of the office was nodding behind a paper. In fact, as he watched he could not refrain from wondering how

such a force of workers ever succeeded in accomplishing anything.

Can you guess what was the matter? It took my friend but a moment to put his finger upon the cause of the inefficiency existing in that office. There was practically no ventilation and all the light available came from the electric lights overhead. No light—no air! Is it any wonder that the clerks were listless and unable to perform efficient service?

That is the moral that I desire to emphasize. To do good work you must have a working chance. You must obtain a sufficiently large remuneration to keep yourself properly fed and adequately clothed. No person can do good work when he is but half nourished; few men if they feel that they are not dressed decently. Above all, however, it is necessary that you should have both light and air. A stuffy room is one of the worst handicaps to efficient production that it is possible to conceive.

I know another office in town where the system of serving afternoon tea has been established, and it works beautifully. At 4 o'clock each afternoon a cup of tea and a few crackers are served. It takes but a few moments, and the gentleman at the hear of the concern long ago discovered that this innovation was the best paying investment that he had made in many a day. It gives the worker a few minutes' recreation. It takes the mind from the tasks of the day and gives it an opportunity to recuperate in the best way possible—by giving it a chance to stray into fresh fields. It is possible that the same result might be obtained without the tea, but the tea affords a good excuse for this brief respite.

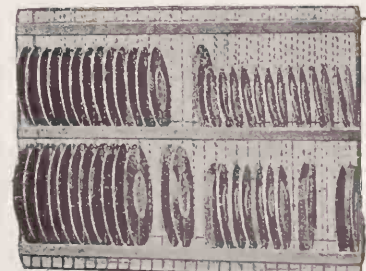
This gentleman has no need to try new methods of speeding up his workers. He has no pacemaker and needs none. His rooms are light, and he has arranged proper ventilation. This, and the afternoon rest—not more than ten minutes in all—solves his problem of efficiency.

Think it over, Mr. Employer. It's a scheme well worth trying.

The reason men oppose progress is not that they hate progress, but that they love inertia. Change to the many is a very painful process. Even as great a man as John Ruskin foresaw that the railroads would ruin England by driving the stages out of business and killing the demand for horses, thus ruining the farmer.

Briggs—Have your daughters accomplished much in music?

Griggs—Yes; their playing has rid us of two very undesirable neighbors.—Boston Transcript.



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.

The Syracuse Wire Works

SYRACUSE, NEW YORK



A Positive Clearing Sale

Order Direct from This Ad
There are no additional particulars

You ought to sell some Music Boxes this Fall because this opportunity gives you a chance to make a lot of money. Our excess stock of boxes will be cleaned out during the next few months, and to hasten it the old quotations have been lowered to less than the cost of manufacture.

Wholesale Prices Cut in Halves On Mira Music Boxes



No. 67 with Harp-Zither.
Regular price, \$54.

Sale Price
\$13.50

25 12-in. steel records free. In beautiful, hand-polished mahogany or oak case, 17½ in. long, 15½ in. wide and 10 in. high. Steel combs of 64 tongues. Spring motor.

No. 167 with Duplex Harp-Zither.
Regular price, \$71.

Sale Price
\$17.25

25 12-in. steel records free. The design is the same as No. 67, the dimensions being 21 in. by 18 in. by 11 in. In addition are duplex steel combs of 128 tongues.

which is a sufficient drop to sell this stock. Every music box is packed with 25 steel records of our own selection and is ready for immediate shipment. Quality is guaranteed, but we cannot agree to send you what you order unless you order at once.

Orders Filled as Received Stocks Not Complete

This is a genuine, modern cut-price sale at wholesale—the first real drop in price ever offered you. For instance, take the little machine at the top—No. 67—which is sold with 25 steel records. The records alone cost \$10, but we send the whole machine for \$13.50, including the records. The regular price is \$54. You can sell some of these in your city without much exertion.

Sale prices are only good for a short time. Send your orders right away to cover your Holiday trade, and we will ship at once as long as they last.



No. 77 with Harp-Zither.
Regular price, \$84.

Sale Price
\$21

25 15½-in. steel records free. In mahogany or oak case, 26½ in. long by 20 in. wide and 13½ in. high. Steel combs of 78 tongues.

No. 177 with Duplex Harp-Zither.
Regular price, \$115.

Sale Price
\$30

25 15½-in. steel records free. Of similar design as No. 77 and the same dimensions. Special feature of duplex steel combs of 156 tongues.

Mermod & Company
505 Fifth Ave. New York

Along the Canadian Talking Machine Trail.

Advice on Instalment Collections—Uses Talker and Records in China Parody on Artists—Dealers Attend C. N. E.—The "Leader" Popular—Melba Coming to Canada and the United States—Trade News From All Over Canada.

(Special to The Talking Machine World.)

TORONTO, CANADA, September 10.—With the large proportion of business done by talking machine dealers on the instalment basis, the question of collections is one, the importance of which cannot be overrated. The remarks which follow have been compiled by an experienced collector, whose collections average over 90 per cent. of all accounts each month, and so essential are the points emphasized that the R. S. Williams & Sons Co., Ltd., here, Edison jobbers in Canada, and Victor-Berliner and Edison retailers, have called the attention of their dealers to them.

Instalment Collections.

We notify all customers, in advance, of the instalment due, and if the instalment is not paid at that time follow up our notice with a second and plainer letter within a week or two weeks from the due date. Then, if the second notice has not the desired effect, follow it up again in a similar length of time with a stronger letter. The advance notice, however, is the important one, and the one that has the most effect when sent regularly.

If a customer happens to live in the country or some distance from the post-office, it might be well to let a longer time elapse between notices, as your letters may not be received as promptly as they would be where they have a delivery, or where the post-office is handy.

When a customer replies, making an indefinite promise, exact a definite date. Look for payment at that time and let the customer understand that you are expecting it exactly as promised. Customers will at times promise payments "shortly" or "as soon as possible," which might mean any time, and if you accept a promise like this you are then unable to again ask for payment for probably a longer period than would be necessary if the exact date were set.

A great majority of people, that is even those who are considered good payers, are likely to overlook an instalment, or to allow five or six weeks to elapse between payments, which, of course, means that several instalments are skipped within a year's time, whereas, if they are reminded regularly they cannot overlook the date. They also know that their account is being watched carefully, it naturally having a tendency to make them more prompt and careful.

Never grant an extension of time, or make any concessions in the terms of the contract without first ascertaining the why and the wherefore as in a great many cases the time is not really required, and besides, if requests of this kind are granted promiscuously, the customer is more likely to make a similar request again in a short time, thinking that it makes little or no difference to you, or thinking that all they have to do is to ask for the additional time, when it will be granted. If you consider, however, that an extension is really required, and you feel that the customer is deserving of leniency, do not grant the same begrudgingly, as you would often hurt the feelings of your customer, and would, in some cases, stand in the way of their recommending new business, and would defeat your very object in granting it—cementing his good will.

If a customer offers a smaller amount than is due, without making any comments, draw his attention to the fact that the payment is short, asking for the full amount, or asking that the shortage be made up within a certain length of time. If this course is not pursued, customers will pay partial instalments, and if nothing is said at the time, they naturally think you are satisfied and will most likely drift into the habit of making short payments each month or quarter, as the case may be. This, of course, you wish to avoid.

System.

We have found one of the best plans of keeping track of an instalment account to be the card system and a diary or ticker, that is, having all particulars of the sale on the front of the card, in fact, have it practically the same as the page of your ledger, and then arrange these cards alphabetically, entering the names in your diary several days before the due date, or several days before you wish it to next come before your notice.

When all your accounts are arranged in this system, take each day's cards, giving them the necessary attention, enter the name forward on the dates that you next wish them to come under your notice. By keeping the payments posted regularly, and noting all memorandums, such as letters sent, extensions granted or promises made, on the back of the card, you have at all times a true history of the account from the start.

Customers are likely to request a month's extension on the strength of a promise to catch up the following month or at a future date, and if you have not a card system in vogue for keeping track of such promises, they are liable to be overlooked and the customers will, in many cases, when not reminded, just pay the current monthly or quarterly instalment without making an attempt to include the back payments as promised.

Courtesy.

Always greet your customers in a friendly manner, no matter how bad a delinquent he or she may be, or even

though you know that you intend talking pretty frankly to the extent of threatening a suit or enforcing the lien.

Let them also leave with a pleasant good-bye, no matter how you have to scold, as your scolding then has a better effect and more weight, their understanding that it is entirely business and not in any way personal animosity.

Of course no set rules can be made governing all cases, as many times an individual case requires special leniency, or again it may be that it would not be policy to be as liberal with some parties as you would ordinarily.

The writer feels that if the above hints are acted upon that instalment accounts as a whole can be kept up to as high a standard as possible, but, of course, it is impossible to collect one hundred per cent. of the amount due each month at all times.

Appreciated in China.

In writing home to Canada, Rev. J. A. Slimmon, of Hwaiking Fu, Honan, North China, relates how he puts the talking machine and suitable records to successful use in his work in that wonderful country of China. Mr. Slimmon says, "As helpers I had with me two Chinese evangelists and 'Harry Lauder,' a talking machine with 'records' of some songs, among them some of Harry Lauder's. I wonder what Lauder would say if he knew that he was helping in mission work in the back woods of China? That he was a very real help no one could doubt who saw the hundreds who gathered day by day to hear the 'sound box,' and at the same time have the Gospel preached to them.

"I had other records besides Lauder's, but his were the favorites. One man who had attended regularly right throughout the series of meetings, remarked about Lauder that he was 'probably a man about fifty years of age, who had lost some of his teeth.' He had evidently noticed something peculiar about Lauder's accent, even though he did not understand any English. 'But,' he added, 'he has a fine voice,' which shows that the Chinese really have an ear for music.

"There was another record which divided the honors with Lauder, that was a laughing song. It was asked for at every meeting, and when it began the crowd would admonish each other to remain perfectly quiet; but when the singer got fairly underway, the whole crowd would drown everything in one roar of laughter. 'One touch of laughter makes the whole world kin.' A crowd would always rather laugh than cry, and these poor souls need something to cheer them up."

Dealers Attend C. N. E.

A number of talking machine dealers and their salesmen took advantage of the Canadian National Exhibition at Toronto, August 23 to September 8, to visit headquarters for the purpose of attending the fair, enjoying the fraternal handshake with other dealers, and placing their orders for fall trade.

The splendid "Grand" Grafonola made by the Columbia Graphophone Co., occupied a prominent place in the attractive exhibit of the Toronto Hydro Electric System, which is one of the evidences of municipal ownership in this country. The Grand attracted considerable attention, particularly from the ladies, as it was part of the furnishings in the "hydro dining room." The records by Columbia artists, which were played on the Grand kept the crowds in front of the display most of the time.

Now when it is remembered that the total attendance was a million people, it will be seen that this was good advertising on the part of the Columbia Co., and Columbia dealers were not slow to realize the advantages that it would bring to them in their business, as people were here from all over the continent.

Columbia Distributors Busy with Visitors.

The office and warehouses of the Music Supply Co., who are exclusive distributors of Columbia products in Ontario, were the scene of constant activity during the entire fortnight of the exhibition, and both John A. Sabine and Charles R. Leake, the proprietors, were kept busy entertaining their dealers and handling orders for fall trade. In the case of practically every dealer there was

a demand for quantities of the Leader, one of the company's newest designs, which retails in this country at the popular price of \$100. With the excellent crops that have been harvested throughout Ontario, the heads of the Music Supply Co. anticipate a marked forward movement in the talking machine trade between now and Christmas.

The Higher-Priced Sales.

An up-to-date salesman who is a constant reader of The Talking Machine World has the faculty of cultivating the higher priced sales. In discussing this subject he volunteered this information: "We have seen people literally forcing salesmen to sell them Victrolas. It seemed hardly possible that any dealer or his salesman should refuse to sell a Style XVI, but we have seen them almost do it. The way they do it is this: they have a mental picture of \$250 being quite a wad of bills if it were in their own pocket, and they approach their customer in a sort of apologetic, doubtful manner, almost justifying themselves in advance, that the price is a good reason for not making the sale, and they haven't the honesty to admit to themselves when they recover from the surprise, that the buyer was the seller. If a man goes out with a type IX, for example, and you know he could afford and should have in his own interests, and in your interests, a type XVI, then condemn yourself good and properly, but don't do it again. Similarly you know which of your customers can afford to buy Red Seal records—if you don't you are not 'on to your job'—and it's up to you to set your gauge up to the Red Seal standard. If you think nobody can buy more than 90-cent records, then you will sell mighty few five dollar ones. Now don't mistake this for an insinuation that it's not good business to sell 90-cent records—for it is, and your customers can't get any better value anywhere, but can't you see how much higher your profits will average if you work in some of the \$2, \$2.50, \$3, \$5, \$6, \$7 and \$8 records.

"Many of your customers think nothing of spending ten dollars on one concert, then can't you see how easy it is to show them that they can have all the world's leading musicians as often as they wish?"

Recognition for Mr. Berliner.

Victrola enthusiasts in Canada were interested in hearing that Emile Berliner, of Washington, D. C., founder of the Berliner Gramophone Co., of which he is president, and inventor of the gramophone, has been awarded the Elliott Cresson medal for 1913, by the Franklin Institute of the State of Pennsylvania. There is one of the highest scientific honors in the United States, and the accomplishments necessary for its attainment are eagerly pursued by inventors. It was awarded Mr. Berliner in recognition of important contributions to the telephone, and to the science and art of sound reproduction.

Melba Coming to Canada.

Madame Nellie Melba, who sings exclusively for Victor records, is opening her Canadian concert season in Massey Hall, Toronto, September 22. This will be this world-famed prima donna's first appearance in the Queen city for three years. Although the present year is the twenty-fifth anniversary of her first appearance in the world's metropolis, Mme. Melba is this season the toast of London. Since the early part of May, both her individual and operatic appearances have been attended by scenes of remarkable enthusiasm. Newspaper reports of her jubilee appearance at Covent Garden are still fresh in the public memory. She was heard in "La Boheme," in association with Caruso, and the performance marked the apex of a wonderful season. In recent years it has not been possible to secure the great diva for a Canadian appearance, on account of her continued success in other countries. At this time, however, she is accepting a few special engagements prior to a

(Continued on page 24.)



It may be well to remind you again that the Columbia policy is the "open shop" policy—free competition, a fair field and no favorites.



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

Columbia Graphophone Company
Woolworth Building, New York

ALONG THE CANADIAN TALKING MACHINE TRAIL.

(Continued from page 23.)

coast to coast tour of the United States, which will occupy her time well on to next summer. Madame Melba's Canadian concert is going to start a fresh demand for her records in many points.

New Appointment.

T. Nash, who is by no means new to Ontario retailers of "His Master's Voice" lines, now occupies the managerial chair of His Master's Voice Gramophone Co., Toronto, having succeeded W. R. Fosdick. Mr. Nash has been representing the Berliner Gramophone Co. on the road for some years, and has also had much retail experience. He knows "His Master's Voice" lines from Alpha to Omega, and is quite familiar with all the possibilities of profit that a live Victrola department offers. Mr. Nash is naturally of an obliging disposition, and his customers will always get the square deal that is a feature of "His Master's Voice" service.

News Notes.

J. J. Barlow, of Danville, P. Q., was one of the recent visitors to the factory of the Berliner Gramophone Co., Montreal. The purchase of an automobile this season has enabled Mr. Barlow to largely increase his sales of Victrolas and records, as he seldom takes a trip without taking an outfit with him, which he seldom brings back.

Ed. Archambault, who occupies the handsomest and most attractive store on St. Catherine street, east, Montreal, has qualified recently as a "His Master's Voice" dealer. Mr. Archambault makes a practice of catering to the highest-class trade, particularly religious institutions, and finds a very large assortment of popular French records, listed by the Berliner Gramophone Co., a great assistance to him.

The management of Nordheimer Piano and Music Co.'s branch at Hamilton, Ont., are planning to increase the capacity of their already commodious Victrola department. By the addition of several new booths, they will, with much greater ease, take care of the growing demands of this department.

The T. Eaton Co., Ltd., of Toronto, Canada's largest department store, is now largely increasing the capacity of its talking machine department, by adding new demonstrating booths, which will enable the big store to take care of its rapidly growing business in Edison, Columbia and Victor lines.

Messrs. H. C. Wilson & Sons, of Sherbrooke, Que., again exhibited the Victor line at the Sherbrooke fair. This enterprising eastern township's firm reports that results always accrue from their exhibit.

S. Hadley, of Frankford, Ont., an energetic Columbia dealer, was an interested visitor to the Music Supply Co.'s warerooms during the exhibition.

Geo. H. Suckling, of Edmonton, who is very enthusiastic over all things pertaining to "His Master's Voice" products, recently passed through Montreal on his way to Edmonton, after spending some time in England.

J. D. Ford, manager of the R. S. Williams & Sons Co., retail talking machine department, was a recent visitor to the Berliner factory at Montreal, and was an interested spectator of the various processes of manufacture.

Monsieur Foisy, of Foisy Freres, one of Montreal's progressive music houses, visited Toronto recently, accompanied by his daughter. This firm, who also have a large piano and player-piano business, have a well-conducted Columbia department.

Business Good in Winnipeg.

The Winnipeg Piano Co., Winnipeg, Man., are distributors of Columbia Grafonolas and records, and while in Toronto a short time ago, Jock Smith, one of the proprietors of the company, visited the Columbia factory, where he manufactured a record, taking it home as a prized souvenir. Their graphophone department, he remarked, was one of the most pleasing features of their business. The fixed prices, absence of dead stock, the public appreciation, and of course, the profit, were all elements that contributed to make this an admirable branch of their business.

Many Visitors During Fair.

Many of the Edison dealers have taken occasion during the fair to call at the R. S. Williams & Sons Co.'s warerooms, which are the headquarters for Edison lines in Canada. The Edison dealers speak in appreciative terms of the excellent service they get from their jobbers, which is made possible through R. S. Williams & Sons' firm having branches in Montreal, Winnipeg and Calgary. Edison interests are also furthered by the company's house organ, the Williams Echo, which is issued each month and keeps the dealers posted on matters pertaining to the marketing of Edison phonographs and records.

The Columbia Graphophone Co. is running an excellent series of attractive advertisements in the Toronto daily papers, which is proving beneficial to its dealers in this city, the list of which is now a lengthy one.

BROOKLYN DEALER MOVES.

Max Mandel Now in Own Commodious Building at 257 Washington Street—Recently Became a Benedict—Wife Clever Saleswoman.

Max Mandel, proprietor of the Guarantee Phonograph Co., 257 Washington street, Brooklyn, N. Y., seems to have no cause to complain of the treatment received at the hands of the talking machine business. He has just moved into his own building, where he has larger and handsomer quarters, and contemplates taking on one or two other lines that will harmonize with talking machines. Mr. Mandel recently became a Benedict, having selected a mate from the ranks, as it were, the lady being a clever and enthusiastic talking machine saleslady.

Common sense is not in the same class as genius, but it often gets more solid comfort out of life.

NEEDLES AS TONE QUALITY FACTORS.

C. F. Alexander Tells of the Special Merits of Fay's Velvatone Wood Needles and Their Value Acoustically.

Fay's Velvatone Wood Needle, made by the Velvatone Wood Needle Co., 900 Benton Boulevard, Kansas City, Mo., is one of the latest products in the trade. This needle is manufactured from hardwood, which is chemically treated to increase the hardness and to make a needle of high character.

C. F. Alexander, of this company, commenting about the Velvatone Wood Needle, says: "The very first essential needed in the talking machine is sound, and the perfection of that sound has been the aim of inventors from the time that the very first machine was placed upon the market. In many ways this has been done, but it was seen from the first that the solution lay in the needle itself.

"The steel needle, such as we well know it, has always had this great drawback, namely, that there was a harshness and a grating that deducted in no small measure from the clearness and brilliancy of the voice of the singer. To eliminate this the wood needle has been invented, and we believe that in the Fay Velvatone Wood Needle we are able to offer all patrons of disc talking machines the best and brightest improvement so far known.

"For old and worn records it has been demonstrated that the Fay Velvatone Wood Needle is capable of bringing out a clearer volume of sound than can be gotten from any other needle. Isn't it something to know that you can still get the same pleasure from your old favorites that you would when they were new? Take them out of the discard. The saving they effect for you over the steel needle is no small item when it is pointed out to you that you can run anywhere from ten to thirty records with the same needle. Further, the needle actually improves after you have played a record or two, not deteriorates as does the steel needle.

THE SALESMAN'S CREED.

I believe in the goods I am selling, in the firm I am working for and in my ability to get "results."

I believe that honest goods can be sold to honest men by honest methods.

I believe in working, not waiting; in laughing, not weeping; in boosting, not knocking; and in the pleasure of selling goods.

I believe a man gets what he goes after, that one order to-day is worth two orders to-morrow and that no man is down and out until he has lost faith in himself.

I believe in to-day and the work I am doing, in to-morrow and the work I hope to do and in the sure reward which the future holds.

I believe in courtesy, in kindness, in generosity, in good cheer, in friendship and honest competition.

I believe there is an order somewhere for every man ready to take one.

I believe I'm ready—right now!

"Money Back" is a sledge hammer selling argument.

MINNESOTA STATE FAIR EXHIBIT.

The Various Concerns in Evidence with Talking Machines Well Pleased with Results—Minnesota Phonograph Co.'s Edison Campaign—Talking Machine Co. Increases Booth Space in Minneapolis—Start Recital Campaign—The Business Situation Looks Good for Fall Throughout the Northwest.

(Special to The Talking Machine World.)

MINNEAPOLIS, AND ST. PAUL, September 9.—In Minnesota at present the talking machine trade is interested in the state fair and its aftermath. The fair management brought the crowds it had promised and proved by the turnstiles that its advance estimate of a 400,000 estimate was not exaggerated. What the talking machine fellows got is somewhat uncertain—at least the ones concerned disagree. The Minnesota Phonograph Co. had an exhibit at the State fair and William Luckner who was in charge, put his "O. K." on the fair.

"We are more than satisfied with the results," declared Mr. Luckner, "and we spread the Edison name to every corner of the Northwest. We had fifteen styles of disc and cylinder machines including the new No. 8 and 10 Ambrolas and we believe that we gave them a wide reputation. We took many orders although we will not be able to deliver the No. 8 and No. 10 styles until November at the earliest."

The Columbia Graphophone Co. had a booth in the Industrial Arts building, and, undoubtedly, found the enterprise satisfactory.

Victrolas were shown in the Cable Piano Co.'s booth which always had a crowd between 9 a. m. and 10 p. m., when the visitors were requested to move along toward home.

While the crowds were large in both Minneapolis and St. Paul during the entire week it did not appear to be a spending crowd and the retail merchants did not get the business that they had expected while the jobbers found the crowds highly conforming to their business. It is likely that if the talking machine situation is analyzed by an expert that this general rule will apply.

The Talking Machine Co., of Minneapolis, of which Archie Matheis is the proprietor, has installed several more booths which are very artistically decorated. Two of them show scenes on Lake Como, Italy, one from the veranda, and the other the sitting room; the third represents Mme. Butterfly's home, the fourth is a scene in the woods.

This company has just issued a prospectus of its recitals—something new and original, and in which dates are given of the different artists who will appear in Minneapolis during the coming season. Regular recitals have been arranged for on every Thursday night at the warerooms, when talks on the opera and the different artists will be given.

Mr. Matheis reports the largest August business on record, and he is quite enthusiastic regarding trade for fall and holidays. A complete stock of Victor records and machines is being carried at the handsome warerooms of this company at 928 Nicolet avenue.

LOWER PRICE FOR MAGNIFIER.

Clever Device for Talking Machines Now Made by Improved Process That Reduces Production Cost—National Advertising Campaign to Be Started—Stetson Manufacturing Co.—Growing Demand for the Device.

(Special to The Talking Machine World.)

CLEVELAND, O., September 9.—The Stetson Manufacturing Co., of this city, makers of the Artiste Tone Magnifier for disc machines, reports that the demand for that device has shown a heavy increase during the past month and is still growing. Through an improved manufacturing process the production cost of the magnifier has been materially reduced, with the result that the device is now to be offered at retail for \$1.50 instead of \$3.50 as formerly.

Those in charge of the sales department of the company having secured an excellent distribution of the magnifiers throughout the trade, are planning a live campaign of national advertising for the purpose of reaching and interesting the owners

of machines who have not yet learned of the merits of the device through their dealers. It has been found that many machine owners outside trade circles have seen the advertisements of the magnifier in The Talking Machine World and have written direct to headquarters for information regarding the magnifier. It is now planned to reach every talking machine owner in the country through the medium of the large magazines and direct him to the nearest dealer for a practical demonstration of the device.

WALT MASON'S STRIKING TRIBUTE

To the Phonograph Will Appeal to an Army of People Whom It Has Delighted and Cheered.

In his inimitable style Walt Mason recently penned the following tribute to the phonograph which is well worthy of reproduction here:

"The truth is that the phonograph is one of the great blessings of this age of blessings. I have a married friend at whose humble abode I pass an evening once in awhile, and every time I go there he furnishes a free concert with his music mill. He is a phonograph fiend and keeps his machine going

most of the time when he is at home. Before he got the phonograph habit my friend was a restless, dissatisfied man. He didn't know what to do in the long winter evenings. He liked music, but it cost a good deal to go to concerts and take his tribe along. He belonged to a club, but was a poor hand to enjoy its benefits. Then he was persuaded to own a phonograph and his nights were filled with music and the cares that infested the day folded their umbrellas and eluded themselves away. He gets more happiness out of that little box than the millionaire gets out of his yacht, and besides, his wife and children have an equal share. He buys a record for a few kopecks and plays it a million times and enjoys it every time."

OPEN NEW YORK OFFICES.

New York offices of the Keen-O-Phone Co., Philadelphia, Pa., have been opened at 1261 Broadway, corner Thirty-first street (916 Martin Building), in charge of Emil Bauer. A full line of these talking machines will be on exhibition so that visiting dealers may see them. M. G. Kreusch, formerly of the Edison Co., is now associated with the Keen-O-Phone as Western traveling representative.

Blackman's "Unwritten Service Law"**THERE IS AN "UNWRITTEN LAW" IN BLACKMAN'S BUSINESS.**

You have often read of a so-called "unwritten" law in newspapers but we have one in our business. It is that "law" which we hold "sacred" and obligates us to first serve faithfully, those who have been faithful in patronizing us. It is a law that increases our business only as additional facilities will enable us to offer "ideal service" to new Trade without sacrificing the old.

WHAT IS IDEAL SERVICE WITH BLACKMAN?

It means first that we must have proper facilities to conduct business in both the Sales and Credit Departments.

IT MEANS YOU CAN'T PLEASE EVERYBODY.

As long as there are unreasonable and purely selfish people that will be impossible. As capital is limited, it means that credit must be refused, withdrawn or curtailed where circumstances warrant, in order that there may be enough for cases where it is deserved, and where additional help toward "tidings over" is justified. It means to avoid "unlimited promises," which may mislead, and treating each case individually with an idea of "fairness," though perhaps, sometimes "firmness."

SERVICE IN THE SALES DEPARTMENT.

It costs us a lot of money but it will be noticed by the Trade that it results in a "net economy" for Blackman Dealers.

WE ARE READY FOR MORE BLACKMAN DEALERS.

We have increased our space, our stock, our capital and if you don't wait too long you can "insure your holiday requirements" with the "Blackman Policy."

DON'T FORGET—WE WILL NOT "OVER INSURE."

In other words, an "extra premium" will not induce us to accept business when it will endanger the Dealers already insured.

THE "BLACKMAN POLICY" OFFERS EVERY "SAFE" INDUCEMENT.

No competitor can "permanently" offer you anything that is not contained in the "Blackman policy." Beware of "temporary inducements," for they are usually but "bait,"—you will soon feel the "hook,"—and the "bite" will make you "wiser but weaker."

BIG HOLIDAY BUSINESS IS AHEAD.

Call or write us. Let us hear from you. Let us see you. Let us help you and give us your help. Sometimes complaints are just as necessary as orders. We are not perfect and never expect to be, but we don't want any other Jobber to be any nearer the goal, or even as near. What can we do for you?

Yours for service,

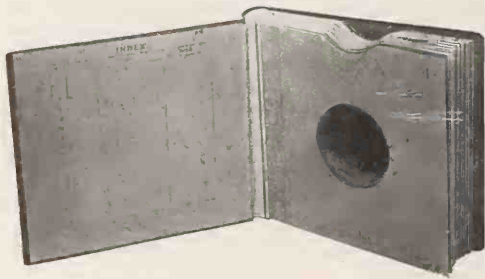
BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres.

97 CHAMBERS ST., NEW YORK



Better Value than Other Albums by Reason of Superior Quality



Our Albums are bound correctly by expert hands. Envelope pockets are constructed of very tough **Dark Green Fibre** paper. Albums are bound in best **Mahogany Imitation** leather, gilt stamping on face and leather or gold-plated ring pulls as desired. Made for 10 and 12 inch discs. Write for sample and prices, which will convince you, as they have all our other customers, of the superior quality and value of our albums.



NEW YORK POST CARD ALBUM MFG. CO., 23-25 Lispenard Street, New York

CONCERNING THE BLACK RACE AND BLUE RECORDS.

An Interview Which Shows How a Progressive Dealer Added Materially to His Business by Catering to the Negro Trade Through the Medium of a Competent Colored Salesman—It Pays to Widen One's Business Sphere—Tells How This Is Made Possible.

I found my friend, the jobber, in his private sanctum at the rear of the store grinning at a photograph. He greeted me cordially and invited me to share in his observation. After one glance, I found myself smiling in unison—and no wonder. The picture that confronted us from that bit of cardboard was certainly conducive to mirth. I reproduce it here; draw your own conclusions.

After I had absorbed its laughter-provoking qualities, and found myself growing hilariously cheerful in consequence, I began to bombard my friend with questions regarding it.

"Hold on, son," exclaimed the jobber, fortifying himself against my volley of interrogations with upraised hands.

"Just settle down in that easy chair; have a little patience and a big cigar, and I will elucidate."

"I have a colored salesman on my staff who is bringing in a very creditable business," he began, after satisfying himself as to my comfort, "and this photograph is a donation from one of his customers."

"Son, when a phonograph record becomes so captivating that just the feel of the box in which it is incased makes a pickaninny howl with ecstasy, it speaks rather well for Thomas A.'s latest invention, does it not?"

I agreed with him most heartily, and hastened to tell him so.

"Listen," he continued, reading at random from a letter which accompanied the photo.

"Our baby, Lillian Russell Ford, surely does love the phonograph. She has reached the stage now, after hearing the machine only a few times (we having just purchased it from your George Washington Jackson a week ago), where she yells for a record to play with, and derives more pleasure from its companionship than from any amount of Castoria or Mrs. Winslow's soothing syrup. Even milk meets with a cool reception from Lillian; except when served in a blue amberol carton."

"I take pleasure in sending you a picture of our baby which speaks for itself. As a phonographic enthusiast she's a *bare*."

"Son," and here the jobber grew very earnest, "the black man is greatly misunderstood. He is not nearly so ignorant and unappreciative as the world in general would have us believe. I have found out, since my salesman, Jackson, has been disposing of my wares among his colored brethren, that there are right in this little old burg of ours, a goodly number of not only intelligent but cultured negroes. But we are digressing and time flies."

"I want to tell you in as few words as possible how I built up a really good trade among these people. It really started with the hiring of Jack-

son, as porter and general utility man about the store. I was impressed at once with his airs of a gentleman, and his keen desire to please. He had not been with me long before his ability to sell goods began to manifest itself in little ways.

"One day when a handsomely gowned brown skinned beauty called to hear records played, I suggested to Jackson that he wait upon her. He entered upon the position as salesman so intelligently, that I was both amazed and delighted.

"Not only did he sell the lady records but he asked pertinent questions regarding her friends



The Black and Blue—Baby Wants It

who owned talking machines, and also about those who had phonographic aspirations, taking down their names and addresses, and expressing a strong desire to meet them all forthwith.

"The lady, being duly impressed with Mistah Jackson's courtesy and pleasing personality, proffered him her aid. Thus was planted the seed of my now fruitful 'Ham Tree'."

"For a time after his spectacular debut as a salesman, Jackson continued to sell goods as the opportunity offered, filling his position as man of all work between times. However, I soon found that I was wasting precious material; therefore, I substituted the sample case for the broom and sent him forth upon an exploring expedition into the very heart of Africa, which lies South of Pine street. He returned laden with spoils, and from that time until now he has done remarkably well.

His success seems to lie in the fact that he is dealing with his own people. Being a student of human nature, he knows their weaknesses, their likes and dislikes, and can, therefore, cater to their tastes in a most satisfactory manner.

"I sincerely believe," went on the jobber, relighting his head cigar, which he had allowed to go out in his enthusiasm, "that it will pay every dealer to give at least some attention to the negro trade of his city."

"The colored man is exceedingly fond of music. Take as an example, J. Tim Brymn, whose tango, La Rumba, appears among the National Promenade Band's offerings in the Edison Blue Amberol Record List for September. He is an American colored composer about thirty years of age, and is making good in his profession from several different angles (so says the Edison list). He is a good pianist and a cellist as well, and has played both these instruments in public many times. He is also an arranger of popular music, and is the manager and proprietor of three separate bands.

"Another young colored man who won fame in the world of music was Paul Lawrence Dunbar, his specialty being lyrics. He was also a poet of prominence before tuberculosis laid him low.

"Therefore, a salesman can use the same methods of approaching the black man as he would apply to the white without fear of being misunderstood, because, as explained above, the negro knows his music.

"I guess, son, that will be about all. Have another cigar?" concluded the jobber, and the interview was over.

I have endeavored to bring out in this story, Mr. Dealer, the fact that a talker man who is fortunate enough to obtain the services of an intelligent colored salesman, can win a large amount of trade from the negroes of his city. I sincerely trust I have, at least to an extent, succeeded.

HOWARD TAYLOR MIDDLETON.

LOOKING FOR BIG FALL BUSINESS.

"Our record album trade is progressing very satisfactorily," remarked George Bates, of the New York Postcard Album Co., 23 Lispenard street, in a recent chat with *The World*. "One of the most pleasing features of our trade is the fact that we are receiving reorders from our customers in all parts of the country."

"In manufacturing our record albums we have always endeavored to give quality in every single detail of our manufacturing processes. Our factory is run on the principle that quality is preferable to haste, and as a result we have yet to receive the first complaint regarding the durability and merits of our record album. Many of our clients have even taken the time and trouble to write us testimonials regarding the satisfaction that our albums are giving them."

"With all signs indicating a record-breaking fall business in the talking machine industry, we are looking forward to a splendid record album trade, and orders on hand certainly justify our optimistic prediction."

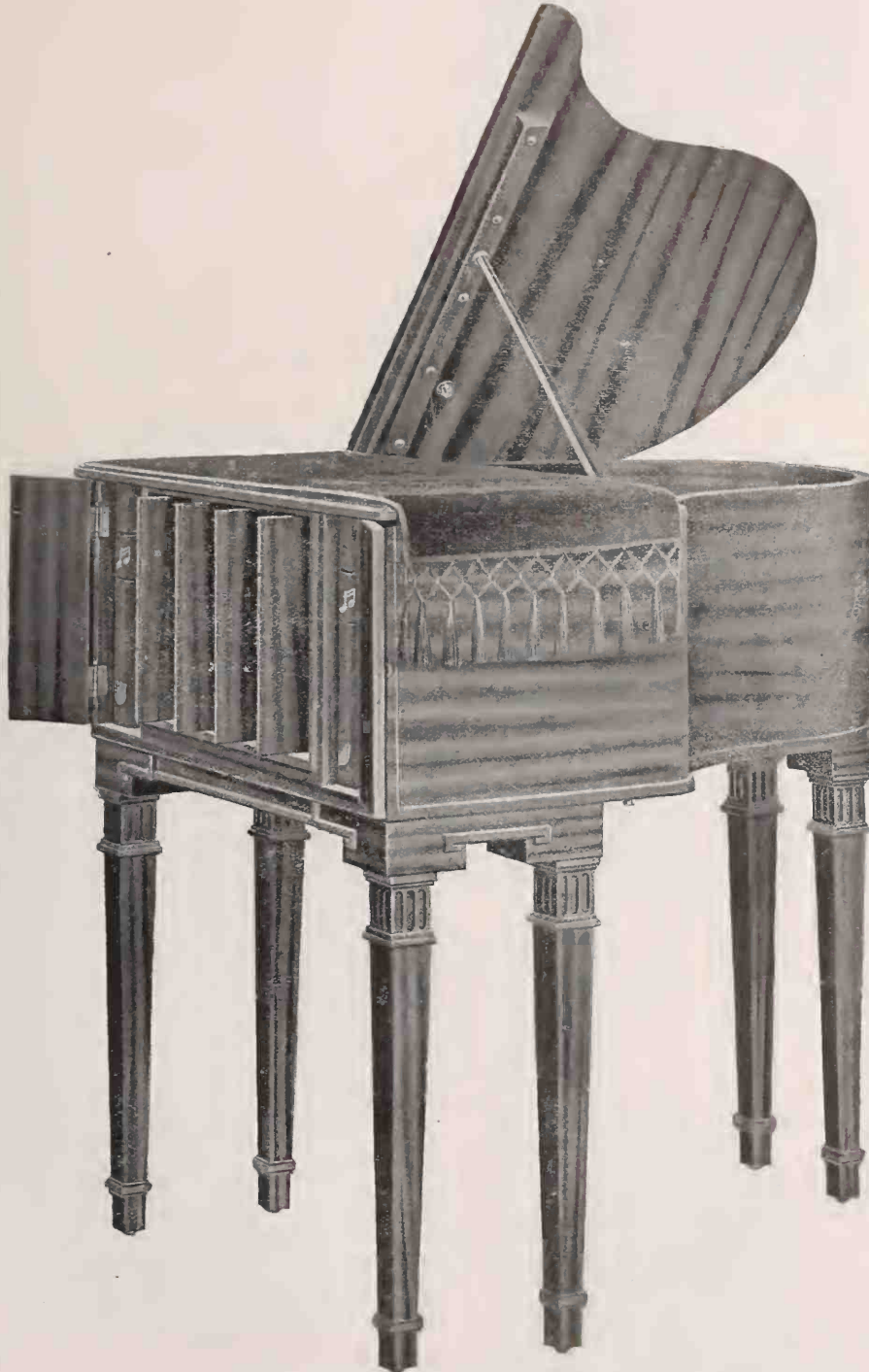
THE NEW COLUMBIA "GRAND" PORTFOLIO.

A Publication Which Is Remarkable on Account of Its Strikingly Interesting Features—A Charming Creation of the Printer's Art Which Is a Most Helpful Volume in Disseminating a Wider Knowledge of the Constructive Merits of the Columbia Grand.

Before us lies a remarkable publication just issued by the Columbia Graphophone Co. entitled: "The Last Word in Instruments of Music." The title is singularly fitting, for the work reaches the high water mark in trade publicity and is an interesting contribution to the talking machine literature of our times. It is of portfolio size measur-

This volume may be properly termed the "Grand" brochure or portfolio, because it is devoted entirely to a description of the Columbia Grand Grafonola.

The textual matter describes in detail the pleasing attributes of the "Grand," showing how this creation was the culmination of a quarter of a cen-



Columbia "Grand," New Colonial Model.

ing 14 inches by 11 and the illustrations occupy more than half of the various pages.

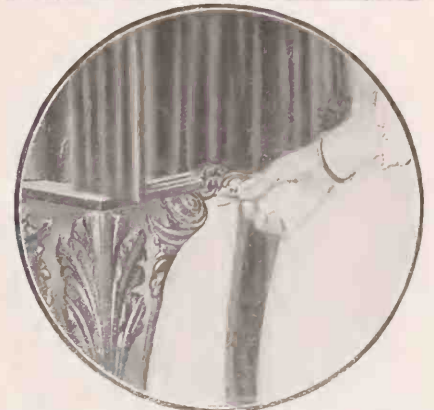
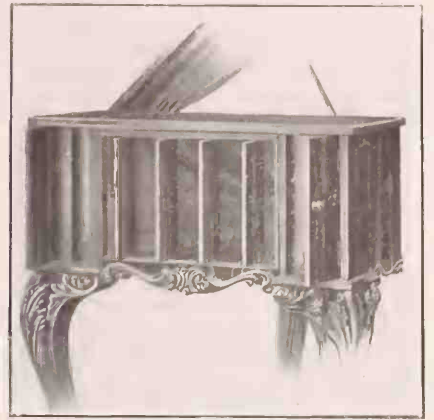
To say that this is an art work expresses a truth, but words are hardly adequate to convey a correct impression of this truly remarkable creation. It is printed in colors and such an aesthetic combination of colors is rarely seen.

Each illustration must be studied to appreciate the beautiful colorings and delicate shadings represented in the picture.

ture of continuous development in the talking machine industry. It tells interestingly of the essential attributes of this wonderful talking machine creation showing that the adoption of the horizontal piano style was no sudden inspiration—that it was the logical outcome of continuous experimental work in the development of tonal effects.

The special equipments of the grand are interestingly shown in colored plates. An important

feature of the grand is the electric automatic start and stop which is the intricate part of the general mechanism of the instrument. It automatically



Showing Operation of Tone-Control Leaves.

stops the instrument whenever the last line of any record is played and then by simply swinging the tone arm back to its position the instrument is automatically started again.

The illustrations on the various pages are accompanied by interesting descriptive matter which makes a study of the pages educational and delightful.

The functional parts of the individual mechanism of the grand are so lucidly explained that every reader will have a clear and accurate conception of the special features of this great Columbia creation.

It may be said that the "Grand" book is prepared in two forms—one bound in heavy leather to be presented to purchasers of the "Grand," and the other in an artistic brown paper binding which may be used by Columbia dealers to interest prospects.

Certainly such impressive literature must increase the admiration which owners will have for



An Interior View Showing Location of Tone-Arm and Disc.

their "Grands," and salesmen must feel inspired to have such matter placed in their hands to interest possible purchasers.

Such a work is a credit to the house putting it forth, and it must increase the respect for talking machines everywhere.

An adequate description of the book is impossible, as the artistically colored plates and the arrangement of text matter, as well as the general (Continued on page 28.)

NEW COLUMBIA GRAND PORTFOLIO.*(Continued from page 27.)*

refinement of detail entering into the make-up of the publication must be seen to be appreciated, for the harmonious coloring and delicate tint designs show a perfection of the printer's art which is rare indeed.

It is indeed a Columbia masterpiece in every sense, and the illustrations have a particular human interest which fascinates. They show the "Grand" in homes of refinement and emphasize its constructive features.

In the portfolio is also shown a new grand model of Colonial design. This is shown on this page of *The World*, and it will be seen that it accomplishes another Columbia triumph!

"GADSKI & GORITZ GETS OUR GOATS."

German Couple, Calling on a Local Talking Machine Department, Are Far from Being Impressed with High-Class Music.

A man and his wife, prosperous looking and with decidedly German cast of countenance, recently wandered into the talking machine department of the Simpson-Crawford Co. store. Manager J. Jannell, scenting some good business, gave the couple his personal attention and played a number of records of varied character for the purpose of ascertaining their tastes in that particular.

The final number was Victor record No. 88,440, "Still as the Night," a Goetze number, and sung by Gadski and Goritz. The couple listened to the record to the end without enthusiasm and, if anything, with expressions of disgust.

"How did you like that number?" asked Mr. Jannell.

"The Goetze record by Gadski and Goritz gets our goats," was the satisfying reply, in a strong Teutonic accent.

The man who spends two minutes meddling with other people's business loses two minutes from his own.

BAUER'S INTERESTING CAREER.

Has Been Actively Connected with Small Goods and Talking Machine Trades Since 1880.

For the first time since 1903—over ten years ago—Emil Bauer has consented to have his photograph taken, and here it is. Maybe some one says: "Who is Emil Bauer?" but he must be a newcomer to the musical instrument and talking machine trade, as since 1880 Mr. Bauer has been identified with these professions.

Thirty-three years have passed since Emil Bauer



Emil Bauer.

entered the employ of the Oliver Ditson house. He became the wholesale representative in New England, where he made personal friends of his customers—the kind of customer-friends whose first thought was "save my orders for Bauer."

The Ditson Co. secured, through Mr. Bauer's advice, the first lot of twelve talking machines made by Emile Berliner when the latter was at Washington, D. C. These machines were played by turning a crank, a seven-inch record being used. These twelve were sold to J. A. Foster, of Providence, R. I., at his branch store in Fall River, Mass.

They were crude and the company refused to buy any more. A few years passed and Mr. Bauer, knowing the trend of conditions, made energetic efforts to have talking machines added. This time it was the Edison line. Later the Victor was added. During this period Mr. Bauer was constantly in touch with outside and inside conditions, and his training in the talking machine field dates back to the first machine made.

In 1893 Mr. Bauer resigned from the Ditson Co. to take charge of the S. S. Bauer Co., of Philadelphia, manufacturers of musical instruments. Upon this occasion, to show the esteem in which he was held by his co-workers, Mr. Bauer received a solitaire diamond locket, which he values as one of his proudest possessions.

At the launching of the Keen-O-Phone Co. at Philadelphia, Pa., Mr. Bauer joined that organization, of which to-day he is the manager of the New York offices at 916 Martin Building, 1261 Broadway, New York.

He is of the type of man who evades the brass band environment, preferring to work cautiously, surely and profitably. His advice on talking machine matters has been of value to the company. Time has treated Emil Bauer lightly, for veteran though he is, he has all the fire and enthusiasm of a buoyant youth.

NEW ALBUM FOR DISC RECORDS.

A new album for talking machine disc records has been designed and is offered to the trade by Sutherland & Co., 117 Leonard street, New York. This is a loose-leaf volume, the leaves not only being put in on the loose-leaf system, but the index is of similar construction, thus insuring unlimited life to the album. It is made in both 10-inch and 12-inch sizes, the former retailing for \$1 and the latter for \$1.25, less the proper discount to the trade. Every album contains seventeen leaves. In addition to the loose-leaf principle, each leaf has a flexible paper hinge which gives the proper flexibility when turning the pages. The volume is a good, substantial one—an album that should meet with the esteem of the trade.

THE POOLEY RECORD CABINET

IS NOT A STOREHOUSE FOR RECORDS
BUT A CONVENIENT RECEPTACLE FOR FILING
AND PRESERVING TALKING MACHINE RECORDS
A CABINET THAT HAS AN UP-TO-DATE AND EFFICIENT FILING
SYSTEM AS WELL AS AN ARTISTIC AND PLEASING DESIGN

We want to tell you Talking Machine Men that in the Pooley Record Cabinets we have the goods—the goods that sell the quickest—the goods that will please your customers, and the goods that you will eventually buy. They cost no more.



A Delightfully Easy Way

Those dealers who are still clinging to the old-fashioned, out-of-date record cabinets, with their crude and clumsy interiors, will be mighty anxious to become acquainted with the POOLEY LINE when they see the other fellows getting the business.

Send In Your Stock Order Now While Our Line Is Complete

Write for illustrated catalog.

POOLEY FURNITURE CO.

16th Street and Indiana Avenue

PHILADELPHIA, PA.

Important Deal Under Way in Chicago.

Marshall Field & Co. May Enter the Manufacturing as Well as the Retail Talking Machine Domain—Said to Have Secured Control of the Inventions of Forest Cheney, Whose Process of Sound Production is Along New Lines—What Mr. Cheney and Mr. Howe of Marshall Field & Co. Have to Say to World Representative.

(Special by wire to The Talking Machine World.)

CHICAGO, ILL., September 12.—There is a rumor current in talking machine trade circles relative to the entry of Marshall Field & Co. into the talking machine field, both retailing and manufacturing. Rumor has it that this concern intends to open a large and modern talking machine department in one of its new buildings and that it will be the last word in equipment in every way. Beyond this, and of far more general importance, is being discussed the information that Marshall Field & Co. also intend to enter into the production of talking machines. In this connection it is said that they have secured control of the inventions of Forest Cheney. The improvements upon talking machines invented by Mr. Cheney are said by those who are in touch with them to be very important and make great strides forward in the development of sound reproducing machines.

It is also said that these inventions cover an entirely new process of sound production. Mr. Cheney is a violinist of national prominence and has made tone building and tone quality a special study. He has brought his knowledge of music

and tone quality to bear upon talking machines, and for several years has devoted himself to this work. It is said by those who have heard the completed machines that the Cheney invention gives a most remarkable reproduction of both voice and instrument, showing color, warmth and tone quality.

We have interviewed Mr. Cheney, and his attitude is rather noncommittal. Asked point-blank if he was negotiating with Marshall Field & Co. to back the production of his invention he replied yes and no. It is definitely known, however, that Mr. Cheney has been negotiating with Marshall Field & Co., but the final outcome Mr. Cheney declined to state.

We next visited E. L. Howe, merchandise manager of Marshall Field & Co., who, we understand, has been handling these negotiations, and asked for a confirmation of the report. Mr. Howe was also noncommittal and would make no positive statement one way or the other regarding the facts. He admitted, however, that he was posted regarding the Cheney inventions and that in his judgment the tone produced was a very great improvement over that of any other machine he had ever heard.

Pressed for a more definite statement, Mr. Howe would not deny that Marshall Field & Co. had the matter under consideration. The Talking Machine World, with certain facts to base the statement upon, feels safe in saying that some sort of arrangement has been made whereby Marshall Field & Co. have arranged with Mr. Cheney whereby a certain time has been allowed them to thoroughly look up the inventions and the legal phases of the matter, and also to consider the entire general outlook for talking machines in the future, and that Marshall Field & Co.'s attitude thus far is very favorable.

Mr. Cheney was asked as to whether he was in a position to open negotiations with anybody else, and he replied in the negative, which confirms the statement made above. This great house with its immense wealth does not move rapidly in such matters, and would look at the situation from every angle before deciding what it would do. One can easily estimate the tremendous importance that Marshall Field & Co.'s entrance into the field would have upon the talking machine trade in general.

READY FOR FALL BUSINESS.

A Picture of M. Silverstein, All Equipped for Securing Fall Orders for Victors.

(Special to The Talking Machine World.)

BALTIMORE, MD., September 11.—M. Silverstein, manager of the Victor department of Cohen & Hughes, Inc., this city, is a Victor hustler, and The



M. Silverstein "On the Job."

World correspondent had the pleasure of snapping him the other day when ready to start out on his campaign for orders for fall. His equipment is so neat and effective that it should prove a model for others. That is why the genial countenance of M. Silverstein appears herewith.

Next month the Victor Concert Bureau's advertising system for the season of 1913-14 will be sent out to Dealers in all the cities where Victor artists will be heard.

POINTS WORTH REMEMBERING.

1. Lack of high ideal, lack of mental equipment, lack of health and lack of energy are the only hobgoblins which any person need fear.
2. The best part of the story of success is that part which words cannot describe.
3. And now abideth inclination, initiative and perseverance, but the greatest of these is perseverance.
4. Opportunity may rap at thy door but once. Be not slow or half hearted with thy welcome.
5. Treasure honest criticism more than merited praise.
6. We eventually attain the degree of success for which we have equipped ourselves.
7. If the student of men and books is to read for intellectual and financial profit the spectacles of self measurement must be continually adjusted.
8. The greater the number of talents given the more expert must be the investments.
9. The quality of helpful criticism is not strained; it dropeth as a gentle rain upon a willing mind.
10. The business necromancer says presto, change! And a phantom idea becomes a cashable asset.
11. The unclaimed room is at the top of the business ladder. A wise man climbs.
12. System is the axis around which prosperity revolves.
13. The full measure of success is to succeed as men as well as to succeed in business.
14. There is never but one right course to pursue. The strong man hesitates not when he recognizes it.
15. The basis of all permanent business is mutual benefit, to producer and consumer.

COLUMBIA MANAGERS IN NEW YORK.

S. H. Nichols, manager of the Pittsburgh store of the Columbia Graphophone Co., and W. A. Sprague, manager of the company's Toledo store, were visitors recently at the headquarters of the company in the Woolworth Building. Both of these gentlemen stated that the prospects for the fall in their respective territories were more than encouraging, and even predicted that the coming season with Columbia products would be a record breaker. The new "Leader" and "Favorite" models are going unexpectedly strong in these territories.

Philip Werlein, Victor distributor in New Orleans, has personally guaranteed \$50,000 to secure an opera season for New Orleans.

SIGN NEW AGREEMENTS.

Important Announcement Regarding the Number of Dealers Who Have Signed Up So Far.

In this month's "Voice of the Victor" the Victor Talking Machine Co. announces that its new license agreements sent out to the trade a month since is coming in signed and executed from all parts of the country. This announcement states that within twenty-four hours after the agreement was mailed out, the signed agreements began to come in—the first day two were received, the second day twenty-one, the third day 139, the fourth day 269 and on one single day 1,271 agreements duly signed and executed were delivered to the company. Every day since then has brought the agreements in by the hundreds until there is now only a very few dealers who have not signed up.

**Would \$60.00
A Week
Interest You?**

Would you like to earn this amount every week during the coming season? Outside work? Free to do your own bidding? *Your own boss?*

We seek a representative in your locality. We do not wish a mere "canvasser." We seek clear-eyed men and women who are energetic and who are a credit to themselves as well as to us.

As the representative of this company you are assured a business training that will broaden and develop you besides paying you handsomely. You will agree with us after you have learned of our plan. Talking machine people are especially fitted for the work.

We will explain this when you assure us of your interest. It will not obligate you in any way.

Address

Elmon Armstrong & Company
1808 Republic Bldg. Chicago

Here we go on

WE believe this is a peculiarly appropriate time to remind you of certain features in the Columbia policy—fully established and in entirely successful operation.

This is really only by way of reasserting our stand that there is and shall be no change in the Columbia principle of manufacturing the product that the people want and selling it to dealers with a liberal and standard margin of profit between the wholesale and the fixed, invariable retail price: in other words, as manufacturer to merchant—subject to that one inflexible protective feature of absolute price maintenance.

Glance through these paragraphs once more in one-two-three order:

1—PRODUCT

Model by model—do Columbia machine comparisons. And durability, volume,

2—DEMAND

As evident as the fact

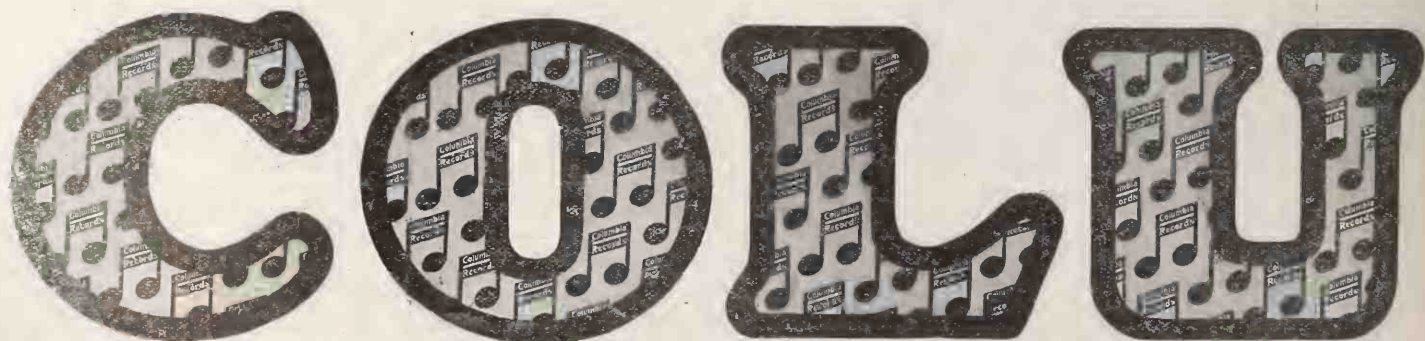
3—INTERCHANGEABLE

The more owners come to know that other makes of records for it's a good thing more owners of other find out that Columbia their machines, the a good thing for our

4—LIBERTY

Dealers in Columbia freedom to handle can wish. If a Columbia itive record to play ment he can go and *you*, too, as far as owner of any other a Columbia record buy it.

Trade



Graphophone Company, Wo

Creators of the talking machine industry. Pioneers and leaders in the talking machine art. DEALERS AND PROSPECTIVE DEALERS, WRITE FOR A CONFID

record once more

FOR EXAMPLE

This small reproduction of our forthcoming September 27th page in the Saturday Evening Post offers the Columbia "Regal." Like many of our "general publicity" advertisements, it presents to your customers a specific purchase suggestion. It reaches your prospective customers with the full particulars, just as you yourself are doing every day.

for dollar, part by part, are safe in competitive records the same—quality, repertoire, timeliness.

on the town clock.

Columbia machines whose machines will play records, the better we like it, for the industry. The makes of machines whose records will play on better we like it, for it is share of the industry.

product have complete competitive product if they owner wants a competitor on his Columbia instrument—buy it—he can buy it of are concerned. If the make of instrument wants e can come to you and

September 27, 1913 THE SATURDAY EVENING POST

\$5 a month buys this Columbia Grafonola "Regal"

At the cash price of \$50—no interest, no extras. Free trial allowed or money back in full if it is not as represented in every detail

SPECIFICATIONS

CABINET—Your preference of oak or mahogany. All metal parts heavily nickel-plated.

MOTOR—Columbia two spring motor, powerful, silent, non-varying in speed, plays three records on one winding and can be wound while playing.

MOTOR CONTROL—Start and stop lever and speed regulator.

TONE PRODUCTION—New Columbia No. 6 reproducer; Columbia non-vibrant insulated and suspended tone chamber the new Columbia bayonet joint tone-arm made of one piece drawn, tapered, seamless brass tubing, nicked and buffed.

TONE CONTROL—Full range of six varying Columbia needles, and the exclusively Columbia tone control leaves. Cabinet is equipped with four sunken needle cups for three grades of needles and used needles.

MUSICAL CAPACITY—Unlimited. Plays all makes of disc records. It will play the records of every artist who has ever been recorded, without exception.

There are 8,500 Columbia dealers in this country. Find the one nearest to you and tell him you want to hear this new Regal. He will arrange it for you without cost or obligation to yourself. If you happen not to find him conveniently, write to us and we will direct you.



COLUMBIA

Important Notice

All Columbia Grafonolas will play other makes of disc records. The voice of every artist who has ever made disc records, with few exceptions, is at your command. Likewise all Columbia records may be played on any other make of machine.



Graphophone Company, Box 408, Woolworth Bldg., New York
Toronto, 283 Spadina Avenue Price in Canada plus duty

Patented in the U.S.A. and other countries. Copyright 1913 by Graphophone Company, Limited, London, England. All rights reserved. No part of this book may be reproduced without the written permission of the Graphophone Company, Limited. Dealers and prospective dealers write for our literature later and a free copy of our book "Music Money."



Mark



Woolworth Building, New York

Owners of the fundamental patents. Largest manufacturers of talking machines in the world.
 INITIAL LETTER AND A FREE COPY OF OUR BOOK "MUSIC MONEY."

VICTOR RECORDS FOR CHILDREN.

Graded List of Victor Records for Children in School and Home Just Issued—Illustrations of the Victor in the Schools Also Included.

The Victor Talking Machine Co. has just issued a new number in its series of educational literature. This book is entitled "A Graded List of Victor Records for Children in the School and Home" and contains over 100 pages. The records listed in the book are divided into various sub-heads, such as nursery, kindergarten and primary grades; singing games and simple folk dances for little children; instrumental selections for the intermediate grades; instrumental numbers for grammar grades, etc.

In addition to listing these records under their various headings, this book also contains a large number of pictures illustrating the various record features. These pictures represent scenes in public schools all over the country and present the use of the talking machine in every conceivable way that it can be utilized in school work. Gymnasium drills, folk dances, classroom work and social work, are all illustrated by clear and distinct pictures that give an accurate idea of the real value of the talking machine in the school.

In addition to these pictures are a number of full-page illustrations showing the various instruments that make up the modern band, and as instrumental numbers form an important part of this publication these pictures of the band instruments are of real value.

The first four pages of this educational book are devoted to an introductory which brings out in detail the real value and possibilities of the talking machine in educational work.

Accompanying this book was a letter by Frances E. Clark, head of the Victor educational department to Victor dealers, calling their attention to this latest addition of the Victor Educational Service and suggesting that the dealers carefully consider the school proposition in their fall campaign.

They Sent Jimmy in to Entertain the Minister Awhile, and He Did.



SOME DISTINGUISHED BUYERS

At Landay Bros. Include Grand Duke Alexandre of Russia and Mrs. McKinley Baer.

Hobnobbing with royalty and prominent personages is becoming quite frequent at the headquarters of Landay Bros., 536 Fifth avenue, New York, Victor distributors, as among the sales closed at the Landay store within the past fortnight was that of a Victrola XVI to the Grand Duke Alexandre of Russia, and another Victrola XVI to Mrs. Mabel McKinley Baer, niece of the late President McKinley.

The Grand Duke, who is traveling incognito, dropped into the Landay store one day to hear some records in which he was interested. He remarked that European manufacturers could produce records of certain types, but when it came to real ragtime records America was the only place to secure them.

Max Landay showed the Grand Duke around the store, and then sent up to his room in the hotel over a hundred ragtime Victor records, and the Grand Duke accepted practically the entire lot. The next day he visited the store and stated that he had decided to purchase a Victrola, notwithstanding the fact that he had three other machines in his place at St. Petersburg, Russia. Another se-

lection of records was ordered, and another sale to nobility was then recorded on the Landay books.

Mrs. Mabel McKinley Baer is very well known in the musical world, and contemplates making records at some time in the near future. Her choice of a Victrola XVI was guided, she remarked, by the wonderful assistance that a talking machine can render in the study of music in its higher phases.

MARKETING THE MASTERPHONE.

Claimed by Manufacturers That New Talking Machine Accessory Serves to Clarify the Tone and Improve Articulation.

The Masterphone Corporation, 187 Broadway, New York, is now marketing an accessory for talking machines that is the result of two years' experimentation and labor. It is claimed by the manufacturers of the Masterphone that the use of this device clarifies the tone, improves the articulation and brings out the true meaning of the record as the artist made it.

Directions for the use of the Masterphone are very simple and do not include the drilling of any holes or any change in the sound-box or reproducer.

The company sends out with each Masterphone a six-page leaflet, illustrating in detail how the Masterphone is used and enumerating the various benefits to be derived by the use of this device.

The company has already received many large sized orders for the Masterphone from various parts of the country, and those dealers who have heard it are enthusiastic in their expressions of approval regarding its merits, and expect to do a very large business.

The quicker you acknowledge your mistake today, the slower other folks will be to accuse you of making one to-morrow.

If ignorance is bliss, some folks must be covered with blisters.

LONG CABINETS

Are distinctively elegant in design, construction and finish. They have many friends.

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



D 67

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



D 66

Golden Oak. Finished all around. Sliding Record Shelf. For VIII Victrolas. Capacity, 180 12-inch Records.



D 65

Golden Oak. Finished all around. For VI Victrolas. Capacity, 168 12-inch Records.

Write To-day for Particulars of this Splendid Line

Circular Matter Cheerfully Furnished on Request

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

Philadelphia, Pa.

ENJOYING A RECORD YEAR FOR BUSINESS RESULTS.

First Six Months of 1913 the Best in the History of the New York Talking Machine Co., Says Arthur D. Geissler—New Victor Co. Agreement Tends to Strengthen Confidence of Dealers—No Cloud Visible in the Business Horizon—Progress Is Inevitable.

"The first six months of 1913 were the biggest in business results in the history of the New York Talking Machine Co.," remarked Arthur D. Geissler, vice-president and managing director of the company, to *The World*. "This is remarkable, as the last six months of the year is usually our banner period. The showing for July and August has been such as to prove absolutely to us that 1913 will very nearly double the business of 1912.

"The new license agreement, put out by the Victor Co., has wielded a very strong influence in increasing the confidence of the dealers in the Victor line. This agreement has been received more graciously by the trade than any previous contract put out by the Victor Co. The acceptance and signatures of the dealers have come in more rapidly than any former contract.

"Just before the issuance of this license agreement the New York Talking Machine Co. had started a campaign among its dealers, getting them to put in a stock order for immediate shipment, showing them the advisability of paying a little interest on an investment in Victrolas—possibly storing some of them in the cellar for future use—showing them that for the amount of interest on such an investment the profit lost on the sale of one machine during the holidays would pay that interest. This campaign of ours has been waged most successfully and we attribute its success a great deal to the confidence inspired in the dealers by the general signing of this new license agreement. Before this they were in a more or less nervous state. We were besieged by dealers and in correspondence from them, asking innumerable questions—principal one of which was 'Why should we stock up now when we do not know what the Victor Co. is going to do, and we do not know how long our next door neighbor will maintain prices?' This feeling being removed has resulted

in such orders that we are again at the point of pulling every wire to run up a supply sufficient to take care of our demands. So far, we have been successful.

"We have just leased a large new loft, which gives us five large floors, devoted entirely to the stocking of Victrolas and records. This year we feel we can take care of the demands.

"General business conditions are excellent, while financial conditions show a marked improvement. I was talking with a merchandise man, representing the largest retail and wholesale merchandising house in the world—a man fitted to diagnose the situation from both a retail and wholesale standpoint, if anybody could—I was delighted to see and hear his enthusiasm over the winter prospects. Everything in his line pointed to a record breaking year. The only dark spot on the horizon at the present time is our corn crop, but even that made a very much better showing in the recent report than we had expected, being from 50,000,000 to 100,000,000 bushels better than some authorities had expected. The wheat crop, on the other hand, was shown to hold promise of a total yield, winter and spring combined, of 754,000,000 bushels, which is far better than last year's large crop and exceeds by over 5,000,000 bushels the record yield of 1901.

"Our business is, of course, not a criterion to go by. It seems to be in a class by itself and not affected by any outside condition. Our growth, since the inception of the talking machine business, has been a startling one, and even in the worst panics we have not felt the attendant reflex action.

"So if experience is any teacher, it would seem that the wisest policy for the dealers all over the country would be to stock up on Victrolas, complete their record stocks and put just as much aggressiveness into their fall campaign as the limit of their capital will permit."

FILE PETITION IN BANKRUPTCY.

Chicago Concern Goes to Wall with Liabilities of \$5,500 and Assets of \$3,500.

(Special to *The Talking Machine World*.)

CHICAGO, ILL., September 10.—An involuntary petition in bankruptcy has been filed in the United States District Court asking that a receiver be appointed to assume charge of the U. S. Talking Machine Co., which recently had offices in the McCormick Building.

The largest creditor is the Waterbury Clock Co., with a claim of \$930. Two other creditors are the Bishop-Babcock-Becker Co. and the American Trunk & Case Co. Each presents a small claim. It is said that the total liabilities are in the neighborhood of \$5,500 and the total assets \$3,500.

THE PUZZLING PICTURE.

The serious-minded art critics—scientists in their line—gathered once again about the new find. It was of rough canvas, oddly shaped and much worn in places.

"Apparently," volunteered one savant, replacing his pocket pastoscope, "it was — a — an—"

He thumbed an ancient art catalogue.

"—A Turner. He lived back in the nineteenth century, as you may recall, and was famous for his color mastery and mystery. His independence in compositions was also noteworthy."

The gray-haired artist beside him shook his head.

"I disagree with you, Serico," he remarked. "Turner, if history is to be believed, painted most of his numerous pictures on regularly stretched canvas. This is not—has not been—regularly stretched. I believe it to be of the later school of Cubists or Post-Impressionists, sometimes called the Crazyquillists. This bit of work probably represented—"

He referred again to the catalogue.

"A Young Woman Making Up Her Mind Which Hat to Buy."

Suddenly the third savant drew a slip of aged, yellow paper from a small aperture just below the strange splotches of color on the odd-shaped canvas.

Slowly, hesitatingly he translated as he read:

"Mrs. Flaherty.—This here mess was made by your boy Jimmy. He busted a duck egg on my apron. Please wash it off.

Bill the Butcherboy."

The savants sighed in chorus.

"The further back we go, the less we really comprehend those strange Americans," murmured the nestor of the assemblage.

IMPORTANT MOVE IN DALLAS, TEX.

(Special to *The Talking Machine World*.)

DALLAS, TEX., September 10.—The Dallas Talking Machine Co., of this city, of which J. O. Elliott is manager, is announcing that on or about October 1 it will cast its lot with A. Harris & Co. and merge its stock with theirs in a new location, corner of Main and Akard streets, this city. In its new store it will have one of the most complete Victrola departments in the South.

BUSY TIMES WITH THE POOLEY CO.

(Special to *The Talking Machine World*.)

PHILADELPHIA, PA., September 10.—The Pooley Furniture Co. report steadily increasing sales of their record cabinets, which are distinguished for their attractiveness in design and completeness of manufacture. This demonstrates that the Pooley filing system is exceedingly popular not only with dealers, but with the purchasing public. Earl Pooler, of the company, is quite enthusiastic over the continued expansion of the business in the talking machine field, and says that they are kept very busy filling orders these days.

REQUIREMENTS FOR SUCCESS.

As "Automobilically" Described by a Live Talking Machine Man Who Knows What Is Necessary to Win Out in the Trade—Machine Must Be Strong, Durable, and Capable of Supporting Strains or Back to the Garage."

"When you came into the talking machine business, young man (thus saith the proprietor who had just acquired the auto infection), you represented yourself to be a forty horse power machine, fully equipped and tested; ready for the track; spark-plug in action, bearings oiled, reservoir loaded with gasoline, steering apparatus in perfect order, lamps in place, exhaust properly muffled; hand-painted from end to end; good for a hill-climbing contest, an endurance run, or any old thing in the way of hard work that a chauffeur (that's me) might require of you. These were a few of the specifications that you unrolled before me at the time you were chartering yourself to me for a business run.

"So far, your action has not been good, and your tires are too fully inflated to be secure when you strike the jolts. Your steering gear is hard to manage; you will make for the curb when your place is in the middle of the road. You lag on the hills, and make a big noise in going over the stretches of bad road. At times you can put on the full forty horse momentum, and at other times it drops down to a half dozen old spavined hacks. Your spark plug is erratic. It is in action for a cigarette, I notice, but not to be relied upon when a time comes for the machine to go.

"You don't like to carry loads; seem to be a fancy roadster, not available as an auto-truck in an emergency. I don't altogether like your lubricants; too large a proportion of aqua vitae to the oil.

"How would it do for you, young man, to again go over the specifications and see if you cannot gear up to meet them? The machine seems to have some good stuff in it, and what it needs is to get it into better running order. If so, all right. If not, "Back to the garage for yours."

NEW COLUMBIA REPRESENTATIVES.

Among the many additions to the fast growing list of Columbia Graphophone Co.'s representatives in local territory are the following: E. Brodbeck & Sons, Mount Vernon, N. Y., a well-known piano house; Arthur Herman, 334 East Sixty-fifth street, New York, who will concentrate on the sale of foreign records; H. L. Wilcox, Richfield Springs, N. Y.; Lorozone Quant, Fort Plains, N. Y., and the New York Furniture Co., Bridgeport, Conn.

The Theatrola Talking Machine Co. has been incorporated in Los Angeles, Cal., with a capital stock of \$100,000.

REPAIR MAN WANTED

Wanted—An experienced repair man who is entirely capable to repair both Victor and Edison machines. Address Neal, Clark & Neal Co., Buffalo, N. Y.

TRAVELING MAN WANTED

Wanted—An experienced and successful traveling salesman to represent the Victor and Edison lines. Address Neal, Clark & Neal Co., Buffalo, N. Y.

WANTED TO BUY

Want to buy big jobs of talking machines, second hand or new. Small jobs of records, talking machines or parts for any make, horns, either flower or wooden. Will pay cash for any amount of goods. Address B. Olshansky, 1252 So. Jefferson street, Chicago, Ill.

LURE OF THE MOVING PICTURE.

5,000,000 Persons a Day Pay to See Them—
That's the Estimate of a Manufacturer of
Films—Character of the Pictures Improving
—Competent Writers Prepare Picture Plots.

That 5,000,000 persons in this country pay daily to see moving picture shows was stated recently in a magazine article. A man prominent in the manufacturing end of the business was asked by a Sun reporter if he had knowledge of facts which justified such figures.

"We who make the pictures," he said, "know how many films are made and sold, but we can only estimate as to the number of times they are shown and to how many spectators. We do not deal with moving picture theaters but with agencies who rent the films, but we have some accurate information which can be used to test that statement.

"There are in the United States 7,500 theaters using moving pictures; not all of them exclusively for their attractions, for an increasing number of vaudeville houses use them also. The latter houses use the films twice a day, that is, for two sets of spectators, while the exclusive moving picture theaters use their films on an average of six times a day for six sets of spectators. The moving picture theaters far outnumber the vaudeville houses using films, so that it is conservative to say that five sets of spectators pay to see moving pictures.

"This figures out 37,500 audiences; that is, each audience would have to number about 135 people to justify the conclusion that a total of 5,000,000 people pay daily to see moving pictures. I should say the estimate is not excessive; I have heard men in the business place the total at much higher figures.

"I speak now only of what are known as licensed manufacturers, that is, those who submit every film they make to the censorship of the New York Board of Censors, men and women representing prominent churches and educational institutions. Such manufacturers are making rapid advancement in the standard of their output. One manu-

facturer alone has within a year produced plays written for them based upon the writings of Helen Hunt Jackson, Mark Twain, Rex Beach, Charles Dickens, John Luther Long, Roy Norton, Carolyn Wells. The same studio and others in its class have recently turned out plays based on 'Carmen,' 'Michael Strogoff,' 'St. Elmo,' 'Othello'; they have illustrated four stories of the life of Moses and other Biblical characters; they are making picture plays of 'Alice in Wonderland' and other classics of such rank."

The educational phase of moving picture making is also engaging attention. One manufacturer recently made a film called "The Fly Pest," teaching in a startling way the danger to health caused by careless exposure to the pest of food and drinkables. This film was a success because it was interesting aside from its educational value. Another New York manufacturer is now at work illustrating the subject of milk supply and expects to make this instructive and also interesting.

Men in the business told of remarkable enterprises in other lines of picture making. One firm has had an outfit in South America for four months and expects to show as a result of the work there many films which will popularly instruct regarding the people, industries and scenery of that country. Still another firm is just now arranging to send an outfit of camera men, stage managers and actors by special train over the lines of the Canadian Pacific Railroad through to the Pacific Ocean, illustrating the industries and scenery en route by means of picture plays into which the scenery and industries will be naturally introduced.

"We find," said one authority, "that on the screen of the moving picture theater as well as on the stage of the legitimate theater the play's the thing, after all. The most popular films are those that tell a good play story, drama or comedy. The demand for such plays is of course great, and it is developing a new branch of the art of writing, the telling of a story which can be lucidly explained by silent actors. It is not the play of pantomime; it is written as if to be spoken, yet must be intelligible without words and also without the 'business'



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.

of the pantomimist. It is not an easy task, evidently, but more and more writers of recognized ability are engaging in it and no doubt they will develop the art into rules. The licensed manufacturers meet the writers half way certainly; they who have large and well equipped plants provide competent players, experienced stage managers, scene painters and costumers. Their end of the business is at present further advanced than is the writing end, but there are hopeful signs that authors will soon produce work as finished in its way as is the work of the mechanical and staging departments."

Some sluggards are smart enough to know that if they are sufficiently quiet the ants will think they're dead—and come to them.

SILAS E. PEARSALL COMPANY

16—West Forty-Sixth Street—18

Extend to the Entire Talking Machine Trade an invitation to visit their new Sales and Demonstration Rooms



Read what the World says about this new building.

Perfect Equipment
Excellent Acoustics
Prompt Service
Complete Stocks

Nowhere in the Talking Machine World can dealers find it so much to their advantage to sign the new License Agreement as with us.

Let us tell you why, and offer you a welcome to a Victor Home which will at once make you feel how great the possibilities of the Victor are as a business proposition when dealing with us.

Silas E. Pearsall Company
16—West Forty-Sixth Street—18
New York

Victor Distributors

SECURING BUSINESS NOT A MATTER OF SEASONS.

Success Depends Upon Push, Ability, Organization, Recognizing That "Dulness" Prevails Only Where It Is Permitted—The Views of French Nestor Should Be Put in Practice Early Next Spring So That a Phenomenal Summer Trade May Be Recorded.

Some excellent reasons why there should be no dullness in the talking machine trade in the summer, or any other time, are set forth in the following article prepared by French Nestor, manager of the talking machine department of the W. F. Frederick Piano Co., Altoona, Pa. It is rather late in the season to discuss summer business, but there is sufficient "meat" in Mr. Nestor's suggestions to give strength and encouragement to talking machine dealers to develop a new policy next year—that of going after and doing business irrespective of temperatures or seasons. Mr. Nestor's remarks follow:

French Nestor's Views.

"In almost every kind and branch of business it has come to be expected that trade will be 'quiet' during the summer months, particularly July and August.

"In the talking machine business many dealers become imbued as early as May with the idea that the 'summer dulness' is approaching and begin to make sure that business with them at least will be dull, by reducing their machine and record purchases, curtailing or even withdrawing their talking machine advertising from the newspapers, laying off help, and adopting a general policy of retrenchment—all on the assumption that there will be no more than barely enough business to meet a greatly reduced expense schedule until about October 1—and there won't. It's a case of 'Blessed is he that expecteth nothing, for he shall not be disappointed.' The inevitable reward of the man who expects nothing and deliberately plans for nothing is—nothing. Results, in business or out of it, have always been and will always be in direct proportion to the amount of proper means and intelligent effort expended. The dealer who consistently plans in advance for a profitable summer's business in machines and records, and then gets behind his plans with effective advertising and sales-effort will win, just as surely as will the dealer who plans for and expects only a little business get even less than he expects.

"It is true that the seasons of the year influence the demand for certain products. For example, the characteristic fitness for gift purposes of a Victrola with records of the recipient's favorite songs and instrumental selections is responsible for an increased demand for Victrolas in the month of December, and through the machines thus sold for an increased record demand—immediate and future.

"But there is nothing whatever in the nature of talking machine product to associate it with December any more than with July. The specific quality of the outfit for which the buyer surrenders his money—its ability to entertain—is just as available and just as enjoyable in summer as it is in the winter, and it certainly cannot be shown that desire for music and entertainment and the money with which to buy them are periodic influences that come and leave with the frost. In short, the only sufficient reason why such a comparatively small volume of talking machine business is done between June and October is the attitude of the dealer himself and his failure to go after it aggressively. Because people have bought so readily and so plentifully of our wares in December and January, too many of us have assumed that they can not be induced to buy in July and August, and have not made the effort. If this excess fall and holiday business proves anything it proves the widespread popularity of the talking machine with the public and thereby indicates most clearly the possibilities of all-the-year-round business—if we will put ourselves in line for it by effective publicity, prospect and sales work.

"People go shopping for necessities and sometimes for presents, but luxuries must be sold, and unless a buyer comes in direct response to a clever and forceful advertisement, it isn't selling to mere-

ly pass out the thing he voluntarily walks into your store and asks for. That's simply delivering what something or somebody else sold. But when a dealer has carried out an original and effective scheme for securing the names of possible and prospective buyers, has taken hold of the interest of those buyers at zero and by tactful and persistent follow-up and personal work built it up gradually through the stage of desire to the closing point and has definitely clinched the deals with cash, and signatures—then he has made sales. There isn't a thing in the world except inertia to prevent any dealer from carrying such a program to success, and there is no better time to do it than during the summer months when the hurry and confusion incident to fall business is absent.

"There is altogether too much disposition in the trade to plan simply for independent demand and too little disposition to analyze possibilities and endeavor to realize them by formulating and putting into practice positive and aggressive sales methods. If the summer months were made to yield the volume of business which they reasonably should and would, the congested conditions which prevail in December and January would be relieved; better service could be given all along the line and the business conducted in a more orderly and efficient manner.

"Naturally the rapid growth in the demand for talking machines has made it difficult for the factories and the trade to keep pace. This condition is probably more than any other responsible for the average dealer's attitude in summer—indifference to immediate results and great anticipations for an 'unprecedented fall demand.' The emphasis is always on the word 'demand.'

"Just by way of reflection, what would happen to the piano dealer who sat down the first of June to wait for 'the fall demand'? At this point the reflection becomes unpleasant. To improve it: What would happen to the talking machine department if summer sales were as carefully planned for and as persistently fought for as they are in the piano department? The answer is obvious, yet there are dealers who regularly speed up their sales organization to insure a profitable volume of piano business during the summer months and deliberately allow their talking machine business to drift. Hence, 'summer dulness' with those dealers.

"In the final analysis 'summer dulness' is first of all a mental attitude, it becomes a physical fact only through neglected opportunity. Our house demonstrated the correctness of this theory five years ago in the piano business. Nobody hears a Frederick salesman or manager talking 'summer dulness.' He knows in advance that next summer is going to be the busiest time of his life. Talking machines and records lend themselves even more readily to special summer campaigns than do the more expensive pianos, and they possess many points of contact with the buyer's interest that cannot be embodied in the cleverest piano publicity or sales talk.

"But," someone says, 'all this is general. What specific methods do you recommend?'

"Specific remedies can be applied to specific trade conditions only. The main thing is to carefully analyze and study to understand those conditions, not as they are generally accepted but as they actually exist. When this has been done the best means of applying effective local publicity, prospect and sales work can be determined. Some idea of the principles which our house has applied more or less successfully to this problem may be had from the following—let us say

"ARTICLES OF FAITH."

"(1) Realize in the summer that 'dulness' is primarily a condition of the mind.

"(2) Realize in the winter that a demand originating outside of your own store and independently of your own advertising and effort indicates first of all the possibilities of more ad-

quate organization and especially better system.

"(3) Realize all the time that the talking machine industry is rapidly outgrowing the dealer who is in business simply to meet a heavy fall demand which he has not actively helped in previous months to create.

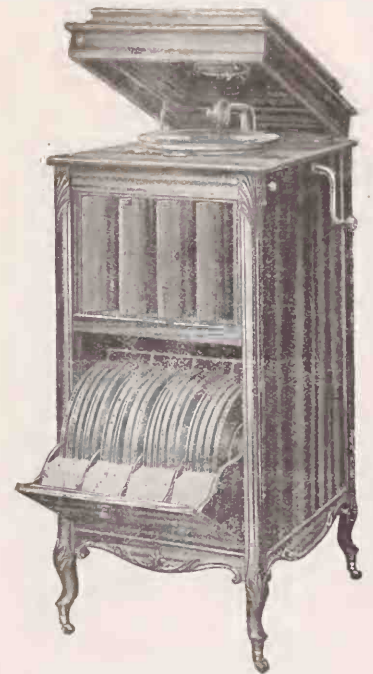
"(4) In the matter of December shortage realize that a factory cannot increase capacity beyond the point of efficient distribution, and that trying to crowd a whole year's business into one short season is not efficient distribution.

"With these things in mind, a complete line of goods in stock and a capable, enthusiastic man in charge of the department, summer business will not be 'quiet!'"

COLUMBIA CO'S NEW MIGNONETTE.

The Latest Addition to the Extensive Line of Grafonolas Enthusiastically Received by the Columbia Dealers.

Under date of August 25, the Columbia Graphophone Co. formally announced to its trade the introduction of a new "Mignonette" machine which will retail at \$100. This machine, as shown by the accompanying illustration, is essentially refined and



New Columbia Mignonette.

dignified in its design and appearance and should prove a welcome addition to the extensive Columbia line.

The new model can be supplied in mahogany, quartered golden oak, early English oak or satin walnut. The cabinet stands 43 inches high on castors; it is 22 inches deep and 18¼ inches wide. It is equipped with all the improvements that the company is embodying in its new product, including a metal motor-plate, speedometer, hinge lock and released. All exposed parts are nickel-plated and it is equipped with the popular No. 6 reproducer and the new bayonet-joint tone-arm.

A new folder announcing this machine is now being issued to the trade, and judging from the comments of those members of the trade who have viewed the new "Mignonette," this machine is destined to become one of the most popular types in the Columbia line.

TALKS ON COLUMBIA LINE.

Arthur Herman, 334 East Sixty-fifth street, New York, is one of the latest additions to the list of Columbia representatives in local territory. Mr. Herman will specialize in the sale of foreign records, for which trade his locality particularly adapts itself. He expects to do a big business in this line.

Common sense is not in the same class as genius, but it often gets more solid comfort out of life.

KEEN-O-PHONE

Pronounced
by Musical Critics
the
Perfect Talking Machine



No Changing
of Needles
Our Records
Playable with
Permanent Point

NEW YORK SHOW ROOMS

916 Martin Bldg. 31st St. and Broadway

Mr. Emil Bauer in Charge

IF you will stop and seriously consider the features possessed by the Keen-O-Phone you will learn—

First. It is a strong sales getter—appealing to all classes of trade. Its features are found in no other instrument. The mechanism is durable, the superiority of tone quality is emphatically noticeable. Your salesmen will enthuse in presenting it to customers. It will play any make of disc record, while the annoyance of changing the needle after each record is overcome by the Keen-O-Phone needle.

Second. All dealers who are handling the Keen-O-Phone congratulate us for producing an instrument that marks its individuality and gives them a product that pleases their prospects. As a result, this is accomplishing a gratifying business.

Third. The Keen-O-Phone offers substantial profits and ready sales, and is an instrument that you will be proud to include in your stock.

WHY not include yourself among our already substantial dealers?

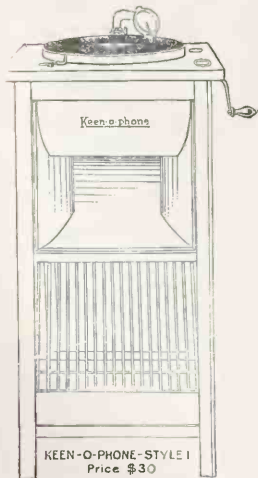
We are prepared to make immediate shipments of Keen-O-Phones and records. There is a large territory awaiting you and profits in proportion. The dealer or jobber eager to enhance his profits should write us at once for details and literature.

Patented in U. S. A. and Foreign Countries.

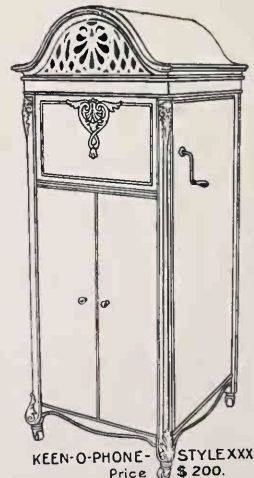
Keen-O-Phone Company

227 SOUTH BROAD STREET

Philadelphia Pa., U. S. A.



KEEN-O-PHONE - STYLE I
Price \$30



KEEN-O-PHONE - STYLE XXX
Price \$200.



"We give bigger values in Columbia product by actual comparison than any other line in the trade. Machine for machine, record for record, Columbia product gives the consumer a higher intrinsic value on every dollar he spends."

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

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



"TALKER" HAS REVOLUTIONIZED OPERATIC WORLD.

Robert Grau, the Well-known Manager and Writer, Pays a Tribute to the Educational Value of the Talking Machine in a Recent Article in the New York Times—Shows How the Growth of Musical Taste in America Has Been Helped by Use of Talking Machine.

Recalling the fact that one impresario received more than a million dollars to abandon a line of endeavor that sent the majority of his predecessors penniless into forced retirement, and another got a fortune to refrain from competing with the multimillionaires who now control the operatic situation, one may ask what has been the influence which has transformed the most precarious of all amusement enterprises into a dividend paying business, although the cost of presenting grand opera is now more than double what it was in the days of Abbey and Maurice Grau and four times greater than during the regime of Colonel Mapleson, who once predicted that the ultimate destination of his kind was either the county jail or the poor house.

The season of 1913-14 is to witness the extraordinary spectacle of three distinct opera houses devoted to the highest grade of opera. At the Metropolitan the weekly budget is in excess of \$75,000, while the subscription list, already near the million dollar mark, is the largest in history.

Instead of the old time impresario, who was wont to lay awake nights in an effort to meet his obligations, we see now the \$30,000 a year director, and even at the Century Theater, where opera at popular prices is to be given, two young men have been engaged as directors at a salary equal to that of the President of the United States.

The success of the Boston, Philadelphia and Chicago operatic season, like that of New York, is in the hands of a group of wealthy citizens, and in a dozen cities of lesser size plans for permanent opera houses are fast maturing, a policy due to phenomenal results that attend the visits to these cities of the organizations already in the field.

In Mapleson's day such a thing as even one night of opera in a city like Atlanta, Ga., was unheard of, and even in Mr. Grau's time it was impossible to secure a guarantee of even a part of the enormous expenses. Atlanta to-day holds the world's record for box office receipts during a week of grand opera for three consecutive years.

In 1911 Atlanta paid \$80,000 for six days of opera. This had never been equaled up to that time. In 1913 \$102,000 was taken in at the same house. In Dallas four wealthy citizens guaranteed \$40,000 for four nights of opera given by the Chicago organization. A profit, however, resulted, and in 1914 the season will be a full week.

In Los Angeles \$60,000 was subscribed by 120 citizens for a gala week of opera in 1913. They get their money back, and pledged themselves to a similar guarantee of the next three years.

That the problems of grand opera direction have been solved greatly through the advent of science as a factor in public entertaining is conceded by those best able to speak on the subject. The balconies and galleries of the Metropolitan Opera House are now filled by a new public to whom grand opera was an unknown luxury as recently as eight years ago.

This public, it may be stated, is gradually increasing in numbers, and its influence, unlike that of the photo play public, which has changed the theatrical map from coast to coast, has tended to create a nation of music lovers.

The talking machine and the player-piano instead of encroaching on the realm of the impresarios, singers and musicians have enriched all alike. The Aborns, who are to direct the Century Theater opera seasons, have presented the works of Verdi, Gounod, Wagner and Puccini at extremely low prices in half a dozen cities simultaneously each year. They believe that the profitable outcome of their venture is due to the thousands of new music lovers who have heard the world's greatest singers in their own homes through the various scientific inventions, and becoming familiar with the melodies of immortal composers have naturally wished to see as well as hear the celebrities of the musical world. Once enticed into the opera house where low prices exerted an influence, these thousands have been held fast by the superiority of the real over the simulative. As their number increased the effect of their patronage has been felt in every opera house in the land. This also explains the tremendous vogue of the operatic stars when they go on concert tours. Even the symphony orchestras are benefited.

As to the singers and instrumental soloists they now earn nearly as much from their talking machine records as from their efforts on the opera stage. Moreover, no concession is granted or asked by the impresario because of these extra earnings. It is stated that Paderewski received a bonus of \$100,000 from one concern to whom he gave exclusive rights. When Caruso was unable to sing the last half of two seasons he found his earnings were not affected to a great extent, as the sale of his records increased every year.

As an illustration of the increase in earnings the experience of one now famous prima donna will serve. The diva in question was singing in California, but had not yet been hailed by the New York or London critics. She offered to one of the large talking machine companies the privilege of making records of her entire repertoire in return for \$1,000 cash. The company declined. This was seven years ago. Two years later the same talking machine company approached the singer and was forced to pay a bonus of \$50,000, while her annual royalties amount to as much more.

One must visit the large summer resorts to grasp how great is the influence of public scientific entertaining. Time was when the big hotels in the watering places were wont to pay the singers hundreds of dollars a night to entertain the guests, but now the hotel man is able to present a program including such names as Melba, Caruso, Renaud, Tetrazzini, Ysaye, Josef Hofmann, David Bispham and Schumann-Heink at an outlay of about \$5 an evening.

A NEW FORM OF SWINDLE.

Man and Wife Arrested on Milwaukee Warrant for Selling Stock in a Bogus Talking Machine and Moving Picture Enterprise.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., September 9.—At least twenty-five Milwaukee women, many of them poor servant girls, who had accumulated savings as the result of years of denial and hard work, are believed to have been defrauded out of several hundred dollars by the operations of Franklin C. Goodale, aged forty-nine, and his wife, Pearl V. Goodale, aged twenty-five, who were arrested in Washington last week at the instigation of the Milwaukee police. Goodale and his wife, who represented themselves as officers of the Goodale Phonograph Co., of Seattle, Wash., sold stock in this alleged concern to any Milwaukee women whom they could induce to invest.

"Pictures of the phonograph factory in Washington were shown us by Mr. Goodale," said Miss Klueber, one of the victims. "He assured us that his invention would startle the world. He said, after working ten years, he had invented a phonograph which would reproduce pictures, songs and music simultaneously and which would be turned out in such styles that could be installed in any home. He said that the moving picture business would be destroyed, because people could have a moving picture show in their front parlors for from \$10 to \$100. The company was incorporated for \$500,000, he claimed, and he carried the idea that he wasn't anxious to sell stock, but that he would let go of a few shares as a favor. I paid him \$254 for two shares and then paid him \$15 as part payment on another. He had a talking machine in his room, but he said that the records, films and other things were stored away in his trunk, so that he couldn't demonstrate the apparatus and let us see who a good proposition we were being allowed to invest in."

A SAMPLE INSTALMENT CONTRACT.

The Victor Talking Machine Co. last week sent out to its dealers a sample copy of an instalment contract that it suggests the trade utilize in their instalment sales. The form sent out by the company is essentially simple, but covers the ground thoroughly. Dealers who desire to use this sample contract extensively are invited to order their contracts from the company at an early date. These will be furnished the dealer with his name and address printed thereon.

A STRONG VICTOR "SPREAD."

The Victor Talking Machine Co.'s double-page spread in this week's issue of the Saturday Evening Post is both striking and attractive in its design and text. A panel at the top of the two pages portrays a scene of old with the nymphs dancing to the music of the primeval flute. Underneath this artistic panel is featured the headline "If you believe in music you need a Victrola" in a forceful though pleasing design. The remainder of the text is excellently conceived, and in combination with illustrations of several styles of Victrolas makes a striking advertisement.

THE TRADE JOURNAL AND EFFICIENCY

From Speech by G. D. Crain, Jr., Before Louisville, Ky., Rotary Club.

What is a trade journal? It is a paper which is made to interest but one class of readers. Technical papers, such as those for architects, engineers, machinery men, etc., are usually included in the same class, though sometimes the distinction is made that trade journals are for those engaged in the distribution of a given class of goods, while technical papers cater to classes which consume certain products.

I believe I am safe in saying that the dominating idea of the present, as far as the commercial world is concerned, is greater efficiency. The problem of doing the thing better, or more quickly, or more cheaply, has been studied at every point, from the factory to the consumer; and the science of management has been evolved from a consideration of the details going into the production of goods or sales in the best possible way.

The trade journal, as I see it, has been more responsible than any other one thing for the increased efficiency of the modern business man.

This is, of course, a broad statement, and yet I believe consideration of the facts will demonstrate its truth. In the first place, it has provided a medium for the discussion of new ideas; and in the second, it has developed a lot of them of its own initiative.

Whenever a new plan for improving methods of production or management is evolved, the best place to get a clear, complete and authoritative statement of it is in the pages of the trade journals covering the fields affected. It will be there—you can count on that. And, on the other hand, whenever anybody discovers that he has a better system of cost accounting, or a better method of handling material than has been used in his line previously, he is pretty likely to tell the trade journals about it sooner or later, directly or indirectly.

A Sign of the Live Man.

And this leads me to remark upon a peculiar and interesting coincidence, and that is that the live wires of every business are invariably the men who read their trade journals most closely. I do not say that they are live wires because they read trade journals; it may be a cause, instead of an effect. But, at any rate, it is certainly significant that the men who are making the biggest successes are those who are giving close attention to the business papers in their respective fields, and are using them in a way calculated to get out of them all the value that they possess.

In the trade journal, when an ideal condition is realized, as it frequently is, members of the busi-

ness pool their experiences, the sum total being definite and established facts that can be relied upon to help everybody in the business.

If the trade journal is in the news class, perhaps giving members of the trade in which it is interested timely information on the movement of the leading commodities, it has correspondents located in the principal cities, and these furnish a complete and reliable story of the developments of the market up to within a few hours of going to press.

The typical trade journal of to-day is chiefly educational in character, and smacks more of the magazine than the newspaper, although in many lines the market or news feature will always be predominant.

Whatever its plan of production, the twentieth century trade journal has a service to perform, and it performs it. It has something of value to say to its readers, and it usually says it in an interesting and convincing manner. It has the intimate touch, the familiar tone, the vocabulary and the ideas of the man in the business it reaches; it is by, for, and of that business, and consequently it has a value that no merely general publication could ever hope to have.

This, incidentally, makes the trade journal, reaching a carefully selected class, a remarkably productive advertising medium. When the average person thinks of advertising, it is in connection with the newspapers or magazines, which are what the experts call consumer publications. Consequently, the big national advertising campaigns which are intended to make the name and characteristics of a product known to the general public are featured in periodicals of that character. But it is a fact that some of the largest and most successful advertising campaigns on record have been conducted almost altogether in the trade publications. The public generally never hears of them, and it is not intended that it should. But they are getting results of a definite, measurable character.

I believe that the advertising of the future will be largely confined to just such carefully selected mediums. I do not mean to say that the general magazines will cease to exist; but that there will be fewer of them, and that they will carry less advertising, as the manufacturer finds that he can get the same results at a smaller cost by using the trade journal for distribution and the newspaper for local sales work, with the technical papers forming the link between the producer and the consumer of products which are not distributed generally, such as machinery.

Made to Read.

If I were permitted to make one plea on behalf of the trade paper, it is this: Use it. The journal that is published for a special class cannot accomplish its purpose unless it numbers among its

readers a fair percentage of those in that class. And merely subscribing to such a paper does not end the job. It should be read carefully, from the advertising. No one can do this without benefiting; and the benefit will be measured exactly by the amount of interest put into the study.

HEAVY EDISON OUTPUT FOR FALL

In Both Disc and Cylinder Lines, Reports F. K. Dolbeer—Concerts Given with Disc Phonograph at Prominent New England Summer Resorts—Thomas A. Edison Takes Vacation.

Commenting on the coming fall demand, F. K. Dolbeer, sales manager, in speaking on the production that will be distributed over the country, said: "We have planned a schedule of an output of both disc and cylinder machines and records which we believe will take care of the trade demand. The schedule has been based at rational figures considering what the capacity of the plant is. A large amount of raw material has been purchased and the force of workmen increased. It certainly looks as if we are going to be able to provide sufficient disc and cylinder goods to take care of the sales."

In the interests of the new Edison disc phonograph, four people have been traveling through the summer resorts of New England, including the famous White Mountain district, the coast of Maine, Cape Cod and along the Connecticut shore, and at each hotel concerts are held, using the new Edison disc phonograph. As these concerts were arranged through the courtesy of Thomas A. Edison, the guests came out in full force. Only the highest class hotels are selected, so the character of this publicity is of tremendous purchasing power. This coup in merchandising was directed by F. K. Dolbeer, sales manager of the phonograph end of Thomas A. Edison, Inc., Orange, N. J.

Thomas A. Edison, head of the vast interests bearing his name, returned last week from his first summer vacation in two years, which he enjoyed by automobiling through Maine and the White Mountains. He has been somewhat indisposed since his return, having caught a bad cold.

Robert Michie, secretary to Mr. Dolbeer, has returned from his vacation, which he spent in Maine.

APPOINTED MANAGER.

Paul Carlson, formerly connected with the Victrola department of the Oliver Ditson Co., Boston, Mass., has been appointed manager of the Victrola department of Charles H. Ditson & Co., 8 East Thirty-fourth street, New York. Mr. Carlson succeeds John J. Woods, who resigned last week.

A New, Popular Priced Loose Leaf Album

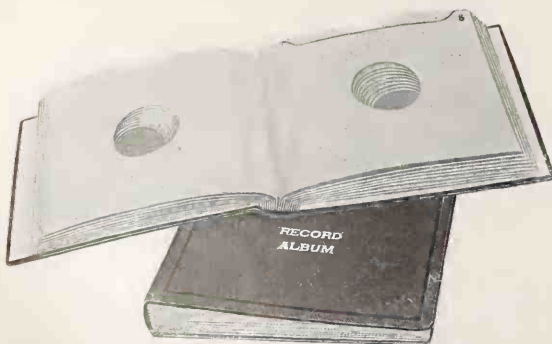
With Detachable Envelopes and Interchangeable Index

The Sutherland Album

At last a loose leaf record album that is built for durability and wear. If an envelope becomes soiled or torn, instead of having a mutilated album, simply insert another envelope in its place. Transfers may be made of old records in original envelopes and new ones procured for later records.

When the index becomes filled, turn it over and write on the other side, or put in a new index. The loose leaf feature applies to both envelopes and index, making the album of everlasting service. The price is the same as for inferior albums of short life.

17 envelopes in every album with two index cards. Extra envelopes, 5c.; indexes, 2c. Send for trade discounts. Better order a dozen samples at the same time.



Bound Full Leatherette—Mahogany Color
for 10 and 12-inch Records

No. 10, \$1; No. 12, \$1.25—Discount to Jobbers and Dealers

Sutherland Album Co.

117 Leonard Street

New York, N. Y.

FROM OUR CHICAGO HEADQUARTERS

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

(Special to The Talking Machine World.)

CHICAGO, ILL., September 11.—Conditions in the local trade continue to smack of the dulness of the summer months, although dealers are reporting that with the return of thousands of machine owners from woods and seashore there is considerable improvement. A noticeable improvement in sales of machines as well as records followed the first cool days of the fall.

In a wholesale way the improvement over the summer months, of course, is more decided, jobbers reporting that the dealers are ordering their first big shipments in a large way, evidently having learned the advantages of ordering their stock early and receiving the machines and records in monthly consignments.

New Columbia Quarters.

Preparations are being made by the Columbia Graphophone Co. for the removal of its offices and showrooms to the Ward Building, 14 North Michigan avenue, where the company will have, in addition to 12,000 feet of office space on the seventh floor, an exclusively retail store located on the first floor and occupying, with the basement, an additional floor space of about 10,000 feet.

It is planned to make the first floor a model retail institution and one which will be entirely abreast of the most exclusive and best managed shops on fashionable Michigan avenue. Stock is already being moved to the new location, and by the first of November everything will be completed.

Dealers Stocking Up.

The big jobbing houses report that dealers are stocking up heavily for the fall trade, evidently taking cognizance of the difficulties of receiving stock later on. One jobber said it reminded him of the shoe and dry goods business.

Anticipate Big Year.

Preparations for a big year are being made by Wade & Wade, manufacturers of the Wade fibre needle cutters. A demand is already in evidence that, according to S. O. Wade, is indicative of the biggest year in the history of the firm, which, by the way, is entering upon its seventh year. The enlarged plant is working at capacity, as dealers are taking an example from last year and are placing their orders early.

Installing Ground Floor Booths.

F. C. Herriman, manager of the Columbia department of the F. G. Smith Piano Co., has caused two large demonstration booths to be built on the

ground floor of the F. G. Smith Piano Co.'s store. Each booth is eight by twelve feet. They are placed along the north wall of the store and are separated by a good-sized record room.

The Victrola a Magician.

Mr. Blackman, of Lyon & Healy, is telling the following story as told to him by a L. & H. customer who is also the father of the youngster. A small boy of six or seven was taken by his parents to the theater to witness the performance of a magician. When all the wonders were over and the party on their way home, the mother asked the little boy how he liked the performance. He answered as if he were somewhat bored, "Oh, I don't think much of that; our Victrola at home has got bands, men and women, and dogs, and cats, and a little red hen, bears, monkeys, and all sorts of things in it, and when you open the top they're all gone!"

Enters South American Trade.

Germano de Courarie Courrage, formerly connected with the consular service of Portugal and at present residing in this city, will soon leave for Brazil, where he will engage in the musical instrument field. Mr. Courrage speaks five languages fluently, which should be a great aid in dealing with the trade of that country.

Sells Business.

H. C. Cunningham has sold his interest in the Evanston Talking Machine Co. to his former partner, Richard K. Williams. Mr. Cunningham has also sold his interest in the Wilson Avenue Talking Machine Shop to L. F. Cullom, of Denver, Col. Mr. Cullom's sister and Mr. Fenton, former manager of Hillman's, are in charge.

New Retail Manager.

Albert D. Wayne, who has been in the talking machine business for nearly seventeen years, and who is well known to the old-timers in the business, has been appointed manager of the retail department of The Phonograph Co., succeeding E. C. Clark. Mr. Wayne learned the business with Babson Bros., later removing to California, where he was manager of the talking machine department of the Southern California Music House in Los Angeles. Later he entered into business for himself in the City of the Angels. Mr. Wayne is very enthusiastic over the Edison.

Visitors and Personals.

V. W. Moody, sales manager of the New York Talking Machine Co., was a recent Chicago visitor.

Mr. Lackerby, manager of the Victor department of Young & Chaffee, Grand Rapids, Mich., made a visit to the local trade during the month.

A. Glick, Victor dealer at 2100 W. Division street, has installed two demonstration booths which he has had fitted up nicely.

Fred Yesley, credit man for the Talking Machine Shops, has gone on a well deserved vacation. Miss Caldwell, of the Shops, spent some time lately in Iowa.

George Israel, of the talking machine department of Hillman's; Harry Greve, buyer for The Fair, and Harry Solomon, of Rothschilds', have all returned from extensive trips through the East.

Harry Flimtey, city salesman for the Talking Machine Company, has returned from an enjoyable outing at Delavan Lake, Wis.

Dan Creed, credit manager for the Talking Machine Co., spent a vacation at Lake Marie and other points in Michigan. He was met at Harbor Springs by Roy J. Keith, who was returning from a trip to Mackinac.

Harry C. Meek, manager of the talking machine department of the P. A. Starck Piano Co., recently spent several days on a business trip to Cincinnati.

L. C. Wiswell, wholesale manager for Lyon & Healy, left town September 5 for a trip through the East and to the factory of the Victor Co. at Camden. The trip was planned to last about two weeks.

Miss May Robinson, manager of the talking machine department of Emil O. Schmidt, was a visitor from Milwaukee during the week.

L. C. Parker, manager of the talking machine department of Gimbel's in Milwaukee, was also here visiting the local trade. Mr. Parker reports a very large increase in the business over last year. He recently visited the Victor factory and is quite enthusiastic over the way in which the immense plant is conducted.

William P. Gensch, president of the Gensch-Smith Co., of Milwaukee, was in the city for a couple of days arranging for a big fall stock.

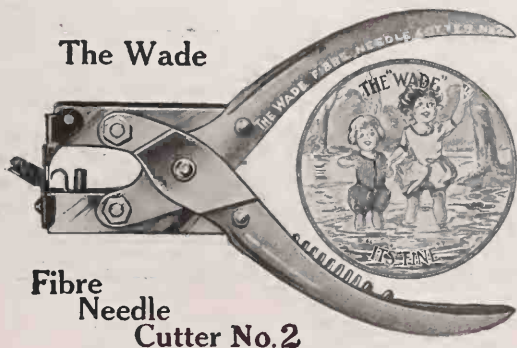
Some other visitors from out of town were: J. B. Johnson, Villa Grove, Ill.; N. Bugenstein, Cedar Rapids, Ia.; Jay Fish, Helena, Mont.

If your competitor talks about you, put him on your payroll. Don't worry about what he says so long as he talks.

The Practical Fibre Needle Cutter—THE WADE

We are the oldest makers of devices for the repointing of fibre needles.

The WADE embodies the right principle, worked out through long experience. It is simple, durable and accurate. It trims the needle at an angle resulting in the best tone. It took years to get this result.



The WADE cutters are made of the best steel and are absolutely guaranteed.

There is no risk in handling the WADE.

The WADE is the most economical as well as the most satisfactory cutter.

It has a self-acting stop, which prevents waste and enables one to get from 12 to 15 perfect playing points.

No. 1 is a very popular cutter which has given excellent service.

No. 2 has a double action, making it especially easy to operate and affording the most powerful cut of any tool made.

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

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

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

NEW QUARTERS OF THE TALKING MACHINE CO., CHICAGO.

Convenience in Arrangements One of the Chief Features Considered in Planning the Interior Arrangement of the Company's New Home—Some Views That Serve to Afford an Idea of the Spaciousness of the Quarters—Immense Stock Carried by This House.

(Special to The Talking Machine World.)

CHICAGO, ILL., September 10.—Now that the finishing touches have been applied to the new quarters of the Talking Machine Co. it is possible

and very beautiful indirect lighting system. The walls are decorated with enlarged photographs of the many Victor artists.

To the right are three large demonstrating

the record department there is the immense stock of Victor machines that must necessarily be carried. A repair room where three men are kept busy occupies one corner of the floor. A large elevator which is used for shopping only, unloads to the waiting wagons in the alley below, while another big lift is kept busy at the receiving end.

By this means the work of the receiving and shipping departments is completely separated and it precludes any possibility of confusion arising between the two forces even when, as during the holi-



Machine Display Room and Record Demonstrating Booths.



Private Office and Directors' Room.

for the World to present its readers with a short description of the new offices and warerooms of the company and also to give a few views of what is one of the biggest and most elaborate institutions of the kind in the country. Those who have visited the new offices are loud in their

praises of such a combination of beauty and business efficiency. booths containing different styles of the Victor product. Along the south wall of the lobby is arranged a complete line of Victor machines.

Beyond the cashier's and bookkeeper's desks is the office of Manager A. D. Geissler. Mr. Geissler's sanctum faces on Michigan avenue and

day season, both departments are rushed to the limit of their capacity.

Thus it will be readily seen by the visitor that the keynote of the entire organization is efficiency. In every step—from the reception room to the shipping room—the watchword has been service



Machine Stock Room, Repair and Finishing Department and Shipping Department.

praises of such a combination of beauty and business efficiency.

The new space embraces 20,000 square feet on the third floor of the Ward building and fronts for 140 feet upon Michigan avenue.

affords a fine view of the lake and harbor. Its appointments are complete in every way and go to make up a typically beautiful private office.

Following the line of Michigan avenue windows are the desks of the office force, all facing towards the north end and the desk of Sales Manager Roy J. Keith. All of

and in the coming months dealers will, doubtless, show their appreciation in a concrete way.

The great success met with by the Talking Machine Co. in the past has been due chiefly to the excellence of the service it was able to offer the dealers through the medium of a large and complete stock and the facilities for handling the orders on the day they were received. The arrangement



General Offices of the Company.

As the visitor steps off one of the three passenger elevators that open directly upon the lobby of the offices he faces the information desk and switchboard. The lobby is decorated in white enamel and glass cloth and is trimmed in mahogany. A heavy green carpet covers the floor and softens the radiance offered by a complete

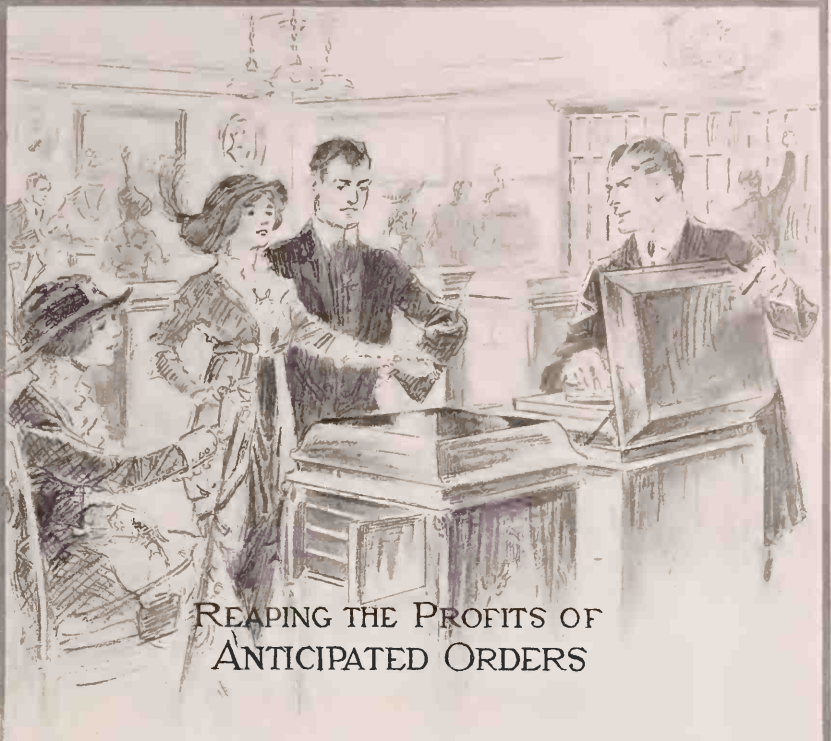
the office furniture is of mahogany and brand new.

An aisle outside of the offices gives access to the immense record room with its stock of a quarter of a million records indexed in such a manner that the order fillers may secure records for shipping in the shortest possible time. Behind



Commodious Record Stock Room.

of the new quarters insured the continuance of that policy despite the rapid growth of the demand upon the company's resources, for experience has taught the company just what is required to insure efficiency in the establishment of a talking machine distributor, especially under rush conditions.

TWO WAYS *of* DOING BUSINESSTHE BUSY SEASON ON—
NO GOODS TO SELLREAPING THE PROFITS OF
ANTICIPATED ORDERS

YOU make every customer who comes in your store either a source of profit to you—or a loss.

He leaves your store satisfied—enthusiastic about your service—tells all his friends about your courtesy, or he goes away disgruntled because he could not get the goods he wanted, or disgusted at the manner in which you treated him.

Service—business courtesy—that's something your own organization can take care of.

But Stock—That's Where We Can Serve You.
Stock Up NOW—Reap the Profits of Anticipated Orders.

*Send your customers away SATISFIED
and BUSINESS GETTERS FOR YOU.*

The Talking Machine Company

12 No. Michigan Avenue

CHICAGO

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

SALTER CABINET IN DEMAND.

Is Number 112 Which Is Designed to Match the Columbia "Favorite"—Finished to Match the Machine—Style Greatly in Demand.

(Special to The Talking Machine World.)

CHICAGO, ILL., September 8.—Following the announcement of the Salter Manufacturing Co. in The World that it had produced and was marketing a cabinet designed to match the Columbia "Favorite," there came a flood of orders and inquiries that proved to be more of a surprise than the company had any idea of and showed that the advent of such a cabinet was, indeed, timely and entirely in keeping with the desires of dealers the country over.

The accompanying illustration shows the Colum-



Salter Cabinet for Columbia "Favorite."

bia "Favorite" as it appears with the Salter No. 112 Cabinet, and shows how successful the effort has been to make a perfect matching combination.

The top of this cabinet has an elevated ridge that fits the bottom of the machine and holds it firmly in place. The interior of the cabinet is fitted with felt-lined partitions which protect the records from scratching and keep out the dust. A separate compartment is provided for each record and an index that enables one to secure the desired selection instantly. The Salter No. 112 is finished in any color to match the machines.

THE IMPROVED TELEGRAPHONE.

A new form of Poulsen's telegraphone has been patented, says the Scientific American, in which a thin wire of tungsten steel is made to run rapidly between the poles of a small electro magnet in the receiving circuit of the telephone. In order to magnify the sounds a Brown telephone relay may be employed.

HE KNEW HIS DUTY.

In a small town theater a soldier, arriving too late, found all the cheaper seats occupied; so seeing a few of the more expensive places vacant, he made toward them.

"Here, where are you going?" called an attendant after him.

"Where am I going?" replied the man, cheerfully. "Where a good soldier should go—to the front, of course."

POOR SALES SERVICE HURTS GOOD ADVERTISING.

A Writer in Printers' Ink Points Out How the Best Publicity in the Best of Magazines May Be Made Unprofitable Through the Indifference or Incapacity of the Sales Force in the Retail Store—Point Worth Considering if Permanent Success Is Desired.

In a recent issue of Printers' Ink appeared the following incident, among the "straight-from-the-shoulder" talks in the department conducted as the "Little Schoolmaster's Classroom." The article is reproduced exactly as it appeared in Printers' Ink, including the "Schoolmaster's" criticism:

"Advertising men are hard to please when it comes to selling methods. We know how sales work ought to be done, according to Hoyle, and it gets on the nerves to see good advertising nullified at the last because of poor or indifferent sales service.

"Here is an uncolored account of a recent sales transaction for an aggressively advertised article—one of the fine 'parlor editions' of the talking machines (never mind which one!).

"Customer enters the store. Salesman steps forward: 'Did you want something?'

"Customer, pleasantly: 'Yes, I rather think I do. I have been thinking of buying one of these machines.'

"Salesman: 'About what price did you want to pay?'

"Customer, again smiling: 'As a matter of fact, there is no particular sum that I had in mind that I especially wanted to get rid of. I should like to see the different machines and compare values.'

"Salesman thereupon shows two different styles, one priced at \$75 and one at \$50, index cabinet extra.

"Customer: 'Is there really any difference in the tone values between these two?'

"Salesman assures him that there is. Customer had been previously apprised, by a friend, who bought the lower-priced instrument, that the manager of the store had given his positive assurance that there was no perceptible difference, so far as tone values went, between these two grades. Grave suspicion of the sincerity of the store's counsel at once began to rise in the customer's mind.

"Customer: 'Is the lower case mahogany or birch?'

"Salesman: 'I don't know about that for sure. I don't guess it is real mahogany, though.' And then, it is but fair to relate, the salesman scored his first real point: 'Wouldn't you like to hear the

\$50 machine?' The customer nodded thanks and began to be hopeful, but just then the salesman called in a poor little office boy and gave him a good scolding that didn't help the atmosphere.

"The customer had a favorite piece that he wanted to hear, but he waited, thinking that surely the salesman would ask if there was anything in particular that he would care to hear. But the question didn't come. One of the regular demonstration records went on, and it was a good record, though it is doubtful that the selection would have suited every customer.

"The situation was saved by the manager himself coming in and taking charge of the transaction. But even then there was a big snag to overcome in the directly opposed bits of counsel as to the difference between the two instruments of different prices.

"We can't reach perfection in salesmanship, of course. No matter what system of training is introduced, there are human beings in the selling business who will not profit by the instruction, who will blunder and spoil the effect of all the back pages and double-page spreads of the advertising campaign. But ought not these clever advertising men look into the methods of the best salesmen of the article, lay out one or more standard ways of greeting and demonstrating, and send out this illuminating material to managers of branch offices?"

COLUMBIA ANNOUNCEMENT.

Under date of September 3 the Columbia Graphophone Co. announced to its trade that the tilting bin "Regent" type of machine, formerly retailed at \$210, will, beginning October 1, retail at \$225. This letter stated, however, that all orders received prior to October 1 for this type of machine will be accepted at the price of \$210.

The "Regent" has been considerably improved recently in design, convenience and quality and should prove very popular with Columbia trade this coming season.

Even a tombstone will say good things of a fellow when he's down.

SERVICE

Dealers buying Victor supplies here save time and money.

Any hour, any day, you may want miscellaneous musical goods. If you are sending your Victor business here, naturally other goods can be enclosed with the Victor goods and thus your freight and express charges would be cut in two.



CHICAGO



**"The troubles of the famous Jarr family"
as set forth by Mr. Roy L. McCardell.
The first double-disc is announced in
the Columbia Supplement for October.
Here's one good way to start your Fall
business right.**



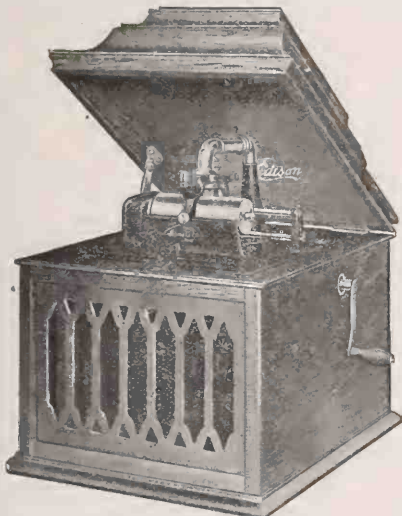
*(Write for "Music Money," a book "full of meat" for those
dealers interested in quick and frequent turnover of capital.)*

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

COMPLETE LINE OF EDISON AMBEROLAS FOR FALL

Has Just Been Announced—This Includes Three New Amberola Styles, Pictured on This Page, Which Have Won Exceeding Praise from Dealers Who Expect These Instruments Will Prove Among the Big Sellers This Fall and Winter.

Thomas A. Edison, Inc., Orange, N. J., announces in a very comprehensive way the complete line of Edison Amberolas for the season of 1913 and 1914. Three new Amberola styles appear, Nos. 4, 8 and 10. This and other models, together with the school phonograph, complete the repertoire. All the machines are equipped with the diamond



Edison Amberola VIII.

reproducers and are furnished in several styles of woods. All regular horn types are eliminated and will not appear in the next issue of the Edison catalog. However, until the supply of cabinets and parts is exhausted, the company will continue to furnish these goods.

A few words about the three new models which are the result of unusual effort on the part of the company to make a line of concealed-horn cabinets that will meet the esteem of the buying public:

Edison Amberola No. 4 is furnished in quartered oak, fumed oak finish, Craftsman design. This machine has a shelf for record album. Single spring, belt-drive motor, diamond point reproducer Model B. The size is 41 inches high and 22 3/4 inches deep. The price of this machine is \$100.

Amberola No. 8, made in straight oak with dull golden finish, is a model of unusually graceful lines and ranks with the Edison standard. Size is 15 5/16 inches high, 13 3/8 inches deep. The price is \$45.

For \$30 the Edison Co. offers the new Amberola No. 10 in straight oak, fumed finish. This is a machine of unusual power for its size, the dimensions being 13 1/2 inches high, 12 3/8 inches wide and 15 1/2 inches deep.

All of the three foregoing models play Blue

Amberola records, and when equipped with sapphire point reproducer they will play any four-minute record.

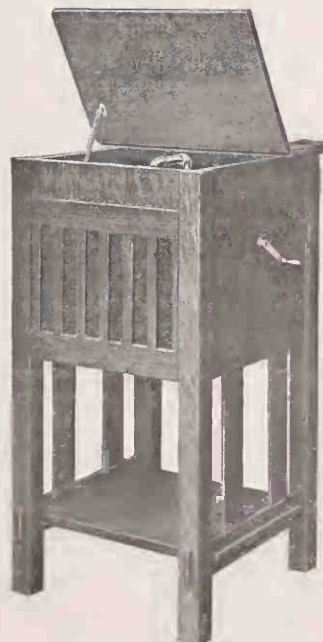
The School phonograph in enameled metal, the price of which is \$75, including the cabinet and stand, with four boxes, each having capacity for twenty-four records, will be sold as heretofore. This machine has the diamond point reproducer, black metal cygnet horn with automatic stop. This particular type of machine is having a very extensive demand and its sales are increasing tremendously for educational purposes.

The balance of the line the trade are familiar with.

The Amberola No. 1 is a very fast-selling line of high-priced machines. In Circassian walnut this costs \$250, while in mahogany, semi-gloss finish or in quartered golden oak the price is \$200.

In a letter, or a part of a letter sent to the trade, is contained the following:

"The sending of descriptive matter showing the revised cylinder line in its entirety is for the ex-



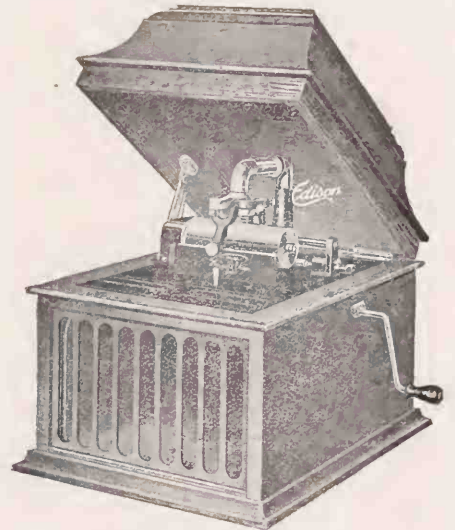
Edison Amberola IV.

press purpose of enabling jobbers and dealers to anticipate their fall requirements by placing immediate orders for the earliest attention possible, thereby making certain that they will obtain their pro-rata share of the factory output.

"Special attention is called to the standardized finishes as adopted, and all orders placed should clearly specify the finishes desired. Any orders

calling for other finishes will be regarded as special, such orders being accepted with the certainty of delay in production and in all probability at an extra price.

"We have been making preparations for a



Edison Amberola X.

largely increased production, but the demand is certain to exceed the supply, and you should, therefore, govern yourselves accordingly.

"Dealers are requested to immediately place orders with their jobbers, and jobbers are urged to anticipate their requirements with the factory for a sufficient quantity of all the types of machines, to enable them to take care of their customers' needs. Blue Amberol Record stocks should be filled out in preparation of the fall demand."

HEISE SYSTEM FOR RECORD CARING.

An Inexpensive Plan of Caring for Record Stock That Should Appeal to the Dealer.

At a cost of \$2 to care for 250 records, the Heise System offers the dealer an opportunity of erecting at a small cost an unusual system for the carrying of the records. These systems come in multiples, each built of heavy strong wire, plated and lacquered. They are built for both 10 and 12 inch records.

Naturally, with a system of this kind a dealer can purchase enough multiples to care for his present stock, and as the business grows the multiples can be increased to care for his growing business. Being built of plated wire, the appearance of the Heise System is a very favorable one and often creates comment from the public.

Information anent the maintaining of record stocks will be sent upon request to the Syracuse Wire Works, Syracuse, N. Y.

Some men fail to land. Old Bill Huckins could whistle "Yankee Doodle" backwards, but he couldn't cash in the pucker when the rent came round.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Flood of Cheap Disc Records Make Their Appearance and Failures Are Predicted—Prophecy End of the Half-Crown Records—New Method of Sound Reproduction by Means of Photography Announced—Many Practical Uses Claimed for It—The Contents of the Latest Record Lists—Meeting of the Dealers' Protective Association—Columbia Co. Introduces Records with Accompaniments by Composers—New Columbia Artists—Big Shipment of Edison Machines and Records for T. Edens Osborne—New Handbook on Patents—Other News of the Month.

(Special to The Talking Machine World.)

LONDON, ENGLAND, September 5.—In previous reports I have endeavored to prepare my readers for some startling information concerning the rumored intention of the big companies to issue disc records at a price which would militate against the enormously expanding Continental trade in this country. To say that the dénouement has caused surprise gives but a faint idea of the consternation engendered here by the Zonophone announcement of a 10-inch double-sided record at thirteencepence retail, 9d. the dealer, 7d. the factor, with all copy-right charges included. It will be at once apparent that a price-war has really commenced in deadly earnest. All preconceived notions that the Zonophone figure would be not less than 1s. 0d. have been shattered, and the trade is left to realize the significance of this bombshell which has been shot into its midst without warning. In Germany—the enemies camp with a vengeance—the issue of a Zonophone record at 1s. 3d. evoked considerable criticism, in the main of a severely hostile nature. Much the same reception has been accorded the new issue here, and competitors were not slow in reply. Dumbfounded at first, it was some few hours before the trade recovered from its surprise. Quickly the forces of modern science were called into use. The very same day another cheap issue was advised, this being the "Phoenix" record, which emanates from the Zonophone Co.'s strongest competitor. Next comes the reduction of "Jumbo" records from half-a-crown to 1s. 6d., ditto the "Winner," and host of others at 1s. retail. Perhaps the most interesting pronouncement comes from the Scala Co. who, while still maintaining their 1s. 6d. record will issue another—the "Arrow"—at 1s., in addition to making an allowance to the public, under certain easy conditions, of 1s. for all old and disused records of almost every make not below 1s. 6d. in price. A similar proposition is offered by the Coliseum Co., whose new 1s. record is the "Lyceum." It reads philanthropical, but the insane fact remains that these ventures are admittedly embarked upon with acquiescence in the knowledge of monetary loss.

Viewed in the calm dispassionate light of American opinion, it may well seem that the trade has taken leave of its senses. And it is admitted. This policy of commercial suicide is dictated by complex reasons upon which I have commented in previous issues.

Out of the existing confusion one thing stands forth clearly. And it is this: With the recognition of cheap prices by the leaders in our field of industry, an official standard rate is set up, and this undoubtedly means the practical annihilation of half-crown records. They will be reserved perhaps for the higher class selections. In the ordinary lists there is little to choose between the two records, and the public will quickly appreciate this fact.

The situation is extremely serious. These very cheap discs do not allow a margin of profit sufficient for sound trading, and a crop of failures is certain. Where and when it is going to end it is impossible to foresee.

New Method of Sound Reproduction.

A new method of sound reproduction is disclosed in a Daily Chronicle report which is in the form of an interview with the inventor. It reads as follows:

"T. H. Williams, an electrical engineer, claims to have invented an improved method of recording and transmitting sounds which will enable individuals or audiences to hear reproductions of sermons, speeches, plays, etc., much better than they can under present methods.

"Mr. Williams has discarded the present principles upon which the gramophone and phonograph are founded. He has taken up the photography of sound, and is working upon the lines which this scientific discovery has suggested.

"The possibility of photographing sounds was first suggested by Faraday's discovery that a wire in a magnetic field is deflected by passing an electric current through it, and that the degree of deflection is proportionate to the strength of the current. Poulsen, Duddell and Ruhmer, working on the lines suggested by Faraday, succeeded in photographing sound waves by means of the oscillograph.

"But no one has yet succeeded in reversing the process and making the photograph give back the sounds recorded on it, with the exception of Ruhmer. He succeeded in photographing sounds on a moving film and reproducing them so that they were audible on the telephone. This, however, was some years ago, and the discovery never got beyond the experimental stage, and was not put to any practical use.

"It is this problem that Mr. Williams took up, and now, after years of labor and experiment, he says that he is on the point of success.

"There are two ways in which Mr. Williams desires to make use of his invention, should he be able to perfect it. The first is in connection with the cinematographic pictures, whereby the sounds which should properly accompany these pictures are simultaneously recorded on photographic films, which constitute the negative from which prints can be taken. This is to be done by an instrument to which Mr. Williams has given the name of the 'photophonic cinematograph.'

"The prints are then passed through another instrument, which has received the name of the 'electric pneumatic audophone.' This instrument reproduces the sounds which have been photographed as loudly and distinctly as the originals. Speech is reproduced, says Mr. Williams, with remarkable clearness and perfection of enunciation, and music with such clearness and precision that the correct timbre of the instruments is faithfully rendered, with sufficient volume and quality to fill the largest hall.

"The next step, according to Mr. Williams, is the 'photogramophone.' This instrument takes the place of the ordinary phonograph and gramophone, in so far that the needle and the solid records for reproducing sounds are done away with. Speech, music, etc., are reproduced entirely through the media of light, electricity and compressed air. Sounds reproduced on this instrument are, says Mr. Williams, entirely free from the imperfections peculiar to the gramophone and phonograph, and are perfectly clear and distinct—results which have hitherto been impossible of achievement on the instruments now in use.

"Mr. Williams claims that the instruments which he is bringing out are capable of many applications. For instance, the 'Photogramophone,' used in connection with the 'Electro Pneumatic Audophone,' can be used for the transmission of news from a central news bureau, it being only necessary for subscribers to have the latter instrument fitted in their clubs, hotels, private houses, or offices as the case may be. The news would be transmitted from the central bureau, and by pressing a button, or

turning a switch, the instrument would be set in motion and the news would be spoken to the subscribers without their having to hold a receiver to their ears. A subscriber could, according to Mr. Williams, switch on the news service while lying in bed or eating his breakfast.

"It would also be practicable to transmit speeches, debates in Parliament, lectures or sermons. As the photographic films would remain, and could be reproduced indefinitely, these could be heard at any time when the subscriber desired.

"I hope," said Mr. Williams, 'to give a demonstration of the practical utility of my invention very soon, but I do not want to do this before it is perfected, and before the formalities connected with the patent laws have been complied with. I am patenting my invention in every part of the world.'

The inventor promises to demonstrate his apparatus before the end of this year. It will be awaited with great interest by the talking machine trade.

Remarkable List of Records.

To apply any other description to the "H. M. V." September programs of music than to say it is the most superb aggregation of high class musical dainties ever produced in the history of this trade would be nothing short of an injustice. For it is undoubtedly a marvelous list of contributions, covering almost every phase of music by composers of world renown. Of the artists responsible for this galaxy of good things we need only mention such names as Caruso, Melba, Kubelik, Backhaus, Kreisler, Alma Glück, McCormack, Ben Davies, New Symphony Orchestra, etc., to convey some idea of the general merit and quality presented. It would be invidious to select any section for special praise, and we are therefore content to let the list speak for itself. Twelve-inch double records: "Review of the Brigade of Guards" (held in Hyde Park, April 28, 1913), Part I and Part II, the Band of H.M. Coldstream Guards; "Valse Naiad" (P. Zulueta) and "Secrets Intermezzo" (Ancliffe). Mayfair Orchestra: "The Lost Chord" (Sullivan) and Communion in E., Op. 29, No. 3 (Batiste) (organ), Easthope Martin; "The Two Gendarmes" and "Duncan Gray" (Shipley Douglas), Band of H.M. Coldstream Guards. Ten-inch double-sided.—"Love in Arcady," serenade (Haydn Wood), and "Hearts-ease Intermezzo" (Macbeth), Band of H.M. Coldstream Guards; "Sunshine Girl Tango," "The Sunshine Girl" (Reubens), and "Maurice Tango" (Silvio Hein), Metropolitan Band; "Tango Land" (Lodge, arr. by O'Hare), and "Argentine Tango" (Roberts), Metropolitan Band.

Twelve-inch single-sided.—"Le Prophete"—Kronungsmarsch (Meyerbeer), New Symphony Orchestra; "Carmen," prelude (Bizet), New Symphony Orchestra; "Maire, My Girl" (Aitken), John McCormack; "I'll Sing Thee Songs of Araby" (F. Clay), Ben Davies; Toreador song "Carmen" (Bizet), Clarence Whitehill; "Rossignol's Amoureux" (Nightingale's Passion Song) (sung in French) (Rameau), Miss Alma Glück; "Land of Delight" (V. Sanderson), Hubert Eisdell; (a) "Dearest and Best," (b) "Through the Sunrise" (Godfrey Nutting), Miss Palgrave Turner; "Oh, for the Wings of a Dove" ("Hear My Prayer") (Mendelssohn), Miss Lucy Marsh; "Break, Break, Break" (L. Carey), Miss Paolo St. Clair; "Caprice Viennois" (Kreisler), violin solo, Herr Fritz Kreisler; Rhapsody No. 2, part I (Liszt), Herr Wilhelm Backhaus; Rhapsody No. 2, second part (Liszt), Herr Wilhelm Backhaus; gems from "The Mikado," part I (Gilbert & Sullivan), Light Opera Co.; gems from "The Mikado," part II, Light Opera Co.; gems from "The Man with Three Wives" (Lehar), Light Opera Co.; "And Very Nice, Too!" (Joe Tabra), George Robey; "Ta-ta, My Bonnie Maggie Dar-

FROM OUR LONDON HEADQUARTERS—(Continued from page 44).

ling" (Lauder and Grafton), Harry Lauder; "Snookey Ookums" (Irving Berlin), Lew Hearn and Bonita.

Ten-inch single-sided.—"Little Grey Home in the West" (H. Löhr), Reinold Werrenrath.

Twelve-inch (buff label), sung in Italian.—"L'Amoro Saro Costante, II Re Pastore" ("I Will Love Her, I Will Be Constant") (Mozart), Melba and Kubelik.

New Celebrity Record, twelve-inch.—"Boris Godounov," finale, part I (Farewell of Boris), sung in Russian (Moussorgsky), Chaliapine.

Dealers' Protective Association Meets.

The usual monthly meeting of the British Gramophone and Phonograph Dealers' Protective Association was held at 67 Paul street, Finsbury, on August 19 last. The president, A. Lawrie Craig, occupied the chair. After the minutes of the previous meeting had been read and confirmed, a batch of correspondence was read by Hon. Secretary Henry Seymour, and subsequent discussion arose as to the appointment of a trade organ, the association being unrepresented at the moment owing to its official organ having been merged into another journal. Pending the consideration of several propositions, the question was adjourned until next meeting.

The subject of the new co-operative factor-dealer system put into operation by Howard Buck (one of the association members), was discussed at length and was generally approved. Mr. Seymour pointed out that the more the middleman could be eliminated from the trade the better, and he welcomed Mr. Buck's innovation as a step in the right direction. He thought the time was becoming ripe for the introduction of a central clearing house for record also, through which dealers having a superfluity of records, which were unsalable in one district, could exchange them for others which were not, and vice versa. Mr. Parker indorsed this view and said the present system of manufacturers, in sending to dealers the monthly parcels with the condition that a certain number must be paid for, was very unsatisfactory. Dealers

were compelled often to keep records which turned out to be quite unsalable in their districts, and this lent itself to overloading of stock, and was a frequent inducement to "cutting" of prices, which was worse. The meeting then adjourned.

An Enjoyable Outing.

With a merry party of talking machine men aboard, the trim little fishing smack "Kathleen" left the old world village of Leigh one sunny morn recently, the occasion being in the nature of a fishing excursion partly arranged by Mr. Finch, of John G. Murdoch & Co. Shaping her course over the sunlit waves past Southend pier, where, by the way, promenaders were regaled with sweet music discoursed by one of the company's well known Excelsior Tournaphones, the Nore vicinity was reached and the net dropped overboard. A fair haul resulted, and the sorting of the lively fish proved highly diverting. After a second catch, the gay "Kathleen" made for home. The party included Mr. Finch, W. Cooper (Coliseum Record Co.), J. A. Pease, the popular Southend dealer, and R. J. Dennant, who carries on a big retail establishment in Balls Pond road. The talking machine press was strongly represented by Messrs. A. S. Dunlop and P. H. Dunlop (Sound Wave), G. S. Stansfield (Talking Machine News), and your correspondent. So enjoyable was the outing that another was unanimously determined upon.

The Estate of the Late Francis O'Brien.

The estate of the late Francis O'Brien, of Coventry, has been valued for probate at £14,880 odd, of which £12,071 is net personality. Dogged persistence and determination against fearful odds marked his successful conduct of the great mail order business in cycles and talking machines, etc., for many years superintended from his bedroom. He was an invalid who bore his burden with a cheerful fortitude and resignation. All honor to his name.

Issue Special Double-Sided Record Discs.

The British Zonophone Co. announce the withdrawal of its single-sided Grand Opera records, and has issued a special Grand Opera and Celebrity

list of double-sided discs. Some fourteen records (twenty-eight titles) inaugurate the new issue, and all represent the highest class of music obtainable.

Diamond-Pointed Needle.

A diamond-pointed needle is the latest introduction on this market. While not entirely eliminating surface scratch, Messrs Lockwoods claim that it is in this respect superior to the steel needle, and in comparison its wear on the record is said to be infinitesimal.

"Accompanied by the Composer."

An announcement this month by the Columbia Co. may be said to inaugurate a new epoch in the world of records, so significant is it in itself and so far-reaching may be its effects.

For, as all the world knows, prior to the passing of the Copyright Act it was hard for any composer to feel graciously disposed towards the makers of "mechanical music contrivances," seeing that they had not the choice of yea or nay in the question of whether their work should be mechanically reproduced. But the enactment of the Copyright law of 1911 enabled the manufacturer of records to deal equitably with composers of musical works, and the feeling of resentment by the latter towards the manufacturers changed to a glow of satisfaction as the royalties on record-sales began to flow steadily in.

And now in the Columbia list for the month appears an announcement of records "Accompanied by the Composer."

The record-issues to which this truly significant phrase is attached are the highly successful series of "Sons of Old London," and the composer who has so gracefully stepped into the position is Herbert Oliver, one of the most admired and brightest composers of the present day.

The occasion is unique, for although there have been one or two isolated instances of the kind this is the first occasion that a manufacturer has successfully induced a composer to superintend the mechanical production of his own works, no argument being adduced beyond the company's own de-

(Continued on page 46)



To T.M. the King and Queen of Spain



To H.M. the King of Sweden



To H.H. the Khedive of Egypt



To H.M. the King of Italy



To H.M. the Shah of Persia



By Appointment To H.M. Queen Alexandra

"His Master's Voice"

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Hall-mark of Quality

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- BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brusse's.
- DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.
- FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.
- GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
- HOLLAND: American Import Co., 22a, Amsterd. Veerkade, The Hague.
- HUNGARY: The Gramophone Co., Ltd., IV. Kossuth Lajos-Utca 8, Budapest.
- SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona.
- SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Appelbergsgatan, Stockholm.
- RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, St. Petersburg; 9, Golovinsky Prospect, Tiflis; 30, Novia Swit, Warsaw.
- EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
- EAST AFRICA: Bayley & Co., 8 Beira, Lourenco Marques.
- SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Rissik Street, Johannesburg; Mackay Bros & McMahon, 443, West Street, Durban.
- Ivan H. Haarburger, Maitland St., Bloemfontein.
- INDIA: The Gramophone Co., Ltd., 139, Ballighatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
- AUSTRALIA: The Gramophone Co., Ltd., Hofnugs, Chambers, Pitt Street, Sydney.
- GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, London, E.C.

Great Britain:

The Gramophone Company Ltd
21 City Road London EC



FROM OUR LONDON HEADQUARTERS—(Continued from page 45).

sire to have the composer's own interpretation and conception.

A Forecast.

At the recent annual conference of the Institute of Journalists, the president in the course of his address ventured upon some interesting predictions which savor somewhat of an imagination akin to that of Jules Verne, or Lord Lytton in his "Coming Race." He said, in part: "News will be collected by wireless telephones. The reporter will always have a portable telephone with him, with which he can communicate with his paper without the trouble of going to a telephone office or writing out the usual message. At the people's recreation halls, with the cinematograph and the gramophone, or some other agreeable instrument of mechanical speech, all the news of the day will be given hot from its source. News will be laid into the house just as gas and water is now. The occupiers will listen to an account of the news of the day read to them by much-improved phonographs while sitting in their garden," and so on. Is this imagination run riot?

Edison Business Shaping Out Well.

With the practical completion of vacation time, traders are settling down to the formulation of plans for the season proper, and abundant orders arrive daily at the various factories. In the cylinder section the season promises well, advance beginnings being of an exceedingly satisfactory nature. In particular, the Edison Co.'s business here is shaping out splendidly, and if it is any criterion a busy time is in store. Each month sees the issue of a number of well chosen titles and the Blue Amberol repertory is growing in size and quality all the time. The October program is as follows: Blue Amberol Concert List.—"Andante Cantabile," quartet, op. 11 (Tschaikowski), The Hoffmann Quartet; "The Sweetest Story Ever Told" (R. M. Stults), Orville Harrold; "Agnes Dei" (Bizet), Marie Rappold.

Blue Amberol Regular List.—"Overture Oberon" (Weber), National Military Band; "Maushla" (Rowe and Macmurrough), Hughes Macklin and "Hold Your Hand Out, Naughty Boy" (Murphy and David), Florrie Forde; "Berceuse De Jocelyn" (Angels Guard Thee) (Goddard), Jean Schwiller, 'cello solo, organ accompaniment; "Shipmates o' Mine" (Teschmacher and Sanderson), T. F. Kinniburgh; "In Mem'ry Land" (A. Stroud), Charles Compton; "The Dollar Princess Waltz" (Fall-Keifert), Alhambra Orchestra; "Make Your Mind Up, Maggie McKenzie" (Mills and Scott), Daisy Taylor; "There Must Be Something Nice About the Isle of Man" (Godfrey and Williams), Billy Williams; "Eileen Alannah" (Marble and Thomas), Hughes Macklin and David Brazell; "I Do Love You, My Orange Girl" (Mellow and Trevor), Jack Charman; "Queen of the Earth" (Pinsuti), Peter Dawson; "Forgotten Melodies" (concertina solo), Alexander Prince; "Who Were You With Last Night?" (Godfrey and Sheridan), Stanley Kirkly; "Casse Noisette—Mareh and Dance Russe" (Tschaikowsky), National Military Band; "Medley of Country Dances" (violin solo, orchestra accompaniment), Eugene A. Jaudes; "The Trail of the Lonesome Pine" (Harry Carroll), Manuel Romain; "Tango Land-Tango" (Henry Lodge) (for dancing), National Promenade Band; "When the Midnight Choo-Choo Leaves for Alabama," medley-two step (for dancing), National Promenade Band; "Only a Pansy Blossom" (Frank Howard), Will Oakland

and chorus; "My Hero"—"The Chocolate Soldier" (Oscar Strauss), Elizabeth Spencer and chorus; "Chanson Triste" (Tschaikowsky), Victor Herbert and his orchestra; "Whistling Jim" (Theodore Morse), Ada Jones; "Dream of the Tyrolienne" (herd girl's dream) (Aug. Labitzky), Venetian Instrumental Quartet; "Snookey Oo-ums" (Irving Berlin), Arthur Collins and Byron G. Harlan; "Famous Songs in Irish Plays," Walter Van Brunt; "Sweet Dreams of Home" (H. Engelmann) (bells, orchestra accompaniment), Charles Daab; "Oh, You Silv'ry Bells" (Geo. Botsford), Ada Jones and Billy Murray; "On Parade Medley," National Guard Fife and Drum Corps; "Ragtime Violin" (Irving Berlin), Premier Quartet; "Glowworm" (Paul Lincke), Edison Concert Band; "She's My Daisy" (Lauder), Harry Lauder; "Just a Wee Deoch and Dorris" (Morrisson and Cunliffe), Harry Lauder.

Trevor Williams' Experiment.

An interesting experiment in the cultivation of tobacco is being undertaken by Trevor Williams, chairman of the Gramophone Co., Ltd., at his Surrey residence. For experts Mr. Williams's experiment has a special attraction, in the circumstance that the crop, which is slowly ripening to the yellow tinge of harvest, includes three and a half acres of the new Irish Gold variety of tobacco from which so much is expected by home growers. Altogether eight acres are under cultivation. Already some of the leaves measure 30 inches by 22 inches and a yield of something like 1,500 pounds to the acre is possible. Apart from the Irish Gold, Mr. Williams is producing a blend of fine Virginia and Turkish. The crop was recently inspected by the Development Commissions, who expressed their delight with its prolific growth and fine, healthy appearance.

Special Import from U. S. A.

"The steamship 'Baltic,' which arrived at Liverpool last week, discharged an important consignment of goods from the world-famed Edison factory at Orange, N. J., which was delivered on Friday to the Belfast factor, T. Edens Osborne, 11 Wellington Place, Belfast, and includes hundreds of Mr. Edison's latest unbreakable and practically unweareable 'Blue Amberol' records; also other Edison products, and a delightful new type phonograph, 'The Model 5 Amberols,' the tonal quality of which is superb and unique."

The above is an excellent example of the class of editorial advertising for which Mr. Osborne seems to have a special partiality. Certainly, it is an effectively worded message calculated to inspire interest, which is the essence of good advertising.

Nordica for Columbia.

One by one, great international artists are being added to the Columbia catalog, the latest being Nordica, the world-famous Wagnerian soprano. In the past twelve months such big names have been by Columbia Co. that its current catalogs must represent hundreds of thousands of pounds expended upon the engagement of artists in the grand opera world alone. Thus we have had the announcement of Columbia contracts with Bonci, Destinn, Zenatello, Maria Gay, Lipkowski, Slezak, Orville Harrold, Nielsen and others—and now, Nordica!

The exclusive engagement of this leader of her art by the Columbia Co. is another significant move, indicating as it does a continuation of the policy which has decided that only the best and highest is good enough for Columbia.

Her first records, just announced by Columbia, offer a wealth of choice that should place Nordica and all that she stands for in many a music-lover's home. There is Isolde's love song from "Tristan and Isolde" to represent the immortal Wagner, several songs in English, including the fragment "Mighty Lak' a Rose" and "Annie Laurie," and songs in Hungarian and French. The records, now ready in the Columbia grand opera series, are single-sided, twelve-inch, at 12s. 6d. each.

Here are a few other special records in the Columbia current list: Twelve-inch Double-Sided.—"Invitation to the Waltz" (Weber) (pianoforte solo), and "Rondo Capriccioso" (Mendelssohn) (pianoforte solo), Xavier Scharwenka.

Ten-inch Double-Sided.—"Oh! Oh! Delphine" selection I and II (Ivan Caryll), Band of H.M. Scots Guards; "Cohen on the Telephone" (descriptive), and "Abe Levi's Wedding Day" (descriptive), Joe Hayman; "Drop in and Have a Wee Drappie" and "The Seaside Promenade" (Worton David and Bert Lee), Jock Lorimer; "The Sweetest Flower That Blows" (C. B. Hawley), and "Tom Bowling" (Dibden), Walter Wheatley; "O. H. M. S. March" (J. Ord Hume), and "Auld Robin Gray," march (Oliver Herzer), St. Hilda Colliery Band.

There is a charming vocal arrangement of the ever-popular "Blue Danube Waltz," sung by the newly-created Columbia Concert Party. The reverse of the disc is the Carmena Waltz Song, sung by the same combination of vocalists.

Those who are rejoicing (or lamenting) at the demise of ragtime are much too previous, as the continual publication of new popular ragtime numbers in the Columbia-Rena list for this month goes to prove. Thus we have the two Bobs in "Ring Out Those Bells," and their Irish ragtime number, and Hedges Bros. and Jacobson in "San Francisco Bay," to say nothing of "Somehow, Sometime, Some Place," from "Hullo, Ragtime!" "Parisienne," from "All the Winners," and "Popsy Wopsy," from "Step This Way" and without mentioning "At the Devil's Ball," "Bobbin' Up and Down," "Down in Dear Old New Orleans," "Here Comes My Daddy Now" (Oh, pop, Oh, pop, Oh, pop!), "Truly a Very 'Lively Corpse.'"

The Sheffield Choir are represented on Columbia-Rena this month by a very artistic record of Sir Arthur Sullivan's part song, "The Long Day Closes," and on the other side of the disc is the 350-year-old madrigal "In Going to My Lonely Bed"—a record of exceeding beauty.

Jack Lorimer for Columbia.

The first exclusive Columbia needle disc records of Jack Lorimer, the famous Scotch comedian, appear this month.

A Valuable Handbook on Patents.

Perhaps in no other profession is there so many different ties to contend with as those which beset and harass inventors. The intricacy of one's own country's patent registration may be easily ascertained, but a knowledge of foreign rules and regulations presents a little difficulty, not to mention delay, in patenting an invention. A timely issue therefore is Henry Fairbrother's handbook on British and foreign patents, consisting of an abridgement of the patent laws and rules obtaining in all the principal countries of the world. It is a simplified form of reference and makes available at small cost practically all the information a would-be patentee requires concerning the essential laws of the various countries in which it is proposed to operate. This valuable guide, which should be on every inventor's bookshelf, is obtainable for one shilling from Messrs. Bromhead & Co., chartered patent agents, 33 Cannon street, London, England.

Recording Expert Open for Engagement.

Having just completed an extensive tour abroad, a recording expert, who is prepared to locate or travel in any part of the world, is open for an engagement. We can vouch for his bona fides and experience, which covers recording tours to various foreign countries on behalf of prominent talking machine firms. Those interested may get into touch with him through Box 50, care of our London office.

SCHWARZWÄLDER LAUF- und ZAHLWERKE-FABRIK

FRANZ SCHIELE, HORNBERG, BADEN (GERMANY)

Production of MOTORS of every description.

Specialty: Motors for Talking Machines, nearly 15 types in general demand.

The advantages of our motors are solid construction—very greatest power, smooth running. Lowest prices imaginable.

Please ask for prices and catalog.

PLACING TALKING MACHINES IN THE SCHOOLS.

Opening of the New School Year Presents Fresh Opportunity to the Dealer to Place Suitable Outfits in the Schools in His Territory—Talker Past the Novelty Stage and Its Value is Appreciated by Educators—Manufacturers Extending Co-operation.

With the opening of the fall school term the attention of the aggressive talking-machine dealer is naturally directed toward the possibilities that exist in the cultivation and development of this class of trade. Even if the dealer has failed to recognize the opportunities that abound in the educational field, he is not very long kept in ignorance, for all the manufacturers are sending out letters to their dealers calling their attention to the opening of school and reminding them that now is the time to get on the band-wagon and do some real work on the school proposition, if they have not done so before.

It may be well at this time to remark on the remarkable growth in popularity of the talking machine in the schoolroom. It was but a few years since that this method of instructing the children in the study of music was a distinctly foreign element in the teacher's daily work. The old-fashioned lessons in singing, outlining the bare rudiments of music, were considered quite sufficient, and the daily half-hour or twice a week hour that was devoted to the study of music as exemplified by the art of singing was considered by the pupils as an additional evil that was quite necessary in their "sad" lot when attending school. It can also be safely said that until recent years the average teacher, unless possessed of a fondness for music, also regarded this music period in the light of a necessary evil, and believed that it was established in order to provide for the employment of a supervisor of music.

Consider, then, how changed conditions are today. In practically every city of any importance throughout the country the public schools, not to mention the high schools, are either equipped with a talking-machine outfit or contemplate purchasing one in the very near future. The difference in attitude evidenced by both teacher and pupil is nothing short of phenomenal. A stranger now entering a schoolroom during the period devoted to the study of music finds a gathering of wide-awake pupils listening with rapt attention to the music rendered by a talking machine in the front of the room or on the teacher's desk. The teacher, now an enthusiastic advocate of the music period, is explaining to the children the true meaning and real beauty of music, assisted by and working in co-operation with the talking machine. An operatic record is being played. It may be one of Wagner's compositions. The teacher explains to the children the significance of the selection being played, something of the opera itself, and a short résumé of Wagner's life. The pupils absorb with manifest pleasure both this information and the music played for them by the "talker."

Is it any wonder, then, taking the foregoing as an every-day occurrence, that the talking machine is to-day recognized as one of the most important (if not the most important) factors in the study of music in the schoolroom. Moreover, its use is not merely confined to this music period in the classroom, essential as this phase may be. The talking machine in the schoolroom suggests many uses, and under the guidance of a teacher interested in the welfare of the children can be utilized in a number of important and entertaining ways. The gymnasium is but one of these many instances, and it can be truly stated that the talking machine in the gymnasium is to-day considered not as a luxury but as an absolute necessity to conduce to the better presentation of the various exercises by the pupils.

What has been responsible for this recognition of the true value of the talking machine in the schoolroom in recent years? Undoubtedly many factors have contributed to this end, but there are a few phases of the situation which stand forth more prominently than others. One factor assuredly is the gradual awakening of the public in general to the real beauties of music and the desire to have their children equipped with some idea of the true meaning of music, while another

important reason is the thorough consideration given the school problem by the talking-machine manufacturers.

This realization by the talking-machine companies of the possibilities in the school field has made itself apparent in many ways. The educational division of all of the manufacturers' business is now headed by recognized authorities in the school world who are close enough to school-room work to understand the needs of the teachers and pupils, and at the same time are possessed of sufficient commercial ability to successfully outline campaigns that will produce results for their companies and the dealers. The heads of these educational departments are constantly devising new means and methods whereby the efficiency of the talking machine in the schoolroom can be further enhanced. That their efforts have been fraught with success is well evidenced by the remarkable growth in popularity of the talking machine in schools during the past year or two.

COL. GREEN TO THOMAS A. EDISON.

Praises New Disc Phonograph, an Expensive Style of Which the Prominent Railroad Man Purchased for His Home from the Tower Mfg. & Novelty Co., Edison Dealers, New York.

The Tower Manufacturing & Novelty Co., 328 Broadway, New York, which a few months since opened an Edison department, featuring both the new Edison disc line and the popular Amberola line, reports a very pleasing outlook in its new department for the fall, and an energetic campaign is now being planned by the company.

As an indication of the class of people that are impressed with the new Edison disc line, the Tower Co now displays in its Edison department an original letter written to Thomas A. Edison in praise of the Edison disc machine by Col. E. H. R. Green, a son of Hetty Green, the richest woman in the world, and who is recognized as one of the ablest railroad men in the country.

Col. Green's letter to Mr. Edison, written subsequent to the purchase of a \$475 Edison disc phonograph this spring, is as follows: "I was greatly impressed with the exhibition of your new

Another factor in the success of the talking machine in the schoolroom is the fact that the manufacturers have all arranged for the presentation of special outfits particularly adaptable for use in the schools. The importance of this feature cannot be overestimated, as without suitable outfits the success of talking machines in the educational field would have been impossible. Special machines, special records and special equipment that is both distinctive and meritorious have all contributed to the success of the talking machine in the school field.

It now rests with the dealer whether or not he will take full advantage of the wonderful opportunities that exist for him in the school field. It does not require any special training on the part of the dealers to successfully develop this held. The manufacturers are only too pleased to co-operate in every way possible.

The selling arguments used by the dealers need only be based on the educational phase of the field, and it only requires intelligent and consistent work on the part of the dealers to establish a clientele in the school and educational world that will spell profits season after season as the true value of the talking machine in the schoolroom is more and more realized by parent, teacher and pupil.

disc phonograph as demonstrated by Mr. Einstein, president of the Tower Manufacturing & Novelty Co. Appreciating that its tone is a challenge to real artists and its quality not surpassed by any other of its kind, I did not hesitate to purchase one of these new machines. The effects of the orchestral numbers which were played for me were convincing. The absence of the usual burr and scratching was gratifying. Wishing you success in this new enterprise, I remain, very truly yours, Col. E. H. R. Green."

Within the past ten days two sales were closed in the Tower Co.'s Edison disc department of two \$150 disc machines to prominent residents of New York. One of these was shipped to Naples, Italy, where the purchaser will spend the winter.

This department is now in charge of A. Ralph Steinberg, who has been connected with the Tower Co. for some time, and is enthusiastic over the possibilities of cultivating a profitable trade with the Edison department.

While regretting past opportunities you may lose out on others that are coming your way.

It doesn't pay to try to kill two birds with one stone—birds are scarcer than stones.

MAKE "TWO PHONOGRAPHS OUT OF ONE"—

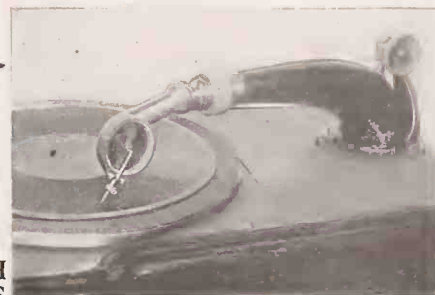
SELL these popular attachments that make it possible to play any make of disc record on an Edison, Columbia or Victor Machine—

UNION PHONOGRAPH SPECIALTIES

Union No. 2—To play Edison or similar records on a Victor Machine.
Gold plate . . . \$7.50
Nickel or bronze 6.50

Pat. Pend.

The illustrations show only a few features of the quick-selling UNION line. Our free booklet, "TWO PHONOGRAPHS for ONE," describes the full line in complete detail.



Union No. 1—To play Columbia and Victor records on an Edison Machine. Note UNION sound box.

Pat. Pend.

Write To-day For Booklet

Pat. Pend.

The Union Specialty & Plating Co.

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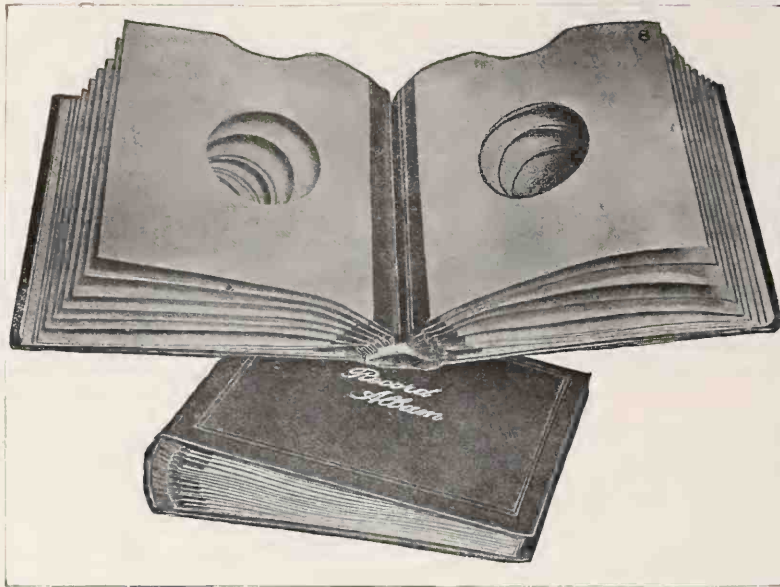
Tone Modifier for Victor or Columbia Machine. Gold Plate . . \$1.50
Nickel or Bronze . . \$1.00



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



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OUR SUPERB ALBUMS ARE BEST FOR VICTOR, COLUMBIA AND ALL OTHER TALKING MACHINES.

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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

LOOK FOR ACTIVE FALL CAMPAIGN.

Reports of Talking Machine Dealers in Baltimore Most Optimistic—Closing Great Summer's Business—All Makes of Machines and Records in Demand and Few Complaints Are Heard—Other News of Interest.

(Special to The Talking Machine World.)

BALTIMORE, MD., September 9.—There is no difference in the general report made by the local dealers with regard to the talking machine business done in this city and territory during the month of August. That is, it has beaten the pace set by the dealers for the same month of last year with prospects for the present month very bright. In fact, the dealers feel that the fall trade is going to open up earlier than usual and most of them have taken time by the forelock and put in larger supplies of machines and records than they have ever had before. It has always been the cry that the dealers have been unable to supply the demand and when the Christmas holidays come around there is an awful howl. It is not likely that such conditions will exist this year, as the wholesalers have larger supplies on hand than ever before. They have made this fact known to the smaller dealers, and these dealers have taken the hint with the result that ample supplies have been laid in by both the wholesalers and retailers.

Manager W. C. Roberts, of E. F. Droop & Sons Co., has just returned from his vacation spent at Atlantic City and in the Catskill Mountains along the Hudson River. He is looking fit and declares that he is in fine fettle for the anticipated fall rush. Mr. Roberts announces that he has just placed a substantial new Victor agency in this city.

Mr. Roberts also announces that the Edison jobbing business of the Baltimore and Washington, D. C., houses has been consolidated in Baltimore and the local house is now handling all the wholesale business formerly handled in Washington.

The Victor business, especially the machine end, in Baltimore, has been exceptional for this time of

the year, according to Mr. Roberts. A feature of this business has been that the orders have not been exceptionally large from one or two particular dealers, but have come in steadily from all the dealers.

Word was received at the local office of E. F. Droop & Sons Co. that President Edward H. Droop, of the firm, had just returned to his home in Washington from his extensive European trip. He is reported to have enjoyed the trip immensely and been greatly benefited by the rest.

Manager Roberts and Joseph Fink, proprietor of the Fink Talking Machine Co., will shortly make a trip to the Victor factory. Mr. Fink also makes encouraging reports with regard to the business done by his firm with the Victor and Columbia lines. He says that August has been very satisfactory and that prospects for the fall are splendid. He has had quite a number of good sales throughout the State as well as in Baltimore during the month.

Roseate reports concerning the Columbia trade for the month are also made by the various dealers, especially by Manager F. A. Dennison, of the local branch of the Columbia Graphophone Co. The wholesale end of the trade and that done with the dealers especially has made rapid strides recently, and during August showed a large increase over that for the same month last year. The retail trade has also shown some improvement, and the figures show that the sales for August are a little above those for the same month of 1912.

Manager Stran, of the Lyric Music Co., is another dealer who makes progressive reports concerning the Columbia and Victor trade for the month of August.

NECESSARY ALLOWANCE.

Hamfat's reader was turning down a play. "My good friend," the reader said, "it is plain you don't understand modern, up-to-date play construction. Why, in this play here, Mr. Hamfat, as

the star, wouldn't be off the stage five minutes from the first act to the last."

"But," faltered the young playwright, "I thought the stars all liked that."

"No, no," said the reader; "not your up-to-date stars; not your twentieth century actor-managers. No, no, young man. You must always leave your modern actor-manager at least fifteen minutes in the second act to go around to the box office and watch the money being counted."

MIRA MUSIC BOX OPPORTUNITY.

Talking Machine Dealers Given an Opportunity of Making Money, Thanks to Mermod & Co.

The Mira music boxes are well known throughout the country and still maintain their place as



Popular Style Mira Music Box.

wonderful instruments. Mermod & Co., 505 Fifth avenue, New York, find an excess stock of several of these styles and in order to close them out, as well as to give the talking machine dealer a chance to make money, has cut the price so that a machine formerly retailing for \$100 can be bought somewhere around \$30. A \$54 model will be sold for \$13.50. The announcement of the company appears elsewhere.

NOTABLE TRADE EXPANSION IN CINCINNATI.

Despite Various Interruptions During Summer Months Owing to Strikes, All the Leading Establishments Have Made Extensive Preparations for Fall Business and Every One Seems to Be in Optimistic Frame of Mind—News of Month Worth Recording.

(Special to The Talking Machine World.)

CINCINNATI, O., September 8.—A most optimistic feeling prevails in the talking machine trade about the possibilities of the fall and winter business. Cincinnati is one of the most conservative cities in the country and it has gone through a most trying spring and summer. That the trade is able to look forward to the future with clear eyes speaks well for the community. Most of the dealers realize that it is but a short time until the snow hurries will put additional life into the people and are striving towards this end.

There was never a better promise for fall and winter trade than is offered by the Victrola business this year. According to the present outlook, both wholesale and retail will be far beyond that of any previous season, according to Manager Ditrach, of the Victrola department of the Rudolph Wurlitzer Co.

Trade has been exceptionally good in Cincinnati in spite of conditions which would have a tendency to seriously affect the sale of anything but necessities. The teamsters' strike is over, the strikers having lost their cause, and for a period at least the most favorable conditions prevail.

"Our new record department," said Mr. Ditrach, "on the first floor of our establishment is thronged with buyers every day and machine sales are very active. The wholesale demand shows indications that dealers everywhere feel the same encouragement and are enjoying the same good trade that we are. There is every reason to believe that their hopes will be realized to the fullest extent. The strike of the teamsters did not affect us directly as none of our men struck, but during the dangerous period we did not operate any city deliveries with the exception of freight shipments, both in and out bound. Advance orders for deliveries during the fall and winter are coming in very satisfactorily, and we are urging upon all dealers to buy well in advance of their actual requirements so that they will not be disappointed, no matter what factory conditions may be.

"According to the present outlook, we will be able to take care of all of our dealers, but owing to the immense demand for Victrolas, it is advisable for every dealer who has not done so, to place his order for all goods needed between now and Christmas. This will insure him against conditions which we cannot foresee at present and which might interfere with deliveries on orders not placed well in advance."

Henry J. Buehn, of the Buehn Phonograph Co., of Pittsburgh, was in town the early part of the week, seeing to the wants of Edison dealers. He is sanguine about the future and intimated that the Edison people will soon produce some surprises for the trade.

August was a month of contraries at Aeolian Hall. First, the machine sales were astonishing in volume, when ordinarily not much is looked for at this season. Second, the record business was better than that of any other month of the summer.

The Victrolas most in demand were the X and XI. The \$75 Victrola was featured in the newspaper advertising on account of being a newcomer, and a large number were sold. However, quite a few buyers switched to the \$100 style upon making comparisons.

Manager Ahaus returned from his vacation, spent in the East, on September 3, and is brimming over with enthusiasm about the prospects for early fall business.

The Aeolian Co. has kept up a steady stream of Victor advertising straight through the summer months and has not only felt the effect in a large increase of business over a year ago but looks confidently for results this fall from the summer advertising.

The Aeolian sales force report that they never knew so many machine owners to remark on the improvement in the monthly list of Victor re-

ords. It seems that the Victor Co. are showing ever-increasing skill in suiting the public fancy with their selections.

The Milner Musical Co., on Sixth street, is making extensive preparations for fall business. The entire store has been redecorated and additions made so as to better accommodate Victrola trade. The writer happened to visit this store just as the September supplements were being prepared for the mail, and noted what struck him to be rather a novel idea; on the outside of each large envelope was printed a list of eight or ten of the most attractive records selected from the new September list, with a little write-up for each record and an invitation to call at the Milner Musical Co. and hear them. This is done each month, the writer was told, in order to catch the eye of letter carriers and others who handle this mail, and brings quite a few record sales. The Milner Musical Co. expects a big fall trade and is laying in an

IMPARTING MUSICAL EDUCATION.

"Madame Butterfly" Reproduced with the Aid of the Victrola at the Andrews Institute, Willoughby, O.

(Special to The Talking Machine World.)

CLEVELAND, O., September 8.—Earnestly interested in educational matters, and in pursuance of



Dorothy Holland as "Mme. Butterfly."

the Victor Co.'s policy to introduce musical instruction in the public schools and educational institutions, Fred E. Lane, director of the school work at the Eclipse Musical Co., relates in a very

unusually large stock of Victrolas of all styles.

The large business transacted at the local store of the Columbia Co. show a continued increase in its volume. P. J. Whelen, the general manager, expressed himself well pleased with the August business, taking into consideration the various handicaps throughout the month, such as strikes, etc. "In fact," he further stated, "I am surprised at the strength trade has shown through the extremely hot weather. Generally the bulk of the summer trade is for the smaller types of instruments for camp purposes, but this summer has proved an exception to the rule, and while we have sold a large number of the smaller machines there has been a steady demand for the higher priced instruments. There has been an unusual brisk trade in the popular vocal records and the better class of symphony records have also been in very much better demand locally.

In speaking of the new models which the Columbia Co. are putting on the market, Mr. Whelen said: "We are enjoying a fine business on all of the new models, and the fact that every mail brings in repeat orders vouches for their popularity. The new "Mignonette" is just making its appearance on the market, and it is going to be a big seller."

interesting interview the instructive as well as entertaining way the opera of "Madame Butterfly" was rendered at the Andrews Institute for Girls, in the suburban town of Willoughby. "The picture," he said, "shows Dorothy Holland, an ardent admirer of the Victrola, reading 'Madame Butterfly' from the 'Victor Book of the Opera.' To make it realistic and more impressive, she is made up in a costume of 'Madame Butterfly' as she reads the story. Her reading is fully illustrated by the music of 'Madame Butterfly' on the Victrola, and in conjunction a stereopticon shows scenes of the opera as illustrated in the Victor book. This has proven such a success that other operas are to be given in the near future." Mr. Lane has arranged to have Prof. F. M. Wood give these illustrated lectures of the operas in a number of churches and high schools in and about Cleveland.

SONORA TRUSTEE FILES ACCOUNT.

The trustee in the case of the Sonora Phonograph Co., bankrupt, has filed his final account with Seaman Miller, the referee, and a meeting of the creditors of the concern was held at the office of the referee, 2 Rector street, on August 28, for the purpose of examining the trustee's account. At the meeting any amount remaining for dividends was to be announced.

Fay's Velvaton Wood Needle

is treated by a chemical process that contains an Oily substance, which acts as a Lubricant, and thus polishes and smooths the grooves of the record to a great extent each time the record is played, except records which have been worn beyond redemption by steel needles. Each needle will

Play Thirty Records and Is Self-Sharpening

Instructions for Using Fay's Velvaton Wood Needles

Place the needle in the sound box in the same manner as an ordinary steel needle, then in order to avoid injuring the point of the needle, place it carefully into the groove of the revolving record, let the needle remain in the same position in the sound box as long as it will reproduce perfectly. When it is necessary to change the needle do not throw it away, but turn it one-quarter way round and it will reproduce as clearly as at first. This can be repeated a number of times before the needle is worn out.

After playing a record give the needle a quarter turn and you get a fresh point. One needle plays 30 records. It brings out the full volume of tone even on badly worn records, giving a softness and mellowness of tone.

The FAY VELVATONE NEEDLE will appeal strongly to you from these points alone. You are asked to send for samples and judge for yourself that the claims we make for our needle are full, substantiated.

40c. Per Package of 100
Regular trade discounts

Velvaton Needle Co.

900 Benton Boulevard

Kansas City, Mo.



"The last word in booklets" has just been issued describing the Columbia Grafo-nola "Grand,"—"the last word in instruments of music." Responsible parties may secure one of these booklets for the asking.



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

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

AUGUST A PRODUCTIVE MONTH IN PHILADELPHIA.

Leading Establishments State That It Marked a Big Increase in Trade as Compared with the Same Month of Last Year—Vacations Now at End and Everyone Is Settling Down for Fall Business—Keen-o-Phone Expansion—Agency with Poppenberg Piano Co.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., September 10.—August was an especially productive month for the talking machine trade in Philadelphia. It was the best August the dealers have ever had; it has more than corresponded in percentage of increase over last year with the other months of 1913, and the dealers are entering the fall with a most promising outlook. The wholesalers have orders booked for their customers and everything points to a banner fall.

Louis Buehn reports an excellent business for the past month with a very substantial increase over last year, and says that the outlook for this fall is extremely good. Mr. Buehn remarked that the new No. 10 Victor particularly has met not only with the favor of the dealers but with the public, and the demand has been satisfactory and a large number of sales have been consummated. He added: "To my mind the new Edison hornless machine will help the cylinder sale, as the addition of these two small models will fill a long-felt want."

The Edison dictating machine business of Louis Buehn & Brother has been very good in August, and the prospects are even better, so much so that Mr. Buehn has added another salesman to the force, W. C. Quinn. They have closed a very excellent business during the past month, with the Supplee Hardware Co., the Quaker City Rubber Co., as well as a number of smaller firms. Mr. Ireton, assistant salesmanager, and Mr. Staunton were in Philadelphia the past week demonstrating the two new small metal hornless machines of the Edison Co.

At Gimbel Bros. department during August they doubled the business over August of last year. They are going to take on some new salesmen about the middle of this month, and they expect by the end of the month to have a number of improvements under way in the enlarging of their department.

Jacob Bros. talking machine department is hav-

ing a most phenomenal growth. Last spring they exceeded its capacity, and even that was too small, and recently they ran the booths at the right of the store to the extreme rear, and they have also added very materially to the record department.

John J. Eagan, manager of the talking machine department at Bellak's, has just returned from a very enjoyable vacation spent at Betterton, Md., which he pronounces an ideal spot.

Manager Elwell, of the Hepe department, is also back again at his desk after an enjoyable vacation. The Hepe department has also to report big increase over last August. Among their visitors the past week were J. Melvin Ripple, of Martinsburg, W. Va. He represents the Hepe in that section and reports that there is an excellent outlook for the machine in his section this fall. The Heppes had their retail talking machine department thoroughly overhauled in August and it is very much improved with its new decoration and its fresh paint.

Business with the Pennsylvania Talking Machine Co. has been most gratifying. Considerably more record room has been made during the month, and Emmet Stewart has been added to the selling force. He was formerly connected with the Gimbel department.

Messrs. Connor & O'Neill report that their business in August was better than it was in July. Last Saturday they had one of the biggest days they had since last January. Although they received a big shipment of machines last Wednesday they did not fill their orders complete, especially on the \$50 machines. They will entirely refurnish their place a little later on and along novel lines. They will arrange it so that it will have the appearance of a directors' room.

The Talking Machine Co., 143 South Broad street, report that their business was much better than last year in August. They have made a change in the personnel of their Columbia avenue store. Nace Minnick having been made manager and Earl P. Milligan his assistant. This store is

one of the closest to the aristocratic district of the city and enjoys an exclusive trade, and the manager notes the great popularity of the tangos, one-steps and Bostons with this set. Recently a young debutante and a gentleman called and asked for some one-step and Bostons, and while they were being played for them they danced to see how the music would fit to the movement.

The Keen-o-Phone Co. is highly gratified with its business for August. Mr. Lichty, of Reading, was here the past week and reports that the Keen-o-Phone in that section is growing rapidly in popularity. Emil Bauer, traveling representative of the house, is at present in New York State, and he has just installed a big line of Keen-o-Phones with the Poppenberg Piano Co. at Buffalo. M. G. Kreuzsch, who was formerly connected with the Edison Co., is now on the road for the Keen-o-Phone and is traveling through the Middle West.

The company is about to issue another new catalog which will increase its library by sixty. It has about forty men at work at present in the laboratory. Ellen Beach Yaw's records are exceptionally good, and they are having a large sale for "I Am Titania" from "Mignon." J. D. Cunningham, the general manager of the Keen-o-Phone, says: "We can truly say that we are doing a very gratifying business and are making a great many distributors."

NOVEL ADVERTISING FOR DEALERS.

Reproduction of Victor Record with Calendar Pad for 1914, Issued by International Advertising & Sales Co. Should Win a Large Measure of Favor Throughout the Trade.

A striking piece of advertising is being put out by the International Advertising & Sales Co., Inc., of which W. Jos. Martin is president, at Hartford, Conn. It is an exact reproduction of the Victor record upon which is a calendar pad for 1914, with space for the printing of individual dealer's advertising in the center of the record. This Victor novelty has had the endorsement of the Victor Co., which believes that putting it in the hands of the retail trade will stimulate record business.

Elsewhere in this issue will be found an exact facsimile of the calendar. With the dealers' name and address in the center of the record, the cost is but 1½c. each, figuring on a lot of a thousand. The company will sell half of this amount, but naturally, charge a proportionate higher cost. Mr. Martin says that most every dealer will be able to use a thousand record calendars at 1½c. a piece, because the life of this calendar is planned to be through 1914.

Edwin H. Smith has opened a store at 1,041 Southern Boulevard, where he will handle Victor talking machines and sporting goods.

Sapphires comprised nearly two-thirds of the value of gem minerals produced in the United States last year.

It takes at least two to co-operate. Are you meeting your employes half way in the matter, or do you expect them to do it all?

"DUSTOFF" RECORD CLEANERS

ARE A POSITIVE NECESSITY
to all owners of talking machine records.

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

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

"DUSTOFFS" CLEAN ALL MAKES OF RECORDS.

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



"DUSTOFF" (Regular Model)

Made on finely finished wood holder. Each in two color box.

Retails, 15c. each. (In Canada 25c. ea.) Liberal trade discount.

"DUSTOFF" De Luxe

Made on beautiful oxidized metal holder. Each in a box, and 12 in a display box.

Retails, 50c. each. (In Canada, 75c. ea.) Liberal trade discount.

JOBBERS AND COLUMBIA DISTRIBUTORS EVERYWHERE in the United States can supply you.

Canadian trade can be supplied through BERLINER GRAM-O-PHONE CO., Montreal.

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

KAUFMANN'S, PITTSBURGH, PLACES BIG ORDERS.

Arranges for Complete Equipment of Victor Machines and Records for New Department
—O. C. Stone in Charge—Mellor Co. Limits Record Trials to Twenty-four Hours—
Increased Business Reported by Pittsburgh Talking Machine Houses—Month's News.

(Special to The Talking Machine World.)

PITTSBURGH, PA., September 11.—The largest orders ever placed with two of the local jobbing houses were given last week when O. C. Stone, manager of the music department of Kaufmann's department store gave orders for a complete equipment of Victor machines and records. This is the first big agency closed up since April, this year, when it was decided to keep down the number of agencies. For quite a while it looked as though Mr. Stone was not going to be able to land the agency on account of the stand the Victor Co. had taken. The Kaufmann department store is arranging for one of the most modern talking machine departments of the city. The booths and fixtures have been ordered and will be placed in the

new addition of the Kaufmann building being erected on the old site at Fifth avenue and Smithfield street, and which will be completed by the 15th of October. Six large record booths and two large parlors for demonstrating Victrolas exclusively will be installed. J. F. O'Neil, assistant sales manager of the Victor Co., spent a few days at Pittsburgh with O. C. Stone when the deal was finally closed. O. C. Stone also made a trip to the factory to close up matters. All the machines and equipment are to be delivered October 15. A considerable portion of the 16,000 feet of floor space to be occupied by the music department is to be taken up by the talking machine end.

Jack Fischer, manager of the talking machine department of the C. C. Mellor Co., Pittsburgh, is

a supporter of the twenty four hour record trial system. A longer time than that Mr. Fischer has learned is an unwise one on the part of the firm that permits it, and also does the final purchaser of the records an injustice. Mr. Fischer this year contemplates an early shopping campaign before the rush begins, when everybody gets better service. Additional booths are being built in the basement of the C. C. Mellor Co. building for record demonstrating purposes. During July and August the Mellor Co.'s talking machine business was away beyond expectations. August business was 33 1/4 per cent. better than August last year.

S. H. Nicholas, manager of the Pittsburgh branch of the Columbia Graphophone Co., reports that the trade during the month of August at the Columbia store beat all records for August business; in fact, it was the third largest month in sales in the history of the store.

"This increased business was not confined to any particular types of machines," said Mr. Nicholas, "as all types are in demand to a larger extent than our factory can supply them, but there has been an exceptionally large sale on the Grafonola Leader and New Style Favorite. The troublesome question is, how to supply the demand for Columbia goods, and the wise dealer is anticipating his fall demand by placing substantial orders for September, October, November and December deliveries."

September business is starting out with a rush and bids fair to be a record-breaking month.

Clifford R. Ely, traveling salesman from the wholesale department of the executive office, visited the Pittsburgh store again in August, and is always a welcome visitor.

O. P. Thomas, manager of the Talking Machine Shop in this city, is planning out a very active fall campaign. In addition to sending out a number of letters about the middle of the month, he has also arranged for considerable local newspaper advertising. Views of the wisteria and rose rooms and main hall are depicted in the folder which will be sent out with the letters.

J. C. Roush, of the Standard Talking Machine Co., Pittsburgh, made a business trip to the Victor factory recently.

The Bueln Phonograph Co., Inc., of Pittsburgh, reports a splendid business and many advance orders for the two new Ambrola 8 and 10 models of Edison machines.

French Nestor, of the Altoona, Pa., store of the W. F. Frederick Co., and George S. Hards, of the Pittsburgh, Pa., branch, paid a visit to the Victor factory last month.

SIXTY-THREE MILLION NEEDLES.

Shipped by W. H. Bagshaw to Customers In This Country Within Ten Consecutive Days
—Tells Story of Bagshaw Needle Popularity.

Eighteen hundred and seventy to 1914 is forty-four years, thus within four months W. H. Bagshaw, manufacturer of talking machine needles, Lowell, Mass., will celebrate the 44th anniversary of its commercial career. To this house is accredited the manufacture of the first needles produced for disc records. These were created by the late W. H. Bagshaw for a noted talking machine man, and the character of steel and the quality of the needle make such an impression that the business has increased by leaps and bounds.

The present executives of the company are W. H. and C. H. Bagshaw, who are well known in the talking machine trade. Both members of the house allege "that the Bagshaw made needle is the best for any record" and they have adopted this slogan in the exploitation of their output.

Some time ago, to give an idea of the facilities at their plant, over 63,000,000 needles were shipped to customers in this country alone during ten consecutive working days. All these needles were in line with the high quality demanded by both Messrs. W. H. and C. H. Bagshaw.

BRUTE.

Mrs. Pankhurst says her voice "will soon be heard around the world." Confound those phonographs!—Exchange.

Mr. Dealer

Do You Know—an "Arteste Tone Magnifier" in the sound box of one of your demonstrating machines makes it 100% easier for you to sell machines and records.

You are losing money every day you delay sending for a sample Magnifier.

Get your share of the increased business.

Retail Price, \$1.50

LIBERAL DISCOUNT TO DEALERS

The Stetson Mfg. Co.
Hippodrome Bldg. :: Cleveland, Ohio

THREE YEARS' RECORDING TRIP IN EUROPE AND ASIA

Many Interesting Incidents and Impressions Set Forth in Greatest Recording Expedition Ever Made—Oriental Artists Hitherto Unknown Introduced to People of the World.

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

(Continued from last month.)

Amongst the Hindus the burning of the bodies is the rite, and can be viewed by all who desire with the exception of women who are not allowed. At one of these, (we will call them crematoriums) it is revolting to a white to hear the relatives bargaining with the authorities over the wood for the burning. It is possible to buy one shilling's worth to burn a poor Indian or £500 for a rich; the latter is usually burned with the finest satin wood.

The Parsi custom which is followed and carried out principally in Bombay is unique. They will not defile the elements, fire, water and air. They, therefore, have large towers termed "Towers of Silence," which is best described as a large grid surrounded by a high circular wall. Onto this grid the Parsi priests place the bodies of the dead, after which they clap their hands as a signal to the vultures, who are consistently perched on the periphery to commence their task. A body is in this way consumed and the bones only remain, in less than half an hour. The skeleton dries in the sun and the rain carries the dust away by means of a large drain which is in the center of the grid. The whole thing may appear particularly nauseous to the average white, but it is nevertheless extremely—I might say—scrupulously clean.

No one is permitted to view the consuming of the flesh by the evil-looking vultures. The only disconcerting part of the whole procedure is that on divers' occasions the vultures are known to drop a finger or ear onto the roads in the approximate vicinity.

The sight, too, of the vultures sitting in a position of ardent expectancy on the towers, waiting for the next signal to devour their "human meal," is, to say the least, a most sickening perspective.

I encountered many instances of asceticism during the tour. In Bangalore a man—a Mahratta—had sat in one position in the road for five years. He was paralyzed, but continued to sit on. Food was brought him by numerous native Samaritans who also washed and cared for him—a strange sight indeed to the average white.

En route to Bombay I met a man who had not spoken for sixteen years.

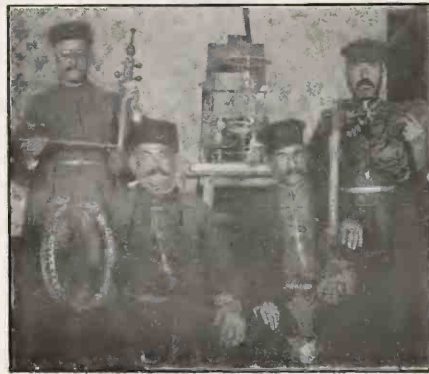
In another part near Poona I saw a man hanging head downward from a tree. He was in the habit of doing this extremely idiotic performance every day for over an hour. In Bombay one of the artists was a man who had voluntarily lost the use of one arm, not having attempted to use or lift it for a dozen years.

There are several fanatical ascetics who never leave the banks of the sacred river Ganges. Should the river rise (it often does) he allows himself to drown, believing in his purblind faith, that the water was sent for him to enter Heaven.

I visited Benares (the sacred town) to record several priests, but the temples and mosques were in such disgusting surroundings I left after a stay of two hours!!

It was amazing in Bokhara and Turkestan to see the people drinking the same water that they wash in, but here in Benares on the banks of the Ganges the scenes are even more revolting. Men, women and children of all castes, diseases and ages, bathe, wash, wash clothes, natives having teeth extracted expectorate, barbers empty their lather—in short, the river is used for every possible purpose. In one part the natives are drinking the water which obviously contains the dregs of other natives' bodies. At the same time the gnats are busy burning the bodies of Hindus, whilst in other parts dead bodies are thrown into the river. Having arrived to record voices not "smells," it can be understood I did not stay long. The sickening sight of the burning bodies, the pestilential vapors arising from the filth of the river, the unforgettable stench from the multitudinous natives under a hot August Indian sun,

intermingled with the filth which bespattered the banks from the numerous animals, including the sacred cows, was all incomprehensibly horrible and incomparably disgusting. When I read of the fearful number of fatalities through plague and cholera, I am not surprised, but am amazed that the number is not greatly multiplied. The British authorities do their utmost (with careful tact and diplomacy not to aggravate the superstitious religious feelings and customs of the natives) to sanitize the surroundings, but to attempt to clear the whole area and thus cleanse the vicinity would be inviting another mutiny. When one realizes that there are one hundred and fifty different languages and castes in India, two hundred and ninety millions of people, the work and or-



Persian Tartars, Tiflis.

ganization of the handful of British can be better understood and appreciated.

In India I had recorded 850 titles. The cost of all expenses, including personal expenses, was approximately \$17,000. The cost per record being considerably higher than in Turkestan, this being through the greater population, the popularity of the artists, with a corresponding increase of fees.

In Europe, outside Russia, I met with no unusual incidents. In Russia, on the other hand, I was often in trouble with the police and in every case over passports.

In Europe I had recorded in the numerous languages 2,700 titles, the cost of which being so varied it is difficult to state definitely, but taking the small fees with the large, I should say the records had cost for artists' fees alone \$82,000. The bands and accompaniments another \$14,000. In Europe it is necessary to pay all sorts of prices, from \$5 to a \$1,000 per title. To record 4,600



Interpreter and Mr. Noble Taking Tea at a Czart.

titles it will be seen what tremendous expense is entailed, which is not generally understood, or for that matter believed, by many talking machine men. I had used or handled during the three years I refer to 13,000 odd waxes, including master records (for manufacture) spoiled, and those used for trials. The waxes were packed in large cases, each containing but twenty-four, and all were sent from Paris. The amount, therefore,

spent in freight alone can be imagined, each case weighing one and a half hundredweight. I had met, bargained, harangued with a heterogeneous crowd of fully 14,000 persons, and incalculable languages, whilst actually recording 11,000 artists. Traveled for the talker over 53,000 miles. My diaphragms had cut 472 miles of sound waves. The cost of the 4,600 records and all expenses appertaining to same had cost the company \$123,000. To listen for four hours continuously every day and go through every record would occupy one whole year and eight weeks. The amount of records sold of these titles would reach a figure (for the combined countries) of well over 11,000,000 and they will still sell. These figures in no way compare in average and national comparison of popularity of the talker with the United States. If all the countries of Europe and Asia were as keen and as enthusiastic over the talking machine as America the sale would have reached nearer the twenty million mark by this.

I am, however, sanguine that Russia will eventually outdo the United States as regards the number of records sold yearly. At present the population of Russia is in a state of emancipation, which is slowly but surely making progress. There is a musical population of something like two hundred millions. The great majority are at present illiterate and still the yearly sales of the combined talking companies reach any number over ten millions per year.

There is still room (and ample, at that) for talkers in Russia, especially with the phone-cut record, which Pathe Freres held a monopoly on, but which is extremely flimsy. One only has to consult the consular reports to learn the coming boom in Russia for all trades and professions, and after three years' experience, I can corroborate the statements of the numerous consuls and emphasize the opportunity that awaits the talker in Russia.

The present business in Russia is tremendous and the Gramophone Co. of London is the first, with an enormous output, with the Pathephone and Sirena companies second and third.

In India there are so many atmospheric difficulties, scores of castes, necessitating the printing and catalog of innumerable languages, that business is intricate and comparatively small.

Even here there is room for talkers especially for commercial men who are willing to thoroughly enter into the almost insuperable difficulties of the country and people. All the present companies are content to jog along just securing a balance on the right side. There are many ways and means of increasing business in India, but the majority of the organizers unconsciously drift into a channel (after two or three years) of initiative lethargy. The country is also invariably divided into two large districts with two managers, whereas there is room and, in fact, it is imperative to have at least a half dozen men with respective bunches of provinces. It must be borne in mind that there is in India a population of nearly 306,000,000.

Of Turkestan there is little business and that is firmly held by the Gramophone Co.

I found the talker in every corner I visited, but in the oddest corners no cylinders, all discs. The cylinder business is dead or dying in England, France, Germany, Russia and all Eastern countries.

I often chanced across other recorders in my peripatations and in one case the coincidence happened that the Gramophone Co.'s first recorder, Fred Gaisberg, of the United States, accompanied me round from Warsaw to Moscow, St. Petersburg and back to Warsaw, afterwards to Berlin. Needless to add we fraternized. I think he had traveled two to every one mile of mine. In Berlin I met Bill Hayes, of the Edison, the man who first taught me the art of recording.

It is my earnest desire to record in the United States and should I do so, perhaps the editor will allow me the space to write my humble opinion of the American artists as compared with the artists of other nationalities.

I conclude my articles waving my hand across the sea to that great American who, through his invention, made my experience possible and whose name in Europe is so honored.

EXCELLENT BUSINESS PROSPECTS IN THE "SIXTH CITY"

Wholesalers Report Growing Volume of Trade—T. H. Towell Optimistic—Pushing New Victor Model for Schools—Line of Union Attachments Appeal to Trade—Some Interesting Personal Items—What the Various Managers Report Regarding the Outlook.

(Special to The Talking Machine World.)

CLEVELAND, O., September, 10.—Business during the month of August in the talking machine trade was generally satisfactory, more especially with the distributors, who had and are still having, a larger than usual volume of trade. Retail dealers are laying in larger supplies and making preparations for an expected largely increased fall business, which it is claimed is justified by all around conditions.

Real, genuine optimism developed in discussing conditions with T. H. Towell, president of the Eclipse Musical Co. His opinion is that we are on the edge of a big revival in the talking machine and most other lines of business. The new Victor school machine is going to be a large seller in the schools, in the opinion of Fred E. Lane, who is in charge of that department. He has already placed several in the schools, which opened September 2. P. J. Towell, in general charge of the business, has just returned from a New York State trip, and is much pleased with the progressive conditions of trade. Beginning next month the company will give a musicale, to be continued each month. Mr. Lane has already made arrangements to have several operatic singers render some of the popular songs in connection with the Victor recitals.

The secretary of the Union Specialty and Plating Co., Wm. D. Walsh, has just returned from a trip through the East and South as far as Richmond. He reports that all the talking machine dealers he called on expressed themselves favorably impressed with the Union attachments, and he secured a large number of orders for the Union line of goods. He is now on a trip in the West. Mr. McNulty, sales manager, said the company was well pleased with conditions, and that business was excellent considering the season of the year. The company is daily booking orders from all sections of the country.

Geo. W. Lyle, general manager of the Columbia Graphophone Co., was here September 8, and besides looking over the company's own store, visited several others in the city. He left well pleased with conditions.

Clifford R. Ely, special traveling representative of the Columbia Co., also spent several days in the city recently.

A fire occurred at the factory of the Union Specialty and Plating Co., August 30. It was checked before doing much damage. Mr. McNulty

said it had not interfered with the manufacture of Union attachments, and all orders would be filled, as usual, with promptness.

At the Cleveland store of the Columbia Graphophone Co. activity prevails in every department. It was stated there was a material increase in business in August, as has been the case each month this year. G. R. Madson, manager, is highly pleased at the favor shown the more recent instruments, especially the \$50 Favorite and the new \$75 Leader Grafonola.

Miss Ethel M. Volk, manager of the phonograph department of the May Co., stated business was good, much better than usual at this season of the year. She said it was quite evident there was going to be an unusually large fall trade.

Norman H. Cook is vacationizing with several expert hunters and fishermen up in the wilds of Canada, and in his absence Leonard T. Schaefer, his assistant, is in charge of the talking machine department of the W. F. Frederick Piano Co. He said: "Business has not seemed to slow up perceptibly during the summer months, August showing a normal volume of trade. The ever-increasing demand for Victrolas is in evidence, especially for the Model X, the \$75 machine, which I know will be classed in the shortages of the coming months. The company is doing an excellent business at the stores in Canton and Youngstown, which was surprisingly good during the past month."

The United States Phonograph Co. is busy completing some large orders for fall and winter delivery. Geo. M. Nisbett, sales manager of the company, has just returned from a two weeks' fishing trip in Northern Wisconsin, much refreshed by the trip.

Phil Dorn, of the Victor distributing store of the Collister & Sayle Co., stated business was good in the retail department, and especially satisfactory in the wholesale department.

The usual activity prevails in the talking machine department of the Bailey Co. department store. The company handles a complete line of Victor, Edison and Columbia goods. Recent sales included two Edison disc machines and records shipped to Brazil.

The Victor and Columbia lines of goods are handled by the Wm. Taylor Son & Co. The department allotted the talking machine business is the finest in the mammoth establishment, and is having a large trade. Thomas A. Davies, Jr., man-

ager of the department, says it is daily growing in popularity and patronage.

In fact business with all the dealers in this city is excellent for the season, and reports from W. H. Buescher & Son's Co., H. E. McMillin & Sons Co., and the Caldwell Piano Co., is above the average.

HENRY E. PARKER TO EUROPE.

Member of Columbia Advertising Staff Leaves for Month's Vacation, Which Will Be Spent at His Old Home in England.

Henry E. Parker, of the advertising department of the Columbia Graphophone Co. and editor of the Columbia Record, the official house organ of the company, sailed Wednesday on the steamer "Mauretania" for a month's trip abroad. Mr. Parker will first proceed to his old home, just outside the city of Gloucester, in England, and intends to spend the greater part of his time with his folks. He will, however, visit London, Paris and Berlin before returning to New York on the "Lusitania."

This will be Mr. Parker's first visit to his home in ten years, and during this decade's absence from a small English town he has certainly run the gamut of possibilities in adventure and occupation. During this period Mr. Parker has been, among other things, a gold miner, sugar planter, cowboy, revolutionary, sailor, soldier, an interpreter in the Panama Canal Zone, dishwasher and cook. He has visited practically every republic from the West Indies to Panama and has been an inhabitant of all the leading South American countries.

In addition to these multifarious occupations and globe wanderings, Mr. Parker is a pianist of more than usual ability and an all-around advertising man. His knowledge of music is comprehensive and thorough, and includes an intimate acquaintance with the compositions of the world's famous composers, together with a detailed knowledge of music in its many phases.

RECORD OF FUNERAL SERMON.

(Special to The Talking Machine World.)

MINNEAPOLIS, MINN., September 6.—Rev. G. L. Morrill, pastor of the People's Church here, whose place of worship is in a downtown theater, left with his family for a tour of South America and a trip around the Horn. Mr. Morrill's last act before his departure was to visit the store of a talking machine dealer where he preached his own funeral sermon into a phonograph to be used in case of his death.

When you have to Grouch, get out of the spotlight. The Audience paid for Grins, not Glooms.

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.



The Columbia "open shop" policy! Anything lacking in that statement? No. Anything overstated? Not a word. Any "come back" to it? Not in a lifetime. Any reason why you haven't written in and asked questions? *You* answer.



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

Columbia Graphophone Company
Woolworth Building, New York

SATURDAY NIGHT CLOSING PROVES SUCCESS IN DETROIT

Does Not Decrease Volume of Business and Serves to Spread Buying More Evenly Over Other Days of Week—Unusually Good Summer Business Reported—Stocks in Excellent Condition—Higher-Priced Machines the Best Sellers in Most Quarters.

(Special to The Talking Machine World.)

DETROIT, MICH., September 9.—The Saturday night closing movement, which was viewed by the talking machine dealers of Detroit with considerable concern, has turned out to be one of the best things which ever happened to the talking machine trade in the city. Instead of business being lost, business has been gained by it.

This seeming paradox of gaining volume of business by curtailing the hours to do it in, is explained as follows: When the stores were open Saturday evenings people were in the habit of putting off buying until then, especially if they wanted records. The consequence was that there were two or three comparatively dull days each week, especially Mondays, and thousands crowded into the stores in a single day and evening. There were so many of them that they could not be waited upon with facility. So many of them went away, thinking they would call Monday or Tuesday. And again they would put it off until Saturday, and again go away without buying. Thus their trade was lost entirely, particularly in the case of records. It is easy to postpone buying records, for there always are enough at home to play the machine, even if they are getting a little passé by repetition. If purchases of a bunch of records is deferred four or five weeks, it is as good as a sale lost altogether, for the buyer would have been ready anyway for another new lot.

But now, under the new conditions, people knowing that the stores will not be open Saturday evenings, purchase early in the week. Monday is getting to be almost as busy a day as is Saturday. At first the people tried to crowd all their shopping into Saturday afternoon, but found it so inconvenient that now they are spreading it pretty evenly through the week. Tuesday and Wednesday are fairly busy, but Thursday seems to be regarded as a sort of resting spell. It is the only dull day of the week. Formerly there were two or three dull days early in the week, and to pay for them the salesmen had to work at forced draft all day and night Saturdays.

It is likely that the closing will be permanent. It depends upon the department stores and large stores of other kinds. A systematic campaign is being carried on by the Board of Commerce and by the clerks' association to make it permanent. The written agreement expired September 1 but it has been continued by common practise.

The talking machine dealers are wondering if the Saturday closing movement is not responsible in part for an unusually good summer business. All seem to have at least doubled the July and August business of last year. One big store had four times the business in July that it did in July, 1912. Hot weather is just the time that a party will refuse to wait in a store for his turn to receive attention. Consequently that is the time that the most business is lost through crowding, and

the most business would be gained by changing the conditions.

The big summer business is taken as an omen of a still bigger increase in the fall and winter trade, and all dealers are making preparations to cope with it. The Max Strasburg Co. has put on two additional salesmen since September 1 and will add two more before October. Grinnell Brothers' talking machine department is being almost doubled, as related in the World last month. In a short time Mr. Williams, of the Columbia store in Chambers street, New York, will join the Detroit Columbia store to travel the State, placing new agencies, calling on the old ones to see that their stock is in good condition to meet the demand and in other ways promote the interests of the company.

Stocks in this city are in much better condition than they were a year ago, but notwithstanding this, it is feared that the old time holiday shortage will be manifest. Grinnell Brothers, as jobbers, finding it necessary to look out for all other Victor dealers, say their stock is just fair, though they have a large number of machines of all styles. The J. L. Hudson Co. has been storing Victors for six or eight weeks. Max Strasburg has room in his basement for 500 Victrolas, if stacked up, and he is proceeding to stack them up. Both of these companies expect to be prepared to meet all comers at Christmas time. The Columbia company is getting in a lot of goods, but the demand is so great for certain styles now that it cannot be filled. Notably heavy is the call for the new \$75 Leader and the new Mignonette, \$100. These cannot be kept on the floor of the Columbia branch store here, as all the dealers are calling for more than come to the city. "All we need to increase the business in them is more of them," said S. E. Lind, city sales manager.

The Columbia now has the city pretty well covered as far as the suburban trade through small dealers is concerned. It is likely, however, that a couple of large stores in the downtown section will soon be added to the Columbia's string. In the State the business is fair, except in the copper country, where the strike of miners, which began two months ago, is affecting all kinds of business. In all cities sales are running ahead of last year, which is natural because of the increase in population but nevertheless gratifying, because it indicates that there is no sign of a slump due to the tariff or anything else.

The record trade is picking up rapidly, as it al-

ways does in September with the return of thousands of vacationists to the city for the winter and their selections of new entertainment.

In Detroit, except in the foreign quarters, the sales of cheap machines have dropped to an almost negligible quantity. Fifty dollars seem to be about the bottom price in the downtown stores. From that grade upward the call seems to be pretty well distributed, except that some dealers pass by the \$75 styles. They think that if a prospect can be worked up to consider a \$75 machine, it will be just as easy to sell him a \$100 one, and more worth while.

The call for cheap machines, especially those with horns, is from small dealers in the Hungarian, Polish and other settlements. Some of those stores carry no English records at all, confining their purchases to records of their own nationality. It is not lack of money that makes these people buy the horn machines, for they take them at \$50 and \$65, when they could get an artistic hornless for the same money. They like the pomp and blare of a horn, the bigger the better, under the impression that they are getting louder and better music than they would with a hornless machine.

The effects of Detroit's phenomenal growth are being felt in the substantial character of the increase in trade. Every year is better than the last; there are no flarebacks. Stores increase their space and find almost immediately that they have not increased it enough. It is becoming hard work to get enough salesmen.

Two of the Max Strasburg Co.'s three big show windows have been given to the Board of Commerce for industrial exhibits during "Made-in-Detroit Week." In the other is an alluring exhibit of Victrolas, more valuable than usual because of the attractions near it.

CANNED MUSIC KILLS BUGS.

Some Are Only Stupefied, Others Get Nervous—Worms Like It.

(Special to The Talking Machine World.)

PASADENA, CAL., September 10.—Mrs. Jeanette De Long, of No. 342 Marengo avenue, a well-known amateur entomologist, has tried phonograph or "canned" music on insects, with the following tabulated results:

The California beetle cannot stand music. It kills him. Three playings of a slow piece like "Home, Sweet Home" put him out of misery, but ragtime will kill him in a few bars.

The deadly tarantula falls into a stupor.

Butterflies are not affected.

The humble bee flies into a nervous fit.

Wasps get wing paralysis and are unable to fly again, though otherwise unaffected.

Worms try to crawl nearer the phonograph horn, as though pleased.

CHEMISCHE FABRIK **E. SAUERLANDT** FLURSTEDT bei Apolda i. Th., Germany
The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for
Gramophone and Phonograph Recording
Sole Manufacturer of Wax "P." the best recording material for Berliner-cut.

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

WASHINGTON, D. C., September 9.—Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past nine weeks from the port of New York:

JULY 9-16.

Guayaquil, 15 pkgs., \$680; Havana, 35 pkgs., \$930, 9 pkgs., \$150; La Guaira, 6 pkgs., \$110; Liverpool, 5 pkgs., \$175; London, 126 pkgs., \$5,060; Riga, 4 pkgs., \$700; Singapore, 1 pkg., \$174; Valparaiso, 13 pkgs., \$482; Algoa Bay, 6 pkgs., \$150; Buenaventura, 11 pkgs., \$449; Buenos Ayres, 6 pkgs., \$461; Guayaquil, 5 pkgs., \$111; Hong Kong, 10 pkgs., \$254; Kingston, 7 pkgs., \$230; Kobe, 19 pkgs., \$128, 5 pkgs., \$450; Manila, 47 pkgs., \$4,257; Rio de Janeiro, 24 pkgs., \$2,393; Singapore, 6 pkgs., \$628; Teheran, 1 pkg., \$300; Trinidad, 6 pkgs., \$435.

JULY 23-30.

Barbadoes, 6 pkgs., \$327; Batavia, 9 pkgs., \$372; Belize, 4 pkgs., \$297; Buenos Ayres, 168 pkgs., \$4,961; Cucuta, 3 pkgs., \$247; Guayaquil, 3 pkgs., \$129; Hamilton, 3 pkgs., \$87; Havana, 4 pkgs., \$163; Limon, 7 pkgs., \$197; London, 21 pkgs., \$457; Maracaibo, 8 pkgs., \$355; Montevideo, 26 pkgs., \$1,964; Puerto Cortez, 7 pkgs., \$261; Riga, 3 pkgs., \$705; Savanilla, 3 pkgs., \$127; Acapulco, 4 pkgs., \$127; Batavia, 9 pkgs., \$261; Callao, 3 pkgs., \$136, 3 pkgs., \$176; Gonaives, 19 pkgs., \$363; Havana, 2 pkgs., \$100; London, 51 pkgs., \$3,054; Maracaibo, 7 pkgs., \$610; Milan, 9 pkgs., \$209; Para, 3 pkgs., \$805; Rio de Janeiro, 6 pkgs., \$1,433; Santa Marta, 12 pkgs., \$1,009; Santa Rosalie, 4 pkgs., \$275; Vera Cruz, 63 pkgs., \$2,493.

AUGUST 7-14.

Amsterdam, 4 pkgs., \$207; Bolivar, 4 pkgs., \$149; Bristol, 5 pkgs., \$200; Cape Town, 8 pkgs., \$383; Colon, 2 pkgs., \$150; Glasgow, 6 pkgs., \$477; Havana, 14 pkgs., \$485; Iquitos, 7 pkgs., \$248; Kingston, 6 pkgs., \$205; Kobe, 14 pkgs., \$1,267; Limon, 5 pkgs., \$259; London, 1 pkg., \$105; Montevideo, 16 pkgs., \$1,001; Shanghai, 2 pkgs., \$100; Singapore, 9 pkgs., \$368; Valparaiso, 8 pkgs., \$310; Vera Cruz, 136 pkgs., \$4,887; Amsterdam, 1 pkg., \$100; Colon, 7 pkgs., \$147; Geneva, 2 pkgs., \$168; Guayaquil, 2 pkgs., \$133; Havana, 33 pkgs., \$1,171; Kingston, 3 pkgs., \$188; Liverpool, 1 pkg., \$250; London, 264 pkgs., \$7,654; Rangoon, 2 pkgs., \$108; Rotterdam, 1 pkg., \$132; Singapore, 14 pkgs., \$551, 5 pkgs., \$10; Trinidad, 5 pkgs., \$106; Vera Cruz, 91 pkgs., \$3,995.

AUGUST 21-28.

Buenos Ayres, 115 pkgs., \$7,694; Havana, 9 pkgs., \$120; Havre, 7 pkgs., \$371; Liverpool, 27 pkgs., \$478; London, 78 pkgs., \$3,174; Maracaibo, 3 pkgs., \$171; Para, 14 pkgs., \$979; Rio de Janeiro, 20 pkgs., \$1,550; Vera Cruz, 72 pkgs., \$3,628; Antofagasta, 12 pkgs., \$486; Batavia, 7 pkgs., \$277; Berlin, 3 pkgs., \$240; Buenos Ayres, 5 pkgs., \$376; Cape Town, 85 pkgs., \$1,827; Colon, 8 pkgs., \$140; Glasgow, 2 pkgs., \$190; Guayaquil, 10 pkgs., \$693, 4 pkgs., \$324; Havana, 22 pkgs., \$710; Havre, 5 pkgs., \$216; Liverpool, 10 pkgs., \$791; London, 42 pkgs., \$3,163; Port au Prince, 13 pkgs., \$42, 5 pkgs., \$241; Valparaiso, 21 pkgs., \$737, 6 pkgs., \$289.

SEPTEMBER 5.

Barranguilla, 14 pkgs., \$1,128; Budapest, 1 pkg., \$551; Buenos Ayres, 22 pkgs., \$1,288; Caracas, 17 pkgs., \$1,128; Colon, 13 pkgs., \$471; Guayaquil, 14 pkgs., \$210; Havana, 7 pkgs., \$280; London, 4 pkgs., \$137, 124 pkgs., \$5,909, 4 pkgs., \$426; Macoris, 6 pkgs., \$191; Para, 6 pkgs., \$420; Puerto Barrios, 24 pkgs., \$756; Singapore, 6 pkgs., \$284; Vera Cruz, 3 pkgs., \$216.

There is but little virtue in being good when there is no temptation or provocation to be had.

Only the natural born horse trader knows how much a little good paint can make a 1905 auto look like a 1914 model.

THE VALUE OF THE EXCLUSIVE AGENCY DISCUSSED.

The Victor Talking Machine Co. Contributes to Opinions of National Advertisers on the Subject as Collected for Printers' Ink—Claims That Proximity of Dealers Tends to Enliven Trade—Agency Appointments Governed by Territory Demands.

Under the title "National Advertisers' Estimate Value of Exclusive Agency," S. Roland Hall, the advertising expert, gives a very interesting discussion in the September 1 issue of Printers' Ink. A number of representative concerns in various fields of mercantile life contribute to the discussion, and the views of the Victor Talking Machine Co. are presented by Mr. Hall as follows:

"Perhaps the most interesting view contributed to this symposium is that of the Victor Talking Machine Co., which does not grant exclusive agencies, yet proceeds in a thorough, sensible way to so distribute its goods as to have the least amount of friction among dealers. The following is their interesting letter:

"It is not the policy of this company to grant its dealers exclusive agencies or territories. We do not operate under a plan of this kind, as we believe such a policy will dwarf the development of any industry. There may be exceptions, but the talking machine business is not one of them.

"It is our policy to conserve the interests of our dealers by refusing to establish additional competition where our per capita returns justify this protection. We arrive at our decisions by carrying statistics on file, showing the annual amount of Victor product that is sold in every city, town and hamlet of the United States where Victor dealers are established. If dealers situated in these centers are developing a satisfactory business—all that could be expected, in view of conditions—we protect their interests by refusing to consider other contracts when presented.

Proximity of Dealers Not Disadvantage.

"In all lines of business the very best and most influential merchants are located on the main, big thoroughfares, in the heart of the business section, and in order to reach the great mass of the purchasing public it is necessary to have our goods represented in the stores located in these districts. You will invariably find, owing to the scarcity of desirable stores in these business sections, that representatives are closely located to one another.

"We have never found that the close proximity of one dealer to another necessarily interferes with success. For instance, a department store has its own clientele. Its influence does not interfere with the exclusive trade of a high-class piano store. Nor does a piano store that caters to a medium class of trade interfere with the high-class piano

store. In placing our contracts we always consider the class of trade, etc., that a store caters to and the number of dealers we have already established catering to that class; and if we feel the demand is not being served properly we establish additional dealers.

"Therefore, you will find in the heart of the business sections of a great many cities that some of our dealers are located right next door to each other, without affecting each other's business. Through their concerted efforts in developing a section as a talking machine center, it is possible to do a larger volume of business. We can best illustrate our point by considering the Loop District of Chicago, which only covers a very small area; yet we have more dealers located in this section than any similar one in the United States. At present we have twenty-six representatives located in the Loop District, and as the selling power of this district is incomparable with any other center in the United States, our representatives there do a tremendous volume of business and are wonderfully successful.

What Three Agents in a Row Have Done.

"The house of Lyon & Healy, a large musical concern, is located at the corner of Wabash avenue and Adams street. Next is situated the Geo. P. Bent Co., who for a long time did not handle Victors. Next to Bent's is the P. A. Starck Piano Co., Victor representative. After we established Bent, between Lyon & Healy and Starck, all three accounts did a larger business, which proves our point that competition strengthens trade if it is not overcrowded. This we regulate according to the system we have outlined. Besides this, each year we have increased our representation in the Loop without affecting the sales of our established dealers, and through their concerted efforts and advertising it has been possible to create a greater demand and sell an increased amount of goods annually."

CARUSO'S RECORDS FIRE AMBITION.

(Special to The Talking Machine World.)

OMAHA, NEB., September 8.—Fired with ambition to become a great tenor by hearing the talking machine records of Caruso and having gained much of his training through a study of these records, Louis Klebba, a stenographer, departs shortly for Italy to prepare for an operatic career.

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

FURNISHED in Puritone or your own envelopes packed in different sizes. Quality guaranteed. Price popular.

Dealers can secure a sample package free. Send jobber's name with letter.

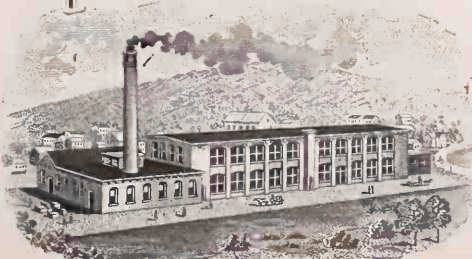
Remember, a quality needle will help you; it means a profit and a following.

THE following is a new selling idea for needles, packed exclusively by us:

Instead of selling 100 or 200 needles at once, sell a thousand. We pack 1,000 assorted needles in a box, each box containing 200 of Extra Loud, Loud Opera, Medium and Soft. This is the "Special" Dean Packing. You can sell 1,000 instead of 100 and thus get 10 times the business.

Want the Puritone Needle samples?

JOHN M. DEAN
PUTNAM, CONN.



LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., September 6.—SOUND AMPLIFYING DEVICE John C. English, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 1,067,905.

The main objects of this invention are to provide an improved sound amplifier of simple, compact and durable construction, and of relatively great efficiency; to provide an improved sound amplifier particularly adapted for use in a talking machine which will obviate hollow and other objectionable effects, such as are produced by megaphones and some other amplifying devices, and which will act to increase the sonority, brilliancy and other good qualities in sounds; and to provide other improvements.

In the accompanying drawings, Figure 1 is a fragmentary central vertical section of a talking machine provided with a sound amplifier constructed in accordance with this invention; Fig. 2 is an enlarged perspective of the said amplify, and Figs. 3, 4 and 5 are longitudinal central vertical sectional views of modified forms of this invention.

TALKING MACHINE. — Charles L. Hibbard, Philadelphia, Pa. Patent No. 1,070,959.

This invention relates to talking machines of the class termed "hornless," but which, as a matter of fact, have a horn or sound amplifier enclosed with the machine in a suitable cabinet or casing. Differing from the so-called "hornless" type in construction and arrangement, the cabinet or casing in the present machine is utilized as a sound amplifier and is intended to serve no other purpose, the reproducing mechanism being mounted exteriorly thereof, but in such relation as to cooperate therewith. This arrangement of elements gives the cabinet or casing the form best adapted to serve as an amplifier of the reproduced sound and permits a machine to be produced having good lines, a graceful appearance and which occupies comparatively small space and is highly efficient in reproducing sound and imparting the required amplified effect to render it clearly audible and pleasing to the ear. In the present machine no attempt is made to obtain a "concealed horn" effect, but, on the contrary, the amplifier is in full view and accessible for purposes of examination, repair, cleaning, etc.

In the drawings Fig. 1 is a vertical longitudinal section and Fig. 2 is a plan view, showing the sound amplifying passage by dotted lines.

PHONOGRAPHIC HORN. Frederick William Houlston, Toronto, Ont. Patent No. 1,069,642.

This invention relates to an improved phonographic horn or trumpet, its object being to provide a sectional horn which may be taken apart and its sections nested within one another for compact storage or shipment, and which is provided with simple means for fastening the sections, permitting of their ready connection and disconnection.

Fig. 1 is a side elevation of the horn as set up and supported for use. Fig. 2 is a bottom plan view of one of the sections of the horn. Figs. 3 and 4 are longitudinal sections through the top and bottom portions of the meeting ends of horn sections, showing the connecting means. Fig. 5 is a top plan view of one of the horn sections.

CABINET FOR TALKING MACHINES. Rezzo Preszter, Budapest, Austria-Hungary. Patent No. 1,069,578.

This invention relates to cabinets or cases consisting of a box and a box-like cover for talking machines.

The cabinet, according to the invention, has two separate conduits conjointly connected with horns, said horns and conduits branching off at the sound arm joint, one conduit and its horn being arranged in the box-like lid of the cabinet, the other horn being arranged in the box.

Two separate resonance chambers are thereby formed, to which, as experiments have shown, special resonance effects are due corresponding, say, to the head resonance and to the chest resonance of the human voice. The horns may be made of wood, metal or other material of a round or angular shape, assembled of several parts, or made in one piece with a smooth surface or lacquered.

Fig. 1 is a vertical section through one form of lid according to the invention. Fig. 2 is a vertical section through the box, Fig. 3 is a horizontal section through the lid showing the sound arm with the sound box arranged thereon, and Fig. 4 is a horizontal section through the box taken directly below the lid; Fig. 5 is a horizontal section through a box-like lid for illustrating a multiple arrangement of the horns; Fig. 6 shows a form of the subject matter of the invention wherein the conduit enters from the outside; Fig. 7 is a vertical section through the lid and box of another form of cabinet, in which the conduit is led from the outside into the box, and Fig. 8 is a vertical section showing another embodiment.

TALKING MACHINE. Minard Arthur Fossons, Cleveland, O. Patent No. 1,069,464.

This invention relates to improvements in talk-

ing machines. The object of the invention is to provide a winding device for talking machines of the character that have a cover to let down over the record while playing, and the raising and lowering of the cover winds the talking machine so that when the cover is raised and a new record placed thereon and the cover lowered the talking machine has been sufficiently wound to play the record.

Another object of the invention is to provide a winding device of this character which can be readily attached to any well known talking machine and at the same time allowing of the usual crank winding thereof.

In the accompanying drawing Fig. 1 is a side elevation of a talking machine showing the device applied thereto; Fig. 2 is a vertical sectional view of Fig. 1; Fig. 3 is a transverse sectional view of Fig. 2; Fig. 4 is an enlarged plan view of the gearing showing the gear case removed; Fig. 5 is

an enlarged plan view of the ratchet gears for winding the talking machine on both the upward and downward movement of the cover.

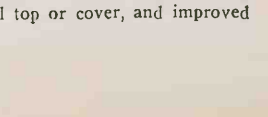
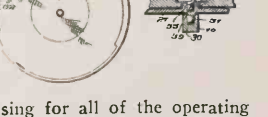
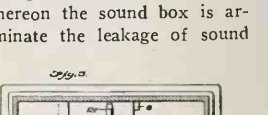
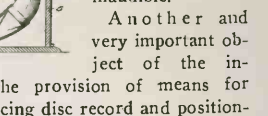
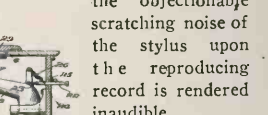
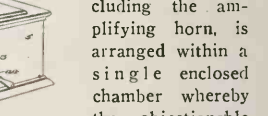
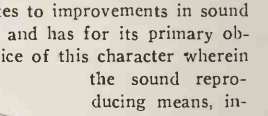
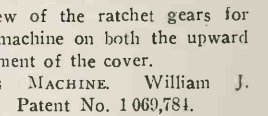
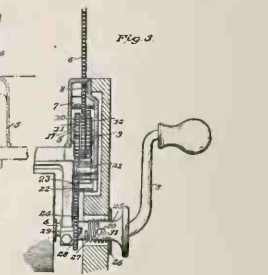
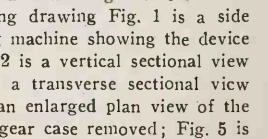
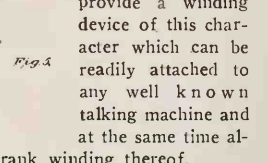
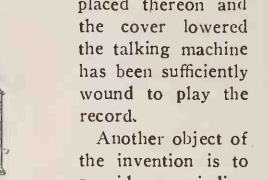
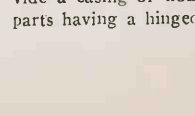
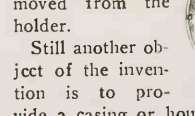
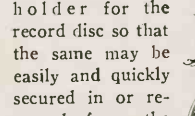
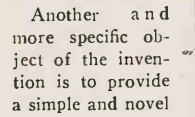
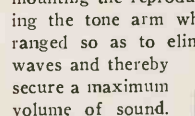
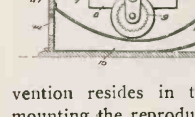
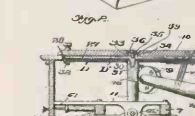
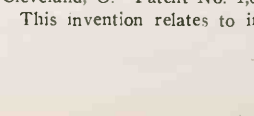
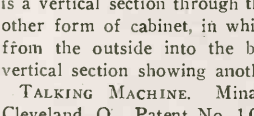
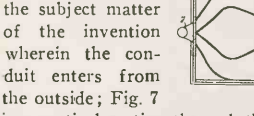
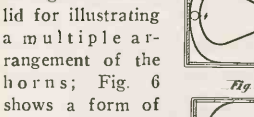
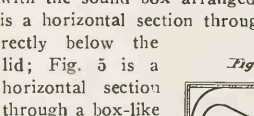
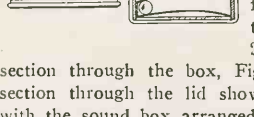
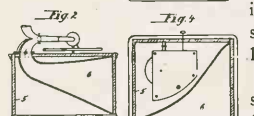
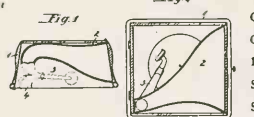
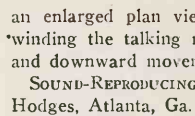
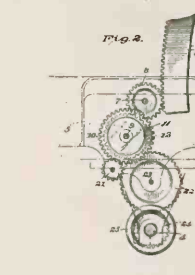
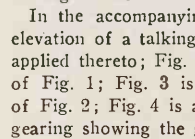
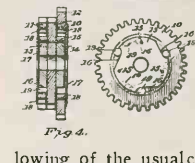
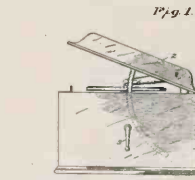
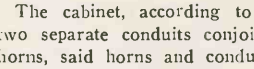
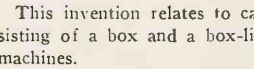
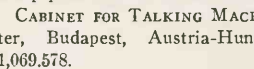
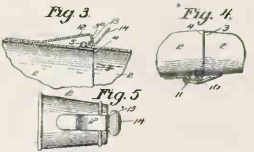
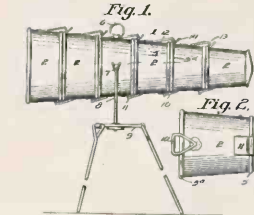
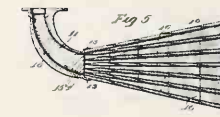
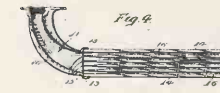
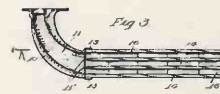
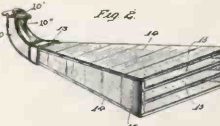
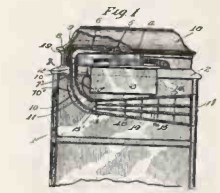
SOUND-REPRODUCING MACHINE. William J. Hodges, Atlanta, Ga. Patent No. 1,069,784.

This invention relates to improvements in sound reproducing machines and has for its primary object to provide a device of this character wherein the sound reproducing means, including the amplifying horn, is arranged within a single enclosed chamber whereby the objectionable scratching noise of the stylus upon the reproducing record is rendered inaudible.

Another and very important object of the invention resides in the provision of means for mounting the reproducing disc record and positioning the tone arm whereon the sound box is arranged so as to eliminate the leakage of sound waves and thereby secure a maximum volume of sound.

Another and more specific object of the invention is to provide a simple and novel holder for the record disc so that the same may be easily and quickly secured in or removed from the holder.

Still another object of the invention is to provide a casing or housing for all of the operating parts having a hinged top or cover, and improved

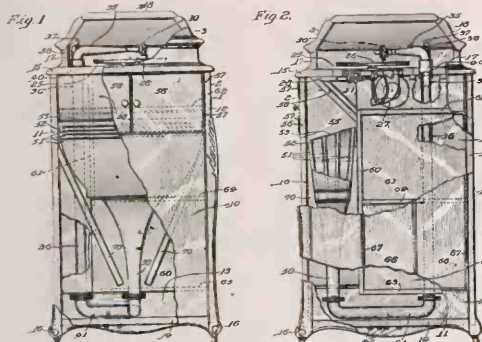


means for connecting the disc holder to the cover so that said holder may be raised or elevated therewith.

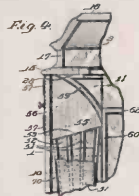
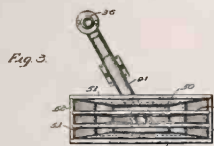
Another object of the invention is to provide a sound reproducing machine wherein the record disc is so mounted and supported in operative position that material economy may be effected in the manufacture of the discs.

Fig. 1 is a perspective view of a sound reproducing machine embodying the present invention; Fig. 2 is a vertical section thereof; Fig. 3 is a top plan view, the casing being shown in section and the disc holder removed; Fig. 4 is an inverted plan view of the disc holder; Fig. 5 is an enlarged detail section showing the means for connecting the disc holder to the hinged top of the case or cabinet.

TALKING MACHINE. John C. English, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,071,033.



The main objects of this invention are to provide a talking machine having a relatively long and large sound amplifier and a comparatively long tubular sound conveyor interposed between the major portion of the sound amplifier and the sound reproducing means; to provide an enclosed talking machine having an upright vertically oblong casing, a relatively long and large amplifier conveniently arranged to deliver sounds from the upper front portion of the casing, and to permit a relatively large amount of space to be reserved in the casing for the storage of sound records and to provide other improvements.



In the accompanying drawings Fig. 1 is a fragmentary front elevation of a talking machine constructed in accordance with this invention; Fig. 2 a fragmentary side elevation of the same partly in vertical section; Fig. 3 a top plan view of a portion of the same and Fig. 4 a fragmentary vertical section of a modified form of a portion of this invention.

METHOD OF CONTROLLING THE VIBRATION OF DIAPHRAGMS. Albert Hayes, Salt Lake City, Utah, assignor to Vocatone Manufacturing Co., Inc., New York. Patent No. 1,071,668.

This invention relates to methods of controlling the vibration of diaphragms of sound reproducing devices such as gramophones, graphophones and other devices in which sound is reproduced by the vibration of the diaphragm, and the invention has for its object to permit the effective use of larger diaphragms than those ordinarily used, to control the vibration of the diaphragm, to provide channels for the sound waves, and to so control the vibration of the diaphragm as to produce clear, well defined tones, to eliminate blasting and whirring from the tones produced, to prevent blurring and mixing or confusion of successive tones, to reproduce the tones of the human voice and of musical instruments in a natural way and with a minimum of mechanical suggestion, to give precision and clearness to the reproduction of the enunciation of words, and in general, to secure improved results in the reproduction of sounds.

Referring to the drawings which illustrate a form of device capable of use to carry out this improved method: Fig. 1 is a vertical sectional view of a sound box embodying the invention taken in a plane in line with the reproducer lever;

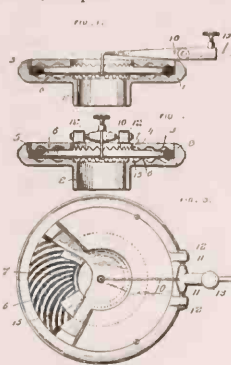
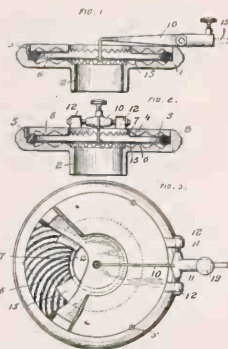


Fig. 2 is a similar view taken on a plane at right angles to that on which Fig. 1 is taken, and Fig. 3 is a top plan view partly broken of the sound box.

SOUND BOX. Albert Hayes, Salt Lake City, Utah, assignor to the Vocatone Manufacturing Co., Inc., New York Patent No. 1,070,667.

This invention relates to sound boxes for graphophones or gramophones and has for its object to produce a sound box in which the vibrating disc shall be so held that it will be permitted to vibrate only within such limits that the production of undesirable overtones is avoided and the sound reproduced is clear, strong and pure.

Referring to the drawings Fig. 1 is a vertical sectional view of a sound box embodying the invention taken in a plane in line with the reproducer lever; Fig. 2 is a similar view taken on a plane at right angles to that on which Fig. 1 is taken, and Fig. 3 is a top plan view partly broken away of the sound box.



SOUND AMPLIFIER. John C. English, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,071,610.

It is generally understood that sounds or tones differ, not only in pitch, which is high or low according to the number of vibrations per second in the sound, but also in quality or timbre, which is the property by which sounds of the same pitch may be distinguished from each other, and which makes the differences between the same note as played on different instruments, or as produced by different voices. These differences in the quality or timbre of tones are generally attributed to the fact that each single note produced is in general a compound note consisting of a fundamental tone which gives the prevailing characteristic pitch to the note, and also with a number of higher tones known as over-tones or harmonies, or relatively small intensity, and of higher pitch than the fundamental tone, and that these over-tones or harmonies, varying in number and intensity, according to the source of the note blend with the fundamental tone and the resulting compound effect gives the peculiar quality or timbre to each note. In the reproduction and amplification of sounds, it is therefore obviously desirable that the various tones and over-tones composing the sounds should be faithfully reproduced.

One of the objects of this invention is to provide an amplifier or resonator particularly adapted for use with sound reproducing machines, which will respond sympathetically and faithfully to all of

the various tones and over-tones and vibrations which make up the great variety of sounds usually reproduced by such machines and to augment the volume of sound delivered to said amplifier.

Further objects of this invention are to provide an amplifier which will direct and diffuse sound waves substantially uniformly through a pre-determined space to increase the field in which a good reproduction may be heard; to provide an amplifier having a relatively large sounding board surface; to provide an amplifier of simple and compact construction, and to provide other improvements.

In the accompanying drawings Fig. 1 is a side elevation partly in section of an amplifier constructed in accordance with this invention; Fig. 2 an end elevation of the same; Fig. 3 a longitudinal central sectional view taken transversely with respect to the sounding boards; Figs. 4 and 5 side and end elevations, respectively, of a modified form of this invention, and Figs. 6 and 7 are side and end elevations, respectively, of a second modified form of the invention.

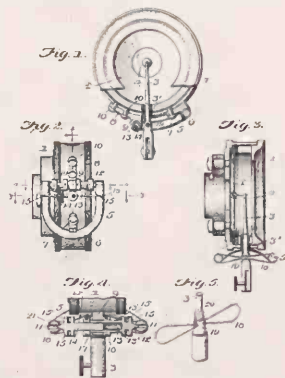
SOUND BOX FOR TALKING MACHINES. Bentley L. Rinehart, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 1,071,089.

The object of this invention is to provide a sound box in which the quality and volume of the tone of reproduction are rendered clearer, more distinct and more natural, than it has heretofore been possible to do.

A further object is to provide a spring support for the stylus bar, so disposed with respect to the diaphragm and to the plane of oscillation of the stylus that the quality of reproduction of sounds is greatly improved. A further object is to provide a means for carrying the tension to which the spring support for the stylus bar is subjected.

Briefly, this invention consists in mounting the stylus bar upon a spring support, the axis of which is disposed at right angles to the plane of the diaphragm, and coincident with the plane of the oscillation of the stylus bar, said spring being mounted upon the free ends of a bow provided with means for varying the distance between the free ends of said bow, and consequently the tension to which the spring is subjected.

In the accompanying drawings, forming a part of this specification, Fig. 1 is an elevational view of a sound box provided with the invention, the lower portion of said box being shown in section; Fig. 2 is a plan view of the lower part of the sound box, showing the spring support mounted thereon; Fig. 3 is a longitudinal section of same, and Figs. 4 and 5 are enlarged views of the details of the stylus bar and support employed therefor.



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