

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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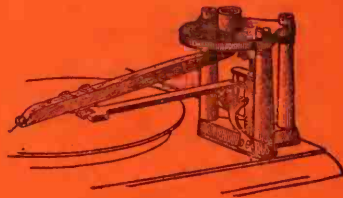


The best-known trade mark in the world

“The Victor talking machine’s design, ‘His Master’s Voice,’ has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world’s great masterpieces”—*Collier’s Weekly*.

VITAPHONE

CABINET INSTRUMENT



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



VITAPHONE
TYPE No. 50
\$50.00

Made in Quartered Oak

OTHER TYPES
FROM \$15.00 to
\$250.00

Catalog, Discounts and Terms on Request

THE Vitaphone Co.

Plainfield, N. J.

The Talking Machine World

Vol. 9. No. 10.

New York, October 15, 1913.

Price Ten Cents

THE STUDY OF THE OPERAS AS AN AID TO SALESMEN.

Dealers Interested in Plan of New York Jobber in Supplying His Salesmen with Tickets for Opera Season—How It Will Pay the Individual Salesman to Augment His Knowledge of Grand Opera at His Own Expense—Greater Knowledge Means Increased Sales.

In The Talking Machine World last month attention was called to the practise of a New York jobber, who also conducts a retail store in providing each of his clerks with a season ticket to the opera and insisting that each member of the staff attend regularly, as part of the work for which they were paid. He stated that the direct results in the matter of sales more than offset any expense entailed. The report has caused considerable comment from dealers throughout the country, and a number of them have written to the jobber asking for further information on the subject, with a view to adopting the same course.

There are naturally a great many dealers throughout the country who even if so inclined are not in a position to have the members of the staff visit the opera performances even at the expense of the individual, owing to the fact that they are located in small cities and towns. There are hundreds of dealers, however, who have stores in or near the large cities such as New York, Boston, Philadelphia, Chicago, St. Louis, etc., who can well take advantage of the opportunity to increase the efficiency of their sales force through a broader knowledge of opera. After witnessing a performance of any one of the more popular operas, the salesman naturally takes a greater and more personal interest in the music of that particular opera, whether or not he admires it from a musical standpoint.

When he plays a record he is able to appreciate just what part the selection plays in the complete performance, and how it should be rendered. He is also able to talk intelligently upon the opera in question, and through competent suggestion influence the sale of other records to the customer. The jobber who tried a plan of sending his sales force to the opera last season stated that the day following the performance of "Aida," for instance, the salesman or salesmen took every opportunity to introduce records bearing selections from that opera to the customer, and through their newly acquired knowledge of the opera were able to influence many sales. The same results continued throughout the season.

To the dealer in New York or Chicago, who has

attended the performance of the Metropolitan or the Philadelphia-Chicago Opera Company, the thought of the expenses serves to deter him from trying the experiment, for at such grand opera prices the cost of a season's tickets for each employe would be prohibitive. As a matter of fact, there are numerous opera companies touring the country each season, who present the more popular operas at prices often lower than those charged by an ordinary theatrical company. Of course, there are no international stars in the companies and the performance may not be quite up to the Metropolitan standard for grand opera, but even though the performance is poor it will at least afford an idea of the staging of the piece, how different sections of the score are presented, the part that each member of the cast plays and other details that will serve to give the talking machine salesman the detailed knowledge that he requires.

With the mechanical part of the opera impressed on his mind, he can fill in with the actual singing of the famous opera stars by means of the talking machine records.

It is hardly fair, however, to offer the suggestion as being directly up to the dealer, for the ambitious salesman and the one who wants to carve a career for himself in the trade should be only too anxious to acquire knowledge of grand opera on his own account as a business asset, and even without the suggestion or support of his employer. While the increased efficiency of the sales force naturally profits the dealer, the salesman himself is the first one to feel its good effects, for the increased sales knowledge naturally leads to increased salary.

In connection with the study of grand opera, it is also timely to advise the talking machine salesman to attend, whenever the opportunity offers, the orchestral and symphony concerts given in his vicinity, especially where the programs contain selections that are popular in record form. By subscribing for the season to any of the prominent musical organizations very good seats can be obtained for each concert at a surprisingly small cost; and without even considering the business value of attending such concerts, the musical entertainment offered is generally of the best and really delightful.

and approval. The strict adherence of its case design to the accepted ideas of the furnishings of the Colonial period has made a distinct appeal to the admirers of the Colonial design of furniture, and our dealers are enthusiastic over this addition to our 'Grand' production.

"Recitals featuring the 'Grand' will be frequently given by our distributors and dealers during the coming season. A number of these recitals will be held in prominent auditoriums and theaters, and the true musical value of the 'Grand' will be adequately demonstrated by the musical programs arranged for these recitals."

EXHIBIT DURING "FASHION WEEK."

Foster & Waldo Make Special Display of Talking Machines and Give Recitals.

(Special to The Talking Machine World.)

MINNEAPOLIS, MINN., October 6.—One of the attractive exhibits during the recent Fashion Week in this city was that in the window of Foster & Waldo, 811 Nicollet avenue, where a fine line of talking machines and pianos were shown. From the crowds in the company's stores it was evident that the sightseers enjoyed recreation when tired listening to the music of the Victrolas, which were kept going all the time. It was noticeable, too, that the classical music had the call.

HOLDS FORMAL OPENING.

F. G. Smith Plano Co., Washington, D. C., Makes Opening of New Talking Machine Department a Notable Occasion.

(Special to The Talking Machine World.)

WASHINGTON, D. C., October 9.—The F. G. Smith Plano Co. celebrated the opening of its handsomely appointed talking machine department last week with a public reception, which was widely advertised in the daily papers and was attended by a large crowd of music lovers, who were entertained by practically continuous concerts on Victrolas and Grafonolas. The new department in the company's building, at 1217 F street, is located close to the main entrance of the building. On the left as one enters are handsome colonial glass sound-proof booths, finished in ivory white and furnished in the most comfortable manner to resemble a drawing room or library. Back of the booths are located the library and 10,000 records.

The reception in the talking machine department attracted attention to other departments in the company's store wherein were displayed Chickering, Bradbury and other makes of pianos and player-pianos.

LOS ANGELES ASSOCIATION MEETS.

Bi-monthly Session and Banquet of the Talking Machine Men's Association Held in September, A. V. Chandler Representing Thomas A. Edison, Inc., Among the Guests—Ad Club Quartet Furnishes Entertainment.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., October 6.—The bi-monthly meeting of the Talking Machine Men's Association was held September 16 in the banquet hall of the Hollenbeck Hotel, with a large attendance. Among those present was A. V. Chandler, the new Western representative of Thomas A. Edison, Inc., who gave a most interesting talk upon the Edison phonograph, its progress, and the life and habits of Thomas A. Edison. During the banquet a novel treat was afforded the members of the association by the Ad Club Quartet, which has been meeting much popular favor in Los Angeles. Short talks were given by E. A. Borgum, the organizer of the Ad Club Quartet; H. H. Fish, R. G. Smith, and also Mr. Miles, representing the Los Angeles Tribune, who gave assurances of support for the paper which he represents. The next meeting will be the last Wednesday in November. Mr. Borgum in connection with the Ad Club Quartet will have full sway at this gathering, making it a real jinks rather than a straight-laced affair.

EFFICIENCY AND THE DEALER.

Credit Man Points Out How Parcel Post Aids Mail Order Houses and Why Small Dealers Must Be Equipped to Meet This Competition.

The extension of the facilities of the parcel post so that the limit of weight for the first and second zones is increased to twenty pounds is used as an occasion by a prominent credit man to remind credit grantors that the change will strengthen the position of the mail order houses, so that it behooves them to use their offices to the fullest extent in training the retailers to efficiency. He asserts that unless many of the retailers adopt improved methods of business they will be eliminated, for the dealer in the small country town can compete with the retail mail order house only in so far as his knowledge extends to retailing on a scientific basis.

The dealer must, therefore, be made to realize the importance of knowing the cost of his merchandise, the percentage to be added to assure a reasonable profit in selling, the existing conditions in the community, how to advertise economically, and how to train his help to bring in the best trade.

ART VOLUME WINS FAVOR

Of Talking Machine Buyers and Dealers—H. A. Yerkes Chats of New Grafonola Art Book in an Interesting Way.

"The expressions of congratulation that we have been receiving from our dealers the past few weeks on the introduction of our 'Grand' art book have exceeded all our expectations," remarked H. A. Yerkes, manager of the wholesale department of the Columbia Graphophone Co., in a chat with The World. "In presenting this artistic book to the trade and public we had hoped and expected that it would be recognized as an appropriate formal introduction of our 'Grand,' but the instant recognition of its real artistic merit that was accorded this publication by our dealers is as gratifying as it was unexpected.

"From coast to coast those members of the trade who have had an opportunity to examine the new art book have written us letters of the heartiest congratulation and commendation. The real artistic value of the illustrations featured in the book, together with the refined and dignified appearance of the publication, have impressed our clients remarkably, in addition to emphasizing the true standing of the Columbia Grafonola 'Grand.'"

"The new Colonial model of the 'Grand,' which we formally presented to the trade in this new art book, has also been the subject of universal praise



Columbia dealers never started out better prepared for good business than this Fall. You should worry? *You're right, you should.*



(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**

SYNCHRONIZES PLAYER-PIANO AND TALKING MACHINE.

Charles Fuller Stoddard, Prominent Inventor in Player-Piano Field, Perfects New Combination, Thoroughly Synchronized and Controlled by Pneumatic Valves—Obtains Result Attempted by Many—First Model Exhibited in Private Recently in New York.

Charles Fuller Stoddard in his work as an inventor is evidently a firm believer in logical development. His first work of prominence was the invention of several improvements in player-piano actions, and finally the complete new player action known as the Stoddard-Ampico, which has proven a practical success in every particular. Next, his work led him to the invention of the Rythmodik record roll, whereby the music was recorded on the roll exactly as interpreted by the artist at the piano. Mr. Stoddard's latest invention calls into play both the Rythmodik roll and the Stoddard-Ampico player, as well as the talking machine, for it is nothing more nor less than what, to every appearance, is a successful solution of the problem of synchronizing the action of the talking machine and player-piano.

The new invention in its experimental and unfinished state was offered as a surprise to the directors of the American Piano Co. at the meeting held last week, and met with their enthusiastic approval. In synchronizing the movements of the player and the talking machine, Mr. Stoddard has adopted the pneumatic action as the medium. A special synchronizing valve is attached to the player-piano and acts as an automatic governor. The only visible connection between the two instruments is a pair of rubber tubes leading from

in the player-piano and its companion record on the talking machine, repeated experiments have failed to disturb the synchrony to the slightest extent. In exhibiting his new invention Mr. Stoddard proved to the satisfaction of those present the correctness of his claim. When the record was running smoothly at the proper speed the accompaniment was perfect; when the speed of the record



Charles Fuller Stoddard.

was so reduced as to flatten the voice of the singer and to throw it off key, the player responded immediately and, though the effect was hardly to be termed musical, the demonstration was convincing.

While, of course, the Rythmodik rolls reproduce the tempo, tone-coloring and touch effect as interpreted by the actual player, the use of the synchronizing device does not in any way interfere with the operation of the dynamic control button on the Stoddard-Ampico player, the accompanying being made louder or softer according to the whim of the listener, without changing the tempo.

The main feature of the new invention as it relates to the player-piano is its simplicity, for, while a special form of talking machine is necessary, the simple attachment of the synchronizing valve to the player-piano places that instrument in a position to act as an automatic accompaniment.

The synchronizing valve can be attached to any make of pneumatic player-piano in less than a half hour, and when in place the player-piano and talking machine may be played together or separately as desired.

In view of the fact that Mr. Stoddard's latest invention has just passed the experimental stage, details regarding the time and conditions of its marketing have not yet been decided upon. Mr. Stoddard, however, is to be congratulated upon having solved to all appearances a problem that

has puzzled inventors of several nations for some years past. It opens a new field for both the player-piano and the talking machine, and adds to them more of that very necessary element—human interest.

GRAND RECITALS IN UTICA.

The Grafonola "Grand" Heard in Two Recitals—Excites Admiration and Praise of Hearers.

(Special to The Talking Machine World.)

UTICA, N. Y., October 4.—The Columbia Graphophone Co.'s \$500 masterpiece, its Grafonola "Grand," was featured at several recitals recently held in this city, thus presenting the first opportunity to music lovers of this city to attend a formal demonstration of this product.

The first recital featuring the "Grand" was held in the Italian Room at the Hotel Utica, one of the leading hostelrys of this city. The room had been furnished and decorated particularly for this recital, and the attractive appearance of the scene made a fitting background for the presentation of the beautiful instrument featured. Selections and renditions in classic and operatic music formed the major part of the day's program, and an enthusiastic audience of musicians, prominent laymen and music lovers applauded the performance heartily.

The recital at the Hotel Utica was supplemented the following day by an informal recital held at the talking machine warerooms of John E. Roberts & Co., Columbia representatives, who had collaborated with the Columbia Graphophone Co. in the presentation of the first recital. This recital was well advertised in the daily newspapers, and the enthusiastic comments of the press on the performance at the Hotel Utica served to bring out an audience that taxed the warerooms to their capacity. The second demonstration was equal to the first one in the ovation the "Grand" received.

R. F. Bolton, manager of the Columbia Co.'s store at 89 Chambers street, New York, assisted in presenting the constructional features of the "Grand" to the audiences at the recitals.

IMPORTANCE OF LUBRICATION.

Under date of September 24, the Victor Talking Machine Co. sent out an important letter to its dealers calling their attention to the lubrication of Victor mainsprings. The company stated that for a number of years it has been experimenting at its laboratories in an effort to determine the best possible lubricant and methods of applying it. Owing to the sliding action of the springs in coiling and uncoiling, it is absolutely essential to have a perfect lubricant.

After these years of thorough testing and experimentation the company has finally concluded that the best lubricant to be found for the purpose of lubricating the Victor mainsprings is Dixon's No. 647, Graphite No. 2, mixed with an equal quantity of Victor spring motor oil.

In its letter to the trade the company quoted special prices on both the graphite and the spring motor oil, and asked the co-operation of its dealers in this connection, so that top-notch efficiency in the handling of Victor machines may be assured.



How Mr. Stoddard's Device Operates.

the synchronizing valve on the player-piano to the talking machine, the working of which still remains the inventor's secret.

The talking machine, for its part, is of special design, although operated with the usual form of spring motor, and Mr. Stoddard states that in the completed designs such as would be intended for commercial purposes, the motor and accompanying synchronizing devices will occupy a cabinet no larger than that required by the talking machine of standard design.

In order to insure perfection in the final operation of the two instruments, the Rythmodik record roll is made by actually accompanying a solo, whether vocal or instrumental, as reproduced by the talking machine. When such a roll is placed



Victor-Victrola VI, \$25
Oak



Victor-Victrola IX, \$50
Mahogany or oak

Victor-Victrola

The entire musical trade owes a debt of gratitude to the Victor-Victrola. This wonderful instrument aroused the public to a greater and more intelligent appreciation of the best in music, and in so doing gave to the music trade in general unprecedented prosperity.

Never has the musical industry been on such a high plane as it occupies to-day.

Never had the dealers such well located, splendidly equipped showrooms for which Victor dealers in some instances pay annual rentals of from twenty thousand to thirty thousand dollars.

Never was an instrument such a complete success as the Victor-Victrola, leading from one success to another still greater, offering better opportunities to dealers right along, and in which even at the present time every dealer can readily participate.



Victor-Victrola XI, \$100
Mahogany or oak



Victor-Victrola XVI, \$200
Mahogany or 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

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

Despite the Fact That Holidays and Hot Weather Worked Against Trade During September—Big Shipment of Edison Machines En Route—Various Houses Adopting Active Measures to Make Sales—L. F. Douglas Makes Generous Offer—News of Trade.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., October 6.—Talking machine business, both wholesale and retail, has been gradually picking up the past month, in spite of such diverting influences as holidays, hot weather, etc. September 9 (Admission Day) was a State holiday in California, and was generally observed by all business houses, which cut the month short by two holidays, Labor Day falling on the first. Just after the middle of the month a very unusual hot spell was experienced in San Francisco, the 16th being the hottest day ever recorded here. However, the talking machine business held its own in good shape, in many instances a gain being reported over August, and also over the corresponding period of last year. There has been considerable talk in the local trade of active early preparations for the holiday trade, and these statements are now being borne out by heavy arrivals of machines from the East. While the trade does not anticipate any such great difficulty in getting goods as it experienced the past few years, it is not willing to take many chances. A large record business is opening up now, as activity is being resumed in musical circles. A large number of artists are scheduled to appear here within the next few weeks, and their engagements always create an increased demand for certain records.

Big Edison Shipment for Pacific Phonograph Co.

The Pacific Phonograph Co. now has on display at its warerooms samples of the Universal cabinet, which it proposes to manufacture here on a large scale. It is attracting very favorable attention among dealers in this section. The company has a large shipment of Edison machines en route from the factory, which represents six car loads. With their arrival early in October, the company will be in position to begin filling advance holiday orders. The past month 105,000 wax records were broken up at the Pacific warerooms, and the wax packed for re-shipment to the factory. Manager A. R. Pommer and Mrs. Pommer spent some time at Del Monte the past month while a golf tournament was being held there. Both are golf enthusiasts, Mrs. Pommer being one of the best lady players in the country. J. E. McCracken left a few days ago on his fall trip in the Northwest, after spending the greater part of the summer in town.

Introducing the New Amberolas.

E. V. Chandler, special representative of the phonograph sales department of Thos. A. Edison, Inc., is working his way to the southern part of

the State, the main purpose of his trip being to introduce the new type machines, Amberola VIII and X.

A Strong Columbia Campaign for Fall.

W. S. Gray, local manager for the Columbia Graphophone Co., says that the summer lull in business has been forgotten the past month and that the fall campaign is well under way. He has engaged another traveler to look after the outside territory, and C. J. Moore is now devoting full attention to the city trade. The new man is E. L. Sues, formerly with the Pacific Phonograph Co. As the season advances, enthusiasm for the Columbia Leader machine increases here, and a shortage is feared at holiday time. Dealers generally are lavish in their praise of this product and a very bright future is predicted for it.

Displays of the State Fair.

Displays of Edison products were made by the A. J. Pommer Co. at Sacramento, Cal., during the State fair there, and by the Sonoma Valley Music Co. at the recent apple festival in Sebastopol.

Wiley B. Allen Co. Very Busy.

At the Wiley B. Allen Co. department a very satisfactory month's business is reported. F. P. Corcoran is devoting special attention to the style 25 Victor machines for use in public schools in San Francisco and the bay towns, following up the work in this vicinity of Miss Ada Gertrude Jordan, special representative of the educational department of the Victor Co., who has made a very favorable impression on teachers and school boards in regard to the educational value of the Victor products in schools. Joel R. Scott, who looks after the record department, has just returned from a visit to the Wiley B. Allen interests in San Jose, Cal. Manager Black reports a big demand for Victor Victrolas Nos. IX, X and XIV, especially in art finish.

Special Representative Ridgeway, of Lyon & Healy, Chicago, was a recent visitor to the local trade.

What Some Houses Are Featuring.

Clark Wise & Co. are making a special feature of \$75 machines this week, following the arrival of a large shipment of this grade of machine. Clark Wise says he is stocking up quite heavily in anticipation of a possible shortage later in the year.

P. H. Beck is very well pleased with the way business has come his way since he took over the department at Kohler & Chase's, and is preparing for a big holiday trade.

Byron Mauzy has been making a good many

improvements in his store lately, and is now preparing for enlarged window display space. After the change is made talking machines will be featured more extensively on the main floor.

Increase in Victor Business Reported.

A. G. McCarthy, of Sherman, Clay & Co., says that fall business, both wholesale and retail, in Victor products has opened up in fine shape, sales running ahead of the corresponding period of last year right along. An addition of two stories is being erected on the Sherman, Clay building in this city, which will give that company ten large floors occupied exclusively by its music business, one of the finest establishments of its kind in the whole country. Sherman, Clay & Co. are Coast distributors for the Victor Talking Machine Co. and besides do a very large retail business in Victor products.

Leon F. Douglas' Generous Offer.

Leon F. Douglas, of the Victor Co., has offered to make a big donation for a natatorium in San Rafael, Cal., where he makes his home, providing children under the age of eighteen years be admitted free one day in the week to the pavilion. On this condition he offers to buy the entire bond issue of \$25,000 recently authorized for the building of a municipal bathing pavilion, and furthermore to donate 300 bathing suits and hire a swimming instructor to serve during the three months' vacation period of the ensuing two years.

Recent Trade Visitors.

D. J. Lawn, dealer of Hollister, Cal., was a recent visitor in San Francisco.

J. S. Baley, manager of the local branch of Babson Bros., Chicago, received visits the past month from both Henry Babson and F. K. Babson.

TALKING MACHINES IN INDIA.

Consul Reports That Disc Machines Have the Call—Records Easy to Transport Safely.

According to a report made by Consul Baker, on special duty in India, talking machines are now quite well introduced into that country. They are nearly all of the gramophone disc machine type, and are made mostly in Germany and Austria. The leading musical instrument dealers in India have given up all attempts to actively promote or advertise such machines, owing to the fact that native bazaars are content to sell them at such slight profits, often for not more than thirty cents profit per machine, that it is no longer worth their while to make such machines a feature of their business. There is practically no demand for wax cylinder machines, for the same reason that extra high pianos cannot be sold here, easy portability being required, and such requirement being best fulfilled by using disc records which cannot break or suffer damage from heat and which can easily be packed in small space.

"There'll Come A Time Some Day"

(APOLOGIES TO CHAS. K. HARRIS)

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

Eastern Service Is Good Service and It Is Just Service

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

EDISON

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY

VICTOR

GENERAL ACTIVITY THE RULE IN CLEVELAND TRADE.

Better Grades of Machines and Records Have the Call—Officers of Jobbers' Association Among Visitors—Big Demand for the Union Attachments—Phonograph Co. In New Quarters—What the Various Managers Have to Report Anent Business Conditions.

(Special to The Talking Machine World.)

CLEVELAND, O., October 11.—Trade generally in the talking machine line was good throughout September, while increasing activity has been manifest during the past two weeks, especially with distributors. Retail dealers are making daily sales of the higher grade machines and records, and large numbers of inquiries are reported. Indications all point to a large fall trade, for which dealers are making extensive preparations.

J. C. Roush, president of the National Association of Talking Machine Jobbers, of Pittsburgh; E. C. Rauth, of the Koerber-Brenner Music Co., St. Louis, and Perry B. Whitsit, of the Perry B. Whitsit Co., Columbus, who attended the meeting of the executive committee at Chicago September 21, accompanied T. H. Towell on their way home, and were his guests while here.

W. H. Huy, of the phonograph sales department of Thomas A. Edison, Jr., Orange, N. J., was a visitor here for a few days the last of September. He said reports of business were good everywhere.

Clifford R. Ely, special traveling representative of the wholesale department of the Columbia Graphophone Co., after several days in the city and vicinity, left for a Southern trip extending to New Orleans.

Demand for the union attachments for disc machines, manufactured by the Union Specialty & Plating Co., increasingly continues. H. B. McNulty, general sales manager, said: "We had a splendid business during the month of September, double that of any previous month. We have been able at last to get out our Union No. 3s and 2s and are getting duplicate orders for them. The Edison modifier is also selling splendidly. We are selling more goods than we really expected

to so soon after placing them on the market."

Notwithstanding the multiplicity of wares handled by the Collister & Sales Co., Phil Dorn, manager, keeps his eye on the talking machine department and is always posted as to the condition of trade. He stated the call, both wholesale and retail, for Victor machines and records was good and increasing.

The Phonograph Co. is now settled in the new quarters at 1260-66 Huron road, and held a reception opening October 3. The reception room, office, recital hall and demonstration rooms were adorned with flowers and the decorations throughout were greatly admired by a host of visitors. The company is the exclusive distributor of Edison disc and cylinder phonographs, and the manager stated business had opened most satisfactorily, with a much larger volume of trade than had been anticipated.

"The fall Victrola business has started to boom," said F. N. Hertzner, manager of the department of the B. Dreher Sons Co. "We are prepared to take care of the rush this year, as we have not been heretofore, for we have a large number of machines of all styles in storage. Our experience of last year taught us a lesson, as we could have placed thirty to forty more Style XVI machines last December if we could have secured them. There is no doubt the fall trade will be immensely good this year."

A very satisfactory volume of business in talking machines and records was reported by O. E. Kellogg, of the H. E. McMillin & Son Co. "Trade was quite good throughout September," he said, "and October has started in very propitiously. We are making good sales of Victrolas and Amberolas and there is a constantly increasing demand for

records. E. F. Duer, of our outside force, is filling Miss Hill's place temporarily."

"Our Victrola sales are just splendid, and the record trade is growing larger each month," said Miss Ethel M. Volk, manager of the department of the May Co. "Our Edison trade is very much better, with the growing list of Blue Amberoles. We are preparing for the largest holiday business this department has ever known."

The company and attaches of the H. E. McMillin Co. were more particularly interested during the past month with the matrimonial affairs of Miss Blanche Hill. She has been identified with the talking machine department of the company for nine years, and has resigned to be married to George Grimm, of the Standard Sewing Machine Co. She was presented by her associates with a handsome rock crystal water set and crystal lamp to match, together with an appropriate letter expressing esteem, good will, and regret at her departure.

A bright outlook is forecast by the present satisfactory talking machine trade at the store of William Taylor, Son & Co. The manager stated business, as usual, was very good, and that there were increasing inquiries for machines.

The activity of G. R. Madson, manager of the local Columbia store, permeates the entire establishment, and there is always something doing there. Sales have increased to more than double the amount in the past two years and there is a constant accession to the lengthening list of dealers and purchasers. Attaches are busy in the wholesale, retail and Dictaphone departments. "The volume of our business last month," said Mr. Madson, "was 200 per cent. over that of September last year. Our school business is starting up very well and promises to be a distinguishing feature of Columbia trade this fall."

The Witt Music Co., of Lorain, is opening up a new store at Elyria, covering a full line of Columbia goods.

A very roscate feeling prevails at the Eclipse Musical Co.'s store. Fred E. Lane, in charge of the retail department, stated that the September business was very much better than during the same month last year. "The monthly concerts given at the store each month," he said, "have proven to be a great drawing card." T. H. Towell is quite optimistic, as usual, and expressed the belief that the fall and winter business would be greater than ever. P. J. Towell, his brother, who carefully looks after the interests of the establishment, said he was well pleased with conditions in the wholesale department, which he directly supervises.

R. W. Schirring, manager of the Victrola department of the Caldwell Piano Co., stated business was good and at least 50 per cent. greater than it was a year ago. Sales, he said, run to the more expensive instruments and records, the latter being exceptionally good.

There is every indication of active business at the store of W. H. Buescher & Sons Co., and conditions were said to be shaping toward a more than usual active fall and winter season. With present excellent sales of Victrolas and cabinets and a constantly increasing sale of records the company is highly pleased with the flattering prospects.

Anything you want, at any time you need it, in the music line is the motto of E. A. Friedlander, manager of the Bailey Co.'s talking machine department. And so he is prepared to furnish a customer with a Victor, Grafonola, Amberola or Edison disc with any record desired. He stated business was better than a year ago, with a bright outlook for fall trade. Trade was said to be not only good in talking machines, but in the small musical instruments as well.

The Goodman Piano Co. is doing considerable in the talking machine line, but attention is devoted more to the piano trade, which is reported excellent.

Loyalty to your employer, even under criticism, is paramount. You are enjoying his munificence, be the amount ever so small, and your work must not be measured by the ounce. Give full measure, and over—you will be the gainer.



Won't You Have a Lesson in Spanish?

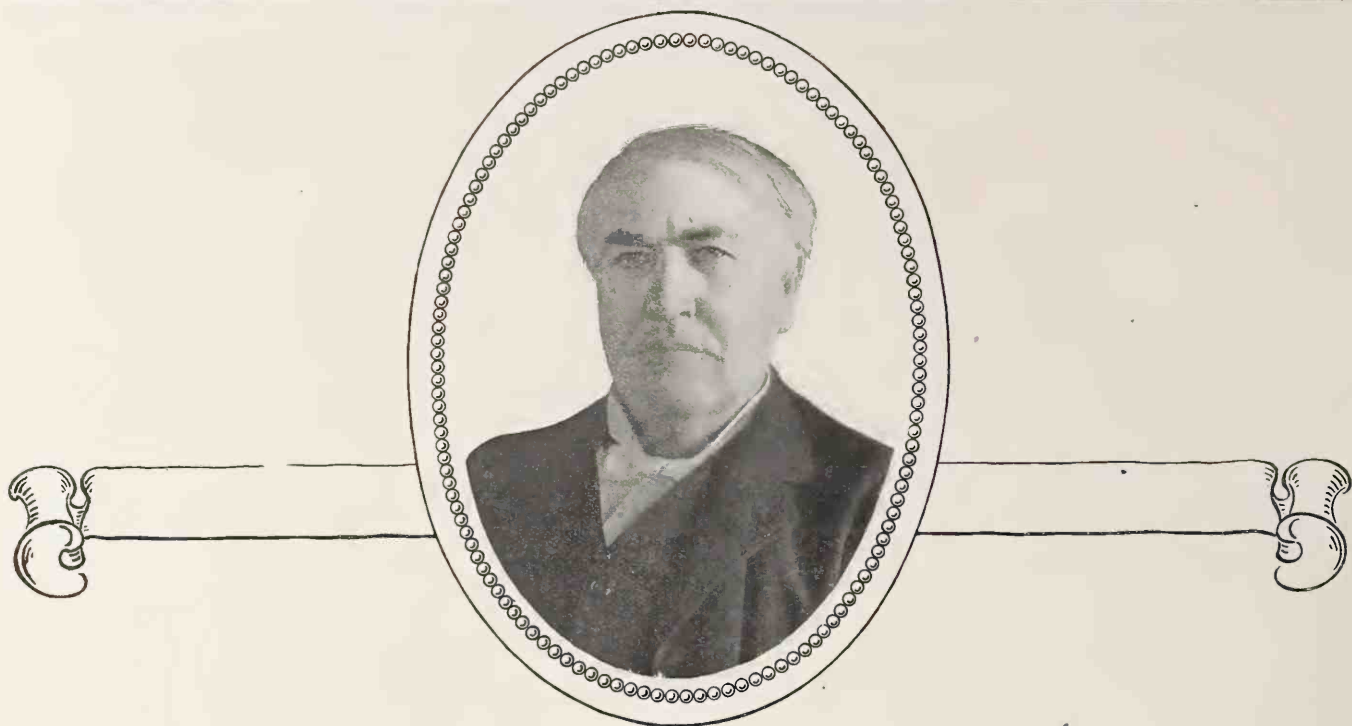
It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

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.



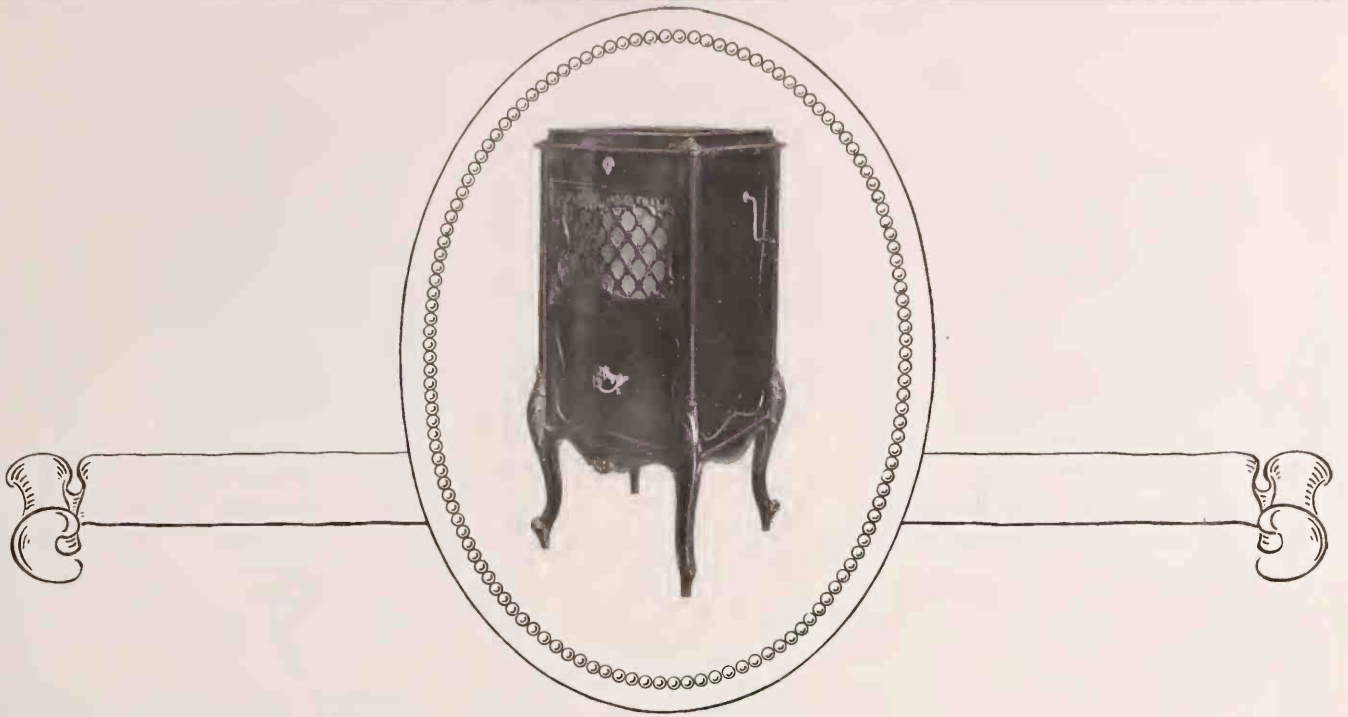
Mr. EDISON announces
the new DISC Phonograph

That part of your trade that has learned to look with favor upon the disc type of phonograph can now have such an instrument made by Mr. Edison.

The Edison Disc, however, has not been perfected simply to meet a disc demand. With Mr. Edison it was not a question of disc or cylinder but a question of carrying sound-reproduction further than it had ever been carried before.

The new Edison Disc Phonograph is not a talking machine but a wonderful musical instrument.

It represents thirty-five years of experiment and investigation in musical acoustics and sound reproduction. It embodies not only new reproducing methods but also new recording methods.



Mr. EDISON'S *Greatest* *achievement in Sound* Reproduction

is a phonograph with a new voice—a voice of liquid and mellow tone, wide range and incomparable sweetness.

In the new reproducer Mr. Edison has found the secret of true tone reproduction. The reproducing point is a diamond that never wears, never varies and never needs changing.

The records are of a new material—a chemical compound of great density and hardness, yet of such peculiar qualities that the most minute sound waves can be engraved upon it and no amount of wear will efface or distort them.

For the Edison

Disc Phonograph a new motor has been perfected, a motor of great power and accuracy, built to last a lifetime and accurately adjusted.

There are ten models now ready, ranging in price from \$450 to \$60. All are of the cabinet type in beautiful and artistic designs worked out in rare woods. See the announcements of leading Edison jobbers in this issue. One of them is near you

and will be glad to take care of you as far as the present manufacturing output will permit.

Thomas A Edison
INCORPORATED

59 Lakeside Ave.

ORANGE, N. J.



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



SHERATON
 Model A275, Mahogany, Inlaid Plain, \$275.00

Here are the types of Edison Disc Phonographs now ready for your trade

Every instrument is of the cabinet type. Every case is a rare example of the cabinet builder's art. The rare woods used in their construction, the beautiful finish, the careful workmanship and the graceful lines all go to produce just the setting that this wonderful new Edison instrument should have.

There are eight distinct types in all woods, ranging in prices from \$60 to \$450.



Model A80, Mahogany, \$80.00

Thomas A. Edison, Inc.



Model A200, Mahogany and Oak, \$200.00



Model A300, Circassian Walnut, \$300.00



SHERATON

Model A290, Mahogany, Inlaid Marquetry, \$290.00



LOUIS XV

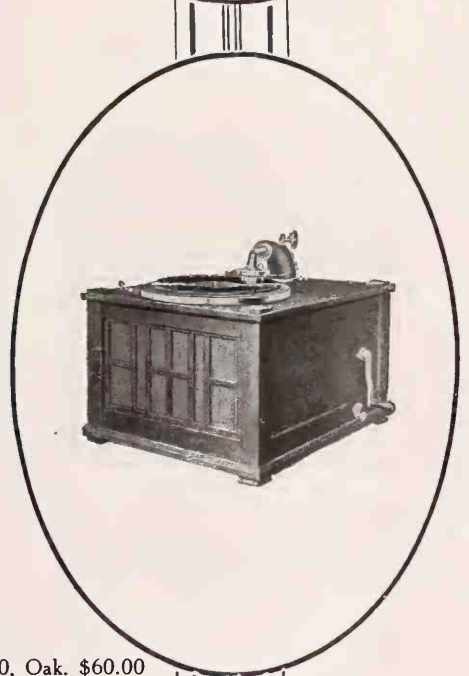
Model A425, Circassian Walnut, \$425.00
Model A375, Mahogany, \$375.00

There is no demand in a sound reproducing instrument that the Edison Disc does not meet

It gives the Edison method of reproducing in disc form—the method that has brought fame to the sweet-toned Edison Cylinder instrument.

Its reproducing point is a diamond that never wears out, never wears the record and never needs changing. And it is, in appearance, an instrument that will adorn the most beautifully appointed drawing room.

Take up the new Edison line with your jobber. See the jobbers' announcements elsewhere in this issue.



Model B60, Oak, \$60.00

59 Lakeside Ave., Orange, N. J.



Model A250, Mahogany and Oak, \$250.00



Model A150, Mahogany and Oak, \$150.00

Perpetual Profits

You're in business to stay. So is Mr. Edison. So are we. Edison has built up a great organization that is getting greater every day, because every phase of it is built on big thoughts.

He has applied his genius to the production of the most wonderful phonographs ever produced. They are the safest plays in the phonograph business. They reach both ends of the line. Every customer can satisfy his taste, and every satisfied customer means real money for you—regular profits.

The New Disc Phonograph



is the latest Edison product. Its beauty of tone, volume of sound, range of selections, and many distinctive Edison refinements will make an instantaneous appeal.

The Cylinder Phonograph in its improved form and with its long playing, wear resisting Blue Amberol Records are smashing all phonograph sales records.



Attention, Michigan!

Aren't perpetual Edison profits worth while getting after—now? They never stop. As the only Edison jobbers in Michigan carrying a full line of cylinder and disc goods we offer to you absolutely prompt service and help. Orders filled the day they're received. Write us.

American Phonograph Company

252 Woodward Avenue
DETROIT, MICH.

RECORDING A QUARTER OF A CENTURY AGO AND NOW.

An Interesting Exhibit of Some of the First Records Made with the Edison "Perfected" Phonograph and the Story Connected with Them—When the Recording of Band Selections Presented a Real Problem—Walter H. Miller, a Veteran of the Business.

In looking over the talking machine field to-day and its tremendous extent, it is hard to believe that only a quarter of a century ago the business was in its infant stages and it was not really out of the hands of the experimenter. That the present year comes close to marking the twenty-fifth anniversary of the present-day phonograph was brought to mind by a visit to the office of Walter H. Miller, manager of the recording department of Thomas A. Edison, Inc., who proudly displays a small case containing three records, a reproducer and a recorder. The records made and the recorder and reproducer used on the first "Perfected" phonograph.

Despite the lapse of the years, the records of white wax, little harder than ordinary paraffine, still showed distinctly the recording lines, although the paper cards stuck in the end to tell what they represented are yellow with age. One of the records was made by Thomas A. Edison himself in 1888 to test the new phonograph, and is in the nature of "Travel Talk."

At the time the record was made, owing to lack of experience on the part of recorders and recording artists and the imperfection of the mechanism, it was impossible to reproduce ordinary conversation so that it would be thoroughly understandable. The result was that in testing records the names of cities were used frequently, as, for instance, the recorder would say: "We will now go from New York to Albany, from Albany to Syracuse, from Syracuse to Buffalo, from Buffalo to Chicago, etc.," the idea being that if the name of the city was spoken twice in succession the listener was bound to hear it and thereby be impressed with the wonders of the machine.

The second record, made in 1899, marks one of the first successful attempts to record a band selection for general distribution. The record was played by Issler's Band, at that time one of the leading organizations in Orange the piece being "Fifth Regiment March." The third record was a song by Effie Stewart, recorded in January, 1889, and one of the first successful recordings of the female voice. The length of Mr. Miller's connection with the recording end of the business can best be imagined by stating that these first records bear cards in his handwriting, describing what has been recorded on them.

Despite his personal connection with Mr. Edison in many recording experiments, it was with great difficulty that Mr. Miller persuaded "the Old Man" to make a record of his own voice as a souvenir, it being Mr. Edison's contention that there was only one worse recording voice in the world than his own, that being Mr. Miller's. However, the desired record was finally obtained, and a number of others of equal historic interest and value, and hold an honored place in Mr. Miller's collection.

The early days of the recording game were strenuous ones. The recording artists knew little or nothing of how to play or sing for the machines, what positions to assume or what generally was expected of them, and recording experts for the company were little better informed, because it was all in the nature of an experiment. The records were of much softer material than are the "masters" of the present day, although it is claimed by the old-timers that the soft records reproduced absolutely without a scratch and far more naturally than the modern ones. Nevertheless, the very softness of the record itself proved a drawback, for it was practically useless after a half dozen reproductions.

Solos were among the first records attempted, because it was easy for the single artist to stand in front of the horn and secure the desired results. In 1888, however, the first attempt was made to record a selection by a full band. The first band record was that made for Osgood S. Wiley, about to sail for England to look after certain business matters and who desired to take a number of phonograph records along for exhibition. The

band was Markwith's Fifth Regiment Band, of Orange, which was more willing than able to record properly. The recording was in charge of Mr. Miller and Prof. Wangemann. In describing the recording of the first band record the Orange, N. J., Journal of that period said in part:

"The phonograph was placed upon a table, the funnel turned so as to bear upon the musicians, and while Mr. Wiley bustled about and gave numerous directions young Mr. Miller and Prof. Wangemann, both of the laboratory, arranged the electric battery and wax cylinders for the coming operation. Although the musicians were not attired in regalia and would not even have stunned a London audience with the completeness of their attire, which was designed for work only, they seemed to realize that they were about playing before a foreign audience, though the audience did not happen to be present, and they tuned their in-



Walter H. Miller.

struments accordingly. The phonograph was soon ready, and as Director Markwith waved his wand the room was filled with the harmony of Ripley's andante moderato, "Best of All." Even the pictures on the walls seemed to be moved by the music, and, while the phonograph ground away and gathered in every note, Kiralfy's ballet in one corner seemed to be moving in all their gorgeous trappings; Signor James Dunbar in his lithograph of some great circus seemed to fly faster and faster around his ring on his eight horses; the scene on the bridge in "Hoodman Blind" looked weirder and sadder than usual; Magician Herman's smile seemed more sly than before, and all the other pictures on the walls appeared to be going through their acts, while the phonograph quietly took in the fun. The music ceased, the phonograph was stopped, a small funnel was attached to it, it was started again, when—lo!

"Did you play that way?" said Mr. Markwith, Sr., to Mr. Markwith, Jr., as the phonograph reproduced the music. Such flatness was never heard before. The cornetist looked sad.

"It's the fault of the battery," said Prof. Wangemann.

"This dispelled the cloud from Director Markwith's brow and the cornetist smiled again. The battery was rearranged and a few minutes the selection was rendered perfectly by the machine, to the astonishment of the musicians."

Just think of all that fuss over the recording of a single band selection as compared with the matter-of-fact method of recording to-day.

The newspaper story, however, did not tell all of it.

Messrs. Miller and Wangemann had tried out band recording at several rehearsals of the Fifth Regiment Band, and by that means secured a fairly good idea of how the instrument should be arranged. The practice was to record a selection and then rush back to the laboratory to try it out, often with sad results. All this happened twenty-five years ago, a quarter of a century, yet a few years later we had perfect records, reproducing music as played by the most famous bands of the world, with absolute faithfulness.

Together with the inventors of the mechanical processes involved, the recording experts deserve full share of credit for the success of the phonograph and the talking machine, for through their efforts the mechanical perfection of the machine was experimented to practical advantage.

Nowadays the recording laboratory appears more like a big workshop than any other line. Musicians know just what is expected of them and do it, and where failure was the rule a quarter of a century ago, it is decidedly the exception to-day.

FRENCH SINGERS WIN SUIT.

Paris Tribunal Holds That Twenty-Year Exclusive Contracts Are Not Binding.

(Special to The Talking Machine World.)

PARIS, FRANCE, October 4.—Four famous opera singers of this city have called upon the courts to annul contracts which they had entered into with a talking machine company.

They are Martha Chenal, of the Opera Comique, who is to be Oscar Hammerstein's chief importation in New York this season; Lucien Muratore, the tenor; Mme. Lamare, soprano, and Jean Perier, tenor.

An enterprising talking machine company signed each of these singers for a term of twenty years, they agreeing not to sing for any other talking machine firm for that length of time, but the number of records for their voices made were few and consequently the royalties small.

On the ground that the contracts were inequitable, they appealed to the Tribunal de Commerce to have the agreements annulled. The plea was granted in the cases of Mlle. Chenal, Mme. Lamare and M. Muratore, but through some technicality M. Perier lost his case.

Some time since a judgment of \$300 was entered against Muratore in favor of the talking machine company for his having appeared in "Paola and Francesca" for a moving picture firm. The tenor appealed from that verdict and has just had the judgment reduced to \$100.

PHONOGRAPHS FOR MITCHELL.

Candidate for Mayor of New York on the Fusion Ticket Will Use Them in Campaign.

In the municipal campaign for Mayor which has just opened in New York City, one of the innovations will be the extensive use of phonographs. Empty stores will be hired all over the city for business men's noonday meetings. The phonographs will be installed in these stores and will play popular music until a large enough crowd has been caught. Then the phonograph will give a speech by Mr. Mitchell. There will be a number of these so that the same speech won't have to be repeated.

MODERN INVENTION.

There was an atmosphere of gayety in the office. "The boss is goin' on a three months' trip," whispered the clerks.

Just then the boss himself stepped out of his private holy-of-holies.

"Gentlemen," he said, with a smile. "I am about to start on a little trip. I shall be absent about three months. During that time—you have doubtless heard of Edison's latest and most marvelous invention—during that time I have arranged to have talking-moving pictures taken of the interior of this office every working day. The picture machine will work continuously from 9 till 5. I hope to derive a great deal of pleasure and gratification out of the finished films when I get back. That is all, gentlemen."—Advertising.

Oldest Exclusive Edison Jobbers in the Country

We've been in business a long time, Mr. Dealer. No one in the country has handled the Edison line exclusively as long as we have, we've watched it grow—we've found it the dependable, sure profit line for the live, aggressive merchant. Perhaps our opinion is of value when we say that

The New Edison Disc Phonograph

which is now being offered, is the best leader that this line of leaders has ever had. It meets the popular demand overwhelmingly. Its sweetness of tone, its wonderful volume, its never-changing needle — these are just a few of the points that recommend it and make it a world-beater.



And the Cylinder Phonographs go right on holding their own audience, striding into new territory, winning new friends.

To make it possible to serve:

Eastern New York, New Hampshire, Vermont and Massachusetts with the Edison Line more efficiently than we have ever been able to do in the past



**We are going to Move Our Wholesale Branch to
Albany, N. Y.**

Albany is the logical shipping center for this great area. It is the point from which we can fill orders most promptly, considerately and efficiently. The facilities there are unrivalled. You can count on us for the utmost co-operation in everything that will put the Edisons into more homes.

AMERICAN PHONOGRAPH CO.

Address for the present, GLOVERSVILLE, N. Y.

POORLY ADJUSTED MACHINES A MENACE TO THE TRADE.

A Story That Illustrates the Importance of Having Talking Machines Used in Connection with Moving Picture Shows Properly Adjusted and the Records New—The Real Necessity of the Speed Regulators on All Machines—Interesting and Helpful Suggestions.

PROLOGUE.

The great plankway was thronged with a gay cosmopolitan multitude that spread itself like a great many-hued flower garden along its five miles of promenade. The season was late—September 27, to be exact—but the weather was perfect, and the crowd responded nobly to the seductive call of the salt air and the dashing waves. A scene bewildering in its magnificence, and one to be witnessed nowhere else on earth—Atlantic City on a fair autumnal Saturday with the fashionable world and his wife down for a joyous week-end.

From the Steel Pier came the erasing blare of Vessala's Band swinging its melodious way through "The Fairest of the Fair March." Old Father Neptune approved of this spirited two-step, for he had the foaming breakers tuned to an obligato.

The sun was shining with golden splendor, and the breeze from the sea was filled with life-giving elixir.

Some resort, and some day, believe me!

You enjoyed the introductory overture by Signor Vessala and Daddy Neptune, I am sure, but the music accompanying the balance of this performance will not be pleasant—I warn you in advance. I did not wish to destroy the beauty of my prologue with discordant noises. I desired to have you in good humor before registering my kick, which, by the way, is of such proportions that only an incorrigible mule could satisfactorily administer it for me. I therefore strained my optimism to the breaking point, and up until this pitiful moment refrained from unpleasantness.

Now for the dirty work!

Mr. Dealer, if you could sit here with me in Bralinger's pavilion and listen to the consarned, dod binged, overworked, poorly adjusted talking machine the movie emporium across the way is using to attract the attention of the public, and then take pencil in hand, as I have done, and write a cheering prologue, you would deserve credit; you would, indeed. I feel quite cheery to think that I was able to capture for you snatches of real music and glimpses of sun and sea from out that awful bedlam of harsh sounds.

The plot thickens—On guard!

Mr. Dealer, why do you not see to it when you make sales to moving picture parlor proprietors, that they are instructed in reference to running the machines you sell them? There is no better opportunity for an abundance of free advertising for you than in this field if you would embrace it. The way the proposition is handled at present is a disgrace to the talker fraternity.

People are passing this movie parlor, and hundreds more in different cities throughout the country, at the rate of approximately one thousand per hour, and all of them to a man are disgusted at the infernal squeak that issues from the horn of the instrument installed there. It is not because the machine is inferior—no, that is the pathetic part of it. It is simply due to the incompetency of the operator, who is running a worn record at high speed.

As I write, the selection being rendered is "The Trail of the Lonesome Pine." In this particular instance, the record bears upon its mutilated surface the voices of Miss Edna Broun and Mr. James F. Harrison (Frederick W. Wheeler). As you know this lady and gentleman sing contralto and baritone respectively, but as inflicted by this instrument of torture, they represent an impossible soprano and a nasal counter-tenor far beyond their depth in the briny ocean, yelling for succor from cupid, the chubby red-shirted lifeguard. Can you beat it?

Mr. Dealer, this matter should really receive your very careful and most serious attention. I have made an exhaustive study of the movie branch of the talking machine business, conducting investigations at various resorts, and reaching a climax in Atlantic City at the present moment. I therefore know what I am talking about when I

say that the moving picture theaters, with phonographic attachments as now conducted, are poisoning the ears of a vast horde of music lovers, and it is all so entirely unnecessary. The remedy is ready at hand, Mr. Dealer, if you would but use it.

When you make a sale to Mr. Movie Man, ask him to send his operator to you for instructions, and the problem will find a happy solution at once. For the sake of the customers you are losing from this cause, sit right down at your desk this very minute and write a courteous note to all the Messrs. Movie among your patrons, explaining the situation to them and ask for their co-operation in an effort toward improved concerts.

Suggest, if their records are worn, that they purchase new ones—thus substituting music for noise, offer the services of your expert on speed regulation, and I'll bet you a box of salt water taffy your business will enjoy an increased prosperity.

Nowhere does the talker get a better chance to reach the public en masse than through the medium of the resort movie parlor. This is a fact beyond dispute. Therefore, why not reap a harvest of



Killing Talking Machine Prospects.

good advertising instead of septicism and disgust when it is only a matter of instruction and adjustment?

While we are upon this interesting subject, I wish to take up with you still another phase, viz.: the throttleless talker. I mean by the "throttleless," the small models which certain concerns insist upon thrusting upon the people without a practical speed regulating device. There is, it is true, imbedded deep in the heart of the power plant a screw which may be found by most any trained mechanic who has received minute instructions from his dealer regarding its whereabouts, but in any case, it entails disconnecting the horn and a partial dissection of the machine. It is therefore without value. Is not this also a menace to trade, Mr. Dealer?

The manufacturers tell you that the machines are adjusted, when they leave the factory, to run at a certain speed which is correct for every record played. If this statement were true all would be well, but, unfortunately, such is not the case.

For instance, the average song may sound fairly well when rendered at the above mentioned speed, but change to a selection requiring a large movement and discord instead of harmony results. Play a talking record at this speed and the speaker conveys the impression of declaiming against time, and that to do this, he has thrown aside every rule of elocution which, of course, mars the effect.

You have heard Cal. Stewart tell one of his quaint Yankee stories from out the horns or tone chambers, as the case might have been, of the cheap and expensive talkers, have you not? Certainly you have, and in one, if your memory fails you not, he was talking so softly that even his inflections of laughter sounded like the staccato roll of a drum; while the other reproduced his voice perfectly. The deliberate nasal drawl of the New England farmer and his slow convulsive merriment were before you in life. These two extremes, which are not exaggerated, were brought about by the addition and subtraction of speed regulator.

I have witnessed the loss of many a sale from this cause, and I will wager that every dealer, who is considerate enough to read this article, has done the same.

In conclusion, I will state in all sincerity that I

believe at least a part of the discordant phonographic howls that issue from beneath the gilded archways of the movie palaces may be traced to this cause.

Do you not think the time ripe for an urgent request for speed regulators of a practical nature on all machines, regardless of price?

CURTAIN.

Exit March—"Too Much Mistard."

HOWARD TAYLOR MIDDLETON.

HELEN KELLER CAN HEAR MUSIC.

Vibration of a Violin String, She Says, Is Like Voice of Singing Angel.

(Special to The Talking Machine World.)

PETOSKY, MICH., October 4. — Miss Helen Keller, the noted blind, deaf and dumb girl, has heard her first note of music. She caught the vibrations of a violin string through her teeth, held against the bridge of the instrument, and although her ear drums are useless, Prof. Franz Kohler, of the Oberlin Conservatory, declared to-day that the harmonies had been communicated to her brain and she had caught the strain.

The first note which the former concert master of the Pittsburgh Symphony Orchestra played for Miss Keller was on the E string of his rare old violin. Miss Keller was astonished. She held her teeth firmly against the scroll while Professor Kohler played strains of Saint-Saen's "The Sivan," using both the high and low registers.

"Like the voices of singing angels," Miss Keller communicated to Miss Maey, her teacher.

Miss Keller was exhausted from the excitement. Miss Maey declared to-day that this was the first musical sound that has reached the brain of Miss Keller, despite reports of her violin playing which stated that she knew musical harmony before.

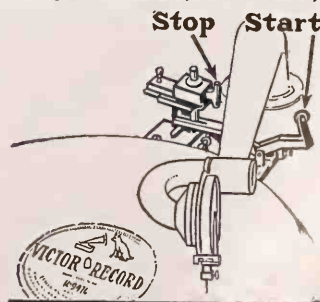
NOT A BAD SUGGESTION.

Mr. Bryan has stated that his expenses on the "road" amounted to about \$500 for two weeks. It seems as though it might be cheaper for him to stay on the job in Washington and give the lectures by phonograph.

Men are judged by the company they keep, and candidates ought to be judged by the discordant brass bands they hire.

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

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



The Edison Disc is a Big Opportunity

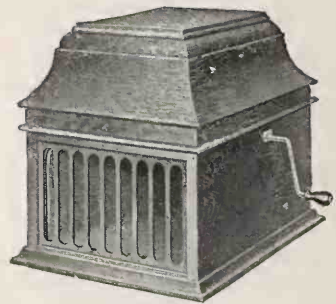
Make the Most of it!

Here is the chance for the dealer who has wanted to take his public by storm. You have no idea of the music of a disc phonograph until you have heard

The Edison Disc Phonograph



It will surprise you just as it surprised us, and just as it is bound to surprise the people whom you want to reach. The tone quality is actually unique in its sweetness, the volume is a revelation, the lasting permanence of its mechanism and beauty of its cabinets will attract buyers whom you have never been able to convince. It is a worthy new member of the Edison family, and it will be helped by the enviable reputation of its big brother,



The Edison Cylinder Phonograph

which will hold its old friends, and go right on widening its acquaintance and increasing your profits—from day to day.

The dealer must have a jobber who is with him, heart and soul. Your success is our success—that's the way we look at it. Our territory has been going fast in the last six months. It's going every day. If you want

to represent the Edison line in *your* town, show us that you are interested at once.

Write us about our especially attractive proposition.

Frank E. Bolway

EXCLUSIVE EDISON JOBBER

Syracuse and Oswego

New York

ST. LOUIS DEALERS BANKING STRONG ON THE FUTURE.

Jobbing Trade Particularly Active at the Present Time and Retail Business Improving Rapidly—Scruggs, Vandervoort & Barney Displaying Machines Under Difficulties—New Columbia Departments Opened—Improved Famous & Barr Co. Department.

(Special to The Talking Machine World.)

St. Louis, Mo., October 10.—Yes, business is good; all agree to that, especially those interested in the jobbing trade. Out-of-town dealers are ordering somewhat later than usual. Retail trade is picking up somewhat slower than usual. In fact, the fall business is and has been slow getting under way. The outlook is splendid, the going business cannot be complained of, but it is not what was expected, and where the fault lies no one will say. Very likely, books will show an increase, but there is a disappointment all the same.

Just where it is or what it is, is yet to be decided, but unless a strong business punch develops pretty soon someone is going to be woefully disappointed. It seems that everybody set stakes to go far ahead this fall. Perhaps it is the tariff, perhaps the weather; perhaps it is something else, but the punch that was expected has not appeared. It is the every-year increase, and that is not satisfactory this fall.

Three of the local houses are not in position to do their best this fall. The former Bollman store, the property of the Koerber-Brenner Music Co., Victor jobbers, still is tangled in the Bollman Bros. bankruptcy litigation. The Victor department is open for business, but is much crippled by being in quarters of a bankrupt concern. It must remain there until the litigation over the appointment of the trustee ends.

The Scruggs, Vandervoort & Barney department, conducted by the Musical Instrument Sales Co., is all but out of business form because of alterations being made on the sixth floor of that store for the piano department, into which the Victor department later will be merged. At present machines are shown in aisles, and carpenters' hammers are liable to supply an unappreciated trap drum accompaniment for an opera solo.

At the Famous & Barr Co. Mr. Ligon is moving into his recently completed demonstration rooms, and hopes by the time this is printed to have his record stock placed so that he can find what he wants when he wants it. One day recently he had to excuse himself from demonstrating a machine because the workmen building the room partitions made it impossible to distinguish the number he had placed on the machine.

Harry Levy, of the talking machine department of Aeolian Hall, has enlarged his office quarters because of need of working space. He says his advices from the country never were better and

that the October shipments promise to be excellent. The retail trade, Mr. Levy says, is developing nicely. He says all worry over the new contract has ceased.

Manager I. B. Reid, of the Columbia Co., recently enjoyed a short visit from George W. Lyle, general manager of the Columbia Co.; John A. B. Cromelin, of the London branch, and W. C. Fury, of the Chicago branch. Mr. Reid and Mr. Cromelin formerly were associates in the company's executive offices. Mr. Cromelin made a tour of the chief American branches while visiting this country.

Mr. Reid is especially pleased with some contracts written during the past month, one of which provides for a Columbia department in the F. G. Smith Piano Co. warerooms. The Smith Co. has arranged to devote a considerable part of the first floor and the third floor of their commodious wareroom to the Columbia line, which will be the only talking machine line handled. C. W. Smith, who is familiar with the Columbia through long selling experience, will be in charge of the department. The F. G. Smith Co. at one time handled talking machines through the local wareroom, but has made no effort in that line recently.

Among other notable contracts was that of the Shattinger Music Co., located at the east end of Piano Row. This company handles chiefly sheet music and musical instruments, but has not recently gone heavily into the piano game, and has not handled talking machines.

Some of the other contracts are the Knapp Piano Co., of Belleville, Ill.; the Collinsville Music Co., of Collinsville, Ill.; Charles & Anderson, furniture dealers, Granite City, Ill.; the Allen Music Co., Christopher, Ill.

Mr. Reid still is listening to realty men and looking up probable sites for a new home, but has not been able to find the place and the terms.

Retail Sales Manager R. D. Duffy says the recent interest shown in symphony records has been exceedingly pleasing. The record business generally, he says, has been excellent.

The dictaphone as a booster for East St. Louis has been brought into service by Tampton Aubuchon, manager of the Industrial League. Mr. Aubuchon received a request from a Toledo automobile firm asking for the advantages of East St. Louis as a manufacturing city. Instead of sending illustrated pamphlets and letter, he talked into a dictaphone for ten minutes and mailed it to the inquiring firm.

When the record reached Toledo it was put on another dictaphone, and told the whole story of East St. Louis. The experiment was so successful Mr. Aubuchon expects to follow the same plan for future invitations of that kind.

WITH THE TEXAS BOOSTERS.

The Visit of Vice-President Burns, of the Columbia Co., and Rafael Cabanas, of Mexico City, the Subject of Extended Notice in Dallas Papers—State Business Growing.

(Special to The Talking Machine World.)

DALLAS, TEX., October 6.—Local newspapers devoted considerable space recently to accounts of a visit to this city of Vice-President Burns, of the Columbia Graphophone Co., New York, and Rafael Cabanas, president and general manager of the Mexican Phonograph Co., Mexico City, Mex., one of the largest Columbia agencies in the world. This was Mr. Burns' first visit to this city, and his account of Texas energy as published in the Dallas Morning News, one of the city's leading newspapers, was as follows:

"I met up with the Texas boosters long before I reached Dallas, for they were on the train coming down, and they all put in their best word for Texas. I met Judge E. B. Muse coming down from Chicago and St. Louis, and he could not say too much for Dallas and the whole State, and the same spirit was manifested everywhere. This is my first visit and I am truly surprised at the progressiveness of your people."

The article in this same newspaper continued as follows: "Mr. Burns declared the business of his company is growing rapidly in Texas, and considerable extensions are planned for the near future. He said that the Texas branch with headquarters at Dallas ranks usually as close as ninth or tenth on the list of forty cities with State branches of the company. Mr. Burns is one of the oldest officials of the company, having been with it sixteen years. Mr. Souders (manager of the Dallas headquarters) has been with the company fifteen years, four years as its representative in Berlin, Germany."

CIGAR CUTTER WITH A VOICE.

A Chicago cigar manufacturing concern has hit upon an advertising novelty in the shape of a talking cigar cutter—a combination of cigar cutter and phonograph. Cut the tip off of your cigar and there issues from the machine the appeal: "Try La Bona, a one-half pure Havana long filler, so blended as to produce a mild, smooth smoke." The machine is guaranteed to make its announcements correctly for six months, and is being given free to dealers with each purchase of 1,000 cigars.

Fay's Velvaton Wood Needle

Plays Thirty Records and Is Self-Sharpening

THIS 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.

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 fully substantiated.

40c. Per Package of 100. Regular Trade Discounts

Velvaton Needle Co., 900 Benton Blvd., Kansas City, Mo.

Experience has taught us

that standing by the Edison guns is the wisest stand any wise merchant can make. We staked everything on the Edison Phonograph and we won. This success is yours if you'll seize it.

Think of this for a selling combination:—



The Edison Disc Phonograph The Edison Cylinder Phonograph The Blue Amberol Record

The new disc machine is a marvel of tone, a delight to the eye, that is eclipsing everything in the field. It's Edison's closest approach to musical-mechanical perfection. A diamond reproducing point cuts out the need of changing needles.

If there's anyone who doesn't know the wonders of the Blue Amberol played on an Edison Cylinder Phonograph let us tell him. The value of a four minute, wear resisting, sweet toned Record on a steady, powerful instrument, is too rich to be lost sight of.

Service!

Fourteen years have proved to us what a full stock, prompt delivery and courtesy means to dealers in this territory. Let us show you by a "trial order," a starter—Don't wait. Someone will beat you to it.

BUEHN PHONOGRAPH CO.

Edison Disc and Cylinder Machines, Records and Supplies
713 Penn Avenue, Pittsburgh, Pennsylvania

EDISON'S NEW DISC PHONOGRAPH

Now Ready for Distribution to Dealers

Mr. Edison has standardized his Phonograph—it is now perfected in both disc and cylinder form, his O.K. has been affixed to every detail. *Perfect Sound Reproduction* is the general verdict.

All instruments have genuine Diamond Point Reproducers.

All instruments are concealed horn type, artistically designed.

All records are practically indestructible, cannot become injured by accident.

All records play the entire selection, 10 in. play 5 minutes, 12 in. play 7½ minutes.

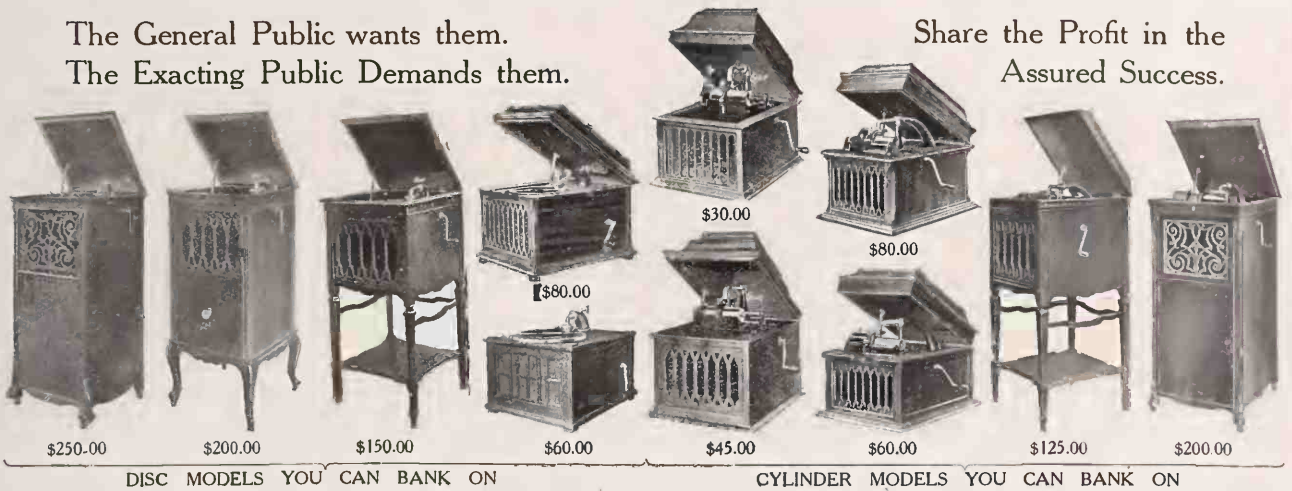
All records render a perfect reproduction of the original. Every Record a gem.

These and other exclusive Edison arguments make a successful appeal to the buying public.

BECOME THE EDISON MAN IN YOUR TOWN

The General Public wants them.
The Exacting Public Demands them.

Share the Profit in the
Assured Success.



Get into the Edison Game, it is "A Big One." Write for Contract and Catalogs to-day

SIGN UP WITH "THE DENVER"

Exclusively EDISON

IF IT IS LISTED IN THE EDISON CATALOGS
WE SHIP SAME DAY ORDER IS RECEIVED

Dealer: *If your account is EXCLUSIVELY with "THE DENVER,"
We refer ALL Edison inquiries from YOUR town to YOU.*

OUR ADVERTISEMENTS COVER THE MIDDLE WEST

Western
Factory Distributors
EDISON
Disc and Cylinder
Phonographs
Exclusively



Largest Store
of
General Merchandise
West of Chicago
400 Feet Long
7 Acres Floor Space

Wholesale
Department

THE DENVER DRY GOODS CO.

Denver
Colorado

There Are Big Round Dollars for You in The New Edison Disc Phonographs

PEOPLE have been waiting for years for Mr. Edison to offer his Disc Phonograph to the public. He has waited—though to him belongs the credit of inventing the first one years ago—until he could pronounce it worthy of his name.

¶ Now it's ready.

¶ Dealers of New Jersey, we are the people to know to get the handsome profits that this line will bring you.

We Are the Only Edison Disc Jobbers in New Jersey

IN our enthusiasm for this new invention we aren't forgetting for a minute that the Edison Cylinder Phonographs are better and more popular than ever before. The new Blue Amberol Records, the Diamond Point Reproducer, and the artistic variety of cabinets—these facts and many others make new friends and more sales every day.

¶ Get the profits that are bound to come from the Edison line.



Eclipse Phonograph Company

A. W. Toennies & Son

203 Washington St.

Hoboken, N. J.

LOCATION PROBLEM WORRIES CINCINNATI DEALERS.

Rerouting of Many of the Street Car Lines Keeping Many Merchants "On the Fence" Regarding the Effect the Changes Will Have on Their Business—Heavy Advertising the Rule—Columbia "Grand" in Fashion Display—Dance Records in Demand.

(Special to The Talking Machine World.)

CINCINNATI, O., October 3.—Some of the members of the talking machine fraternity about Cincinnati are somewhat unsettled these days. This applies to those who have had locations which were not exactly ideal and wanted new stands. The street car lines have been rerouted during the past fifteen days, and the work is still under way. So far as can be observed no particular member of the trade has been benefited, and those on the fence don't know exactly where it would be best to locate under these conditions.

A new feature of the business about Cincinnati these days appears to be the willingness of the trade to use space in the newspapers, advertising the advantages of having talking machines in the homes. Practically all of the houses are doing this these days, and hardly a day passes but what some member of the trade is doing some publicity stunt.

Manager Whelen, of the Columbia Co., talked very optimistically of conditions, and with his usual genial smile said: "Yes, we closed up September with a boom, and the boom is still on. Throughout the month there were days when things looked bad for the final windup of the month, but the good days were far in the majority, and on the whole the month's business was very satisfactory. 'Fashion Week' brought large crowds of people to Cincinnati from the surrounding territory, and the beautiful Columbia models displayed in our show windows received their share of admiration."

During the present week David Bispham, who sings exclusively for the Columbia Co., is on the Keith vaudeville bill, and we understand that his records are greatly in demand.

During the fall opening at Kline's, Cincinnati's only exclusive women's outfitting establishment, the \$500 "Columbia Grand" was on display in their beautiful Race street windows. The setting could not have been more perfect, and we congratulate Kline's on the arrangement of the window. The exquisite gowns displayed and the beautiful lines of the Columbia Grand blended perfectly, and the result was one of the most artistic windows in the city.

W. S. Givler, traveling salesman for the local Columbia store, has just returned from a very successful trip through Kentucky, and reports that conditions all along the line are good and all the dealers are looking forward to an unusual holiday demand and are placing their orders accordingly.

Manager Dittrich, of the talking machine department of the Rudolph Wurlitzer Co., is a busy man these days, getting ready for the fall and holiday business. Here are some of his ideas about the present and future possibilities: "The warm weather which existed during a part of the month of September very seriously affected the Victrola business, and it was only at the latter part of the month that the business reached the usual September volume. The summer resorts and outside amusements still held the interest of the public, and as a result the business was slow in developing."

"The new dance records are in great demand. The dances which have been very popular at all the summer resorts still are in fashion, and as a result every Victor owner is including some of these dance records in his collection. The business is opening up and the prospects look very bright, and advance orders for machines are greater than they have ever been before. The dealers are preparing in advance for the big business that is bound to result later in the fall."

John Arnold, of Fifth and Elm streets, is about the only member of the trade in Cincinnati who keeps open at night. He believes it to be a paying proposition, particularly attractive to the man who has to work all day. It gives the head of the house an opportunity to accompany his wife in making record selections. Arnold has been enjoy-

ing a very good record business during the past month and is well pleased with the new Edison hornless phonograph, which has met with favor with his customers.

The Aeolian Co. says: "The expected fall rush

on Victrolas has started at Aeolian Hall sooner than expected. September was a splendid month, and October is going to be away ahead of previous showings, judged by the early business of the month. Record business showed remarkable improvement the past month—in fact, the increase in record sales was larger than that of machines. The Aeolian Co. continues its large advertising in the Cincinnati dailies, laying especial stress on its Victor service. Results have been flattering. The company plans to continue its advertising on an even larger scale without any interruption."

SELECTING NEEDLES THAT WILL GIVE BEST RESULTS.

H. L. Willson, in the Columbia Record, Discusses the Various Factors That Enter into the Selection of the Proper Needles for Certain Classes of Records—Much Depends upon Size and Furnishings of Room—Making Tests with Records Most Interesting.

"A study of the results obtained from the use of the various kinds of needles is something which up to this time has received too little attention in the talking machine business, but which merits most diligent investigation and study," says H. L. Willson, assistant general manager of the Columbia Graphophone Co., in the current issue of the Columbia Record.

"There are many conditions which enter into the selection of needles conducive to the best reproducing results. First of all, perhaps, is the character of the record to be reproduced. The heavy tones produced by a brass band, or the full, low notes of baritone or bass when reproduced with a short pointed or 'loud tone' needle are decidedly less pleasing than when a longer pointed 'soft tone' or 'fiber' needle is used.

"Another element to be taken into consideration is the distance the music is intended to reach—in other words, the size of the room. For example, when loud tone needles are used in a small room with a low ceiling the volume is often too great to be pleasing, whereas the same record played with the same needle in a large room or in the open air would be entirely satisfactory.

"The manner in which a room is furnished plays no small part in the choice of needles. A room with thick rugs and heavy hanging tapestries which absorb the sound may require full volume, when the same room sparsely furnished and with few rugs, if any, will need perhaps only half the volume.

"The intelligent handling of these niceties in the demonstration of records, and the education of customers in the correct use of needles, will, in

the opinion of the writer, play a big part in the increase of record sales in your store.

"Many a record has been condemned as below standard, many a reproducer has been discarded as worthless, because of failure to use the needle meeting the record's individual requirements.

"In the home it is necessary to a great extent to use the same reproducer for all classes of music, and it is because of this necessity that provision has been made, in the different styles of needles, to offset the inflexibility of the reproducer.

"Our best salesmen, on the receipt of sample records, will play each record carefully with the different style needles, and determine from this demonstration and their previous experience what needle should be used. This is noted and the information used in subsequent demonstrations to customers.

"However, we want to carry this subject much further than a store demonstration. We want every Columbia double disc purchaser to receive the maximum pleasure and satisfaction from his records, and therefore urge every salesman to pass his knowledge along to his customers. Thus will the education of customers in this regard be more readily accomplished and the result will be better satisfied customers and larger record and needle sales. Study the needle question—and pass it along."

Time is meant to use to good advantage, not to waste in worry and idleness.

Labor and time are wasted if they are not directed to certain definite ends.

Improved Tone Control



UNION No. 1

Some jobbers are sending in monthly orders for Union Modifiers in gross and 1/2 gross lots. Are you getting your share of the profits in

UNION PHONOGRAPH SPECIALTIES?

Union Modifiers are so simple in principle and so easy to attach that they sell on sight to Edison, Columbia and Victor owners. Union No. 1, for playing Victor, Columbia and other records on an Edison machine, contains its own modifier. Our catalog describes all the quick-selling UNION LINE. Have you seen it? If not, WRITE NOW.

The Union Specialty & Plating Co.
409 Prospect Ave., Cleveland, Ohio



UNION MODIFIER for Victor Machine, Gold Plate, \$1.50 Nickel, \$1.00



UNION MODIFIER for Columbia Machine, Gold Plate, \$1.50 Nickel, \$1.00

It's the Line of Least Resistance

Edison Phonographs are selling themselves to-day—the public can't resist them. Some wise dealer is going to make a good fat profit on every machine sold in Washington—and there are going to be scores of them sold in *your own district*. The leader is the new instrument,

The Edison Disc Phonograph

Although he invented the first disc phonograph years ago, Mr. Edison wasn't willing to have it sold over his name until it reached sound-perfection. Now it has. Now you can bank on it making the biggest hit—and the biggest profits—since the day the first phonograph was offered for sale.

We still have a little territory left, but it's going like lightning every day. If you want to be able to offer the new wonder as well as the famous



Edison Cylinder Phonographs



you must tell us at once.

Our proposition is mighty favorable to the dealer. Our service is designed to suit his needs, our co-operation is always extended to him. Get busy to-day and let us hear from you.

EILERS MUSIC HOUSE

WHOLESALE AND RETAIL

THE NATION'S LARGEST

Established in Every Important Western City

Seattle, Washington



The Columbia Grand Opera Records alone are worth your attention. The dealer who ties on to them will find it easy to tie a string around the best of all the Grand Opera Record business in his locality and lead it over to the Bank.



(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**

CASH OR CREDIT, WHICH?

Finding Out How the Prospective Customer is Inclined One of the Most Delicate, Yet Important, Questions for the Salesman.

One of the most delicate yet important questions for the salesman to solve is whether his customer is going to pay cash or ask for credit. Most firms make some difference for cash, especially if the goods on the floor are marked with the credit or instalment price. Guessing at it won't do. Unless you find out, and early, too, in the conversation with your customer, you are less likely to make a sale.

There are many people whom you either know personally or by previous dealings to be cash. Quite a few more will tell you voluntarily that they wish to buy cash or credit, as the case may be. For example, someone asks you the best cash price on an article. Generally, though not always, this implies that they are cash buyers. The real problem arises, then, with those whom you do not know and who do not express themselves as to their method of payment, says a writer in the *Furniture Record*.

You must get this information without offending your customer. Many people would be highly indignant if asked point blank if they wish to pay cash for an article. They may be chagrined if approached in even a less blunt way.

The purpose in getting the information should be kept concealed. If possible, make the cash customer feel that he is entitled to a substantial discount if he is buying for cash, and the credit customer feel as if he is buying at the same price as the cash customer. This is another hard proposition, but it can be done if you use tact.

Now, with these two things in mind, I will tell you my favorite method of solving this problem. Suppose a lady customer, whom I know nothing about, comes in to look at a buffet. There is no clue in her dress or manner, hence I must find out in conversation. I would take her to a medium-priced buffet, which in all probability she would not like. I make a few remarks about the buffet and point out a few good features. After a short explanation of this kind, I quote her the price which is the credit price. I follow the quoting of the price with a statement like this: "Now, we advance credit on this or any other piece or pieces in the house, if you wish it." In almost every case, if she is cash, she will reply quickly that she wishes to pay cash, or when she buys she always pays cash, etc. If she is a credit customer she will, in all probability, either say she can't pay all cash today or she will ask about the credit plan. If she ignores it altogether and asks to see another buffet, in the majority of cases, I find, it will turn out a credit customer. But tactfully work in a little more of an explanation about the credit plan in later, and with that as a shield you can with a great deal less danger ask her whether she wishes to use the credit plan or not.

Of course, every customer will respond a little differently, so you must be on your guard. My plan, boiled down, is: In case of doubt, in order to be on the safe side, assume them to be credit customers until you have positive information.

Second, seek your information only after quoting a price to them, and thus avoid suspicion that might arise if you asked them before. If your customer turns out to be a cash customer, proceed to give her the best cash price on the rest and tell her that it is the best cash price. If the goods are marked in plain figures, take the discount off in her hearing.

I have followed the foregoing with splendid results. The more tact you use, the better success you will have.

IMPROVING TONE REPRODUCTION.

The Construction and Purpose of "The Masterphone" the Subject of an Interesting Article in the Scientific American.

Under the title "Improving the Reproduction of Talking Machine Records," the *Scientific American* in its issue of September 27 gives a very interesting and informative account of the invention and purposes of the "Masterphone," which was introduced to the readers of *The World* last month.

This device, which is marketed by the Masterphone Corporation, 187 Broadway, New York, is meeting with a very gratifying success. The descriptive article in *Scientific American*, which was accompanied by an illustration of the Masterphone, reads as follows:

"A simple clarifying, articulating and amplifying attachment for talking machines was discovered by the accidental touching of a fine needle with the finger while a record was being played. The inventor, M. B. Claussen, about two years ago, while testing out some records, happened to touch the needle and noticed that it vibrated. He was using a very fine straight-sided needle, which produced a low sweet tone, but lacked the power to propel the sound from the horn. This fine needle was free from scratch, and while it did not produce the volume of the heavy needle, it had none of the heavy needle's mechanical tones. Mr. Claussen argued that if he could add power to the vibration of this fine needle, it would reproduce all there was in the record with a volume equal to that of a heavy needle without any of the heavy needle's defects, such as scratch and aftertones. Besides, the great wear on the record caused by the heavy needle would be avoided. After trying many devices to increase these vibrations, he found that a disc of a certain diameter, thickness and density attached to the needle near its point, not only increased the volume of the fine needle considerably, but retained all the purity of the fine needle, and, at the same time, by its vibratory action eliminated the aftertones and caused each word and note to be reproduced clearly and distinctly. Some indistinct records even became audible. Tones never heard before were brought forth. The sound was lifted clear of the machine. The singer or musician was in the room, not in the box. It reproduced all the artist put into the record in the artist's natural voice, or with the musician's artistic touch. In its present form the device consists of a disc, two springs and an insulated metal band. The band is slipped over the circumference of the sound box, and the disc over the point of a fine needle. The springs hold the disc in place.

"Tests, made under a microscope, of records played one thousand times with the device showed no perceptible wear. The long point of the fine needle had reached all parts of the record, but had not broken down the wall. Further experiments showed that by slightly increasing the length of a fine, straight sided needle, the vibrations were increased and the reproduction brought to a point of perfection. The device is made to fit this needle, and with it produces the best results."

A SPLENDID ARRAY OF JOBBERS.

The Edison Representatives Make a Splendid Showing in The World—Important Houses in Every Section.

Every wide-awake talking machine man, no matter where located, is interested in fall trade. No men in business, whether jobbing or retailing, can afford to be out of the publicity line, for advertising is the great motor power to business, and general business conditions are excellent and point to a record breaking fall in many ways.

The Edison jobbers are obviously in line to take advantage of trade conditions, and in this issue of *The World* appear announcements from business men which should be consulted by the dealers. They emphasize the national influence of *The World* and demonstrate how the jobbers view it as an advertising medium in which to make their wares known.

Among the dealers and jobbers who carry special space in this number are: American Phonograph Co., Gloversville, N. Y.; Pardee-Ellenberger, New Haven, Conn.; Buehn Phonograph Co., Pittsburgh, Pa.; the Phonograph Co., Chicago, Ill.; Kipp-Link Phonograph Co., Indianapolis, Ind.; Eclipse Phonograph Co., Hoboken, N. J.; C. B. Haynes & Co., Richmond, Va.; F. A. Bolway, Oswego, N. Y.; the Phonograph Co., Cleveland, O.; Silverstone Music Co., St. Louis, Mo.; Lawrence H. Lucker, Minneapolis, Minn.; Shultz Bros., Omaha, Neb.; Houston Phonograph Co., Texas-Oklahoma Phonograph Co., Ft. Worth and Houston, Tex.; Southern California Music Co., Los Angeles, Cal.; W. A. Meyers, Williamsport, Pa.; the Eilers Music Co., Seattle, Wash.; Harger & Blish, Des Moines and Sioux City, Ia.; American Phonograph Co., Detroit, Mich.; Denver Drygoods Co., Denver, Col.; surely a splendid array of business men.

TO IMPROVE WINDOW DISPLAY.

The window display committee of the National Advertising Managers is planning to establish a national window trimming bureau for the purpose of co-operating with dealers and helping them to get a more profitable return from their window space. The window display committee is an outgrowth of the dealer co-operation committee, which, under the chairmanship of W. P. Werheim, advertising manager of Pratt & Lambert, Buffalo, did much to throw light on this important phase of national advertising.

Just pick out the high lights of the business. The low ones are seldom seen.

Now comes the Edison Disc Phonograph

A Disc Phonograph by Edison is sure to take the country by storm. And the new Edison Disc is all that the world expected from the man that discovered sound reproduction. A beautiful instrument, artistically designed from choice woods. A wonderful musical instrument, introducing new methods of recording and reproducing. An instrument of such unusual tone qualities and so free from mechanical effects that a demonstration means a sale.



But the Edison Cylinder Phonograph is still a bigger trade getter than ever

The new cabinet models, fitted with diamond reproducers and playing the long wearing four minute Blue Amberol Records are making a stronger appeal than ever.

**We are the sole Iowa distributors of Edison
Disc and Edison Cylinder Phonographs
and Edison Records**

Our prompt service is at the command of all Iowa dealers. Every type of Edison Disc and Cylinder instruments is here ready for immediate shipment. For all shipments within the weight limit we use Parcel Post, and the dealers get the transportation saving. Write now, while a good territory is open.



HARGER & BLISH

ESTABLISHED 1887

Des Moines

Sioux City

THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

Boston, Mass., October 11.—Everywhere one learns of good business in talking machines and the prospects look bright for the fall. All the dealers are stocking up and there is enthusiasm everywhere. All the concerns are demonstrating new records to the delight of customers and with profit to dealers, for during September the record business—well, it was a record with many houses.

The Columbia Exhibits at Fairs.

The Columbia Graphophone Co. has been much in evidence at fairs during the past few weeks. At Brockton, where the largest fair perhaps in the State is held, most of the high priced machines were given profitable demonstration. The United Talking Machine Co., of Brockton, was on the scene, and the Atherton Furniture Co. was represented with the Columbia grand. At Springfield, Vt., W. H. Wheeler & Sons showed the Columbia goods during September; at Greenfield Miss Jones, of the Columbia forces, took charge of an exhibit on September 17 and 18; at Bellows Falls, Vt., M. Louise Greeley gave a splendid demonstration; at North Adams, Mass., J. H. Cody showed the goods on September 17 and 18, and at Brattleboro, Vt., L. H. Barber held forth on September 23 and 24.

H. R. Skelton Goes to the West.

H. R. Skelton, traveling man for Thomas A. Edison, Inc., has gone to Chicago for the company to be engaged in special work until Christmas. New England dealers miss Mr. Skelton, as they had come to look for a cordial visit from him periodically.

Manager Erisman Visits Headquarters.

Manager Arthur Erisman, of the Columbia Graphophone Co., was over in New York the latter part of September, whither he went to confer with the Columbia officials on business matters.

Bright Outlook for Edison Disc Trade.

Manager Silliman, of the Pardee-Ellenberger Co., states that the fall business is looming up large. "It looks like a tremendous business," he said a few days ago in conversation with The World representative. "We are getting quantities of new records for the new Edison disc machines and thirty new titles are expected in to-morrow. From now on we expect to have from three to five new titles every week and we hope to have a splendid catalog by December 1. Now as never in the last few months will we be able to fill our orders just as soon as they are received."

Manager Silliman, of the Pardee-Ellenberger Co.,

is getting excellent reports from Robert Peck and Guy R. Coner. The former is making a thorough canvass of New Hampshire and Vermont, and Mr. Coner, who covers Massachusetts, Rhode Island and parts of Maine, is putting new enthusiasm into dealers in every place he visits.

The Columbia School Campaign.

The school propositions with the Columbia Co. have been begun, now that the sessions have been resumed for the fall and winter. E. A. Kingsley has this department in hand and he is busy just now with those prospects that were held in abeyance when the schools closed in June. From present indications Mr. Kingsley will close any number of contracts ere long.

Activity in Jordan-Marsh Department.

The talking machine department of the Jordan Marsh Co. has taken a new lease of life under the supervision of Manager Holmes and among other liberal displays it is now showing the new \$500 Columbia grand, and it had scarcely been exhibited before there were numerous requests for demonstrations, which in turn have fathered many requests for detailed information, regarding this instrument.

Spend Vacation on the "Briny."

All the boys of the Eastern Talking Machine Co. who went down to Southport, Me., for their vaca-



"Four Men in a Boat."

tion had the time of their lives at their cozy camp, "Tisours." On the way home two of the boys, Mark Read and Fred Kern, got shipwrecked on the "Nahada," which plies between Bath and Booth-

bay, and the chap who took them off from their perilous (?) position has just sent them a picture of the "awful" scene with the craft listed at a dangerous angle. The boys took a lot of pictures of each other, and that of Billy Fitzgerald as "September Morn" is a classic in the line of high art. Herewith is a good picture of four of the boys in their row boat. From left to right they are Jere Spillane, Bob Desmond, Billy Fitzgerald and Mark Read. They're all looking forward to another good time at the camp next year.

Dictaphones for Dennison Mfg. Co.

The Dennison Manufacturing Co., of South Framingham, has just installed sixty-seven dictaphones supplied by the Columbia Co. and there are more to follow. The deal was personally opened and closed by S. F. Atwell, who is in charge of that department of the Columbia's business. Mr. Atwell has several other large prospects on which he is at work and will soon close up.

Winkelman Has No Complaint to Make.

Manager Winkelman, of the Victor department of the Oliver Ditson Co., hasn't a word of complaint to make about business. When addressed on the subject he just smiles a broad smile and separates himself from a wealth of enthusiastic phrases which give a correct history of business conditions at this big house. Both he and all his clerks are on the job early and late—hence the good business.

Edison Disc Records Being Received.

George Lincoln Parker is finding the fall trade in both Victor and Edison disc lines quite satisfactory. Mr. Parker says regarding the Edison machines that now that the records are coming along at a good rate there is better opportunity of satisfying customers than when the disc machines first were put on the market. John Alsen, who is in charge of Mr. Parker's talking machine business, is proving himself a good man in the right place.

Victrola Aids In Dance.

In the first act of "The Conspiracy," which is having a phenomenal run at the Park Theater a Victor machine is used with striking effect. The scene represents the Refuge, an East Side settlement house in New York, and as the curtain rises one hears the strains of one of Blanche Ring's vocal numbers. There are a couple of fussy old men in the scene; one wants the machine kept playing; the other a book worm, demands quiet, and

(Continued on page 23.)

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.

Get the Whole Loaf!

What's the use of taking slices when you can have it all? The Edison line has swept on so steadily and swiftly that to-day it eclipses any other phonograph equipment on the market. Its strength doesn't lie in any one direction. It meets every possible demand of your customers. It is leading to-day with Mr. Edison's greatest invention—the

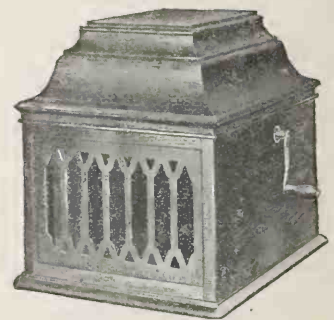
Disc Phonograph

Edison waited before putting this machine out—waited till he had perfected the marvelous records, the unchangeable diamond reproducing point, and the magnificent cabinets. It's de luxe from top to bottom—a profit bearer that's bigger than you'd suspect. And yet if your trade prefers the



Cylinder Phonograph

here it is with the wonderful Blue Amberol Records that have sung themselves into the widest popularity. If you handle this line you can't sidestep big profits.



for the Virginias and Carolinas

we are the sole Edison distributors. When we speak of service, we mean care and promptness in every order. There's a whale of an opportunity for live dealers in this territory, and we'll do anything to help you if you'll write us.

C. B. HAYNES & COMPANY

Edison Phonographs

121 West Broad Street - - RICHMOND, VIRGINIA

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 21.)

accurately first one starts the machine and the other stops it, thus creating much merriment.

Looks for Lively Fall Trade.

Manager White, of the Victor department of the Henry F. Miller Co., reports a good demand for Victor outfits during September, and the indications are good for a brisk fall trade, especially as there are signs that the street is to be put into passable condition. The Miller Co., along with many other business houses in Boylston street, has suffered no little inconvenience, not to say loss, due to the building of the subway through that thoroughfare, which now has been in a dreadful state for several months.

Harry Rosen on Vacation.

Harry Rosen, the talking machine dealer of 3 School street, was able to steal a few days from business lately and took a short trip to the White Mountains and into Maine. Mr. Rosen reports business as moving along most satisfactorily and he contemplates enlarging his quarters.

Refurnishes Private Office.

Manager Silliman has had his private offices in Batterymarch street refurnished so far as handsome new rugs are concerned. The coverings are in perfect harmony with the soft brown denin of the walls. Manager Silliman just now is taking a lot of orders for the Nos. 8 and 10 hornless Edison cylinder machines, which will go on sale on November 1.

Eastern T. M. Co. Activity.

Everything is moving along most smoothly with the Eastern Talking Machine Co., and the September business is reported as having been more than satisfactory. The school work has started off with a boom under the guidance of clever Billy Fitzgerald, who will have his hands full pretty soon. Lately he installed a complete Victor outfit of the newest style at Wellesley College, where the large numbers of women students may always have music.

New Traveler Joins Force.

William Veale, formerly with the Outlet Co., of Providence, R. I., is now traveling for the Eastern Talking Machine Co., taking the place of Frank Mayo. Veale is one of the most popular men on the road and knows the talking machine business from A to Z. He's getting the glad hand wherever he goes.

Dealers Want Columbia Lantern Slides.

The Boston headquarters of the Columbia are receiving many inquiries from dealers regarding the new and clever lantern slides advertising Columbia products, each of which is to contain an imprint of the local dealer, and these for use in their respective localities. There are six slides from which dealers can make a selection, and they can very properly be used at all sorts of entertainments where moving pictures are used.

Julia Sanderson Pays Tribute.

The Columbia Grafonola gets a fine endorsement from Julia Sanderson, who is playing a successful engagement in "The Sunshine Girl" at the Hollis Street Theatre. Miss Sanderson is stopping at the Hotel Touraine and she writes that the Grafonola which she is using at her hotel and theater "is a wonderful help to me and Mr. Mudie in rehearsing before each performance of 'The Argentine Tango.'" Also she writes: "The music as rendered on your instrument is of better tempo than that furnished by the average orchestra." Incidentally the Columbia headquarters are advertising all the hits of "The Sunshine Girl."

Big Drive In Business.

Manager Warren A. Batchelder, of the Victor department of Chickering & Sons, is having a big drive in business these days and the other salesmen of the house see little of him, as his presence is in constant demand in his well-fitted department.

New Concern in Jamaica Plain.

The Jamaica Plain Grafonola Co. is a new concern located at 722 Center street, Jamaica Plain. The proprietor is Fred Lincoln, and on the opening day, Saturday, October 4, many persons called to listen to Columbia demonstrations.

To Be Married.

Miss Ella Keohane, for ten years a valued member of the staff at the Columbia headquarters, for some time past, as private stenographer to Man-

ager Lishman, is to be married shortly to Dalton Sullivan, widely known in football circles and at present coach of the Holy Cross College team.

Leaves for Quaker City.

George Reese, for four years a salesman with the Eastern Talking Machine Co., has left Boston and gone to Philadelphia, which is his home city.

Busy Times with Steinert.

Manager Royer reports the Victor business good with Steinert & Sons, and his Arch street quarters are getting to be quite a rendezvous for business men of the downtown district, who find it a convenient place in which to make their purchases of records. Mr. Royer lately has been making business trips to Providence, Bangor and other cities.

Two Records in Great Favor.

Nat M. Wills, comedian of the "Follies" company playing at the Tremont Theater, is a frequent visitor to the Eastern Talking Machine Co.'s establishment, which is next door to the theater. Two of the "Follies'" hits, "Peg o' My Heart" and "A Little Love, a Little Kiss," are having a great sale among the Victor records.

On Educational Trip.

W. E. Getchell, who is spending his time among the agents of New England, is meeting with marked success in educating them in the details of successful selling of Columbia goods.

COURT APPOINTS RECEIVER

For Boston Talking Machine Co. Upon Petition of Creditor—Claimed That Company Is Solvent but Financially Embarrassed Owing to Suspension of Western Concern.

(Special to The Talking Machine World.)

BOSTON, MASS., October 11.—Burton H. Corbett, who is president of the Boston Talking Machine Co., and E. Fred Aldrich were last week appointed receivers of this company on the petition of Henry M. Whitney before Judge Morton in the United States District Court. Each has furnished a bond of \$20,000 to qualify as receivers.

Mr. Whitney is a creditor for \$39,898, and he stated in his petition that the Boston Talking Machine Co. is solvent and is simply financially embarrassed because of the troubles of a Western concern who owed them \$40,000. It appears,

FOLLOWING UP CUSTOMERS.

Dealers Should Keep a List of People to Whom They Have Sold Machines So as to Develop Their Record Sales.

Every dealer undoubtedly keeps a list of all persons to whom he sells phonographs, but does every dealer go over this list carefully every month and note the names of any Edison owners who have failed to buy records that month? The maintenance of every customer's interest is a vital point in the business, for an idle phonograph in any home is a poor advertisement for any dealer and would seriously affect his phonograph sales.

If a customer buys only one or two records for a month or more it is no cause for alarm, but if he fails to buy any for a month, then it is up to the dealer to get into immediate communication, with that man. If possible, the dealer would do well to select a few new records of the character which the delinquent's past purchases show him to prefer, and then call on him at his own home. Hearing the new records, together with a realization of the dealer's interest in him, would go a long way toward changing the customer's attitude.

In the event of a personal call being impossible, the dealer ought at least to telephone the backward one, or failing this, to write him a letter inquiring the reason for his failure to purchase any records for the given time, as the case may be.

So many causes can contribute to the falling off of record sales that it is absolutely essential to watch carefully the purchases of each individual customer. Possibly he has failed to receive his supplement for that month; or perhaps careless handling has broken something on his machine, or put some part of the mechanism out of adjustment. Some little thing may be bothering him, says the Edison Phonograph Monthly, which he has not

as was pointed out in court, that the Chicago concern placed an order with the Boston Talking Machine Co. for 50,000 machines and 600,000 records to be delivered at the rate of 2,500 a month. After the talking machine company had stocked up to the extent of \$60,000 to fill the order, the Chicago firm held up the order placed. The Boston Talking Machine Co. is capitalized for \$500,000, and claims to have assets of \$300,000, with liabilities approximately of \$80,000. There are 176 creditors. It is understood that the company has a license from the Columbia Graphophone Co.

President Corbett in an interview with The Talking Machine World representative stated that the shortage of money with which to continue the business was the reason for asking for a receivership, this shortage being due to the failure of the Chicago concern. He said the receivership was for the protection of the creditors and he did not anticipate that any difficulty would be experienced in raising sufficient money to keep the business going.

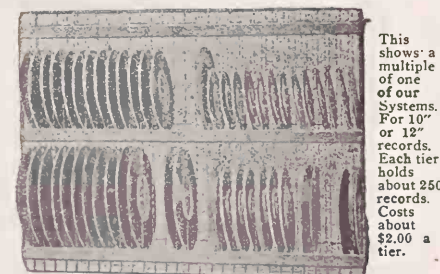
Prior to the announcement of the receivership Mr. Corbett stated to The World representative that it had just made some valuable additions to its staff of experts, whose experience and achievements in the past in the talking machine field will insure still further progress in the conduct of this company's affairs.

Chas. L. Hibbard has been engaged to take charge of the recording laboratory. He has had many years' practical experience in this field, having been connected with the Edison Co. for about ten years. Later he was in charge of the recording laboratory of the United States Phonograph Co. and recently did all the recording for the Keen-O-Phone Co.

Thomas Kraemer, at one time superintendent of the Regina Music Box Co., where he designed many of the movements incorporated in its product, and later on superintendent of the Hawthorne-Sheble Manufacturing Co., for whom he designed the Star machines and many premium models, has been engaged as general superintendent.

Horace Sheble, formerly factory manager of the American Graphophone Co. and at present engaged in industrial engineering in Philadelphia, has been retained by the company as a consultant in the perfection of the organization and methods employed in the manufacture under its new management.

had time to consult you about, but your appearance at his home at that time would prove your interest in him and bind him just so much closer to you in the future, to his permanent satisfaction and your increasing profit.



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 LAQUERED.

WRITE for 20-page catalog giving details and information on the best way of keeping your records.

The Syracuse Wire Works

THE Feise SYSTEM TRADE MARK

SYRACUSE, NEW YORK

Mr. Dealer,

We're the jobbers on the job!

We want you to know it's going to be money in your pocket to be the first on the ground with

The Edison Disc Phonograph



This latest marvel from the great inventor is making good with lightning speed wherever it's been shown. We can supply dealers "from the Rio Grande to the Mississippi"

Get your territory now and declare in on all the success that goes with the Disc Phonograph as well as the profitable line



Edison Cylinder Phonographs

The new Blue Amberol Records, the new diamond point reproducer, and the handsome new cabinets are giving greater zest than ever to the sale of this line.

We carry a complete stock of supplies, including records

in *twenty-nine* different languages. Our policy has always been to give the dealer the considerate co-operation which, combined with never-ceasing aggression, brings confidence and activity to the Edison line. Get in touch with us at once about *your* territory.

Houston Phonograph Co., Wholesale, 1008 Walker Ave. Retail - - - 903 Main St. **Houston, Texas**

Cash in on Mr. Edison's latest wonder

The Edison Disc Phonograph

We are right here to help you tell the people of Oklahoma and the north half of Texas what they have wanted to know—that Mr. Edison, after years of experiment, is now ready to put his Disc Phonograph on the market. He invented the first one—years ago—but he wasn't ready to launch it until it was perfect. Now it is. Now the people can have it.



We have the best freight facilities in the South—out of Fort Worth. We can get the quickest action for you that you've ever had from a jobber. Let us help you cash in on the Edison line.

Do you know about the new points of the Edison Cylinder Phonographs? Are you boosting the new Blue Amberol Records, the new diamond point reproducers, and the beautiful new cabinets? Don't overlook these mighty profitable chances. Write us to-day.

Texas-Oklahoma Phonograph Co., Inc.

Exclusive Jobbers for
Edison Disc and Cylinder Phonographs,
Records and Supplies

828-830 Monroe Street, Fort Worth, Texas.

CANADIAN TALKING MACHINE TRADE SUMMARIZED.

Toronto Representative Enthusiastic Over New Columbia "Jewel" Grafonola—New Victor and Columbia Dealers Who Have Recently Entered the Field—Victrola Provides Entertainment in the Wilds of the Northwest—Displays at Made-in-Hamilton Exposition.

(Special to The Talking Machine World.)

TORONTO, ONT., October 7.—John A. Sabine, one of the proprietors of the Music Supply Co., of Toronto, which is exclusive distributor of Columbia products in the Province of Ontario, recently returned from a business trip to New York City. Mr. Sabine is enthused to an immense degree over the Columbia Co.'s new design of Grafonola, the "Jewel," which will be ready for the Canadian market about October 30 at the popular retail price of \$45. It is very similar to a small "Favorite" machine which has enjoyed a great sale in Canada at \$65. Regarding the new "Jewel" Mr. Sabine says: "We expect to have the 'Jewel' ready for delivery on October 30. My partner, Mr. Leake, and I are so enthusiastic about the samples we have seen that we ordered 2,000 for immediate delivery."

H. G. Stanton, vice-president and general manager of R. S. Williams & Sons Co., Ltd., Toronto, which firm is Edison distributor for Canada, attended the recent conference of Edison jobbers.

New Victrola House in Toronto

Paul Hahn & Co., Ltd., is the name and style of the newest addition to Toronto's music houses. Paul Hahn, who when a boy entered the service of the Nordheimer Piano & Music Co., Ltd., which has a large and successful Victrola department, has grown up in the music trades with that firm. On September 1 he severed his connection with that well-known house to enter business on his own behalf, and the organization of the above-named firm is the result. A three-story and basement building has been leased at 717 Yonge street, which is close to the corner of Bloor street and is in a high-class retail district. The building secured is a new one, just being completed, and will be ready for occupancy within a month. The new firm is featuring the Mason & Hamlin and other lines, for which it has secured the local agency. In addition to these lines, a complete stock of Victor Victrolas and records is being put in. The entire basement of the store is being fitted up for this branch, while the ground floor will be used for showrooms. On the first floor will be the individual show and demonstration rooms, and the top flat is being arranged for studios.

New Outlets for Columbia Products.

The Toronto Grafonola Co. is a new concern that has leased premises at 141 Yonge street, Toronto, and is opening up with a complete line of Columbia records and Columbia Grafonolas. W. E. Dunn, late of the Bell Music & Piano Co.'s Victrola department, is the guiding spirit of the new firm, which opens up in time to take advantage of the swing of fall business.

Probably one of the best-known music dealers in western Ontario is J. Faskin McDonald, who has been in business in Hamilton for the past fifteen years, over ten years of which time he has been in his present stand at 54 James street, North. Mr. McDonald has recently taken on the Columbia line and has already got the department comfortably housed.

W. F. Newman, of the same city, has also enlisted in the ranks of Columbia dealers.

P. J. McCaffrey, of Windsor, Ontario, now numbers among Columbia retailers.

News Notes.

A surveyor came back from the Peace River country in the great Canadian Northwest, and that is a pretty expansive piece of territory. "Thought I was far from the haunts of civilization," said he in speaking of the solitudes, "but one evening, just as we were making a portage, I thought I heard singing. I was blame near scared stiff, and so was my companion at first. We got back from the noise of the rapids to listen, and sure enough, we could hear the words as well as the air of one of the late hits we heard down at Winnipeg three weeks before. Well, it was a little Victrola that another survey party had, and by gum I have one of them now."

The wise and discriminating stork recently visited the home, in Rosedale, Toronto, of R. S. Williams, president of the R. S. Williams & Sons Co., Ltd., Edison jobbers in Canada and Edison and Victor retailers, and deposited a lusty son and heir. Mr. Williams, who now becomes "R. S., senior," is as pleased as he has a right to be, and is already looking forward to the time when his counterpart will be ready to take an interest in fiddles, old and rare.

At the Made-in-Hamilton Exposition during centennial week in Hamilton, when thousands of former Hamiltonians gathered for a memorable week of celebration, the Newbigging Cabinet Co., Ltd.

PIANOS TRADED FOR PHONOGRAPHS.

Six Customers of Marks Silverstone Take That Means of Securing Edison Machines—Making Alterations in Quarters to Accommodate Business—Ninety Per Cent. of Sales Are of \$250 Machines—Orders from Kansas.

(Special to The Talking Machine World.)

St. Louis, Mo., October 11.—Marks Silverstone is making extensive changes in the warerooms of the Silverstone Music Co., which will enhance the business convenience, beauty and comfort of the quarters that he designed last spring. The changes are those found to be necessary after six months' occupancy there. His first object is to provide suitable space and facilities for handling the Edison disc phonographs and records. Despite an anticipation of big business resulting from the introduction of these machines, Mr. Silverstone finds that he had not made proper allowance, and the additional record bins, shelves and counters for the handling of the jobbing supplies are being installed. "The records are coming very smoothly now in quantities that insure us in promising prompt shipments," he says, "and I am working to keep our facilities ahead of the game. I can assure my jobbers now of excellent service, which would have been impossible without the changes being made. The storage of sufficient machines to meet the demand, too, is a problem that is larger than I had expected, but we have the space here and it is merely a question of making the proper arrangements, which I am doing." The comfort of the warerooms consists in a steam heating plant, which is perhaps unusual for a leaseholder to put in. "I thought I had arrangements with a neighbor to supply heat," said Mr. Silverstone, "but when by warerooms got cold and I complained to him he would say: 'I am not in the heating business.' So I thought I had better put in a plant and heat my own place."

Mr. Silverstone has on hand six pianos that have been traded in by persons buying \$250 Edison disc machines. "A few years ago I would have laughed at a person who would have suggested such a situation as that," he said, "and at that time I was as enthusiastic over talking machines as anyone." When the Silverstone Music Co. moved into its present quarters Mr. Silverstone added pianos as a side line to his Edison talking machines, and the

had a much-admired exhibit. It showed its key-board record cabinet, which attracted much attention and ready endorsement. The principle of the cabinet is that when a record is wanted it is merely necessary to press the numbered key of the record wanted, and it immediately rolls out. R. P. Newbiggin, head of the firm, states that record cabinet sales in September exceeded those of a year ago by 30 per cent.

At the recent exhibition at Ottawa, the capital of the Dominion, the Hurteau-Williams Co. made a prominent display of the \$650 Columbia Baby Grand grafonola. The products of the Edison and Phonola firms were also on view.

Henry H. Mason, general manager of Mason & Risch, Ltd., piano and player manufacturers, who have excellent Victrola departments in their retail store and branches throughout Canada, was elected chairman of the technical education committee at the recent annual meeting of the Canadian Manufacturers' Association at Halifax, N. S.

fact that he is in the piano business has supplied him with an outlet for the instruments he recently has taken in.

A few days ago Mr. Silverstone ordered a list drawn from the books of purchasers of disc machines, showing style and price. Rather to his surprise, this list shows that more than 90 per cent. of the sales have been of the \$250 models. "I knew the percentage had been high, but I did not anticipate quite that proportion," he said as he was congratulated on his salesmanship ability.

A. O. Reynolds, who is boosting the Blue Amberola branch of the business for the Silverstone Co., is in Kansas and is sending back orders and reports that show that he is giving an excellent account of his time.

Manager Savage, of the dictating machine department, is back from his summer vacation, and is beginning an active campaign.

THOUGHTS FOR BUSINESS MEN.

Never let little things annoy you. Life is too short to worry over trifles.

Never show when you are discouraged; a weak heart never wins customers.

Never plan about to-morrow and expect to-day to take care of itself.

Never excite envy by boasting what you have and can do.

Never laugh at anyone's failures; it may be an experience you will have in the near future.

Never push yourself forward; remember that great men are sought and do not seek.

Never cry out when you are hurt in life's game. That is only worthy of an infant.

Never be elated by your successes, nor be discouraged by your failures.

Never think that you will get to the top by shoving others out of the way.

Never be afraid to get knowledge. It will always answer you in some good stead.

Never crawl. If you are in the wrong, admit it and get it out of your system.

Never give up the game until the end. Remember, in a game of checkers you often win with a few men.

Never begrudge the favors your competitors get. The fact that you can fight on alone proves your strength.—Says John Trainor in Modern Methods.

"DUSTOFF" RECORD CLEANERS

Add Life to Records

Dust and dirt settling in the minute sound grooves of the record causes friction in the reproducing point track with the resulting wear and tear of the record. "DUSTOFF" RECORD CLEANERS get into these grooves and thoroughly clean the record, ensuring a clear and distinct tonal reproduction free from blurs, scrapings and harsh sounds.

Jobbers and Columbia Distributors Everywhere can supply you. (Canadian trade through Berliner Gram-o-phone Co., Montreal.)

"Dustoffs" are "Profit-Makers"



Regular Model
Each in 2 color box.
Retail 15c. (In Canada, 25c.)
Liberal trade discount.

SAMPLES sent postpaid, on approval, to dealers writing on business stationery and mentioning jobber's name.

MINUTE SHINE COMPANY, Sole Mfrs., 280 Canal Street, PROVIDENCE, R. I., U. S. A.



De Luxe Model

Each in box and 12 in display carton. Retail, 50c. (Canada, 75c.) Liberal trade discount.

Kipp-Link Phonograph Co.

INDIANAPOLIS, INDIANA

Exclusive Edison Jobbers

Edison Dealers throughout Indiana, Illinois, Ohio and Kentucky will find our "Can't-be-beat" service to be all it signifies.

We are owners and originators of "can't-be-beat" service.

We are and have been for seven years strictly Edison jobbers, consequently we are the jobbers to look to for the complete line of

Edison Disc Phonographs and Records

and

Edison Cylinder Phonographs and Records

We have prepared early for the heavy fall and winter season and when it comes to filling dealers' orders we "can't be beat."

LET US SHOW YOU



Kipp-Link Phonograph Co.

Indianapolis, Indiana



"Can't-be-beat" Edison Jobbers

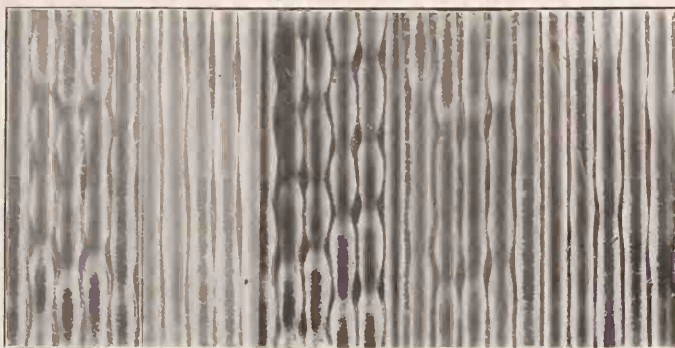
THE MYSTERIES OF THE PHONOGRAPH RECORD.

A Series of Interesting and Valuable Photographs That Show How the Human Voice and Various Instruments Leave Their Imprint on the Wax Cylinders—Notes on the Two-Minute and Four-Minute Records of the Same Length—Difference in the Vowels.

The person who listens to a cylinder record on a phonograph, or even one who watches the recording process and inspects the machine closely, has a very faint idea of the peculiarities of sound in recording. While scientists have studied the question of vibration for many years, they have

yet much to learn before they will be able to lay out any definite rules regarding what will happen when certain sounds are recorded on a wax cylinder.

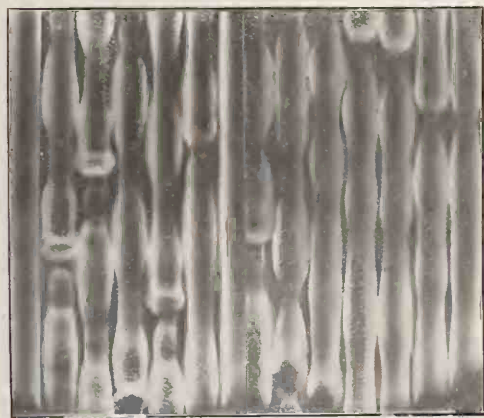
We have learned just how many vibrations are necessary to produce a certain note of a given value, and by following such a formula can produce that note, but those connected with the recording department of Thomas A. Edison, Inc., are frequently surprised by the physical character of certain sounds as they are recorded. The mys-



A E I O U
Tenor Voice Sounding Vowels in E Flat.

right, showing the length of the higher notes, and the left, the lower notes, the latter being approximately twice as long as the former. To illustrate the comparative value of the various notes in a regular song as shown upon the record, we reproduce a photograph of the section of record bearing a soprano solo.

The scientific value of the illustrations cannot be overestimated, and they should prove particularly



Trombone. Tuba.
Sounding Same Notes in E Flat.

teries of the lines in the wax record can be no better explained than by means of the accompanying illustrations, taken recently and published here for the first time.

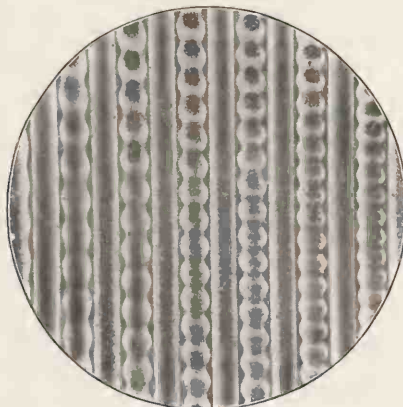
One of the most interesting of the illustrations herewith shows the manner in which the



Cornet Solo.
Two-Minute Record. Four-Minute Record.
(Notes of same length.)

voice of a prominent tenor was recorded while singing the various vowels in E flat. There is nothing in the lines to indicate that there is any relation between the sounds recorded. Yet they were all sung in this one note, and the accuracy of the test was insisted upon.

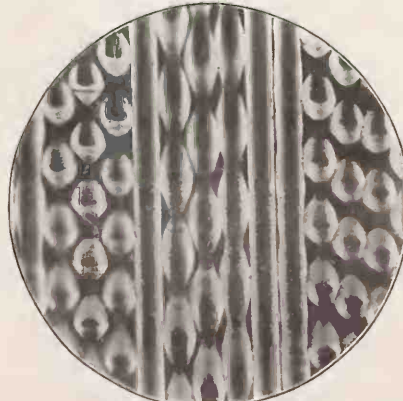
Illustrations side by side show the manner in which a cornet solo was recorded on a two-minute record, and later upon a four-minute record. While at first glance there appears to be a vast difference in the formation of the notes, upon closed inspection it will be seen that on the two records the shape of the notes vary only as to width, the length being exactly the same. This similarity of note



Scale of Bells.
High Notes Short; Low Notes Long.

interesting to those who have made a study of sound and of recording.

The photographs were obtained through the courtesy of Walter H. Miller, manager of the re-



Soprano Song, "My Dreams."

cording laboratory of Thomas A. Edison, Inc., who is one of the veterans in the trade. When it comes down to the question of recording, Mr. Miller knows whereof he speaks at all times.

ENTERTAINMENT OF EMPLOYEES.

Uplifting Influence of Music on Employees Realized by Prominent New York Business House Which Puts an Auxetophone to Good Use for Purposes of Amusement and Instruction.

The uplifting influence of music through the medium of the talking machine is forcibly illustrated by the following extract taken from a notice issued by the welfare committee of the National Cloak & Suit Co., of New York City, one of the largest manufacturing mail order houses in the world:

"A National theater party composed of 158 employees heard 'Aida' at the Century Opera House on Friday evening, September 19. Expressions of enthusiasm were heard on all sides."

But this is putting the last chapter of the story first.

About a year ago, with the co-operation of C. N. Buckley, paymaster, and Theo. B. Merselles, vice-president of the company, an Auxetophone was placed in the lunchroom provided for their employees, with a view to rendering the noon hour a source of entertainment as well as of rest and refreshment. That they builded perhaps better than they knew is borne out by the fact that they soon realized that their employees enjoyed the finer music best, tiring readily of the so-called popular music. They likewise quickly realized that the Auxetophone was a valuable aid in winning the good will and gratitude of their help, creating an esprit de corps that was bound to repay them.

The National Cloak & Suit Co., through their welfare committee, have set aside Wednesday noon as "Story-telling Day." Beginning with the "Tales of Hoffman," they intend continuing through the list of operas, these talks or lectures being supplemental to the parties arranged to attend the various operas at the Century Opera House.

The announcement also goes on to say: "These parties will continue throughout the season. The management has very kindly offered to purchase records for the Auxetophone of the favorite selections from the operas that the National theater parties attend. These will be played in the lunchroom frequently."

The management of this company are to be congratulated on the successful work of their welfare committee. They represent the advance guard, the pioneers in a movement that is slowly but surely gaining ground among employers—a movement that aims to better the condition of the workman, in the belief that better returns are to be had from a contented lot of workers.

OPPORTUNITY.

Who are thou, glorious form, flashing by me,
So beautiful, so Godlike—wilt thou fly me?
Why o'er thy face and bosom fall thy tresses
streaming.

And why the airy pinions on thy white feet
gleaming?—

My name is Opportunity. Pause or rest I never:
Mortals rarely know me till I'm gone for ever.
To seize me passing on to few is granted:
Therefore one foot upon a wheel is planted—
Therefore the light wings bound on them, to make
me

So quick in flight that none shall overtake me
Down fall my tresses, face and bosom veiling,
That none may know me 'til to know be unavailing;
Then, mockingly, I fling aside the veil and please
me

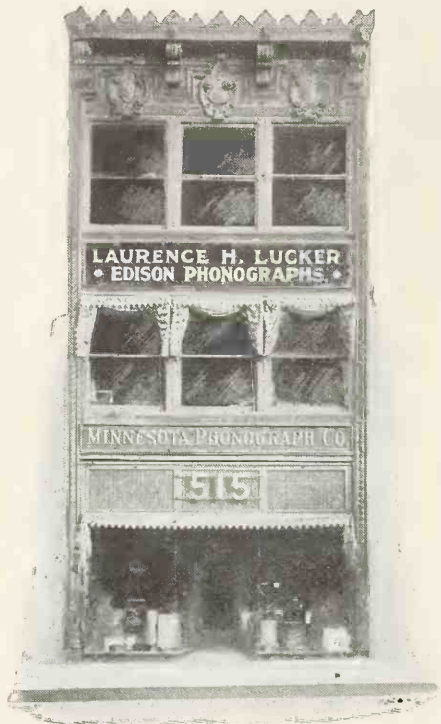
With their vain hope and vainer haste to seize me
And who is this dark form that follows thee with
weeping,

Ever as a shadow on thy bright track keeping?—
Her name's Repentance. When I fit quickly by
them

She stoppeth weeping, vainly weeping nigh them.
But thou, poor mortal, precious moments wasting,
Idly thou drest while I'm onward hastening.

Wilt thou not wake? Alas I weep now, I've passed
for ever,

Weep, for Repentance henceforth leaves thee never.
—From the Italian of Machiavelli, translated by
"Speranza."



4 Floors of
Edison Phonographs

Jobbers of

EDISON ^{Diamond} _{Point} **DISC**

and

Cylinder Phonographs

EXCLUSIVELY

The new Edison ^{Diamond} _{Point} Disc Phonograph "Edison's Master-piece" opens up a new field of greatest money-making possibilities. Mr. Dealer, think of pocketing a cool 66 $\frac{2}{3}$ % Profit.

☐ The Edison ^{Diamond} _{Point} Disc Phonograph is the long sought goal of perfection in Phonograph Construction. Just think, it has the permanent Diamond Point (no needles to change), automatic stopping device, the long wearing, long playing and practically unbreakable disc record, and many, many other exclusive features. Mr. Progressive Dealer, doesn't this suggest \$\$\$\$ \$?

☐ There will be much added prestige to the dealer who obtains the Edison Disc Dealership. Much satisfaction and more profits to the dealers whom we supply.

☐ Our modern merchandising methods mean more profit to the dealer; our advertising, trained especially on the Great Northwest, supplementing that of the Edison Co., produces a large volume of retail sales, which we turn over to the dealer in whose territory they are located—co-operation in every sense of the word.

☐ The introduction of the Edison Disc marks an epoch in musical history. Its naturalness is fascinating; touch a lever and music flows out in waves of enthralling melody. Secure the dealership and dollars will flow into your coffers, and there is no melody that can equal the "chink-clink" of the dollar.

☐ Six months ago we were looking for dealers; to-day dealers are after us. Territory is limited, so if your field is open you had better write us at once. It won't be open long—WRITE TO US TO-DAY.

LAURENCE H. LUCKER

MINNESOTA PHONOGRAPH CO.

MINNEAPOLIS

Exclusive Edison Jobber

MINNESOTA

Also a complete line of musical merchandise at lowest prices

"If it's musical we have it"



"The desire for music is not bound by any line of race or creed or country. And the demand for Columbia instruments is just as wide as the passion for music."



(From "Music Money," a book "full of meat" for every Talking Machine Dealer interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

THE VALUE OF MUSIC AS A REMEDY FOR CERTAIN ILLS.

Discussion of the Use of Music in Therapeutics Discussed by William Brady, M.D.—Emotional Organization of a Man Has Much to do with His Physical Welfare—Talking Machine Promotes Peace and Quietness of Mind—Some Valued Experiments.

Speaking about music as a medicine, a stimulant and an appetizer, Wm. Brady, M.D., said recently:

"Man is something more than a chemical compound or a food for germs. He is more than a rational being; he is a moral and emotional individual. His emotional organization is the innate and personal part of his nature revealed to him by self-consciousness. His feelings, sympathies, his love or hate, happiness or misery, all of his inner emotions, are powerful factors in human life, though little understood by science.

"The old aphorism 'mens sana in corpore sano' (a sound mind in a sound body) is susceptible of a double interpretation. Recent psychological progress and research have shown that even the animal body is intimately dependent on mental impressions for its normal functional stimuli. Pawlow, the Russian physiologist, has established on a sound footing the important influence of the five senses, so-called, upon the entire process of digestion.

"The influence of music on the mind is admitted by all, and the value of music as a remedy for certain ills has recently attracted considerable attention. 'Music hath charms' which are not put to sufficient practical use. Thousands of unfortunates in hospitals throughout the country are waiting for someone to come along and 'give us a song to cheer.'

"The New York State Pathological Institute recently investigated the question of the influence of certain tones and strains upon the nervous system. By the aid of the ergograph, an instrument designed to record the degree of fatigue in the muscles of the arm and hand, it was found that the patient studied could apply more force with less fatigue when a lively air was thrummed on a harp. Certain tones of the 'cello, on the other hand, produced the opposite effect. From such observations it would appear that the military band has a very logical reason for dispensing lively air on a hard march.

"In his 'Anatomy of Melancholy' Burton declares picturesquely that 'music will drive away the devil himself.' Certain it is that those who weary with the engrossing pursuit of intellectual work, the grind of daily toil, are quickly refreshed by the instrumentality of music, be it vocal, instrumental or 'canned.'

"While we do not always think of the phonograph as Edison's most useful invention, it is undeniable that the recent perfections of that instrument help many a brain fagged thinker to get a fresh grip on himself and his problem, and to carry his infant project to a practical conclusion another day.

"A home without music is a home without happiness. This dull old world of ours cannot be brightened by books alone nor by conversation nor pleasant occupation. The elevating influence of music is essential to the full enjoyment of life.

Think what a world it would be without music! And remember the unfortunates inured in the great hospitals, who exist in a world without song!

"One cannot conceive a nobler act than that of an expert musician giving of his or her gift a mite to brighten the monotony of a hospital ward and enliven the recuperative powers of the unfortunates there confined. Surely there are enough musicians in every community to make the hospital cheerful every age-long day. Easter greetings and Christmas carols are not enough.

"One of the intentions of St. Cecelia's Guild was to build a large hall in the central part of London, from which at all hours of the day or night music could be sent by wire to the bedside as wanted. A

AN OUTING AT STONY LONESOME.

This Is Where Irving P. Hallock Inveighed R. B. Caldwell to Capture Some Splendid Examples of the Finny Tribe.

Skinning a bass at Stony Lonesome, N. Y., is the pleasant vocation Irving P. Hallock, the well-known Victor and Edison dealer, was enjoying



Preparing Mess of Fish for Dinner.

when the accompanying photograph was snapped. Stony Lonesome is not very far from Greenport, L. I., the location of Mr. Hallock's store, and the bass were running strong when Mr. Hallock decided to enjoy a few weeks' well-earned rest.

Accompanied by R. B. Caldwell, vice-president of the Blackman Talking Machine Co., 97 Chambers street, New York, Mr. Hallock attempted to break all piscatorial records. The success of the fishing party, we understand, was gratifying, but the only evidence introduced is Exhibit A herewith, portraying the skinning of the bass.

Mr. Hallock is one of the most successful talk-

delirious typhoid patient or even a victim of delirium tremens has often been observed to settle down and go to sleep under the drowsy influence of a lullaby thrummed softly on stringed instrument or sung by distant voice.

"Insomnia is peculiarly amenable to the right sort of music. Of course, the musicians themselves would be superior to any so-called canned music, but the latter would have many advantages over music by wire. Orchestrons, phonographs and mechanical piano or organ players good enough for private homes are also good enough for the public hospital. These latter day improvements place good music within the reach of every hospital ward, no matter how small.

"Florence Nightingale gave her warm approval to the proposal to furnish music to the sick, as did Sir Richard Quain and other eminent physicians. It seems peculiarly the province of woman to take hold of this movement in America and through individual and organized activity put it into practical use."

ing machine dealers on the island, and in addition to his extensive Victor and Edison business, is an authorized representative of John Wanamaker's New York store, which enables him to keep in close touch with the very best class of trade in this vicinity. Mr. Hallock, who is an enthusiastic Blackman dealer, is a friend of many years' standing of Vice-President Caldwell, of the Blackman Co. Stony Lonesome may not sound very euphonious, but Messrs. Hallock and Caldwell spent a most enjoyable fortnight there this summer.

Mr. Hallock only recently recovered from an operation, which he was obliged to undergo at Mount Sinai Hospital, New York. The operation was not very serious, and Mr. Hallock is fast regaining his customary energy and vigor.

TALKING MACHINE MAN TO WED.

(Special to The Talking Machine World.)

WILMINGTON, DEL., October 5.—J. W. Goldy, proprietor of the Delaware Graphophone Co., in this city, was married on September 27 to Miss Jessie L. M. Gill, of Brooklyn, N. Y., at the home of the bride's parents.

DITTY WORTH REMEMBERING.

A member of the Rochester Association of Credit Men has found the following ditty of use as introduction to his collection letters:

"There's a time to sow and a time to reap
There's a time to laugh and a time to weep
There's a time to work and a time to play
There's a time to buy and a time to pay."

Opportunity knocks at every man's door at least once, but it is well to be ready for it when it appears.

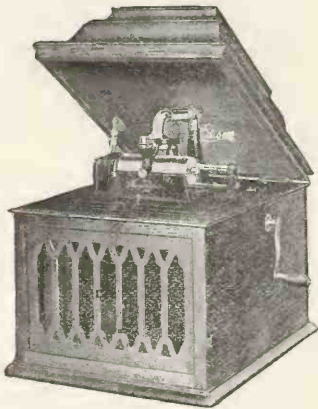
Discouragement brings you nowhere and only helps to put you in the hands of your competitors and your enemies.

The right sort of work means growth, not stagnation.

When Doubt Vanishes

No longer is there any question of the supremacy of the Phonograph. It has been decided absolutely. When Mr. Edison completed the new

Disc Phonograph



and introduced it to the public, all doubt vanished. He brought out the most remarkable sound producing instrument ever made, a marvel of sweetness and brilliancy, perfect in mechanical equipment from the sturdy motor to the diamond stylus.

Nothing has been more interesting to Mr. Edison than the speed with which the new Disc Phonograph has caught public approval and patronage. It exceeded all expectations. The enthusiasm over this instrument has been wonderful, and yet there is the same steady demand for the

Edison Cylinder Phonograph

with its tuneful long-playing Blue Amberol Records, its permanent diamond reproducing point, and its great staff of record-making talent.

What could be more certain of big sales and big profits than this Edison combination? It's like a giant wave that can't be checked.

Ask us

about the handling of this line in your town. Drop us a line. We're ready to advise you first and supply you immediately afterward.



W. A. Myers Sporting Goods House

127-129 West Third Street

Lycoming Opera House Block, WILLIAMSPORT, PA.

MUSIC OF TO-DAY IN A BACKWARD STATE, SAYS EDISON

In an Article in the Cosmopolitan Magazine the Ideas of the Great Inventor Regarding Music Are Clearly Set Forth—Never Studied Music, but Can Point Out Defects That Are Not Realized by Musicians—How Mr. Edison's Deafness Has Proven an Advantage.

Under the heading, "Edison's Dream of New Music," Allan L. Benson contributed the following interesting copyrighted article in a recent issue of the Cosmopolitan Magazine:

"Music," said Thomas A. Edison, "is in the same backward state to-day that electricity was forty years ago. I am going to develop it. I hope to complete the task within three years. I shall also make the phonograph the greatest musical instrument in the world."

Edison never studied music anywhere. If this statement be not literally correct, it is the exact truth to say that he never studied music anywhere except by himself in his own laboratory. He cannot sing a note. The only musical instrument he can play is the phonograph. He cannot hear a phonograph three feet away from him. Yet the best musical talent that he can employ defers to his judgment. When Edison says a thing is wrong, his musical experts are exceedingly careful not to say it is right. They are not careful for fear of offending—they are careful for fear of losing their own reputations. They have good reason for being so careful. Edison can hear sounds that they cannot hear until he has called attention to them. And he has so fine a sense of tone values that he knows the significance of what he hears.

"I hear through my teeth," said he, "and through my skull. Ordinarily I merely place my head against a phonograph. But if there is some faint sound that I don't quite catch this way, I bite my teeth into the wood, and then I get it good and strong."

From Edison's point of view, the human ear is an exceedingly crude instrument. He did not know how crude was the ear until his own hearing had been destroyed. Everybody knows, of course, of the experimental laboratory that Edison established in a baggage car when he was a newsboy, how his chemicals set fire to the car, and how the conductor boxed him on the ears and broke the eardrums. From that day to this he has heard but little in the ordinary way. Those who wish to speak to him get close up and shout. Sometimes Edison hears what is said to him, and sometimes he doesn't. Such conversation is hard for visitors, but it is easy for Edison. "Most persons' voices last longer than their gray matter does, anyway," said he. Conversation that is maintained with so much difficulty is not likely to be unduly prolonged. So Edison's deaf ears save him from the voices of his friends. "I have always considered by deafness a blessing," said he.

Edison says the imperfection of the ear lies in the adjustment of the two bones that are known as the stirrup and the saddle. He crooked his little fingers and hooked them together to show how the stirrup and the saddle unite to convey sound waves from the middle to the inner ear.

"There is a good deal of lost motion in those bones," he said, as he worked his hooked fingers back and forth to illustrate the defect. "Part of every sound wave that enters the ear is lost before it reaches the inner ear. For that reason no one who has a normal ear can hear as well as I can. I can hear better than anybody else because I don't depend upon stirrups and saddles. These bones have been taken out of my ears. That is why I can hear little or nothing in the ordinary way. But it is also why I can hear splendidly through my skull and through my teeth. The sound waves then come almost direct to my brain. They pass through only my inner ear. And I have a wonderfully sensitive inner ear. I do not know that, in the beginning, it was any more sensitive than anybody else's, but for more than fifty years it has been wrapped in almost complete silence. It has been protected from the millions of noises that dim the hearing of ears that hear everything. And, as a result, when sound waves are projected into my inner ears, either through the skull or the teeth, the waves strike inner ears that are abnormally sensitive."

The Squeaking Flute Keys.

Men who work with Edison know better than he does, perhaps, how much more acute is his hearing than their own. One of these men told of a defective phonograph record. Nobody but Edison knew it was defective. Edison insisted that something was the matter with the orchestra. With his gray head against the phonograph cabinet, he clung and clung to the contention that something was wrong. Finally he bit his teeth into the wood, and in a moment he knew. "The keys on that fellow's flute squeak," he said. In the sawing and jangling of the other instruments, none of the men who worked with Edison could hear a squeaky flute key any more than he could hear the treading of a fly upon the engine of an automobile. But Edison could hear, and, for him, the squeaking spoiled the music.

"Nobody realizes," said he, "how much music is spoiled by little sounds that do not belong in it. The average person—the person with a normal ear—is not conscious of the fact that he hears the

sounds. That is to say, he cannot call attention to any particular sounds that do not belong in the music. All he knows is that the music does not sound good to him."

Taking the Noise Out of Music.

One of the great things that Edison promises to do for the world is to take the noise out of music.

"Forty per cent. of the sounds that come from an ordinary disc phonograph," he said, "do not belong in the music. I have invented a new kind of a disc machine which, with a clean record, absolutely eliminates all these unnecessary noises. The difficulty is to get an absolutely clean record. Records are supposed to be clean when they are bought, but they are not. They are not clean even when they leave the factory. One of the problems upon which I am now working to how to send out records clean and keep them clean. It is marvelous how slight need be the undulations upon a record to produce great noises. Take a piece of clean glass cut the shape of a record and 'play' it on the machine and there is no sound. But breathe on this glass a dozen times, put it away half an hour until the moisture can harden, and then play the glass again and you will hear a jumble of the most un-earthly noises."

Edison's greatest criticism of music, however, has to do with what he declares to be a lack of scientific basis for it.

"There is no such thing as a definite musical term relating to time. Take any piece of music and look at it. This part, for instance, is marked with a French word meaning fast. The next is marked 'a little faster,' then come 'still faster' and 'very fast. A little farther along we come to 'slow,' 'a little slower,' 'still slower,' and so on.

"Now what in thunder do all these terms mean? 'Faster' means faster, of course, but faster than what? There is the difficulty. Music lacks definite terms by which time may be indicated. It should not lack such terms. Music is too noble an art to be thus handicapped. It should not be that only the composer knows precisely the time in which he wishes his production to be played. Music should be established upon so scientific a basis that anyone who can play at all can play a piece in precisely the time that the composer intended it should be played. Who knows now whether he is playing any piece as its composer intended it should be played? No one can know. Students of music who are fortunate enough to be able to study with great composers have the best chance to know, but they cannot be sure they know, because the composer has no means of telling. They can only listen to the composer as he plays, and note where he speeds up and where he slows down. If they have good ears and a perfect sense of time, they can hit the mark so long as their memory lasts. But how

(Continued on page 33.)



Sell Pianos

The most profitable piano—because it sells quickly and brings new business—is the

F. RADLE

615 West 36th Street, New York

Every sale of an F. Radle piano or player-piano will give you a reputation for handling high-class instruments and fair dealing. Guarantee of tone, durability, design and finish.

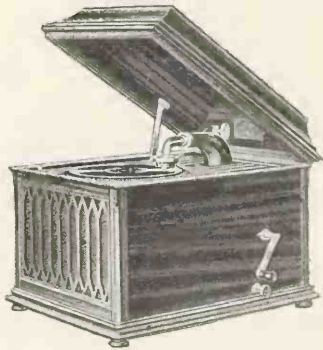
Write to-day for Catalog and Wholesale Prices

The Pardee-Ellenberger Co., Inc.

announce a

Complete Line of Edison Disc Phonographs

Mr. Edison has produced his masterpiece. The much talked of Disc Phonograph is now a reality after years of experiment and study in sound reproduction and musical acoustics. These experiments and studies have resulted in a new voice for the phonograph—a voice of liquid and mellow tones, of wide range and incomparable sweetness.



The triumph of Edison is mechanical as well as musical. The motor is the most accurate, powerful and costly that has been placed in a disc machine. The records are made of a hard new material that is impervious to wear and holds faithfully the wonderful interpretations of the great music upon them. The reproducer is a diamond point that does away with the constant changing of worn-out needles.

All of this and more Edison has produced for your public. He has made possible the preservation of the world's greatest music by the world's greatest artists. The record programs have never been equalled.

Your opportunity

is here. This marvelous instrument is taking the public by storm. The wise, progressive dealer will jump in now and reap the benefits. If you'll write us we'll tell you how, gladly.



The Pardee-Ellenberger Co., Inc.

JOBBER OF EDISON PHONOGRAPHS AND RECORDS

NEW HAVEN, CONN.

BOSTON, MASS.

MUSIC OF TO-DAY IN A BACKWARD STATE, SAYS EDISON.

(Continued from page 31.)

long will their memory last? Who can remember for the rest of his life just how a certain man played a certain piece? Anyone can remember fairly well, but 'fairly well' is not good enough. If music is worth anything—and in my opinion it is worth much—it is worth rendering perfectly. Yet it can never be rendered perfectly until it is placed upon a scientific basis. The lack of such a basis is largely responsible for the bad music and the faking that are everywhere apparent."

But in seeking to place music upon a scientific basis Edison is not gunning for fake teachers; indeed, his primary object is not even to improve music. It is to enable him to perfect the phonograph.

"The phonograph," said he, "can be made the greatest musical instrument in the world. I intend to make it so. My new disc phonograph is a long step in this direction. But I cannot make the phonograph what it should be and what it can be until music is reduced to a scientific basis. In place of all of these relative terms like 'faster' and 'slower' there must be rigid, definite terms. In establishing certain definite musical measurements, I am going to do for music exactly what I did for electricity when I invented machines to measure it. I expect, within the next three years, to do this, and when I have accomplished my purpose I shall be in a position to make a phonograph that will take the lead over all other musical instruments.

"I shall yet put before the world a phonograph that will render whole operas better than the singers themselves could sing them in a theater. I mean by this that when heard on a phonograph they will sound better than when heard in a theater. I shall do this by virtue of the fact that with a phonograph I can record the voices better than any person in a theater can hear them. The acoustics of no opera house are perfect. Something is always lost between the singer and the auditor. I shall record the voices of singers in such a manner that nothing will be lost."

So far as appearances can indicate, Edison was never more interested in electricity than he now is in music. There is not a day nor a night that he does not hear much music. Often when he has worked until 2 o'clock in the morning he will sit down and listen to phonograph music until 4 o'clock. He has half a dozen big phonographs scattered around his laboratory for his special use. His laboratory and other buildings cover perhaps fifteen acres, so the phonographs are not very near together, after all. His favorite "music room," however, is over a machine shop, and there he goes at dead of night to listen to songs sung in Italy by singers he never saw nor ever hopes to see. Beethoven, playing the sonatas that his deaf ears would not let him hear, formed no more pathetic picture than does Edison, with his gray head pressed against the machine that he made talk and sing. The only difference is that Beethoven was pathetic, while Edison only seems so. Beethoven's deafness embittered his life. Edison's deafness never put a wrinkle in his brow or his heart. He still knows how to laugh, and loses no opportunity to do so.

Music Should Be Standardized.

Edison will be disappointed if musicians do not laugh a little at what he is trying to do. He expects they will say that it is impossible to determine accurately how rapidly and with what varying degrees of intensity every composition shall be played. He is willing to let them laugh. He is not unused to being told that this or that is impossible. Somebody has told him that everything he has ever done was impossible. To indicate the exact degree of intensity with which a composition shall be rendered seems particularly near to the line of impossibility. Yet Edison throws a new line upon the subject in this fashion:

"Every musical sound is the product of a certain number of vibrations to the second of a certain material. The fashion now is to begin playing a composition with whatever degree of intensity

seems appropriate to the player. A little farther on the music is marked 'loud,' 'louder' or 'soft,' 'softer'—terms that mean nothing because they are merely relative and are not predicated upon any definite basis of intensity. As a matter of fact, however, it is possible to equip a piano with instruments that will register the rapidity of vibration of each string that is struck. A composer playing upon a piano thus equipped would have, at the finish, a complete record of the vibrations that he has created. This record would constitute an accurate guide for other musicians. It would then be possible for any musician to reproduce upon a piano similarly equipped the same composition, and reproduce it in precisely the same manner that the composer created it."

Sounds No Ear Can Hear.

The subject of wave vibrations suggests another matter that Edison is investigating. He is trying to catch with the phonograph sounds that no human ear can ever catch.

"There must be many such sounds," said Edison. "Wave vibrations of a certain degree of frequency come to us in the form of sound. Wave vibrations of still greater frequency come to us in the form of light. But there is a great gap between the highest wave vibration that we can recognize with the ear and the lowest vibration that we can see with the eye. It therefore follows that there are many sounds that we cannot hear and many colors that we cannot see. I am trying to record some of these sounds by running phonographs at high speed and making records of whatever may be in the air. My purpose is to reproduce these sounds in wave lengths that the human ear can catch by running the records again at lower speed. So far I have not accomplished much, because the sounds created by the mechanism of the phonograph itself drown out the unhearable sounds that may have been recorded upon the record. But that is a difficulty that I shall sooner or later surmount. Most assuredly, there are many sounds that we cannot hear, and just as certainly there is a way to bring them within the range of the human ear."

LONG CABINETS

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

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

Write
To-day
for
Particulars
of this
Splendid
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Also Piano
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D 67
Mahogany, Golden Oak and W. O.
Finished all around.
Sliding Record Shelf.
For IX Victrolas.
Capacity, 192 12-inch Records.



D 64
Mahogany, Golden Oak and W. O.
Finished all around.
For IX Victrolas.



D 66
Golden Oak. Finished all around.
Sliding Record Shelf.
For VIII Victrolas.
Capacity, 180 12-inch Records.

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Address CLEMENT BEECROFT, Sales Manager
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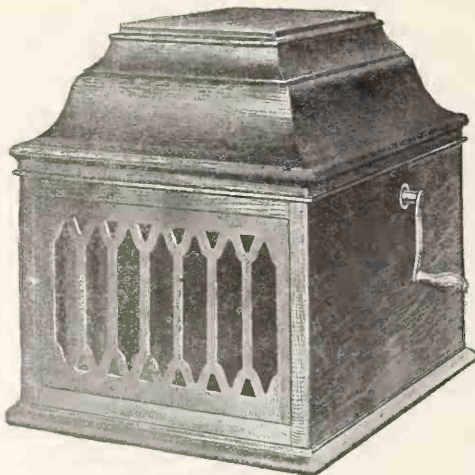
Philadelphia, Pa.

A Disc or a Cylinder —but an EDISON

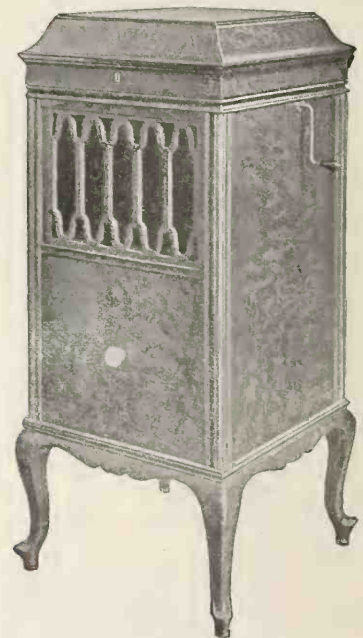
One customer wants a disc, another wants a cylinder. Give each one an Edison and win the game both ways. You can't beat the opportunity offered to-day by

EDISON PHONOGRAPHS

Mr. Edison's Disc Phonograph, his most recent triumph, comes after years of the kind of experimenting that has made Mr. Edison pre-eminent.



Although he was the first to invent the disc phonograph he was not ready to offer it to the public until he was satisfied that it could not be made better. Now it is ready—we can supply it.



His Cylinder Phonograph goes right on making friends for itself and sales for the wise dealer. Nothing can stop the popularity of this famous instrument. The new Blue Amberol records, the new diamond point reproducer, and the new designs of the cabinets in a variety of artistic woods supply noteworthy arguments that will convince your customers.

We still have some territory left—but it's going fast! Close with us at once if you want to get the benefit of handling the Edison Line. Act now.

THE PHONOGRAPH CO., Jobbers

Salesrooms and Offices: 229 South Wabash Avenue, Chicago

FALL SEASON OPENS WITH A RUSH IN WISCONSIN

Settlement of Tariff Question and Large Crops Credited for Bringing About Pleasing Conditions—Stocks In Excellent Shape—Increased Facilities In Gannon Store—Emil O. Schmidt's New Department—What Milwaukee Concerns Are Doing to Capture Trade.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., October 11.—The fall season in the talking machine field seems to have opened with a rush and dealers on all sides say that business is much better than they had anticipated. Judging from the reports of local jobbers, business seems to be good all over the State. It is pretty safe to predict that trade will continue to improve from now until after the holidays.

The period of uncertainty regarding the tariff bill is now over with and this, together with the fact that crops in this section of the Northwest have been unusually good, has resulted in a widespread confidence and an improvement in most lines of business. The weather has been ideal all over Wisconsin, and the frost has held off so long that even the late corn crop has been harvested. Assurances are given that a bumper corn crop has been cut and that it will add at least \$70,000,000 to the wealth of the State. This ought to go a long way toward increasing general prosperity.

Indications are that no shortage of records will be experienced during the next few months, as was the case a year ago. Jobbers representing the Victor, Edison and Columbia lines say that their houses have been getting their record stocks in better shape and that there ought to be no trouble in having orders filled this year, which should be welcome news to dealers. The new October records in all lines seem to be selling well. People are back from their vacations, the evenings are getting longer and the call for records is growing stronger.

Improvements in Gannon Store.

"Business is increasing daily and we expect this fall will be the most satisfactory season which we have experienced," said John H. Becker, Jr., sales manager of the retail store of Miss Gertrude F. Gannon. "Records are selling fine and the demand for the larger type of Victrolas seems to be on the increase. The outlook is good that it would seem as though all dealers ought to come in for a good share of the business from now on until the holidays."

Several important changes have been made at the Gannon store, including the installation of another new demonstrating room for all types of Victrolas. New green carpets and rugs have been laid and considerable new equipment has been added. A new illuminated sign on the top of the building occupied by Miss Gannon's store, playing up the phrase, "A Victrola Makes a Happy Home," has been attracting considerable attention and has been bringing customers to the store.

Miss Frances Ellman Makes a Change.

Miss Frances Ellman, who has been connected with the Victor department at the Espenhain department store for some time and was in charge after the resignation of J. H. Becker, Jr., as manager, has resigned and is now in charge of the Victor department at the Twelfth and Vliet street store of the Edward Schuster & Co. Miss Ellman is a musician of much ability and this has been an important factor in the success which she has attained in the talking machine field.

George H. Eichholz Co. Moves.

The George H. Eichholz Co. has moved from its former quarters at 552-554 Twelfth street to a new and larger store at 542 Twelfth street, four doors south of its former location. Mr. Eichholz has been able to enlarge his stock of both records and machines, now that he has more space, and the Eichholz retail store is one of the largest outside of the downtown district.

Recent Trade Visitors.

Roy J. Keith, of the Talking Machine Co., of Chicago; S. Goldsmith, from the factory of the Victor Talking Machine Co., Camden, N. J., and E. F. O'Neil, well known traveler for the Victor Company, were among the recent visitors who called upon the Milwaukee talking machine trade. All three of the travelers reported that business

was showing much improvement and that the outlook for the fall trade was never better.

Dictaphones for Motor Car Co.

News has been received in Milwaukee that the Kissel Motor Car Co., of Hartford, Wis., one of the best known automobile manufacturing concerns in Wisconsin, has installed five dictaphones in its offices.

Emil O. Schmidt's New Department.

Emil O. Schmidt, 310 Grand avenue, one of Milwaukee's enterprising piano dealers, who also carries the Victor line, has installed entirely new quarters on second floor for his Victor goods. Mr. Schmidt formerly followed the plan of scattering his Victrolas about his piano parlors, maintaining special quarters only for his record department. This scheme did not work out satisfactorily and now Mr. Schmidt has some unusually fine demonstration parlors which are aiding him in making increased Victor sales. Mr. Schmidt has always been enthusiastic over the Victor line and he believes that every piano dealer should carry some line of talking machines in addition to his piano stock.

Piano Men Round Up "Talker" Prospects.

The scheme recently inaugurated by the J. B. Bradford Piano Co., Milwaukee's oldest piano house, of having its piano salesmen "round up" Victor prospects while out calling on piano customers, is working out even more successfully than had been anticipated. Thomas DeSwarie, treasurer of the company, who has general supervision over the new Victor department, says that the salesmen are enthusiastic over the proposition, as most of them find it easy to make Victor sales in connection with their piano business. Miss Jule Steiner, who has charge of the inside sales and record business of the Bradford house, says that the demand for Victor records is increasing rapidly, now that customers of the house are learning that the Victor goods are carried.

Gram Department to Increase Staff.

Paul A. Seeger, manager of the Victor department at the Edmund Gram Music House, is finding business so good that he is about to increase his sales force earlier than usual. Mr. Seeger says that the demand for large Victrolas seems to be increasing and he reports some very fine sales in this line.

Will Not Handle Talking Machines.

The Flanner-Hafsoos Music House, organized some time ago and occupying the old Flanner stand at 417 Broadway, will not carry a talking machine line, as had been planned earlier. Both Eric Hafsoos and Florian Flanner, members of the firm, say that they intend to devote their entire time to the piano, musical merchandise and sheet music publishing business.

Window Displays Help Record Sales.

The tastefully decorated windows of the Gensch-Smith Co., 730 Grand avenue, the exclusive Victor shop, have been attracting much favorable attention, besides bringing the properties much new business. The last series pertained mainly to grand opera selections and did much to increase the sale of Red Seal records. The company has its store well stocked in preparation for the fall and holiday trade.

Believes in Big Machine Stock.

L. C. Parker, manager of the Victor department at Gimbel Bros.' store, believes in the policy of always keeping a good stock of machines on hand, in order that the customer may have the opportunity of making a satisfactory selection. Mr. Parker endeavors to keep an average stock of about 100 Victrolas although his stock on hand sometimes reaches the 150 mark. Business at the Gimbel department is showing steady, consistent gain, according to Manager Parker.

Signing Up New Edison Dealers.

William A. Schmidt, manager of the Milwaukee Phonograph Co., 347-349 Broadway, is making a

tour of the Fox River Valley and other portions of Wisconsin, calling on the Edison dealers. The company, which is jobber in Wisconsin for the Edison line, is meeting with a brisk demand for disc machines and records. Mr. Schmidt recently placed the Edison agency with the Webb House-furnishing Co. at Oshkosh, Wis.

New Branch Store for A. G. Kunde.

A. G. Kunde, Columbia jobber and retailer, 516 Grand avenue, has formally opened his new branch store at 3410 North avenue. George Born, an experienced talking machine man and an enthusiastic supporter of the Columbia line, has been placed in charge of the store, although Mr. and Mrs. Kunde live in the neighborhood and will give considerable attention to the new branch. Business thus far has been exceptionally good at the new store and justifies Mr. Kunde's prediction that the establishment would be a success. The business location is good and there is not another talking machine store within a radius of thirty blocks. Some good Columbia sales are being made at the Kunde store downtown.

Prepared for Big Business.

C. W. Abbott, the enterprising young manager of the Victor department at the Boston store, now has the largest stock of machines and records on hand since the department has been in operation. Business is good and Manager Abbott expects to meet with a fine fall trade. Mr. Abbott is meeting with a brisk demand for the Herzog cabinets, especially for the No. 29 style.

Discontinues Department.

The Victor department at the Espenhain Dry Goods Co., operating a large department store at Grand avenue and Fourth street, has been discontinued. It is understood that the venture was not a paying proposition, as the store is too close to the Boston Store and various Victor stores.

PIANOS AS A SIDE LINE.

Many Talking Machine Dealers Find It Comparatively Easy to Sell Pianos with Little Extra Effort on the Part of Their Salesmen and Without Interfering with Their Talking Machine Trade in the Smallest Degree.

While a large number of the leading piano houses throughout the country have installed talking machine departments and are doing well with them, there are also a large number of talking machine dealers who have added a few pianos to their stock and find that such instruments form a very profitable side line. Musical goods, including talking machines and pianos, naturally hang together as a selling proposition for the talking machine salesman can, in the regular course of his work, get in touch with many of his customers who do not own pianos.

One of the piano manufacturers who has made a special point of supplying pianos to talking machine dealers is F. Radle, New York, who states that numerous talking machine dealers who only sell a few pianos during the year find the venture a paying proposition and well worth the extra effort. In an announcement in another part of The World, Mr. Radle dwells more fully on his system.

ISSUED STRIKING HANGER.

Under date of October 6 the Victor Talking Machine Co. sent out to its trade a special supplement and artistic hanger advertising a special lot of Hebrew records. The company calls the attention of the dealers to the fact that the millions of Hebrews throughout the country are at present in the midst of an observance which is the most important of all their many traditions. This observance continues up to the 23d of this month, and even later. The hanger is exceptionally attractive, being designed in three colors, and impressive by reason of the quality of the illustrations and typography used.

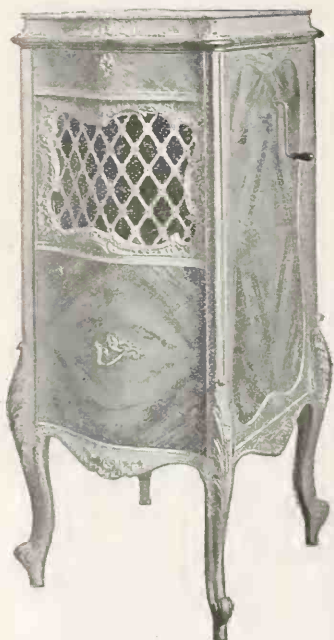
If you have doubts about yourself you certainly cannot expect others to believe in you.

The worst failure in the world is recognizing your own limitations.

Haste makes money

when quick shipments of quick selling goods are concerned. The rush and demand for every feature of the Edison line have become so great that both the Edison organization and we are working overtime to fill orders promptly. And we do—absolutely.

The New Disc Phonograph for Ohio



Edison moved slowly on this, perfected it before letting it out. But it's here now—the most marvelous sound-producing instrument you ever heard. The discs are cut by the “up-and-down” method. They are of a new material and the reproducing point is a diamond that never wears, never varies and never needs changing.

The powerful, accurately adjusted motor makes possible tones that are incomparable for their richness, sweetness and volume. And all this encased in cabinets of most beautiful designs and rarest woods.



The improved Cylinder instrument and Blue Amberol Records remain, breezing along with huge success. Amazing profits have been and are being made in this line. Add the disc and you know the answer.

More haste

There's still some Edison territory that's open in Ohio. All Edison territory is fertile. If your town isn't singing the praises of the Edison phonograph and the Edison phonograph isn't singing its own praises to your trade, get busy—now. Address us. We try to ship within an hour of receipt of orders. We usually succeed.

The Phonograph Company

1260-1306 Huron Road Junction

Euclid Avenue and East 14th Street

Cleveland, Ohio

The Formal Announcement of the New Edison Disc Phonograph.

An Important Epoch In the Onward March of the Edison Interests—The Formal Presentation of the New Edison Product to the Trade—An Invention Which Crystallizes the Life Work of the Great Inventor In the Development of Sound Reproduction—A Vitalizing Factor in the Talking Machine Trade and a Distinct Triumph for the Edison Co.—Some New Principles Embodied—New Types of Phonographs Show Different Periods of Architectural Design—Large Monthly Additions to the List of Disc Records—Ransacking Europe For Musical Talent—Pleasing Introduction of the Disc Phonograph to the American Public Arouses Greatest Interest.

The varied creations of that marvelous American, Thos. A. Edison, have excited the admiration of the world, and it has been frequently stated that Mr. Edison himself is the greatest living American, having contributed more to the progressive movement of inventive industry than any other man now at present on life's stage.

Work is his tonic, and he is never happier than when engaged upon some new development in his laboratory experiments. Notwithstanding that the world has been enormously enriched by the fruit of his inventive brain, he still is conducting his inventive and experimental work with the same vigor and determination—with as keen enjoyment when, as a young man, he had his laurels to win.

His interest has been largely centered in recent times upon the development of the disc phonograph, and he has succeeded in producing a marvelous creation which appeals with forcible argument to cultured musical tastes.

Although the new Edison disc phonograph has been heard and praised for its wonderful musical qualities in various sections of the country, this is the first time that a formal announcement of its introduction has been made by the corporation. Therefore, the present marks an important epoch in the development of the Edison interests.

Mr. Edison has bent his energy upon the development of sound reproduction, with the object in view of creating a new and true tone-reproducing factor. It has been his aim to reproduce a musical instrument which should possess individual reproducing powers, so that music would be reproduced faultlessly and with a sweetness of character which should give to the phonograph a new and vitalizing interest, and that, in this latest invention, Mr. Edison has accomplished a distinct triumph is admitted by all who are acquainted with the marvelous musical reproducing powers of the new Edison disc phonograph.

In it is crystallized three and a half decades of experimental work in musical acoustics and sound reproduction, and one distinct characteristic of the

and, of course, needs no changing. The records are of a new chemical compound, and the new motor has been perfected as well, so that Edison representatives everywhere will naturally be interested in this, the first formal announcement which has been made from the great Edison factory.

interview was sought this week with Frank K. Dolbeer, sales manager of Thos. A. Edison, Inc.

Mr. Dolbeer said: "From now on we expect to be in a position to take care of the demands of our trade in both our disc and cylinder lines, machines and records. Early last spring, in con-



Thos. A. Edison and Vice-President and General Manager Carl H. Wilson Engaged in a Business Conference.

The new types of the Edison disc phonographs embrace a variety of styles, including different periods of design which will afford the dealers a wide range of styles, as well as prices with which to meet the demands from their particular constituency, as the ten models now ready range in price from \$60 to \$150.

Mr. Edison has given tireless energy to the development of the Edison disc machine, and naturally jobbers and dealers everywhere will be interested to learn of the ability of the manufacturing department to supply the varied Edison products.

The Edison business organization is composed of men who are fully alive to the trade requirements.

Mr. Carl H. Wilson, vice-president and general manager, is ably assisted by William Maxwell, second vice-president,

and a competent executive staff who are loyally supporting him in his plans for trade expansion.

In order that the factory situation might be placed in concrete form before World readers, an

templation of our fall campaign, I made up and submitted to our executive committee an estimate of the required amount of merchandise which in my judgment would be necessary for the handling of our fall trade. From that estimate a factory schedule was prepared, taking into consideration all types of instruments and records. We have been gradually working up to the requirements of that schedule, and have practically reached the mark set at that time. Our present output clearly indicates that in both the complete disc and cylinder lines we are going to be in a position to supply the demands of our trade.

"Some time since it was my belief that we were going to be handicapped by the lack of a sufficient quantity of instruments if we could secure the amount of disc records I was lead to believe we would obtain. The disc situation however has now cleared up considerably, however, and, the output of machines is keeping pace with the output of records. That the quantity of instruments we have been laying aside for fall delivery will be promptly absorbed by the trade is indicated by the orders now being placed and filled.

"The disc record situation is receiving our careful attention, and our recent list of 295 selections which we just issued is but the first step in our presentation of a regular production of new disc records on a selling plan similar to the one upon which the Blue Amberol record is now marketed. Working on these lines, we expect to make monthly additions to our lists of disc records which will contain just the right type of selections to meet with a ready sale. A glance at our list of 295 selections, all of which we expect to be in a position to ship by the end of the month, will satisfy the jobber and dealer that we intend to place in their hands the very highest type of selections to

(Continued on page 39.)



Second Vice-President Wm. Maxwell Digging Deep Into Problems.

new Edison disc phonograph is its marvelously pure reproductive powers.

It embodies new recording and reproducing methods. The reproducing point is a diamond;

Our message to the Nebraska trade

With the advent of the Edison Disc Phonograph and the new hornless types of Edison Cylinder instruments there is a big Edison year ahead for all dealers who put in a representative stock.

With Edison Disc Phonographs ranging in price from \$60 to \$450, and Edison Cylinder Phonographs from \$30 to \$250—all cabinet types—there is no taste and no pocketbook that cannot be met with an Edison instrument.



The New Edison Disc Phonograph

is a musical marvel. Its rich, mellow tone, its wonderful diamond point reproducer, its steady, accurate, powerful motor, and its artistic cabinets put it in a class by itself.

The improved Edison Cylinder Phonograph and Blue Amberol Records

form a combination that is bringing in the money wherever the line is shown. Are you showing it, and are you ready for the Edison Disc? If so, write us quickly, as the good territory for both lines is going fast. Our stock is complete. Our service is the best. Let us hear from you.



SHULTZ BROS., Inc.

1408 Farnam Street,

OMAHA, NEB.

FORMAL ANNOUNCEMENT OF NEW EDISON DISC PHONOGRAPH.

(Continued from page 37.)

assure them of satisfied patronage. A feature of this list is the fact that we have placed opposite each selection the name of the recording artist wherever it was possible. This will be continued with all our monthly lists of new disc records.

"I may state here that our two lines of disc and hornless cylinder machines are complete as they now stand. There are not apt to be changes in these lines for the next twelve months, and the trade can order either the disc or cylinder machines with full assurance that there will be no changes during the next year. We feel that the interests of the trade are better maintained when certain standard lines are adhered to, rather than the making of changes during a busy season that disturb trade generally. With the strengthening of our hornless cylinder machines by the addition of several very popular types and the rounding out of our disc line, we are planning to make earnest efforts to secure representation in cities and towns where we are not represented, and jobbers and dealers can feel assured of our ability to take care of their demands at all times.

"In connection with the expansion of both our disc and cylinder record production, it may interest the trade to learn that for the past year and a half we have had one of our musical experts traveling all over Europe, visiting every musical center of any importance. During this long period of search for musical talent, this representative has secured samples of approximately 2,300 voices, all of which have been submitted to Mr. Edison for his approval. As soon as Mr. Edison has passed on the merits of these sample voices, we plan to establish a recording plant at Milan, Italy, where all those voices that have passed the test will be recorded for either disc or cylinder production.

"We fully realize the tremendous importance of the careful selection of recording talent, and I feel safe in stating that we will have as much, if not more, musical talent of artistic prominence recording for our company than has been secured by anybody in this country. This can assure the trade that we are going to give them just what they want all the time in the way of records.

"It is hardly necessary for me to point out to the dealer the many distinctive qualities of the Edi-

son disc machine that he can utilize to advantage in his publicity. Now is the opportune time for the dealer to place before his patrons the countless merits of the Edison disc machine. The use of a diamond instead of the troublesome needle, the indestructibility of the records, the special motor and similar points of importance may all be used to advantage by the dealer in his publicity work, aside from the artistic appearance of the entire Edison disc line of machines and their real musical value.

"With reference to the proper introduction of the Edison disc machine to the public, the trade may be interested to learn of an idea that Mr. Edison personally believes is the ideal method of presenting the disc machine. This plan is based on the giving of recitals featuring the disc machine. We have at the present time in our employ a talented and capable lady who is devoting all her time to the giving of recitals in private homes, schools and musical gatherings, at which the Edison disc machine is presented. This lady is not permitted to sell a machine, and, as a matter of fact, there is not the slightest tinge of commercialism in any phase of her work. She arranges for the giving of recitals in the homes of the best known society people of the country, and after introducing a short talk on the perfection of the Edison disc machine, gives a recital or series of recitals.

"This lady works quietly and unobtrusively, and it may interest some of our dealers to learn that she has been doing this educational and missionary work for a full year with wonderful success. Never quoting a price, nor soliciting the sale of a machine, this lady has placed the Edison disc machine before governors, congressmen, nationally prominent financiers, and similar people of importance, who are in the very best position to emphasize the true musical standing of the Edison disc machine. Her work has made the Edison disc machine popular in a large number of the leading private schools and exclusive clubs in this country, and Mr. Edison and all of us are so impressed with the wonderful results of her efforts that we are planning to send out several special recital representatives to all parts of the country."

and conditions, will be manufactured by us. We will secure space in the Schram Bros. Co. factory building for the present.

"We expect to have machines ready for the market in time for the holiday trade. As to records, we have not decided as yet whether we will make arrangements with an American company for the manufacture of records or secure them through our European connections."

The company has established temporary offices at Room 62, 106 North La Salle street, and are now demonstrating models of two styles which will represent price extremes of the line—a \$25 and a \$200 machine.

STILL OF INDEFINITE STATUS.

(Special to The Talking Machine World.)

St. Louis, Mo., October 10.—The Koerber-Brenner retail Victor department, which was conducted as a part of Pollman Bros.' Piano Co. business, is still of indefinite status. So far Trustee Abbott and Referee Coles are unconvinced as to the merits of the transfer last November. The papers held by Koerber-Brenner are clear enough, it is stated, but E. J. Piper, president of Bollman's, and who who later ended his life, failed to write the transaction into the books of that company.

It is expected that the merits of the transaction will be heard in the referee's court before it is decided. So far the department has kept open for business by permission of the referee, but it is seriously handicapped by the state of affairs at the store. Probably the case will not be settled until the Bollman creditors end the quarrel over the identity of the trustee, which is occupying the attention of the courts at the present time.

If you cannot plan well you will not build wisely.

THROAT CUTTING AND PRICE CUTTING

And Their Acquaintance Cutting, the Subject of Pertinent Remarks by Elbert Hubbard.

"In the old days business men cut each other's throats. Later they cut prices. Then they cut acquaintance. Now they co-operate. The innate competition born of selfish rivalry, which has only one object—success through the failure and elimination of a competitor—is now almost non-existent," says Elbert Hubbard in *The Music Trade Review*.

"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 fulfillment 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." And that reminds us, do you get each issue of *The Talking Machine World*? You could not invest a dollar to better advantage and it would visit your place of business regularly. Why not?

OUTLET FOR SURPLUS RECORDS

Will Be Thankfully Received by Volunteers of America for Use in Home for Wives and Children of Prisoners Where There Is a Victor Machine—Records Called For.

Readers of *The Talking Machine World* in New York or elsewhere, particularly those in the retail trade, may know of customers having used or surplus stocks of records which they may care to dispose of to good purpose. The opportunity now presents itself and is set forth in a letter just received from Chas. B. Booth, of the Volunteers of America—which organization is doing so much in prison reform work—and which reads as follows:

"My Dear Mr. Bill.—You have doubtless heard of Mrs. Booth's work for America's prisoners. In connection with this work we support a beautiful home for the wives and children. In this home we have a Victor phonograph for which we are very anxious to secure an additional selection of Victor records.

"Would you co-operate with Mrs. Booth to the extent of placing in your paper a short paragraph requesting that any of your readers in New York City who would be willing to donate second-hand Victor records for this purpose communicate with Mrs. Booth, 34 West Twenty-eighth street, and we will gladly have them called for. If you will do this I am sure your co-operation would be greatly appreciated by Mrs. Booth and her staff of workers. Sincerely yours, CHARLES B. BOOTH."

DOWIE'S VOICE HEARD AGAIN.

Lost Phonographic Records of Zion City's Former Ruler Found.

(Special to The Talking Machine World.)

ZION CITY, ILL., October 7.—The voice of John Alexander Dowie, founder of Zion City, who has been dead for several years, again spoke to those of his followers who filled Shiloh Temple last night. The voice was preserved in sixty phonographic records which were recovered in the wilds of interior Australia after a long search.

The records were sent to Wilbur Glen Voliva, present overseer of the city, who then was in Melbourne. He left the records there when Dr. Dowie became ill. They afterwards were sold by a former elder of the church.

KLINGSOR T. M. CO. ORGANIZED.

New Concern in Chicago Controls American Rights to Patents of Klingsor Works, Germany, and Expects to Enter Market in This Country in Time for the Coming Holiday Trade—Incorporated with \$400,000 Capital Jacob Rothschild Tells of Company's Plans.

(Special to The Talking Machine World.)

CHICAGO, ILL., October 9.—The organization of the Klingsor Talking Machine Co. of America has been completed as the result of the efforts of Theodore Isaac, who three years ago came to Chicago with the American rights to the patents of the Klingsor Works of Hannauer, Germany, and who has since devoted himself largely to the perfecting of plans for the production of a machine incorporating the features of the well-known European talking machine embodied in cabinets suited to the American market.

The officers are as follows: President, Theodore Isaac; vice-president, Max Guthman, of the law firm of Guthman & Rothschild; treasurer and general manager, Louis Schram, president Schram Bros. Co., cabinet manufacturers; secretary, Albert P. Lugge, secretary Schram Bros. Co. The directors include the above and Jacob Rothschild, of Guthman & Rothschild, who is also general counsel for the company.

"The company, which is an Illinois corporation with a capital stock of \$400,000, is affiliated and will work in conjunction with the Klingsor Works of Germany," said Mr. Rothschild, "and we are the licensees of all their patents for the United States. We also have additional patents pending on additional devices, sound boxes, tone arms, etc., which will be incorporated in our product. The cabinets, which will be adapted to American needs

Mr. Dealer, Did You Hear Edison's New Disc Phonograph ¹⁹¹⁴ Model ?

This is a progressive age. We move at a rapid gait. Think of the aeroplane, automobile, subway, canals, steamships—what was alive yesterday may only breathe to-day, and be absolutely dead by to-morrow.

That's the Story of This Progressive Age

Wake up, Mr. Dealer; the possibilities are increasing daily. Don't close your eyes to the evolution that will take place in the Talking Machine Industry during the year 1914—with Mr. Edison's new Disc.

The foolish dealer says: "I'm satisfied with the lines I'm selling; they are selling well to-day."

The wise dealer says: "I'm from Missouri. Show me if your goods are better. I'll act; the future must be considered."

When automobiles first came out the manufacturers of bicycles could not turn them out fast enough. How does it stand to-day in the evolution of things? The NEW EDISON DISC is here to stay, and will assume its place in the musical world. *It's got the Tone.* The EDISON DEALERSHIP increases daily in value, and if you are wise you'll not delay another moment. Opportunity knocks *once, then* moves on with the procession. Make your application for the EDISON DISC AGENCY by wireless if telephone and telegraph wires are down.



Edison Disc Phonograph, the Instrument that will make you money.

ELEVEN POINTERS IN FAVOR OF THE EDISON DISC PHONOGRAPH OVER OTHER SOUND REPRODUCING MACHINES

1. Uses no needles.
2. Stops automatically.
3. Self-oiling system.
4. Tone arm is carried across the record by a mechanical feed.
5. Perfect oval sound chamber of wonderful carrying power.
6. Unbreakable record—can be thrown on hardwood floor without breaking.
7. 12-inch records play 7½ minutes; 10-inch 5 minutes.
8. Powerful motor, will run 80 revolutions per minute with accuracy of a watch.
9. Tone natural, reproduces sound perfectly with all the overtones and shadings.
10. Records play 1,000 times without wear.
11. Records will not warp, are affected by extremes of heat and cold.

WRITE US FOR FULL INFORMATION
AND CATALOGUES



Marks Silverstone, the man who will help you make money with the Edison.

TIE UP WITH A LIVE WIRE EDISON JOBBER WHO DELIVERS THE GOODS

SILVERSTONE MUSIC CO.

Exclusive Edison Jobbers.

1124 Olive Street

St. Louis, Mo.



It looks like a big Columbia year coming. The new Columbia Grafonola "Mignonette" at \$100 looks like one of the biggest winners in it. Are you *on* or just *looking on*?



(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

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., October 9.—Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past five weeks from the port of New York:

September 13.

Dominica, 5 pkgs., \$218; Havana, 22 pkgs., \$939; Santiago, 5 pkgs., \$215.

September 20.

Berlin, 2 pkgs., \$140; Budapest, 2 pkgs., \$124; Colon, 10 pkgs., \$332; Dundee, 2 pkgs., \$100; Glasgow, 4 pkgs., \$103; Hamburg, 9 pkgs., \$611; Havana, 3 pkgs., \$110; Iquique, 15 pkgs., \$475; La Paz, 14 pkgs., \$508; London, 251 pkgs., \$7,897; Macoris, 3 pkgs., \$155; Rio de Janeiro, 17 pkgs., \$2,899; Savanilla, 20 pkgs., \$1,515.

September 27.

Belize, 3 pkgs., \$280; Buenos Aires, 425 pkgs., \$12,850; Callao, 5 pkgs., \$145; Ceara, 5 pkgs., \$235; Havana, 14 pkgs., \$659; Hamburg, 9 pkgs., \$376; Iquique, 22 pkgs., \$1,187; Liverpool, 7 pkgs., \$234; London, 216 pkgs., \$8,087; 2 pkgs., \$115; Macoris, 9 pkgs., \$257; Manila, 54 pkgs., \$2,698; Maracaibo, 3 pkgs., \$116; Montevideo, 8 pkgs., \$400; Shanghai, 25 pkgs., \$584; Singapore, 24 pkgs., \$480; Valparaiso, 3 pkgs., \$165.

October 4.

Algoa Bay, 10 pkgs., \$328; Amsterdam, 6 pkgs., \$718; Antofagasta, 20 pkgs., \$1,003; Antwerp, 1 pkg., \$316; Barbadoes, 2 pkgs., \$113; Callao, 21 pkgs., \$1,197; Corinto, 4 pkgs., \$185; La Guaiara, 2 pkgs., \$128; Limon, 3 pkgs., \$150; London, 90 pkgs., \$5,619; Sydney, 3 pkgs., \$116; Vera Cruz, 85 pkgs., \$2,935.

October 11.

Amapala, 3 pkgs., \$351; Berlin, 51 pkgs., \$877; Havana, 18 pkgs., \$774; 13 pkgs., \$372; Iquique, 11 pkgs., \$773; Kingston, 7 pkgs., \$393; London, 4 pkgs., \$482; 39 pkgs., \$2,590; Macoris, 10 pkgs., \$117; Maracaibo, 2 pkgs., \$175; Puerto Cortez, 85 pkgs., \$560; Moscow, 44 pkgs., \$853; Vera Cruz, 13 pkgs., \$522.

CREDIT MEN, NOT LAW, AT FAULT

In Regard to the Commercial Frauds Committed by Individuals or Combinations Doing Business Under Fictitious Names.

Much has been said of late against the law which facilitates commercial frauds by permitting individuals or combinations of individuals to do business under fictitious names by filing a certificate in the County Clerk's office, upon payment of a small fee. This week, however, one of the most prominent credit men in the city took a stand in defense of it.

"The law is as good as can be expected," he said. "If we ask the lawmakers to shut the door against frauds much more they may shut it so tight that it will keep us on the outside, too. The best remedy lies not in improving the law, but in credit man taking more care with their work. The big commercial agencies get immediate reports of

all registrations of this kind at the various county clerk's offices, and these reports can be had from them if desired. Credit men should not blame the law when they lose simply because they did not ask for a report on a firm they did not know. These reports should always be sought on unknown accounts, regardless of how they are rated. What is badly needed in the way of legislation, however, is a measure requiring all houses to indicate in some way whether the firm is a partnership or a corporation. The national and local Credit Men's Associations are now working for the passage of such a law. The lack of it has caused some bad losses during recent years."

"EDISON DAY" IN CAMP WILLANNA.

William Werner, Edison Jobber of Easton, Pa., Demonstrates the Disc Phonograph Under Unusual and Pleasing Conditions.

William Werner, the popular Edison jobber of Easton, Pa., transferred his establishment to the Pocono Mountains late last month for the holding of a celebration to be known as "Edison Day." Camp Willanna was the spot chosen for the holding of the celebration, as this camp with the euphonious name was the abiding place of "Billy" Werner all summer.

Logs were cut, hammered and joined together and a general air of praiseworthy energy pervaded the camp for a week prior to the date of the jollification. Arrangements for all the necessary decorations were completed under the direction of Mr. Werner, and when the time came for the holding of "Edison Day" Camp Willanna was transformed into a scene of medieval beauty.

On the camp wharf a large photo of Thomas A. Edison was illuminated from in back with a large lamp—the whole camp being decorated with lanterns and flags. There was red fire burning and a hundred canoes with their campers were listening to the new Edison disc phonograph while floating and singing on the lake front.

Everybody voted the show a big success, and a number of visitors to Camp Willanna returned to the surrounding camps with a lasting impression of the musical qualities of the new Edison disc machine. Among the most energetic workers on behalf of "Edison Day" was E. J. Delfraisse, Eastern sales manager of the Melville Clark Co., 335 Fifth avenue, New York.

TAKES CHARGE IN NASHVILLE.

I. G. Jones, formerly connected with the educational department of the Victor Talking Machine Co., has been placed in charge of the Victrola department of the Castner-Knott Dry Goods Co., Nashville, Tenn. This department has scored a pronounced success since it was opened recently, and Mr. Jones is enthusiastic over the prospects.

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.

38,754 PATENTS LAST YEAR.

Applications Were 67,986—Only Fewer Than Those for 1912, a Banner Year.

(Special to The Talking Machine World.)

WASHINGTON, D. C., October 9.—That the inventive genius of the country is busy is indicated by the annual report of the Commissioner of Patents, made public recently. Applications for patents during the year totaled 67,986, the largest on record except for 1912, when there were 69,236.

During the year 38,754 patents were granted, and 5,166 trade-marks; 664 labels and 254 prints were registered.

The receipts from all sources aggregated \$2,082,490; expenditures, \$1,924,459; the net revenue being \$158,030. The Patent Office has the distinction of being one of the few bureaus of the Government that is operated at a profit, the net surplus of the office since its establishment being \$7,290,103.

The retiring commissioner, Edward H. Moore, who made the report, recommends an increase in the salaries of Patent Office officials in order to retain exceptionally well equipped men in the service; and he urges strongly the erection of an adequate building to insure the preservation of "the priceless records and archives of the office."

There are better ways of making your goods known than by boasting.

A-1 Salesman Wanted

We want a salesman of the highest possible class to represent our new Albany store. To a proven business getter who fully realizes the unusual selling possibilities of the new Edison disc phonograph and records we have a money-making proposition to offer. The opportunity is one in a thousand. We want to fill the position right away. Give references.

AMERICAN PHONOGRAPH CO.,
Gloversville, N. Y.

For Sale

A beautifully equipped, well established and profitable Victor business in one of the most desirable locations in New York City will be sold at a sacrifice. For full information address "Opportunity," care The Talking Machine World, New York.

For Sale

A fully equipped talking machine business in one of the largest, Pacific Coast cities; located in heart of business section on ground floor. Clean stock; rent reasonable. Inventory price. Fine proposition to right party. Address "Big Opportunity," care The Talking Machine World, 373 Fourth Ave., New York City.

These Are Money-Makers, Mr. Dealer!



Louis XV.
\$375



Jacobin
\$200

Here are the best known and the "sweetest-toned talkers" in the world of music to-day.

There are scores of families in your district now who would buy them from you if they knew you had the line. Get it before some other man steps in ahead of you. Then tell your people that they can come to you for these wonderful instruments:

Edison Disc Machines Edison Amberolas Edison Phonographs and Blue Amberol Records



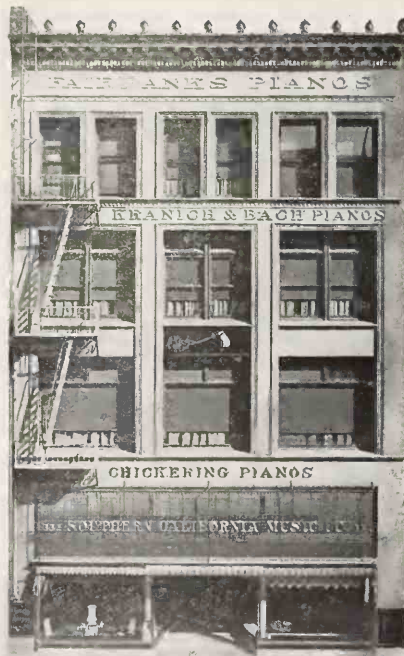
Renaissance
\$250



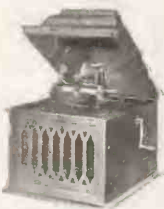
Adams
\$150



Amberola I
\$200



Amberola IV
\$100



Amberola VIII
\$45



Amberola X
\$30

We are Edison jobbers, and our proposition will appeal to you. Get our discounts. Write us to-day. We handle all styles in Disc and Cylinder Instruments

Records

Cabinets

Supplies

Southern California Music Co.

332-34 South Broadway

LOS ANGELES

BUSINESS AND THE MANUFACTURER.

Col. George Pope President National Association of Manufacturers, Defines Position of Manufacturing in General Scheme of National Development—Interesting Views.

What is the justification for the constant attacks of newspapers and individuals upon the integrity of the great employing interests and especially the manufacturers? What is the object of the general destruction of confidence in everybody's sincerity and honesty? What is there in business that calls forth the wholesale denunciation of its most essential factors?

Business, in a broad interpretation of the word, means any activity conducted for profit. Many are prone to consider "business" to mean only manufacturing—an impression that may have been caused by the use of the senseless phrase "big business," the application of which to industry is as inappropriate as is that of the word "statesmen" to all elected to represent their several States at the capital of the nation.

Let me indicate, however, the position of manufacturing in the general scheme of the national development.

Manufacturing is the basis of all production. Even the farmer cannot produce his crops without the aid of the manufacturer, nor can such crops be distributed without the aid of the transporting appliances that have been manufactured.

The merchant can neither sell, deliver, exhibit, advertise, nor account for the goods produced and transported without the aid primarily of the manufacturer.

The consumer cannot be housed nor reach a market expeditiously, cannot even, if he could reach a market, utilize the natural raw products without those articles produced by the manufacturer.

Light, heat and power, so indispensable to progress, depend not upon the farmer, the shipper, the merchant, the consumer, but upon the energy and ability of the manufacturer, and the wages paid by him, the means with which to purchase.

Why, then, these continual attacks upon that body of citizens upon whom every man, woman and child is dependent? Why this joy at every assault upon the manufacturer? Why the unaccountable desire of so many legislators to penalize the manufacturer, to tax him out of existence or restrict his freedom of commercial intercourse? There can be but one answer. They are symbolic of the exhilaration of prosperity and a consequent ambition to destroy, typifying the lowest instinct of nature.

I conceive the task of my administration to be to create through our association a realization in the minds of our members and manufacturers generally of their duty as citizens irrespective of any political or social affiliation. We are Americans first, partisans last; and no matter what tariff legislation, or class legislation, may be enacted, we owe to those who are dependent upon the manufacturer a sincere, honest trial of that legislation. Because we are not infallible, it might be—I repeat, that there may be no misunderstanding, it might be—this nation would prosper under the proposed tariff revision. It is also possible that those for whom class legislation was enacted would be the first to feel its oppression; that they who have caused its enactment would insist upon its repeal in order to preserve their own organization from the attacks of another whose cardinal principles are mob rule and anarchy.

In all the history of this nation there has never been a time when the necessity for organization and co-operation among manufacturers has been more apparent than to-day. Assailed by the unthinking, oppressed by the legislator, organizations such as ours with its great constructive policies have been made the football of politics and the target of the mud-slinging newspaper.

If the great productive forces of the country are to be unimpaired, if manufacturers are to realize their importance as a class in the nation's welfare, and if they are to protect themselves effectively from the assaults from all sides upon their business existence and thus preserve the general prosperity, they must stand together in purpose and deeds.

MARSHALL FIELD & CO.'S PLANS

Regarding Invasion of Talking Machine Field, Both Wholesale and Retail, Not Fully Matured—What J. V. Simpson Says.

(Special to The Talking Machine World.)

CHICAGO, ILL., October 11.—No further definite information is forthcoming at this time regarding the prospective entrance of Marshall Field & Co. into the talking machine trade as manufacturers and distributors as well as retailers. Members of the company admit that the matter is being very thoroughly and carefully investigated. It is known that in the last few weeks the problems of manufacturing have been given careful consideration and that various plants have been inspected.

E. L. Howe, merchandise manager of the retail store, who has the matter in immediate charge, referred The World representative to James V. Simpson, the vice-president of the company, who said: "All that I can say at present is that Marshall Field & Co. are very seriously considering taking over the patents of Forrest Cheney and producing a machine embodying them, which we would manufacture and distribute at wholesale and retail, of course, in our own store. The negotia-

tions are in the hands of Mr. Howe and he will, no doubt, be able to make a definite announcement in a very short time."

INTRODUCE AUTOMATIC STOP.

The Columbia Graphophone Co. has just placed on the market an automatic stop for disc talking machines, which will be known as the "Columbia" stop. Advance shipments of this stop have already been made to the Columbia stores, and dealers are ordering in large quantities.

The stop, which is very simple in its operation, retails at \$2 in gun metal, \$2.50 in nickel and \$3 in gold plate. The stop is fully described in a four-page folder furnished with each stop, and is marketed in an attractive container. The Columbia Co. has arranged for liberal discounts to dealers on all models of the stop.

TUSKO CO. INCORPORATED.

The Tusko Manufacturing Co., of Chicago, manufacturers of disc needles for talking machines, has been incorporated for \$15,000 by R. H. Jones, E. H. Williams and Earl B. Wilkinson. Increased capital and enlarged manufacturing space has been secured.

Don't Risk Holiday Profits—Read This

You are not sure this advertisement was not written for YOU unless you read it through. With some Dealers it will merely verify and recall the truth of the statements by their own experience. Read it through.

YOUR HOLIDAY PROFIT IS NOT SURE UNTIL YOU GET IT.

While goods ordered and received are not always sold, holiday profits are more often lost by goods being sold and ordered but NOT received.

THOUSANDS OF MACHINES WERE NEVER DELIVERED.

This condition last year and in former years during the holiday season made some Dealers almost "prematurely gray." Whose fault was it? Was it yours or your Jobbers', and if so, what have you done to avoid this condition occurring in your case this year?

READ WHAT SOME DEALERS ARE DOING.

They have found that some Jobbers' promises cannot be relied on. They found this out too late last year but not too late to guard against it this year. They followed the following well known axiom, not so much because they wanted to but because they had to. Here it is:

DON'T "SWAP HORSES WHILE CROSSING A STREAM."

They couldn't and they didn't—so they got across the best way they could, but many "wise" ones are "swapping horses" BEFORE crossing the "next stream," and the "next stream" is the coming holiday season. There are several "horses," more commonly known as Jobbers, and many Dealers who have never done so before are now realizing the wisdom of crossing this year's stream with Blackman. They judge by "past performances" and "present condition."

BLACKMAN WON'T OVER-TRAIN TO GIVE SERVICE—BANK ON THAT.

He will not make unlimited promises, or open new accounts, or assume obligations that he cannot take care of. The "BLACKMAN POLICY" prohibits this, for "Regular Blackman Dealers" come first and obligations to them must not be interfered with by the addition of new accounts.

BECOME A "REGULAR BLACKMAN DEALER."

This is your opportunity for NOW we are in a position to take on more Dealers, still maintaining the "Blackman Policy" which is possible through improved facilities and increased capital. If experience, steady progress and a record for giving Dealers "ideal service" means anything to YOU, now is the time for you to decide whether you are risking your holiday profits in not accepting this invitation to become a Blackman Dealer. Let us hear from you by a call or through the mail.

Yours for service,

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres.

97 CHAMBERS ST., NEW YORK



You can satisfy all demands for instruments

Columbia product for this Fall will turn a new page in the history of the talking machine field.

Take these few instruments as examples: Any man who can read a signboard can see what's going to happen when the new "Eclipse" at \$25, or the new "Mignonette" at \$100, or any of the absolutely non-competitive Columbia table instruments go into the show window of the Columbia dealer.

And then there's the good old Columbia "Favorite"—sold for three years to more people than any other instru-



Columbia "Eclipse" Graphophone \$25 (Oak and Mahogany)



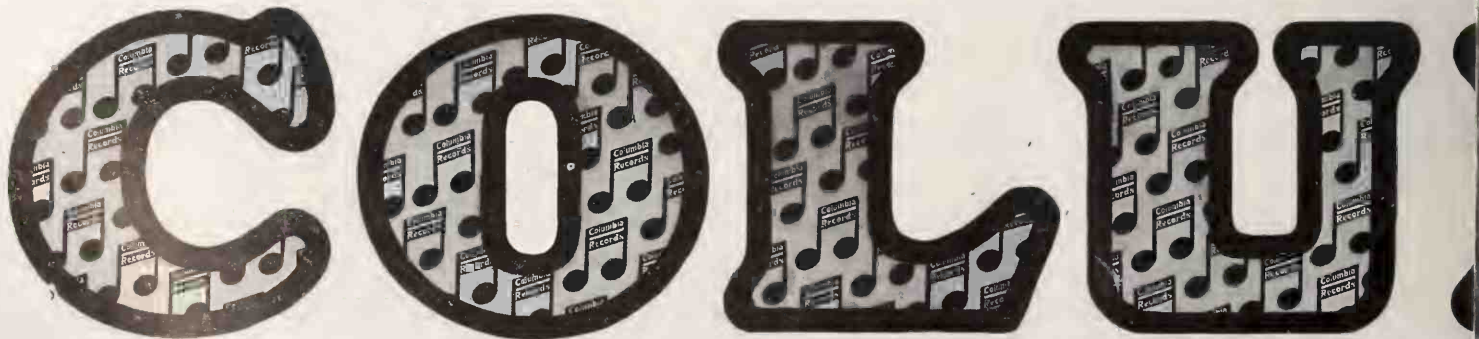
Columbia "Mignonette" Grafonola \$100 (Oak, Mahogany and Satin Walnut)



Columbia "Colonial" Grafonola \$150 (Mahogany Only)



Columbia "The Last Word" Grafonola \$500.



Graphophone Company, Wo

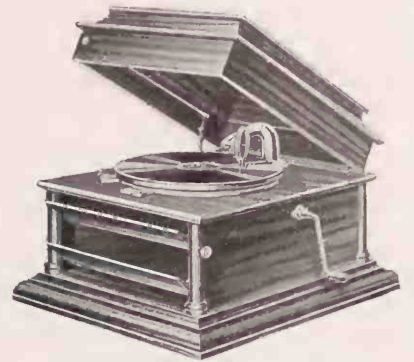
Creators of the talking machine industry. Pioneers and leaders in the talking machine art. DEALERS AND PROSPECTIVE DEALERS, WRITE FOR A CONFIDENTIAL

mands with Columbia uch as these

ment, regardless of name, price or make, *now* better improved and more popular than ever.

The demand for just such instruments as these, at prices such as these, is so distinct that for a long time the only selling of them the Columbia dealer has to do will be to spread the news that they are ready to demonstrate.

Unless a dealer has been shut out by somebody's exclusive selling rights, there is no reason *that will hold water* why he should not meet the Columbia demand with Columbia product instead of trying to satisfy it with other goods that cost him double effort to sell.



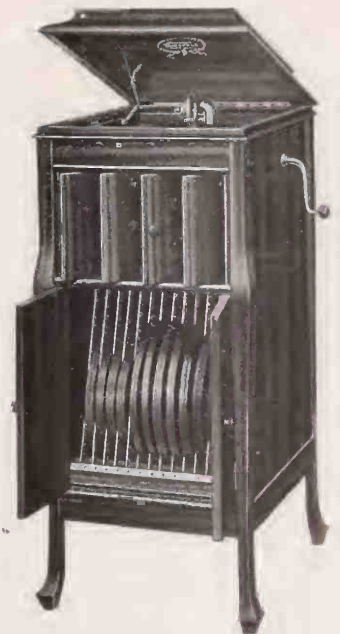
Columbia "Favorite" Grafonola
\$50 (Oak and Mahogany)



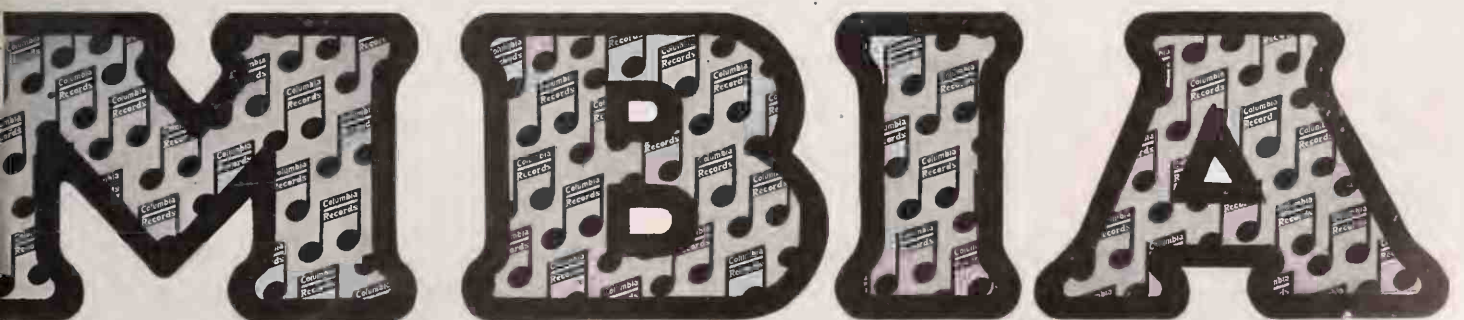
"Grafonola
Instruments of Music



Columbia "Regent" Grafonola (With Tilting Trays)
\$225. With Record Racks \$200.



Columbia "Leader" Grafonola
\$75 (Oak, Mahogany or Satin Walnut)



lworth Building, New York

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

LATEST TALKING MOVING PICTURE MECHANISM.

The Kellum Synchronizing Device Is Shown in New York by the Inventor, Where It Receives Most Favorable Criticism—Mr. Kellum's Means and Mechanism for Inter-connecting and Combining Talking Machine and Moving Picture Explained in Detail.

O. E. Kellum, president of the National Street & Station Indicator Co., Los Angeles, Cal., has been in New York recently exhibiting his talking moving picture mechanism.

The Kellum invention elicited praise from those who saw it. This invention relates to a combination of a sound reproducing machine and a kinetograph, and particularly to the means and mechanism for inter-connecting or combining the two machines in order to cause them to move synchronously.

Mr. Kellum says concerning his invention: "It is the prime object of this invention to provide a means for connecting the two machines that an intelligible, visual and audible exhibition may be given simultaneously so that, for instance, characters seen in action on the kinetograph screen will be heard to utter sounds in correspondence with their actions. For this purpose it is necessary that the original records of the actions and sounds be taken simultaneously or in some other manner to insure synchronism, so that there will be a mechanical correspondence of different parts of the sound and light records.

"Supposing that records are taken of a dramatic action, a kinetograph film being exposed and a sound record being cut simultaneously; when these records are finished and are ready for reproduction it is only necessary that they be run through the respective reproducing machines in the same relative synchronism at which they were made originally. This synchronism may be reduced to the simple form of a certain number of kinetograph exposures to each revolution of the record in the sound reproducing mechanism; and if means are used to keep the film and record in such synchronism while being exposed and made originally, it is only necessary for their synchronous repro-

duction that the same synchronism be kept in the reproducing machines. Thus, the film might be originally exposed at the rate of twenty-five exposures per second while the record may be rotated at the rate of three revolutions per second. If, then, the two reproducing machines are kept running so as to reproduce this synchronism, then the visual and audible reproductions made will be synchronous just as they were when first made by the actors in the drama.

"My invention consists primarily of a simple device attachable to a sound reproducing mechanism and a kinetograph for the purpose of keeping the two machines in synchronism; and the machine takes the form of a motor for operating the kinetograph and is supplied with electric current through a timer or distributor which is operated directly by the sound reproducing mechanism"

ACTIVE IN BIG TERRITORY.

Louis Buehn Very Successful as Jobber of Victor Talking Machines and Edison Phonographs in Philadelphia and Vicinity—His Knowledge of Trade Problems at Command of Dealers.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., October 10.—In an area of 300 miles from Philadelphia is comprised some of the best talking machine territory in the country. Nearly half of the population is embraced in it. Naturally, the sale of Victor talking machines and Edison phonographs is very large and one of the jobbing factors, with headquarters at Philadelphia, is Louis Buehn, 825 Arch street, who from his experience and training in the talking machine sphere is giving to the dealer a service of an exceptional standard. Not only does he maintain a comprehensive stock of machines, records and sup-

plies, but he is possessed of a vast fund of information dealing with the various problems that confront a dealer, which he is at all times willing to impart.

Philadelphia ranks as the third largest city in

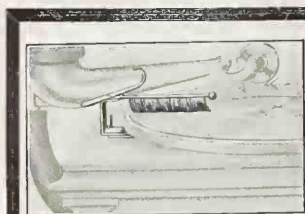


Louis Buehn.

the country. The population, figuring in the suburbs, approximates over 2,000,000. Mr. Buehn therefore is in the territory where the skilful assistance of a good jobber is doubly appreciated.

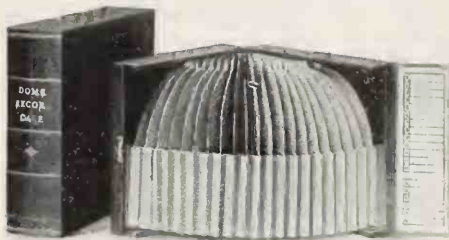
SPECIAL DANCE POSTER.

The Victor Talking Machine Co. sent out to its dealers this week an artistic special hanger, together with a special supplement of six new dance records and song hits. The supplement contains selections that have created a sensation in the sheet music field, and should prove record-breaking sellers as talking machine records. The hanger featuring this special list is exceptionally impressive, and presents a most artistic appearance.



This Brush Sweeps the Entire Surface of a Record

The first brush of its kind. Easily attached. Dust and dirt are constantly gathering on the face of records and by the use of this brush, sweeping the entire record, quickly and easily, the life of a record is considerably lengthened. Send for further particulars.



New! You've Never Seen This

or a case anywhere near like it. Here is a magnificent record case that is made for both 10-inch and 12-inch records, designed principally to keep high-priced records. It is called the

Dome Record Case

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

Keeps Valuable Records Under Lock and Key

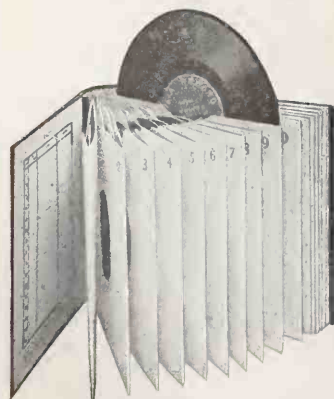
Made for the better class of trade. You should have no difficulty in selling a large number of Dome Cases, as you have many customers who want the best.

Write for prices of these specialties

Cabinet Letter File Co.

79 Reade Street

New York



This Is a Quality Album at the Right Price

Individuality is reflected in this record album. Not only made of the best materials by skilled workmen, it has in addition the advantage of quick filing and securing of the records. Full index. Envelopes are of serviceable heavy paper stock so woven as to stand the maximum of hard wear. This album will last with excessive handling.

Absolutely the best album anywhere, and sold at a price that gives both jobber and dealer the proper profits. Your request for details will give you the full story. For both 10-inch and 12-inch records.



The Columbia Grafonola "Regal", \$50, meets a distinct demand and it sells itself every time you give it anything that looks like a "prospect."



(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

POLICIES TO INSURE DEALERS A HOLIDAY PROFIT.

Some Excellent Suggestions by J. Newcomb Blackman, President of the Blackman Talking Machine Co. Based on a Careful Analysis of Conditions Existing in the Trade—Selecting a Jobber in Whom the Dealer Can Place Confidence Is Important.

Jobbers and dealers will recall with few exceptions that it is a yearly difficult task to obtain enough machines for holiday needs. Most of this trouble is through the wonderful growth of the business, for the demand has exceeded the supply. There is a happy medium somewhere between one extreme and the other in ordering and receiving stock. Those in the trade, however, who have data showing the record of former holiday problems and knowing the trend of the business should be in a position to allow for an increase of stock which, in a successful business, should be needed.

Let me picture to you the situation presented in various cases as I have found it.

It is generally conceded that the prosperous jobber or dealer has the advantages, for his capital and methods of paying promptly give his preference where the line must be drawn, as is the case when goods are scarce, for it is human nature as well as good business judgment to play sure and safe as far as possible. There is much danger, however, in being extreme even in this respect. Talking now from the standpoint of jobbers supplying dealers, we will first take the case of the dealer who is independent to some extent through having ample capital, facilities and buying strength, and therefore feels that he can always get the goods as he wants them. I feel this dealer will do well to use that ability by at all times having a good stock on a pre-arranged plan, so that it will always be kept in a certain condition and at all times enable him to not only make a satisfactory display, but to immediately deliver from stock.

Next we have the dealer who is not so fortunate in capital or equipment, and perhaps whose location is not as desirable. This dealer should realize the disadvantage of not having a stock of goods or facilities such as the first named dealer, and that the public are usually not very sympathetic, regarding the causes of his lack of service. I believe this type of dealer needs a stock even more than the other one for the reason that the larger dealer is being more sought after and his "ready money" is a temptation that many jobbers fall for at the expense of some of the less fortunate dealers.

Every dealer knows his condition, or should—and he should have preferably one jobber in whom he can place confidence, and, also important, who can place confidence in him. Assuming that he has such a jobber he could, by a "heart to heart talk," as it were, put his case flatly before him and arrange to place orders and get the assurance of a supply based on business which he will faithfully give to that jobber, not only during the holiday season, but permanently.

There are jobbers of much experience in not only salesmanship, but financial problems, who could steer many dealers to prosperity if they would but lay the case before them and sincerely

give the jobber an opportunity to help them in a mutually satisfactory manner.

A dealer whose credit is usually strained is inviting trouble when he waits until his jobber is unable to give him more credit, must seek accommodation elsewhere, and owing to a scarcity of goods finds his source of supply cut off in most every direction. Therefore, let me suggest that now is the time, during October and November, to place orders and have a distinct understanding with jobbers regarding what you will do for them and what you will expect them to do for you. If you feel goods will not be scarce, then realize that the result will be a general full line display on the part of the active and larger dealer because the goods can be obtained, and that you, more than ever, will need machines that you can offer a full sample line, and hold the customer to his selection in your store.

No jobber whose relations with his dealer are as I advocate above would consider it fair or profitable to allow that dealer to overbuy, or to run his business in ways which the jobber's experience would satisfy him was extremely risky.

Dealers in general know which jobbers are financially, and by ability and experience, capable of taking care of their trade, and constantly expanding their business. All other things being equal—they should be the natural source of supply for you, then you will not feel that you are suffering for the handicaps of your jobber. Then again, consider the ability of the jobber to carry out promises in the extension of credit, the delivery of goods and leniency towards you if you have just reasons to expect it.

Beware of any jobber who offers you inducements which your own common sense tells you are not business-like, and cannot be profitably given. Sooner or later the inevitable will happen and it may be bankruptcy for that jobber and a cold, stern demand on you for immediate settlement.

With my dealers I have always felt that we would be better off with a mixed trade. We don't want all the so-called independent dealers, for some are apt to grind you down to a basis where you cannot take their business at a profit, or they may not stick to you as the fellow will who realizes that you can help each other. Then again, the little dealer should not think his jobber a philanthropist or one whose business can be run on sentiment. I don't believe in "dead beats," or those who refuse to do business in a business-like way, and I think the jobber who becomes known as not catering to that class not only serves himself better, but those to whom he owes service.

If I have one dealer who in every respect makes good with me, and therefore expects me to give him the best kind of service and treatment, I owe it to him and his kind not to impair his ability to

make good by dealing with customers who will sap my ability and resources to the detriment of all.

In other words, what is the use of trying to get all kinds of trade—I don't believe it pays, and I do believe that jobbers should be censured for supporting and helping to continue in business that class of dealer who never did anything to build it up, seldom pays his bills and is the first one to cut prices.

Perhaps I may have left the subject somewhat, but let me return quickly by saying that if you would insure your holiday profits and a supply of goods, reduce the number of jobbers that you are dealing with to the smallest possible number so that your patronage will be worth while, and in the elimination process consider their record with you. If you are not satisfied, it may be that you should start now and try the service of the jobber whom you have not patronized and have even been somewhat prejudiced against for some reason. When you have arrived at the rock bottom of elimination, then get down to business as previously outlined by placing your orders, and having an understanding regarding what you will give and get in return. If your favorite jobber, and you should have one to whom you could refer as such, thinks that you can get along better by carrying a larger stock, adopting certain methods, making certain improvements in your store or otherwise, and you know his judgment to be good, and that other dealers have profited thereby, why should you question his motive and why should you not feel that he will stand back of the obligation so implied on his part in case his recommendations do not prove as expected?

Many dealers have grown from "a little acorn" to "the sturdy oak" through the advice and help of their jobber. I know of many among our dealers and I am confident that we have no monopoly in that respect. Don't delay this matter, for it may be that your "policy" of the past has not and will not "insure your holiday profits," in which event it should be changed or canceled and the proper kind taken out in another company. Analyze your case and do some careful serious thinking, also bearing in mind that someone is going to do this and will be benefited perhaps at your expense.

It looks to me like the biggest holiday business we have ever had and that we cannot "rest on our oars," but must consider the past only as a starting point, avoiding a repetition of all mistakes, and benefit by the experience which time has given us. In that way your holiday business will be insured.

EDISON FILES SUIT IN CHICAGO.

(Special to The Talking Machine World.)

CHICAGO, ILL., October 9.—Thomas A. Edison, inventor, filed suit in his own name yesterday in the United States District Court to restrain the Consolidated Gas and Electric Co., of Chicago, from using the name "Edison" in selling an automobile starter and an electric horn. Through the manufacture of the Edison phonograph, Edison kinetoscope and Edison Portland cement, the name "Edison" has come to have a worldwide reputation, the bill declares. It is to protect this name that the suit has been brought.

The **TALKING**
For the makers & sellers of talking machines
MACHINE
WORLD

EDWARD LYMAN BILL, - - - Editor and Proprietor.

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NEW YORK, OCTOBER 15, 1913.

THE efficiency of salesmanship can be materially increased through an added knowledge of the mechanical possibilities of talking machines. If a comprehensive knowledge of mechanical details were possessed by salesmen it would be easier to explain to customers why certain types of machines are worth more than others, and if thorough and complete explanations were given to salesmen at regular intervals they will be in a better position to give a convincing talk to prospective customers.

In the opinion of some of the most successful members of the trade the knowledge of repair work should be a part of the stock in trade of the real talking machine man. By that we do not mean that the salesman should be a mechanical genius, but that if it is necessary for him to take the talking machine apart completely and reassemble it, he should be able to do it, because then he will have sufficient knowledge to make any minor adjustments frequently found necessary in machines of all types.

In displaying an instrument some simple adjustment may be necessary. The machine may have been injured in transit and will not run properly, and yet frequently salesmen have to look around and find out where the technical expert of the house is in order that some trifling derangement may be remedied.

Frequently when this occurs suspicion is aroused in the mind of the prospect, and it is not infrequently that sales are killed by this very condition.

How many salesmen are there who can convincingly and logically explain why certain machines cost more than others? Now, a little technical knowledge would enable them to impart that information convincingly to the possible purchaser.

It should be borne in mind that every manufacturing house, when fixing the retail prices at which their machines should be sold to the public, should consider every possible factor which may enter into price consideration, so that when each machine is analyzed separately and systematically it will be easy to see why certain types cost more than others. But how many salesmen are there who can quickly and unhesitatingly meet the query of a wareroom caller who asks: "Why is it you charge more for such-and-such a type? Explain it."

Think for a moment how a salesman goes up in the estimation of the customer if he can do this clearly and convincingly!

SALESMANSHIP is a science, and no talking machine dealer in this land of ours should fail to acquaint himself with certain fundamentals underlying the business. Unless he does this he can never become a competent talking machine salesman.

If he simply views the business from a superficial standpoint he can never advance himself, because he can never make satisfactory sales for his employer, and a man's salary is regulated upon his business-getting powers.

We have seen machines frequently displayed by salesmen in a most indifferent manner. They have placed records on machines when they were not in condition, and they never knew how to play them. They would run records at too rapid a rate, showing that they had no knowledge of correctness in speed regulation.

Of course, the knowledge of music is a beneficial adjunct to the salesman's equipment, but what a man may lack in musical education he can pick up in good, straight business tact and everyday horse sense, if he will; for, after all, the science of salesmanship shows best in results, and to obtain results nothing of a contributory character should be overlooked.

The small things in life usually make the larger ones, and if a salesman will cultivate a good memory—be able to remember the titles of certain selections, the authors and composers, the names of songs—he will add to his own strength.

A salesman, too, should possess some knowledge of the leading operas. All of these points can be carefully worked out to the advantage of the salesman, and through him to the business organization which he represents.

IN our opinion every talking machine house employing a staff of salesmen should have regular salesmen's schools of instruction. These could be easily arranged so that at intervals instructive talks could be given, and as the result of such a system it would be found that sales-making would be easier.

The World would like to suggest to its readers everywhere the installation of salesmen's schools of instruction. The large department stores saw the necessity of such work years ago.

Such a system is more imperative where there are thousands of employes controlled by one corporation, but the same principle applies where there are only two or three salesmen on the floor, because that business is just as vital to the owner as the large department store is to the great interests behind it. In other words, that presumably is the proprietor's chief source of income, and it behooves him to make the most out of it and to build it up in the most substantial manner possible, thereby reaping larger benefits. The salesman's position affords him his revenue, and he can increase his revenue by adding to his sales.

Business men to-day, in small or large enterprises, figure that salesmen are worth to them what they produce. In other words, their salary is dependent entirely upon their ability to develop trade, and how better can the talking machine business be encouraged than by stimulating thought in a rational development of salesmanship along progressive lines?

THE public frequently gets its impression of a business by the character of the men who represent it, as well as from the character of the advertisement exploiting the products.

Granted, therefore, that the general advertising of talking machines is dignified, instructive and helpful! It seems of the utmost importance that this should be taken advantage of by the retail department of the trade by educating and interesting salesmen in their profession in a greater degree than ever before.

Most of us who are in business are honestly trying to do as well as we can by our constituency, recollecting that business must always be competitive.

Notwithstanding that, there are certain broad principles which work for the good of all, and it is to the interest of all to co-operate with one another along broad, educational lines.

The talking machine trade is subject to the same commercial laws as any other business.

It requires the same keen business judgment to direct it. It requires sufficient capital the same as any other enterprise. Years ago it used to be commonly said that anyone who could lead a horse to water could run a farm, but in recent years we have realized that it requires just as good business judgment to operate a farm as it does to successfully conduct a business.

Now, as the talking machine trade is so young, a number of men thought it could run itself. In other words, they could get

talking machines in stock and they would sell themselves, just the same as leading a horse to water.

But it is not so. Even a great amount of publicity given to a business will not run it. It will act as a building influence, but there must be intelligent work on the part of the men who are selling the products at retail.

IN many respects this issue of *The World* is a remarkable one and should have a stimulating effect upon trade interests everywhere, for it shows that the Edison jobbers believe in carrying fitting announcements of a splendid new disc product, in a paper which represents the industry.

We may add that the magnificent Edison advertising shown in the October *World* is the result of original co-operation among the jobbers.

The plan of preparing special fall business announcements originated with them, and the Edison Co. knew nothing of this advertising campaign until the information came to it from the jobbers, so the present issue of *The World* represents an array of advertising from the Edison representatives which came unsolicited, and shows a magnificent grouping in a single issue of the Edison wholesale interests.

No other trade paper ever presented has contained such an array of business announcements of jobbers covering a single line, and it emphasizes not merely the faith of these business men in advertising, but it shows that the Edison interests are represented by wide-awake and energetic men who propose to exhibit progressiveness in the prosecution of their business interests.

This publication has admittedly been a power in trade building, and it is more than gratifying to note that the jobbers as a whole are beginning to appreciate its helpfulness to them in the expansion of their enterprises.

Co-operation is helpful in all lines of trade, and when the jobbers themselves realize the importance of a trade publication to their trade and support it in a liberal manner, they are advancing not only their own affairs directly but the interests of the entire trade indirectly, because every issue of *The Talking Machine World* acts beneficially upon the trade. It makes a better talking machine dealer, because it supplies him with good, stimulating food for his particular line of trade. There is no other source from which such educational, instructive and newsy features may be obtained, and there is no question but that this publication can be made a greater force than ever before if every jobber works with us and aids in its circulation.

The plan of not being interested in the circulation of a paper locally because it contains competitors' advertisements belongs to the smallness of a past age and not to the greatness of the present. If a paper is worthy of support, it is worthy of being aided in its distribution in every possible way.

A trade publication is necessarily limited in its circulation, because it cannot reach large figures on account of the limited number of men who are interested in its functional scope, but they are buyers, hence there is no lost circulation. Therefore, it is a select class to which such a publication appeals, and if it is aided by the men who are interested in cultivating the talking machine trade—encouraging dealers and showing them how to become better talking machine men—then *The World* will become more helpful in every way as a power for good in the talking machine industry.

The example of the Edison jobbers certainly is inspiring and shows a reciprocal feeling which is appreciated, and as a business-building force the act must be beneficial.

Certainly such publicity gives the Edison products an impelling force, and the attention of the dealers will be especially drawn to the new Edison disc machines.

In this connection, it might be well to remark that the Edison disc machines have elicited warm praise everywhere on account of their musical attributes. Thomas A. Edison, the great inventor, has given to this special product the cumulative knowledge of a lifetime fraught with distinguished accomplishments. He has enriched the world by reason of his marvelous inventive skill in many ways, and there is no single invention which has interested this great man in later years to the extent of the talking machine. That the Edison jobbers realize the trade possibilities of the Edison

products during the fall of the present year is well illustrated in the forward movement evidenced by their business announcement in this issue of *The World*.

Such energy must produce results of the right kind, and thousands of dealers will have their attention drawn to the jobbers ability to take care of their interests in a satisfactory manner.

A glance at the announcements will show that every part of the country is well represented, for, from the Atlantic to the Pacific, from the Canadian line to the Mexican border, the Edison interests are comprehensively represented in this issue of *The Talking Machine World*.

THE importance of the talking machine as an educational factor in the domain of music is being exemplified in a most impressive way as time goes on.

Great artists, internationally famous in both vocal and instrumental fields, are now being heard through the aid of the talking machine in the homes of the people. The best in music has been carried from the concert platform to the parlor and a stimulus given to musical appreciation that might be termed inconceivable a few years ago. And not only great singers and instrumentalists but our great orchestral organizations are now heard in the home.

For a considerable time there were those who looked upon the talking machine either as a toy or a medium for the dissemination of popular music rather than the compositions of the masters, but to-day the very leaders in the world of music are recognizing the important part which the talking machine is playing in disseminating musical knowledge and a wider and keener appreciation of the best in music. Hence it is that the great orchestral leaders are desirous of having the organizations which they conduct heard through the medium of the talking machine.

In this connection the Philharmonic Orchestra, the foremost musical organization in Berlin, Germany, has consented to allow the reproductions of its tonal wonders through the talking machine. The necessary arrangements were effected through Alfred Hertz, the conductor of the Metropolitan Opera House, New York, and he was the conductor of the orchestra when it played a number of selections for reproducing purposes in Berlin a couple of weeks ago.

Among the numbers given were selections from "Parsifal," the only auditors being a row of talking machine horns, through which millions of people will be reached who have never heard the Berlin Philharmonic, and who otherwise would be unable to enjoy the beauty of tone and superb playing of this internationally famous organization.

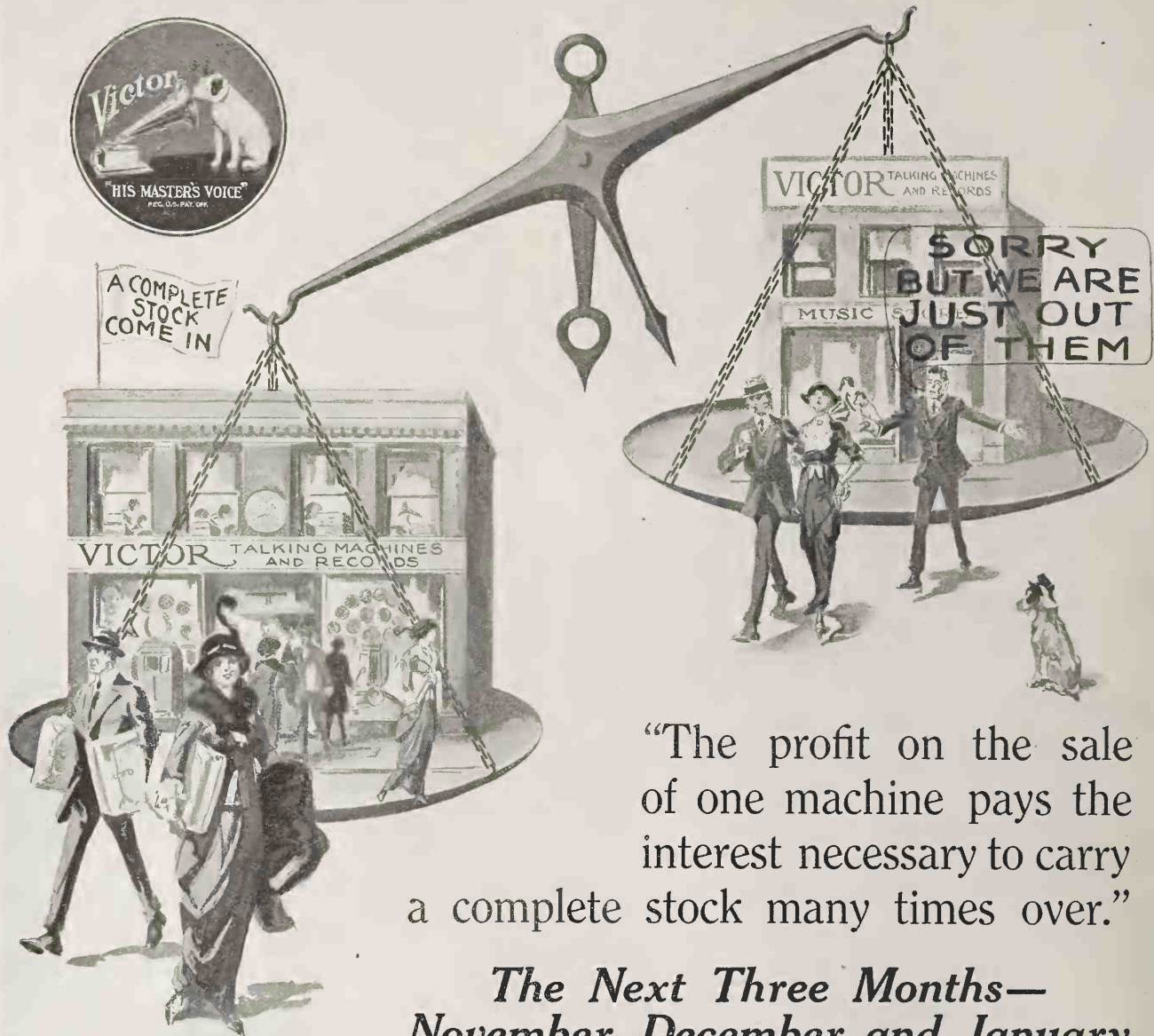
This recognition of the talking machine by the leading musical authorities of Berlin marks in a most emphatic way its tremendous advance in prestige. It has now attained a position which it has long deserved, but which has not been accorded it as it should have been. It must not be overlooked that it is to the tireless labors of the manufacturers of talking machines that this position is due. Through the employment of great artists and signal ability in the selections of numbers presented they have enabled the talking machine to force its way, along lines of sheer merit, into the position which it now occupies.

This means much not only for music, but for the commercial status of the instrument. It means that dealers handling these machines will have a larger field to cater to, for there are thousands of people to-day who are buying talking machines who a few years ago looked upon them as something plebeian.

The present position of the talking machine and its advance artistically cannot be too strongly emphasized, for this broadening out in popularity means a greater expansion of the business.

THE merchant and his salesman should bear one fact in mind, that the first impressions are the most lasting, and if you give a man a good impression of your place when he enters you have accomplished half the battle of separating him from his money. A quick walk forward, a pleasant greeting and close attention are not hard things to give, and they will make sales where a glum dyspeptic countenance with mouth drooping at the corners and a general look of having liver trouble will put a customer in an antagonistic mood that will mean a hard fight to win his trade.

Balance in Favor of our Customers



“The profit on the sale of one machine pays the interest necessary to carry a complete stock many times over.”

*The Next Three Months—
November, December and January*

are the biggest months in the Talking Machine Year.
ARE YOU PREPARED TO TAKE CARE OF THEM?

**Will the Balance Be in Your Favor
at the End of the Season**

If it isn't, will it be because you failed to
depend upon us for that complete stock.

NEW YORK TALKING MACHINE COMPANY
81 Chambers Street

THE SALES POSSIBILITIES IN THE RECORD FIELD

Are Enormous If Given Proper Attention by the Jobbers' Salesmen—Arthur D. Geissler, Managing Director of the New York Talking Machine Co., Receives a Letter Confirming the Soundness of His Views and Policy In This Connection That Is Worth Reading.

That the talking machine jobbers' salesmen do not pay sufficient attention to the cultivation of their possible record trade has long been the contention of prominent members of the trade, who assert that the average salesman for the jobber is satisfied to concentrate his efforts on the sale of machines, rather than records. At the same time, however, the salesman who is brought to realize the vast amount of record business that he can successfully develop is soon raised to a pitch of enthusiasm that results in the doubling of his record sales.

Arthur D. Geissler, vice-president and managing director of the New York Talking Machine Co., 81 Chambers street, New York, the prominent Victor distributor, is an enthusiastic advocate of the salesman obtaining a proper realization of the record business, and in his frequent conferences with the company's staff lays special emphasis on this particular feature of the business. That Mr. Geissler's advice to his salesmen is bearing fruit is well evidenced by the following letter which Mr. Geissler received this week from A. T. Doty, one of the company's successful salesmen. Written under date of October 9, this interesting letter reads as follows:

"You had a conversation with me three or four weeks ago, relative to the sale of Victor stock records. You impressed upon me then just what a small proportion of my orders were record orders. You made me realize when I called upon a dealer my idea was to sell him machines. The sale of a few machines was the main topic of conversation with the dealer—pushing the record sales did not enter into my selling campaign except on initial orders. You outlined an order to me. You showed me statistics. That talk impressed upon me the fact that if I could increase my record sales to anywhere near the amount I sold in machines my value as a salesman would be doubled.

"Am handing you the following copies of orders I have taken. I feel you will be surprised at what I have been able to accomplish. I first selected a list of sixteen stock records—records which would be just as valuable with the dealers two years from now as they are to-day—a list of records which every machine owner should have in his collection. I have been able to impress upon these dealers the value of having a good stock of these records on their shelves, to be prepared for their fall and Christmas trade, and to know that with a little educational work done on the part of their salesmen each purchaser of a new machine could be sold these stock records as a nucleus for their record collection.

"As these orders show, I have sold my dealers all the way from fifteen each of this list up to twenty-five each of the list—one dealer going so far as to order fifty each of some of the list. Of these sixteen records, I took an order from one man for over \$1,000. The surprising part of it all is, that in dollars and cents in the last two weeks I have sold more in records than in machines.

"For next week's work I have selected a list of twelve records to be sold for the round sum of \$20. This list includes Red Seal records from \$4 down. I expect to impress upon the dealer the value of having a dozen records to sell at this price. Twelve of the best records in the catalog—being able to save the time and trouble of their clerk selecting the records—being able to impress upon their prospective buyer the idea of taking the twelve selected list for \$20—the possibility of using it as a \$20 Christmas present to one of their friends who owns a machine. The dealer would be glad to give the purchaser the privilege of returning any of them they did not like within twenty-four hours. The dealer might run this in his daily paper as an advertisement, having the number of records and the price in large type. The dealer could have those selected all wrapped up in one of our wrapping envelopes, have them set

aside so they could pick it up and deliver at a moment's notice.

"In conclusion, Mr. Geissler, I appreciate this suggestion of going after the record business. Am positive that others of our salesmen are doing the same thing that I have been doing—working on machines and being negligent about the record business. Refusing to take the time to sit down and go through the catalog and write up an order.

"The Talking Machine Co. of Chicago, I understand, has a list of the 100 best selling records in the catalog and also the 500 best selling records. Their salesmen use these lists as a basis of stocking up the dealer—calling on a dealer and taking the list of 500, checking up his stock to see which of these selections he has in stock and sending the balance of these records to him.

"Of course a majority of our dealers are carrying a complete stock of Victor records, but even with them it is a good idea to know what the 100 or the 500 best selling records are. You will be interested in knowing that this list of sixteen records which I have been pushing has sold so well that it has been necessary for Mr. Moody to re-order in large quantities from the Victor Co. on these numbers."

ISSUE NEW MACHINE CATALOG.

The Columbia Graphophone Co.'s Latest Volume Is Devoted to Its Complete Line.

The Columbia Graphophone Co. has just issued a new catalog of its complete line of machines, horn and hornless. The cuts of all the machines are presented with exceptional clearness, and afford the dealer an excellent opportunity to show the machines to his trade as they really are. Among the new machines displayed in the catalog are the "Leader," new "Favorite," "Eclipse" and "Mignonette."

Detailed descriptions of all the machines presented, together with closed and open views of the various models, add to the value of the new publication, and the selling arguments for each machine are given briefly though adequately.

The front section of the catalog is devoted to a brief resume of the rapid progress that the Columbia Graphophone Co. has made in the securing of artistic talent for the production of Columbia records, while the last few pages call attention to the Columbia in the schools, the new tone-arm and reproducer, absolute control of tone and structural and mechanical details.

A feature of the new catalog is the display of the beautiful Columbia "Grand," which is presented forcefully and artistically in the center pages of the new publication.

A STRONG LOOSE LEAF ALBUM.

A feature of the Sutherland loose leaf talking machine record album is that the back of it is reinforced by metal posts, so that the album, when filled with records, cannot bulge or break. This, in addition to the loose leaf detachable envelope and interchangeable index, make this album of unusual value to the talking machine owner. This album is made by the Sutherland Album Co., 117 Leonard street, New York.

CROSS-CUTS TO BUSINESS SUCCESS.

Advice worthy the consideration of talking machine men is conveyed in some remarks of E. W. Gage in Modern Methods, as follows: "Concentrate the customer's attention on one thing at a time; don't talk too much; talk positively. Avoid technicalities or theories; use simple language which is readily comprehended. Be sure to emphasize the accuracy of your work in connection with the use or fitting of the goods.

"Don't discuss prices until your customer has become thoroughly interested and desirous, and has resolved to buy."

GOOD OUTLOOK FOR TRADE.

J. C. Roush Says Conditions Are Excellent—Trade Steadily Advancing—Increased Interest In Jobbers' Association.

J. C. Roush, of the Standard Talking Machine Co., Pittsburgh, Pa., was in town recently and while discussing trade conditions with The World remarked: "Our business has held up wonderfully well, and I belong to the optimistic class of business men.

"I feel that the outlook for trade is excellent and if men will stop predicting hard times under the new tariff I am sure that things will move along very satisfactorily.

"Probably we never can have a tariff which is satisfactory at all times to all of our people, but if business men will give their attention to business instead of talking pessimism, it will help things along very materially.

"Our trade has gone steadily ahead, and this year promises to be the best one in the history of my business."

"How about the Talking Machine Jobbers' Association, Mr. Roush?" asked The World. "Well, you know we had a splendid meeting of the executive committee in Chicago, and everything points to a year of increased interest in the organization.

"The men on the various committees, as you know, are leaders in the talking machine industry, and we are working together harmoniously and conscientiously for the benefit of the entire trade.

"You know there are many things which come up from time to time which require careful consideration, and it shall be our aim to have the jobbers' association become a greater power than ever for trade good.

"This laudable ambition is, of course, accomplished through cohesive work of the members of the association, and not through any particular individual."

Hohner Harmonicas Big Sellers

In Talking Machine Stores Where They Are Given Proper Representation.

The popularity of the "Hohner Boy" harmonica assortment display card, which was issued some time since by the House of M. Hohner, 114 East Sixteenth street, New York, is substantial evidence of the remarkable strides that the harmonica industry is making. Over 20,000 of these harmonica assortment cards, presenting both 25c. and 50c. harmonicas, have already been distributed, and dealers throughout the country are enthusiastic over the ready sale with which these display cards meet.

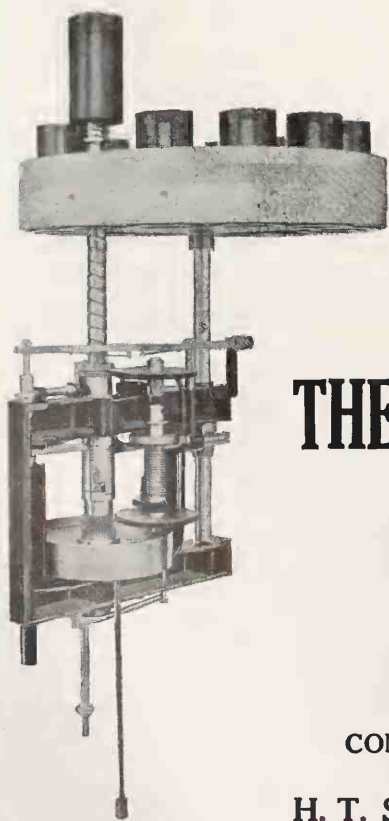
The presentation of attractive harmonica assortment display cards undoubtedly affords the talking machine dealer a splendid opportunity to close a profitable sale with a side line. Hohner goods hardly need any introduction, as they are recognized the world over as representing the highest type of construction in mouth organ manufacturing.

TALKING MACHINE OPENING

For American Manufacturers in a City in Southern Europe.

A report from an American consular office in Southern Europe states that a long-established firm of good reputation in his district, dealing in and importing musical instruments, with branch stores, and representing several foreign manufacturers of musical instruments, desires to represent an American manufacturer of talking machines and discs for talking machines. Any novelty in this line would be of particular interest. Business could be easier promoted if terms of payment from one to three months could be granted. The fullest information can be secured regarding this prospect by writing "No. 11,648, Bureau of Foreign and Domestic Commerce, Washington, D. C."

Be glad that you have a brain with which to work, and hands to execute your plans, these are the things that divide men from the lower animals.



THE SCOTT MAGAZINE PHONOGRAPH

OPERATES TWELVE RECORDS

WITH PERFECT CONTROL

for

CHOICE, SUBSTITUTION, REPETITION, THROWOUT
START AND STOP

CONTINUOUS AUTOMATIC OPERATION WITHOUT ATTENDANCE

H. T. SCOTT, 706 CENTRAL BLDG., LOS ANGELES, CAL.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Trade Is Remarkably Active and the General Prospects as Far as the Talking Machine Business Is Concerned Are Most Satisfactory—Exhibition Has Been a Great Stimulus—Interesting Review of the Situation—Running Record Prices to the Ground—Some Excellent Numbers Being Produced on the Higher-Priced Issues—Notable Artists in Vocal and Instrumental Fields Represented—Merits of the Talking Machines Being Recognized by Many Municipalities in Great Britain—Taking the Place of Bands in Parks, Bazars and in Public Affairs Generally—The News of the Month in England Set Forth.

(Special to The Talking Machine World.)

LONDON, E. C., October 6.—Judging by the remarkable state of activity prevalent in trade circles, the season's prospects of big business are bright enough from the viewpoint of bulk trade, but one cannot speak so optimistically in regard to the trades' profit on this turnover. The margin allowed is quite inconsistent with sound trading, and among the better class dealers there exists a strong prejudice against handling the cheap records issued, particulars of which appeared in my last report.

The music exhibition at Olympia has resulted in giving a great flip to the machine trade, and already there is a shortage of supplies in more than one direction. Factories have been kept busy during the summer months, and manufacturers endeavored to adequately prepare for good business, but all anticipations seem to have failed miserably in keeping supply and demand anywhere near level. In several instances, too, delay in the production of new models is responsible for stock shortage, and it is a case of executing orders as soon as possible. Those manufacturers in this position are losing orders which cannot be made good later because buyers go elsewhere, and that means for Continental machines, which are selling in thousands weekly. Our friends across the channel do seem to realize the enormous sales-prospects in this branch of the industry, and make ample preparation to promptly meet the needs of an ever increasing demand. This source of supply really seems unlimited in its output, and possibly because of vastly superior factory organizations and cheaper labor huge quantities are turned out each week at prices varying from 10s. 6d. (wholesale) upwards. I do not say a satisfactory disc machine is produced at this figure, but it is not necessarily unsatisfactory from the viewpoint of the class of buyer it interests. Of course, quite a substantial business is done in the best types of instruments averaging £5 to £10 in price, yet the unfortunate fact remains that there is no British factory capable of competing with the enormous trade in cheap machines. In the former class we are absolutely pre-eminent, and, broadly speaking there yet remains to be produced from a Continental factory instruments equal in workmanship, finish, general construction and tone quality to the best productions of our factories. Things are very different in the record field, where our manufacturers have gone the whole hog in the production of thirteen-penny discs. This is generally deplored, having regard to the fact that previously 1s. 6d. was the lowest price listed. It is true there were a few obscure issues which dealers sold at varying prices between 1s. and 1s. 5d., but carrying only duplicated or old titles they were beneath recognition, and certainly were of no importance from the viewpoint of competition. At 1s. 6d. the trades' profit is none too fat, but the big demand considered, the dealer and factor is assured of a fair monetary recompense. That is more than can be said of the thirteen-penny record, which cannot pay anyone to handle. It has received anything but a warm welcome, although most dealers feel they must carry stocks—

just because the other man does! Did there but exist any sort of co-operation in the trade, this cheap and profitless business could easily be crushed. But under present conditions it thrives—for how long, I wonder?

Some Appreciative Words.

Under date September 29, Mr. Thos. Edens Osborne, the leading Belfast factor, addresses me (in part) as follows: "Your reports from European headquarters in the Talking Machine World are invariably read by me before perusing any other article in that splendid publication. Indeed, I was very much interested in your last notes concerning the cheap records. Although the sale of these records is more productive of trouble than profit to the dealer, I feel constrained to think, however, that the cheapening of records will act as an incentive for many of the outside public to adopt the talking machine who have hitherto been hesitating because of the costly character of the records. I am looking forward to a very busy season, and think there is every prospect of an enormous output of both instruments and records during the coming winter."

Decided to Wind Up Business.

The Sanders-Meltone Co., Ltd., Walter House, Strand, W. C., held a meeting on September 19, when the following resolution was passed: "That it has been proved to the satisfaction of this meeting that the company cannot by reason of its liabilities continue its business, and that it is advisable to wind up the same, and accordingly that the company be wound up voluntarily, and that Mr. Hubert S. Baker, of 5 Broad Street Place, London, E. C., chartered accountant, be, and is hereby appointed liquidator for the purpose of such winding up." What a wonderful document, to be sure!

Aeronaut as Well as Singer.

It may not be generally known that Miss Ruth Vincent, the eminent singer, is a very enthusiastic aeronaut. She is about to apply for a certificate as an air pilot. To the great talking machine public this charming singer is well known through the medium of Columbia records.

Lower Telephone Rates.

A considerable decrease in the telephone rates between England and France is announced. New parcel rates will also shortly come into operation.

Mme. Melba to Canada.

Mme. Melba has left for a tour in Canada and the United States, and will be met there later by Mr. Kubelik for a combined tour through North

America. For 100 concerts a guarantee of £100,000 has been assured them, the newspapers state.

Noted Humorist Passes Away.

All music lovers will regret the loss of that great humorist, H. G. Pelissier, who died in London on September 26. From the talking machine viewpoint he will best be remembered for the very fine series of records made by his troupe—a company of first-class entertainers known as the Folies. If we mistake not these records were listed by the Odeon Co. some few years ago.

Arrangements Made in America.

All business arrangements regarding the Edison phonograph department are now conducted from your side of the pond. Quite a large number of the staff have left, including C. E. Maryn, who controlled the advertising departmental interests for the last nine or ten years. He was responsible for not a little of the forceful and effective "copy" used in the trade and public press, and organized thoroughly the issue of all the company's multifarious publicity matter. I wish him every success in his new sphere of activity, which, doubtless, will be in the same profession.

Jumbo Record Not Reduced.

In my last report upon the record situation the sequence of order in which the various new issues and price reductions were given is open to slight misunderstanding in connection with the Jumbo record reference. Messrs. Barnett Samuel & Sons, Ltd., write us that: "The Jumbo record was not reduced from 2s. 6d. to 1s. 6d. as a result of the issue of thirteen-penny discs; on the contrary, this move was an independent one, and took place considerably before the other events to which you refer." The circular announcing the reduction is dated August 15. This will clear up any misconception which may have arisen in the minds of my readers.

Splendid List of Records.

In addition to the usual galaxy of good fare, the outstanding feature of the "H. M. V." October supplement is undoubtedly 12-inch record No. 02472, bearing the new "Ave Maria" (Kahn) by Signor Caruso, with violin obligato by no less than Mischa Elman himself. The manufacturing company naturally accords high praise to this record, especially, too, as it is accompanied on the piano forte by the composer, Percy B. Kahn. Another very special record is "Grande Valse" (Op. 10), (Venzano), sung in Italian by Mme. Tetrzini, whose beautiful voice is said to be admirably suited to this number. Mme. Clara Butt contributes "Aria-Rendi 'l sereno al ciglio," Sosarme (Handel) in Italian, and this record also merits much praise. A typical American song recently published, "You Made Me Love You" (Monaco, arr. by Sadler), finds a first place in the list. It is sung by Miss Grace La Rue. The full program this month is as follows:

Twelve-inch, double-sided—"Under My Darling's Window," Valse (Lincke), and "Sleeping Water," Valse (Felix Bord), Mayfair Orchestra; "Heart to Heart," Bridal Valse (Ernest Verdayne), and "The Butterflies' Ball" (Air de Ballet) (C. Higgin), Mayfair Orchestra.



Ten-inch, double-sided—"Swing Away March" (Cheeseman), and "Our Director March" (Bigelow), Band of H. M. Coldstream Guards; "My Lady Gracious," Intermezzo (Carl Monteith), and "Little Gadabout" (Colin), Band of H. M. Coldstream Guards; "Dreams of the Flowers," waltz (R. Nelson), and "Shall We Reverse?" waltz (Jean Gilbert), Palais de Danse Orchestra; "The Doll" (Puppchen), waltz and two-step (Jean Gilbert), Hungarian Gypsy Orchestra.

Twelve-inch, single-sided—"L'Arlesienne Suite," Farendole (Bizet Ronald); "L'Africaine," March Indienne (Meyerbeer), new Symphony Orchestra; "Come Into the Garden, Maud" (Balfe),

(Continued on page 54.)

STROH VIOLS

VIOLIN, VIOLA, ETC.

The mellow and matured tone of these instruments, which are constructed largely of aluminum, yet possess none of the characteristics of the gramophone or wind instrument, is only one of its many points which are fully set out in an illustrated booklet which will be mailed free on request to the sole makers.

String Fiddle

GEO. EVANS & CO.
94 Albany St.
London, Eng.

OR

in U. S. A. to their sole representatives

OLIVER DITSON Co.
150 Tremont Street
BOSTON
NEW YORK and PHILADELPHIA

Violin

FROM OUR LONDON HEADQUARTERS—(Continued from page 53),

Ben Davies; "The Anchor's Weighed" (Braham), John Harrison; "The Reaper and the Flowers" (Cohen), Mme. Edna Thornton; "Eleanore" (Coleridge Taylor), Miss Ruby Helder; "Bashful Tom" (David Kemp), Harry Dearth; "Gems from 'Faust'" (sung in English) (Gounod), Grand Opera Company; "Valse Apache" (Van Biene) ('cello), W. H. Squire; (a) "Moment Musical" (Auer), (b) "Gigue" (De Angelis) (violin), Miss Marie Hall; "Boris Godounov," Finale, Part II (sung in Russian) (Moussorgsky), Chaliapine; "You're My Baby" (Hippodrome Revue, "Hello, Ragtime") (Nat. D. Ayer), Lew Hearn and Bonita; "The Barrister," George Robey; "The Portsbello Lass" (Lauder), Harry Lauder.

Ten-inch, single-sided—"A Little Love, a Little Kiss" (Silesu), John McCormack; "Red, Red Rose" (Cottenet), Miss Alma Gluck; "Richard of Taunton Deane" (arr. by Molloy), Charles Tree; "Your Smile" (Dorothy Forster), Thorpe Bates; "Etude—A Major" (Poldini) (piano), Mark Hambourg.

Talk of Amalgamation.

According to a German contemporary there is a strong possibility of an amalgamation between the two big houses of Grönbau and Thomas A. G., and Carl Lindstrom. Ltd. Should this eventuate, directly and indirectly, the following important records will be controlled by these companies and their corporate interests: Odeon, Fonotipia, Jumbo, Beka, Favorite, Lyrophon, Dacapo, Homophone and quite a number of others. With the capital of Grönbau and Thomas, 1,500,000 marks, and that of Messrs. Lindstrom and their allied companies, a total disposal of some £500,000 capital is involved. Having regard to present circumstances the significance of this huge fusion is apparent. It will at least exert a big influence in the price war campaign fiercely proceeding in England and Germany.

Chappell & Co. vs. Gramophone Co., Ltd.

A High Court judgment relating to the action by Chappell & Co., Ltd., vs. the Gramophone Co., Ltd., has been advertised (in part) as follows: "And the plaintiffs and defendants by their solicitors consenting to this order and the defendants by their solicitors undertaking that they, their servants and agents will not infringe the plaintiff's copyright by making copies of the music or any part of the music composed by Albert Sirmay for a musical play known as "The Girl on the Film" without the written consent of the plaintiffs or other owners of the copyright of the same for the time being and will not use any infringing copies of the said music or any part thereof and also undertaking to forthwith destroy all infringing copies and any matrices incorporating any portion of the infringing copies now in their possession and to satisfy the plaintiffs of such destruction by affidavit if so required.

"It is ordered that the defendants do forthwith pay to the plaintiffs five pounds as and by way of agreed damages.

"And it is ordered that the defendants do pay to the plaintiffs their costs of this action, such costs to be taxed by the taxing master in case the parties differ.

"And it is ordered that all further proceedings in this action except such as may be necessary for the purpose of carrying this order into effect, be stayed."

Numbers Greatly in Demand.

For October the Zonophone Co. has issued what is described as "A Champion List," and a champion it undoubtedly is. It includes the first records of the band of H. M. Royal Irish Fusiliers, one of the crack bands of the British army. Their contributions are most brilliantly performed, and the recording is a revelation of splendid ensemble

in its presentment of such a clean tone-picture of so large a body of instrumentalists.

Here are a few other special issues which are likely to enjoy a big demand: (1107) "Fun by Moonlight" (Manton Bennett), "Four Little Blackberries," schottische (L. B. O'Connor), Peerless Orchestra; (1110) "When Love Creeps in Your Heart" (B. Scott), "Come Back to Me" (Flavell Hayward), Herbert Payne with chorus; (1114) "A German on the Telephone," Dick Darby; "A Whistling Yarn" (G. H. Snazelle), G. H. Snazelle; (1116) "Molly O'Shea" (Max Erard), "She's a Wonderful Girl" (Max Erard), Zona Vevey; (1124) "Liselotte" (Bells) (Leon Adam), "My Lady Dainty" (Bells) (Hesse), E. W. Rushforth; (1123) "A Lancashire Crowd's Welcome to the King and Queen," Part I and II, descriptive.

Revising Patent Laws.

It is proposed to operate in Germany a bill revising the laws of 1891 in relation to patents. Under the reform an inventor may officially record his name and invention even though it is not intended to enter upon immediate manufacture, or the rights are transferred to someone else. Thus will employes secure protection from unscrupulous employers. The registering fees have also been considerably revised.

Municipality Utilizing the Gramophone.

Southport's musical fair is a big attraction to holiday makers, and the town is justly proud of its fine military band. Looking round for a unique means of spreading the knowledge of this all-important feature of the season's attractions, the corporation hit upon perhaps the best medium—the graphophone. I am informed by the town clerk of Southport that accordingly arrangements were made with the Columbia Co., who promptly sent their experts with a recording outfit to crystallize a score of selections from the band's repertoire. Mr. Rimmer, the popular bandmaster, will approve the test prints, and such as pass his critical ear—we doubt not all will—are to be listed for sale by the Columbia Graphophone Co. This message will carry one of Southport's chief attractions right into the homes of the people, and incidentally prove, I should think, a magnificent advertisement for the town. It has the merit of enterprise, and is certainly a novel method of publicity.

New Customs Tariff for Brazil.

The board of trade has issued a translation of the new draft customs tariff for Brazil, which has been drawn up by a commission of customs officials appointed by the minister of finance. The principal alterations proposed are: (1) That all duties shall be payable 40 per cent. in gold and 60 per cent. in paper; and (2) that for the purpose of assessing ad valorem duties, the declared or appraised value is to be converted into milreis at the rate of 16d. to the milreis. It is considered improbable that the new tariff will become law during the current year.

Latest Columbia Issues.

"The Mikado Lancers," in five figures, is the fare provided by the band of H. M. Scots Guards

on Columbia-Rena this month. These dances, as is well known, introduce all the best numbers from this popular Gilbert and Sullivan opera. Two recitals are also provided by the inimitable Bransby Williams—one the dream scene from "The Bells," as portrayed by Henry Irving; the other "The Portrait," one of Lewis Waller's favorite recitals. Of other good records in the Columbia October supplement, the following merit special mention: Twelve-inch, double-sided—"In Soudland Medley" (two-step), and "In Waltz-land Medley" (Waldteufel), Prince's Orchestra; "National Folk Songs," Part I and Part II, Columbia Light Opera Company. Ten-inch, double-sided—"We All Go Home in Ragtime" (David and Murphy), and "Toddling Home" (Harry Dent), Charles R. Whittle; "Fireflies" (Paul Lincke), and "Intentions" (Vorsatz), Casino Orchestra; "Lead, Kindly Light" (Purday), and "Abide With Me" (Monk) (concertina solos), Alexander Prince; "Emmett's German Yodel" (Emmett), and "Sleep, Baby Sleep" (Emmett) (yodling songs), George P. Watson; "Dutch Daly's Yarns" (pat-ter), Dutch Daly, and "Dutch Daly and The Spring Song" (Mendelssohn), Dutch Daly and his concertina; "Jerry Jeremiah" (David and Murphy), and "Nursery Rhymes in Ragtime" (Tony Lloyd and Bert Lee), Stanley Kirkby.

Orville Harrold, whose "Snowy Breasted Pearl" has won for him a premier position among recorded tenors, has two new Columbia records, the popular "I Hear You Calling Me" and a new word-setting of "Berceuse de Jocelyn."

Felix Weingartner's first record, by the Grand Symphony Orchestra, under the famous conductor, appears on the Columbia "de luxe" supplement, this month, and includes Weber's "Invitation to the Waltz" and Isolde's love-song, from "Tristan und Isolde." Another Columbia issue, "L'ointain Passe," is a violin record by Ysaye, whose first records created such a sensation recently.

Interesting Technical Volume.

A manual on pneumatic player-action construction for the use of tuners, and others, entitled "From Piano Tuner to Player Expert," by Harry E. Drake, has just made its appearance. The author handles his many-sided subject in a lucid and practical manner, and elucidates with ease the several technical difficulties which tuners and mechanics experience in the course of their work. The various points dealt with in each chapter are paragraphed in bold type, so that the reader is enabled to quickly locate the particular subject upon which he seeks information. Mr. Drake speaks with the authority of many years' practical and theoretical knowledge, and the utmost reliance may, therefore, be placed in his admirable and unique work. It is published at 5s. net, and may be obtained from the sole distributors, J. & J. Goddard, 68 Tottenham Court road, London, W.

A striking Columbia-Rena record of the month is that featuring Ada Jones and Walter Van Brunt in duets. They obtain brilliant comedy effects, and in the two big hits, "Oh, What a Night!" and "You're My Baby," they make a most happy start.

MUSIC TRADES EXHIBITION A GREAT SUCCESS.

First All-British Music Exhibition Notable for the Splendid Display of Talking Machines—Booths Most Attractively Arranged and Dealers and Public Generally Are Much Impressed with the Wonderful Development of the Talking Machine in This Country—Details of the Exhibits.

(Special to The Talking Machine World.)

LONDON, ENG., October 5.—Remarkable success attended the first all-British music exhibition held at Olympia, September 6 to 20, inclusive. The Lord Mayor of London, accompanied by the sheriffs, performed the opening ceremony, and at the inaugural luncheon which followed some interesting speeches were made. All agreed that this exhibition of British musical instruments would

exert an educational effect in disabusing the public mind of the belief that Continental goods—in particular, pianos—were superior in workmanship and tonal qualities to our own manufactures. And this was the keynote of its conception. Original plans were for an international exhibition of musical instruments, but the Pianoforte Manufacturers' Association proposed a purely all-British show. It was at once adopted almost unanimously by the leading firms, and F. Bridges, organizer of the last exhibition, received instructions to go ahead. Royal patronage was sought and obtained, and many of the leading music institutions of London co-operated by lending their hearty support. In pianos, gold medals, certificates of merit, etc., something to the value of over £1,000 was put up as awards to competitors in

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bel Apolda i. Th., Germany

The largest manufacturing plant in the world devoted exclusively to the
manufacture of Master-Waxes and Master-Blanks for

Gramophone and Phonograph Recording

Sole Manufacturer of Wax "P." the best recording material for Berliner-cut.

various classes—singing, piano and violin and other instrumental playing, etc. Some idea of the popularity of these competitions may be gleaned from the fact that the contestants numbered close upon 1,000.

Dealers attended the exhibition in large numbers, and although public visitors were many the attendance fell far short of expectations. From the business viewpoint, it is safe to say that every exhibitor was delighted with the results. The talking machine firms without exception experienced a rush of orders in unprecedented quantities. No similar exhibition has resulted so splendidly in this respect, and many firms now regret that they refrained from participating therein. Below we present a brief notice of the talking machine exhibits:

The Columbia Stand.

Occupying a prominent central position, the Columbia exhibit was of the most comprehensive description, and included a complete display of new season's models, several of which were here shown for the first time.

The Columbia program in graphophones for a new season is always looked for with more than ordinary interest, their announcements being regarded not only as indicative of the trend of affairs, but as certain to contain some novelties that will rank high among the season's features.

This season is productive of some very important additions to Columbia models, the whole range of which now totals twenty-five in number, from 52s. 6d. to £105. It is significant that all of the new models are of the hornless variety, the horn-equipped graphophones remaining exactly the same as last year. Most of these were shown at Olympia, and their merits evoked general expressions of praise from the many dealer-visitors, of whom there was an unending stream every day.

The Lord Mayor of London was the very first to evince interest in the special exhibit demonstrating the various stages of the manufacturing processes of Columbia records.

Preceded by the mace-bearer, the sword-bearer, and the city marshal in gorgeous array, the Lord

Mayor took a few steps from the center of the great exhibition and stopped short at the Columbia stand. He drew his eicrone's attention to the showcase with the words "How Columbia Records Are Made" and, bending over the exhibits, studied them with curioity.

He questioned the attendant, who briefly explained the processes from the recording by the Scots Guards Band (illustrated by a photograph), the making of the master-matrix, its duplicates, the steel dies for pressing, the record material, the pressman at work, and the finished records, the Lord Mayor specially asking how they were reproduced, and expressing his deep interest in so wonderful a device.

I learn that the Columbia officials are very well pleased with the amount of orders taken at Olympia for machines and records, and the number of new accounts opened was very satisfactory.

Pathe Freres Exhibit.

This company made an exceedingly good showing of new models which attracted much attention. Business, we understand, was all the time very brisk, and the company is very much pleased with results generally. A wise provision was the erection of special rooms for demonstrating records, and under these circumstances buyers were able to examine machines and records in comfort.

One of the first among the many distinguished visitors to patronize the company's recording salon was the Lord Mayor of London, who heard his voice, doubtless, for the first time as others hear it. The facility with which sound could be recorded and immediately afterward reproduced considerably impressed his Lordship, who evidently regarded it as a novel experience. Several contestants in the various vocal and instrumental competitions made good use of the recording machine—a mechanical fault finder—which did most faithfully disclose to the unwary their imperfections of voice or technique, as the case may be. It certainly proved "a boon and a blessing to men."

At Lockwood's Stand.

Messrs. Lockwood's stand was the center of a

continuous stream of trade visitors all day and every day. Their array of "Perophones," and other machines, was most imposing, not to mention the excellent showing of Cinch, Jumbo, and Zonophone discs, for all of which large orders were placed. Great interest was evinced in the diamond point needle, which is of almost permanent wear, and in use considerably minimizes surface scratch. Lockwood's travelers were in attendance every day, and to their efforts is due not a little the splendid success of the company's representation at Olympia. At the great city road headquarters I found the staff working at full pressure in handling the many orders secured at Olympia.

Barnett Samuels' Exhibit.

This firm's display was in every way representative of the several lines which they will feature during the present season. They comprised the popular "Dulcephone" series of gramophones, and in records Pantonipia, Odeon, and Jumbo. Their trade parlor proved exceptionally convenient for demonstrating machines and records, and it was continuously thronged by dealers from all parts of the Kingdom. Here, again, many new accounts were opened, and good orders secured from quite a large number of old customers who visited the exhibition. The firm is altogether pleased with the results.

At the Marathon Booth.

The National Gramophone Co., I learn, is congratulating itself upon its eleventh-hour decision to occupy space at Olympia. They had to be content with a somewhat small booth in consequence, all the best having been taken. Even so, it may be questioned whether theirs was not, after all, the best possible position, having regard to local surroundings. Anyway, the dealers got there all right, and I have it on good authority that they left richer in prospects than before. My readers will doubtless remember that the "Marathon" is a fine-cut record which provides double the playing time of the 100-thread cut. The value of the Marathon agency will, therefore, be appreciated as

(Continued on page 56).



To T.M. the King and Queen of Spain



To H.M. the King of Sweden



To H.H. the Khedive of Egypt



To H.M. the King of Italy



To H.M. the Shah of Persia



By Appointment To H.M. Queen Alexandra

"His Master's Voice"

—the trade-mark that is recognised throughout the world as the

Hall-mark of Quality

AUSTRIA: Oesterr. Gramophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.
 BELGIUM: Cie. Francaise du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
 DENMARK: Skandinavisk Gramophon-Aktieselskab, Frihavnens, Copenhagen.
 FRANCE: Cie. Francaise du Gramophone, 115 Boulevard Richard Lenoir, Place de la Republique, Paris.
 GERMANY: Deutsche Gramophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
 HOLLAND: American Import Co., 22a, Amsterd. Veerkade, The Hague.
 HUNGARY: The Gramophone Co., Ltd., IV, Kossuth Lajos-Utca & Budapest.
 SPAIN: Cia. Francaesa del Gramophone, 56, Balmaes, Barcelona.
 SWEDEN: Skandinaviska Gramophon-Aktiebolaget, 52, Appelbergsgatan, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, St. Petersburg; 9, Golovinsky Prospect, Tiflis; 30, Nowa Swia, 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.
 INDIA: The Gramophone Co., Ltd., 139 Balliaghatta 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 55).

a splendid acquisition, rich in trading prospects for the live dealer. In addition to records the company was showing for the first time a fine series of new season's models which were very favorably commented upon. Abundant orders were placed, and altogether the National Gramophone Co., Ltd., is more than satisfied with its representation.

The Vitesse Record Cabinet.

This is of recent introduction here by the Perforated Music Co. The Vitesse cabinet makes the piling of records remarkably easy, and under its system misplacement is said to be impossible. A range of these handy cabinets and albums was on view, and they evoked great praise from dealers, visitors, from whom many large orders were secured. The Vitesse albums hold from ten to twenty records, according to size, and the cabinets are designed for 300 records carried in albums.

"MAKES OUTING TIME" ENJOYABLE.

How the Columbia Talking Machine Made Time Enjoyable for L. A. Moeller at His Summer Home "On the Wabash."

(Special to The Talking Machine World.)

TERRE HAUTE, IND., October 5.—"On the banks of the Wabash," accompanied by a Columbia machine and records, aptly describes the inviting and comfortable camp shown in the accompanying pic-



Enjoying an Outing "On the Wabash."

ture. The Columbia machine is a very fitting part of this camp's equipment, as in addition to the camp being known as Camp Columbia, it is the summer home of L. A. Moeller, manager of the Terre Haute store of the Columbia Graphophone Co.

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!*

Since our first announcement in last month's World we have completed arrangements with dozens of talking machine people. They like our proposition and are making good!

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

Attractively Arranged Stands.

In conclusion, a word of praise is due the various exhibitors for the evident care expended in securing the most effective presentment of their exhibits, the whole making a pleasingly tasteful display. The stands themselves were very similar in appearance, mainly conforming to the general arrangements planned by the exhibition authorities without neutralizing individuality of taste in matters of detail.

The unqualified success of the exhibition was largely the outcome of the organizing secretary's (F. W. Bridges) experience, and strenuous activity, and all will endorse the praise accorded him by the several speakers at the inaugural luncheon.

I am advised that the English Record Co., Ltd., has removed from Tottenham Court road to 112 Aldersgate street, London, E. C.

Henry E. Parker a Visitor.

Henry E. Parker, of the Columbia advertising

In front of the camp shown in this ideal picture on the Wabash River, may be seen Mrs. Moeller, accompanied by the junior member of the Moeller family. The Columbia outfit was used to good advantage by the camp's occupants, a "funny" record being played when the picture was snapped.

Aside from the personal element of this picture, it is interesting to note how well the talking machine fits in during camping time; in fact, for camp use the talking machine is unequalled.

KEEPING THE TRADE AT HOME.

An Experience of a Phonograph Dealer in a Small Town Which Proves That You Cannot Sell Goods Unless the Public Knows You Have Them in Stock—A Case of Where the Dealer and Not His Customer Was to Blame—A Little Advertising Saves the Situation.

Everybody in Sayreville knew Tom Leonard. He had been in business there for years, and kept a pretty decent store, too. People liked to go there and look around his shop, because, as a rule, he had about everything in the stationery, music and camera line. They knew, pretty well too, what he had, with the exception of some few hundred dollars' worth of dead stock hidden beneath the counters and some other stock 'way back in the rear of the store where they were figuring over their account books, and nobody cared to intrude.

Tom had a fairly good stock of Edison records and phonographs, but wondered why he didn't sell more. Occasionally he sold one, but then they didn't go. So it happened one day he got into conversation with the druggist next door, who seemed to think the solution of the problem of poor trade in town was to be explained by the fact that everybody took the trolley into Decatur, just thirty minutes away.

"I declare," said Tom, "I've a good mind to sell out this blooming business and work dad's old farm. I believe it would pay better."

"Same here," said the druggist. "This town is dead, and people whom you think are your friends spend their money in Decatur."

"Why, do you know," said Tom, "Bob Dixon came into my store the other day with a phonograph he had bought down at Decatur and asked me if I could adjust it. I asked him why he hadn't bought it through me. Everybody knows I carry phonographs; and what do you suppose he said?"

"I don't know," said the druggist. "What did he say?"

"Why, he said he didn't know I carried 'em, and I've had them in my store for almost a year."

"Well, well," said the druggist. "Some people are certainly dumb. What did you say, Tom?"

"I didn't say a word, but I did a lot of thinking. I just thought and thought, and finally decided I myself was dumb because I hadn't made him know I kept phonographs. So I got busy, and here's the result. I put this ad in the Gazette and changed it every other day for two weeks."

"Do any good, Tom?"

"Do any good?"

"Why, yes! I sold an Edison Concert last

Monday, and now I am about to close a deal for an Amberola V, and I have some other prospects in view."

"I'll tell you, Jim, I woke up to the fact that it was all my fault. I've got the Edison goods out front now and I've got them in the window, too. I'll push them a little harder and believe I can work up a good Edison trade and keep it in town rather than let it go to Decatur any more."

"Well, I'll be damned!" said the druggist.

So Tom didn't go back to the farm, and is more than pleased with the results of his efforts and enterprise.

"Mr. Dealer, do you know of a Tom Leonard in your town?" questions the Edison Phonograph Monthly. "Run him out if you do, for he's not the man to handle Edison phonographs and records unless he does little thinking along the line of publicity and display."

GROWING DEMAND FOR NEEDLES.

Popularity of Product of John M. Dean Necessitates Enlargement of Factory—Jos. F. Collins a Busy Representative in New York.

One of the well known members of the talking machine fraternity is Jos. F. Collins, the New York representative of John M. Dean, manufacturer of needles at Putnam, Conn. Mr. Collins has a well equipped office at 108 Worth street, where a full line of the Dean needles and other products are on exhibition.

Mr. Collins remarks that the demand for needles is growing constantly and that he cannot imagine where they're all disappearing to. His business is constantly increasing and the Dean factory at Putnam was recently remodeled to care for the rapidly growing business. Mr. Collins is a great pusher of quality, and with a needle of the Dean character finds pleasure in plugging on that end.

PEDESTRIANS TAKE NOTICE!

Max Berlow is Loose with His New Ford Car—Uses it to Call on Trade for I. Davega, Jr.

Insurance companies that make a specialty of automobile and accident insurance please take notice, for Max Berlow, the Victor salesman connected with I. Davega, Jr., Inc., 125 West 125th street, New York, has purchased a Ford car and is using it to call on the trade. He finds he is enabled to make many extra calls by using a car and also can render better service.

Max says he can round a corner on either the front or rear wheel now, but hopes to be able to turn the corner on four wheels very soon. In other words, at present he is operating his car to give the least possible wear.

Everybody is left here for some purpose, but there are folks walking around that keep you guessing the reason why.

Contentment is not sloth, nor laziness, but it means taking care of the responsibilities that are nearest at hand.

You Can Make Big Money Selling The MASTERPHONE

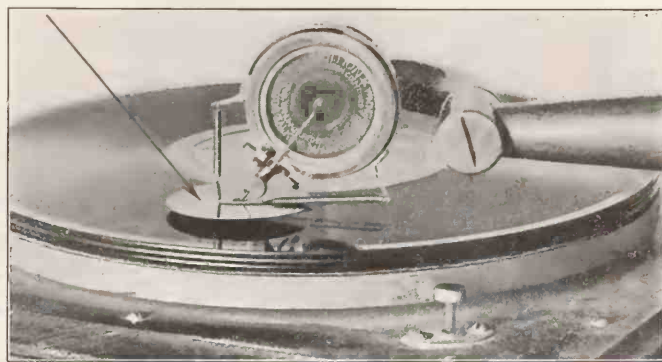
A Perfect Clarifier for Talking Machines

A SIMPLE DEVICE INSTANTLY ATTACHED TO ANY SOUND BOX WITHOUT TOOLS

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

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

The Masterphone
Retails for
\$1.00



Write to-day
for
Trade Discount

Masterphone Corporation
187 Broadway, New York

Gentlemen:

I secured one of your Masterphones recently and deem it right that you should know what a consumer thinks of this marvelous little attachment. It would be hard for an untechnical mind to see how a little iron band and a few springs with a celluloid disc could do all that you claim for it. A thorough trial of this attachment soon proves that you are quite modest in your claims.

I have tried it on several kinds of records. Its greatest value in my mind will be found when it is used on a very old record or one which has been used a great number of times. I tried it on several band records which were five and six years old. You no doubt are aware of the fact that a record of this age, which has been played several times, is sure to be very scratchy. Your soft needles eliminate this scratch to a great extent and in connection with the disc "brighten" a piece so as to make it sound new. In great technical dimensions is very infrequently disagreeable on a phonograph. One note blends into another so that it seems as if the composer had written a "blast" instead of five or six notes. Your attachment separates these notes and unfolds hidden delights.

For voice records it is also very excellent, and especially in the case of duets, quartets, and sextettes, or "large" pieces. In the "Lucia" sextette, for instance, it eliminates the blast so noticeable in a piece of this kind and especially when the singers are blessed with rather robust voices. For this same reason it is also good on band pieces. A record like Rossini's "Semiramide" overture is improved so much that a person hearing it with and without your attachment might think that two different bands played it; one a trained organization, the other one a street corner band.

I have made this letter rather long but hope that you will excuse its length as I just cannot help telling you how pleased I am with what you sell. It ought to be a part of the equipment of every disc machine made. Then, and only then, would we recognize some of the hidden beauties of the better class of records.

Cordially yours,

Arthur Handley

We print an unsolicited letter for your information.



THE MASTERPHONE CORPORATION, 187 Broadway, New York City

WINNING SUCCESS IN TALKING MACHINE SELLING.

W. W. Parsons, Head of Dictaphone Department of Columbia Graphophone Co., Chicago, Says Confidence in the Goods and the Ability to Convince the Customer Are the Prime Essentials—Some Interesting Selling Experiences in the Talking Machine Trade.

The following interesting and instructive article on salesmanship, by W. W. Parsons, district manager for the dictophone department of the Columbia Graphophone Co., recently appeared in the Workers' Magazine of the Chicago Sunday Tribune: The rudiments of successful salesmanship have often been discussed. The subject has been treated at extreme length, but the true statement of fact is a rarity.

The man who becomes a successful salesman, if he follows the dictates of his conscience, will frankly admit that much of his success is due largely to luck. For my part, I always have gone on the assumption that the man who is on the job at the psychological moment is the salesman who closes the sale. I have had the utmost confidence in the product I represented. If I were selling shingle nails, for instance, I'd know that my shingle nail was the best that money could produce.

Confidence in your goods, the ability to convince your purchaser, and the knack of succinctly driving home the clinching argument are elements of success which every salesman should acquire before he takes to the road in an effort to earn a good living for himself and commensurate profits for his employer. Without these qualifications, a man should not follow the calling of traveling salesman.

"Way back in 1893 I started selling talking machines. I enthused over the prospect of an early sale. Never did I permit my enthusiasm to wane, and when a deal on which I had worked hard fell through I tackled the next prospect more vigorously and with greater enthusiasm. There is a broad distinction between losing a sale and losing confidence. I lost several of the former, but confidence always was my mainstay.

Landed First Order on Nerve.

Twenty years ago it wasn't the easiest thing in the world to walk into a man's office and tell him you had a talking machine into which he could talk and his line of talk would be perfectly reproduced. The commercial value of the talking machine at that time was not seriously considered. Stenographers, especially those in the feminine ranks, did not look upon the innovation favorably. The machine, too, then was in its experimental stages. To-day I believe the dictaphone to be as indispensable as the typewriter, the adding machine, or any other modern office appliance.

I landed by first big order purely on nerve. One of the biggest railroad corporations in the United States became interested, through my persistent efforts to install the dictaphone in its offices. I felt that the installation of the talking machine in its many offices meant the saving of considerable money to the railroad. I represented to the heads of the various departments that my machine would cut down the time and operating expenses for the stenographers at least 40 per cent.

Forty per cent. is a big figure in any business. The argument appealed to the railroad officials, and, half-convinced, they finally granted me permission to install 10 or 15 machines in their offices. The machine never had failed me; I long before had determined that I would not fail the machine.

I smiled at the idea of placing such a limited number of machines in their offices.

"Gentlemen," I said, "15 machines will prove no more to you than will one machine. To demonstrate properly the value of this appliance as a labor and money saver I want to place in your various departments 150 dictaphones!"

Big Proposition Made Impression.

The proposition astonished some of them. I was proposing doing business on a scale of unusual magnitude. That little speech, I felt intuitively, had left its impression.

"How long will you leave the machines here?" asked one department head. "We wish, of course, to ascertain thoroughly the merits or demerits of the instrument."

"I shall leave them here," I responded, "until you shall have determined to your entire satisfaction whether or not the device will deliver the goods. You appreciate my position, I feel sure, and if I didn't know I have one of the greatest economizers and short cutters ever invented, I wouldn't waste the time of either of us."

"I'll leave 150 machines here until you make up your minds definitely as to their worth. That means I'm investing something like \$13,000 of my company's money on the outcome of your trial of its product. That's the confidence we have in it. We've everything to lose, but if the machines make good, we'll find the transaction profitable and you'll find they will pay for themselves in a few months. We're taking all the risk."

They consented to the installation of 150 machines. I went back to the office well pleased with myself. If I had consented to the placing, in this particular instance, of, say 10 machines in their



W. W. Parsons.

office, the result would have been disastrous for me, for the machines would have been treated more as toys than anything else, would have been dragged from one department to another, and the result would have been a prolonged and desultory testing of the appliance and a lack of concentration on the part of the operators.

Even Added to the Dividends.

In holding out for the installation of 150 machines as I did I was thus enabled to show them an actual saving on their payrolls amounting to thousands of dollars. For instance, in one department there were 33 young women operating typewriters. The dictaphone in two months cut down this force to 20 operators. Thirteen operators at \$65 a month meant a saving to the railroad company of \$845 a month, or \$10,140 a year!

In the offices of this railroad company, scattered between Chicago and Topeka, 325 dictaphones have been in operation for years. They paid for themselves within a short time and added an interesting figure to the annual dividends.

A successful salesman not only knows how to present his proposition verbally, but he is able to write such correspondence as will bring business to his office. An old time customer of mine once sent to the office five of our machines which he wished repaired. We put them in the best pos-



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.

sible shape and then returned them to his firm.

He had bought these machines probably a dozen years before, but when they were sent back to him they did not perform as good work as would our more recent models. I thought, however, it might be a good idea to write to this customer and suggest to him the superiority of our new product over the old. Accordingly, I dictated a letter to him in which I set out the additional appliances to be found on our new model, indicating certain points in the new machine that were not embodied in the old. I wrote him a most friendly letter, one which I felt convinced would please him and let him know I had his interest at heart.

Soft Answer Turns Away Wrath.

Well, imagine my great surprise when a day or so later I got a letter from this customer roundly condemning me for the tactics I had pursued. I had my nerve, he said, in talking new machines with him when the old ones should have proved servicable for some years to come. It was a nasty letter, in many respects, and one which stung me.

Had I acted on impulse, I might have sent back to him a communication which would have ended our business relations for all time to come. Instead, however, I slept over the matter. The following morning I sent him a brief note explaining that I felt his grievance to be unfounded, that I felt keenly his attack upon my business methods, and that in writing to him as I did I was actuated only by a desire to equip his office with the most modern product. I believed, I told him, that on second perusal of my communication he would see things in their proper light.

With the mailing of this letter I dismissed the incident from my mind. To my great astonishment, a few days later I received from him a letter in which he inclosed a check covering the purchase price of 25 new machines. In his letter there was not a single word pertaining to our recent correspondence.

Quickest Sale He Ever Made.

The quickest sale I ever made was when a couple of years ago a down-State merchant came to me and said he understood the dictaphone would save him time and money. He had, he said, 20 minutes to "talk turkey." I sat before a machine and told him to talk into it. This he did. He had a remarkably clear voice and his record was perfect. It impressed him.

Then I began to talk. He wanted, he told me, a machine sent to his office in Springfield on trial. I pointed out to him that a year's trial would not prove more conclusively the value of the machine than the little talk he just had made into it.

"We've manufactured dictaphones for 27 years," I told him. "Years ago they were not the effective machines they are to-day. They now have passed the experimental stage. It is a talking machine in all the word implies. It will talk as fast

as you do, and it will talk back more accurately than any stenographic notes ever written.

"We will guarantee this machine to do just what we say it will, not only now, but for all time to come. Here is a list of Chicago firms using from 25 to a hundred of our machines. Call any of them up and ask them what the machines do."

He called up one or two of the concerns. When he hung up the receiver he said he felt convinced, but still insisted that he have a machine sent to him on trial. I believed I had read him aright. I was obdurate.

Twenty Sold in Twenty Minutes.

"The machine will do every day just what it has done for you to-day," I said. "If it doesn't, money back. Let the machines make money for you during the time you think they should be experimented with."

He smiled.

"I am convinced," he told me, "that all you say is true."

A minute later he went away leaving with me an order for 20 machines, one shaving machine and 500 wax cylinders. He was a man of few words and I sized him up correctly. In 20 minutes I sold that many machines, or a machine to the minute.

The salesman who can read character and who can gauge a customer at a glance, finds selling comparatively easy. I have little difficulty in placing orders whenever I cover my territory—Illinois, Wisconsin, a part of Indiana and a portion of Iowa. I boost my goods because my goods boost me. What I claim for them I mean.

I make my arguments brief and lose no time in getting to my subject. I have found that you can convince a prospect in 15 minutes of the value of your merchandise more easily than if you consume three times that amount of time.

OPENS FALL CAMPAIGN.

The importance of the record division of the talking machine business as a factor in publicity campaigns was well evidenced this month by the appearance in the leading daily newspapers of a number of advertisements devoted exclusively to Victor record departments. These advertisements occupied a good-sized space and most of them carried a cut of a Victor record.

The arguments used in these record advertisements differed considerably, as the selling talks for the promotion of the sale of records are many and varied. The Victrola department of John Wanamaker emphasized the fact that every record sold in that department was absolutely new, there being a special set of records for demonstration purposes. Other advertisements of Victrola record departments featured the question of service, the completeness of stock and similar other matters.

HAS A CHARMED LIFE.

Harry C. Lansell, of the Blackman Talking Machine Co.'s Outside Force, Survives Two Railroad Wrecks and Photographs One.

Harry C. Lansell, of the road staff of the Beckman Talking Machine Co., 97 Chambers street, New York, the prominent Victor and Edison distributor, must certainly possess a charmed life, having escaped serious injury in two recent railroad wrecks where lives were lost or fatal injuries incurred.

On June 12 Mr. Lansell was leaving Bridgeport, Conn., and boarded the first section of the ill-fated Boston Express which was wrecked by the second



Harry C. Lansell.

section of the same train at Stamford, Conn. Six people were killed and twenty injured, all of whom were sitting in the car "Skylark," of the first section. Mr. Lansell was seated in a rear seat of the car adjoining the unfortunate "Skylark," not having been able to secure a seat in the "Skylark." When the trains crashed Mr. Lansell's seat was torn from its fastenings and overturned, and in the melee Mr. Lansell secured a number of scratches and a lame back. He managed to lend his assistance, however, to the more unfortunate passengers notwithstanding his injuries.

On September 9 a special train carrying President Peters, of the Long Island Railroad, ran into a regular passenger train just as the passengers were leaving the train with disastrous results, as



After the Collision.

shown by the accompanying photograph. At the time of the collision Mr. Lansell was about to leave the car, followed by an elderly couple. Mr. Lansell was thrown to the ground, escaping injury by a miracle, while the lady in back of him was severely injured.

Incidentally, this picture, snapped by Mr. Lansell, has added interest from the fact that it is one of three pictures taken by Mr. Lansell that are the only ones in existence showing this wreck, as the train was burned three hours later. Mr. Lansell is an ardent camera enthusiast, and makes it a point to always have a camera with him on his regular trips through Connecticut and New York State.

WHY FATHER SANG SO LOUDLY.

A young lawyer in New York received a visit from his elderly parents, who live in a small up-State town. The son took them to a fashionable church on Fifth avenue. The hymns being familiar, the visiting pair "joined in," the matter of volume being in favor of the father.

Although not always in good time, the old couple enjoyed their part very much, despite the glowering looks bestowed upon them by near-by worshippers and the chagrin of their son. Before evening the latter took occasion to put the "old man" right.

"Father," he said, "in the New York churches the congregations do very little singing. That is left mostly to the choir."

"I know, son," said the father, "that it must have been embarrassing to you this morning, as I sang very loudly. But you must remember that if I had not the congregation would have heard your mother."

If you know more than you need for your work, that need not worry you, it will always answer you in good stead.

When your enemies are loudest about you it is the time for you to remain silent; remember even every dog has its day.

Every one buys cornets, violins, guitars, mandolins and other musical merchandise during the holidays. The greater part of the year's business is done between now and Christmas. Large profits assured.

One of the largest and most complete stocks of

**VICTOR MACHINES
and RECORDS**

for your selection.

Musical Instruments and Victor goods shipped in one package—one freight bill.

THE BRUNO SERVICE

Is Quick and Complete
Exclusively Wholesale

We will tell you just how to start this department.
Write now, as every day means loss of profits.

**Send your business card for
400 Page Catalog of Musical Instruments**

C. BRUNO & SON, INC.

Established 1834

355 Fourth Avenue, New York



Size: 31 inches high by 15 inches wide.

The "HOHNER BOY" Wants to Be Your Salesman

HE is bright, alert, commands attention, on duty day and night, and positively sells Harmonicas. He offers the best known and easiest selling line in the world—Hohner's. The "Hohner Boy" is a cut-out show card lithographed in five colors, presenting a showpiece which is a beautiful piece of art printing. It has an attractive and dignified appearance and will serve as a handsome decoration in the finest establishment.

It doesn't require a student of psychology to understand why the "Hohner Boy" can increase your Harmonica sales 100 per cent. and coincidentally build up your other business as well. Place him in your store and then observe the immediate increase in your Harmonica sales.

These cut-outs are offered with two different assortments—one having twelve Harmonicas to retail at 25c. each, the other having twelve Harmonicas to retail at 50c. each, both assortments having different styles and keys. The attractive value, the remarkable selling power, also the popular price of both numbers are

features that should prompt every dealer to purchase them without a moment's hesitation. Don't delay in buying—the demand for Hohner Harmonicas exists—yes, exists in every section of the United States. Show the people that you have the genuine article—that's all they want to know.

No. 425. The "Hohner Boy" Assortment. Consists of one new display card, as described, with a dozen genuine Hohner Harmonicas to retail at 25c. each, assorted in different styles, with a variety of seven keys, returning 50 per cent. cash profit.

Per Doz. (1 set), \$2.10 less jobber's cash discount.

No. 450. The "Hohner Boy" Assortment. Consists of one new display card, as described, with a dozen genuine Hohner Harmonicas to retail at 50c. each, assorted in different styles, with a variety of seven keys, returning more than 50 per cent. cash profit.

Per Doz. (1 set), \$4.00 less jobber's cash discount.

Ask Your Jobber

Canadian Office:
76 York Street
Toronto, Ont.

M. HOHNER
114-116 East 16th Street
NEW YORK CITY

Mexican Office:
5a Tacuba, Num. 74.
Mexico, D. F.



“If you do not already know it, you will be interested to learn that the lowest priced instrument in our list will play any record in our catalog (or in any other catalog of disc records) so well that only a tone expert can distinguish where tone superiority begins.”

(From “Music Money,” a book “full of meat” for every Talking Machine Dealer interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York



HAPPINESS A BUSINESS ASSET.

Comfort and Peace of Mind of Employees Means More and Better Work—The Policy of Large Corporations in the Treatment of Employees.

It was not so very long ago that manufacturers, when told they ought to give their employes more light or more air or better quarters, would exclaim, “They’ve got room enough to do their work in; that’s all we want of them, to do their work; they can get light and air outside.”

Perhaps it sounded logical at the time, but now the clever and up-to-date manufacturer understands that this is a wrong view entirely. He understands that human life is a business asset, just as a piece of machinery is a business asset.

The manufacturer makes certain his machinery is of the best. He sees that it is kept in repair, that it is well taken care of, because he realizes that it is a valuable asset. Now the up-to-date manufacturer also realizes that human life is a valuable asset in his factory, and that the better care he takes of the human lives in his employ the longer they last and the better work they do.

The man who comes to work in a factory where the light is poor and the air foul soon acquires a headache and a grouch. He is unhappy and suffering and cross, and he slams through his work as slovenly as possible. The result is he does not do as much work as he could if he were feeling well and happy, nor does he perform that little as well.

Let the same workman come into a factory where the light is good and the air clean and pure and everything comfortable, and he feels light-hearted and happy. The result is that his work is a pleasure and he turns out far more work and far better work than under the previous circumstances.

This is the reason that the manufacturer of today has come to learn that human happiness is just as much of a valuable asset in his business as modern and well-kept machines, says the Sunday World. He knows that he is employing human machines, in a way, and that the better treatment these human machines get the better work they do.

Employers of large numbers of human machines are realizing the surprising fact that, as a cold business proposition, it pays, not in sentiment, but in dollars, to take good care of their employes. Business men are learning that well-fed, well-clothed, contented men and women, working in well-lighted, well-ventilated quarters and on schedules arranged in accordance with our modern knowledge of psychology and physiology, actually turn out more work and better work than underpaid, discontented help, working under uncomfortable and unsanitary conditions.

Therefore large corporations are spending money liberally in playgrounds, rest-rooms, libraries, gymnasiums, sanitary lunchrooms, moving picture shows, safety devices, ventilating systems and similar devices for the well-being and enjoyment of their employes.

If one asks these men why they are doing these things, they will disclaim any charitable or philanthropic motives. “This isn’t charity,” says one

PROMPTNESS A FACTOR IN CENTRAL AMERICAN TRADE.

Arrangements Should Be Made to Have Consular Invoices Arrive at Destination Simultaneously with the Goods or Before Them—Claimed That American Business Houses Are Not Inclined to Be Accommodating to Their Customers in Small Matters.

A subject of complaint among merchants and importers in Central America is the failure of some business houses in the United States to make prompt shipments and to exercise care in getting off consular invoices so that they will arrive simultaneously with the goods or before them. With boats arriving once a week where the service is the best at a Central American port, and two or more weeks apart at the smaller ports, to miss a steamer with a shipment when the goods are confidently expected by the importer is a serious matter. If the buyer is a merchant in the interior, he has probably sent a pack train or has engaged a force of Indian cargadores to be at the port, relying upon the assurance that the goods will be shipped on a certain vessel. Failure to ship according to instructions means a delay of at least a week, and in all probability two or three weeks. The houses that hold the trade are the ones that are most careful about getting shipments off on time. Commercial Agent Gerrard Harris points out in a recent report, is the matter of having consular invoices available when the shipments arrive at

Intimately connected with prompt shipments, their destined port. If merchandise has been sent according to schedule and the consular invoice comes along a week later, the goods cannot be

firm, “we want that clearly understood. This is simply good business management and common sense. A well man is of more use to us than a sick man. A happy, contented woman turns out more work and better work than an unhappy one. Therefore anything we can do to make the people who do our work at ease in mind and body we regard as good business management, just as we regard fire insurance, improved machinery and labor-saving devices.”

The firms that have realized the enormous importance of this discovery are already reaping the benefits. The conservation of health of employes will be a fundamental principle of good business management in the future. When it is fully recognized by the industrial world that sickness is a material liability and that health is a realizable commercial asset, contagion and preventable diseases will be hunted down and exterminated as relentlessly as modern industrialism now pursues counterfeiters, forgers and other criminals.

ANNOUNCES A NEW STYLE.

The Columbia Graphophone Co. announces the addition to its comprehensive line of a new machine to be known as the “Jewel.” This machine, which will retail at \$35, is featured by the company as the only talking machine with a top cover at this price.

The Columbia “Jewel” Grafonola embodies all the distinctive merits of the Columbia product, including the new metal motor board, bayonet joint

cleared from the custom house until the invoice is at hand. The general idea is that the people of Central America are easy going, but it is an error to assume that business men there do not care for the observation of strict business methods in dealing with their shipments.

A third cause for complaint against American business houses is that they are not inclined to be considerate and accommodating in small matters. As an example is cited the experience of a business man in the interior, who gave an order of considerable size to a house soliciting the business. In addition to the goods handled by the firm to which the order was given, a request was made that there be included in the shipment an article that the Central American did not know where to purchase.

The export firm that received the order could have bought the article and included it without any trouble, but instead of so doing the United States firm listed the article on the invoice and after it merely wrote “Don’t handle.” There was no explanation. Some three months afterward the traveling representative of the firm was astonished when the Central American informed him that he did not care to have any further business relations with it.

tone arm, No. 6 reproducer, unobstructed tone chamber, Columbia tone control leaves and regular Columbia double spring motor.

In appearance the “Jewel” is typical of the graceful lines of the entire Columbia line of machines, and, as will be seen from the accompanying illus-



The Columbia “Gem.”

tration, presents a most attractive appearance for display in the dealers’ showroom. Dealers who have seen the first samples of the new machine are enthusiastic over its many merits and predict a splendid sale for it this fall.

It takes time and much effort to overcome certain obstacles; this is done by recognizing them and figuring with them and not worrying about them.

Something New!



SINGLE



DOUBLE



TRIPLE

Lyon & Healy's Unit Record Cabinets

We have at last solved the problem in Record Cabinets, and are now in a position to furnish to you Unit Record Cabinets in any woods or finishes to match any Victrola. These units are made in two sizes, ten inch and twelve inch, and can be built to any height desired, thus making them the ideal cabinet for the home. The Lyon & Healy Unit Record Cabinets will be one of the best sellers on the market.

FOUR GREAT FEATURES

A separate compartment for each record and an index that is simple and accurate, enabling one to secure the desired selection instantly.

The divisions are felt lined, thus eliminating the scratching and marring of records.

Each Unit or Section has a capacity of seventy-five records.

Sectional feature—enabling one to add to their library, procuring additional facilities at a minimum cost.

SCHEDULE OF DEALERS' PRICES

Section	Price	
	Mahogany Finish	Weathered and Golden Oak Finishes
A—Top	\$2.75	\$2.00
B—10" Unit	5.75	5.35
C—12" Unit	6.75	6.35
D—Drawer	3.50	2.50
E—Base	2.75	2.25

ORDER TODAY AND REAP A HARVEST!

Sold only by us.

Cabinets manufactured at our own factory. Ideas and designs embodied in cabinet being ours exclusively.

Lyon & Healy

CHICAGO

Woods and finishes used selected with extreme care in order to match Victrolas.

FROM OUR CHICAGO HEADQUARTERS

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

(Special to The Talking Machine World.)

CHICAGO, ILL., October 11.—The jobbers all report an exceptionally large September and a most encouraging volume of advance orders for both machines and records. Although the machine production of the factories has been vastly increased this year and shipments have been coming forth at a liberal rate as compared with last year, still the demand has been of such increased proportions that a material shortage in many types is already beginning to appear, and the wisdom of the jobbers in urging the dealers to place their orders early is evident.

Local retail trade developed along satisfactory lines in September, and everybody is looking forward to a business of large dimensions from now to the holidays.

Edison Disc Progress.

C. E. Goodwin, general manager of The Phonograph Co., reports that September was the biggest month since the company started, and October promises to far exceed it. Not only is the retail business excellent, but the company is now, for the first time, able to fill orders promptly on Edison disc phonographs and records. The new bulletin, which will be out in a few days, will list 295 selections, of which the company will have a commercially adequate stock on hand.

The beautiful Edison concert hall on the first floor of The Phonograph Co. building will soon have its only defect, a slight echo, corrected. The Johns-Manville Co. has been given the contract for the work which will be performed after specifications furnished by Professor Sabin, the well-known acoustical expert of Harvard University.

Müller Reese Hutchinson, chief engineer of the Edison laboratory at Orange, N. J., was a visitor at The Phonograph Co. last week on his way to Lake Minnetonka, Minn., where his family has been spending the summer.

Will Increase Output.

The Tusko Manufacturing Co., manufacturers of the Tusko disc needle, will move on November first from 1379 East Fifty-fifth street to 5513-5525 Monroe avenue, where they will have much larger quarters, install additional machinery and will greatly increase their output. R. H. Jones, the president and general manager of the company, has enlisted new capital in his enterprise, and the application for incorporation has been made under the laws of Illinois with a capital stock of \$15,000.

Will Enter Retail Business.

Harry B. Hopkins, for many years city whole-

sale representative for the talking machine department of Lyon & Healy, and one of the most popular men among both local and visiting dealers, resigned his position last month to go into retail business in Joliet. Together with G. B. Wiswell, brother of L. C. Wiswell, and who returns to the music business after some years spent in another line, Mr. Hopkins has organized the West Music Co., with a capital stock of \$10,000, and has bought the business of Walter S. West, who has had a prosperous business in Joliet for years handling Victor talking machines, pianos, small goods and sheet music. The store is at 1921 Ottawa street, is 60 x 125 feet in size, handsomely fitted up with attractive reception room, booths, etc. Joliet is an excellent town from a musical viewpoint, and the business is not overdone there. Consequently the new firm starts out with every prospect of a large success.

A Deserved Promotion.

Walter Roach, who has been connected with the Lyon & Healy talking machine department for several years, and has had the inside city desk, succeeds Mr. Hopkins as the city wholesale representative. He has a wide acquaintance among the dealers, knows the line to a finish, and is being given a warm welcome in the stores of the dealers in the city and environs. The new position comes in the nature of a promotion, and one that Mr. Roach has deservedly won because of his faithful service.

George W. Lyle a Visitor.

George W. Lyle, general manager of the Columbia Graphophone Co., accompanied by John A. B. Cromelin, general manager of the company's European interests, spent a day in Chicago recently in the course of a trip among some of the middle Western branches. They inspected the new quarters of the Chicago office, now being fitted up in the Ward building, and expressed themselves as greatly pleased with them. District Manager W. C. Fuhri accompanied the visitors to St. Louis.

Columbia's New Quarters.

The Columbia Co. will probably be able to occupy its new quarters in the Ward building, 12 to 22 North Michigan avenue, promptly on November 1 if not before. The retail warerooms, which will occupy the ground floor store at No. 14, will not only have fine window frontage on Michigan avenue, but along the entire lobby of the building, giving a view of the warerooms and of the demonstration booths to all those entering the building. The store will be fitted up in white enamel, with

eight handsome demonstration booths, and the floors will be artistically carpeted. The general and wholesale offices will occupy the greater portion of the seventh floor of the large building. The private offices of Messrs. Fuhri and Baer, the counting room and Dictaphone department, will occupy quarters fronting on Michigan avenue, with the machine and record stock rooms, shipping department, etc., occupying extensive and conveniently arranged quarters in the rear. There will be a handsome reception room for visitors, with several demonstration booths for dealers use. The wholesale department, including the seventh floor space and the basement under the retail store, will occupy alone about 18,000 feet of space.

New Manager at Hillmans.

Arnold G. Lockerby, formerly of Chaffee & Young, of Grand Rapids, Mich., and previous to that with the Vitaphone Co., of Plainfield, N. J., has been appointed manager of the talking machine department of "Hillman's" department store. It is probable that James Montgomery will succeed Mr. Lockerby as manager of the talking machine department of the Michigan house.

Resigns from F. G. Smith Piano Co.

Albert D. Herriman has resigned as manager of the talking machine department of the F. G. Smith Piano Co. store in this city.

Goes to Factory.

George Ingalls, who for the past fourteen years has been superintendent of the repair department of the Chicago branch of the Columbia Co., has received a notable recognition of his ability. Mr. Ingalls has been promoted to the responsible position of foreman of the Dictaphone assembling room at Bridgeport, Conn. While his associates of the Chicago office regret to lose him, he is followed by the best wishes for success in his new place.

Takes Western Territory.

H. R. Skelton, who has for many years represented the Edison Co. in New England territory, has transferred his activities to the West, and is now visiting the Edison dealers in Illinois and adjacent territory, with headquarters in Chicago. Mr. Skelton is famed as a hustler extraordinary and the Edison dealers in this section will find him full of helpful and "boostful" suggestions born of his long experience in the trade.

Urges Advance Orders.

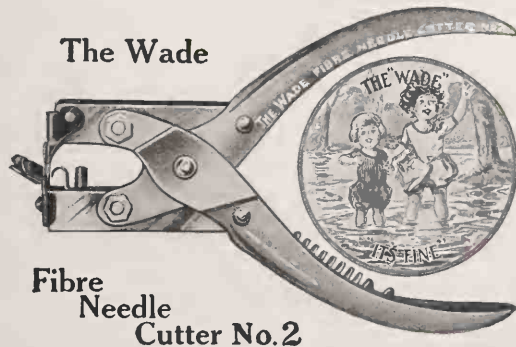
Although the facilities for the manufacture of Wade fibre needle cutters have been greatly increased since the occupation of the new factory

(Continued on page 64.)

The Practical Fibre Needle Cutter—THE WADE

The WADE embodies the right principle, worked out through long experience. It is simple, durable and accurate.

It trims the needle at an angle resulting in the best tone.



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

The WADE is the most economical cutter. It has a self-acting stop, which prevents waste and enables one to get from 12 to 15 perfect playing points.

No. 1 is a very popular cutter which has given excellent service. No. 2 has a double action, making it especially easy to operate and affording the most powerful cut of any tool made.

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

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 63).

and the more recent installation of additional equipment, S. O. Wade wishes to impress on the jobbers the necessity of placing their orders immediately in order to insure prompt delivery.

Salter on Fishing Trip.

George W. Salter, president of the Salter Manufacturing Co., is away on a fishing trip that will take him into some of the most remote fishing country of Northern Michigan and Wisconsin. Mr. Salter has won many laurels as a fisherman, but the present trip is in preparation of what is expected to be one of the biggest years of the company's history, and Mr. Salter wishes to be in the best shape to handle the immense business that greets the company during the fall of the year.

Kimball Department Enlarged.

The talking machine department of the Kimball Co. is completing arrangements for the usage of large additional space to the already commodious quarters that it occupies at the present time. Under Manager Cullen's direction this department of the immense piano house has grown so rapidly that it was made apparent some time ago that more space was necessary. Accordingly, the fine light corner room on the second floor of the building was remodeled and decorated in generous fashion and furnished with a large stock of new machines. The new room furnishes nine hundred feet of additional space in one of the choicest localities in the city. Passengers on the elevated trains will be able to look directly into the room, and to make sure that they do Mr. Cullen is having some attractive electric signs made. It is probable that if the company's talking machine business improves there will be additional space given to it upon the third floor.

Paul H. Wagner in Business.

Paul H. Wagner, formerly in charge of the foreign edition section of the music department of Lyon & Healy, was in the city for a few days recently completing purchasing of stock for his new music store located in the Hume-Manser building, 27 East Ohio street, Indianapolis. Mr. Wagner will handle Victrolas and records and promises that his store will be one of the best talking machine shops in the State. He will also handle pianos and players, small goods and music. Mr. Wagner will be able to accommodate a large stock, as his store is 120 feet by 33 feet, and has a large basement in addition. The Wagner Music Co. is incorporated for \$10,000.

The Tango in North Dakota.

The following description of a Grafonola concert in which tango records took a part is taken from the "Steele Ozone," of Steele, N. D. "W. W. Paige has received a new grafonola and gave an informal concert, mostly classical music, Monday evening to a number of visitors, and among the list he played was the reproduction of a solo by the famous boy vocalists. The tango was also given, and it certainly is a piece of great life and action. So far as the music is concerned it is great stuff. Among those present were Messrs. Gunsaulius, Jones, Dr. Lodge and E. B. Miller, and they agreed that if the tango as a dance had the life in it the music has, it would be worth seeing in its native heath of Buenos Ayres. It was decided that the tango music is all right, but the use to which it has been put by the social flash at Newport has given it a bad repute."

C. W. Copp in Town.

C. W. Copp, an enterprising dealer of South Bend, Ind., was in the city recently buying stock for his newly remodeled shop. Mr. Copp has added a demonstration parlor, which increases his space 50 per cent. He is very optimistic over fall business and promises himself a record-breaking season. Mr. Copp recently devised a unique record filing system.

A Profitable Postcard.

Harry C. Meek, manager of the talking machine department of the P. A. Starck Piano Co., has been securing most successful results from the use of a return postcard on which is presented a choice selection of new records. A small square opposite each selection can be marked with a pencil indicating that the customer would like to hear the record. The records are sent for trial,

those approved are retained and the balance called for. The cost of such solicitation is small and the returns from it are said to be more than satisfactory.

Poetic Advertising.

In advertising to their patrons and prospective patrons in the vicinity of their store, Miller's Talking Machine Shop, 1121 East 63d street, made an appeal to the parents recently that was most successful. The appeal, which was in the form of "kid" poetry, appeared in the Woodlawn Magazine, and is as follows:

MY GRAPHOPHONE.

We haven't any graphophone, like Mrs. Brown has got,
And so I just play-tend that I am one;
I wind myself up awful hard, with just a play-tend crank,
And sing and talk, and have a heap of fun.

Sometimes I crank myself up wrong, and then I will not go
Until I just unwind myself again;
And crank and crank myself some more, as careful as can
be,
And then start off with all my might and main.

I know I sing most every song that you have ever heard—
And Mother says I sing them very well—
And then I play some music tunes that haven't any words,
And lots of jokes and funny stories tell.

Sometimes I make a funny noise, like all my screws were
loose;
And then it is I've got a joke on you;
You can't imagine what's the matter with my graphophone,
And wonder what on earth I ought to do!

And when I tell you what's wrong, you'll simply have to
laugh,
I did it all on purpose, don't you know;
I didn't put a record in, and knew it all the time,
I simply didn't want that thing to go.

We haven't any graphophone, like Mrs. Brown has got;
But I don't miss it very much, you know;
Because my play-tend music box is with me all the time,
And any minute I can make it go.

Have Final Celebration.

C. F. Baer, manager of the Chicago office of the Columbia Graphophone Co., closed his cottage at Lake Catherine with appropriate ceremonies Sunday. W. W. Parsons, Ed. Blimke, S. T. Schultz, from the office, and several friends outside of the trade assisting. The record catch of the season is reported, including a giant musky, who fell a victim to a perch which had just been hooked and was being yanked to the surface when the big fish seized him.

New Additions to Columbia Family.

The Chicago office of the Columbia Co. reports that the department store of A. Gottlieb & Co., of Kenosha, Wis., have just added the Columbia line exclusively, fitting up a well arranged department for its accommodation. The Hobart M. Cable Co. has added the Columbia line at its stores at Decatur and Lincoln, Ill., as a result of the success experienced with the goods at the Clinton, Ia., store, which added a Columbia department last spring.

Joins Talking Machine Co.'s Force.

D. C. Preston is a new member of the traveling force of the Talking Machine Co., and will visit the trade in Wisconsin, Northern Michigan and Minnesota, the territory formerly covered by Frank Moses, who is now in the automobile business in Indianapolis. Mr. Preston was formerly a piano salesman in Des Moines, and understands thoroughly the art of closing sales, an accomplishment which will no doubt stand him in good stead in his work with the dealers.

Praise Improved Service.

The Talking Machine Co. have received many compliments on the improvement in their already excellent service since they occupied their fine new quarters on Michigan avenue. The record department with its improved system and greater capacity enables the pushing through of orders with lightning speed. The past month has been a remarkable one with the company, scoring a big increase over the corresponding month of last year.

Roy J. Keith, sales manager for the Talking Machine Co., returned Monday from a week spent at French Lick Springs, Ind. He took the baths, broke equestrian records and learned to play golf, an achievement of which he is vociferously proud.

High Priced Machines Hold Own.

L. K. Cameron, manager of the retail talking machine department of Wurlitzer's, says that notwithstanding the excellent value offered in the Victrola X, the new cabinet \$75 machine, the actual figures show that the Victrola XVI's outsell them five to one, while the XI's, the hundred dollar

machines, outsell the Victrola X's ten to one.

He went over the matter with F. A. Siemon, and found that much the same proportion maintains in the wholesale, with the exception that in the very small towns the proportionate of increase of the \$200 machines is less pronounced.

Mr. Cameron recently returned from a three week's vacation spent at Wisconsin and Michigan resorts, where he indulged himself in his favorite pastime of yachting to his heart's content.

New Department Manager.

A. N. Nelson is now in charge of the talking machine department of the Boston store. He succeeds Ben Davis, who held the position for some years, but who left to go on the vaudeville stage in the East.

Opens Department.

The A. R. Owens Co., of Riverside, Ill., one of Chicago's most beautiful and aristocratic suburbs, has opened a Victor department, devoting to it a separate room, with direct street entrance.

Enlarges Department.

George B. Barwig, furniture dealer at 3335 North Clark street, is preparing to handle Victor goods on a larger scale than hitherto, and will fit up a regular department with demonstration booths, etc.

Some Musical Robbers.

The store of August Dannemark, in the North shore suburb of Wilmette, was entered the other night through the skylight and 294 records, and mostly high priced, with about \$200 worth of electrical goods were taken. Mr. Dannemark did some shrewd detective work on his own account, and as the result the theft was traced to the home of a Wilmette youth and the goods discovered in the attic. The young man is now in jail.

Make Fine Exhibits.

R. L. Berry and Bernard's Music Shop, of Springfield, Ill., are both making fine exhibits at the Illinois State Fair now in progress there, and are giving Victor demonstrations to large crowds.

Personals.

J. F. Boller, piano and talking machine dealer, 3133 Milwaukee avenue, has just returned from Northern Wisconsin, where he spent the summer.

H. W. Brelsford, 511 North avenue, has remodeled his store, installing three booths for the demonstration of Victor and Columbia goods.

George A. Vining, talking machine dealer on the tenth floor of the North American building, State and Monroe streets, not only has the distinction of being nearest the sky of any dealer in the city, but also the only one handling three lines, Victor, Columbia and Edison disc.

Otto P. T. Friederich, of the well-known music and talking machine jobbing house of J. A. J. Friederich, Grand Rapids, Mich., was a Chicago visitor last week.

M. M. Martin, talking machines, etc., was another Grand Rapids visitor a few days ago.

Henry Saak, Columbia dealer, Milwaukee, spent a day in Chicago last week.

J. L. Haight, a Victor dealer of McGregor, Ia., was in Chicago last week on his way to the East, where he intended visiting the Victor factory.

Sam Goldsmith, of the Victor sales force, and V. B. Taylor, the Victor missionary in Northern Illinois and Southern Wisconsin, called on the jobbers recently.

Occupies New Store.

M. P. Berg, musical merchandise and talking machines, has moved from his former location, 3153 Lincoln avenue, to a fine new store at 3150 Lincoln avenue, just across the street. In the new store he has four handsome new booths for demonstrating Victor and Edison machines.

Death of Judge Cratty.

Thomas Cratty, treasurer and a member of the board of directors of Lyon & Healy, died at the Henrotin Memorial Hospital September 19.

Judge Cratty, as he was known in the trade, was taken ill about three weeks ago. At first it was considered nothing more than a nervous breakdown, but later, his condition growing serious, he was removed to the Henrotin Hospital. Judge Cratty was born in Delaware County, September 29, 1883.

A
Satisfied
Customer

Is an Irresistible Force

Satisfied through your ability to give
him a proper selection of records.



The Accrued momentum of a few Victrola sales, properly followed up must create a record business more substantial, more profitable, than the original machine sales.

**We are Filling our Record Orders 99.3% Complete
THAT'S A RECORD!**

THE TALKING MACHINE COMPANY
12 North Michigan Avenue CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 65).

EXHIBITS OF COMMERCIAL DICTATION MACHINES

At the National Business Show Recently Held in Chicago Attracted the Attention of Progressive Business Men to Good Purpose, Judging from the Orders Booked.

(Special to The Talking Machine World.)

CHICAGO, ILL., October 8.—The commercial dictation machine exhibits are always an important feature of the National Business Show which is held in Chicago in alternate years, and the 1913 show, which was held at the Coliseum from September 8 to 15, was certainly no exception to the rule, the displays of the two great companies being more elaborate than ever and exciting an unusual

the fact that the matter transcribed was entirely new to Mr. Ehrlich, and even the dictator's voice was strange. The former speed record was eighty-three words per minute and was held by Miss Gertrude Adler.

A splendid exhibit of Edison dictation machines was made, and the force in attendance was kept busy demonstrating the machines and explaining some of the new improvements recently introduced.

These embrace the automatic dictation index that automatically shows the stenographer the length of letters dictated on the cylinder, extra carbons when required and correction, the collapsible mandril, which prevents the sticking of cylinders when left on the machine for a period of time, and the Edison sanitube, a new device to receive the dictation, replacing the speaking tube and horn hitherto used.

E. C. Barnes, head of the firm of E. C. Barnes & Bros., was in charge, assisted by J. O. C. Dentzler, J. W. Almony, A. G. Moore, G. W. Thiel, Edward Parker, E. Humphry and M. H. Spies.

The illustration of the Columbia Graphophone Co.'s booth shows it on Wednesday, which W. W. Parsons, district manager of the dictaphone department, had sent out letters to all the operators of the company's machines in the city announcing dictaphone day, and enclosing admission tickets. Over a thousand responded, and the aisles in the vicinity of the booth were jammed all evening. The young women were received by Miss Carpenter, in charge of the employment department of the Chicago offices, and all were presented with napkin ring records of their voices, or blanks, as they wished, and were decorated with boutonnières and souvenir banners. Miss Madison and Miss Stuetzer, two of the dictaphone office employees, surprised Mr. Parsons by showing up that evening decorated with silk banners of their own making, bearing the legend "Dictate to the Dictaphone," and spent the evening parading through the Coliseum, leading the crowds to the company's booth.

The interest of visitors to the booth during the week was centered on the new features shown on the new models A-7 and B-7 dictaphones, including the new enclosed rheostat, a feature of both types, and the back-spacing device and hand control on the A-7.

The booth was in charge of W. W. Parsons, district manager, assisted by E. A. Parsons, A. B. Walker, C. C. De Bruller, W. G. Saunders and Frank W. Zing, who expressed great satisfaction with the management of the show this year.



The Columbia Graphophone Co.'s Booth.

amount of interest. Some very dramatic "stunts" were pulled off at both exhibits, causing much comment among the crowds of business men and women who attended, and serving to center the attention on the value of the commercial dictating machine in lightening the labors and reducing the expense of the modern office.

A most important feature of the show was the breaking of the world's speed record in transcribing on a typewriter from a dictation machine. This happened on the evening of the day succeeding the typewriter speed contest and took place in the



The Display Made by Thomas A. Edison, Inc.

Edison booth, which was in charge of Edward C. Barnes & Bros., the Chicago representatives of the Edison dictation machine. The very remarkable speed of ninety-five words per minute was attained by William Ehrlich, of the Underwood speed team. Mr. Ehrlich typed from the phonograph in the same manner that stenographers write letters from the dictation machine in offices where this device is used. The test was made particularly severe by

THE UNIT RECORD CABINET

Made by Lyon & Healy, Which Is a Clever Adaptation of the Sectional Bookcase Idea, Is Destined to Have a Great Vogue.

(Special to The Talking Machine World.)

CHICAGO, ILL., October 9.—The accompanying illustration shows an interesting development in talking machine record cabinets for home use just introduced by Lyon & Healy, Chicago.

It is known as the "Unit Record Cabinet," and is, in short, a most clever adaptation of the sectional bookcase idea to the record problem.

As explained by L. C. Wiswell, manager of the talking machine department of Lyon & Healy, it is especially adapted for the use of those having the larger Victrolas in their homes and who have rapidly growing record libraries and wish to avoid the necessity of having several cabinets.

One can start, if he wishes, with one section or unit, with top, drawers and base, and then as the library increases one can add units at a minimum expense, the retail price per unit averaging about \$10. Each unit or section accommodates seventy-five records, and a three-unit outfit as shown in



One of Lyon & Healy's Unit Record Cabinets.

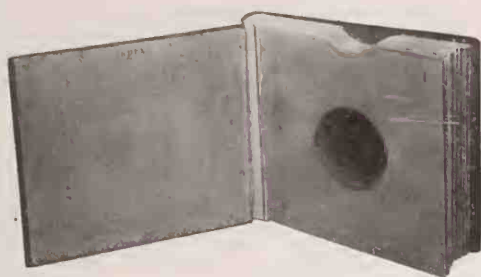
the illustration, therefore, has a capacity of 225 records. The sections fit securely and the whole presents a solid and most attractive appearance. The glass doors slide up and back into the cabinet in regular bookcase manner and travel with exceptional smoothness. There is a felt-lined compartment for each record, preventing the records from being scratched or marred. Each compartment is numbered and a neat index book is provided with the cabinet and is kept in one of the drawers, which also provides facilities for supplies and accessories.

A feature on which Mr. Wiswell lays especial stress is the versatility of the cabinet. The interior of any section comes out instantly by loosening two screws, and record albums can be substituted for the compartments, or the shelf used in whole or in part for music rolls, books or any other purpose desired.

The unit record cabinets are finished in any finish of mahogany, walnut or oak to match the Victrolas. The units are made in two sizes, accommodating ten or twelve-inch records. The combination of, say two twelve-inch and one ten-inch unit with top, base and drawers, makes a symmetrical and handsome appearance.

A large demand for the cabinet is anticipated, and some excellent orders have already been booked.

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.



These albums are constructed with a view to **Strength**, so that they will really hold the full complement of discs, and give excellent service.

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

NEW DEALERS' ASSOCIATION FORMED IN PHILADELPHIA.

Daniel O'Neill Elected President—Much Interest Shown in New Venture, Which Also Takes in Old Association—Active Campaign to Be Outlined—Interest on Instalment Sales and Discouragement of Misleading Advertising to Be Advocated by Association.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., October 11.—Much interest is centered in the organization in this city of the Talking Machine Dealers' Association. That such an association was to be formed was mentioned in the last number of *The World*, but since that issue a number of meetings have been held and the project fully launched. The final meeting for organization was held on Thursday evening, October 2, at the Estey Piano Wareooms. At this meeting Daniel O'Neill was elected president; Thomas R. Henderson, of the Estey house, was made vice-president; Mr. Cope, of the Snellenburg department, was made treasurer, and Mr. Martin, of Jacob Bros., secretary.

As will be noticed by this list, it does not include a Philadelphia jobber, for it was decided at the first meeting, and at the suggestion of the jobbers, that no jobber will hold office, but that they will all be admitted to full membership. The idea was that by their not holding office the jobbers could be absolutely free and that there could never be a question of their showing favoritism.

There was a large attendance at this meeting and practically every house was represented either in person or by letter, and there seems a unanimity of opinion that such an organization is necessary and that it is going to get the support of the entire trade. A special meeting was held on Monday evening of this week at the wareooms of the Pennsylvania Talking Machine Co. for the framing of the constitution and by-laws by which the association is to be governed, and for the purpose of outlining the work as it should proceed.

The committee on constitution and by-laws consists of Messrs. Harry W. Weymann, of H. A. Weymann & Sons; Walter L. Eckhart, of the Pennsylvania Talking Machine Co., and Mr. Barnhill, of the Penn Phonograph Co., representing the jobbers, and Martin Goetz, Mr. Cope and Robert Staton, representing the retailers, with President O'Neill as chairman of this committee. This committee was also instructed to draw up resolutions in the form of a letter to be addressed to every dealer in Philadelphia asking them to co-operate with the association and sign a letter returning the same to the committee, conditional that all will agree to charge interest on deferred payments.

Another purpose of this newly organized association will be to discourage misleading advertisements, and they also hope to secure an agreement as to the shortening of the lease plan, to get a little larger payments by the month. It was the consensus of opinion of every member who attended the last meeting that it was high time to form such an organization for the benefit of all dealers concerned.

Philadelphia has had for more than a year an

organization which was known as the Talking Machine Retail Dealers' Association of Philadelphia, the secretary of which was M. Goodstein, of 5207 Market street. This organization at first resented the coming into the field of a similar organization, but the old association was invited to the meeting of the new association, and the matter was thoroughly gone over and an amicable adjustment followed, so that the entire association united with the newly organized one, and some of their members have been placed in office. The new association will be incorporated. All members of the trade will be admitted to the newly formed organization who are in good standing with the various manufacturers.

From a certain point it was argued that several of the rules would conflict with the agreement with the Victor Co., but there is nothing in this statement, for the reason that the Victor Co. is very enthusiastic over the forming of this association and is giving it its full moral support.

PROTECTION OF CREDITORS

By Means of Adequate Insurance on Stocks the Mark of a Trustworthy Merchant, Say Credit Men—Serves to Develop Confidence.

It is fair to presume that there would be no difference in opinion among credit grantors as to the proper attitude to take when confronted with the case of a merchant whose assets were limited strictly to his stock of merchandise, but who frankly confessed he carried no insurance as a buffer between him and bankruptcy; yet a member of the association on objecting to the shipment of goods to a certain merchant receives in reply a letter accompanied by a statement of assets and liabilities at the foot of which appears these words, "You will notice that I do not carry insurance yet." Further on in the letter "If you decide not to ship me the goods I have ordered, you will be the only firm I have done business with which has ever even mentioned the question of insurance to me." Is it not fair to ask whether our member who points out the necessity of this merchant carrying insurance is not a more genuine friend than the other creditors, especially when one considers how great are the chances of burning in this country? —The Bulletin of the National Association of Credit Men.

MORE ROOM FOR VICTROLAS.

George Dykeman, a prominent music dealer of Marblehead, Mass., has arranged to move to new quarters in the M. A. Pickett building, that city, at an early date, in order to secure sufficient space for exhibiting his new line of Victors.

REAL ROMANCE VIA "TALKER."

Meeting in Father's Talking Machine Store in El Paso, Tex., Results in Marriage of Miss Ethel Marie Walz and the Sales Manager, Ames H. Curry in Los Angeles.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., October 4.—A romance prompted by the mechanical, but none the less moving, notes of a talking machine as it reeled off a sentimental song, reached its logical climax the other day with the marriage of Miss Ethel Marie Walz, a pretty young social favorite of El Paso, and Ames Harvey Curry, sales manager of her father's talking machine concern in the Texas city.

The ceremony took place at St. Paul's Pro-Cathedral, Dean William McCormack officiating. The wedding was held in Los Angeles in order that the bride's father, W. G. Walz, a wealthy merchant of El Paso, who came here some months ago for his health, could be present.

The story dates back nearly two years, to the time when Curry was promoted to the position of sales manager of the music company of which W. G. Walz is president.

One day there came into the salesrooms a pretty, young woman—a stranger to the handsome, young sales manager—and asked concerning some of the latest records. Curry, smiling and attentive, even more than was his custom, played the latest songs. The young woman came repeatedly to the store, and Curry learned that she was the daughter of his employer. The courtship was comparatively brief, and a week ago Miss Walz came to Los Angeles to join her parents, and Curry arrived Friday evening.

Mr. and Mrs. Curry have taken up their temporary residence at the Alexandria, and later will take an extended honeymoon trip through scenic spots in Canada.

The bride, who is a graduate of a fashionable Eastern girls' college, and who has spent several seasons abroad, is one of the most prominent figures in fashionable society of El Paso, and Curry is also well known there.

EDISON LINE WITH KRAKAUER BROS.

Thomas A. Edison, Inc., Orange, N. J., closed arrangements this week with Krakauer Bros., whereby this well-known piano house will handle a complete line of the new Edison disc machines and records in their wareooms at 17 East Fourteenth street, New York. The initial shipment of machines and records was received Friday, and their first display in the show window of the store attracted the general attention and commendation of passers-by.

Krakauer Bros. are planning to conduct an energetic campaign on behalf of its Edison department; and, judging from the interest already manifested by their partons in the machines and records, this campaign will be fraught with marked success.

Send for Complete Catalogue Showing Entire Line

SALTER MFG. CO.

337-43 North Oakley Boulevard

CHICAGO

EXCLUSIVE MANUFACTURERS OF

Salter's Patent Felt-Lined Shelf Cabinets

OF QUALITY

The top of Cabinet is built up to exactly match the base of machine so perfectly as to give the impression that the two are a unit, and it also holds the machine firmly in place.



No. 19. CABINET.
(Made Especially to Hold the Victor-Victrola No. 9.)

The line that sells is the line to have on your floor. SALTER Cabinets talk for themselves. Our new Catalogue shows many attractive designs for Columbia and Victor machines. We shall be pleased to send you one. WRITE FOR IT TO-DAY.

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*.

ARTISTIC WINDOW DISPLAYS PAY.

Show the Enterprise of the Dealer and Emphasize the Standard of the Products Handled—Schmidt Music Co.'s Good Work.

(Special to The Talking Machine World.)

DAVENPORT, IA., October 6.—The Schmidt Music Co., of this city, is displaying in its new store at 11 West Third street one of the most attractive Victrola windows presented for some time. Refined and dignified the display is calculated to attract the attention of passers-by and to leave a lasting impression of the value of the Victrola.

As will be seen by the accompanying photograph, the show window of the new Schmidt store affords an excellent opportunity for the introduction of artistic displays, and the featuring of the Victrola exclusively in this valuable display space gives a fair idea of the esteem in which the Victrola is held in this section of the State.

In addition to drawing the favorable comments of both the public and the daily press, this Victrola display was responsible for the closing of a number of sales of expensive machines and the securing of a "live" list of prospects which will be closed in the very near future. The value of an attractive show window is thoroughly appreciated by the Schmidt Music Co., and the company is planning the presentation of several artistic and novel window displays in the very near future which will rival in novelty and attractiveness the Victrola display shown herewith.



Schmidt Piano Co.'s Victrola Window.

COLUMBIA LINE IN WORCESTER.

Barnard, Sumner & Peabody Co. to Handle the Columbia in New Department—New England Prosperity—Other Gleanings.

One of the latest additions to the rapidly growing list of the Columbia Co.'s representatives in New England territory is the Barnard, Sumner & Peabody Co., Worcester, Mass. This concern, which is one of the largest department stores in New England, will open an elaborate Columbia department in the very near future, and expects to conduct an energetic newspaper campaign in behalf of the Columbia products.

Other indications of Columbia popularity in New England territory include the receipt of an unusually large-sized order this week from the Conclave Phonograph Co., of Boston, Mass., a prominent member of the talking machine trade.

A very artistic hanger in colors, presenting the October bulletin, is now being displayed by local Columbia dealers. The artists listed on this bulletin include Ysaye, Bonci, Carolina White, Friedheim and Bispham.

Beginning next week the Columbia Co. will carry a full-page advertisement regularly in the official program of the Century Opera Co., New York. Morgan Kingston, the leading tenor of this new opera company, and Walter Wheatley, another tenor member of the company, are Columbia artists, and there is certain to be a heavy demand for their records with the opening of the opera season.

TO OPEN "VICTROLA SHOP."

The Kuncel Piano Co., Cedar Rapids, Ia., has disposed of its entire stock of pianos and has arranged to open a "Victrola Shop," with a full line of Victor talking machines and records, at 210 Third avenue, that city. A number of soundproof demonstration booths and a large recital hall will be among the features of the new quarters.

TWO NEW DEALERS IN MINNEAPOLIS.

Prominent Department Stores Install Talking Machine Departments—Minneapolis Talking Machine Co. Closes—W. J. Dyer & Bro. Start Recital Season—Heavy Demand Depletes Stock of Grafonolas—News of Month.

(Special to The Talking Machine World.)

ST. PAUL AND MINNEAPOLIS, October 10.—Two new talking machine shops opened in Minneapolis last week—both in department stores.

W. J. Dyer & Bro. opened their Victrola recital season October 3, with recitals of the latest selections in the afternoon and evening. Both events were largely attended, and instead of fortnightly demonstrations, as in the past two seasons, the recitals will be held weekly all through the fall and winter. The evening concerts, however, may be abandoned later on, although there is no question of their popularity.

All that bothers the staff of the Columbia Phonograph Co. in St. Paul is the inability to get Grafonolas rapidly enough to supply the demand. C. P. Herdman, manager, could use many more Leaders and Mignonettes than he has been able to receive of late. The store is having a great run on Mildred Potter records. This famous contralto was born and reared in St. Paul and was a great favorite here before seeking wider fields in the East. The dictaphone department is now in charge of F. O. Atha, late of Baltimore, who succeeds T. S. Leavitt. The latter will devote his talent to other lines of trade.

One carload of small Edison Amberolas arrived last week for the Minnesota Phonograph Co., but every instrument has been spoken for before its arrival and the shipment did not help to fill up the stock, which is far from complete. President Luckner reports the September trade to have been double that of any previous September.

TRAVELERS INCORPORATE.

Association Formed to Look After Their Interests on the Road.

(Special to The Talking Machine World.)

ALBANY, N. Y., October 10.—The Far Western Travelers' Association was incorporated here today to bring about a better acquaintance among commercial travelers and obtain reductions of railroad rates for them, a fair allowance of baggage, and hotel accommodations commensurate with the prices paid.

While the principal office is in Manhattan, the territory of operations extends principally over the United States. The directors are Aaron Neuman, E. Gilligan, George Rubenstein, J. A. Clark, Rudolph Gras, Edward V. Kammski, Martin Schenck, L. S. Michelson, Arthur Samek, Irving W. Frankel, all of New York City, and Lee Eschen and J. Charles Levi, of San Francisco.

TO HANDLE TALKING MACHINES.

Henry P. Leis, Saranac Lake, N. Y., is the latest addition to the lists of Columbia representatives in up-State territory.

Are You Within 300 Miles of Philadelphia?

If "yes" you should know about the value of Buehn Victor and Edison Service—quick, complete and profitable. What matters a few cents express charges as long as you secure a

Complete Service

To secure quick deliveries, we even go so far as to have an "advance squad" which reports at our warerooms an hour earlier than the regular staff. By doing this, we can ship on the first morning express, which means the saving of a whole day for you.

LB

Louis Buehn
Philadelphia, Pa.

DO IT NOW

Order! Order! Order!

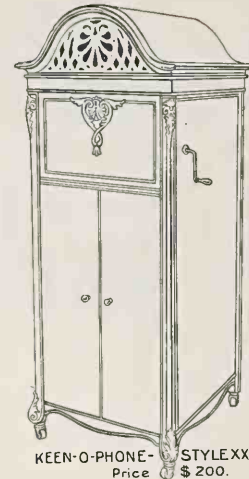
Order your holiday stock
of **Keen-O-Phones** Now

KEEN-O-PHONE

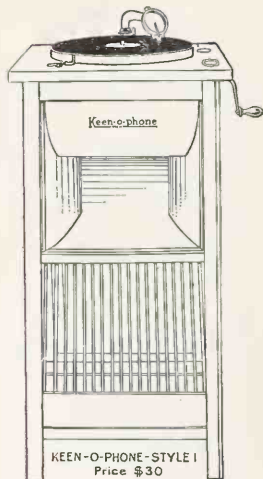
The Machine the People Want

WHY? Listen—One point at a time

**Keen-O-Phones will play Any Disc
Record now Manufactured**



KEEN-O-PHONE-STYLEXXX
Price \$200.



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

☞ By a simple twist of the fingers you can adjust it to play Keen-O-Phone, Columbia, Victor, or Edison Records.

☞ Isn't that wonderful? Isn't that the machine to sell records? Isn't that the machine the people will buy?

☞ It is the machine of Peerless Perfection. Complete; Durable; Artistic in Design; Accurate in Workmanship; Exclusive, Special Features; Protected by American and Foreign Patents.

☞ Prices range from \$15 to \$200. Liberal discounts to trade. We can make immediate deliveries.

☞ Write for our Jobbing and Dealers proposition.

Keen-O-Phone Co.

NEW YORK CITY

916 Martin Bldg., 31st St. and Broadway

PHILADELPHIA

227 South Broad Street

FASHION SHOW IN LOS ANGELES.

Talking Machine Dealers Take Advantage of the Opportunity to Make Special Displays—General Business Improving—Death of H. M. Marquis—Charles S. Ruggles Meets with Accident—More Salesrooms for Wiley B. Allen Co. Store—Outfits That Are in Demand.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., October 8.—September proved an unusually good month for the local talking machine jobbers, though the retail dealers found a lull prevailing during a large part of the month. The feeling of optimism that prevails, however, is reflected in the heavy orders being placed for both machines and records.

A feature of the month was the Fashion Show which was held September 26-28. The talking machine dealers took full advantage of the occasion and the majority of them provided elaborate displays in their show windows during the three days.

E. A. Borgum, who was recently appointed sales manager for the Woods Manufacturing Co., reports many large sales of special built-in file cabinets for talking machine records, the cabinets having been placed in some of the finest homes in the city.

A. Graham Cook, manager of the talking machine department of the George J. Birkel Co., has just completed and moved into his handsome new bungalow, 723 Lillian Way, of this city. Mr. Cook has taken a great deal of pride and care in making this home an ideal place.

The sudden passing away of H. M. Marquis, vice-president of the J. B. Brown Music Co., of this city, was a great shock to all his friends and associates. Apparently Mr. Marquis was in the best of health in the morning, and at 1 o'clock had a stroke of apoplexy, which caused his death. His death means a great loss to the firm for which he so faithfully filled the duties of his office for many years, and the store of the Brown Music Co. was closed for three days as a mark of respect.

Charles S. Ruggles, local manager of Sherman Clay & Co., returned from his vacation to Camp Baldy very much in need of a real vacation. The same day on which he arrived at the camp Mr. Ruggles slipped upon a rock while crossing a stream and sprained the ligaments of his leg so badly that he was laid up for several weeks. Upon all of this the local manager states that Victor orders from the dealers are being filled very completely.

The Wiley B. Allen Co. is still sending out the talkers at the usual rate of speed. Business has been splendid through the season. More salesrooms have recently been added to the department, and one large demonstration room in particular has been fitted up, showing every size, style and finish

of Victor Victrolas and Columbia Gramophones, thus making the largest display room of its kind in the city.

The Andrews Talking Machine Co. is very much pleased with the results of the past month, the sales of machines being principally those of Victrola N1s and up. I. H. Andrews and family have returned from Catalina Island, where they spent their vacation.

V. B. Chatten, manager of the talking machine department of the J. B. Brown Music Co., has had great success with the Edison Disc machine. A magnificent display of these goods was shown in the windows during the week of the Fashion Show.

TO BREAK RECORDS IN BALTIMORE.

Talking Machine Dealers in That City Look for an Unusually Active Business—F. A. Dennison Celebrated Second Anniversary as Manager—Hammann & Levin's Progress—New Department for Peabody Piano Co.

(Special to The Talking Machine World.)

BALTIMORE, MD., October 11.—With the beginning of October at hand the dealers in talking machines announce that they are looking for the breaking of many sales records from now on until the first of the year. September was a corker, and reports from all hands show that it was right up with the other months, while Manager W. C. Roberts, of E. F. Droop & Sons Co., says that his figures show September to be ahead of any month with the exception of last December. Mr. Roberts is getting ready to install two new Smith booths such as recommended by the Victor people, and with these in place he hopes to have one of the prettiest arranged stores in town.

The Peabody Piano Co. has just put in a special talking machine department, this being necessary in consequence of the increase in this branch of the business. The firm handles the Columbia line.

Last Wednesday, October 1, marked the second anniversary of F. A. Dennison as manager of the local branch store of the Columbia Graphophone Co., and in recognition of the excellent results obtained during this time the employees of the store tendered him a supper. Mr. Dennison's efforts have been very successful since his arrival in Baltimore two years ago, the increase in business being such as to make it necessary to open larger quarters to handle the customers, the firm now occupying one of the largest stores south of New York at 305 and 307 North Howard street, which has practically become the center of the talking machine business. Mr. Dennison reports trade for the month of September to have been very fine, it being necessary to establish a number of small agencies throughout the city.

Hammann & Levin, who have just recently passed

the sixth year of their business career are very elaborate in their statements regarding business at this time with the Victor machine. The firm has made steady strides toward the front and are now preparing to put in two handsome sound-proof demonstrating rooms in their store.

Eisebradt Sons, who established their music store in 1811, have found it necessary to seek larger quarters in consequence of growing trade, and after October 15 will occupy their new stand at 306 and 308 North Howard street. This store has been recently rebuilt and made up to date in every way, and will afford larger and more up-to-date quarters for this growing concern. The firm will occupy the entire two floors of both buildings, and on the main floor will have an elaborate salesroom.

Joseph Fink, who handles the Victor and Columbia lines, has made rapid strides since he succeeded to the Gordon Talking Machine Co. under the firm name of the Fink Talking Machine Co. He reports business during September to have tripled that for the same month last year.

HOW TO CURE CAR SHORTAGE.

Autumn Car Shortage Earlier Than Usual—Seriousness as Great as Ever—Plan Submitted by One of the Railroads—Programme Includes Ten Principal Suggestions.

With the autumn car shortage earlier than usual this year, and with a prospect of its being every bit as serious as last fall, railroad managements are making every effort to make this scarcity felt as little as possible by the shippers. Taking care of the demand for cars in a big crop fall is one of the most important problems facing railroad managements. One of the railroads has asked its patrons and employees to help it handle the problem. Just how business men can do this is showed in a circular just issued. It says:

HOW THE PUBLIC CAN ASSIST.

1. Placing orders for cars with the station agent or other representative, in writing.
2. Not ordering cars in excess of immediate requirements.
3. Promptly canceling orders for any cars found not to be needed and giving notice when, for any cause, cars will not be required at the time for which they were ordered, but will be wanted on a subsequent date.
4. Not ordering any more cars for one day than are actually required for loading on that day.
5. Applying returned lined cars promptly for other loading, or removing the linings.
6. Patrons who are both receivers and forwarders of freight ordering their inbound business via this line, in order that cars when made empty will be available for their outbound loading, and soliciting their friends to order their inbound business via this line.
7. Loading cars as promptly as possible and to their full capacity.
8. Giving disposition orders in advance of arrival of cars, when possible, and if it is not practical to do this, as quickly as they can after notice of arrival is received.
9. Not taking advantage of full free time allowed for loading and unloading, and by giving agents immediate notice when cars are made empty or of loading being completed.
10. Commercial organizations of cities and towns urging their members to load and unload cars as expeditiously as practicable.

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. The back is reinforced by metal posts so that it is impossible to bulge or break. 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.

EXECUTIVE COMMITTEE OF JOBBERS' ASSOCIATION MEETS.

New Governing Body Holds Sessions in Chicago for the Purpose of Outlining Campaign—To Create Advisory Board of All Ex-Presidents—Next Convention to Be Held in Atlantic City—Some of the Special Features Planned—Chat with President Roush.

(Special to The Talking Machine World.)

CHICAGO, ILL., October 8.—A special meeting of the executive committee of the National Association of Talking Machine Jobbers was held at the Chicago Athletic Club September 21. It practically marked the induction of the new officers of the association elected at the convention at Niagara Falls last July into their duties.

The new administration came into being by the rules of the organization on September 15, but this was the first gathering of the new officers and the other members of the executive committee and the first time that President Roush has presided. The unanimous opinion of his associates after the two busy sessions is that he is going to make an ideal presiding officer in every particular and that he is a veritable dynamo of judicious energy and enthusiasm.

The new year of the organization has started with flying banners, as this is the second time in the history of the association that the executive committee meeting has been attended by every member, the first instance being at Columbus, O., four years ago.

The sessions were held in the directors' room of the Chicago Athletic Club, where arrangements had been made for their entertainment by James F. Bowers, each member being provided with a guest card granting him all the privileges of the club while here. There were two sessions lasting from 10 a. m. until 1.30 p. m. and from 4 p. m. to 8 p. m.

The members of the committee are: President J. C. Roush, Standard Talking Machine Co., Pittsburgh, Pa.; Vice-President Geo. E. Mickel, Nebraska Cycle Co., Omaha, Neb.; Secretary Perry B. Whitsit, Perry B. Whitsit Co., Columbus, O.; Treasurer W. H. Reynolds, Reynolds Music Co., Mobile, Ala.; J. F. Bowers, Lyon & Healy, Chicago; O. K. Houck Piano Co., Memphis, Tenn.; T. H. Towell, Eclipse Musical Co., Cleveland, O.; E. C. Rauth, Koerber-Brenner Music Co., St. Louis, Mo.; R. H. Morris, American Talking Machine Co., Brooklyn, N. Y.

Besides the above there were present: W. F. Davisson, the Perry B. Whitsit Co., Columbus, O., the new chairman of the press committee; L. C. Wiswell, of Lyon & Healy, Chicago, chairman of the traffic and arrangement committees, and F. A. Siemon, of the Rudolph Wurlitzer Co., Chicago, an active member of the association and the local member of the press committee.

The trade situation was thoroughly discussed and a committee of five was appointed to confer with the factories on several matters which had been brought to the attention of the committee by members.

A resolution was unanimously passed creating an advisory board to consist of all ex-presidents of the association who are actively engaged in the talking machine business and who are still members of the association, the retiring president to act as chairman. This board is to act with the executive committee in an advisory way. The addition of this board to the permanent committees of the organization will be taken up at the next annual convention.

One of the principal matters before the committee was the consideration of the place and time for the next convention. The executive committee was unanimously in favor of Atlantic City for the 1913 meeting place, but in accordance with the usual custom the secretary was instructed to mail all members a letter asking for suggestions on the subject. The recommendation of the committee will, of course, carry weight.

The subject of the 1915 convention was also brought up. While the committee has no authority in the selection of the meeting place two years hence, the advisability of holding the 1915 convention in San Francisco during the Panama-Pacific International Exposition had been sug-

gested to several members of the committee by members and the subject was informally discussed.

At 8.30 Sunday evening after the close of the meeting President J. C. Roush tendered a dinner to the members in one of the private dining rooms of the club. It was a very informal affair, a delightful relaxation from the business of the day and story and witticism abounded. O. K. Houck, of Memphis, distinguished himself in particular as a raconteur of superior talents.

In talking of the meeting to The Review representative President Roush spoke of the spirit of enthusiasm and earnestness which characterized all of the members. "I never saw a body of men so thoroughly in harmony and so united in their determination to further the best interests of their association and their trade. The arrangements are



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

already under way for the eighth annual convention, which will, if the recommendation of the committee be approved by the members, be held in Atlantic City next July, as we want to make it one of the best, most interesting and most valuable conventions in the history of the association. The arrangements committee, of which Mr. Wiswell is chairman, is already at work.

"If proper arrangements can be made with the hotels the conventions will be held on Monday and Tuesday, the 6th and 7th. The business session will commence Monday morning at 9.30, and will continue until finished with a buffet luncheon served in the room.

"On the after noon of the second day there will be an open meeting, at which the factory representatives, jobbers and supply men will discuss matters of trade interest.

"There will be no set papers, but in all probability brief but spirited debates on such topics as the relative profit and advantage of wholesale and retail trade, and two members of each branch will be on the program.

"Another feature of the convention will be a 'question' box into which members will drop any questions they may desire discussed at the open meeting. The executive committee will go over these questions, select those they consider most vital and submit them for open discussion.

"The banquet, always a feature of the convention, will be held Tuesday night. Special entertainment features will be provided by the arrangements committee and particular attention will be given to

the ladies. Not only will they be given a most delightful time while the men are in session assembled, but they will be presented with souvenirs of unusual value.

"While, of course, the plans are somewhat tentative as yet, it can be seen that we are getting our plans in shape for a notable convention in which the business will be conducted systematically, and with despatch, but with much entertainment."

LOOK OUT FOR FORGED CHECKS.

Bank Depositors Compelled to Look Out for Them According to Recent Court of Appeals Decision of Interest to the Business World.

The recent decision of the Court of Appeals holding that a certain bank was not liable to a depositor for the payment by it out of the depositor's account, of checks on which the depositor's signature had been forged, has aroused much interest in the business world. In discussing the decision a prominent lawyer said:

"Early rulings of the courts tended to favor the depositor or third persons dealing with the bank as against the bank and to place somewhat strict liability upon the bank in relation to forged checks. To illustrate: In a case where the bank had paid out money to a holder for value of a check to which the drawer's name was forged the bank was not allowed to recover, on the pass book and the genuine vouchers to one of the trustees.

"The more active of the two trustees never saw the check list which he knew was returned by the bank when the pass book was balanced and never examined the balances which were struck after the payment of the forged checks. He compared the genuine vouchers which the clerk submitted to him after destroying the forged ones with the check books and other books of the estate and the comparison seemed to show no signs of the forgeries. The other trustee never examined the pass book or the check lists at all.

"The forgeries were conceded, but the trust company defended as to all amounts paid out by it on the forged checks on the ground that the trustees had been guilty of negligence in not examining their own pass book and vouchers and that it had not been guilty of negligence in paying the checks.

"The trial court ruled in favor of the trust company on the ground that the negligence of the depositor was so clear that the question of negligence should not be submitted to the jury. The Court of Appeals unanimously affirmed the judgments of the trial court and of the appellate court.

"The trustees apparently contented themselves with going over the returned vouchers, but did not check or verify these by comparison with the check list or with the pass book sent back by the bank. It was their failure to compare the returned vouchers with both the check list and the pass book that led the court to hold that the trustees had not exercised reasonable diligence.

"The court said, referring to their failure to compare the vouchers with the list of vouchers and balance in the pass book, that the trustees were guilty of such obvious oblivion of their duties that no extended argument can make plainer their negligence than does the mere recital of the facts. When a customer sends his pass book to be written up and receives it back with his paid checks and vouchers he is bound to examine the pass book and also the vouchers with reference to the list of the items and to report to the bank without unreasonable delay any errors discovered."

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Name of Editor, EDWARD LYMAN BILL, 373 4th Ave., N. Y.
 Managing Editor, J. B. SPILLANE, 373 4th Ave., N. Y.
 Business Manager, AUGUST J. TIMPE, 373 4th Ave., N. Y.
 Publisher, EDWARD LYMAN BILL, 373 4th Ave., N. Y.
 Sole Owner, EDWARD LYMAN BILL, 373 4th Ave., N. Y.

The Talking Machine World, Per Edward Lyman Bill, Editor
 Sworn to and subscribed before me this 22d day of
 [SEAL] September, 1913.

Eugene R. Falck, Notary Public 4
 (My commission expires March 30, 1914.)

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\$ \$ \$

READE your trade paper! Get The Talking Machine World regularly—It is worth many times to you its annual cost.

There is but one talking machine paper covering this entire industry, and it is admitted by all that it is of great aid to the dealers in every part of this country.

New economic conditions make certain knowledge necessary on the part of merchants, and in every issue of The World there is contained educational matter, instructive service, business news and technical articles which are worth many times the cost of the paper.

Thousands have been benefited by the business articles which appear in The World, and every talking machine dealer should receive it regularly.

The only way to do that is to pay for it, and the cost is trifling—a little over eight cents a month, and for that small sum The World, with all its mine of information, is at your service.

If you do not receive the paper regularly, just put your dollar in an envelope and address it to the office of the publication, and you will say that it is the best investment that you have ever made.

Do not delay but send on your dollar now.

Recollect that your competitor is getting The World—getting it regularly, and in it he is securing some valuable pointers—information which places you at a disadvantage if you do not read the paper.

Do not overlook such a valuable contributing factor to your business success.

EDWARD LYMAN BILL
PUBLISHER

373 Fourth Avenue, New York City

Trade Building Possibilities

Some talking machine dealers have added pianos to their line with excellent results.

With the growing ascendancy of the player-piano it will loom up more and more a factor of the musical life of the country.

Talking machine dealers who desire to keep in touch with the music trade industry and all its developments will find that the *one great* medium of that industry is THE MUSIC TRADE REVIEW.

It is the oldest and best known music trade publication in this country.

It covers every department of trade life and has a special department devoted to the player-piano field. Sample copies will be mailed upon application.

Edward Lyman Bill
 Publisher
 373 Fourth Ave., N. Y.

SUMMIT HOME OF GEORGE W. LYLE.

A Popular Vacation Spot for Columbia Officials, Many of Whom Have Visited Mr. Lyle This Summer—Tennis and Golf Mr. Lyle's Great Hobbies—An Expert at Both.

The accompanying photograph of the bungalow of George W. Lyle, general manager of the Columbia Graphophone Co., located at Summit, Schoharie County, N. Y., hardly does justice to the real beauty and attractiveness of abode where Mr. Lyle spent his spare days the past summer. Situated on the top of a hill, where it can receive the benefits of all the cool breezes that are characteristic of this part of New York State, this bungalow is an ideal spot to rest up from the



George W. Lyle's Summer Bungalow.

"cares of state," with a maximum of comfort and benefit.

Mr. Lyle was not able to spare much time this summer to spend at his Summit bungalow, but during the few weeks that he has been up there he has joined in the sports and pleasures afforded his guests with all his customary business energy and vigor. Tennis is one of Mr. Lyle's favorite pastimes, and it is a common report that Mr. Lyle plays a corking good game of tennis with the same success as he is finding with the merchandising of Columbia products. This makes Mr. Lyle "some" tennis player. In the accompanying illustration Mr. Lyle was "snapped" after returning from a hard-earned victory on the tennis courts, but looks as if ready and fit for another seance.



George W. Lyle, Second from Left; Harold Lyle, His Son, Second from Right.

Mr. Lyle's summer bungalow is so big and roomy that it can comfortably accommodate an unusually large number of guests. During the course of the summer Mr. Lyle invited a number of the officials of the Columbia Co., together with their families, to spend a week or two at Summit. Plenty of amusement with a good rest have made Summit enthusiasts of all who have visited the Lyle bungalow.

TANGO RECORDS HAVE THE CALL.

R. R. Brewer, at one time manager of the talking machine department of the Thiebes Piano Co., St. Louis, Mo., was a recent caller at that store. Mr. Brewer has quit the talking machine trade and is selling automobiles at Terre Haute, Ind. Manager Robinson, of the Thiebes Piano Co. talking machine department, says there has been a strong run on tangos, ragtime hits and other popular music in the recent record sales.

ADVERTISING RECORDS ALONE.

Some Interesting Selling Arguments Advanced by New York Talking Machine Houses in Their Announcements—Landay Bros. Feature Records of "Rob Roy"—Other Houses Make Strong Bids for Record Business.

The advertising of talking machine records without any reference to machines formed a feature of the newspaper publicity featured during the past month by the leading talking machine dealers of the city. It has been a rarity in the past for members of the industry to insert advertising devoted solely to records, but within the past few weeks this sort of publicity has been apparent to a noticeable extent.

The selling arguments advanced in these record advertisements are varied in their trend, and cover practically every conceivable feature of talking machine record merchandising. Service is naturally the most important point mentioned in the majority of these record advertisements, and this all important question is handled in a thorough and detailed manner.

Among the exceptionally forceful advertisements of talking machine records was one inserted by Landay Bros. in last Sunday's newspapers. A special position on the page devoted to theatrical news had been specified for this advertisement, and Landay Bros. used the space to splendid advantage. On the theatrical pages of all the Sunday newspapers were featured laudatory press notices of De Koven's opera, "Rob Roy," and the Landay Bros.' advertisement on the same page called attention to the new Victor records, featuring two popular numbers from this opera, which was produced in New York last week with marked success. The names of the artists who made these records and who are also members of the present "Rob Roy" cast were prominently featured, and the advertisement was well calculated to produce sales by reason of this timely and appropriate presentation of selections in an opera now before the public's eye.

Several of the talking machine departments of the leading department stores are also featuring distinctive and individual record advertisements in the newspapers, using as a selling argument the important fact that they keep in stock new records only, and not discs that have been used for demonstration purposes. This sales talk was emphasized in various ways and, together with the cut of a record, made a forceful and business productive advertisement.

GRATIFYING DEMAND FOR ALBUMS.

"Our record albums are meeting with a very gratifying sale in all parts of the country," remarked George Bates, of the New York Post Card Album Co., 25 Lispenard street, New York, who returned this week from a fortnight's visit to the talking machine trade. "The sales we have closed in this branch of our business are far ahead of last year, and the orders that we have on hand at the present time indicate a very satisfactory three months' business to close up the year. I am very glad to say that our albums are standing up under the most severe tests and even when containing the full complement of discs give perfect satisfaction. This is due to the minute care and attention which we bestow on every album that leaves our place."

SOME APPRECIATIVE WORDS.

The prospectus of the Colonial Rest Home, Washington, Conn., conducted by Harry Eaton Stewart, M.D., contains the following paragraph: "In the life at the home music has an important place. The marvelous perfection of the new Victrola has made this type of music a delight. We are fortunate in having one of the largest and finest private record libraries in the State, containing selections by nearly all of the leading vocal and instrumental artists of this country and Europe, and a very wide range of opera and symphonic music. The educational and recreative value of such music, properly regulated, can hardly be overestimated."

Dr. Stewart made most of his purchases through the Loomis Temple of Music, New Haven, Conn.

THE QUALITIES THAT MAKE FOR GOOD SALESMANSHIP.

C. A. Grinnell Makes Excellent Address Before the New School of Salesmanship Started by the Detroit Y. M. C. A.—Offers Some Practical Advice Regarding Selling—Quality Not Quantity the Real Test of Selling Ability—Getting a Share of Prosperity.

(Special to The Talking Machine World.)

DETROIT, Mich., October 8.—C. A. Grinnell has become a professor of salesmanship. The Y. M. C. A. of Detroit has established a school of salesmanship and has obtained the services of a number of the most successful merchants in the city to deliver lectures to the classes. Mr. Grinnell has been chosen a director of the institution. An entire course will be taught—wholesale salesmanship, retail salesmanship and primary salesmanship. Mr. Grinnell said:

"This is the age when the merchant is coming into his own. Formerly in certain parts of America, as well as in Europe, a tradesman was not considered of much account. He was supposed to know nothing of art, of literature, of music, of culture, of government, of social problems, of civic problems, or of anything else except his own particular line of business. But nowadays his opinion and his advice are sought, and when given are widely quoted in the public prints.

"The public and the editors are beginning to realize that to succeed in business requires ability—not simply along one line, but ability in many lines. A successful merchant must be an organizer, a salesman and a diplomat; he must be far-sighted, a good judge of character and of the ability of others; he must be a born financier. When success in business is accepted by the public as proof of all these qualities, it is no wonder that the advice of the merchant is sought upon all sorts of matters—and most of all, upon Government affairs. When the people of a city once in a while get tired of purely political government, they cry for a 'business administration.' And they generally elect a business man to handle affairs for a while.

"You are all business men, for a salesman as well

as the managing director of a big firm is a business man. You must all have the qualities I have spoken of, in greater or less degree, according to the length and character of your experience. We are all learning more constantly. To keep abreast of the times we must have energy. The sales department of a commercial house is a good deal like a chain. It is only as strong as its weakest link. Who wants to be the weakest link? No one. Someone must be, however. But if you all devote the proper energy and thought to your business the weakness will be so slight as to be unnoticeable.

"Success in business depends primarily, if not almost entirely upon sales ability. It is so even in social matters. When a young man desires to win the favor of a young woman he puts his best foot forward, so to speak, perhaps not in words, for that might not be considered modest, but in acts and inferences and in exposition of his principles, he discloses to her the best and brightest side of his character and personal self. It's sales ability; he sells himself to her. She does the same to him.

"A good salesman can always get a good position because he can sell himself to a merchant for a good price. He has the ability to do it. Oftentimes the only way in which a merchant can judge the salesmanship of a man applying for a position is by his ability to put forward his own qualifications for the position—to sell himself at a quality price.

"Quality, not quantity, is the true test of salesmanship. It is real salesmanship against the 'easiest way.' Anyone can give away pianos, or any other goods. Disposing of large quantities of articles at ruinous prices is not salesmanship. The size of the cash payment down, and of the payment per month, is what counts in ability. If a man

has goods of real merit to sell his inducement to buy should be merit, not terms.

"Reports upon the condition of banks throughout the United States show that there are millions of dollars on deposit in the savings departments. That is a reflection of the good condition of the country. It is up to you salesmen, you business men, to go after those millions. Offer the people your meritorious goods upon their merits. Show them how it is to their advantage to buy. Then that money will come out of the savings banks fast enough.

There were a goodly number of members of the music trade in Mr. Grinnell's audience, and the latter portion of his remarks was addressed particularly to them.

OPEN VICTROLA DEPARTMENT.

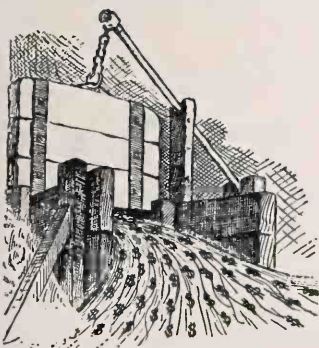
Stewart & Co. Have Handsomely Appointed Establishment, with J. A. Lapelle in Charge.

Stewart & Co., the prominent department store of Baltimore, Md., opened on the 15th of this month a fully equipped Victrola department. J. A. Lapelle, formerly connected with the talking machine trade at Hartford, Conn., has been appointed manager of the new department, and is now in Baltimore arranging and supervising the many details incidental to the opening.

Stewart & Co. are members of the Claffin chain of stores and as such their new Victrola department will be under the supervision and management of the Musical Instrument Sales Co., 11 West Thirty-sixth street, New York. This store only recently took possession of a handsome new building, and its Victrola department is located in a prominent part of the fifth floor.

Efficiency means doing your work as well as you know how with as little waste of material and energy as possible.

There would be little pleasure in working and striving if work was not difficult and there were not limitations in your way.



RAISE THE FLOODGATES

Switky Gives You Free Instruction—Ideas—Assistance—Money In Exchange for Your Orders.

For the benefit of our dealers and those whom we hope to add to our list of friends in the trade, we have established a Free Service Bureau, designed to help you out of a ditch or over some rough places on the road to prosperity.

SERVICE OFFERED

1. **Expert Instruction in Repairing Machines.**—At your request, our repairman, Mr. Andrew Dodin, acknowledged the best Victrola and Auxetophone repairman in the East, will call to teach you or your salesmen how to do repair work practically and profitably. He not only shows you how it should be done, but **Actually Teaches You How to Do It Yourself.**

2. **Professional Assistance in Writing Advertisements and Circulars.**—We furnish you with original ideas, write the copy, revise the proofs, etc.

3. **Liberal Credit Based on Your Confidential Statement.**—Show us that your business is solvent and in a healthy condition, and we will see to it that you get the goods to fill your orders.

4. **A Bureau for Exchange of Surplus Victor Stocks Among Dealers.**—This is copied after the Victor Company's Transfer Bureau, which has done such splendid work for Distributors. Further information on application.

5. **Assistance in Making Sales of Machines and Records.**—Our neatly equipped showroom and booths, competent sales force, and tremendous stocks of machines and records are at your service. Bring your customer or send him with a letter of introduction. We will sell him all we can and render you an accounting. Call or write to

BENJ. SWITKY, Victor Distributor

No. 9 West 23d Street, New York City



To those dealers who think it well to carry other lines with Columbia, we always say "go ahead". We'll take even chances any day in the week. To those dealers who have so far been "shooed" out of adding the Columbia to their other lines, we can only say that they are being jollied out of good money.



(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

ACTIVITIES OF THE MONTH IN PHILADELPHIA TRADE.

Greatly Increased Volume of Business Reported for September—Emif Bauer Appoints Many New Keen-O-Phone Agents—New Record Catalog Issued—Quarters of the Pennsylvania T. M. Co. Redecorated—Louis Buehn Placing Many Dictating Machines.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., October 7.—The talking machine business for September was most gratifying it would appear in every way. Aside from the greatly increased volume of business that was enjoyed during this first fall month, everyone is thoroughly optimistic as to the future of the trade. There is every indication that this will be the biggest fall the dealers have ever experienced.

The Keen-O-Phone Co. has enjoyed a most satisfactory September business. Emil Bauer, its road man, has just returned from the Woolly West. While in Rochester he had the pleasure of a personal introduction and a private chat with ex-President Roosevelt. Mr. Bauer is an enthusiastic bullmooser. Mr. Bauer says he experienced no trouble in placing the Keen-O-Phone with some of the best people in all towns that he visited, and that the future of the Keen-O-Phone looks very promising indeed.

The local Keen-O-Phone offices are receiving in every mail inquiries regarding their product, which have come to them through the advertisements they have placed in the trade papers. Mr. Bauer expects to spend several days a week at the New York office, and J. D. Cunningham, general manager of the Philadelphia business, has been attending to the business at the New York office, with the assistance of Mr. Kreutch, during Mr. Bauer's absence.

The Keen-O-Phone Co. has just issued a new catalog of records which contains sixty new numbers and has secured a number of additional professional people to sing for them. The studio at 1202 Walnut street is one of the best equipped in the country, with Frederick Hager in charge. The company has begun getting out a new advertising hanger which will contain each month a list of its new records. Frederick Ayres, the well-known Philadelphia basso, is in charge of the retail ware-rooms in this city, and is assisted by Domenica Castellucia.

The Querns Bros., manufacturers of Philadelphia, have taken an active interest in the company, Alexander Querns, president, being at the offices daily, while Harry Querns spends much of his time at the factory. These two men have been very successful in past achievements and the future augurs well under their guidance.

The Pennsylvania Talking Machine Co. has had its entire place repapered, repainted and otherwise improved, with the exception of the new rugs, which will be laid this week. One feature that strikes a person on entering these warerooms is the delicate odor that penetrates every part of them. It is most delightful, and Mr. Eckhart states that it is a fumigator or germ destroyer as well, and it is worked through a secret process discovered by Mr. Eckhart himself after a number of experiments. It is most delightful as wafted about by the fans in the closed hearing rooms, in which the air generally is hard to keep pure and odorless.

Business on the Columbia, Mr. Eckhart says, for September showed a substantial increase over the September of a year ago, and it could have been very much larger had it been possible for them to obtain the goods, but they are practically sold out at the present time, and their place looks very barren of merchandise.

The entire line of the Pennsylvania Talking Machine Co. will be handled at the Powers Piano Store at Fifty-second and Chestnut streets in the near future. Mr. Eckhart has secured the services of A. R. Dietrich to succeed Charles Gorham as his representative in this territory, Mr. Gorham having gone to Brooklyn, N. Y., where he will be associated with A. L. Heath, whom he succeeded in the Pennsylvania Co.'s territory.

On Monday of this week the sales force and office force of the Pennsylvania assembled at the store, where an instructive meeting was held, beginning with a brief history of the talking machine by Mr. Eckhart, followed by an address on salesmanship by R. G. Walls, of the System magazine. Its dictaphone business is good. It added in September a number of very big concerns to its users. It has in one railroad office in this city at present an installation of eighty-odd machines, and it just closed a very nice order for the placing of these machines with the New Jersey Zinc Co., of Palmerton, Pa.

Manager Elwell notes a greatly increased business in September over last year, although the Victrola seems to be the stumbling block at present, but it has been promised a heavy delivery for this week. Among the visitors to the Heppes department the past week were E. L. Daron, of Steelton, Pa.; Melvin R. Ripple, of Hagerstown, Md., and Harry Halt, of Mt. Holly. Frank Sholler has replaced Joseph Nealey as road man for Heppes. Mr. Sholler was formerly with the house and Mr. Nealey replaced him.

The Weymann talking machine department has been greatly improved by an extension to be used entirely for its retail business with its wholesale clerical force placed in the rear. It has almost doubled its record racks and has redivided its rooms and recarpeted them. William Doerr has been placed on the road altogether and William Brewton is in charge at home.

The Talking Machine Co. on Broad street near Walnut had a very satisfactory September, and it believes it will have a very big year and is settling down for a good solid business.

Louis Buehn reports that business for last month showed a big increase over the September of last year, and that the outlook for the future is extremely good. Mr. Buehn says that the volume of the business for the rest of the year depends upon whether the dealers will be able to get the goods. He also had a most satisfactory business in September with the Edison dictating machines, having placed a number of these machines with the Keystone Publishing Co., some additional ones with the Pennsylvania Railroad, and having fitted

up the Quaker City Rubber Co. with these machines. He has five men at work in this department alone.

Gimbel Bros. had a two days' opening of their talking machine department last week, and they had the rooms most elaborately decorated for the occasion.

The talking machine business at Gimbel Bros. is fine all the way through. On their opening days they had four times the business they had on the same days last year. George W. Morgan, manager of the piano and Victrola departments of the Gimbel Bros.' New York store, was here for the opening.

PREPARING SHIPMENTS RIGHT.

Care in That Matter Saves Much Trouble and Expense in the End.

The failure to properly prepare shipments for transportation furnishes a large contribution to the claim expense accounts of carriers, as well as delay, expense and dissatisfaction to the shipper and consignee. This would be greatly minimized, if not entirely eradicated, by the exercise of care to see that material of sufficient quality and strength is used in the construction of containers, and in the case of goods shipped in straps that the individual packages be securely held in place, having in view the weight of the contents which it is desired to protect. Shippers should inspect cars to be loaded by them and see that they are placed in proper condition to safely transport the freight with which they are intended to be loaded.

VALUE OF ENVIRONMENT

In the Manufacture of Record Albums the Subject of an Interesting Talk by J. H. Somers.

John H. Somers, owner of the Cabinet Letter File Co., 79 Reade street, New York, brings an interesting question into the talking machine record album discussion when he asks if the dealers have any knowledge where and under what conditions their albums are made. In this connection Mr. Somers, who operates one of the biggest letter file manufacturing establishments in America and who recently went into the production of albums, says: "A clean-cut album cannot be made under any other than a clean-cut condition. There are no hidden caves or boy workmanship woven into the albums made at this factory. Plenty of light, sunshine and good cheer are found in every inch of our two factories, which in the aggregate embrace 50,000 square feet of area.

"This pleasing condition enables us to offer a record album that fairly radiates this good cheer. Under no circumstances are we competing with the 'cheap album,' and I know that many dealers will be glad to secure albums that will in every way represent the high policy of their store—albums that will not injure their reputation.

"To those dealers we appeal—the dealers who want genuine album worth and service. The highest grade of materials enter into their construction; workmanship is of the highest quality, experienced and proficient. To those jobbers and dealers we will be glad to give details of our albums."

OUR DISC RECORD ALBUMS

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

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

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

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



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

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

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

HOOSIER BUSINESS "IN FORM."

Talking Machine Jobbers of Indianapolis Busy Filling Heavy Demands from Dealers Throughout the State—New Department Opened by L. S. Ayres & Co.—The Six o'Clock Closing Movement—Aeolian Co. Changes.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., October 9.—The talking machine business is "in form" again in the Hoosier capital. And from the number of shipments being made by distributors here, it is booming all over the State. Talking machine dealers say they see no indications of the threatened "slow-up" in business.

In fact, business is so good that another firm feels justified in opening up a talking machine department. L. S. Ayres & Co., owners of one of the largest department stores here, are arranging to open a complete Victor talking machine department. J. Earl Shea will be in charge of the department, which will be made one of the attractive spots in the store. The company will obtain its machines from the Stewart Talking Machine Co., State distributor for the Victor machines.

With the opening of a talking machine department by L. S. Ayres & Co. Indianapolis has three non-music stores handling the Victor line, namely, W. H. Block Co. and the Taylor Carpet Co.

The Stewart Talking Machine Co. is experiencing the satisfaction of having more business than it can readily handle. W. S. Barringer, general manager, says dealers throughout the State are placing their orders early because of the prospects of many applications for machines.

The Stewart Talking Machine Co. is leading in a 6 o'clock closing movement. All of the stores handling the Victor machines close at 6 o'clock Saturday evening, and there is a general movement among all dealers to close on Saturday night, the majority of the large department stores closing at that hour.

Harry A. Diehl and Miss Ethel Simmons, who

were with the Wulschner-Stewart Music Co., have accepted positions with the Stewart Talking Machine Co.

The Kipp-Link Co., in Massachusetts avenue, distributor of the Edison machine, is installing a complete Edison disc record department. Heretofore the Kipp-Link Co. has been handicapped because of the inability of the Edison Co. to supply it with disc records, but now that obstacle has been overcome and a vigorous Edison disc machine campaign is to be started by the Kipp-Link Co. Large shipments of the disc machine have been made to about one hundred dealers throughout the State. The company is expecting to do an unusually large business with the Edison disc machine.

The Rapp & Lennox Piano Co. is receiving new shipments of the Victor machines. This company is planning to install a number of attractive talking machine booths.

The Columbia Graphophone Co.'s store, of which A. W. Roos is manager, says the retail business of the store for September was just two times and a half as great as it was during the same month of 1912. Mr. Roos is very proud of that record. Mr. Roos recently spent several days in Chicago in connection with business at the wholesale branch there. The "Leader" is a real leader. Mr. Roos says he cannot get enough of these machines.

The talking machine department of the Aeolian Co.'s local store is being moved from the fourth floor of the Aeolian Building to the first floor. Extensive remodeling is being done to make quarters for the department. The change is made for the convenience of the patrons of the department. Very attractive quarters have been maintained on the fourth floor, but it was found that customers desiring needles or records, when in a hurry, disliked to make the trip to the fourth floor. Practically the entire front part of the first floor will be given over to the Victor line of talking machines. The booths on the fourth floor are being moved to the middle part of the first floor.

Considerable space in front of the booths will be given over to the department. When the change has been made the patrons and friends of the store will be invited to attend an opening of the department in its new home.

RETURNS FROM EUROPEAN OUTING.

Henry E. Parker, the popular member of the advertising department of the Columbia Graphophone Co., who visited Europe this year on his annual vacation, returned to New York Saturday on the steamer "Lusitania," after a most enjoyable stay abroad. Mr. Parker was away exactly one month, having sailed September 10 on the "Mauretania."

While in Europe, Mr. Parker visited the various branches of the Columbia Graphophone Co., but spent the greater part of his time at his old home in Colchester, England. As this was Mr. Parker's first visit to his native city in ten years, he naturally had many experiences to relate, as during his decade's absence from home he had run the gamut of life's vicissitudes. After visiting practically every republic from the West Indies to Panama and holding positions that included revolutionary, gold miner and cowboy, Mr. Parker had an interesting tale to tell the Colchester folks.

Mr. Parker returns to his desk in the Columbia advertising department imbued with renewed vigor and enthusiasm.

U. S. PATENT OFFICE FACTS.

Receipts, 1912	\$2,118,153
Expenses	2,022,066
Surplus	96,092
Surplus to date.....	7,160,017

Connecticut leads, according to the Scientific American, with patents issued to every 1,160 inhabitants; District of Columbia, one to every 1,229; California, one to every 1,434; New Jersey, one to every 1,509; Illinois, one to every 1,639; Colorado, one to every 1,711; New York, one to every 1,786.

THE RELATIONSHIP BETWEEN DEALER AND THE JOBBER.

Benj. Switky, the Well-known Victor Distributer, Gives Some Interesting Views Upon the Jobber's Position—The Real Extent of the Jobber's Service—How the Live Jobber Can Aid the Dealer in His Own Business by Rendering First Aid in Difficulties.

At a meeting of the Eastern Talking Machine Dealers' Association held in New York City recently, we were given an opportunity to study the mental attitude of some dealers toward their jobber. and, incidentally, we also had a peep at the dealer's conception of the jobber's attitude toward him. When we take into consideration the close contact of both parties in their business relations, it is marvelous how little each understands the other—or, to put it more accurately, it is pitiable that each should so grossly misunderstand the other.

First, there are those who believe that the jobber is a supernumerary, superfluous in the scheme of marketing talking machine products, a barrier standing between the dealer and the manufacturer. They feel that it would be much more to their interest to be able to deal direct with the fountain-head of supply, presumably at a better discount.

Second, there are some who look upon the jobber as a sort of sponge, absorbing everything within reach and yielding only on pressure. As one gentleman expressed it at the meeting mentioned above, there is much more that a jobber can do for his dealers without being afraid of violating his contract with the manufacturer.

While it is true that the elementary function of the distributor is to supply the dealer with machines and records, it must be conceded that the fulfilling of this function alone does not prove the need of him as a middleman, nor does it justify the part he plays in the trinity of manufacturer, jobber and dealer. If the manufacturers could not see more use in the jobber than the mere service of a shipping department, they would quickly eliminate him, absorb the margin of profit allowed, and thereby materially increase their own net earnings. True, the jobber's earnings are great or small according to the amount of business which he received from his dealers; but this is no reason why the dealer should feel that every dollar earned by the jobber is a dollar taken off the dealer's profits. On the contrary, it is out of the pocket of the manufacturer that the distributor receives his wage.

To put it more tersely, even at the risk of being contradicted by dealers and by my fellow jobbers, I want to impress on your minds emphatically the fact that the *jobber exists by grace of the manufacturer*. He allows us a certain percentage of profit, according to his estimate of our usefulness to himself. He can take on and discharge. He pays us for the benefit which he derives from our service to the dealer. The situation might be illustrated by the following homely example: Having promised us a certain commission on every dollar's worth of business we can bring him, we are sent forth not merely to take orders but to create business, interest capital and finance and nurture the small dealers so as to help them grow big and strong. Although the dealers, by the volume of business which they give the jobber, fill in the amount on his pay voucher and certify to his worthiness, it is the *manufacturer who cashes the check*.

Having made the statement that the factory, and not the dealer, pays the jobber, it might be well to cite one or two illustrations taken from other lines of merchandise to prove the force of what we have said. Many talking machine dealers, we find, handle Eastman Kodaks or Spalding sporting goods, which they buy direct from the manufacturer. Compare their discounts with ours, and you will admit that the comparison is highly favorable to the talking machine business. And the same may be said of other lines of merchandise or other industries in which the dealer is brought into direct contact with the source of production.

Jobber's Service to Dealer.

Having shown that the jobber is not a parasite feeding upon the dealer, it is now in order that we should show what he does to earn his money. Then we will go a step further and point out what

he could and should do in order to deserve and receive the friendship, loyalty and support of the trade.

The talking machine business, in its growth to gigantic proportions during the past decade, has progressed each year so rapidly that the manufacturers have been unable to cope with the demand for machines and records, notwithstanding the fact that new buildings are always in process of construction and new machinery is constantly being installed to increase the output. Each year we face a shortage in certain types of machines. The jobber, having in mind the needs of his dealers, in most cases tries to anticipate his machine requirements nearly a year in advance. This is done so as to encourage the factories to work full time twelve months in the year. But what does this mean to the jobber? It means that he plunges in his ordering. He stocks in during the dull season as liberally as factory shipments will permit. It means that he is kept perpetually broke so far as cash on hand is concerned, putting all his last season's earnings into an accumulation of stock held for the next season. He borrows money from every available source, paying interest on the money borrowed, besides paying storage costs for several months on the reserve stock—all of which cuts deeply into the otherwise fair margin of profit allowed.

Some day, we hope, the factories will either accept orders for future delivery with reasonable assurance of shipping the goods when needed, or grant future dating on certain machine shipments made to the jobber during the summer months.

In the matter of serving the dealer's record wants, it may interest you to know that, although the New York jobbers receive their goods the day after shipment is made by the several factories, it is true, nevertheless, that it takes from one to four weeks to get a supply of records. Owing to the uncertainty of record shipments, it means that the jobber must plunge in his record ordering, particularly when ordering the advance stock of the monthly supplement. This means two things—a raft of surplus stock due to errors of judgment, and also the burden of carrying a stock at all times twice or three times as large as would be required if there were more promptness and greater certainty in receiving record shipments from the factories.

The jobber takes all the chances in order to give you good record service. Although most dealers do not give their jobber more than a sample order for the new monthly records, they expect him to be prepared to fill repeat orders for certain selections, in multiples of 25, 50 or 100, without notice. Not that the jobber finds fault with you for re-ordering heavily—far be it from such. I merely mention this fact to show you what the jobber does, among other things, to earn his money.

One of the most important functions of a jobber is that of extending credit. This subject is worthy of being treated in an article by itself. I shall mention in passing that the jobber assumes a portion—sometimes greater, sometimes less—of the financial risk attending the starting of every new talking machine store. If the dealer succeeds, the jobber is very well satisfied to receive his just dues, which are included in the check given in payment for the goods delivered. If the dealer fails—well, never mind, let's drop the curtain. The scene is too painful to contemplate. Suffice it to say that the manufacturer, if he supplied the dealer direct, would not extend as liberal credit to the dealer, for the simple reason that he could hold the gun up to the delinquent's head and say: "Stand and deliver!" And the dealer would have no alternative save to pay or quit. But at present, owing to the rivalry of jobbers, the dealer has the aid of more credit from each individual jobber than he could possibly expect from the manufacturer if the latter controlled the dealer's source of supply.

What the Jobber Should Do.

First of all, he should be conceited enough to believe that he fills an important position. Second, he should measure up to his conception of his importance. Third, he should occasionally startle the trade, as well as himself, by doing something radical along the line of liberality or in the way of service—something that will drive home to the dealer's heart and mind the belief that the jobber is his best friend. He should take an interest in the dealer that will measure deeper than the margin of profit in the orders received to date. In his eyes the small dealer should especially be a subject for his assistance and solicitude, always remembering that "mighty oaks from little acorns grow." He should be a spiritual adviser to his dealer, acquainted with his private affairs and ambitions. He should give the dealer the benefit of his knowledge and experience, instructing him as to the best methods of conducting business. The jobber and his salesmen, by reason of their travels from dealer to dealer, are in a position to act as a clearing house for ideas.

They should keep the dealer posted as to the most approved methods of selling, steering him clear of such ideas or schemes as have been tested by others and found useless or unprofitable. They should encourage the timid dealer to do a certain amount of *conservative* instalment business, and on the other hand restrain the financially un-equipped dealer from plunging headlong into the rapids of frenzied instalment competition which only the moneyed stores can ride safely and profitably.

As an illustration of the work that a jobber or his salesmen could do I will cite a particular case. A new dealer is opened up in a small but beautiful store in New York City. The jobber delivers about \$2,500 worth of goods. The new dealer, although lacking neither in intelligence, or salesmanship, or personality—the three vital elements essential to ultimate success—unfortunately had never sold talking machines before. Of course, the simplest method would be to hire a competent, reasonable-priced sales person; but, taking the situation as we found it, it occurred to me that the man who sold the \$2,500 worth of goods should have taken the pains to instruct—yes, teach—his client the proper way to handle, demonstrate and sell his goods. The dealer should be supplied with a selling talk—in fact, prepared for the work in front of him. We should have imparted to him a working knowledge sufficient to enable him to handle customers and to do justice to his investment.

To sum up briefly, the jobber must place himself in a position of rendering first aid to the dealer in all his difficulties, with a view to securing his good will, which is another way of spelling "orders."

PUBLICITY CAMPAIGN FOR FALL.

The Victor Talking Machine Co. inaugurated this month its annual fall campaign in the national magazines featuring Victor records exclusively. The first advertisement in this series occupied a quarter page in the Saturday Evening Post and presented a splendid portrait of Caruso in costume as Rhadames in "Aida," together with a cut of the Victor record of "Celeste Aida" sung by Caruso.

With a heading "Both Are Caruso," the text of this attractive advertisement was brief though informative, emphasizing the point that the owner of a Victrola is enabled to conveniently hear Caruso's actual voice in his own house equally as well as if one attended the Metropolitan Opera House. This advertising, which is both timely and interesting, cannot fail to be of considerable benefit to Victor dealers throughout the country in the promotion of their Caruso record sales.

SIX ROUNDS IN LADDER OF SUCCESS.

Think less of getting, and more of giving.
Think less of beaux, and more of business.
Think less of weather, more of your atmosphere.
Think less of flaws, more of fine points.
Think not of sad things, but smile.
And lend a shoulder to the wheel.—A. B. Dart in Modern Methods.

THE AUTOMATIC MAGAZINE PHONOGRAPH THE LATEST.

New Mechanism, Complete in Every Detail and Requiring No Attention After Starting, the Invention of H. T. Scott, of Los Angeles, Who is Now Placing It on the Market—How the Machine Operates—Designed Primarily for Use in the Home.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., October 5.—The Scott automatic magazine phonograph, the latest development in the talking machine field, is the invention of a resident of this city. It is a remarkably effective mechanism, complete in every detail, which requires absolutely no attention other than the starting of the instrument. All features of adjusting are operated by its own mechanism, which is not in the least complicated.

The Scott automatic magazine phonograph has been developed primarily for use in the home rather than especially for use in phonograph parlors, to the end that the user of the automatic magazine phonograph may select a dozen records, start the machine and then proceed to the unbroken enjoyment of his records in the privacy and comfort of his home surroundings. Not that he must, after once selecting the records, allow them to be played through without opportunity of change. If



Magazine for Records on Scott Magazine Phonograph.

a record displeases, the user may cause its throw out or discontinuance by a simple pressure of a button, or by pressure of another button he may have any one record repeated indefinitely; and to make the control absolutely complete, he may substitute and change the order of the records at will. Finally, none of these operations necessitates stoppage of the machine; reproduction goes on continuously except while changing records.

All of these operations are accomplished by machinery of comparatively little complication; the apparatus is so simple that the average user is unaware of its presence and operation. To the user of the machine the fundamental and characteristic feature is the horizontal revoluble circular table in the upper part of the cabinet designed for carrying twelve cylindrical records. The ease with which the records can be slipped into and out of place on the table is remarkable in comparison with the care necessary for placing a cylindrical record on the ordinary phonograph mandrel. The machine places the record on the mandrel itself; all that is necessary for the user to do is to slip the records into the pockets in the table; the machine accomplishes all of the accurate adjustments.

A user of the machine notices first the progressive movement of the record carrying table, noticing that each time a record is finished it is dropped into its place upon the table, the table moves forward one step and the mandrel comes up from below to engage the next record. We will also notice that each record is carried to the proper height, regardless of how it fits upon the mandrel; and that, immediately the reproducer is thrown into engagement with the record, sound reproduction begins without any delay. There are features first impressed by the Scott automatic magazine phonograph; and the machinery which accomplishes

the operation and makes the automatic phonograph a practicable possibility is well deserving of note.

The accompanying cuts give a clear idea of the machinery in its case and of the main parts of the enclosed machinery, showing the extreme simplicity characterizing the whole. The horizontally rotatable table is seen carrying the twelve records, mounted upon the vertical table shaft. The table has twelve record carrying pockets arranged as illustrated, each of these pockets having an annular shelf upon which the record rests. The screw threaded mandrel shaft is seen at the left in the illustration of the machinery, carrying at its upper end a special mandrel (the mandrel being out of sight in the record immediately above it). This mandrel shaft has a motion of vertical translation and rotation as well. It passes through three cycles of movement; first, a quick upward movement which carries the mandrel up into the record immediately above, raising the record as is shown in the exterior view, until the record strikes the stop which is shown in that illustration. The mandrel is of peculiar construction, allowing the record to slip down on the mandrel shaft, or, rather, allowing the mandrel shaft to go on upwardly while the record is held in its proper position. The next cycle of movement is the slow downward rotating movement at the rate of one two-hundredth of an inch per revolution. Immediately this second movement begins the reproducer is allowed to move into engagement with the record, and the record having been stopped in exact position by the upper stop, the reproducing immediately starts. As soon as the record has moved downwardly a distance corresponding to the length of its sound groove, the machine is automatically actuated and starts the third movement of the mandrel shaft which is a quick downward movement to the bottom of its stroke. The record is slipped off the mandrel and left standing in its pocket on the table. Immediately the mandrel reaches its lowermost position it actuates mechanism which causes rotation of the table through one step forwardly, placing the next record immediately over the mandrel, which has been lowered to a point below the table. Only after the table has moved can the mandrel shaft again start its upward movement, which it again immediately does, picking up the next record and repeating the cycle of operation.

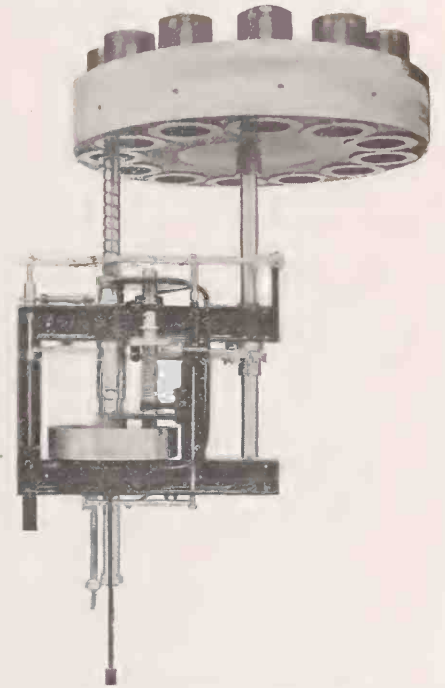
The fundamental feature of the operating mechanism for the mandrel shaft is a differential device with two members, one adapted to give the shaft its quick upward movement, the other adapted to give the shaft its quick downward movement, and the two acting together adapted to give the shaft its record playing movement. This differential mechanism and the trips and stops for controlling its actuation and the actuation of the record carrying table complete the whole machine.

The sound-box or reproducer is based upon the principle of the arrangement of the stylus plate which is supported by a one point suspension. The stylus is kept to the record by means of a spring which gives it the proper pressure.

There are a number of minor features of excellence in the Scott machine, not the least of which is the provision for thoroughly oiling the various parts. Upon each complete operation of the machine there is an ample supply of oil delivered to the various bearings and gears. The oil reservoir is contained in the lower part of the cabinet, and a drip pan arranged beneath the machinery catches all of the oil overflow and directs it to the reservoir. A practically continuous circulation of oil is kept up, all of the wearing parts being bathed.

Another feature is the matter of control of the reproducer. The reproducer is thrown out of engagement with the record before the record can be lowered to its position upon the table, and the reproducer cannot be thrown into engagement with the record until the record is in its final position. In this manner all possibility of longitudinal scratching of the record is eliminated. The fea-

tures of control of the machine have been spoken of, but another feature of note is an arrangement for preventing stoppage of the machine unless the record carrying table is in position with a record above the mandrel. If the push button is pressed to stop the machine while a record is being played, that record will be finished and replaced upon the table before the machine will stop. If it is desired to stop the machine in the middle of a record, it is necessary to push the stop button and the throw-out button, when the machine will continue operation long enough to throw out the record being played and replace it upon the table. When the push button is pulled out again to start the machine the first operation is the movement of the table to place the next record over the mandrel. The records are always in a position where their titles are directly before the eye, and there is no difficulty whatever in reading them and in ascertaining the name of the record about to be played. If this record is not the one wanted, the records may be rearranged upon the table while the machine is playing, or the records may be taken



Mechanism of Scott Automatic Magazine Phonograph.

from the table and other records substituted. It is a noteworthy thing that none of the control operations of the machine necessitates its stoppage. The machine is allowed to play continually, and any desired change made without interruption of the reproduction.

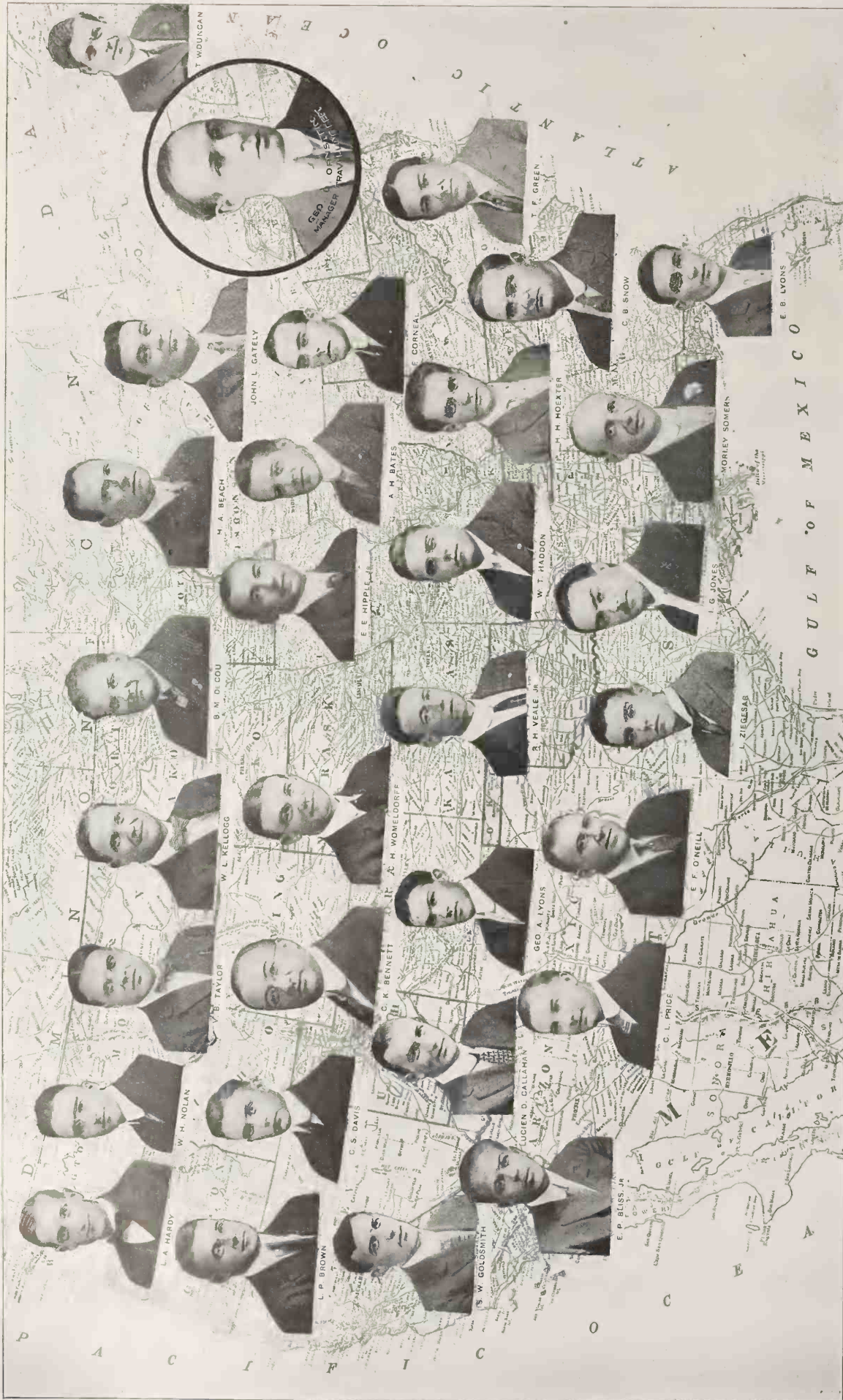
The Scott automatic magazine phonograph is owned and handled by H. T. Scott, 706 Central building, Los Angeles, Cal., and all inquiries relating to the machine should be forwarded to that address. The machine is in a stage of complete development, and it is anticipated that manufacture will soon be started. It is the desire of Mr. Scott to enter into negotiations for future manufacture of the machine with manufacturers of cylindrical record machines; and the inquiries from such are welcomed. The machine and its parts are fully covered by United States and foreign patents. The United States numbers are 1,040,029, 1,040,030, 1,040,031, 1,040,032, 1,040,033, 1,040,034.

NEW RECORD NEEDED.

At a political meeting recently the candidate was considerably heckled by the opposition, who had attended in strong force. But after smartly turning the interruptions to his own advantage for some time, a little man in the middle of the hall shouted: "You speak like a talking machine."

Instantly the candidate replied: "Yes, my friend, I speak like a talking machine. I speak from that which is within me."

Like a flash of lightning the retort came back: "Yes, and you want a new record very badly."



VICTOR TRAVELING MEN COVERING THE UNITED STATES FROM COAST TO COAST. Under the able guidance of George D. Ornstein, the men in the accompanying illustration visit Victor dealers in every corner of the United States. Always ready to co-operate with Victor dealers in every way possible, this body of men is typical of the aggressiveness and energy of the Victor Talking Machine Co.

DETROIT DEALERS TO CHARGE INTEREST ON TIME SALES.

Majority of the Talking Machine Houses of That City Sign Agreement to Charge Six Per Cent. Interest on All Instalment Sales—Higher-Priced Machines Most in Demand—New Victor School Machines Please—Larger Department for Grinnell Bros.

(Special to The Talking Machine World.)

DETROIT, Mich., October 11.—By the time this appears in print, the talking machine dealers of Detroit in all likelihood will be charging 6 per cent. interest on their instalment sales, thereby casting into the discard an old-established and generally disliked custom of letting a long-time buyer have the same price as a cash buyer.

An agreement has been drawn up and has been signed by most of the consequential dealers, and all the others are expected to come in on it.

The Columbia store here already is charging interest on instalment sales of more than \$100, and until last spring charged interest on smaller sales. Whether it can come in on the agreement is a question that will have to be decided by the home office, owing to a recently adopted policy of national advertising in which certain styles have been advertised at certain prices with no interest.

"The company was forced to take some such step by the fact that other companies were selling without interest," said Manager K. M. Johns. "Until about six months ago we charged interest on the smaller machines as well as on larger machines. I am heartily in favor of the plan, and so is our company, but whether a national policy can be altered or an exception taken just for the sake of a new condition in a single city I cannot tell.

"For half a dozen years we sold machines with interest on time contracts, in competition with firms who sold on time without interest. So I know that to charge interest is feasible and no business will be lost. Cash is as valuable to a dealer as it is to a manufacturer, and also to a purchaser. If a purchaser finds he can get the machine and keeps his cash for a while, he is a poor business man if he does not take advantage of the opportunity to borrow without cost. The new rule will greatly increase the number of cash sales and the number of large payments on instalment sales. In that way it will greatly benefit the business. If the agreement is perfected I shall certainly submit it to the company for sanction. The city agents who handle Columbias can charge interest if they desire to, and with our approval. Our action in the company's store here depends upon the decision of the company officers."

Mr. Johns' opinion regarding the beneficial effect of the rule on the business was indorsed by every dealer whom the Talking Machine World correspondent interviewed on the matter.

"We always have charged interest," said E. P.

Andrew, manager of the piano and talking machine department of the J. L. Hudson store. "We couldn't see a square deal in any other method. It wasn't fair to the man who paid cash to charge him just as much as some one who might not pay us in a year. Besides, to charge interest enables a dealer to take care of his patrons properly. Otherwise, there is a loss in repairs, unless a high price is placed on the repairs."

S. E. Clark, of Grinnell Bros., and Max Strasburg are the committee who called upon the dealers with the proposition. The rate of interest specified in the agreement is 6 per cent.

The business is speeding along right lively. At such a rate, in fact, that those dealers who thought they had fortified themselves against any possible shortage in the holidays by buying in advance and storing, have made large holes in their reserve stock and now are looking around for some jobber to ship enough to fill the holes. Victor dealers are short of all styles costing more than \$75; that is, short when their stock is considered in the light of demands that will be made upon it within two months. The Columbia store is getting in quite a number of the new "Leaders" at \$75, but they go out as fast as they come in. It is impossible to accumulate any advance stock of the \$50 "Favorites," and with the "Mignonettes" it is a case of hoping they will get some. The new "Eclipse," in oak, has made quite a hit, the first shipment going out as soon as it arrived.

Oak doesn't go well except with the low-priced machines. In styles ranging from \$15 to \$50, in both Columbias and Victors, oak is the favorite finish, but from \$50 up mahogany has the call and increases in percentage with the higher price of the machine. It is not a case of mahogany costing more than oak, but of matching the furniture. The well-to-do people, who buy the high-priced styles, generally have a good deal of mahogany in their homes. At \$75 oak and mahogany run about even; at \$100 the rate is four to one in favor of mahogany; at \$150 it is ten to one.

And the demand in Detroit persists in running strongly to the high-priced styles. While a year ago the \$50 machines marked practically the low level, now it is the \$75 styles.

"I believe 95 per cent. of our business is in machines selling at \$75 or better," said E. K. Andrew, talking machine manager for Hudson's. He looked over an account book and verified his guess. "We have several cords of low-priced ma-

chines stored up under the roof which we haven't even opened up yet. We presume, however, that in the holidays we will have use for them all. But we are skimming hard, right now, to replenish our stock of high-priced machines."

Max Strasburg is showing one of the new Victor "school machines," designed especially for use in school rooms and fitted with a horn to throw the sounds to the distant corners of big rooms. "It's a good thing, and we will sell some of them, particularly to the parochial schools," said Mr. Strasburg. "But the public schools are all pretty well supplied with Victrolas now and, of course, they won't trade. Most of the schools have the best they could buy. If one bought a \$200 machine, a neighboring school wouldn't be satisfied with anything cheaper. They use them in demonstrating, in music lessons, just how a song should be sung, and for marching and athletic exercises."

The extensive additions to the talking machine department of Grinnell Bros. have not yet been completed. It was a greater task to finish the new store than one anticipated, but it will be ready in a few days.

S. E. Lind, city sales manager for the Columbia Co., has been in a hospital for a week. He underwent an operation, but it was not a serious one, and he will be back at his desk some time this month. Robert Barclay has signed up with the Columbia Co. to travel in Michigan.

C. O. LeBaron, who formerly had a piano store in the University Building, has moved to Fairview, an eastern suburb, and opened up a combination talking machine and piano store. He has made a contract with the Columbia Co.

VICTROLA AS A PRESS AGENT.

Instrument Placed in Lobby of Casino Theater, New York, and Attracts Crowds by Playing Over Song Hits of the Show.

A Victrola as a press agent is the latest idea adopted by the manager of a successful musical comedy, "Miss Caprice," now playing at the Casino Theater, New York. A Victrola was placed in a prominent position in the lobby of the theater and throughout the afternoon and evening played almost continuously the leading selections and the score of the piece. The original advertising stunt attracted a large crowd both in the lobby and on the street, and as the music was good many of them stayed for a considerable time listening. Whether or not the idea resulted in the increased sale of seats has not yet been announced.

Remember there are others anxious to fill your place, and if you are dissatisfied and indifferent to your duties, you are doing more harm to yourself than anyone else—quit.

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 TALKING MACHINE TRADE IN MEXICO

Reviewed by Rafael Cabanas, President of the Mexican Phonograph Co., Which Handles the Columbia Line—Says Disturbances Are Confined to Few Districts and Have Been Greatly Magnified—Displays Faith in Future by Advertising "Talkers" Heavily.

Rafael Cabanas, president and general manager of the Mexican Phonograph Co., Mexico City, Mex., was a visitor for several weeks recently at the headquarters of the Columbia Graphophone Co., Woolworth building, New York. Mr. Cabanas enjoyed a ten days' vacation at the summer home of Vice-President Burns, of the Columbia Co., at the Thousand Islands, and the rest of his time he spent in conference with the officials of the Columbia Co. on plans and outlines for the ensuing year's business.

The Mexican Phonograph Co., which represents Columbia products exclusively, occupies an unique position in the talking machine realm by reason of the wonderful extent of its business. Some idea of its magnitude may be gleaned from the statement of Mr. Cabanas, that it does from 65 to 70 per cent. of the entire talking machine business closed in Mexico, and the Mexican public is recognized

is particularly true in the country districts where the troubles have been most pronounced, but we are all hoping that normal conditions will soon be enjoyed.

"Our company showed its faith in the ultimate settlement of all disturbances by continuing to advertise throughout the entire period of revolution and trouble. We have always been liberal advertisers in the Mexican newspapers, and advertising is one of my hobbies. There are three or four leading newspapers in Mexico in which our advertising can be found year in and year out, and this advertising is producing gratifying results. We also advertise regularly in a few Mexican weeklies, and in addition utilize billboards and other means of publicity which we have found of considerable value in maintaining and increasing our prestige and business. One of these publicity 'stunts' is the installation of an immense sign ad-



One Method of Advertising the Columbia Line in Mexico.

as one of the foremost exponents of the musical qualities of the talking machine.

Rafael Cabanas has been connected with the talking machine industry for more than twelve years, and possesses a detailed knowledge of the business. His views on conditions in Mexico are therefor interesting.

"Our business this year has naturally suffered considerably from the ill effects of the Mexican revolutions," stated Mr. Cabanas in a chat with *The World*. "At the same time, however, there is an exaggerated idea apparent in this country regarding the extent of the business losses sustained by the merchants of Mexico, and the actual loss is not nearly as great as the average American business man believes.

"The one redeeming feature of the serious Mexican revolutions is the fact that the fighting and disturbances are confined to certain parts of the country districts, and are not by any means universal. In the sections of Mexico where the disturbances have made their presence most strongly felt we naturally do not expect to close any business, which is, of course, at a standstill. The heavy losses in these districts are more than offset, however, by the satisfactory status of business in the sections under Government control, and when our fiscal year closed the first of July we showed a gain over the business consummated the previous year. This gain was not, of course, what we expected, nor what it would have been with normal conditions, but it affords evidence that business is not at an absolute standstill throughout Mexico.

"The revolutionary disturbances have, of course, retarded the expansion of our business, as the matter of credits must be carefully watched and considered during these periods of uncertainty. This

advertising our products in the official bull fight arena, and I may add that this sign is one of our best advertising novelties.

"From July 1 to date we have done about 60 per cent. of the business we closed during the similar period of 1912, and we have no cause to complain

at this record, considering the severe handicaps to Mexican industry. Our branch offices throughout Mexico are inclined to be optimistic in their reports and the future is promising.

"The popularity of the Columbia products in Mexico is growing by leaps and bounds, and they have far out-distanced all competitors in point of sales. The Mexican records issued by the Columbia Co. have experienced a phenomenal sale, and as each new list is issued our clients' enthusiasm regarding the perfect reproduction increases in proportion. The cheaper class of machines are at present at the height of their popularity in Mexico, but the more expensive types are gaining ground fast.

"The subject of politics is, of course, the question of the day in Mexico just now, and there are many variances of opinion. Personally I believe that President Wilson of this country is making a



Rafael Cabanas.

serious mistake in failing to suitably recognize the Huerta administration. Those acquainted with the true conditions in Mexico fully understand that the Huerta Government has the situation in hand as well as can be possibly done under the handicaps it is proceeding under. What the Huerta Government needs most is money, and this can only be secured when the Government is recognized by the foreign countries.

"The election of President Huerta, contrary to newspaper reports, was absolutely legal. The fixed succession of officers to the Mexican Presidency was faithfully carried out and there is no question but that Huerta's election was every bit as legal as that of Madero. This country should recognize Huerta, as by doing so it will confer a blessing on the entire populace of Mexico."

The successful mountain climber is often caught in a blinding storm when he is near his goal. Remember he struggles on, with no thought and desire to retreat.

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

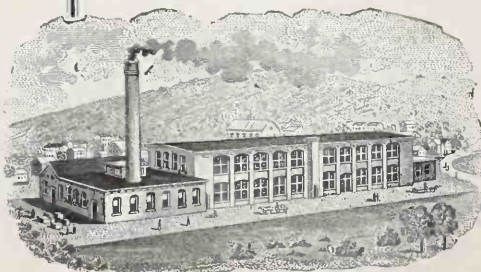
FURNISHED in Puritone or your own envelopes packed in different sizes. Quality guaranteed. Price popular. Dealers can secure a sample package free. Send jobber's name with letter. Remember, a quality needle will help you; it means a profit and a following.

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.





The Columbia catalog just issued lists all the new Graphophones, Grafonolas, and Horn Graphophones—taking the initiative in several models, *leading* the market as *usual*. Write for your copy.



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

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

NEW YORK TRADE CONDITIONS VERY SATISFACTORY.

Majority of the Jobbers and Dealers Well Satisfied with the Manner in Which the Fall Trade Has Opened Up and Are Optimistic Regarding the Coming Business—Brisk Demand for Records—All Lines of Machines and Records Share in Popularity.

Local trade in the talking machine field has been eminently satisfactory the past month, and a general feeling of optimism is apparent in all circles. Distributors and dealers all testify to the opening of a gratifying trade that gives every indication of continuing for the allotted span of fall and winter activity. If predictions are any key as to the probable prosperity of the talking machine industry in local territory, 1913 should be a record breaker, as with few exceptions dealers and distributors unite in proclaiming that a banner machine and record season is imminent.

With last year as a powerful example of the inconvenience and annoyance that is to be experienced by delaying the placing of holiday orders until the last moment, the dealers are paying careful attention to the condition of their stocks and placing substantial orders with the factories for immediate delivery in order to have a full equipment on hand for the holiday season. All of the distributors report a heavier advance order list than during any previous year, and those dealers are few and far between who are holding the bulk of their holiday orders until the eleventh hour.

The opening of the school season last month, and the resumption of normal conditions in the schools during the past few weeks, has been responsible for considerable activity by talking machine dealers in this direction. This particularly applies to the nearby suburbs and smaller cities, where the foundation for the purchase of a talking machine outfit was laid by the dealer last season and educational and missionary work carried on energetically. Practically every public school in New York either owns or contemplates the purchase of a talking machine outfit, and local dealers are reaping a harvest of profitable business from the favorable impression that the talking machine is making on the school children, who in turn transfer their enthusiasm to their parents, with gratifying results for the dealer.

Probably the most important feature of local trade the past month has been the unusually brisk demand for talking machine records. This is probably due to several reasons, which include the consistent newspaper advertising inserted by the leading members of the trade, the opening of the English opera season and the near approach of the opening of the Metropolitan opera season. It should also be considered that the return to their city residences of summer vacationists influences the sale of records, as the owners of talking machines who have been away all summer naturally desire to secure the new records that have been issued during their absence. As a result of this heavy record business, the sale of machines has also been considerably benefited, and both the record and machine divisions of the industry are showing substantial gains over last year in local territory.

The past month has, of course, witnessed the

resumption of regular newspaper advertising by leading dealers, piano houses and department stores, and if the advertising used the past few weeks is any criterion of future talking machine publicity, this fall will be noteworthy as a season that featured the best talking machine publicity ever introduced by the local trade. Strong, forceful advertisements that tend to both educate the public and produce sales have been prominently displayed in the local press, and with excellent results.

The Columbia Graphophone Co., 89 Chambers street, in addition to reporting the best September in its history, is far ahead of the first two weeks of last October. R. F. Bolton, manager of the store, is enthusiastic over the immediate outlook, and reports the addition of an unusually large number of new accounts. Among these new Columbia boosters are the Star Gramophone & Supply Co., 97 East 138th street, New York, and the Adria Phonograph Co., 67 East Ninth street, New York. Both of these firms, besides placing substantial orders for machines, will devote their energies to the cultivation of a foreign record business, which offers a particularly active trade in their respective territories.

The Bremner Co., the well-known downtown Victor headquarters, is closing a business well in advance of last fall. J. G. Bremner, president of the company, is enthusiastic over the new device, the "Masterphone," which he is handling, and states that many orders for this device have been received from well-known financial men, who are numbered among his patrons. The Bremner Co. has been particularly fortunate in the sales of Victrola XVI's, having disposed of an unusually large number of these machines during the past few weeks.

John Schoonmaker & Sons, Newburgh, N. Y., who opened a Columbia department this spring, report a most gratifying success with their new department. The firm only recently placed a very large order for machines and records in order to adequately cater to its fall trade.

The New York Talking Machine Co., 81 Chambers street, the prominent Victor distributor, is having the most successful season in its history, and this is "going some," as last year was a record breaker. The new record racks, recently installed in the front section of the store for the convenience of the company's dealers is proving of great value, and visiting dealers have all expressed keen interest in the practicability of this system. The company's new show window is now completed, and the first display is a model of dignified attractiveness. G. T. Williams, manager of the company, is at present away on a belated vacation.

The Blackman Talking Machine Co., 97 Chambers street, Victor and Edison distributor, is being kept busy filling advance orders from its dealers

for holiday trade. The company is now utilizing extra showroom space, and a complete line of Victor and Edison products is now shown on the floor for the benefit of visiting dealers. Edison Blue Amberol records are in the midst of an unexpected spurt, and orders are coming in from all of the company's dealers for the new records just issued. The new Victrola X is a prime favorite with Blackman dealers and is selling far beyond all expectations.

The Pease Piano Co.'s Columbia and Victor business is proving very satisfactory, and this house, in common with the other local piano houses, reports the sale of a number of pianos and player-pianos as a result of featuring a talking machine department. During the past month several expensive instruments were sold by the piano sales staff to purchasers of talking machines and records, who would not have been in the store if the company had no talking machine department.

The talking machine department of John Wanamaker is having marked success with the Edison language outfits, which are always in heavy demand this time of the year. This department is also closing very many sales of Victrola XVI's, which they display in the center of the main showroom to excellent advantage.

Landay Bros., 563 Fifth avenue, the well-known Victor distributors, are doing a splendid Victor record business. Window show cards and timely advertising have all contributed to the marked success of the Landay record business.

The Silas E. Pearsall Co., Victor distributor, 18 West Forty-sixth street, has started its fall trade with vim and vigor in its handsome new building, and Manager Bobzin is enthusiastic over the outlook.

General optimism is expressed by all of the following talking machine departments, who are closing an excellent fall business: Charles H. Ditson & Co. (Victor); F. G. Smith, Brooklyn and New York (Columbia); Tower Manufacturing & Novelty Co. (Edison); Greenhut-Siegel Cooper Co. (Victor and Edison); Columbia Graphophone Co., 35 West Twenty-third street, New York, and Gimbel Bros. (Victor and Columbia).

LARGEST ELECTRIC CREDIT SYSTEM.

One of the big retail stores in New York City has ordered a complete telephone credit system, which is said to be the largest equipment of this kind yet installed in a department store. It will connect 100 departments with the central credit desk, with an ultimate capacity of 150 telephones. Under this plan the sales person desiring to obtain an O. K. on any request to have purchases charged will have but to press a button on the box of the instrument to reach the person in charge of an indexed list of credits. The sales person places the order slip in a stamping attachment on the instrument, and, if credit is to be granted, the person at the credit desk presses a lever and the check is stamped O. K. The plan places the credit department in constant touch with every part of the store and reduces to a minimum the long waits sometimes inflicted on charge customers.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

WASHINGTON, D. C., October 7.—SOUND CONVEYING TUBE FOR TALKING MACHINES. Eldridge R. Johnson, Philadelphia, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,071,055.

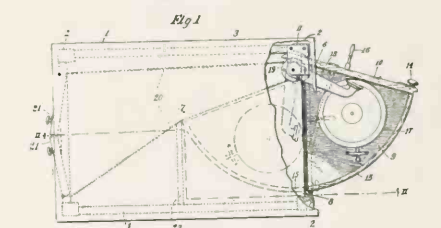
The main objects of this invention are to provide in a talking machine simple and efficient means for supporting a sound box and for conveying sound waves therefrom, and to provide other improvements.

In the accompanying drawings Fig. 1 is a side elevation of a talking machine constructed in accordance with this invention; Fig. 2 is a fragmentary top plan view partly in section of a portion of the same, and Fig. 3 an enlarged fragmentary rear end elevation of a portion of the same.

CABINETED GRAPHOPHONE. Thomas H. Macdonald, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,071,067.

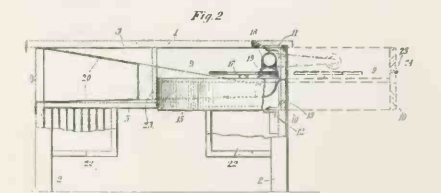
This invention relates to talking machines, and is especially adapted to the type employing disc sound records.

Among the objects of the invention is the production of a combined graphophone and table or desk (or "cabineted graphophone"), so constructed and arranged that the graphophone may be utilized without interfering with the use of the device as

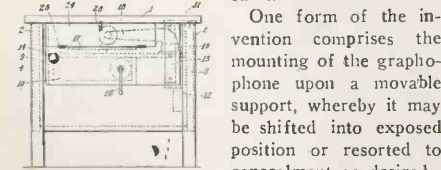


a table, and vice versa, while the table serves as a casing or cabinet to support and enclose the graphophone.

Other objects of the invention are to simplify the construction and arrangement of the parts; to pro-



vide a dustproof cabinet which is neat and attractive in appearance, and at the same time improves the quality of the audible reproduction from the graphophone; and to render the parts of the graphophone readily accessible when desired, while normally concealing the same.



One form of the invention comprises the mounting of the graphophone upon a movable support, whereby it may be shifted into exposed position or resorted to concealment as desired.

In the drawings Fig. 1 is a plan view partly broken away, showing the cabineted graphophone in its exposed position, the dotted lines indicating

its position when enclosed within the cabinet; Fig. 2 is a vertical section of the same, taken through line II—II of Fig. 1, showing the graphophone enclosed within its cabinet, indicating its exposed position by dotted lines, and Fig. 3 is an end elevation, viewed from the right of Figs. 1 and 2.

SOUND REPRODUCING INSTRUMENT. Francis S. Kinney, Butler, N. J. The Farmers' Loan & Trust Co., New York, executor of said Kinney, deceased. Patent No. 1,071,436.

This invention relates to certain improvements in recorders for machines for reproducing sound, such as phonographs and graphophones. In recorders as now ordinarily constructed the diaphragms are formed of a thin piece of glass held in position at its edges in the holder of the recorder, this diaphragm being thrown into vibration by the sound waves. The character of the vibrations, of course, depends upon the quality of the tones, and it sometimes happens that where a sound has been such as to produce a vibration of great amplitude, the diaphragm will, after the reproducer has operated on the recording surface, be given a secondary vibration, producing a secondary indentation where none should be made, or the rebound of the diaphragm, after the reproducer has operated, will be of such amplitude that a weaker sound will fail to overcome it and force it down in time so that the reproducer may properly record it.

Furthermore, in sound recording machines as now ordinarily constructed the reproducer which is actuated by the diaphragm and which acts upon the recording surface is braced by a comparatively stiff brace extending back from the reproducer to the wall of the diaphragm casing or to the securing device by which the diaphragm is retained in the casing. This stiff brace, while it permits the reproducer to move under the actuation of the diaphragm, requires that the reproducer always move in the arc of a circle. The movement of the reproducer is so slight, however, with respect to the radius of the arc, that the movements may be considered as substantially right line movements, and there being practically no elasticity or resiliency in the brace the tone value of the diaphragm vibrations are not always transmitted to the cutter. Furthermore, in sound recording instruments the opening in the holder of the recorder for the pipe or tube through which the sound waves are conducted to the diaphragm has been heretofore led into the casing substantially centrally thereof and the tube extends down thereinto, so that a vertical column of what may be termed dead air has to be overcome by the sound waves before they reach the air chamber between the top of the diaphragm and the recorder.

It is one of the objects of this invention to provide an improved controller for the diaphragms of sound recording instruments, this controller operating, after the record has been made by the reproducer, to prevent the diaphragm in return vibration from passing too far beyond its normal plane. A further object of the invention is to produce an improved reproducer holder which shall be more sensitive to the vibrations of the diaphragm and transmit them more accurately to the reproducer cutter. A further object of the invention is to produce an improved brace by which the reproducer is held in position. A further object of the invention is to produce

an improved recorder in which the sound waves shall be directed to the diaphragm in such a manner as to make it unnecessary to overcome a column of dead air before the vibrations reach the chamber between the diaphragm and the recorder casing.

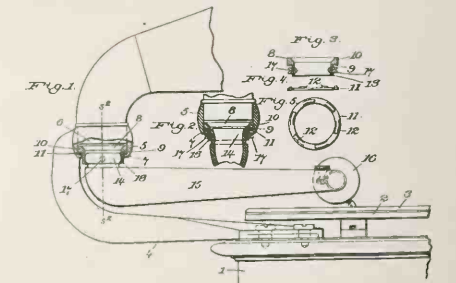
Referring to the drawings Fig. 1 illustrates in side elevation a recorder embodying certain features of the invention; Fig. 2 is a plan view of a part of the construction shown in Fig. 1; Fig. 3 is a sectional view illustrating the preferred form of vibration controller; Fig. 4 is a plan view of the construction shown in Fig. 3; Fig. 5 is a view of another form of vibration controller; Fig. 6 is a detail sectional view of the recording stylus, illustrating its means of attachment to the diaphragm.

TALKING MACHINE. Henry Blake Babson, Chicago, Ill., and Andrew Hauf, Caldwell, N. J., assignors to Universal Talking Machine Co., New York. Patent No. 1,074,080.

This invention relates generally to talking machines and has particular reference to the mounting of the sound conveying tube connecting the re-

producer and the horn, this application being a division of that filed March 7, 1905, Serial No. 248,872.

Ordinarily the sound conveying tube, or taper arm, as it is generally known, is mounted in a manner to permit free movement of the reproducer in planes parallel and at right angles to the surface of the record and in providing for such movements of the reproducer various constructions have heretofore been devised which are objectionable owing to complication and resulting cost of manufacture, accuracy of adjustment required and liability of getting out of order, difficulty in assembling parts, etc., etc.

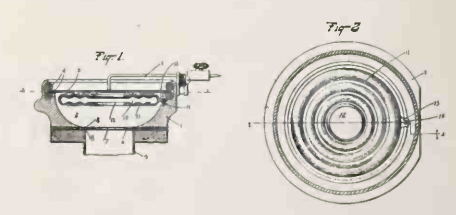


The present invention is designed to overcome the objections above pointed out by producing an extremely simple and effective form of mounting employing a minimum number of parts of simple construction, the assembling or removal of which requires neither skill, experience nor special tools and may be readily accomplished by the average user of a machine.

In the drawings Fig. 1 is a view in side elevation with parts in section, showing the invention applied to a well known type of talking machine. Fig. 2 is a sectional view taken on the line s-s, s-s, of Fig. 1. Figs. 3 and 4 are detail views in section, and Fig. 5 is a plan view of one of the parts, conveying tube is held in suspended relation.

SOUND-BOX. Adolph C. J. Constabel, Honolulu, Hawaii. Patent No. 1,073,961.

This invention relates generally to sound boxes, and more particularly it is directed to one characterized by the use of a resonance box placed in juxtaposition to the diaphragm, but spaced from the same so that a thin layer of air is provided between the resonance box and the diaphragm within the sound box.



The principal object of this invention is the provision of a new and improved sound box containing a resonance box the parallel walls of which are provided with concentric corrugations and an

between the resonance box and the diaphragm within the sound box.

The principal object of this invention is the provision of a new and improved sound box containing a resonance box the parallel walls of which are provided with concentric corrugations and an

axial opening substantially axial with the diaphragm. This resonance box serves as a medium whereby the sound waves set up by the vibrating diaphragm are further developed, while the frictional sounds produced by the contact of the needle on the record are reduced to the minimum by the same.

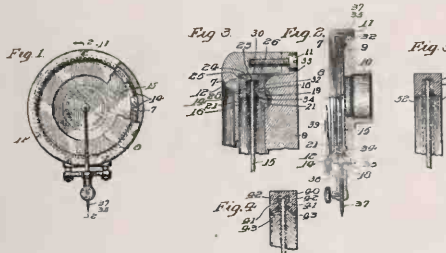
Fig. 1 is a vertical sectional view on the line 1-1 of Fig. 2; Fig. 2 is a horizontal sectional view on the line 2-2 of Fig. 1.

SOUND-BOX. Albert C. Diehl, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,073,408.

This invention particularly relates to the mounting or gasket which holds the diaphragm of a sound box by engaging the opposite face of said diaphragm.

The principal objects of this invention are to provide simple and efficient means for supporting the diaphragm in sound boxes, comprising a pliant mounting embracing said diaphragm, and having opposed sharpened bearing edges which lightly engage the opposite faces of said diaphragm in hair lines concentric with and adjacent to its periphery, and which provides a uniform free space surrounding the circumferential edge of said diaphragm; to provide means to retain said diaphragm mounting; and to provide means to prevent distortion of the sharpened edges of said mounting, and to prevent the adjustment of said retainer, effecting excessive pressure upon each of said bearing edges.

The form of stylus mounting herein shown is



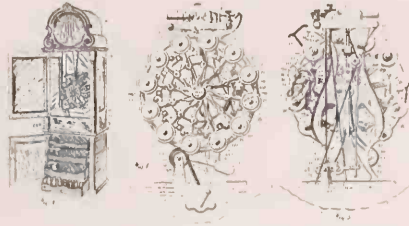
merely selected for convenience of illustration and forms no part of this invention, but is claimed in a separate application, Serial No. 579,835, filed August 31, 1910.

The form of this invention provides a sound box diaphragm with a pliant or elastic mounting which comprises a unitary annular gasket embracing the edge of said diaphragm, and having an internal undercut groove, providing a channel forming annular shoulders, the edges or rims of which engage lightly the opposite marginal faces of said diaphragm in hair lines concentric with the periphery thereof; a sound box casing, providing a seat for said mounting; and a back plate or cap for said sound box provided with a chamfered edge and a groove concentric therewith, forming a circular ridge arranged to retain said mounting in the seat provided therefor, by engaging it between the inner and outer edges of its lateral wall, thus effecting the maximum pressure centrally around said wall, and permitting the margins of said mounting to be distorted into the recesses formed by said groove and chamfered edge, whereby the sharpened rims of the annular shoulders lightly engage the opposite faces of the peripheral margin of said diaphragm.

In the accompanying drawings, Fig. 1 is a side elevational view of a sound box embodying a convenient form of this invention; Fig. 2 is a central vertical sectional view of said sound box taken on the line 2-2 in Fig. 1; Fig. 3 is an enlarged fragmentary sectional view of the structure shown in Fig. 2; Fig. 4 is a fragmentary sectional view of a slightly modified form of diaphragm mounting, and Fig. 5 is a fragmentary sectional view of another modified form of mounting.

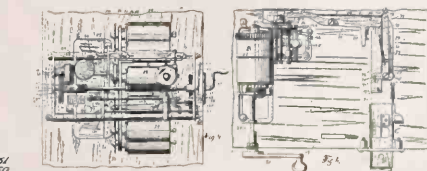
MULTIPLE PHONOGRAPH. Julius Roever, New York. Patent No. 1,072,873. The object of this invention is to produce a machine of this kind in which the mechanism is absolutely reliable and will operate successfully and for a long time without getting out of order, and in which the machine can be adapted for use as a so-called home machine—that is, for use in private places, where all the records can be played consecutively, or se-

lectively, as desired, or in which slot machine mechanism can be used for adapting the machine to public places where by the dropping of a coin a record or records can be played. A machine of this general kind is not broadly new, but such a machine is for its success necessarily dependent on the construction and arrangement of many of its parts, and this invention relates especially to certain features of construction or groups of co-

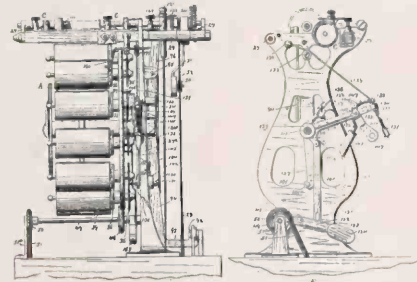


acting parts, which will enable the beforementioned result to be attained in a mechanical and reliable manner.

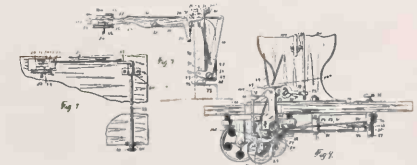
Fig. 1 is a perspective view of the complete machine with the case thrown open so as to show the general arrangement of the parts. Fig. 2 is an enlarged front elevation of the upper portion of the machine showing especially the arrangement



of the record wheel, the grouping of records and the relation of the carriage to the record wheel. Fig. 3 is a rear elevation of the structure shown in Fig. 2. Fig. 4 is a plan view of the record wheel and carriage. Fig. 5 is a side elevation of the upper part of the machine which comprises the greater portion of the mechanism. Fig. 6 is an inverted plan view of the motor and the mechan-

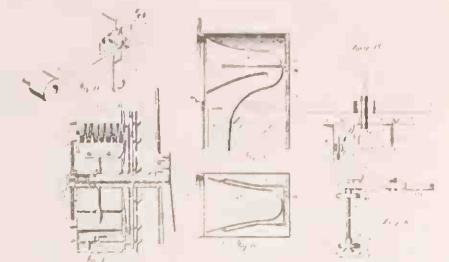


ism for starting and stopping it either by a coin-controlled mechanism or by other manual means. Fig. 7 is a detail of the means for starting and stopping the motor, showing the arrangement of both the coin or slot mechanism and the secondary or manual means of stopping and starting. Fig. 8 is a detail inverted plan showing especially the ordinary manual means of starting the motor. Fig.



9 is a side elevation of the motor and is connected hand controlling and regulating parts. Fig. 10 is a rear elevation of the upper part of the machine with a portion of the mechanism removed, and showing especially a part of the mechanism for advancing the records from one position to another. Fig. 11 is a detail of one of the shifting pawls and connections used in shifting the records. Fig. 12 is a detail sectional view of the record wheel, and shows particularly the manner in which it is mounted and supported. Fig. 13 is a detail sectional view illustrating in side elevation the horn of the machine and its support. Fig. 14 is a sectional plan view of the horn and its sup-

port. Fig. 15 is a detail of the mechanisms for controlling the speed of the motor, and Fig. 16 is a sectional plan view showing means for supporting



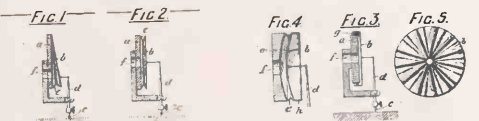
the friction wheel for turning the record wheel for the purpose of selecting a record.

ACOUSTICAL INSTRUMENT. Louis Lumiere, Lyons, France, assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,072,477. This invention relates to improvements in acoustical instruments such as telephones, microscopes, stethoscopes, talking machines, musical instruments and, in general, any instrument used for the reception or transmission of sounds.

The invention consists in a certain construction of sound box for such instruments, the details of which will be given below.

The essential features of the invention are an extensible chamber with a stationary wall, a movable wall adapted to be reciprocated toward and away from the stationary wall, and means between the two walls for preventing the escape of air between them, but allowing perfect freedom of the movable wall to move in unchanged form and to any extent that may be practically required.

According to this invention a sound box for acoustical instruments is obtained comprising a stationary wall having an opening therein for the passage of the sound waves, a movable wall adapted to be reciprocated toward and away from the stationary wall, and means between the edges of the movable wall and the stationary wall to prevent the escape of air between them, such means, however, leaving the movable wall free to move as a whole in substantially unchanged form to any extent that may practically be required, and offering substantially no resistance to the movement of the movable wall whatever the position of the latter with regard to the stationary wall, so that the position and movement of the movable wall is regulated entirely by the sound waves or means through which the movable wall is reciprocated. Further, according to this inven-



tion the whole of one side of the extensible chamber moves, and not merely the central portion thereof, thus producing a more effective reproduction.

Fig. 1 is a sectional elevation of one construction of talking machine sound box embodying the invention; Fig. 2 a similar view of the modified form of this invention. Fig. 3 is a similar view of a further modification of this invention. Fig. 4 illustrates a modified form of this invention which has been found of value for obtaining rigidity in the movable wall. Fig. 5 shows a further modified construction of this invention for the same purpose.

VISITED TRADE IN WEST.

George W. Lyle, general manager of the Columbia Graphophone Co., accompanied by John A. B. Cromelin, manager of the Columbia Co.'s European interests, recently made a short trip through the Middle West, visiting the principal cities in this territory.

Remember that you are heir to all the experience of the world, the experience of those that have lived, as well as those that are working along side of you.

RECORD BULLETINS FOR NOVEMBER, 1913

VICTOR TAKING MACHINE CO.

Table of record listings for Victor Taking Machine Co. including titles like 'Carlos—One-step (Aguirre)', 'Hello Boy—Two-step (Carluen)', 'Mammy Jinny's Jubilee', etc.

Table of record listings for Thomas A. Edison, Inc. including titles like 'Love Has Eyes (Sir Henry Bishop)', 'Trovatore—Dramatic voice (Lowe)', etc.

THOMAS A. EDISON, INC.

Table of record listings for Thomas A. Edison, Inc. including titles like 'O, Happy Day, O Day So Dear', 'The Curse of an Aching Heart', etc.

COLUMBIA GRAPHOPHONE CO.

Table of record listings for Columbia Graphophone Co. including titles like 'Elisir d'Amore (Donizetti)', 'Fedora (Giordana)', etc.

Table of record listings for 12-INCH RECORDS. Double. including titles like 'Carolina White Sings Two "Aida" Arias', 'Aida (Verdi)', 'Ritorna Vincitor', etc.

EXPORTERS' CONVENTION.

John Bassett Moore Discussed the Relations of Exporters to Government.

John Bassett Moore, chief counselor to the Department of State, was the principal speaker at the dinner following the fourth annual convention of the American Manufacturers' Export Association at the Hotel Astor the evening of September 25.

At the business session of the convention Mr. Rutter, of the Bureau of Foreign and Domestic Commerce, spoke on "The Need for Study of Foreign Trademark and Patent Laws."

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- Chicago, Ill., Columbia Graphophone Co., 101 N. Wabash Ave.
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- Pittsburgh, Pa., Columbia Graphophone Co., 101 Sixth St.
- Portland, Me., Columbia Graphophone Co., 550 Congress St.
- Portland, Ore., Columbia Graphophone Co., 371 Washington St.; Eilers Music House.
- Providence, R. I., Columbia Graphophone Co., 119 Westminster St.
- Rochester, N. Y., The Grafonola Company, 38 South Ave.
- Sacramento, Cal., Kirk, Geary & Co.
- Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
- San Francisco, Cal., Columbia Graphophone Co., 334 Sutter St.
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- Spokane, Wash., Columbia Graphophone Co., 818 Sprague Ave.
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