

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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



Victor-Victrola

A Corner of the Music Room
in the White House



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Records in stock all
Cabinets the time.

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Quick Service for all points in the Northwest. Machines, Records, Supplies.

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TRY US FIRST**

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

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- Louisville, Ky., Columbia Graphophone Co., 425 South Fourth St.
- Milwaukee, Wis., Albert G. Kunde, 516 Grand Ave.
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- New Haven, Conn., Columbia Graphophone Co., 25 Church St.
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- 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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- Tampa, Fla., Tampa Hardware Co.
- Terre Haute, Ind., 640 Wabash Ave.
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DEALERS WANTED—Exclusive selling rights given where we are not actively represented.

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

Headquarters for Canada:

Columbia Graphophone Co., 363-5-7 Sorauer Ave.

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SANGER BROTHERS
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VICTOR
Distributors

"We ship the same day."

Southern Victor Dealers

Largest Stock VICTROLAS and RECORDS.
Prompt Shipment and Low Freight Rates.

WALTER D. MOSES & CO.
Oldest Music House in Virginia or North Carolina.
RICHMOND, VA.

Edison Phonograph Distributors
for the SOUTHWEST

All Foreign Records in Stock

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Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street BOSTON, MASS.

PACIFIC COAST DISTRIBUTORS OF

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

**The Chicago
Edison Jobber**

The perfection of Musical Instruments—THE EDISON diamond disc PHONOGRAPH—with EDISON double disc records.

THE PERFECTION OF SERVICE—Our Service.

The Perfection of advertising for the dealer—Our plan.

The Phonograph Company
229 So. Wabash Ave. CHICAGO

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your card in the June List.

The Talking Machine World

Vol. 10. No. 5.

New York, May 15, 1914.

Price Ten Cents

W. STEVENS HOME FROM EUROPE.

Manager of Foreign Department of Thomas A. Edison, Inc., Completes Arrangements for Transferring European Business of Company to Orange—Increasing Popularity of Edison Products Abroad—Blue Amberol Liked.

Walter Stevens, manager of the foreign department of Thomas A. Edison, Inc., returned to Orange, N. J., recently after an extended trip to Europe, during which he visited, London, Berlin, Paris and other prominent European cities, but spending the major part of his time in London looking after the interests of the Edison companies.

Prior to Mr. Stevens' leaving for Europe the officials of Thomas A. Edison, Inc., had decided to transfer the entire European phonograph business to the main offices at Orange, leaving the various European branches free to concentrate their efforts on the development and cultivation of their moving picture film business. While abroad Mr. Stevens took care of the many details incidental to this important transfer.

Mr. Stevens found Edison products in Europe increasing their popularity steadily and consistently. The Blue Amberol records are proving ready sellers with the trade, while the advent of the Edison disc products is awaited with keen interest and expectation. In discussing the sale of records on the other side of the Atlantic Mr. Stevens remarked that there is a continued demand for ragtime selections, although there is a very heavy demand for dance selections. England particularly is manifesting an unusual interest in dance music.

SUIT AGAINST THE VITAPHONE CO.

Fred Stern, President of Chamber of Commerce of Newburgh, N. Y., Brings Action Against Plainfield Concern on Charge That It Failed to Keep Agreement to Move to Former City as It One Time Planned.

(Special to The Talking Machine World.)

NEWBURGH, N. Y., May 6.—Claiming that the Vitaphone Co., of Plainfield, N. J., a Delaware corporation, failed to live up to its agreement to locate a factory in Newburgh, N. Y., Fred Stern, president of the Chamber of Commerce of the latter city, has started suit in the New Jersey Supreme Court to recover \$500 paid for stock of the Vitaphone Co.

Papers in the suit were forwarded to Plainfield last week by Jacob L. Newman, attorney for Mr. Stern. As the parties concerned live in different counties the suit is brought in the Supreme Court. The Vitaphone Co. is authorized to do business in this State and has an officer here upon whom service may be made.

According to Mr. Stern's complaint, the Vitaphone Co. agreed to purchase property in Newburgh and build a factory for the manufacture of cabinets to contain the Vitaphone talking machine. With that understanding, Mr. Stern says, the citizens of Newburgh were prevailed upon to subscribe for stock. The Chamber of Commerce head says he bought fifty shares for which he paid \$500, receiving twenty shares of common stock as a bonus. He asserts that the Vitaphone Co. failed to buy any Newburgh property or locate a factory there.

The Vitaphone Co. manufactures its motors and assembles the metal parts in its factory at Plainfield. Mr. Stern says the agreement was that the motors were to be shipped to Newburgh for mounting in the cabinets to be manufactured there.

The Vitaphone Co. contends that the citizens of Newburgh failed to support the project and that it could not afford, therefore, to locate at Newburgh.

It is not so much what you are going to do as what you are doing that counts in the credit sheet.

MOVIES TO LEAD ORCHESTRAS.

Famous Conductors May Appear in Films in Dozens of Concerts at the Same Time.

A despatch to the New York World under recent date says that by means of films just placed on the market by the Meister Film Co. of Berlin the most famous musical directors will be enabled to conduct a dozen or more performances in different cities at the same time, and audiences of the future will be able to enjoy the conducting of great masters long after the musicians are dead.

This has been achieved by the use of master conductor films, and the film company will shortly give a huge concert here when all the most famous conductors will conduct by film-proxy.

Felix von Weingartner, after witnessing the first private performance, said:

"The success was extraordinary. The opera conducted was 'Carmen,' and the machinery for producing the film was so exact that after one trial the musicians were able to play with exactly the same accuracy as they would have done if a living conductor had been present. There is nothing mechanical about the performance, and the result is genius. A clever conductor can be transferred to a living orchestra for generations to come."

A number of well-known musicians have been invited to play in front of the moving films and a majority of them declare that the suggestive effect of movements shown on the film are quite as powerful as those of a living conductor.

The films already prepared show Weingartner conducting the "Egmont" overture, Gheilmrath von Schuch of the Dresden Royal Orchestra conducting "Tannhauser" and Oscar Fried in Berlioz's symphony fantastique.

Arthur Nikisch says the new films are an epoch-making invention and adds:

"How valuable, for instance, it would be to the present generation if it could see exactly how Wagner conducted the ninth symphony at the famous Bayreuth festival in 1872!"

COLUMBIA CO. BRINGS SUIT

Against Several Companies for Infringement of Patents—Statement by Legal Department.

The legal department of the Columbia Graphophone Co. made the following announcement this week:

"The American Graphophone Co. owns and controls a number of United States patents relating to talking machines, records and accessories, and is the intention of the Graphophone Co. to attack infringements of their patent rights; and in earnest of its purpose it has already instituted several suits, among others against the American Parlograph Corporation, the Triton Phonograph Co., Inc., Gimbel Bros., and other suits are in course of preparation.

"Owing to changes in the practise in the Federal Courts it is uncertain at this time when these cases will be reached for trial; but the legal department of the American Graphophone Co., Mauro, Cameron, Lewis & Massie, New York City, expresses itself as ready for immediate trial and as entirely confident of success.

TAKES ON TALKING MACHINES.

(Special to The Talking Machine World.)

ANAHEIM, CAL., May 3.—The Graham Furniture Co., one of the largest and finest furniture houses in this part of the country, located in this city, has just taken on the agency for the Edison disc phonograph. Albert Graham, who owns and conducts the enterprise, will take a strong personal interest in the new department.

One realizes that what you get for nothing is worth just that, when a lot of voluntary advice is handed to you.

VICTROLA WINS SUPERVISORS.

Mrs. Clark Demonstrates Value of Victrolas in Schools at National Conference in St. Paul—Many Noted Musical Authorities Present.

(Special to The Talking Machine World.)

ST. PAUL, MINN., May 6.—The value of talking machines in school work was exemplified in a striking manner at the seventh annual meeting of the National Conference of Music Supervisors. Mrs. Frances E. Clark had almost a full line of Victrolas in the West Hotel, the headquarters of the convention, and her intelligent demonstrations of the use that talking machines might have in the schools attracted much favorable comment from the teachers. Many of the Minneapolis schools have instruments of various kinds and have been trained to distinguish between good music and trash, and the visitors were much interested to hear the young critics place their seal of approval or disapproval on a long series of musical numbers of varying order of merit. The program was made up of numbers which the youngsters had never heard before, and their unerring judgment, in picking out the good music, highly entertained the teachers.

Among those in attendance were: P. P. Claxton, United States Commissioner of Education; Will Carhart, Pittsburgh, Pa.; Theodore Fitz, Greeley, Col.; Miss Mary Conway, New Orleans, La.; Miss Elsie Shawe, St. Paul, Minn.; Charles Fansworth, Columbia University; P. W. Dykema, University of Wisconsin; Mrs. Elizabeth Casterton, Rochester, N. Y.; Charles Miller, Lincoln, Neb.; Dr. E. A. Winship, Boston, Mass.; Miss Frances Wright, Des Moines, Ia.; Ralph Baldwin, Hartford, Conn.; C. A. Fullerton, Cedar Rapids, Ia.; D. A. Clippinger, Chicago, Ill.; Arthur Mason, Columbus, Ind.; Miss Estelle Carpenter, San Francisco, Cal.; Miss Ida Fischer, San Jose, Cal.; D. B. Gebhart, Missouri Normal School, Kirksville, Mo.; Osburne McConathy, Northwestern University; Miss Lillian Watts, Marquette University, and numerous others of equal prominence in the musical world.

Their appreciation of Mrs. Clark's demonstration was universal, and the general verdict, if one had been called for, would have been that talking machines are indispensable in modern schools.

SETTLED IN NEW HOME.

American Phonograph Co. Completes Removal of Headquarters from Gloversville to Albany, N. Y.—Occupies Handsome and Commodious Quarters in the Latter City.

(Special to The Talking Machine World.)

ALBANY, N. Y., May 6.—The American Phonograph Co., the well-known Edison jobber, formerly of Gloversville, N. Y., is now fully settled in its handsome new home at 707-709 Broadway, this city. The building covers a floor space of 40x200, and the company occupies two entire floors.

The main floor is occupied by the executive and sales offices, and several attractively furnished soundproof booths are also located on this floor. Every possible convenience for the company's dealers is incorporated in the furnishings and sales systems in the new building, and a cordial invitation is extended to all Edison dealers to visit the American Phonograph Co.'s headquarters when in Albany. A splendid trade has already been closed in the new home, and the company is well pleased with the outlook. This company, which is an exclusive Edison jobber, has two traveling men who cover northern New York, northern Pennsylvania, Vermont, part of New Hampshire and western Massachusetts.

Don't keep shifting your footing on the Ladder of Success. You're apt to step on the fingers of the man below you.

BEAUTIFULLY ARRANGED TALKING MACHINE ROOMS

Are Those of the Silas E. Pearsall Co., the Old-Time Talking Machine House of New York, and of Which Charles Bobzin Is Now Manager—Illustrations Give an Idea of the Equipment and Artistic Arrangement—Possess a Certain Charm That Always Attracts.

The characteristics of splendor are fully in evidence at the Victor warerooms of the Silas E. Pearsall Co., of which Charles Bobzin is manager, 16-18 West Forty-sixth Street, New York,

seen the view in the Pearsall warerooms from the first booth looking toward the street. It is really but a glimpse of the actual store, and a visit to this place must be taken to really appreciate to



View of Pearsall Warerooms Looking Toward Street.

yet so artistically has the floor been arranged, that every detail is harmoniously related to its neighbor.

In one of the accompanying illustrations may be

just what extent these tasteful decorations enhance the interior beauty.

Finished throughout in light brown natural gum wood, with the decorative scheme in tints of brown,

EDISON DISC FOR MASONIC LODGE.

New Outfit Provides Excellent Means for Entertainment According to Officers of the Lodge—What De Witt C. Smith Has to Say.

(Special to The Talking Machine World.)

SAVANNA, ILL., May 7.—R. M. Garrett, the enterprising Edison phonograph dealer of this city, closed a sale of unusual interest recently when he sold a handsome Edison disc phonograph with a large supply of records to the Mississippi Lodge

385, A. F. and A. M., of this city. Edison disc machines have been placed in the lodge rooms of a number of prominent societies in this section of the country, and in every instance have given perfect satisfaction.

Mr. Garrett is featuring to splendid advantage the following expression of hearty praise sent him by De Witt C. Smith, the secretary of the lodge which recently purchased the Edison disc outfit:

"Since we have placed the Edison disc in our Temple it has been used very generously by members as a means of entertainment, and the unani-



Record Stock Room of Pearsall Co.

and furnished as luxuriantly as the Fifth avenue home, it is no wonder that this fashionable Victor headquarters numbers among its clients many of the wealthiest members of society.

This store is also the headquarters for the wholesale Victor business of the Pearsall Co., which has increased ten-fold since Mr. Bobzin assumed the managerial duties of the house. The record room, which is shown herewith, holds 100,000 records, while the storage rooms for machines contain a great many machines of all models. Thus the service rendered the dealers may be called "of speed and completeness," for Mr. Bobzin believes that the dealer comes first, and he aims to protect him in every instance. A great student of business conditions, Mr. Bobzin sees nothing but prosperity for the talking machine world in general, and, particularly, for his field mates in the Victor business.

mous verdict is that it is the right machine in the right place. Particular mention is frequently made by those who hear it that this is the last word in perfect tone reproduction."

MARRIAGE OF ABRAHAM DAVEGA.

The marriage of Abraham Davega, son of I. Davega, the well-known talking machine jobber, 125 West 125th street, will take place on June 18. This will be preceded by a bachelor dinner, at which time hosts of friends will tender him their good wishes.

The Success of Your Talking Machine Department

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

AND THAT IS EASTERN SERVICE

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

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

EDISON

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY

VICTOR



The newest additions to the exclusive Victor group of the world's greatest artists

The policy of the Victor is to secure only the very best artists. And it secures them because the Victor and Victrola alone are able to reproduce their voices and art to absolute perfection.

Five artists who are the most recent to decide that only the Victor can do justice to their voices, and are now under contract to make records exclusively for the Victor, are:

Margarete Ober

the newest contralto addition to the Metropolitan Opera Co.

Emmy Destinn

the famous soprano of the Metropolitan Opera Co.

Giovanni Martinelli

of the Metropolitan—this season's "discovery" among tenors

Lucrezia Bori

the Metropolitan's new lyric soprano

Julia Culp

one of the most successful concert artists

Every new addition to the Victor ranks gives new prestige to the Victor and Victrola.

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

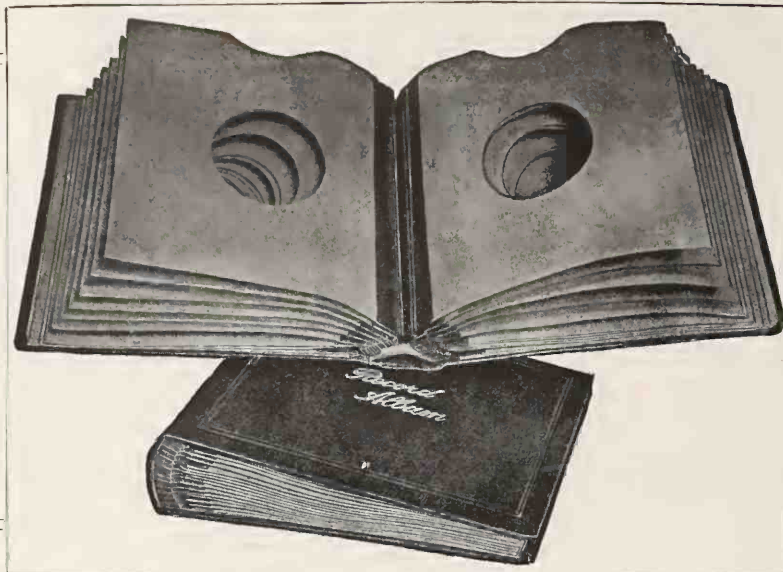


FAMOUS RECORD ALBUMS

AT VERY LOW PRICES TO MEET COMPETITION

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

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



OUR SUPERB ALBUMS SHOWN OPEN AND CLOSED.

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

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

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

TWIN CITIES DANCE MAD.

Talking Machine Dealers Hard Put to Fill Demand for Dance Records—Tango Dancers Prove Strong Attraction at Cable Piano Co. Store—Records by Margaret Wilson Make Big Hit—Advance Demand Was Very Large.

(Special to The Talking Machine World.)

ST. PAUL, MINN., May 5.—St. Paul and Minneapolis have gone mad over dance music, and the dealers, whether they handle Victor, Columbia or Edison goods, hardly can supply the demand for terpsichorean records. The tango craze probably is responsible for the public craving for dance music, but, whatever the psychology of the condition may be, it is a gratifying one to the dealers.

One half of the Cable Piano Co.'s store in St. Paul is given up every afternoon to a pair of clever tango dancers, who draw capacity houses at each performance. Interest in the tango also is highly intensified by the appearance this week of the renowned Castles, both in Minneapolis and St. Paul. After their local engagements, it is fair to assume that the cities will be in an ecstasy of dance madness—and, at any rate, the dealers will try to help it along.

Columbia dealers receive many inquiries for the Margaret Wilson records, and C. P. Herman, manager of the St. Paul store, is looking for a big rush of sales. He reports the April sales as very satisfactory on the whole, though there was a falling off in business at the close of the month. His Dictaphone department is doing well, and the machine is making steady inroads in the business offices of St. Paul.

Archie Mathies, of the Talking Machine Co., handling Victor and Edison instruments, has discontinued the recitals for the summer season, but will resume the programs in the fall when people can be prevailed to come inside. Now they prefer the great outside.

The grand opera season, true to all predictions, helped the talking machine dealers considerably,

particularly in the matter of selling records. On the whole, there is a marked tone of satisfaction when the twin city dealers discuss local conditions.

HELD PARADE OF VICTROLAS.

W. H. Reynolds, of Mobile, Ala., Takes That Means of Impressing Local Residents with the Extent of His Victor Business and Stirs Up Much Interest and Good Business.

(Special to The Talking Machine World.)

MOBILE, ALA., May 8.—W. H. Reynolds, the well-known Victor distributor, recently received two carloads of Victrolas and decided to impress upon the music loving public of Mobile just what this large shipment signified, through the medium of a parade through the streets of the city before the Victrolas were placed in his store. This unique parade attracted general attention and comment, a number of newspapers mentioning it and referring to the rapidly growing popularity of the Victrola in this territory.

WANTED CARUSO IN "MISERY."

Geo. M. Richter, Jr., manager of the talking machine department of the Clark Music Co., Syracuse, N. Y., writing to The World under recent date, says:

"GENTLEMEN—Your comment in the April issue about salesmen having to be quick-witted at times, reminds me that very often we have such instances occur in our department. A few days ago a lady came in the store, and asked one of our salesladies if she had 'Caruso in Miserere'—but what she actually said was 'Have you Caruso in Misery?' To avoid embarrassment our clerk quickly handed her record No. 89,030, sung by Caruso and Alda. This suited her and she left contented and satisfied that she had it."

Diogenes didn't find the honest man because honest men haven't any great desire to be held up before the populace as worthy examples.

DISC RECORD ALBUMS

ARE WHAT EVERY

Talking Machine Owner

NEEDS AND MUST HAVE

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

A SUMMER SENSATION!

Two Dazzling Chicago Blondes Plan Unique Descent Upon Eastern Resorts—To Teach the Tango by Phonograph on the Beach.

Two beautiful blondes have arrived from Chicago to do something new in tango teaching.

Tall, lithe and fair, and with blue eyes, and Ethel Sykes and Dorothy Coffee by name, they were the tango sensations in the Windy City's lobster district all winter.

Their ultimate object in descending upon New York is to get speaking parts in stage plays. Heretofore their efforts in the uplift of the drama having been confined to motion pictures.

To keep their motor car in gasoline until September, the Misses Sykes and Coffee are going to take their tango scheme to the summer hotels along the Atlantic Coast.

These dazzling beauties purchased a Victrola on the instalment plan and thus will carry their own music with them.

They will put up at the Nassau Hotel at Long Beach, the Oriental at Manhattan Beach and the Marlborough-Blenheim at Atlantic City, and be ready at a moment's notice to teach the tango to anyone who may have the price, and their charges will be on a sliding scale, depending upon what the applicant has.

When they go in the surf, they will use alluring bathing suits, especially adapted to purposes of the turkey trot, and the Victrola will accompany them to the beach, and the sands will be turned into a ballroom. Those who have seen Miss Sykes and Miss Coffee in their bathing togs predict for them an overwhelming class when they teach on the beach, unless Anthony Comstock happens to wander along that way, when, well, you know what happened to September Morn!

An arbitrator is sometimes one who hears both sides of a quarrel and then decides to call the police.

JOBBER GET READY FOR REUNION AT ATLANTIC CITY.

Next Convention of the National Association of Talking Machine Jobbers to Be Held July 6, 7 and 8—Will Be Noteworthy in Many Respects Because of Its Educational Features—Committee Active in Perfecting Plans—Latest Developments of Interest.

The eighth annual convention of the National Association of Talking Machine Jobbers will be held at Atlantic City on July 6, 7 and 8.

The reason for choosing Atlantic City as the meeting place is set forth in the words of our talented and genial friend, James F. Bowers, of Lyon & Healy, Chicago, who once said: "There are only three places at which to hold conventions. The first is *Atlantic City*; the second is *ATLANTIC CITY*; and the third is *ATLANTIC CITY*!"

On April 18 J. C. Roush, of Pittsburgh, president of the association; L. C. Wiswell, of Chicago, chairman of the committee of arrangements, and Benj. Switky, of New York, met at Atlantic City to perfect plans for the most successful convention ever held.

The next convention will be noteworthy by reason of the educational features embodied in the program. The committee realizes that the mere offer of a good time is not in itself sufficient inducement for a jobber to travel from the Pacific to the Atlantic Coast. Therefore, they have set for themselves the task of making the next convention a good business proposition for every member who attends. This means that to be absent is to lose money.

In addition to the personal attendance of every member of every firm of distributors it is urged that association members bring along their managers, superintendents and right-hand men. There will be a mechanical exhibit and demonstration in Atlantic City such as has never before been attempted. It will be like bringing the mountain to Mahomet.

The why and wherefore of many things and policies that have puzzled the trade will be explained authoritatively by the men responsible for those things and policies. Questions of momentous

interest to both distributors and dealers will be discussed, debated and acted upon.

Members will find it to their interest to inspect the various lines of supplies and specialties that will be represented at the convention. Likewise, the opportunity of greeting factory officials should not be overlooked. Matters of personal interest can be taken up while visiting the East.

In order to induce members to bring along their wives, families and friends, a delightful social program has been arranged, in charge of special reception and entertainment committees. Automobile rides, luncheons, dances, cabarets, banquet, etc., are merely a hint of what is in store for members and their guests.

In addition to the business features, the plans of the arrangement committee include a banquet that promises to be one of the most enjoyable ever held under the auspices of the association. Arrangements have been made with Barney's Hotel, one of the most popular places in Atlantic City, to provide an enticing menu at a moderate price and to give the use of the regular hotel cabaret entertainers and orchestra for the entertainment of the diners. The banquet will be held on Tuesday evening, July 7, and the committee has also arranged for Mr. Barney to reserve the balcony in his cafe on Monday night for the association members and their friends, and from where they can watch the dancing on the main floor. Barney's will take the place of the Old Vienna this year, the latter place having closed, following the death of the proprietor.

Among the arrangements made for the entertainment of the ladies, while the convention is in session, is included an automobile trip to the Atlantic City Country Club on Monday, with luncheon at the club before returning.

The National Association of Talking Machine Jobbers has more than justified its existence. By reason of mutual interests it has banded together the jobbers of the United States. Through the officers and the executive committee many far-reaching and profitable results have been achieved. It is the duty of every member of the association to answer in person the roll-call at Atlantic City, if for no other reason than to show his appreciation of the excellent work of the executives and committeemen.

While the strength of the organization is measured by its membership, its vitality is gauged by the attendance at the annual convention. So get together, gentlemen. Don't shift it onto George. Be there yourselves. The convention dates were purposely chosen so as to blend with your Fourth of July celebration or your summer vacation.

CONCERTS FOR SHOPPERS.

An Excellent Means of Bringing the Talking Machine to the Attention of the Public.

A very excellent suggestion was that made by the Edison Phonograph Monthly, when it said: "Many dealers are located right in the shopping district. Here is a decided advantage if rightly used, and the advantage consists in the fact that so many women are doing the shopping and would be glad of a resting place just about noontime or shortly thereafter. The alert Edison dealer will not miss the opportunity. A recital planned at that time, will undoubtedly be well patronized, but some strong feature must be announced. One store recently announced that a contralto singer, prominent in a certain local church, would sing. The place was filled!

"But apart from the attracting of shoppers, there is great importance to be attracted right now to store recitals. By all means get the machinery in working order. Have an attendant who understands the Edison. See that the machine itself is in good shape and the records selected and ready to play. Make it a high-tone affair by a neat program, which may be varied from day to day.

Victrolas and Record Stocks Short

Be just to yourself and your customers

You owe it to yourself and your customers to give us a trial at filling your orders before you lose a sale by telling them that you "haven't got it and can't get it."

We cannot truthfully boast

about the completeness of machine and record stocks; nevertheless you can get from us certain types of machines and many selections of records that are not to be gotten elsewhere. New numbers are coming in daily.

TAKE NOTHING FOR GRANTED UNTIL YOU HAVE TRIED

BENJ. SWITKY, Victor Distributor NEW YORK, N. Y.



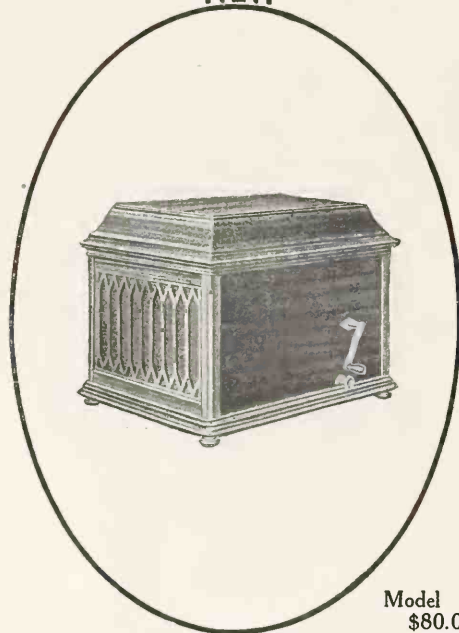
LOUIS XVI
Model A450, Circassian Walnut, \$450.00
Model A400, Mahogany, \$400.00



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

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

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



Model A80, Mahogany, \$80.00

Edison Phonographs

DIAMOND DISCS and AMBEROLLS

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

Thomas A. Edison, Inc.



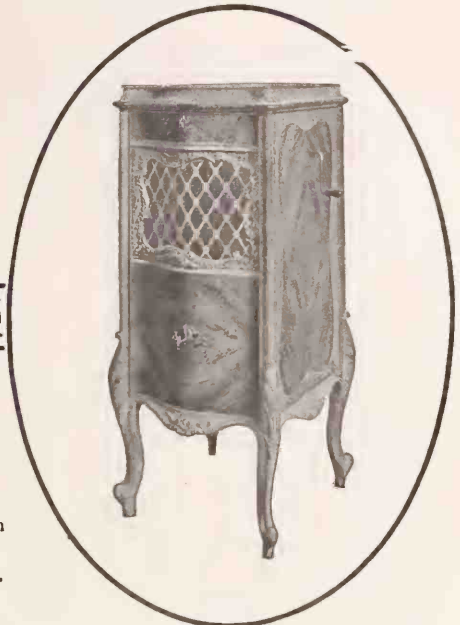
Model A200, Mahogany and Oak, \$200.00



Model A300 Circassian Walnut, \$300.00



BRATON
Model A290, Mahogany, Inlaid with marquetry, \$100.00



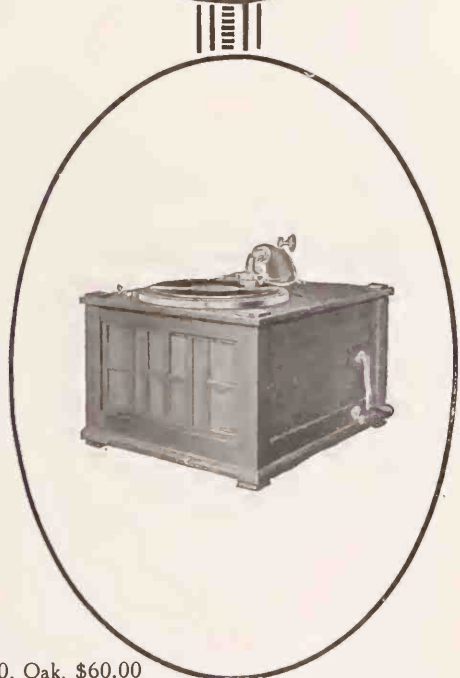
LOUIS XV
Model A425, Circassian Walnut, \$425.00
Model A375, Mahogany, \$375.00

Seven Customers Whom You Can Sell Right Away

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

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

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



Model B60, Oak, \$60.00

Lakeside Ave., Orange, N. J.



Model A250, Mahogany and Oak, \$100.00



Model A150, Mahogany and Oak, \$150.00

CINCINNATI TRADE CONTINUES TO BE OPTIMISTIC.

Messrs. Rugles and Ahaus Invent New Needle Which Will Soon Be Put on the Market—
Millner Enlarging Victor Department—Whe'ian Tells of Columbia Expansion—Victor
Activity at Wurlitzers and Aeolian Hall—News of the Month Recorded in Detail.

(Special to The Talking Machine World.)

CINCINNATI, O., May 4.—P. B. Ruggles, a Cincinnati chemist, and Louis Ahaus, manager of the Victrola department of the Lyric Piano Co., have invented a new needle, which gives free use of the music without the scratching which so often mars the reproduction.

Messrs. Ruggles and Ahaus are preparing to put their invention on the market, though no company is to be formed for the present. The needle is said to be made of the quill of a feather, chemically treated. One can be used for ten selections, and soft, medium and loud effects can be secured through the new needle. A special holder will be required for the new contrivance. These are to be manufactured by the Cincinnatians. The needle is in the shape of a spear.

There have been no further developments in the affairs of John Arnold. Nothing has been heard of Mr. Arnold by his former business associates.

The Milner Musical Co. has discarded its sheet music department, and in about a week the Victrola section is to be enlarged. The latter work has been given in charge of Willis H. Strief. Manager Stotler expects to do considerable newspaper advertising very shortly.

Manager Whelen, of the Columbia Graphophone Co., expressed no dissatisfaction over the outcome of the month's business. He said: "During the first part of the month business was certainly on the 'boom,' but toward the latter part it sort of fell off, that is, as far as machines were concerned, but the record business held its own to the end. We have found it difficult to get in some of the larger types of machines from the factory, owing to the large demands, which the factory has been unable to supply. We are looking forward to a greater business as the summer season opens up, when the demand is great for machines and records for camping purposes. The 'Tango Outfit' has been greatly in demand, and inasmuch as it looks like the 'dance craze' is a permanent feature, machines and records will be more than ever in demand this summer."

Speaking of business in the outside territory, Mr. Whelen said: "We have closed with a large number of new dealers during the past month, all big accounts, and business seems to be good throughout the entire territory."

Victor business at Aeolian Hall has been entirely satisfactory the past month. The last week was especially active and gives promise that it will continue so during the next month.

Record sales picked up, especially in the dance music, which fell off during the Lenten season.

One of the most pleasing features of the month's business at Aeolian Hall was the demand for higher priced Victrolas. Victrola XVI was a big seller and a number of \$200 cash sales went through.

The record stock is in much better shape now than for some time past. Good use is being made of the attractive record catalogs recently gotten out by the Victor Co., and the Aeolian Co. continues to use large space in the daily papers in its advertising of the Victrola and Victor records.

The Rudolph Wurlitzer Co. makes the following report:

"In reviewing the business of the last thirty days and comparing it with the corresponding period in 1913, a splendid increase was found. During two

A VALUABLE ACQUISITION

To the Talking Machine Establishment of W. D. Andrews, of Buffalo, is Prince Lei Lani, a Musically Gifted Hawaiian.

(Special to The Talking Machine World.)

BUFFALO, N. Y., May 7.—In musical circles in this city, Prince Lei Lani, who is a native of Hawaii, has made quite a number of friends. It was in 1901 that he came to the United States, spending his first two years in Stanford University improving his voice, which already possessed all that natural sweet quality peculiar only to the native Hawaiian.

His first appearance in public was with the famous Royal Hawaiian Band, which toured the world and played before the principal royalties of Europe, the prince appearing at each performance as a tenor soloist and a member of the Hawaiian octet.

During the great success of the "Bird of Paradise" the prince took a prominent part for two seasons as a member of the Hawaiian quintet. At the close of the season, in the spring of 1913, two of the number were killed in an automobile



Prince Lei Lani.

weeks of this period the record trade was rather light owing to unfavorable weather conditions, but taken as a whole the results were most satisfactory.

"The dance records continue to hold the interest of the public, and instead of showing a decrease the records are showing an increased sale, probably on account of larger shipments arriving, and a correspondingly more complete stock.

"We look forward to the summer without any misgivings as to trade conditions, and are already considering ways and means of handling the tremendous fall business which will surely result from the favorable conditions which now exist.

On May 13 Mr. and Mrs. Castle will give a performance in this city, and at this writing (May 4) the greatest interest is being shown in this event by Victrola owners, and the various demonstrating rooms are devoted almost entirely to demonstrating the new dance records.

"That the impression made upon the trade by this fad will have far-reaching results is beyond question, and there is no doubt when the dance craze dies out, if it does, the versatile Victrola will be no less an attraction in the homes where the dance craze has placed it."

accident near Boston. He has played the Orpheum circuit—also the Sullivan & Considine circuit. He was engaged at the Winter Garden for ten weeks during the late season of 1913 and scored quite a measure of success.

Prince Lei Lani, or E. K. Rose, as he is known off the stage, has a phenomenal voice. He sings with perfect ease tenor, baritone or soprano, and has a range of four octaves. During his appearance in Philadelphia in April, 1913, his ability attracted the attention of the Victor Talking Machine Co., which made Mr. Rose and his associates a flattering offer to appear at the laboratory and sing for the Victrola. These records were a success and have had a wonderful sale among all music lovers.

After the death of Mr. Rose's associates he decided to quit the stage and locate permanently. He selected Buffalo as the most desirable city. Since locating here last October Mr. Rose has appeared in many churches and clubs. His different voices, and several changes of costumes, enable him to give a full evening's entertainment. He has also had many out-of-town engagements in Western New York, Pennsylvania and Ohio.

Mr. Rose is permanently connected with the Victrola department of W. D. Andrews, 632-634 Main street, where he daily demonstrates his records to visitors.

MEDIUM IS IMPORTANT.

A drop of ink can still make millions think. But it has to be turned into live-wire language and printed in the right kind of paper to do it.

The DITSON Pledge

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

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

The Fastest Victor Service

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

This covers Victor machines, records and supplies of every kind, not to mention cabinets, needles and trade-marked accessories.

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

OLIVER DITSON CO., Boston, Mass.



Whatever business the Columbia "Favorite" at \$50 is too expensive to meet, can certainly be met by the Columbia "Jewel" at \$35. You make a good profit on either and satisfy your customer in the bargain.



(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

PRICE CUTTING KILLING THE TRADE IN ITALY.

Interesting Review of Talking Machine Situation in Italy by F. Passadoro, General Manager of Columbia Co.'s Italian Business—Price-Cutting Discouraging Legitimate Dealers—Horn Machines in Great Favor in That Country—Branch in Rome.

"The most serious draw-back to the development of the talking machine business in Italy is the terrific price cutting which is indulged in by the great majority of dealers in the country," said F. Passadoro, general manager of the Columbia Graphophone Co.'s Italian business, with headquarters at Milan, Italy. Mr. Passadoro sailed for Europe May 9th, on the steamer "Olympic," after a three week's stay in this country, during which he spent considerable time at the company's factories in Bridgeport, Conn. Mr. Passadoro has been connected with the talking machine industry for more than a score of years and is well acquainted with every detail of talking machine merchandising.

"As a result of this pernicious price-cutting," continued Mr. Passadoro, "we are losing many of our best types of dealers who prefer to place their investments in other lines of business, where they need not indulge in price-cutting wars and continually lose money. Price-cutting is the sole reason for the Italian talking machine dealer's failure to show any profits in his business. There are very few dealers, indeed, in our country who are making any money out of their business, and all because of their failure to maintain fixed prices on their products. They have the market and they have the product, but their lack of business foresight is driving many of them to ruin or out of the talking machine business.

"We are doing our utmost to convince the dealers that the one-price method of merchandising machines and records is their only salvation, if they wish to show a profit at the end of their year's work. We are handicapped, however, by the fact that we cannot compel the dealers by law to maintain a fixed price on any of our products. We have no association, and there is no concerted action in this direction, but at the present time several of the larger and more responsible companies, including ourselves, have in mind a co-operative plan whereby we can present the one-price doctrine to the dealer in an impressive and convincing way which may have the desired effect. There are only about 450 dealers in the entire country of Italy as a result of the continual kniving of prices, and many of the more successful of these merchants will retire from business in the near future, if conditions do not improve.

"Notwithstanding these handicaps, however, we closed in 1913 a very satisfactory year, and showed 40 per cent. increase over 1912 business. This increase was doubly gratifying in view of the general industrial depression of 1913, and the scarcity of money. With all the vast business that we and the other companies have closed in the past, we have just begun to scratch the surface of the talking machine possibilities in Italy. Our country is industrially improving steadily and consistently, and with this improvement of business

conditions, the field for talking machine development will increase in proportion.

"Italy, as is well known throughout the world, is an intensely musical country. Its inhabitants love and appreciate the better class of music, and this is well evidenced by the fact that the great majority of our record business consists of grand opera and vocal selections. It is a peculiar feature of our record business that we sell practically the same selections year after year. For 20 years I have known a large number of records that maintain a high average of annual sales, and will probably never lose the affection of the public. We differ radically from the American music-loving public, for with us there are no selections that score 'hits' one month and are practically 'dead' the next. The Italian talking machine dealer is, therefore, never in the position of having considerable dead stock on his hands, as his records sell year in and year out. This was illustrated when we cleaned out our cylinder record stock several years since; for, out of a total of more than 70,000 records, there were only 60 records dead stock, and these were all of one selection.

"Hornless machines are just beginning to make

LIVELY BUSINESS IN BUFFALO.

Prominent Makes of Machines in Strong Demand in That City According to Reports from Dealers—All Makes Popular.

(Special to The Talking Machine World)

BUFFALO, N. Y., May 2.—The advent of modern dances into the talking machine world has enlivened the trade considerably here in the last few weeks, according to reports of managers of the various stores. There has never been such a rush for dance records as has prevailed during the last few weeks, it is said, and there promises to be a bigger trade than ever this year.

The Victrolas are said to be selling rapidly and establishing records for sales. W. J. Bruehl, manager of the Neal, Clark & Neal Co., talking machine department, declared the Victrola and the Victor machines are at this time witnessing the biggest and most successful sales in their history.

The Columbia is also establishing records for sales and endorsements. The Buffalo branch of the Columbia Co. reports a most remarkable sales record during the past month. According to the manager of the store the Columbia branch in Buffalo has never before done such a good and steady business.

The Edison machines are also in the limelight and are doing better than holding their own. The Loud Piano Co., which handles this line, is elated over the sales during the past month. "Going good" is the way Mr. Loud put it.

some impression in Italy, although this impression is not yet of any particular depth. Personally I believe that the horn machine will never die in Italy, as it is firmly entrenched with the musical public. There is a certain form of reproduction possible with the horn machine and not with the hornless that is thoroughly appreciated by the Italian public, who believe the ideal machine is one that is equipped with a wooden horn.

"Over 80 per cent. of our business is closed with the poorer classes of people in our country. The laboring folk are passionately fond of good music, and the talking machine offers them the cheapest and best possible solution to gratify this love for music. The favorite method of merchandising machines and records in Italy is by means of the special outfits. These outfits, which consist of a machine, records and needles, are offered at various prices, and the most popular one at the present time is the outfit which retails at \$29. This outfit consists of a \$15 machine, \$14 worth of records and 300 needles, and is meeting with a ready sale throughout Italy.

"We have established dealers throughout the country, and in addition maintain a large distributing branch at Rome, with our executive offices at Milan. We also have a recording plant at the latter city which is kept busy all the year round. The outlook for this year is very bright, and I see no reason why our business in 1914 should not show a greater increase over 1913 than the 40 per cent. gain that we registered last year."

H. A. Yerkes, manager of the wholesale department of the Columbia Co., returned to his desk last week after a short trip through New England. Mr. Yerkes was well pleased with general conditions in this territory



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

Springs for any kind of Talking Machines

No doubt you will find it interesting.



EMIL RIEDEL

Sächsische Sägen- u. Federstahlwaren-Fabrik.

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

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

EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

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

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

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

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

NEW YORK, MAY 15, 1914

THERE are a number of timid Americans who seem to think that the strained relations now existing between Mexico and the United States will develop to such a point that a long and expensive war will result therefrom which will have a very depressing effect upon the business interests of the country.

Hardly true, and there is no use of borrowing trouble as to what the future may develop. As a matter of fact, war is not pleasant to contemplate from any viewpoint, but it has never meant immediate depression, particularly when a country has such resources as is possessed by the United States.

Far from having a depressing effect upon business, war, if it comes, will have a decidedly enlivening effect. The men who are hanging back to-day will then join with the President and will support him in whatever he does.

As a matter of fact, no matter how much we may criticize the treatment of the Mexican subject up to the present time, the fact remains that we, as a country, will have to face whatever develops. We will have to stand back of the President.

Many of us who have become personally acquainted with conditions in Mexico through travel, have been unable to understand how the Government at Washington should have been so misinformed as to the actual conditions, but there is no use to discuss that at the present time.

We are facing the present and will have to stand by future developments, be they what they may.

IF war comes, however, it will have a stimulating effect upon many lines of trade, and such a war as would be carried on in Mexico would be conducted without serious interference with the business affairs of this country, and, in our opinion, there is no reason to borrow trouble concerning the effects of war upon the trade of the nation.

If it comes some of us will suffer, but the country as a whole will hardly feel the shock, so let us go ahead and make our plans and forget about war troubles until they come. It will then be quite time enough to figure developments.

In the meanwhile, the spring promises to be active in many lines of trade, and the talking machine men should see to it that they get their full share of the business that is going around.

Business is not going to come easily—it rarely ever did, for that matter. It requires good, progressive work all the while.

It would seem to us that at such times as this, the collection

end of the business should be watched in a most careful manner, also the costs of doing business.

The causes of many business failures can be traced directly to ignorance of the actual cost of conducting a retail establishment, and the result of not knowing how to run your business spells business disaster at some time. The length of time is dependent entirely upon the resources of the house, but the final result is bound to be the same in the end, and the man who does not realize this will come to financial grief.

IT is, therefore, of the utmost importance that every business man should know the actual cost of conducting business and not fool himself with the idea that because he is doing what appears to be a fairly satisfactory bulk trade that he is making money. He may not be, because it is the net results that count. If he has permitted his expenses to grow to such an extent that he is not keeping track of his outlay he may face failure.

Probably 30 per cent. of the business failures of the country may be charged against ignorance and incompetence—then, of course, the granting of unwise credits.

The retailer oftentimes in his haste to get out goods does not ascertain as to the standing and ability of his customers to meet their deferred payments. A talking machine is very poorly sold to a party who is not financially able to own a machine, and, yet, if the character of people is thoroughly ascertained, there is no question but that talking machine leases constitute the finest kind of trade property, but in the talking machine trade there are a good many young men who do not safeguard their business interests in the manner in which they should. They should start in right, and most inexperienced young men think that the managing end of the business is quite easy. Some of them think it is no trouble at all, provided a man has a moderate amount of capital. It figures out finely in theory and looks very simple to take so many dollars worth of merchandise and sell that merchandise for a good liberal percentage of increase over its original cost, then figure the difference as clear profit!

Easy, indeed, in theory but it does not work out that way.

ANY man, however, can add to his store of knowledge if he carefully analyzes the conditions which surround his business operations day by day. Do not let them get away from you.

Many a good man, with splendid business possibilities, has permitted himself to drift out of contact with his business affairs, and the result has been failure which could have been easily avoided had he kept in touch with the business situation.

There is nothing easier than to permit business to get away from you, and there is nothing more expensive than to permit it to stay out of touch.

Some of the greatest business men of the country have a most intimate knowledge of all the interior workings of their great enterprises. They do not worry themselves much with details because they have men employed who supply them with reports, but they have a system so perfect that they are enabled, through reports from every department, to have at all times the closest contact with the workings of the great machinery which they are directing. There is where the enjoyment of conducting an enterprise comes in, is directing it and feeling that your thoughts, your energies, your inspirations, are directing a piece of machinery which is accomplishing greater results all the while, and the results—the tangible results—illustrated by the net profits—are what interest business men.

It is easy to figure out profits on paper, but the next thing is to translate them into bank balances. That is the real thing.

THE circular trade letter is not growing in favor with national advertisers. A good many who have tried the letter plan have not found it successful. One reason is that retailers are receiving too many circulars of various kinds to pay serious attention to any of them.

Much good brain matter is wasted in the preparation of attractive letter circulars which are supposed to whet the appetites of prospective customers, but they do not swallow this kind of bait with avidity.

When a man receives ten, twenty and sometimes fifty, circular

letters a day, it is but reasonable to suppose that he does not consider any of them seriously. A great portion of them reach the waste basket without even so much as having them scanned by the merchant to whom they are addressed.

The expense of this kind of advertising is tremendous when we consider the preparation of the circulars and the time spent in getting them ready to mail. The postage bills all mount up, and the result is that many who have tried this form of advertising are not satisfied with the results obtained.

Trade papers with a legitimate circulation receive careful attention from the same class of merchants who would cast the circular into the waste basket without glancing at it.

And why?

Because the trade paper represents an organized attention center and medium of publicity comparable to a clearing house or public market.

The merchant knows that there is a variety of information contained in the trade papers and a large portion of it is extremely valuable to him in his business, and he objects to being flooded with circulars, and incidentally the advertisers are beginning to find this system unsatisfactory.

WE know of some men who have sent as many as six circular letters to the same individual, and when they sent a representative to call upon him, he did not recall having received a communication from the house, and so this kind of literature did not even help the salesman; whereas the same money expended in a trade paper would have attracted attention. Proof of that is seen in the returns which advertisers receive from trade papers of reputation and standing.

The Talking Machine World in this respect occupies an unique position. It is the only paper reaching the talking machine trade, and it is read by thousands of people monthly who look upon it as the only medium from which to secure a fund of information obtainable from no other source.

We are in constant receipt of letters from subscribers who say they could not keep their business house in order without The World—that they would even pay \$10 a year for it rather than be without it.

We also are receiving constantly letters from advertisers who express themselves as pleased with the results obtained through advertising in its columns.

Talking machine jobbers do not use The World in the way which they should. It circulates among their local trade, and yet many of them do not patronize it through a false conception of the business situation.

Some figure that the manufacturers should do the advertising while they sit back and enjoy the results. That is the kind of policy which some of them adopt. Others—the most progressive—continue to use the columns of The World and they are getting results. They are going far ahead of their competitors, who, through their trade narrowing vision and lack of progressiveness fail to improve the avenues which lie open to them.

Here is an extract from a communication from a well-known

New York jobber, Silas E. Pearsall Co., who does not hesitate to credit The World with results:

"Emergency calls require special treatment and the shortage of records in the talking machine trade brought about a condition that made the Pearsall stock exceptionally valuable to the trade. There were several ways of reaching the people we desired to acquaint with the fine condition of our stock and we tried all of them. The way that brought best results was the way of The Talking Machine World. The terse advertisement in The World added a great many customers to our already large list and added them within two weeks after our advertisement was placed in the February number."

That is a communication from a business house which has tried the business building powers of The World with excellent results.

Others can secure the same results, for The World is a paper for everybody in the talking machine trade.

THE last issue of Good Storekeeping, commenting upon trade papers as a class, takes occasion to single out The World as a wonderful publication. It says, editorially:

"There is not a branch of modern business but has one or more publications devoted to it. It is difficult to understand how enough information can be procured to make all the papers interesting to their readers, especially in some cases where the field of discussion appears to be so limited. For instance, one would wonder where The Talking Machine World could possibly find enough material to fill its columns. Still Edward Lyman Bill, its publisher, makes this paper one of the most readable of the trade publications. How would the average editor like the job of getting out a sixty-page magazine every month on the single subject—the little talking machine?"

The constructive force of this publication is unquestioned and is not denied by the business builders of this industry.

IN the light of Governmental activity against restricting agreements in this country, the business practices of some other countries are most interesting. Consider this news from Uruguay:

The wholesale merchants of Montevideo have decided to enter into a ten-year mutual agreement, with liberty to extend it for another five years, to regulate trade operations. Control of the agreement is to be intrusted to a committee consisting of a bank manager and four importers, who will inflict a fine of \$2,000 for any infringement of the agreement. Some of the principal clauses of the agreement follow:

Sales are not to be effected on credits exceeding six months.

Goods sold must be invoiced in the same month, it being forbidden to deliver them in one month and date the invoice another.

A maximum of 6 per cent. discount to be allowed to purchasers paying for goods before the 15th of the month following the sale.

Payments made in the same month as the sale to be entitled to an extra discount of one-half of 1 per cent. Interest at 12 per cent. to be charged on any notes renewed.

Delivery of goods on consignment prohibited.

Beka Records

IN ALL LANGUAGES OF THE WORLD

High grade selections in

German, English, Italian, Spanish, Portuguese, French, Swedish, Slavonic, Ruthenian, Danish, Norwegian, Russian, Polish, Hungarian, Bohemian, Rumanian, Tschechisch, Croatian, Servian, Hebrew, Turkish, Persian, Arabic, Chinese, Malay, Japanese and seventeen different Indian dialects.

The cheapest and best machine on the market for \$2.50 upward

BEKA-RECORD AKT. GES., Berlin, S. O. 36 (Germany)

CATALOGUE IN FOUR LANGUAGES SENT FREE ON REQUEST



We are top, bottom, and both sides of the talking machine situation in a very sightly list of cities in these United States right now and getting a sure grip *everywhere else.*



(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

IDENTITY OF WRITER REVEALED.

Under the Nom de Plume "D. A. Esrom" Mrs. Theo. Morse Has Written a Great Number of Songs Which Have Won National Popularity Through the Phonograph.

For many years lovers of popular songs have enjoyed those written by an unknown writer named D. A. Esrom. The identity of this lyric writer remained a secret for a long time. The songs were almost invariably adapted to music by Theo. Morse, of New York, and published by



D. A. Esrom (Mrs. Theo. Morse).

him. It remained for a representative of the Thos. A. Edison, Inc., to discover the secret of D. A. Esrom's identity.

Mr. Morse had been asked repeatedly on this point, and one day he very blushingly acknowledged that D. A. Esrom was his wife. "You see," he explained, "my wife's name is Dolly A. Morse—Esrom is merely Morse spelled backwards."

Of course after this the secret was out, and Mrs. Morse speedily became known as one of the great women writers of popular songs in the United States. Although she has originated enumerable lyrics that are especially clever, still she does not

think that a professional career is the best for women, for as she puts it, she does the housework with her hands and composes the songs in her head at the same time.

A large number of Mrs. Morse's songs have been made for Edison records and are especially popular. Among those that all Edison owners will remember are the following: "In the Land of Plankity Plank," "Luella Lee," "Sweet Anna Marie," "The Village Band," "Another Rag," "Bobbin Up and Down," "Lizabeth Ann," "Love Me Like I Love You," "Lets Buzz," "Something's Going to Happen to You," "Way Back Home," "When You're Lonesome Don't Forget My Number," "When Uncle Joe Plays a Rag on His Old Banjo," "Whistling Jim," "Who's Going to Love You When I'm Gone," "You Need a Rag."

The following have been written by D. A. Esrom but are not on the records: "When You Sang the Rosary to Me," "Until You Say Goodbye," "Three Things I Love," "Call Around Any Old Time," "When We Were College Boys."

MASTERPHONE CAMPAIGN

Of National Advertising Is Bound to Help Dealers' Sales Most Materially.

The Masterphone Corporation, manufacturers of the popular Masterphone device for clarifying and amplifying the tone of records, moved this week from 187 Broadway to Suite 1921, 61 Broadway where it will have increased floor space for its rapidly growing business.

"We are now in the midst of a national advertising campaign that should produce numerous inquiries for talking machine dealers throughout the country," said an official of the company. "This campaign is being confined to the leading national magazines, and the copy we are using, though not very large in size, is designed to attract general attention and, what is more important, produce live inquiries. We are planning to issue in the near future numerous dealer helps in the nature of window and store displays that will be attractively arranged and certain to attract interest."

The Masterphone Corporation has just issued an interesting and informative folder which explains in detail the value and workings of this clarifying

and amplifying attachment for talking machines. This folder shows by the means of excellent illustrations the simplicity of the Masterphone and shows how the device is adjusted on fiber or steel needles. The merits of the Masterphone are set forth clearly and lucidly, and dealers can use this folder to excellent advantage.

THE DOME RECORD CASE.

This Cleverly Constructed Device Holds Twenty Records—Useful for Concert or Demonstration Purposes—Distributed by W. D. Andrews, of Buffalo.

W. D. Andrews, 632 Main street, Buffalo, N. Y., has closed arrangements whereby in the future the Dome Record Case will be distributed by him. This record case—illustration of which is shown elsewhere—holds 20 records, all accessible for instant use. The case swings open so that the repertoire is displayed, while a convenient index shows where each record is located.

The Dome Record Case is very valuable, because not only does it permit the safe keeping of records, but it is a case that permits one to carry a small stock of records for either demonstration or concert use. Furnished in two sizes, 10 and 12 inch, and Mr. Andrews is making a specialty of sending samples of these filled with records, as selected by the customer.

For instance, if a dealer has 20 records that he is in need of and wants a sample Dome Record Case, Mr. Andrews will send the entire thing to him at the regular wholesale prices, and in the matter of deliveries, this house has thirteen lines of railroads, five express companies and the best lines on the Great Lakes, so deliveries can be made very quickly.

WURLITZER CO. IN HAMILTON.

An entire room in the new quarters recently opened at 119 South street, Hamilton, O., by the Rudolph Wurlitzer Co., of Cincinnati, has been set apart for Victrolas. There will be also several booths for the trying out of Victor records, of which this agency has over 10,000.

READY REFERENCE OF GENERAL SUPPLIES

DEALERS

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

THE REGINA CO.

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

Mermod & Co.
505 Fifth Avenue New York

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

Keep Your Record Stock with

THE
Heise
SYSTEM
TRADE MARK

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

THE SYRACUSE WIRE WORKS,
SYRACUSE NEW YORK

CO-OPERATION BETWEEN JOBBER AND DEALER NEEDED

So That the Latter May Be Afforded Every Opportunity to Make His Record Business as Profitable as His Territory and Stock Will Permit—Well-Considered Remarks by V. W. Moody, Sales Manager of New York Talking Machine Co. on This Subject.

With the continued shortage of records and with the dealers throughout the country complaining at the marked scarcity of many of the most popular records in the library, it has long been apparent that there should exist perfect co-operation between the jobber and the dealer in order that the latter may be afforded every opportunity to make his record business just as profitable as his territory and stock will permit.

As an example of this co-operation between jobber and dealer, a new idea introduced this month by V. W. Moody, sales manager of the New York Talking Machine Co., 81 Chambers street, New York, Victor distributor, is well worth careful attention. Mr. Moody has for many years made a detailed study of sales methods and stock systems and his extended knowledge of this important branch of the Victor business has been largely offered to dealers who were desirous of improving or increasing the efficiency of their sales policies and systems.

Mr. Moody's latest dealer help was concerned with the dealers' advance order blank for new Victor records for the month of May. This advance order sheet is a very important factor in the dealer's business, as adequate ordering of the newly issued records means the closing of many a record sale that is lost if the new records are not on hand. The manufacturers and jobbers are invariably in a position to fill all advance orders for the new records, while the supply of certain records is frequently exhausted before the dealer places his second order.

Realizing the importance of this advance order sheet, Mr. Moody went to considerable trouble and expense to prepare a special revision sheet which he purposed to use in connection with the dealers' May advance record order. This revision sheet contained three columns headed, "You Ordered

Originally," "Our Suggested Revision" and "Your Final Order." The names and numbers of the May records, together with a special approval space for the dealer, formed the balance of this sheet.

As soon as the New York Talking Machine Co. started to receive its dealers' May advance orders, Mr. Moody began active work on his co-operative plan, which consisted of taking the dealers' orders and averaging them in order to secure a general average for each record. Mr. Moody waited until over 60 per cent. of the company's dealers had sent in their orders and then made up his averages. Using these averages as a basis for revising the individual dealer's order and working out a standard of comparison for each dealer's order sheet, Mr. Moody was enabled to send each dealer a revision sheet that represented suggestions based on actual figures as averaged from the large number of May orders received.

The dealer therefore received a suggested revision for his advance orders that was worth far more than a personal opinion or belief, and which represented the combined average orders of his fellow Victor dealers. Accompanying this revision sheet was a short letter which explained to the dealer the purpose of the revision sheet, how the suggested figures were arrived at and requested that the dealer give the order blank his careful attention before placing his final order.

"The results achieved by this revision sheet were entirely satisfactory," said Mr. Moody in a chat with *The World*. "Over 75 per cent. of our dealers who received the sheets replied immediately, placing their final order in accord with our suggestions, the great majority O. King the suggested revision in its entirety and others making changes here and there. In many cases our suggested revision order did not exceed the dealer's

original order, while in other instances the total was quite in advance of the dealer's first order.

"Many of our dealers expressed their appreciation of our co-operation and thoughtfulness, remarking that they were glad to be afforded this opportunity of benefiting from the ideas of their associate dealers. From our own standpoint, the revision sheet idea was a gratifying success and, in accord with our dealers' request, we are planning to continue the plan with the June advance order sheets."

TO CONTINUE CYLINDER LINE.

C. H. Wilson Issues Emphatic Denial That Thomas A. Edison, Inc., Plans to Stop Manufacturing Cylinder Phonographs and Records—Arrangements for Future Indicate Policy of Company.

C. H. Wilson, vice-president and general manager of Thomas A. Edison, Inc., made the following interesting announcement this week:

"On several occasions we have been told that a rumor is abroad to the general effect that we intend ultimately to abandon the manufacture of Edison cylinder phonographs and records and that there will be a diminishment of our activity in respect to these products. We wish to deny this most emphatically.

"The confidence of this company in the continued demand for the Edison cylinder product is proven by the enormous investment we have made in recent months in the improvement of this line and the further expenditures that are now being made with the same purpose in view.

"We expect to push the sale of the Edison Blue Amberol records and the Edison Diamond Amberols with renewed vigor, and are at present investigating several new methods of sales exploitation in order to find those best suited to this product.

"Such methods as test out satisfactorily will be submitted to the trade in due time. We expect to make an unusually vigorous campaign—commencing during the coming season."

S. B. DAVEGA COMPANY

831 BROADWAY, NEW YORK CITY

Dealers' Specialties

WILL KEEP YOU BUSY
ALL SUMMER

WE JOB THE
FOLLOWING LINES:

Ingersoll Watches

Reach Sporting Goods

Thermos Bottles

Gillette Razors and Blades

Gem Jr. Razors and Blades

Rubberset Shaving Brushes

Roller Skates

Police Whistles

DEALER'S WALL CATALOGUE RACK



THE HANDIEST NECESSITY FOR
ALL TALKING MACHINE STORES

Plenty of room for all Domestic and Foreign Record Catalogues, Monthly Supplements, Machine Catalogues and all Folders.

MADE IN GOLDEN OAK FINISH

PRICE \$4.00 F.O.B. NEW YORK

DISTRIBUTORS OF

**Victor Talking
Machines
Records
Supplies**

Cabinets

And accessories of every description

**Edison Cylinder
Phonographs**

AND BLUE AMBEROL RECORDS

HOW THE PATHESCOPE APPEALS.

Interesting Experience That Throws Light on the Value and Use of This Home Moving Picture Machine—W. A. Condon Joins Pathéscope Interests—Will Visit "Talker" Dealers.

Willard B. Cook, manager of the Pathéscope salon, 27 West Forty-second street, New York, relates the following incident with reference to the ease with which these home moving picture machines are selling through the country:

"A Brookline, Mass., gentleman happened to notice a Pathéscope advertisement in one of the newspapers, sent for a catalog, and then wrote to inquire if a person, who had never seen one of the instruments, could set it up and operate it without previous instructions. Upon our assuring him that the printed instructions were adequate, he promptly forwarded a check for \$250 for the most expensive model of the cabinet machine.

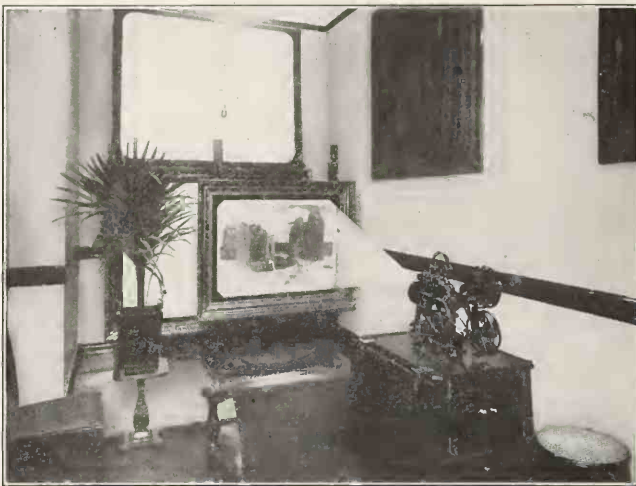
"Nearly a week elapsed and I was beginning to feel a little uneasy for I had not heard from the gentleman since he sent in his check, when one morning a smiling caller remarked, 'I am Mr. _____, of Brookline.

My wife and I enjoy the instrument immensely, but I haven't had time yet to read the instructions for operation; in fact, I didn't seem to need any.' Before leaving our salon, this gentleman had purchased a number of reels and had taken a year's subscription to the film exchange.

"If our instruments can be bought from the catalog description, and give perfect satisfaction, there is certainly a splendid field for the live-

wire talking machine dealer with the Pathéscope. We have received territory requests from a number of dealers who realize that the Pathéscope and the talking machine form the ideal home entertainment, and all our dealers are enthusiastic over the possibilities of the Pathéscope field." Mr. Cook is at present abroad, arranging for prompt shipments of instruments to meet the demand in this country.

W. A. Condon, well known in the talking machine trade, has joined the Pathéscope as travel-



A Corner in the Pathéscope Salon, Aeolian Hall.

ing ambassador, and will concentrate on the development of the Pathéscope trade with talking machine dealers. Mr. Condon's lengthy experience in this field well equips him to achieve a marked success in his new connection.

When angry, think twice before speaking. That will give you time to call him a more resounding name.

BUSY MONTH IN BALTIMORE.

Reports from Leading Houses Most Encouraging—With All Concerns April Was Busy Month—More Room for E. F. Droop & Sons.

(Special to The Talking Machine World.)

BALTIMORE, MD., May 5.—Unlike the piano dealers, those engaged in the talking machine business in this section are making most encouraging reports concerning business conditions for April. The sum of all these reports would indicate that April was right up with the other months and that the dealers have every reason to look for just as good results during May.

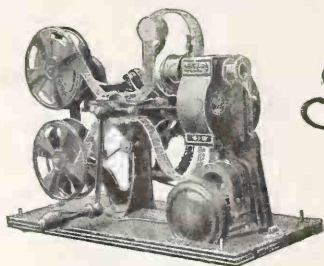
Joseph Fink, of the Fink Talking Machine Co., declares that April was the largest month for sales since December as far as his firm is concerned. This firm handles both the Victor and Columbia lines.

E. F. Droop & Sons Co. has acquired the property in the rear of its present building, which it has been after for some time. The firm will make some elaborate improvements and will devote the additional space to the wholesale end of the business for receiving and distributing goods. Manager W. C. Roberts reports a big April with the Victor and Columbia lines, and is looking for May to keep up the good work.

The Kunkel Piano Co., handling the Victor and Edison lines, has a pretty window display in the shape of a music room in which it shows off to advantage the various styles of machines and records of the two lines.

S. A. Dennison, manager of the local branch of the Columbia Graphophone Co., has his monthly report posted conspicuously on his trustworthy slate, which says that April receipts were the largest ever taken in at the Baltimore store. This gives some idea of what was done during April in the Columbia line. Mr. Dennison looks for as good results during May.

H. R. Eisenbrandt Sons, 306 and 308 North Howard street, one of the original Victor distributors, report a good month with the Victor line and records during April.



The first Safe, Simple and Perfect Home Motion Picture Machine

The Pathéscope

The Companion Entertainer
to the Talking Machine

AN opportunity for you to double the volume of your business from your present clientele.

Why?—Because—

Phonographs and Pathéscopes Give the Ideal Combination of Music and Movies

—and you, as a Talking-Machine Dealer, are the logical distributor of the Home Motion Picture Machine.

The first Dealers to recognize the business possibilities offered by the Pathéscope will reap the largest profits. The field is ready and waiting.

Be the leader—the first Dealer in your neighborhood to show and sell Pathéscopes.

This space does not permit a full description of the machine nor the scope of your opportunity, but a postal will bring our catalogue and further data.

For Demonstrations or Catalogue address:

PATHÉSCOPE

Department W.

AEOLIAN HALL, NEW YORK.

Agencies:

414 Crozer Bldg., Philadelphia.

622 Kittredge Bldg., Denver.

1306 Marquette Bldg., Chicago.

Responsible representation desired elsewhere.



Mounted in the beautiful Mahogany or Quartered Oak Cabinet, the Pathéscope is an ornament to any Home, where it at once becomes the Companion Entertainer to the Talking Machine.



The increasing Columbia dance record business you are missing ought to make you nervous.



(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

DETROIT MAKES CHEERY BUSINESS REPORT.

New Stores of the Columbia Co., and the J. L. Hudson Co. Will Be Ready for Christmas Trade—Business as a Whole Most Excellent—Dancing Craze Still Helping Record Sales—Many New Suburban Accounts Being Added—News of the Month.

(Special to The Talking Machine World.)

DETROIT, MICH., May 7.—The Victrola and Columbia lines will be at home in a swell and commodious new salesroom when the next Christmas season rolls around. The music trades department of the J. L. Hudson Co., which handles both lines, will occupy three floors of the new building, which is to replace the present old structure and two adjoining ones on Woodward avenue, and it is likely that one entire floor will be devoted to talking machines. This will give them a space of 84 feet front by 100 feet deep,

stories of hard times that certain interested politicians have sent broadcast over the country in an effort to create a belief that Detroit was about to go into bankruptcy.

Business Better Than Last Year.

Business also is better than last year, as much as 30 or 40 per cent. with some houses. The effects of Lent and Easter have passed, and the business has settled down for its usual excellent summer run. Detroit always is an exceedingly good point for talking machine business in summer time, owing to the many ways these prod-



Show Window of J. L. Hudson Co. Displaying Victrola.

and will constitute the largest talking machine department in the city.

Besides this, the talkers will have a magnificent show window on the street floor in which to advertise themselves to the passing throng. It will be a finer window than the present one, and the real significance of that statement can be judged by the photographic view of the existing one which is reproduced herewith. The feminine "salesman" in the picture is wax, but is so perfect and so elegantly appareled, and the "corner of the music room" is so elegantly laid out that the window has a big audience constantly. The machine in the window at the time the photo was taken, was a Victrola. Sometimes a Columbia grand is there.

Collections Are Excellent.

The most pleasing feature of the talking machine trade in Detroit just now is the excellence of the collections. They are better than last year, and with some houses, better than ever before, thus giving the direct retort courteous to the

ucts are used for outdoor entertainments—on boats, yachts, in camps and in summer resort cottages. Lent generally manages to crimp business a bit, because buying a talking machine is one of the easiest things to forego. Easter crimps it a little because the money is needed for new hats and other personal decorations. With these two periods by, sales always pick up rapidly.

It is likely that the agreement of the dealers to charge interest on time sales made last year has a good deal to do with the good collections, though the fact that thousands of men have resumed work on summer occupations after several months' lay-off helps. If there have been any lapses from the interest agreement, they are not specifically known. The agreement has a splendid effect in getting large first payments and in inducing prompt payments thereafter.

Keeping Track of Suburban Business.

The Columbia branch store here makes it a point to keep the new suburban business districts well covered. Every year Detroit builds on its

outskirts three or four new cities as large as good sized up-to-date municipalities. These suburbs have one or more lively business streets, and City Sales Manager S. E. Lind, of the Columbia, places an agency in all spots where the prospects for trade look good to him. He has several big prospects in the city, some down town, in view at present, but will make no announcements until contracts are closed. A new account has been opened in Delray, a down-river suburb.

Dancing Craze Still Prevalent.

Detroit is particularly ripe for the books issued by the Victor Co. and the Columbia Co. giving instruction in the steps and figures of all the new dances. While the sale of talking machines for the sole purpose of furnishing music for home dancing has been large for several months, this new aid to the terpsichorean art has given it an added impetus. In Detroit there is a fashion nowadays of building houses with large living rooms, thirty or more feet long, so that there is plenty of room in them for dancing, for small parties. With such a layout, a big talking machine in a corner furnishes all that is needed for a "swell time."

New Accounts Being Added.

Out in the State new accounts are being added constantly by the Detroit representatives of all companies. Agencies are placed in towns as small as 500 population. Of course, the business of the town is not much, but the sales to farmers in the surrounding territory are well worth while. The dealers in cities up to 2,500 population sell to farmers as much as they do to the residents of the cities.

Grinnell Bros., Victor jobbers, have an effective plan for inducing competition among salesmen, and thereby getting good results in the matter of terms as well as in volume of sales. Each salesman has an efficiency card. It shows the character of all sales, the size of first payments, the size of instalments, whether the customer keeps up his payment and other details of every sale made.

The firm is thus able to know to a dollar whether the salesman's work is profitable, and the salesmen know "who's ahead" and vie with each other for the supremacy.

As an example of the results of this system in the last fiscal year of the company, the leading salesman averaged in volume of first payments 40 per cent. of the value of the machines he sold. Several of them exceeded 25 per cent., and the lowest of all was 17 per cent.

I. DAVEGA, Jr.

125 WEST 125th STREET, NEW YORK

Victor Distributor

PROMPT AND ACCURATE SERVICE

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

THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

BOSTON, MASS., May 11.—The feature in the local talking machine business is the advertising "stunt," really a gigantic undertaking, wherein the Boston American and the Columbia Graphophone Co. co-operated. It took several weeks to work out the details of this large scheme, and the American every day, for a week in advance, gave its readers some hint of what was to be expected on the following Sunday, which was May 3. On that day readers must have been aghast when they opened their American and found more than three pages devoted to the dance records of the Columbia. It is the latest dances that are featured and liberal space is given to a lesson on how to dance the one-step and several illustrations tell even more graphically how to perform it. In the course of the advertisement there is a coupon, which, with 25 cents, procures a Columbia disc, on one side of which is the music for the one-step, preceded, however, by some verbal directions how to start out. All the Columbia distributors throughout New England were well supplied in advance with this record, and promptly on Monday morning a big demand was made at all points, and several times the call came near exceeding the supply.

This is the first of a series that is to keep running for four successive weeks and there will, therefore, be three more. In the plan of advertising practically all of the Columbia distributors took space, so that in the sum total there was a large representation of advertisers. G. Hepburn Wilson, who supervises the dance records for the Columbia, was on the scene early, as he had a part in the general plan; and Arthur Erisman, the Boston manager of the Columbia, worked early and late superintending the arrangement of the advertisements and keeping a general oversight over the work. Naturally, he is getting his full mead of praise for the enormous amount of work he put into the scheme.

Arthur W. Chamberlain Resigns.

One of the surprising pieces of news of the month in talking machine circles, was the resignation of Arthur W. Chamberlain as manager of the wholesale department of Eastern Talking Machine Co. Mr. Chamberlain has hosts of friends in the business and his associates in the Eastern Co. were more than sorry to have him sever his connection, which had been very pleasant. It is understood that Mr. Chamberlain has certain plans

in view which have been maturing for some time. Next month your correspondent hopes to be able make some definite announcement of Mr. Chamberlain's plans.

Mr. and Mrs. Vernon Castle in Dances.

Many talking machine men were numbered among the large audiences that packed the Boston Opera House on the afternoon and evening of April 27, when Mr. and Mrs. Vernon Castle gave two exhibitions of their famous dances. Dealers say that since they were in town, there is scarcely a home with a talking machine that has not gone fairly wild over the new dances and their accompanying music.

Move Will Eventually Help.

Work on the demolition of the neighboring building to the Columbia quarters in Tremont street is going on rapidly, and it will only be a short time now before it will be razed to the ground. Then will begin the work of rearing the side walls for the Columbia, and, if there is more or less inconvenience in the handling of goods inside the warerooms, the condition is easily offset by the thought of the unusual facilities that will be enjoyed when the new street is finally laid out, giving the Columbia such unequaled opportunities for advertising itself and its goods.

Working in Wholesale End.

James McDonald, who was one of the shining lights in the retail department of the Columbia Co., is now working in the wholesale end of the business. He is assisting Norman Mason, who has been making a great success since he devoted his attention to the outside end of the Columbia interests. Another transfer is that of George Krumscheid, who also is now working in the wholesale department.

Busy Times with Oliver Ditson Co.

All the office staff working in happy conjunction with Manager Henry Winkelman, of the Victor department of the Oliver Ditson Co., are finding business more than good these days. Since the installation of the new sound-proof booths, the increased facilities are proving just what the company needed to properly cope with the increasing demand for goods.

Pleased with Visit to Victor Factory.

Billy Fitzgerald, Mark Reed and Mr. Splaine came back from the Victor laboratories with a sounder knowledge of the intricacies of the manufacture of records than they ever before possessed. Incidentally, they had a jolly good time, and their

three days' holiday put them in good shape to handle the business of the Eastern Co.

Business and Salesmanship.

The Columbia Business Building Club held an enthusiastic meeting on one of the last evenings of April, and there was a spirited talk on business and salesmanship. The mechanical construction of the Columbia machines was gone into quite thoroughly, and the Columbia staff was able to extract much useful knowledge out of the meeting.

Sylvester Makes Change.

Roy Sylvester, formerly on the floor of the Columbia Phonograph Co., has severed his relation with that house and now is with the Atherton Furniture Co., at Worcester, where he is in charge of that large concern's talking machine department.

Larger Quarters for Pardee-Ellenberger Co.

So large has the Edison business of the Pardee-Ellenberger Co. become, that Manager Silliman has been forced to look about for larger quarters. These have been found at 26 Oliver street, not a great way from the present location at 66 Battery-march street. The new quarters, which, it is hoped, will be fully occupied by June 1, comprise two floors of 10,000 square feet of space. Manager Silliman is planning to so move as to interfere with business as little as possible. The readers of this department will learn more about the new Edison quarters in next month's issue.

Expansion of Victor Business.

The Victor department of the C. C. Harvey Co., which has taken on a new lease of life since Francis White has assumed management, has been moved to larger and more convenient quarters on an upper floor. The department has been located in the basement, and it was expected that the move would have been made some time ago, but the quarters were not ready. The rooms are reached by excellent elevator service.

Exhibition of Modern Dances at Steinert's.

To the accompaniment in part of the music of a Victrola, the M. Steinert & Sons Co. entertained its friends with an exhibition of some of the modern dances a short time ago in Steinert Hall. The admission was by invitation and the hall was crowded with a fine audience. The exhibition was a success in every particular.

New Rosen Store.

Although Henry Rosen has not placed a permanent manager in charge of the new store at 246 Huntington avenue, he is already doing business there and has contracted with the Victor Co. for

IT IS the real music feature of the new Edison Diamond Disc Phonograph that has sent it flying into the homes and hearts of music loving people—of whom there are many more who haven't purchased an Edison. This is the class that will give you a profit in your own city if you will be an Edison man.

We'll back you up with the P-E Service, a composite organization of men, brains, money and action, instituted primarily to give you a co-operative service that is of business building character.

Ask us today for the entire story.

Real Music
At Last

The Pardee-Ellenberger Co.

Boston, Mass.

New Haven, Conn.

THE TRADE IN BOSTON AND NEW ENGLAND

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

a large stock of goods. Mr. Rosen, judging by the many customers that drop into the place, made no mistake when he established this new store.

H. A. Yerkes a Visitor.

H. A. Yerkes, the wholesale manager for the Columbia Co., was in town yesterday for a short visit. He had been on a tour of the New England agencies and before coming to Boston had made several stops throughout Connecticut and Rhode Island, and, after leaving Boston, he was on his way to points in Northern New England. Mr. Yerkes expressed himself as well satisfied with the trend of business, and especially enthusiastic was he over the way the new dance records are going.

Walter Van Brunt Welcomed.

Walter Van Brunt, who was playing a good engagement as he always does at Keith's Theatre a short while ago, was a frequent visitor to the quarters of the Eastern Co., which is only a few doors away from Keith's. The boys are always glad to welcome this excellent entertainer.

Columbias for Brookline Playground.

Manager Erisman tells your correspondent that ten Columbias have been ordered for the Brookline playground, and will be put into use as soon as the weather will allow the children getting more out of doors.

To Entertain the "Jackies."

When the battleship "Georgia" steamed away from the Charlestown Navy Yard the other day for the Mexican coast, it was well equipped with musical instruments, and among other things it had a fine talking machine with plenty of records. Wonder who can guess who furnished the equipment, and did it well too?

ADVISES SALESMEN NOT TO "KNOCK"

Buyers Inclined to Lose Faith in Man Who Knocks Former Line of Goods.

"Knocking" a line on the part of salesmen after they have changed positions was heartily condemned this week by a buyer for one of the big local stores, said the New York Times. "I always lose faith in a man who 'knocks' his former line after he makes a change," he said, "for I can never escape the thought that he was selling me those 'rotten' goods before he made the change. If the goods really were what he said of them, it shows me that the salesman has been trying to stick me; if they were not, how can I believe him when he commends his new line? Many a salesman who has been selling me for years has changed his base and 'knocked' his old line with the idea of selling me the new. What he has succeeded in doing, however, has been to lose my trade entirely."

FRATERNAL BODIES AS PROSPECTS.

Recording of Music of Various Organizations Adds Interest to Machine Outfits for Meeting Rooms—Popular Wherever Used.

In every town—we might almost say in every hamlet—there is at least one fraternal organization. It's either a Masonic, Knights of Columbus, O. U. A. M., Knights of Pythias, Y. M. C. A., Press Club, Boys' Club, Women's Club or some similar organization. They are usually excellent prospects for phonographs. The important point is to get in touch with the head part in each one and arrange for a recital at such times as is easiest for all the members to attend.

Out in Illinois recently our representative sold to the lodge rooms of a Masonic order at Savanna a \$150 Edison disc with several records. In Des Moines the Knights of Columbus purchased an Edison disc, and have installed it in their lodge rooms. The Press Club, also of Des Moines, having very elaborate rooms, purchased an expensive Edison disc with a large number of records, says the Edison Phonograph Monthly. Thereupon their secretary ordered another disc for his own home, with several records.

FORGOT WHAT HE WAS SELLING.

Fable of the Dealer Who Was So Full of Arguments That He Couldn't Stop to Sell Goods—A Hint as to the Handling of the "Man from Missouri" and Its Application.

There was once a phonograph dealer whose mentality was cluttered up with arguments. He was muscle-bound in the mind.

Whenever a customer came in to be shown, Mr. Dealer turned on the conversation. He called special attention to the fine old Circassian walnut in the cabinet and laid stress on the graceful lines.

Then he would open up the phonograph as if he were going to take it apart. He would call over the customer and hold a clinic, going into every phase of its anatomy.

Every time the customer started to say something he would interrupt with, "Just a minute, please," and then he would be off on another discourse; this time a technical rhapsody about motors.

Following which came several speeches from Mr. Dealer on the subject of acoustics. Overtones and timbres were all mixed up in the customer's mind and he was looking for a chance to break away and come up for air.

Suddenly Mr. Dealer was called away to answer a 'phone call. The customer beckoned to an assistant.

"Do you know how to work this phonograph?" said he.

The assistant allowed he did.

"Then make it play something," urged the customer.

Mr. Dealer was gone quite a while and he didn't see the smile of appreciation that broke over the customer's features. When he finally came back, says the Edison Phonograph Monthly, he found that the assistant had made a sale and had the money in the cash drawer. Also, he found a note left by the customer. It read:

"I came here to get a musical instrument, not a cross between a mechanical toy and a piece of furniture. Your assistant helped me to find what I wanted."

Moral: Hearing is Believing.

Sometimes silence means only that the man who listened has his opinion unchanged.

C. B. GORHAM MAKES A CHANGE.

Resigns from Denholm-McKay Co. to Become Associated with Worcester Phonograph Co., a Recently Organized Concern.

(Special to The Talking Machine World.)

WORCESTER, MASS., May 9.—C. B. Gorham, of the Denholm-McKay Co., has severed his relations with that concern, and has become associated with the Worcester Phonograph Co., which is a comparatively new concern. W. F. Howes, who at one time was the manager of the talking machine department of the Houghton & Dutton establishment in Boston, has succeeded Mr. Gorham, and he plans some new features for the Denholm-McKay Co. One of his plans is to screen off a part of the rug department and have demonstrations of dancing by a couple three afternoons each week, using a Columbia graphophone to furnish the music. Attention will be called to the demonstrations through the medium of some attractive window display.

SELLS HIGHER PRICED MACHINES.

G. W. Lord Meets with Success in Featuring the Better Grades of Machines in Lynn, Mass.—Reports a Growing Demand.

(Special to The Talking Machine World.)

LYNN, MASS., May 7.—G. W. Lord, of 34 Central square, is one of the large Columbia dealers who is making a great success of the higher priced machines. He has been featuring the \$100 mignonettes for some time past, and his sales have increased tremendously. Mr. Lord makes it a point of running up to Boston quite frequently and conferring with Manager Erisman, and, in this way, he keeps right up-to-date in everything.

NATICK, MASS., A LIVELY CENTER.

(Special to The Talking Machine World.)

NATICK, MASS., May 7.—Though this town is not a large place and is comparatively near to Boston, a large percentage of its citizens can boast the possession of a talking machine; and the medium of distribution for the Columbia outfits is Fairbanks & Sons, who have been doing a most creditable business, especially in the past month. The demand is largely for the higher priced outfits.

More needle styles than you actually need are made in this plant

THERE are many styles and kinds of needles; it is admitted that Bagshaw-steel is the best material, and we make all the styles of needles that have been tested by experts and are acknowledged to be the best means of reproducing sound. Some of these styles are LOUD, SOFT, DUPLEXETONE, which with the many different sizes gives a dominating needle line of unusual strength.

Established 1870

Pioneer
Needle Makers

W. H. BAGSHAW
Lowell, Mass.

Exclusively a

Victor Distributor

Our entire effort—

Our whole force—

Devoted to the sale of the Victor Talking Machine Company's product—why shouldn't we give you the best service in the country to-day?

Is it strange the dealer selling Victrolas and Records naturally turns to us—more so than ever in these times of GREAT DEMAND?

Certain dealers we know depend upon us, absolutely, for their stock. You would find it would pay you to be classed amongst those dealers.

Don't hesitate—start buying RIGHT NOW.

Begin thinking of your Fall business—Get in that stock order immediately.

It will pay you.



NEW YORK TALKING MACHINE CO.

81 Chambers Street,

New York City

NEW YORK TRADE SHOWS UP WELL DURING THE MONTH.

Continued Demand for Dance Records Proves Strong Factor in Business Despite Stock Shortage—Noticeable Increase in Local Advertising—Big Gains in Sales Reported—What the Various Jobbers and Dealers Say Regarding Present Conditions.

Business in local talking machine circles the past month has maintained a steady, even gait that has developed nothing startling nor extraordinary aside from the fact that the majority of jobbers and dealers closed the best April in their history. The pronounced record shortage continues to be the main topic of discussion and, in some instances, complaint, while the more popular models of machines are also extremely scarce in most parts of the city.

As was predicted six months ago, the dancing craze shows no signs of abating, although there has been a noticeable switch to some of the newer dances in preference to those introduced last fall. This change, however, has had no effect on the demand for dance records, as all of the new dances find their ideal interpretation through the medium of the talking machine. As it now stands, the dance craze has been the greatest boom to the record business that has ever been introduced. Many dealers can trace a considerable portion of their 1914 profits to the sale of dance records, and with the advent of the summer season there is no real reason why any dealer should complain because of lack of record business. The companies are making every effort to co-operate with their trade in developing their dance record business, and this co-operation is taking the forms of practicable selling helps that are producing results.

A feature of local trade the past few weeks has been the consistent advertising that has appeared in the leading newspapers on behalf of talking machine warerooms or departments. There was a noticeable let-up in "talker" advertising around Lent and Easter, but the past month has witnessed the use of very nearly as much printers' ink as usually appears about Christmas time. Service is the keynote of this advertising, the uniformity of selling prices of the machines and records eliminating the price question from the dealers' advertisements. Machine and record service is extended to all prospective customers, with the assurances that the records carried in stock are perfect and up to date.

Dance Posters Catch the Eye.

The Blackman Talking Machine Co., 97 Chambers street, New York, prominent Victor and Edison distributor, is displaying in its spacious show window a number of dance posters that have attracted the attention and praise of all passers-by. These window posters are distinctive and individual, having been made specially at the company's order. The testimonial on behalf of Victor records given by Mr. and Mrs. Vernon Castle is featured to excellent advantage, while the color schemes of these window displays harmonize with the quality of the illustrations.

Big Business Gain Reported in April.

"Our April business showed the substantial gain of 76 per cent. over that closed last April," said R. F. Bolton, manager of the Columbia Graphophone Co.'s wholesale quarters at 89 Chambers street, New York. "We are naturally well pleased with this splendid report, particularly in view of the fact that last April's business was generally satisfactory, and was ahead of April, 1912. Last month was a record-breaker in several respects, although the most important feature was the fact that the higher priced machines outsold by far the less expensive ones. Our 'Leader' and 'Mignonette' models are selling particularly strong."

Shipping to Summer Resorts.

"Sales of machines during the past few weeks have been very steady," said H. N. Purdy, in charge of the Edison disc department of Hardman, Peck & Co., 433 Fifth avenue, New York. "We have been shipping many machines to well-known summer resorts, together with substantial supplies of dance records, and judging from all indications, this phase of our business will assume imposing proportions during the rest of the month and in June. Our clientele is still evidencing a marked preference for the better grade of ma-

chines, our best selling machine being the handsome \$150 model."

Book on Dancing Stimulates Business.

Apropos of the recently issued Victor book on the modern dances, V. W. Moody, sales manager of the New York Talking Machine Co., 81 Chambers street, Victor distributor, remarked as follows: "The Victor Co.'s book of instructions on the three modern dances, one-step, hesitation and tango, is creating more interest than any piece of literature ever issued by the Victor Co. The demands for "Form 2338," the official ordering number for this book, are actually in excess of the call for the Victor complete record catalog, and the tremendous demand for the latter book is a matter of common knowledge. Due to the fact that all dealers, large and small, urban and interurban, are demanding so many of these dance books, the allotments have of necessity been small and the dealers are all circularizing their best trade and prospects, asking them to come in and get a copy."

Notable Increase in Agencies.

"The various new Columbia agencies around New York established during the past few months all report the closing of a healthy business in April, due to consistent advertising and the demand for the product. The Grafonola Shop, opened May 1 at 143 West 125th street, is located in the best shopping district of Harlem, and is already closing an excellent business. The store is situated in a most convenient spot, being accessible to all lines of transit and opposite the leading Harlem department store.

Takes Charge of Department.

John Y. Shepard has been appointed manager of the Victrola department of the Lawson Piano Co., Third avenue and 150th street, New York. Although Mr. Shepard is inexperienced in the merchandising of Victor machines and records he has started work in his new connection with vim and vigor, and his sales for the past fortnight have been very gratifying, showing a substantial increase over the corresponding period of last year. Before assuming charge of the Lawson Co.'s Victrola department Mr. Shepard visited the establishment of one of the leading local Victrola distributors, where he spent several days acquiring a detailed knowledge of stock system and selling methods.

New Machines Win Praise.

"Edison disc records are being praised by all our patrons," said Dana F. Parkhurst, manager of the Edison department of the Tower Manufacturing & Novelty Co., 326 Broadway. "The tonal quality of the latest shipments from the factory has been termed 'superb' by our customers, and this branch of our business is steadily increasing. The outlook is very bright and our list of live prospects is constantly increasing."

General optimism prevails in the trade just now, the following dealers expressing their satisfaction with business conditions: Benj. Switky (Victor), Christman Sons (Columbia), Krakauer Bros. (Edison disc), Landay Bros. (Victor), Kranich & Bach (Columbia), Greenhut-Siegel Cooper Co. (Edison and Victor), and many others in the local trade.

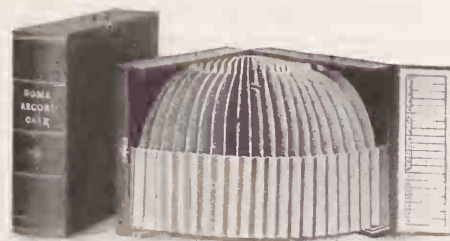
PROTEST PRICE CUTTING.

Prominent Retail Merchants of New York Hold Large Meeting in Aeolian Hall—Favor Bill Introduced in Congress by Representative Stevens of New Hampshire.

Several hundred independent retailers, representing many different branches of trades, including many prominent talking machine jobbers and dealers of this city, attended a meeting at Aeolian Hall April 24, under the auspices of the Committee for the Promotion of the Interests of Retail Merchants, at which the price-cutting practice of department and "chain," or syndicate stores were severely scored by the speakers. Dr. William C. Anderson, president of the New York Pharmaceutical Conference, presided, and spoke in favor of the bill introduced in Congress by Representative Stevens of New Hampshire, authorizing manufacturers of standard, advertised goods to prescribe the price at which the goods shall be sold by all retailers.

Alfred D. Woodruff, manager of the food supply store maintained by the New York Association for Improving the Condition of the Poor, spoke, and among the other speakers were Congressman Herman A. Metz, of Brooklyn; Ellis L. Holland, of The Journal of Commerce, and J. Leyden White, of Washington. The speakers said the public derived no benefit from price cutting, as the amount taken off the price of one article by the big stores, was added to another.

It was announced that similar meetings are to be held in Baltimore, Denver, St. Louis, San Francisco and Philadelphia and that plans are under way for a large protest meeting in Madison Square Garden on a later date.



Dome Record Case

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

Keeps Valuable Records Under Lock and Key

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

W. D. ANDREWS

Buffalo, N. Y.

We will help you make money in 33 languages

How many foreigners are there in your locality? Italian, Hungarian, German, Poles—or whatever their mother-tongue may be?

Do you realize how anxious they are to spend their money in your store?



Columbia Records—a splendid repertory in all of the following languages—and a correct catalog for each:

Arabic-Syrian	Finnish
Armenian	French-Canadian
Bohemian	Gaelic
Chinese	German-Austrian
Cuban	Greek
Danish	Hawaiian
	Hebrew-Jewish
	Hungarian
	Italian-Neapolitan
	Japanese
	Javanese
	Lithuanian
	Mexican
	Norwegian
	Polish
	Portuguese
	Roumanian
	Russian
	Ruthenian
	Scotch
	Serbo-Croatian
	Slavish-(Kraimer)
	Slovak
	Spanish
	Swedish
	Turkish
	Welsh

YOU know well enough that music means ten times more to the foreigner in your town than to the American citizen. Especially the music of his own native land—and even more especially if it is sung by the best known artists and played by the best known instrumentalists of his own country—names as familiar to him as your own front door is to you.

We are now prepared not only with a remarkable series of records in 33 languages and dialects, but with the means of getting the business for you.

Our Foreign Record Department will co-operate with you to the limit; we can tell you very nearly how many foreigners there are in reach of your store—and we have a pretty clear idea of what language they speak, too. And we can tell you just how to go about bringing them in. It's the easiest thing in the world—once you have been put in touch with them they will come to you.

The Columbia repertory of foreign records is by far the biggest and best in every language. Most of them were recorded in Europe, and all of them are in the pure native language or dialect.

Good business in every month of the year—no dull June, July or August for you if you have this highly profitable foreign trade coming in.

We can tell you how, and we can help you do it!

Write for particulars to the Foreign Record Department

COLUMBIA



Graphophone Company

102 West Thirty-Eighth Street,

New York City

TALKING MACHINE DEALERS HOLD ANNUAL DINNER

Members of Eastern Talking Machine Dealers' Association and Their Friends Participate in Enjoyable Affair at the Kaiserhof—Listen to Able and Interesting Addresses by Dr. Lee Galloway, Ernest John, Clinton E. Woods and Others—Association Plans.

The fourth annual dinner of the Eastern Talking Machine Dealers' Association, the largest and most successful affair ever held under the auspices of that association, took place at the Kaiserhof, Thirty-ninth street, New York, on Wednesday, May 6, with a particularly large number of dealers and their guests, the jobbers and factory representatives, in attendance. The general acquaintanceship among those present made the affair distinctly informal, and that fact added materially to the enjoyment of the occasion.

The arrangements for the dinner reflected the interest taken in the matter by the officers of the association, John G. Bremner, president; R. Montalvo, Jr., vice-president; Henry Rau, treasurer, and F. L. Steers, secretary, and of a number of the members, and the attendance indicated the growth of the association and the interest taken in it since its organization with a scant dozen members.

Following the dinner proper, President Bremner assumed the duties of toastmaster and introduced the first speaker in the person of Dr. Lee Galloway, professor of commerce and industry of the New York University School of Commerce, Accounts and Finance, who had for his subject "The Principles of Price Maintenance."

Dr. Galloway Speaks on Price Maintenance.

Dr. Galloway, who is one of the recognized authorities of the country on matters of commerce and business economics, handled his subject in a most comprehensive manner and presented a number of forceful and unusual arguments in support of the legal right of the manufacturer to control the resale prices on his trade-marked products.

"Many economists start out by ignoring price," said Dr. Galloway, "but all finally end by acknowledging that price is the most wonderful of all social phenomena. It is the one medium by which society tries to express its estimates of economic values—would it be too much to say social values as well?"

Dr. Galloway then explained in detail the two kinds of commodities—staple and merchandise—the first characterized by their relationship to human wants and the second including manufactured products not of that character.

"The first real distinction between staple and merchandise rests in the nature of the articles themselves. There are only a few grades of steel, but there are thousands of articles made from steel. Each of these articles has certain specific qualities. What corporation, for instance, could get a monopoly of watch springs, or of carving knives, or of razors? Therefore, with the ordinary legal safeguards against the restraint of trade, the manufacturer of merchandising products must set his price under competitive conditions."

After explaining at length the manner in which competitive conditions govern the question of price fixing by an independent manufacturer or dealer as compared to price fixing under monopolistic conditions, and the manner in which the great markets have been developed, Dr. Galloway said: "Not only must the manufacturer adopt the agency method if he would preserve his trade name, but he must adopt this manner of distribution if he would avoid the creation of enormous distribution corporations which would gradually monopolize not only the outlets of distribution but force the manufacturers themselves into a dependent position. The rapid growth of chain stores, mail order houses and department stores indicates the tendency toward concentration in the marketing of goods. Either the manufacturer must be given the right to maintain his resale price—in which case the position of the small distributor might be maintained—or he must establish his own branch house or agency to hold the market for him."

The speaker also dwelt upon the quantity price versus the one price to all from different angles, and likened the present conditions of trade, without fixed retail prices, to the primitive bartering methods wherein both buyer and seller spent much

time and effort in an endeavor to take unfair advantage of each other. He credited national advertising and the general acceptance of advertised trade-marked articles as the standards in their respective classes with placing modern merchandising on its present high plane.

In support of the inherent right of the manufacturer to fix the resale price on a trade-marked and advertised article of his manufacture, Dr. Galloway offered the following original and thoroughly convincing argument: "The manufacturer who spends millions of dollars in advertising his goods to the public creates, as we say, in the minds of the public a disposition to buy and to trust the concern which makes them. An important part of the advertising and an important element in establishing good will is the fixed price which is put upon the article. The community began to associate a certain article with a certain quality at a certain price. The right to this favorable social impression is regarded by the manufacturer as a good will property right, and he claims that when he disposes of his goods to the retailer he cannot in the nature of the case transfer to him also the right to dispose of or sell his reputation or good will at the same time. Therefore he wishes to divide the idea of possession which accompanied all goods, namely, the property right in the physical goods and the property right in the good will. The first of these he is willing to sell to the merchant, but the second he is unwilling to surrender unconditionally into the hands of any other person than himself. Thus he claims that when he sells a razor or a watch with his trade-mark on it, he is not

giving the merchant absolute title to all the property rights connected with it, and hence maintains that he should be permitted to name the resale price to the merchant. In this way the manufacturer can protect the name of his advertised goods against the price cutter, who, by selling it lower than advertised prices, creates an impression that the quality of the goods is not as advertised and so destroys the good will of the manufacturer.

"The whole question of price maintenance is closely associated with advertising. No man can afford to put a brand upon his goods and then spend millions of dollars in advertising if he is making a poor commodity and expects to remain in business. Every dollar he thus spends is advertising inferiority rather than establishing for himself a valuable property right and good will. Advertising in its early stages was almost a synonym for sharp practice merchandising, and the patent medicine advertisement was a type which was very prevalent. However, with the increase in trade-marked goods, advertising became more dependable, and to-day few reputable magazines would dare to take advertising which was palpably fraudulent. Thus the trade-marked goods have not only established standards for the consuming public but they have set standards for the advertising world. The special bargain, the fire and removal sales, etc., which have built up the fortunes of many big department stores and their like, are to-day bringing these stores more and more into ill repute with the public.

"Thus we predict that within a few years laws will be proposed and passed which will define fraudulent advertising, and severe punishment will be meted out to those who attempt to build up a business on the ignorance of a credulous public. And when this time comes we will see more plainly than ever the part that the standard trade-marked goods are playing in elevating business ethics and creating a broader field of commercial dependableness."

ERNEST JOHN, OF VICTOR CO., DISCUSSES "CO-OPERATION"

The next speaker was Ernest John, of the Victor Talking Machine Co., who had for his subject "Co-operation." He was listened to with interest and said in part:

"Co-operation means co-operation and nothing else—it does not mean co-operation up to a certain point. If I attempted to go into all its phases you might, by the time I had finished, have gone home or gone to sleep. You are safe, however, for I myself have suffered too often and too keenly from those who talk 'not wisely but too much.'

"We think we know a lot about the value of gold and diamonds and such things, but the value of co-operation is greater still. The whole social system is built on it. Whether it is a question of mailing a letter or making war on Mexico, we are dependent upon the co-operation of others. A man who earns \$50,000 salary is dependent upon the co-operation of someone else for food and clean shirts. It is true that he pays for them, but if there was no co-operation procurable at a price or otherwise he would have to do these things himself.

"That's how broad the subject is, but we no doubt are more interested in its specific application.

"First: You employ clerks to co-operate with you. Co-operation here means that two or more parties unite their mutual efforts for mutual benefit. When either one of the parties does less than his share we no longer have co-operation, but parasitism.

"Paradoxical as it may seem, there is such a thing as co-operation with competitors. Don't you know how, in a prize fight, there are certain mean tricks which no clean fighter will use, because in the long run they are likely to spoil the sport. For their mutual good they refrain from doing certain things.

"That's co-operation.

"You may say that they refrain from mean tricks because there's an umpire watching them. It may be so, though I would rather hold the other view; but don't forget that there's an umpire watching

the retailer, and instead of one man it is that powerful combination of men we call the public.

"Just as a community, a store or a nation thrives



Ernest John.

only so long as there is a reasonable co-operation for the common good, so with a trade. Every time a man tries to get the best of a competitor by foul means he does, to that extent, help to make business conditions harder for himself.

"The talking machine business has been fortunate—more fortunate than most—but if you remember nothing else that I say remember this, that every time you cut a corner off profitable business the loss is permanent for others, can, will and indeed must, follow you.

"I am not talking about price cutting because I believe you realize how impossible and disastrous that is. I am talking about giving terms which are unprofitable, and all that sort of thing. Depend upon it, you will all have to do business

(Continued on page 24.)



The Columbia sales policy is that of the open shop for the dealer. He can make his own business decisions—and we will boost both his demand and his supply.



(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

TALKING MACHINE DEALERS HOLD ANNUAL DINNER—(Continued from page 23).

on the same basis, and whether that basis is profitable or unprofitable depends upon your policies. It depends on whether you realize that there is a benefit to each individual through co-operation with competitors. You may be positively certain that you yourselves will have to pay the piper for the tune to which you dance.

"On this point my message to you is—get together on the basis of friendliness and good will. To all intents and purposes you gentlemen are like a regiment of soldiers on a battlefield—at least you should be. Your interests are identical with those of your competitors just as surely as the individual soldier's interests are one and the same with those who march at his side.

"I said get together on the basis of friendliness and good will, and I mean just that. Get to know one another—know one another better than you know your customers.

"Here's Brown doing business on one side of the street and Smith doing business on the other side. They are rivals in business, but barring that they're friends. A customer comes to Brown and tells him that Smith has offered to let him have a Victrola for nothing down and a dollar a month. What happens? Brown can laugh in his customer's face if he wishes to, for he knows Smith; they're friends, they've talked over their business affairs, credit extensions and so on, each knows the other and trusts him, each knows that he isn't such a fool as to do business that way. Then the customer's bluff (and such tactics are often used) can safely be called. Without that mutual friendliness, that mutual respect, Brown will try to go one better perhaps, and then what?

"Gentlemen, what is it that you get out of that sort of thing? I'll tell you what you can get and all you can get—rotten business! That and nothing else. Rotten business that isn't worth the having and serves no other purpose than keeping you awake o' nights. What is the use?"

After asking the dealers for their earnest support of the Stevens bill now before Congress, Mr. John continued:

"I have had my say on co-operation from two points of view. For instance, you have a right to the co-operation of your clerks. You have a right to co-operation from your competitors—when you co-operate with them. It is also true that you have a right to co-operation from your manufacturer—when you co-operate with him.

"You have heard what happens to the man who is between two stools, and there is excellent authority for the statement that 'a house divided against itself falls.' Let me tell you that the best co-operation between dealer and manufacturer exists only in the exclusive store, the store which handles one line.

"Do you know what it is that the dealer does when he handles two or more similar competing lines? He acknowledges his own uncertainty as to their respective virtues.

"Before I knew anything about the talking machine business I went into a store where the three most prominent makes were carried in stock. I

was open to conviction to a very great extent, for my experience was very limited. In other words, I was in the same condition of mind as the average buyer. Among other things, I asked the salesman which instrument he thought was the best. His reply was: 'I really can't say.'

"Of course there was nothing else for him to do, but I was actually more confused when I came out of that store than I was when I went into it. Is that the condition of mind, think you, which is most likely to lead to a purchase? Was it co-operation, real co-operation with any one of the manufacturers in question? It wasn't.

"The retailer accepts certain obligations to the public when he becomes a retailer. He assumes the responsibility of supplying his customer with the best article obtainable when the customer on his part assumes the responsibility of paying for such article.

"In most commodities the customer knows nothing of values—he depends on the retailer's integrity. Incidentally, let me say that once that integrity is open to impeachment the end of that retailer comes swiftly. How then, under circumstances such as I have outlined, can a retailer look his customers squarely in the eye and say: 'This is the best,' when there is a monument to his own uncertainty grinning at him from the corner of the store?

"I repeat. When a dealer handles two or more similar competing lines he does acknowledge his own uncertainty, and by so doing he does not help but hinders the making of sales. In other words, he is not co-operating to the best advantage with himself. I know very well that the retailer puts his own money and his own energy into his business for his own benefit, but he defeats his own ends when, instead of stimulating the enthusiasm, he stimulates the confusion of his customers. I shall be told that there are two sides to every question. There are. But both of them can't be right. I think I know most of the arguments which are used in favor of having more than one line, although it has been my misfortune to have met no argument which justifies the practice.

"The one most commonly used is that in catering to the general public a merchant must be able to satisfy varying tastes. If that were so, the only successful retail establishments would be the de-

partment stores. But I would rather own Tiffany's than the best jewelry department in town, and so, I think, would you.

"Take the case of—well, a shoe dealer. When shoe dealer offers the public the best available shoe, the shoe which gives the greatest satisfaction to the greatest number of his customers, he does not, in handling that line, debar the public from procuring some other shoe—at some other store. I grant you he may lose the sale of an occasional pair of shoes, but what of that, if the line he carries is, generally speaking, the most satisfactory to the public with whom he does business?

"No one can get all the business there is, no matter how many lines he carries. Is it wisdom or policy to spend money and effort in pushing less satisfactory goods when the same money and effort might have been more profitably expended on the goods best suited to your own particular market?

"You can't possibly inject into your customers more enthusiasm than you yourself possess. Straddle the issue and you will find that your customers will follow suit. They, too, will 'straddle' until someone else, by the sheer force of his own convictions, carries off the prize bodily before your eyes.

"Please don't misunderstand me. I did not come here to-night to proselytize. I came to talk about co-operation as I see it, and I am dealing only in co-operation's first principles.

"I do not say to you, 'Throw out every other line and handle the Victor.' What I say to you is this: 'If you feel that the Victor will suit the majority of people best, handle that, and that only. If you think the Columbia is best, handle that, and that only.'

"A man cannot serve two masters. If you haven't any convictions of your own you can't expect to convince your customers. True enough, if your guess goes wrong you may be out of business in three months, but you will have learned the lesson in the cheapest way, and you will have paved the way for a future success.

"There would be no possible use in my coming here and rehashing for your benefit a quantity of second-hand platitudes. My only chance to say anything of real value is to express my honest convictions. That, Mr. President, is what I have endeavored to do."

CLINTON E. WOODS TALKS ON "SOUND RECORDING"

One of the most interesting and instructive addresses of the evening was that of Clinton E. Woods, E.E., M.E., of the American Graphophone Co., who offered "An Explanation of Sound Reproduction as Related to Talking Machines."

"Generally speaking, sound is primarily created by four things: First, by a fractional rubbing of some kind, such as drawing the bow of a violin across its strings; second, by a blow of some kind, such as the tongue of a bell on the bell itself; third, by the rapid movement of air over a vibratory medium, like the reed of a clarinet, the vocal cords

of the throat, etc., and fourth, the movement of air through certain forms of confinement, like a flute or the pipes of an organ, the results, which in turn disturb the air and set up a wave movement, the air thus acting as a medium of travel for the sound so created, different sounds being represented by a difference in the number of vibrations per second, with a resulting difference in the form of the sound wave.

"Sounds are audible to the human ear from about thirty vibrations per second to 16,000 or

(Continued on page 25.)

TALKING MACHINE DEALERS HOLD ANNUAL DINNER—(Continued from page 24).

20,000, per second, but in music sounds are used for about seven octaves only; that is, from forty vibrations per second to a little over 4,000 per second, and it is this range of vibration in sound that we have to contend with in the design of a recorder for talking machines.

"From this we can see that for musical reproduction the needle arm on a reproducer is called upon to make anywhere from forty to 4,000 vibrations or blows on the diaphragms a second, and to jump from perhaps forty to 4,000 times in the thousandth part of a second, and we can well wonder at the possibility of its being able to do so,

"We wonder at this still more when we consider the fact that all the different vibrations from instruments of an orchestra are put into one wave line on a record. We would naturally suppose that as each different instrument has a different tone wave and a different set of vibrations for each note, such a confusion of sound would be set up when they went into a recording instrument as to result in nothing but a conglomeration of noise, but such is not the case, for when the sound of an orchestra is recorded it imprints on the wax record a single composite wave line corresponding to a composite photograph; in other words, there is one general sound wave formed of all the other sound waves, which precipitates itself onto the diaphragm of the recording instrument and thus produces in the wax record a single wave line corresponding to it, and this in turn is used in connection with the reproducer in such a way that it throws off the same identical composite sound that was put into the original wax.

"This is brought about by the well-known process of putting a pointed needle in the groove of the finished record and allowing the record to rotate under the needle at the same speed at which the record was made. This causes the needle arm to vibrate (according to the wave groove on the record) against a flexible diaphragm, it might almost be called a miniature drumhead, and this in turn agitates the air on the inner side of the reproducer by setting up vibrations and consequently corresponding tone waves in the air, whose only means of exit is out through a tone arm and horn of proper proportion to amplify the volume required.

"Amplitude is another thing that must be taken into consideration in the proper design of a reproducer; that is, the minimum and maximum length of stroke to be made in order to get perfect vibration for long or short tone waves; that is, loud or soft tones. Right here is where we come to one of the most difficult things in reproducer design. If the diaphragm is too thick we do not have elasticity enough in it to give a full length stroke and so get a tubby sound; if it is too thin we have what is known as a raspy or edgy sound. At no point in the operation of a needle arm must the diaphragm be subjected to any mechanical strain; in other words, it must not exceed the limits of its elasticity. From this it can be seen that there is a mathematical relation between the diameter and the thickness of a diaphragm and the length of the needle arm in both directions from its pivoted center.

"Next, let us consider what a record is. It is a flat disc with a spiral groove, commencing at the outer edge and running in toward the center, which groove represents a sound recording of some kind. A record which will play about four minutes has, in the total length of its groove, an average of about 480,000 waves or vibrations; therefore, in playing a tune once through, the needle is made to oscillate against the walls of this groove something like 480,000 times, which, in turn, is delivered to the diaphragm of the reproducer. The depth of this groove is three one-thousandths of an inch; its average width is six one-thousandths of an inch, while the thickness of the wall between the spirals is on an average four one-thousandths of an inch, from all of which we can see that a tremendous amount of energy is required from an infinitesimal amount of material.

"We do not consider a record good in its wearing qualities unless it will play on an average at least 200 times; therefore before a record is worn out it will have delivered something like 96,000,000

complete strokes of the needle arm to a diaphragm, and the energy that will have been consumed in this work will have been equivalent to 18,000 foot-pounds, or the raising of 18,000 foot-pounds one foot high in one minute. This gives us some idea, in a general way, of the work the face of a record has to be constructed to do.

"Therefore a matter of great consequence is the selection of proper materials to do it with, as this terrific vibratory bombardment must have a material that will not only give great wearing qualities but will run as frictionless as possible; that is, must be as free from scratching due to the mechanical slide of the needle as possible; and, furthermore, must be a material that is absolutely impervious to moisture; otherwise the records will be very short lived, due to atmospheric or climatic variations.

"Such, in brief, are the elements that we have to deal with down to the present time in the development and use of the talking machine. Recent experiments and developments, however, lead me to say that I believe the talking machine business to-day is about as near being in its infancy as any industry in this country. For instance, the whole development of the art to-day has been practically



Clinton E. Woods.

one that is purely mechanical. Recent experiments in our laboratory show possibilities of coupling electricity up in connection with this work, and I have no hesitation whatever in saying that the time is now near when there will be some remarkable, some most remarkable, changes in the talking machine art and product.

"There are no great obstacles at the present moment to making a record in New York from a band playing in any other city within a radius of 100 or even 1,000 miles, and this can all be done by some well-known electrical methods in connection with some recent inventions which we are working on, and, gentlemen, this means a great deal to us.

"For instance, there is no reason whatever for confining the reproduction of sound to individual appliances as we do now. There is a possibility of there being a general diffusion of this throughout a room, so that it is not localized at any one point but will be the same in any part of the room and have a much greater volume and far superior quality of tone. There are, in fact, two paths before us for making electrical recording. One purely electrical, by which we cut into wax, and one magnetically, in which we will not use wax.

"There is another proposition which I think to be still more wonderful in its possibilities. Within sixty days I have actually seen a photograph of sound, which opens up an entirely new and wonderful field for us in the art of sound reproduction, which again leads me to say that we are approaching a new era in the talking machine business. If sound can be photographed we can enlarge such a photograph as many times as we want to, the same as they do in moving pictures. This will give us an opportunity to make a full analysis of any one

voice, instrument or concerted piece of any kind. Therefore we could take the voices of great artists and make a very minute analysis, a mathematical analysis, if you please, of the relative value of such voices. We could take the voice of a young singer and make an analysis of it and determine just what possibility lay before its possessor, often times saving a vast amount of time and money in its development, if not found up to some certain standard, or again, often encouraging to a complete development voices which might otherwise stay hidden.

"That home recording will soon be with us I have no doubt whatever, which means that a large amount of correspondence in the future will be dictated to a machine and reproduced by the recipient. The time is not far away when we will possibly have voice studios where anyone may go and have a record of their voice made as they now go and have photographs of themselves made. Posterity records, they might well be called. I said before that our work at the present time was very mechanical, and notwithstanding all talk to the contrary, we do not get perfect reproduction at present. To illustrate this: If tone waves were an inch in length in each of their vibrations, out of this original source of sound we have to perform a certain mechanical work, namely, the cutting of wax for preserving the sound or reproducing it. If we absorb two-tenths of an inch in the tone wave in the mechanical work of cutting the wax it is utterly impossible to get a perfect reproduction, because we are going to have only eight-tenths of an inch swing to the sound in the groove on the wax as against a full inch in the original sound, and by this difference there will always be a difference in the actual reproduction from its original source, this difference varying in different voices and different kinds of music. As I said before, there are two paths open to us for the making of sound recordings which are different from those now used, in which there will absolutely be no loss in the registration of the original source of sound. This is very important to a commercial development other than one of entertainment; within the last three or four months I have had some wonderfully satisfactory experiences in these things. You can readily understand that if we can reproduce sound, giving the full value of the original source, also without mechanical contact, we will probably reach as near a state of perfection in this science as it will be possible to go.

"The strong commercial phase in the near future of sound production is going to be in the taking of telephone and telegraphic communications, whereby we will get an actual record. The necessity of this you will perceive at once if you will stop to consider the tremendous volume of business which is daily transacted over the telephone, of which there is absolutely no record that could be produced in court or otherwise as a business transaction. I have seen this performed within the last month and I have taken, myself, telephone communications and put them on record from widely different sources, so this is not only a possibility but a probability, for I have seen apparatus that would do this work over a 1,500-mile circuit."

Other Addresses Made.

After a short address by G. W. Hollowell, manager of sales for Thomas A. Edison, Inc., the toastmaster introduced Francis L. Plummer, of the American Fair Trade League, who made a plea for the support of the talking machine dealer in the work of the league for price maintenance, and who also discussed the Stevens bill at length.

The final speaker was Edward Lyman Bill, editor of The Talking Machine World, who spoke of the benefits of association to talking machine men, and who advocated that the jobbers and dealers of New York get together in one large mutual association for general trade protection and betterment, with increased individual benefits as the final aim.

John G. Bremner, president of the association, also announced that he favored the bringing together of all the various jobbing and retail interests in the local talking machine trade into a large association that would prove a big factor in handling the many business and legislative problems that face the talking machine men to-day.

A NOVEL MUSICAL INSTRUMENT.

Much Interest Being Manifested in the New Instrument Regarding Which Mr. J. Hoffay Expects to Make an Announcement at an Early Date—Possesses Many Distinctive Features That Have Aroused Attention.

Matters have greatly advanced with J. Hoffay, of 67 Egerton Gardens, South Kensington, London, England, who expects to put on the market his greatly looked for instrument at an early date. Mr. Hoffay is very sanguine as to the trade field waiting for him. His instrument is fully protected by patents, which are already applied for in as many as forty-two countries.

Mr. Hoffay expects to have some definite information ready during the current month. His line of goods will be very attractive. He asserts that several features of his inventions will make certain the capture of the world's market, among which stands prominently the magnificent round musical and natural tone of the reproduction and also the point that one soundbox, without being detached, is all that is necessary to play perfectly all sorts of records. Such arrangement ensures perfect reproduction at all times with all makes of disc records—phono or zig-zag cut.

Other features will count as well, although the main one is perhaps the extreme simplicity of every part composing the instrument.

The announcement as to the trade-mark or name under which these instruments are to be known will be made shortly in this paper, together with the name of the winner of the £10 prize.

Catalogs are now being prepared and will be ready for distribution at an early date. Dealers should apply for same at once.

If you wish to be popular with other people don't show everybody how popular you are with yourself.

Some men are so afraid of hurting other people's feelings that they won't even grin when the weather man falls down on his prediction.

AN AID TO MERCHANTS.

Edison Advertising Compiled from Newspapers Which Is Used to Good Purpose by L. C. McChesney—Other Plans to Help Agents.

A striking aid for retail phonograph merchants was recently created under the direction of L. C. McChesney, advertising manager of Thomas A. Edison, Inc., Orange, N. J., when the department compiled from newspapers some twenty-four advertisements from all sections of the country in which the new Edison Diamond disc phonograph is exploited. These were reproduced in the regular size, and the various sheets were sent to all the Edison dealers to show them just what was being accomplished by their fellow merchants throughout the country. Under each of these advertisements were brief criticisms and suggestions for improvement, so that new dealers might be guided in their advertising work to the end that their publicity work would be of the strongest possible character.

In addition to the foregoing, Thomas A. Edison, Inc., also publishes a set of advertisements for dealers, covering many important points of construction and publicity, which, together with the foregoing set of proofs, furnish this trade with a tremendous amount of ammunition for creating new business.

Mr. McChesney spoke very highly of the methods and space used throughout the country by Edison dealers in featuring the new Diamond disc phonographs, and the trade is receiving the co-operation of this advertising office in order to secure the maximum results from their work.

NEW COLUMBIA REPRESENTATIVES.

Among the latest additions to the lists of Columbia representatives are the Thiebes Piano Co., St. Louis, Mo.; Daly & Poole, 181st street and St. Nicholas avenue, New York, and W. H. Becker & Co., Gloversville, N. Y. The Thiebes Piano Co. is one of the most successful piano houses in St. Louis and is planning to institute an aggressive



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.

campaign on behalf of its Columbia department. All of these new agencies will pay particular attention to the sales of Columbia dance records.

FAMOUS PITCHER BECOMES BUYER.

(Special to The Talking Machine World.)

GETTYSBURG, PA., May 6.—The People's Drug Store, of this city, Victor dealer, sold a few weeks ago a Victrola XI to Eddie Plank, the famous pitcher of the Philadelphia Athletics, world's champions. This past master of the pitching art is an enthusiastic admirer of the Victor products, and purchased a substantial amount of Victor records to go with his machine.

A diluted optimist is a man who, though he can't be happy, insists on being a little less unhappy than his neighbor.

The Masterphone

GIVES

Perfect Detail

Rich Tone

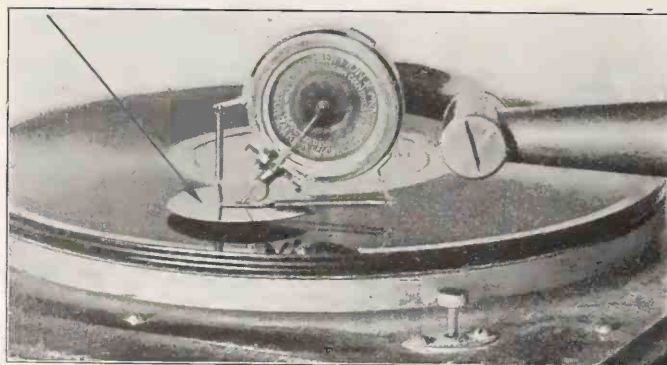
Full Volume

Records remain perfect forever, as Victor Fibre Needles are used. Your customers will like the Masterphone, for it adds immeasurably to the value of their instruments.

YOU EARN ADDITIONAL PROFITS.

Write for Sample and Discounts.

Steel
Needles
Masterphone
\$1.00



Fibre
Needles
Masterphone
\$1.50

THE MASTERPHONE CORPORATION

Suite 1924

61 Broadway

New York City

ARTISTIC ENVIRONMENT COUNTS.

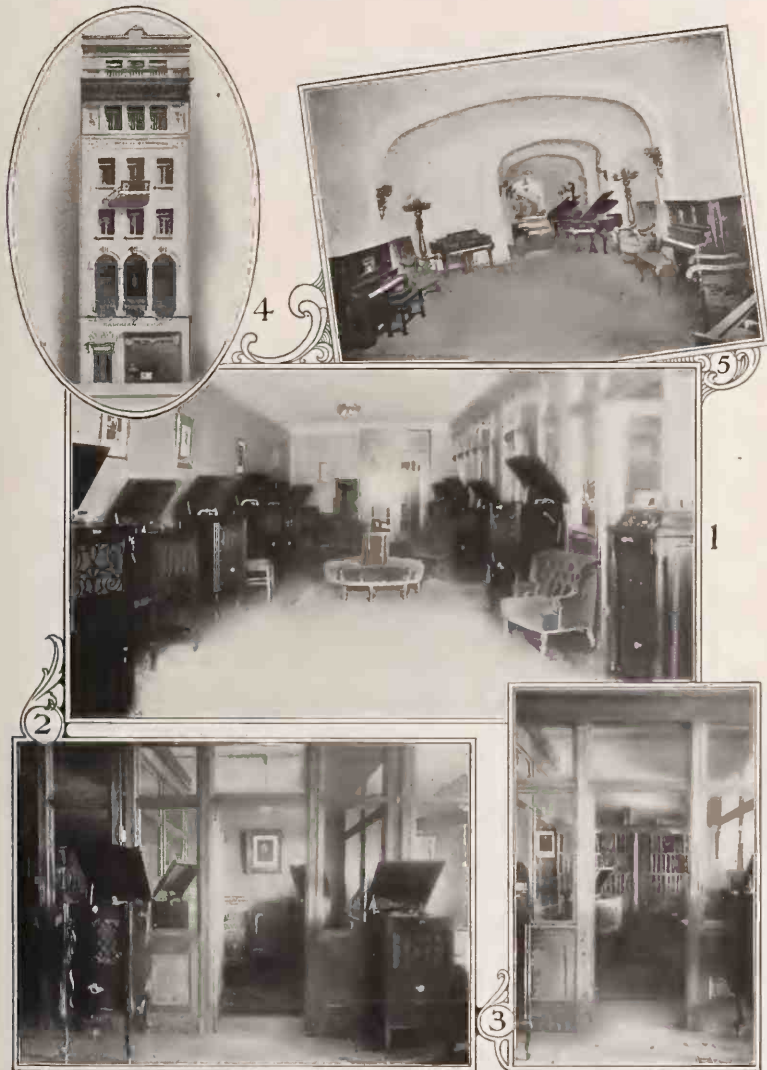
Its Value Demonstrated in the Display of Edison Disc Phonographs at Hardman House, New York—An Idea of Its Effectiveness Apparent from the Photographs Below.

As symbolic of the standing of the present-day talking machine business, the accompanying views of the Edison disc department in the establishment of Hardman, Peck & Co., New York, furnish an

important position in the ranks of high-grade piano manufacturers and cater to a high-class clientele. Their products are sold by aggressive dealers throughout the country, and in arranging to handle the Edison disc products in their beautiful home office, Hardman House, the company paid a marked tribute to the merits of these machines and records.

The Edison disc department is located on the fifth floor of Hardman House and, as will be

following success, the company's piano clientele being quick to appreciate the musical worth of Edison disc machines and records. The higher priced machines have been the heaviest sellers in this department, while all types of records have met with a ready sale. Ashley B. Cohn, vice-president of the company, exercises a general supervision over the Edison department, while H. N. Purdy, well known in the local trade, is in personal charge of the Edison business.



Exterior and Interior of Their New Building, 483 Fifth Avenue.

1. Edison Disc Reception Room. 2. One of the Edison Sound-Proof Booths. 3. Where the Edison Disc Records are kept and Delivered. 4. Exterior View. 5. Entrance Floor—Approach to the Edison Disc Department.

excellent illustration. The opening of this new department in this well-known piano house was chronicled in detail in the columns of *The World* a few months ago, but these photographs tell their own story of the dignity and quality which characterize the furnishings of these Edison disc warehouses.

seen by the illustrations herewith, the general reception room and demonstration booths are all in perfect harmony with the reputation of the Edison disc products and the standing of Hardman, Peck & Co.

In the few months that it has been open, the Hardman Edison department has achieved a grati-

TRITON CO. STATEMENT

Sent to the Trade in Answer to Certain Legal Phases in Connection with the Triton Phonograph and Its Manufacture.

The following letter is being sent by the Triton Phonograph Co., 41 Union square, New York, to its representatives and other members of the trade:

"To Our Customers.—We are informed that the American Graphophone Co. is advising the trade that it has brought suit against us on certain of its patents. We wish to notify our customers that this suit will be vigorously defended by us, and we have the utmost confidence in the outcome of the litigation. We are advised by our patent counsel, Waldo G. Morse and John L. Lotsch, of 10 Wall street, New York, that we do not infringe any valid and existing patents owned by the American Graphophone Co. or any other company, and that we stand ready to defend our customers against all litigation. If you are served with any papers, communicate with us immediately.

"To the Trade—If you are sued, it will be to your interest to communicate with our patent counsel or us immediately.

"TRITON PHONOGRAPH CO., INC.,
"By Joel A. Kraus, as President."

VICTROLA CONCERT IN CLEVELAND.

Eclipse Musical Co. Provides Elaborate Program and Attracts Large Crowd of Music Lovers—Local Quartet Helps Out.

(Special to The Talking Machine World.)

CLEVELAND, O., May 8.—On Wednesday evening of this week the Eclipse Musical Co. gave a most interesting complimentary concert at the store of the company, 1130 Euclid avenue, and at which the music of the Victrola, in a variety of standard and operatic selections, was interspersed with selections by the Cleveland Apollo Quartet, with Charles T. Ferry as accompanist.

The concert was well advertised and attracted a large and representative crowd of music lovers. In order to make the concert of practical value the numbers of the Victor records used and the names of the artists making them were printed in the program.

EDUCATIONAL RECORD CATALOG

Which Will Prove of Real Assistance to Dealers in Developing Business.

The educational department of the Columbia Graphophone Co. issued the early part of the month a catalog of educational records which should prove of real assistance to Columbia dealers in developing their business in this field. This catalog was compiled with detailed care and consideration, containing an index that lists 24 sections under which Columbia educational records may be classified.

Among the various classes of music listed in this book, the majority of which are also sub-classified, are the following: Band selections, chamber music, choruses, dance music, glee clubs, grand opera, holy days, instrumental duets, light opera, lullabies, oratorios and cantatas, orchestral, overtures and suites, patriotic, piano solos, quartets, sacred songs, secular songs in English, solo orchestral instruments, standard songs (foreign) symphonies, talking, whistling.

It isn't always the brainiest man who forges ahead. A low-brow will often cause the crowd respectfully to make way for him—if he happens to be carrying a ladder.

"Standard" Record Cleaner



Price, 50 Cents, List

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

ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

Extended brush area cleans record with one sweeping circuit.

STANDARD GRAMOPHONE APPLIANCE CO.

173 LAFAYETTE STREET,

NEW YORK

INCREASING BUSINESS VOLUME AND DECREASING LOSS.

The Work of the Credit Man in Helping His House to Meet and Overcome Diminishing Business by Making Forced Expansion of Trade Really Safe—Speeding Up the Slow Accounts—Some Excellent Advice by Norman Fetter, of St. Louis.

Norman Fetter, vice-president of the St. Paul Association of Credit Men, made some timely remarks recently when he said:

The question that confronts every mercantile establishment is how to maintain the net profits in the face of the diminishing margin of profits and the increased expenses. So far only one solution has been found, and that is to increase the volume of business. By turning over the capital more frequently a fair return can still be obtained even with smaller profits and increased expenses. It should be borne in mind that the increased volume of business is not an end, but merely a means towards the end; and that is, the net profits.

Furthermore, when merchandise is sold, not for cash or delivery, but under an agreement on the part of the purchaser to pay at some future time—whether a day, a week, a month or a year hence—another factor enters into the calculation of the net profits, and that is, will the purchaser pay as agreed? Now, it is at this point that the credit man's duties begin, and in their performance he is confronted by two indisputable and at the same time antagonistic propositions. The first is, that the house must do a certain volume of business in order to show a net profit at the end of the year, and if the merchandising end of the business is properly conducted, the larger the volume of business the greater the net profits will be. The second proposition is, that losses on bad accounts must not be so great as to materially impair the net profits. Hence it may be stated that the fundamental duty of the credit man towards his firm is to assist in doing the largest possible volume of business with the least possible amount of losses.

Problem That Confronts the Credit Man.

If the problem that confronted the credit man were merely to avoid all losses on bad accounts, his task would be a great deal easier than it really is. By declining business from all doubtful customers and insisting upon prompt payment as soon as accounts become due he could probably escape losses, or very nearly do so; but it is safe to say that, by pursuing such a course he would reduce the volume of business of an ordinary wholesale house all the way from 25 to 50 per cent. It is superfluous to ask what would happen to the net profits if such course were pursued, or to ask what would happen to the credit man.

On the other hand, by accepting all orders without regard to the safety of the account, his firm would soon cease to be in business. It would become an asylum for all the financial decrepids or derelicts in his territory, and ultimately the losses on bad accounts would become too heavy to carry.

Combination of Two Elements.

It is, therefore, the combination of these two elements, the doing of the largest possible volume of business with the least possible amount of losses, that constitutes the problem of the credit man. This is the circle that he must forever attempt to square, for it must be admitted that no perfect solution of the problem is possible.

There should be harmonious co-operation between the sales department and the credit department. Let every salesman thoroughly understand that the credit department is alive to the necessity of doing a satisfactory and increasing volume of business, and that it is willing to run reasonable credit risks in order to get new business; but also let every salesman thoroughly understand that he is to co-operate with the credit department in preventing losses on bad accounts, and that he is not expected to solicit business from people who are known to be in poor credit standing. The result of such co-operation will be that the salesmen will avoid undesirable customers, and will devote their time, energy and the firm's money to securing a good line of customers. Such a course will head off a lot of trouble before it ever gets started, always a desirable thing to do.

The Slow Accounts.

Of course, we all have a great many accounts on the books, and, therefore, to accomplish results it is necessary for the credit man to concentrate his attention on the slow accounts.

As a rule, the customers who discount their bills or pay at maturity need comparatively little attention. In dealing with the slow accounts it is necessary for the credit man constantly to bear in mind that they form an important part in the volume of business done by his firm, and, what is still more important, the net profits realized from their business is considerable, for a slow customer is not nearly as apt to haggle about prices as the one who discounts his bills.

On the other hand, a slow account always presents to the credit man's mind the possibility of making a loss sooner or later. There is a proverb that "a long sickness is sure death," and usually long continued and chronic slowness in meeting bills presages business death. The credit man must, therefore, watch each slow account individually and constantly with a view to noting whether or not there is any improvement. He must ascertain, if possible, the reason for the customer's slowness. It will be readily seen that if the credit man can obtain the reasons for slowness of payment, he will have a flood of light to guide him in handling each individual account.

Clinton E. Woods, supervising engineer of the American Graphophone Co., Bridgeport, Conn., gave a very interesting address last week on "Reproduction of Sound" before the Men's Club of the Second Reformed Church, Hackensack, N. J. Mr. Woods gave a brief explanation of the construction of the reproducer. He explained the number of vibrations measured in the various notes, including the scope of music as well as scope of sound that could be heard by the human ear, and he explained the enormous energy represented by the surface of one disc record in the number of strokes which the needle arm of a disc reproducer gives to the diaphragm, measured according to the number of vibrations, etc., during the playing of one ordinary finished record.

MUTUAL.

"This," said the police judge, in the throbbing silence of the court room, "this is the seventeenth time you have been arrested. The country is wasting money trying to make you behave. I never want to see your face again—do you understand?"

The prisoner nodded an unsteady head.

"Judge," he whispered, "I assure y' zat feelin' 's entir—hic!—tirely mutual. I re—hic!—reshiprocate!"

NEW TYPE OF VICTROLA XI.

Announcement Regarding This Latest Addition Just Made by Victor Co.

The Victor Talking Machine Co. sent out to its trade this week an announcement of a new type of Victrola XI, the \$100 model. This new style, which is designated as Victrola XI, Type "F," embodies a number of distinctive improvements over the model now on the market, including an interior arrangement for holding the records so that they may be kept lying in a flat position instead of standing on edge as formerly. Each shelf will hold eighteen records, with a portion cut away to allow free access to the records. There are eight shelves in this arrangement.

The company announces that the new type will be slightly larger in this three dimensions than the Victrola XI now being sold, and that shipments will be made in about two weeks. No change in price is announced and the company states that it contemplates no further changes in this model during the balance of this year.

SUPERVISING DANCE ROLL MAKING.

Miss Emily O'Keefe, assistant inspector and teacher of athletics, is supervising the making of all folk dance records for the Columbia Co. Miss O'Keefe is well known to educational authorities throughout the country, as she is assistant to Dr. Crampton, who is director of physical training in the New York public schools. The Columbia Co.'s educational department has just issued a very comprehensive catalog of educational records which should prove of considerable value to the dealer.

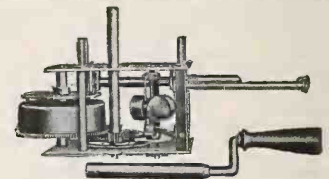
RETURNS TO EUROPE.

Louis S. Sterling, manager of the British interests of the Columbia Graphophone Co., sailed for England Saturday on the "Oceanic" after a month's stay in this country. While here, Mr. Sterling attended the wedding of General Manager Lyle's daughter and the twenty-fifth anniversary dinner of the Columbia Graphophone Co. A. H. Brooks, superintendent of the London recording department of the Columbia Co., will probably sail for England early next week.

WHERE THERE IS NO BARGAIN DAY.

New ideas are slow getting into some quarters. Who ever heard of a bargain day at a coal yard, for instance?

Things go so fast nowadays that the "model" husband of 1914 is hopelessly out of date by the time spring gets here.



TRITON MOTOR

is simplicity and perfection combined. Not a surplus piece of metal about it—every part has its definite function to perform. So the cost has been kept exceedingly low. All parts of which are made in our Factory at Berlin, Germany. The TRITON MOTOR is simple, solid and durable. It is noiseless and may be wound while the instrument is playing.

For prices address

TRITON PHONOGRAPH CO.

41 UNION SQUARE NEW YORK

SEND FOR SAMPLES "DUSTOFF" RECORD CLEANERS

Try them on some old or dusty record—you will be surprised, on playing the record, at the resulting clear and distinct tonal reproduction.

Clean all Makes of Records

"DUSTOFFS" are made of specially selected high-nap wilton fabric, which is specially processed, and gets into the minute sound grooves of the record.

As Nothing Else Can

In attractive display cartons. Liberal trade discount.

De Luxe Model | Regular Model
Metal Holder | Wooden Holder
Retail 50c. | Retail 15c.

Sold by most Victor and Edison jobbers, and by all Columbia distributors.

SAMPLES: Sent postpaid on approval to dealers writing giving jobber's name.

MINUTE SHINE COMPANY

183 Minute Shine Bldg. Providence, R. I., U. S. A.

NOTICE—All dealers and jobbers are cautioned against handling or selling record cleaners infringing against the "DUSTOFF" De Luxe (Simpson Patent) under full penalty of prosecution.

CONTINUED ACTIVITY IN QUAKER CITY TRADE.

Growth Most Marked as Compared with Last Year—Blake & Burkhart's Attractive Quarters—Alterations at Wanamaker Talking Machine Rooms—Buehn Progress—Columbia Wholesale Business Expanding Enormously—New Edison House—News of Month.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., May 8.—The Philadelphia talking machine business, during the month of April, has shown the same satisfactory increase as during the other three months of the year. The increase is quite marked over last year, and each of the four months thus far shows a substantial gain with the prospects, as they look at present, of a continuation of such business for the rest of the year.

The Victor Co. has been keeping the dealers fairly well supplied, both with machines and records, and there is very little complaint at present of a shortage of goods. The only change of any note in the Victor is their announcement that the No. 11 will shortly come out with a new case design. The machine will be an inch higher and an inch wider, with a series of flat shelves similar to a music cabinet, giving a sufficient capacity to hold as many records as the average person cares to possess.

There has been no change in the Edison situation within the month. The local newspapers have been carrying large advertisements of this firm, and the dealers here seem to be doing well. On April 15 the new firm of Blake & Burkhart opened their warerooms at Eleventh and Walnut streets. They have most attractive parlors, richly furnished, and two large hearing rooms. In the basement they keep their stock. Every Monday afternoon they have special recitals from 3 to 5 o'clock, which have been attended by select guests brought there through personal mail effort. This firm consists of Herbert E. Blake and Irvin H. Burkhart. This is their first venture in the talking machine business, but they have been successfully engaged in a similar line of merchandise.

The Talking Machine Co., with three large stores in Philadelphia, has been doing a very fine business. It is arranging to make quite a change in its Broad and Walnut street store during the summer. It will cut through and have a number of salesrooms upstairs in addition to those on the first floor, in order that its customers will have more privacy. Its business is growing daily and it needs more room. The Columbia avenue and Broad street store has also been doing a very good business, and it is the best location outside of the center of the city.

Extensive alterations are to be begun at once in the Wanamaker talking machine department. A row of booths, which have already been constructed and are ready to be placed in position, will be erected in front of their Louis XV. room. The space will permit of double the number of rooms they have at present. The large room, which at present is filled with instruments, will hereafter be used merely as a concert room, and will be handsomely furnished and with a raised platform at one end, on which machines will be placed and concerts given from time to time.

Louis Buehn reports that his business in April was substantially ahead of last year; in fact, it ran ahead by a greater per cent. than any previous month of this year. His Edison dictating machine business has also been most satisfactory in April. An order has been closed for sixteen machines with the Atlas Powder Co., of Wilmington, Del., and at present a demonstration is being conducted with the Dupont Co., where he hopes to place a number of machines.

A new talking machine needle is about to be placed on the market in this city. It is not a diamond point, and it is made by a process known only to the manufacturers. When adjusted, no change is necessary for a long period, each needle playing at least 500 records before it becomes in any way impaired. It is said to be perfectly noiseless, and with no wear on the record. These needles will be retailed for 35 cents a piece.

H. H. Stewart, manager of the Gimbel Bros.' department, has been ill for a couple of weeks

with pleuro-pneumonia. For a long time little hope was entertained for his recovery, but he is now passed the critical point and is rapidly improving.

H. A. Weymann & Sons report that their Victor business has been most satisfactory. They have been having splendid success with their dance records, which they have been advertising heavily, giving away a little booklet that explains the dances to every purchaser of the records. Harry Weymann states that the first four months of the year have shown the greatest increase in the Victor line that they had in any four months in the history of the house. The demand still exceeds the supply. Their William H. Doerr is at present traveling through New Jersey, and Norbet Whitely is through the State on his usual monthly trip. William Brewton is looking after the business in this city.

The retail business of the Pennsylvania Talking Machine Co. has been all that the management anticipated, and the Columbia wholesale business has been growing in a most satisfactory way. April of this year, Mr. Eckhart says, their business was better by 75 per cent over last year. "One thing that is particularly gratifying," he

says, "is the very prosperous condition of most of our accounts. Every dealer on our books is enjoying a very big business, which I attribute to the fact that we are giving them perfect satisfaction and perfect service. We have made a number of new and important accounts and have added several that were most desirable to our list during April."

The Pennsylvania Co. has rearranged its working force in the basement of its store—its shipping department. It has entirely reconstructed its stock rooms to better facilitate its business and give the dealers better and quicker service than ever before. By this rearrangement, it has been able to increase its Columbia record capacity by fully 100 per cent.

PAUL H. CROMELIN IN NEW FIELD.

Paul H. Cromelin, well known in the talking machine trade as vice-president of the Columbia Phonograph Co., and later as manager in Great Britain for Thomas A. Edison, Inc., is now located in New York as American representative for the Cosmofotofilm Co., with headquarters at 110 West Fortieth street. Mr. Cromelin has sent out an invitation to many of his friends in the trade to attend the first performance of the London Film Co.'s big photo play, "The House of Temperley," by Sir Arthur Conan Doyle, at the New Strand Theater, New York.

Premonition is one of many apprehensions which has happened to be fulfilled.

WE DON'T—DO YOU?

Do You Believe These Claims?

What does it mean to say, "We are the largest"—"We are the best"—"We always ship complete the same day," etc., etc.?

"Bosh"—Idle, Careless Claims

Who wants them? We don't know who is the "BIGGEST," etc., because it is not possible to get the details of a competitor's business.

You Want A Jobber to "Make Good"

We are here to SERVE YOU and have you JUDGE by what WE DO.

Try It Now—Send An Order

Let it be MACHINES or RECORDS. Don't let your Competitor be a "BLACKMAN DEALER" at your expense.

Very sincerely

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres.

97 CHAMBERS ST., NEW YORK



DEVELOPMENT OF AD SERVICE.

Success of the Abbott-Young-Adair Co., Chicago, in Catering to the Publicity Demands of the Talking Machine Trade—Most Convenient Cover for Mailing Record Supplements—Speeds Up the Reorder—Sales Aid.

(Special to The Talking Machine World.)

CHICAGO, ILL., May 9.—A business that has developed with proportionately the same speed as the talking machine business itself is that of the Abbott-Young-Adair Co., 542 South Dearborn street, Chicago.

The business of this company is that of providing an advertising service and sales promotional aid that is designed for the entire music trade. The success which the company has found in the talking machine trade has been especially noteworthy, due, in a great part, to the response that dealers the country over have met with following the use of the Chicago company's covers for mailing out record supplements.

These covers are permitted to be used by but one dealer in a town or territory, and possess every requisite of result-producing copy. They are attractive in design, are strikingly individual and link the dealer's name to his product in a fashion that creates an inseparable association between the two.

As the record buyer goes through the monthly supplement he can check without the slightest inconvenience the records desired on the detachable post card which forms a part of the cover.

It is by the use of such aggressive and forceful ideas that many talking machine dealers are forging far ahead of their competitors.

A FORCEFUL ADVERTISEMENT.

In this week's issue of the Saturday Evening Post the Victor Talking Machine Co. is using a striking double-spread advertisement in colors devoted to the company's dance records. This advertisement, which is one of the most forceful pieces of talking machine copy presented in some time, is certain to attract considerable attention by reason of the human interest touch given it by the numerous dancing figures and its effective coloring. A few well-chosen paragraphs on Victor dance music and the formal announcement of the Victor Co.'s new book on "How to Dance the One-step, Hesitation and Tango" complete this excellent advertisement.

A hen doesn't quit scratching just because the worms are scarce.

BUILDING BUSINESS IN TEXAS.

Southwestern Talking Machine Co. Using Attractive Billboards and Other Means of Publicity to Bring the Columbia Line to the Attention of People in That Section.

The Southwestern Talking Machine Co., Dallas, Tex., Columbia distributor, is closing an excellent

publicity. Rafael Cabanas, president of the company, is a firm believer in the value of aggressive consistent publicity, and utilizes all forms of high-grade advertising to present the Columbia products most effectively.

The accompanying illustration depicts one of the company's numerous bill boards, which are scattered throughout its territory. This bill board is well conceived in every detail, and in its orig-



A Billboard That Has Attracted Attention.

business in its territory, which is due, in a considerable measure, to its up-to-the-minute

inal coloring made a striking display wherever it was put on exhibition.

5-CENT FILM OPERA GOAL OF EDISON.

Inventor Is Working Bigger Part of Every Day to Improve the "Talkie-Movies."

Thomas A. Edison, to whom life is a deadly bore when he isn't working nineteen or twenty hours a day, is said to be defying his doctor and his family again and toiling pretty nearly all the way around the clock. He admitted Monday that in the last week he had spent fewer than six hours in his home, Glenmont, at Llewellyn Park, N. J.

Every night and every day he has been busy in his laboratory in West Orange, only occasionally snatching a few hours' rest on a couch. He is trying to perfect the details of the "talkie-movie."

"Opera and drama for the poor workingman and his family for a nickel is what we should

have, and what we eventually will have," Mr. Edison said. "The moving picture, like the phonograph, has been a great educator. Children can see the pyramids of Egypt on the screen, and can hear the strange music of the Orient on the disc. Both of these things are now as perfect as they can be, but we should have the combination of picture and sound perfected."

The phonograph and the moving picture—because they have brightened so many lives—have always been Mr. Edison's favorites among all his inventions.

MINUS MEAT, BUT PLUS ENERGY.

F. K. Dolbeer Reports Great Physical Improvement After Year of Abstinence from Meat and Looks the Part—Enables Him to Work at Full Speed at A'l Times.

Just a year ago to-day F. K. Dolbeer, the well-known phonograph man, stopped eating meat. We might go on and make a great many comments about this, but the only real comment that is necessary is that he is a better man physically to-day than ever, and has an energy surplus that gets him up at 5 o'clock mornings and makes him sleep soundly nights. To say he works hard is superfluous, for everyone knows this. That he will work harder he knows, for the problems in connection with the exploitation of the Phonograph Co. in New York, both wholesale and retail, will consume a great deal of time. Mr. Dolbeer states that he will keep on his meatless diet, for, as he puts it, this policy is extremely valuable for health building.

HOLDS SERIES OF TANGO TEAS.

A. D. Matthews' Sons, Inc., the prominent Brooklyn department store, which recently opened an extensive Columbia department, has been holding a series of tango teas, which has been drawing crowded houses at every performance. The Columbia Colonial "Grand" has been featured at these recitals, and the adaptability of Columbia dance records to the proper dancing of the modern dances is well evidenced by the gratifying comments of all the visitors to these tango teas.

NO, HE DOESN'T MIND.

A salesman doesn't mind turning into a mere "order taker"—after he has created a desire for goods in his customer's heart.

LONG CABINETS

A New Cabinet for Edison Disc Phonographs

Write for Circulars of DISC RECORD CABINETS and PLAYER ROLL CABINETS

The Geo. A. Long Cabinet Co.

Address

Clement Beecroft, Sales Manager

309 W. Susquehanna Avenue PHILADELPHIA, PA.



D 80

Mahogany, Golden Oak and Fumed Finished all around. For model A50 Edison Disc Phonograph.

NO UNCERTAINTY WITH "TALKERS."

Dealers in Talking Machines and Records in Los Angeles Among Few Business Men Doing Normal Business—Recent Trade Visitors—Southern California Music Co. Makes Change in Managers.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., May 6.—April closed as a month of uncertainty in all general mercantile lines, except the talking machine line, which marks an era of exceptional vitality. The Mexican situation has caused uneasiness among merchants owing to the fact only that this section is so close to the so-called region of war and excitement. There is still a great shortage of Victor records, and dealers are hoping that their wants will be supplied in the near future by some mysterious means.

W. A. Manson, an enterprising Edison dealer of San Bernardino, Cal., was in Los Angeles for a couple of days and stated that prospects for future Edison disc and cylinder goods were very encouraging in his section.

J. W. Van Sant, of Raynard & Van Sant, Santa Monica, Cal., has recently sold his interests to his son and his former partner, W. J. Raynard. The firm will continue under the same name.

Barker Bros., 716-738 South Broadway, have very lately installed a complete line of Victor talking machines and records. F. C. Boothe, manager, states that wonderful returns have already come from this newly added line.

Ralph Paulin, who has been with the Gurnsey S. Brown Music Co., Santa Barbara, Cal., for many years, was in Los Angeles for a few days en route to the Imperial Valley, where he is very much interested in large land holdings in that rapid developing district.

The Eilers Music Co. is closing out its entire line of pianos, talking machines and musical merchandise and will discontinue the branch in this city.

One of the largest transactions in the musical line ever in the history of Los Angeles was recently completed when the Southern California Music Co. purchased and took over the entire stock of merchandise of the J. B. Brown Music Co., of this city. This not only increases the stock of the purchasing company, but gives it the agency for the Apollo player and other well-known pianos.

Chas. S. Ruggles, manager of Sherman, Clay & Co., of this city, reports the Victor distributing as doing unusually well considering the fact that the volume of business would have been much greater if it were not for the shortage in Victor records.

A number of changes has taken place within the past month at the Southern California Music Co. Jas. A. Stitt has taken over the managership of the

branch at San Diego, Cal. A. J. Morse, filling the same capacity in that city, becomes the head of the piano department here, and Geo. S. Marigold, first vice-president, has resigned and retired from active duties with the company. Fred E. Peterson resumes the duties of Mr. Marigold.

The Musical Record Co., 814 South Broadway, has added a complete line of Edison discs in connection with its large Victor stock.

The Victor department of the Geo. J. Birkel Co. has hit a high mark, according to the report of Manager A. Graham Cook.

A. C. Wisegarver, a prosperous Edison disc dealer of San Fernando, Cal., is scoring a big business.

Wm. Hobbs Richardson, department manager of the talking machine department of the Southern California Music Co., has left on an extended trip for several weeks, visiting New York and other Eastern cities. Mr. Richardson is accompanied by his wife.

INTERESTING RIEDEL CATALOG.

Noted German House Issues Volume in English That Is Invaluable to Talking Machine Men Who Need Supplies of All Kinds.

A very complete and striking catalog has been issued in English by Emil Riedel, of Chemnitz-Gablenz, Germany (P. O. Box 10). It covers a complete list of springs and a full line of supplies for talking machines. It is correct to a wonderful degree and shows a tremendous study of this particular field. This catalog also lists Riedel Patented Spring Winder, which is a necessary tool for every dealer in a repair shop. This machine is of unusual importance, being made in a practical way for universal use. This company also manufactures a complete line of stock springs, break-lever springs, screws and plates of various kinds. As for quality, the Riedel springs are made of Swedish clock spring style of the toughest quality, and a guarantee of quality and durability goes with each order.

REX CORPORATION IN WILMINGTON.

The Rex Talking Machine Corporation, of Philadelphia, has leased a building in Wilmington, Del., where it expects to locate within as short a time as it is practical to do so.

Philip Wohlstetter, general manager of this industry, advises The World that to secure a modern plant is in line with their policy, for they are rapidly making preparations for a seasonable autumn trade.

The man who insists on testing the silver lining of all his clouds deserves to get the acid in his eye occasionally.

PHONOGRAPH AS A BOOSTER.

Ad Club Quartet, of Los Angeles, Sings Booster Songs Into Edison Phonograph in Order that They May Be Circulated Among Advertising Organizations of the Country.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., May 5.—A new local organization which has given its charm and peculiarity among music lovers is the Ad Club Quartet, which will leave Los Angeles June 1 for Toronto, Can., to attend the convention of the Associated Advertising Clubs of America. After leaving Toronto a general tour of the Eastern States will be made, and while in New York it will make records for one of the talking machine companies.

This unique quartet is composed of E. A.



Ad Club Quartet of Los Angeles.

Borgum, bass and banjo; Kenneth Wiseman, baritone and ukelele; Henry Hainert, first tenor and mandola, and Paul E. Adams, second tenor, guitar and piano. Mr. Borgum, the promoter of this club, has spent the last sixteen years in the talking machine business along the Pacific Coast. He is a live wire, and through him this organization has become very popular.

The Ad Club Quartet is carrying out a novel idea for advertising southern California, and all in a musical way. Many old song melodies have been set to new words by them and are often either in the form of an invitation to come to southern California or a brief description of the country's charms. Another novel feature of this quartet is their method of helping to teach and circulate their own songs so the public may quickly learn the words and melody, and that is by singing into an Edison phonograph to be recorded on a blank record. The result is that while the quartet itself cannot be in several places at the same time, the record speedily becomes circulated among all sorts of clubs, homes and civic organizations.

Many a man thinks he is full of ideas when he is simply full of talk.

The Silas E. Pearsall Company

Were first in the field as

Jobbers of Victor Products to believe in the Supremacy of the Victor

and are referred to as the house where VICTOR GOODS may be found when a shortage exists. Many dealers have been placed upon our books during the past strenuous six months.

Come in under our wing. We need you to help maintain Our Standard.

It will pay you to enter into correspondence.

SILAS E. PEARSALL COMPANY

VICTOR DISTRIBUTORS

18 West Forty-Sixth Street

(Near Fifth Avenue)

NEW YORK

We
Specialize
Foreign Records,
Records, Record
Cabinets, Needles,
Needle Cutters, Auto-
stops, Corrugated Board
Containers and Envelopes.

OUR
MOTTO
Correctness
and Despatch.

You Can Fill Every Machine With Colu

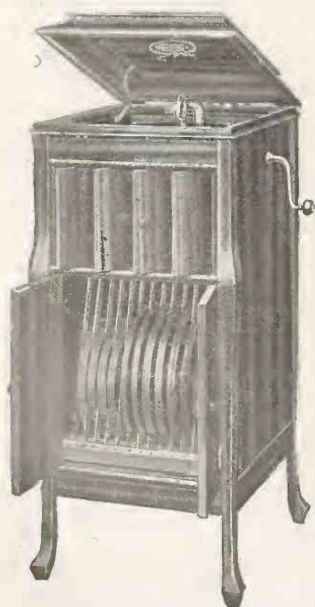
At \$25, at \$50, at \$75, at \$200—and all the way between and beyond—there is a Columbia instrument for everyone. Whatever style machine a man wants, whatever price he wants to pay, Columbia product will fill his want. The prestige behind and the demand beyond Columbia product make it a peculiarly profitable line for any dealer, and the profit to the seller and the satisfaction to the buyer on a \$25 instrument is as great in proportion as on a \$200 instrument.

If you don't yet carry Columbia Grafonolas and Colum you that a Columbia department will be *immediately* profitable because of the new and profitable sensations

For full particulars address: E

Columbia Graph

WOOLWORTH E



Leader, \$75



Eclipse, \$25



ant and Every Record Want a Product

From 65c. to \$7.50, there is a Columbia record for every demand. There are over 1000 65c. records—records retailing at 10c. less than any competitive record, yet carrying a larger percentage of profit on each record sold. Columbia dance records, endorsed by Vernon Castle are in greater demand than any other records made or sold. And all the way from One-step to Opera, the guaranteed tone quality and reproducing quality and endurance of Columbia records make a buyer every time the owner of a talking machine hears the first Columbia Record.

-Disc Records, why not? We are prepared to prove to you without extravagant investment and *continuously* e constantly springing in the talking machine field.

W. LYLE, General Manager

hone Company

NEW YORK



Favorite, \$50



De Luxe, \$200

ie Notes



The more you realize that in the future of this industry, the best results are yet to come, the more freely you must admit that the Columbia is the line best worth the investment of your time, your energy, and your capital (Printing this every little while. Proving it all the time).



(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

USES FOR WORN OUT WAX RECORDS.

May Serve to Take the Place of Paraffin for Many Purposes Especially in Electrical Work—May Be Handled as Solder.

That worn out phonograph records of the old style wax cylinder type, though of no value for the purpose of producing music, may still prove useful in another field is to be learned from the following contribution to the Technical World Magazine by a New Yorker with an experimental turn of mind, who says:

"When sealing up some windings, such as magnets, resistance coils, etc., and not having a sufficient quantity of wax or paraffin for the purpose, I made use of a few broken wax phonograph records. I was much surprised at the properties of this wax. In the first place, it was very hard compared with paraffin and had a rather high melting point, so that it would not soften and bend as paraffin, that is, it could not be made as flexible. I used this wax in constructing and repairing electrical instruments by coating the outer windings of the magnets, coils, etc., and then shaving down the wax. This looked exactly like hard rubber and had the advantage of being firmly fastened to the wire. I also used it in repairing broken magnet covers, filling the spots chipped out with the wax, with the result that it would take a close examination to detect the repair. Similarly it was used as insulation in constructing a one-inch coil, and although I could not test its dielectric

properties, I have had no trouble from leakage.

"This wax may be used for innumerable other purposes, as it can be melted and the article soaked in it, but it also can be handled in a more convenient manner, similar to soldering, by melting it with a piece of hot iron and applying it where needed, whereupon it is finished with a file and sandpaper, or turned in a lathe.

"The wax can be obtained from any dealer in phonographs, especially those keeping record exchanges. Be sure to get the wax records, not the indestructible ones made of vulcanized composition, as these will not melt. Various colors may be had, but black resembles hard rubber and gives a better appearance. The final finish may be done by polishing with a little benzine on a rag."

ORDINANCE AGAINST FAKE ADS.

Text in Full of the Ordinance Against Misleading Advertising Recently Passed by the Board of Aldermen of New York City.

Following the receipt of several inquiries from the trade regarding the recent ordinance passed by the aldermen of New York City against fraudulent advertising, we herewith reproduce the text of the ordinance in full.

The ordinance, as passed by the board, is as follows: "Any person, firm, corporation, or association who, with intent to sell or in any wise dispose of merchandise, securities, service, or any thing offered, directly or indirectly, by such person, firm, corporation or association to the public for sale or distribution, or with intent to increase the consumption thereof, or induce the public in any manner to enter into any obligation relating thereto, or to acquire the title thereto, or any interest therein, makes, publishes, disseminates, circulates, or places before the public, or causes directly or indirectly to be made, published, disseminated, circulated, or placed before the public in this city in any newspaper or other publication sold or offered for sale upon any public street, sidewalk, or other public place, or on any sign upon any street, sidewalk or public ground, or in any handbill or advertisement posted upon any street, sidewalk or public ground, or on any placard, advertisement, or handbill exhibited or carried in any street or public ground, or upon any sidewalk, or on any banner or sign flying across the street or from any house an advertisement of any sort regarding merchandise, securities, service, or anything so offered to the public which advertisement contains assertion, representation or statement which is untrue, deceptive or misleading, shall be fined not less than twenty-five (\$25) dollars nor more than two hundred and fifty (\$250) dollars, or by imprisonment not to exceed six months or by both such fine and imprisonment."

MANAGER OF GRAFONOLA SHOP.

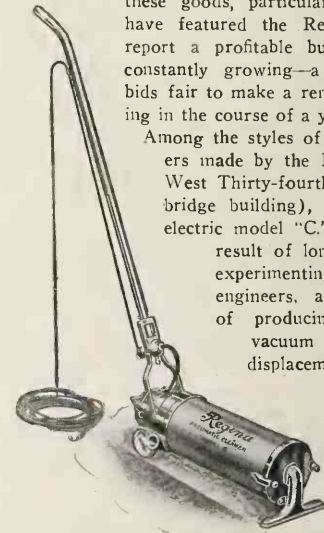
August Bowers, formerly manager of the talking machine department of Bloomingdale Bros., Fifty-ninth street and Third avenue, New York, has been appointed manager of the Grafonola Shop, 143 West 125th street, the new Columbia representative, which was formally opened last week.

PROFITABLE AS A SIDE LINE.

Are the Vacuum Cleaners Made by the Regina Co.—Models Appeal to All Classes Owing to Their Variety and Their Prices.

Quite a few talking machine dealers have seized the opportunity to add to their profits by selling vacuum cleaners, which, by the way, are now being recognized as the most efficient way of keeping the home clean. Those who have handled these goods, particularly those who have featured the Regina products, report a profitable business that is constantly growing—a business that bids fair to make a remarkable showing in the course of a year.

Among the styles of vacuum cleaners made by the Regina Co., 47 West Thirty-fourth street (Marbridge building), New York, is electric model "C." which is the result of long and careful experimenting by competent engineers, and is capable of producing a greater vacuum and larger air displacement than can be obtained from any machine of its type. It is mounted on rubber-tired wheels; is powerful enough to remove not only



Electric Regina, Model C.

dust, but germs as well, and costs about one cent per hour to operate.

Then there is the Regina vacuum sweeper, model "J," which is a combined carpet sweeper



Regina Sweeper, Model J.

and vacuum cleaner, very easy to handle. A strong suction is produced by three bellows, while the sweeper is in motion on the floor in either direction. When desired, a hose and tools can be furnished for cleaning upholstered furniture, mattresses, curtains, etc.

All the Regina models constitute a line of vacuum cleaners suitable for all purposes—a line that includes high-grade machines at a price within the reach of those of modest means and of a quality to satisfy those who demand the best.

For Sale

8,000 10-inch single face records—Italian, French, Columbia, Zonophone and Spanish. Brand new clean stock at 8c. each. Fifty disc talking machines, all different makes, in good condition, which came in exchange, must be disposed of at any price. About 800 horns, fit the Columbia or any make, with a screw on the bottom size, 45 centimeter Red and Blue brand new in crates at 15c. each. Address "Records," care Talking Machine World, 373 Fourth avenue, New York.

For Sale

Talking machine business in live growing Southern California city of 15,000; fine country surrounds; practically no competition. Stock and fixtures will invoice about \$3,000. Have Victor, Edison Disc and Cylinder agencies. Don't answer unless you have the money. Address "Chance," care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE

The only music store in growing city of over 50,000 in Northern Ohio, with long lease; old established business, centrally located; complete but clean stock, including Victor and Columbia agencies; excellent reason for selling; great opportunity for right party. Address Mrs. H. E. P., care The Talking Machine World, 373 Fourth Ave., New York.

VICTOR BOOK ON POPULAR DANCES.

"Three Modern Dances" Contains, Among Other Features, Reproductions from Motion Pictures of Leading Dances as Posed for by Mr. and Mrs. Vernon Castle.

The Victor Talking Machine Co., with its customary aggressiveness and dealer co-operation, sent out to its trade recently a most valuable publication entitled "Three Modern Dances." This book illustrates by the means of moving pictures the one-step, hesitation and tango, the three popular dances of the modern dance series. These moving pictures were all posed by Mr. and Mrs. Vernon Castle, the most successful exponents of the present day dances, who supervise the production of all Victor dance records.

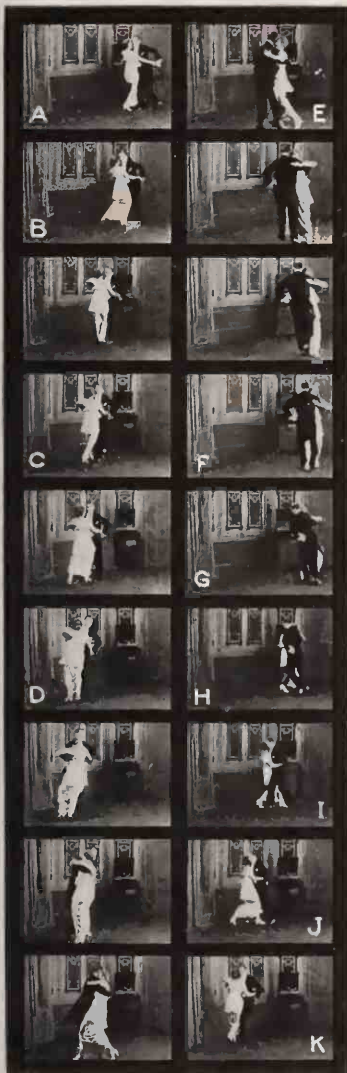


Illustration from Victor Dance Book.

The detailed moving pictures of these three dances are remarkably clear and distinct, giving simple instructions that will help the beginner to learn all the dances when used in conjunction with the rhythm and tempo of Victor dance records. The value to the dealer of this new book is incalculable, as he can undoubtedly use it as a medium for attracting new trade to his establishment, in addition to its use as a means for selling the latest dance records to his present customers.

The fame and prestige of Mr. and Mrs. Vernon Castle give a weight and influence to this Victor publication that will give it a ready entree in the homes of the most enthusiastic lovers of the modern dances, as every dance is shown step by step through its various formations. Five different styles of the one-step, five hesitation waltz steps and six different versions of the popular tango are all illustrated in this dance publication, affording a wide range of steps for all dance lovers.

The supply of these new books is limited, and the company suggests that Victor dealers distribute them discriminately, making the presenta-

tion of each book a personal matter, and asking the customer to visit the store for an individual copy.

The Victor Co. is to be congratulated on the high-class and dignified appearance of its latest aid to Victor dealers, as every page is typical of the high-grade character of all Victor publicity.

"STANDARD RECORD CLEANER"

Recently Placed on the Market by The Standard Gramophone Appliance Co., Is Winning a Large Measure of Favor in the Trade.

The Standard Gramophone Appliance Co., 173 Lafayette street, New York, placed on the market this month a cleaner for disc talking machine records which is officially designated as the "Standard Record Cleaner." Although this new cleaner has been on the market but a very short while, it has already won the general praise of the company's trade because of its numerous merits.

In a letter to the trade announcing the advent of this cleaner the company called attention to the fact that the device is fully protected by United States patent. The letter also remarks as follows: "Kindly pass this cleaner over a record; note how it automatically tends to grip and stay on the record, much as if it ran on rails. This highly desired result is due to the shape of the cleaning surface. Also note that the carpet area is sufficient to cover all lines of the record, first to last, the result being that one or two times around the record cleans it perfectly." The cleaner is made up very attractively and is designed to retail at 50 cents. The company is making an offer to the trade whereby responsible dealers may receive a sample cleaner on receipt of 10 cents.

In introducing this "Standard" record cleaner the Standard Gramophone Appliance Co. is adding to its already comprehensive line a valuable accessory which will doubtless be equally as successful as the well-known "Standard" automatic stop and the "Standard" fiber needle cutter which have achieved country-wide popularity. Both of these products are meeting with a ready sale from coast to coast and their perfected construction and practicability have been responsible for many testimonials that the company and dealers handling the devices have received from time to time.

The success of the company's various products can be attributed in a considerable measure to the careful supervision which is bestowed on every single device that is turned out of the plant, as Thomas W. Kirkman, general manager of the company, is a practical mechanical engineer, who personally directs the manufacturing end of the business.

PHONOGRAPH PROVES A SURPRISE.

Professor Jepson, of New Haven, Supervisor of Music, Enthusiastic Over Reproduction of Edison Disc Phonograph at Chamber of Commerce Luncheon in That City.

Professor B. Jepson, for many years supervisor of music in the public schools of New Haven, Conn. (and now supervisor emeritus), recently attended a luncheon at Hotel Taft, that city, given by the Chamber of Commerce. At the conclusion of the repast an Edison disc phonograph did the entertaining. The professor, who had never heard the Edison disc, thus expresses his surprise and delight:

"I must confess I was never more taken back in my life. A beautiful soprano voice launched into a solo. I was not surprised at that, but very much surprised as I looked around the room in vain for the soloist. I supposed, of course, that I would find the lady in the center of a group of men gathered in the rear of the room. I was greatly astonished to find that the beautiful voice emanated from a phonograph. To sum it all up I must say that Edison's new Diamond Disc is the 'last word' in the rendition of vocal or instrumental music."

Professor Jepson's opinion in musical matters is regarded with the highest respect. For over fifty years he has directed the musical functions and destinies of the New Haven schools, and stands high in the musical world.

How To Make Dollars

Yes, and how to make them grow with a comparatively small outlay of time and money.

That topic ought to interest you, Mr. Talking Machine Dealer!

Just figure how admirably you could work in pianos with your present line.

By pianos we mean those which are called both straight and player-pianos—in fact, every member of the piano family, including grands; but the main thing is to get your instruments right. In other words, at values which insure you liberal profits.

We have helped many a piano merchant to become a successful business man, because we have given him values which were not obtainable elsewhere, and we can help you. We can help you to show profits which will be particularly pleasing.

We would suggest that you do not delay an investigation of this matter, but take it up to-day—right now.

Don't waste your most valuable asset—time—by delaying too long!

H. P. NELSON COMPANY

Makers of Grands, Uprights and
Player-Pianos

North Kedzie, North Sawyer, West Chicago Aves.
and C. M. and St. Paul R. R., CHICAGO.

FROM OUR CHICAGO HEADQUARTERS

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

(Special to The Talking Machine World.)

CHICAGO, ILL., May 9.—What should be a most careful bit of information to the talking machine trade is found in the report issued May 7 by the Department of Agriculture.

Uncle Sam's experts promise that 1914 will produce the largest crop of winter wheat ever grown, even exceeding by one-fifth the record yield of 1913. The wheat belt has been visited by a large amount of rainfall and the soil has been so thoroughly soaked that a yield of 630,000,000 bushels has been promised. We of the Middle West find much that is pleasant in the fact that Kansas will grow 132,000,000 bushels; that Nebraska will grow 63,000,000 bushels, and that Indiana, Illinois, Michigan, Ohio and Missouri have nearly perfect prospects. With this tremendous amount of wheat and the correspondingly good crops in other grains, 1914 should be a record breaking year in the sale of talking machines and records. Let us hope that every farmer in the Mississippi Valley will see fit to invest a little of the money that these crops will bring in a fine talking machine and a good library of records.

Present conditions in the local trade indicate that the major part of the business being done is in records of the popular sort, with an especially heavy call for dance records. A let-up in the dancing craze has been predicted by numerous people for a long time, but the immense sales of dance records have made it clear to the talking machine dealers that there is more strength behind this revival of the love of dancing than anyone thought. There seems to be a decided leaning by talking machine buyers toward machines running about \$100 in price. The more expensive machines also are enjoying a good demand. There is rather a lull in talking machine sales generally as compared with the past few months, though a comparison with April and May of last year shows an improvement.

"Start Them Off Right."

H. H. Schwenker, expert repair man from the Victor Co.'s factories, is on a trip through this territory instructing dealers in the art of repairing machines and keeping them in adjustment. "The problems with which I come in contact," said Mr. Schwenker, "are almost invariably different, but if I were asked what maxim I would suggest to the dealer I would say 'start the machines off right when you sell them,' that is, when

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

a machine leaves the dealer's hands it should be in perfect condition. In all probability he will have no further trouble. If the machine goes out, however, with some slight trouble, it is probable that the buyer, who knows nothing of machinery, will endeavor to fix it himself and does more harm than good. No matter how carefully packed, a talking machine is liable to suffer some little damage in transit, and the dealer should, upon receipt of machines, clean them, oil them and see that the adjustment is correct. The dealer should also be sure that he himself understands the mechanism of the machines which he sells."

Columbia Retail Growing.

Charles F. Baer, local manager of the Columbia Graphophone Co., reports that a most pleasing feature of the company's local business is that of the retail store on the first floor of the Ward building. This department has shown a steady increase every month since it was started, and the prospects for the continuance of the increase are of the brightest kind. The "De Luxe" style has been practically sold out in both the wholesale and retail departments, and steps are being taken to avoid the inability to deliver these machines. Other styles running around the \$100 mark are also in great demand. Columbia dance records continue to enjoy a tremendous sale and "Pupphen" continues to lead in this direction. The complete revised catalog of foreign records has just been received and it is being used to great advantage by dealers all over the country. A big demand is also being met with on the new booklet on dancing entitled "How to Dance the Modern Dances," by G. Hepburn Wilson, who supervises the making of all Columbia dance records. These booklets are being furnished gratis to all Columbia dealers, who are receiving big demands for them.

District Manager W. C. Fuhri announces that General Manager Geo. W. Lyle is expected to arrive here from New York about May 15.

John P. Byrne Dead.

John P. Byrne, one of the pioneers of the musical department business and at one time vice-president and treasurer of Lyon & Healy, died yesterday afternoon at his residence following a long illness. Mr. Byrne was sixty years of age and spent the greater part of his life in the music trade. Mr. Byrne is well known to the talking machine trade and the news of his loss will be received with great regret.

Big Call for New Style Victrola.

R. J. Keith, sales manager of the Talking Machine Co., announces that he is receiving a large advance demand on the new style Type F Victrola XI, which will make its appearance in a week or two. This style is about an inch larger all around than the preceding styles and which is made with an interior arrangement of eight shelves, each holding eighteen records and lying flat. This arrangement can be changed to receive records vertically. A number of dealers, Mr. Keith says, have ordered liberally for their fall stocks to insure deliveries when wanted.

Mr. Keith in a recent trip to Indianapolis aided in the installation of a fine up-to-the-minute Victor department in the large department store of the Pettis Dry Goods Co. The booths are remarkably soundproof, are constructed of solid mahogany and fitted up beautifully. Elmer Gay is the manager.

Mr. Keith also aided in the installation of a new Victor store at Kenosha, Wis., for O'Shea & Biddinger.

Dan Creed, credit manager of the Talking Machine Co., is spending two weeks at French Lick Springs recuperating from a long season of hard work.

Personals and Visitors.

Frances E. Clark, head of the educational department of the Victor Talking Machine Co., was in Chicago a few days on her way to Minneapolis, where she will attend a convention at which she will make an address.

William H. Richardson, manager of the Southern California Music Co., of Los Angeles, was a recent visitor to Chicago. Mr. Richardson is an old music trade man and has been connected with this house for a long time. He reports that although business lately on the Coast has not been all that could be desired, nevertheless a decided improvement is beginning to make itself felt. Mr. Richardson will visit the principal cities of the East, stopping at the Victor, Columbia and Edison factories.

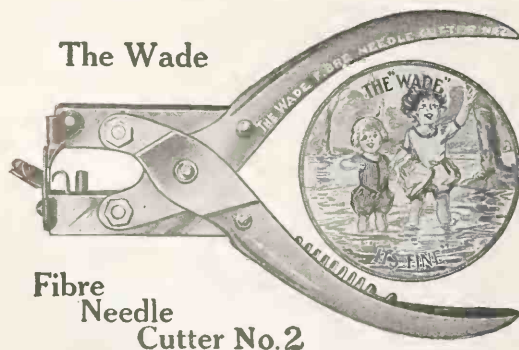
N. Wurth, Escanaba, Mich., and W. & J. W. Sproesser, of Watertown, Wis., were visitors to the local trade this week. Mr. Wurth handles the Columbia goods exclusively.

R. W. Smith is a new Illinois traveler for Lyon & Healy, succeeding L. C. Cummings, who is to be married shortly. Mr. Smith has also a number of Iowa river towns.

S. M. Field, formerly floor manager of the Chi-

(Continued on page 38.)

THE WADE—THE PRACTICAL—THE WADE Fibre Needle Cutter



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

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

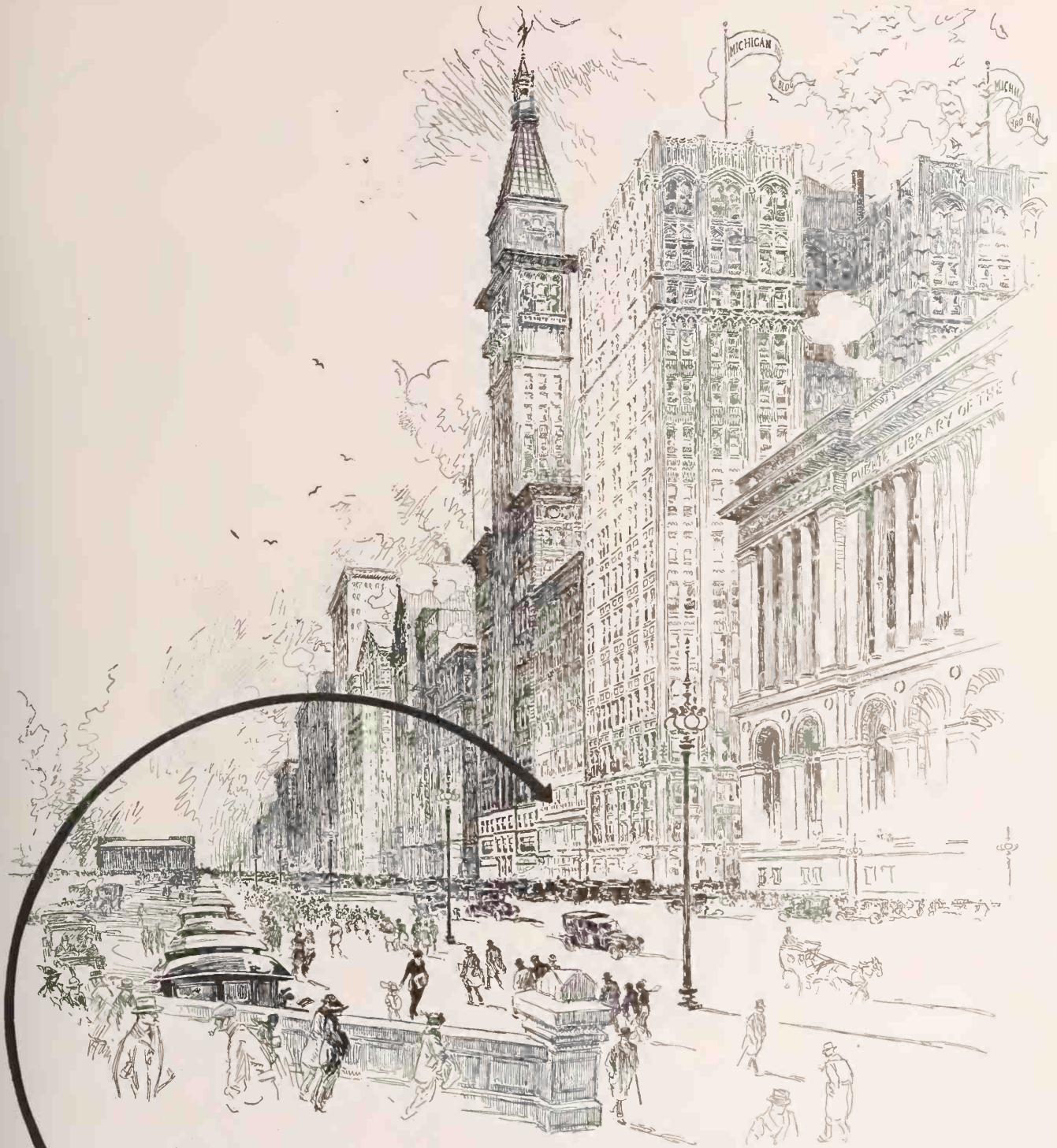
The WADE is the most economical cutter. It has a self-acting stop, which prevents waste and enables one to get from 12 to 15 perfect playing points. No. 2 has a double action, making it especially easy to operate and affording the most powerful cut of any tool made. No. 1 is a very popular cutter which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

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

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

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



COPYRIGHT 1914
CHARLES DANIEL PREY

A Good Looking Sky Line

OUR location excellent, isn't it?

140 feet on Michigan Boulevard—**Plenty of Air and Light**—all this makes for Service.

Our business has been developed into the **Largest Exclusive Victor Distributing Business in the World**—all on that one word — **SERVICE** —

You'll find we'll Make Good.

THE TALKING MACHINE COMPANY
12 North Michigan Avenue : : : : Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 36).

ago Columbia store, was a recent visitor to Chicago. Mr. Field was lately appointed manager of the Grafonola department of the Gus Blass Dry Goods Co. at Little Rock, Ark.

Don C. Preston, traveler for the Talking Machine Co., who was recently married, spent a few days of his honeymoon in Chicago. Mrs. Preston is now accompanying her husband on a trip through the northern part of his territory, which includes Minnesota and Wisconsin.

Mr. Stewart, of the Stewart Bros. Furniture Co. of Columbus, O., was a recent visitor.

Lew Collins, manager of the contract department of the Victor Talking Machine Co., was a visitor for a few days to this section.

B. F. Dvorak is once more with the retail department of Rothschild & Co.

To Make a Fibre Needle, Also.

Louis K. Scotford, president of the Cleartone Talking Machine Co., 32 South Clinton street, announces that his company will not only manufacture the pneumatic turntable disc which it manufactures and which was recently described in *The Review*, but it will also manufacture an improved fibre needle, which has been prepared in such a manner as to greatly increase its durability by making it possible for each needle to be used four or five times without repointing. It is probable that the company will also handle additional talking machine accessories. The factory on South Clinton street is being rapidly put into shape and a large volume of the company's product will be turned out within the next month. The officers of the company are: Louis K. Scotford, president; M. L. Willard, vice-president; Arthur F. Agnew, secretary, and George A. McGriff, treasurer.

George Ade Delivers Speech

W. W. Parsons, manager of the Dictaphone department of the Columbia Co., made arrangements to-day whereby George Ade, the famous humorist and playwright, will deliver a speech to his fraternity brothers assembled in convention at Cleveland next week through the medium of the Dictaphone. After giving his talk into the Dictaphone, the record will be shipped to the committee in charge of the arrangements at Cleveland and the speech will in turn be delivered with the aid of a large horn. It is expected that 300 or 400 members will be in attendance and will have the opportunity of hearing very clearly every word that is spoken by Mr. Ade. Although an uncommon occurrence, this has been done before, and it is related that an octogenarian college professor once delivered a speech in this way to his former pupils, gray haired men themselves, who when they heard the voice of their old mentor remarked with tears in their eyes, "Isn't that just like him?" and "He hasn't changed a bit."

Lyon & Healy Start Children's Hour.

Lyon & Healy have started "The Children's Hour," a period of from 10 to 12 o'clock on Saturday mornings when the little sons and daughters of Lyon & Healy's patrons and the general public are entertained through the medium of the Victrola. The abundance of the Victor records listed under the caption of "Educational Series" gives a wonderful opportunity to instruct as well as to entertain the children and they will also be given an opportunity of hearing the beautiful standard works of musical art in such a way as to aid in the development of their musical sense. Miss Elsie Stein has been placed in charge of this work and explains the records to the children as they are played.

Manager L. C. Wiswell announces that Lyon & Healy business continues to be good and that May shows a decided increase over May of last year. "Machines around \$100 are selling very good," said Mr. Wiswell, "and in the record department those of the dance variety continue to be the big sellers. 'Cecile' leads, I believe, and all of the Castle House Orchestra records are going well."

Shop Presents the Castles.

The Talking Machine Shop scored another big hit when Mr. and Mrs. Vernon Castle were exhibited to a throng of enthusiastic admirers last week. The famous dancer and his very pretty

and equally capable dancing wife were introduced to visitors to the shop just before they took part in a matinee performance at Orchestra Hall. At this performance there was a dancing contest for the Castle cup, the winner of which was engaged by the management of the shop to dance all week. Mr. Castle gave a few instructions for dancing, dwelt on what not to do, and spoke of the excellency of the Victor dance records which he supervises. The winners of the contest were Mr. Youngs and Miss Hill, and they are dancing all this week and continuing to make publicity and friends for the shop and its management.

Klingsor Recital Soon.

The Klingsor Talking Machine Co. will give its introductory recital and demonstration within a week or two, according to a statement made by officers to-day. The line is being photographed and prepared for exploitation by July 1.

Great Singer Some Day.

The little girl born to George W. Davidson, of the Talking Machine Shop, last month is doing nicely, as well as her mother. The young lady gives promise of some day being a great singer, and no doubt her proud father will at some future time sell Red Seal records of her voice.

C. L. BYERS ADDRESSES CHICAGO BOARD OF ADVERTISING.

Retail Sales Manager of Columbia Graphophone Co. Gives Interesting Talk on Salesmanship and Has Something to Say Regarding the Progress of the Talking Machine.

(Special to The Talking Machine World.)

CHICAGO, ILL., May 7.—An interesting little talk was delivered by C. L. Byers, retail sales manager of the Columbia Co.'s store, Chicago, before the Board of Advertising, which consists of almost 200 advertising men and sales managers of Chicago concerns—at one of its recent meetings.

Mr. Byers, in his preliminary remarks, stated that salesmanship was a subject worthy of deep study, scientific investigation and philosophical speculation—that there was no vocation of man so comprehensive in its demand on all of the available elements of the entire being.

He discussed the evolution of the talking machine from the days when it was merely a toy to its present position in the musical world, where it has assumed a position of overwhelming importance, and said: "The talking machine to-day is truly entitled to be classed as a necessity just as much so as your newspaper, your magazine or your telephone. Its double educational and entertaining features make it indispensable in every home. I am sure you will admit that a home without music is a home without soul. Can you conceive of a more versatile, useful or reasonable priced musical instrument to-day than the talking machine?" He emphasized how the one-price system in vogue in the talking machine field was a boon to the merchant, and said: "While it does not eliminate competition between dealers of different lines, it does remove all possibility of the cut-throat competition between dealers of the same line. It also stimulates a splendid co-operative spirit among the dealers, each feeling that the interests of one is the interest of all."

Mr. Byers then proceeded to discuss the principal matter at issue, as follows:

Retail Selling of a Grafonola

To begin with, I will give you some idea of what is necessary in a successful Grafonola salesman.

First. Versatility—There is no business in which you are required to deal with every strata of society more than in the selling of the talking machine. One must have a personality of a chameleon nature. It must be able to harmonize quickly with every type of human character if it would be successful; for in our business you are not dealing with a particular class, but with every class. The rich and the poor, the ignorant and the learned, and the American and the foreigner. This versatility can be cultivated, it is not necessarily innate.

Some people think success in life depends upon circumstances, or upon chances. It is not to be denied that these things have their influence, and yet nine times out of ten, the men who win have cultivated qualities which have brought them their success and those who lose, have simply neglected this cultivation. Ninety-nine out of a hundred, who fail, could have succeeded if they had used their opportunities aright. And so the qualities which blend into versatility can surely be cultivated.

Second. Industry—A polite word for hard work. No profession is more responsive to hard work than salesmanship. And the measure of responsiveness is especially noticeable in the talking machine business.

Work is a word so comprehensive in its meaning

that the most indolent finds shelter in some technical sense of its use. But my conception of work is a real red-blooded, energetic, enthusiastic use of the mind and body to the end that definite results may be accomplished. This is the kind of industry that succeeds in the talking machine business. We have no fixed hours, our time being controlled entirely by the exigencies of the business. In fact, a real wide awake talking machine salesman sacrifices many an evening's pleasure in order that he may make a call and thus close a sale that might otherwise be lost. It is a peculiar fact that when a musical instrument is to be purchased the whole family buys it, and unless you make a call in the evening, when you can concentrate your versatility on the whole family, your chance of closing a deal is often lost. It is usually necessary to convince the parents that the spiritual life of the home cannot be better conserved than by one of these instruments with the beautiful sacred selections; and Amy, a blue-eyed beauty must be convinced that her tango and maxixe can be wonderfully improved with your instruments; and then too, wee Willie, though but a ruffie-haired boy, who usually must be seen and not heard, is a real important member of the board of strategy when a talking machine is to be purchased. He too must know that his cultivated taste for good music can be pampered by one of your instruments and your classic records, such as the Dill Pickle Rag, the International Rag or the Raggedy Rag. Then in order to make your work easier and your heart lighter, your prospective customer invites a number of his neighbors in to help decide the matter. In this manner you are the victim of soirees, and Kaffeeklatsches, whether you choose to be or not. Yet as an industrious patient and long-suffering salesman, you wait the time when with a real vengeance you get the name on the dotted line. Here is a real test for your versatility. This will either make a diplomat or a diplomaniac out of you.

In our business, sales are truly commensurate to the industry of the salesman.

Third. It takes a thorough knowledge of the business. The very first preparation of a salesman in any business is to familiarize himself with that business. Not merely the manufacture and merit of the goods, but every branch of the business, the policy of the firm, the advertising plans, the selling plans and the various methods of promoting and developing the market for the goods. After all the salesman is the firm incarnate in an individual. The better equipped the individual, the better represented is the firm. Though a man be a caddy, he should increase his efficiency by a thorough knowledge of golf. No work you engage in is so unimportant that it is unworthy of your study and investigation. Like the great Epaminondos of old, when elected garbage collector of the city, by his enemies accepted, and said: "If the position reflects no honor on me, I will reflect honor upon it." In our business, knowledge of the business is truly a great factor.

I have found in my experience that a salesman equipped with versatility, industry and a knowledge of his business has the three big elements that make for success.

(Continued on page 40.)

ABSOLUTELY NEW Everlasting Dustless Record Cleaner

PATENT APPLIED FOR



FRONT VIEW

The Everlasting Dustless Record Cleaner is made of the finest grade of carefully selected wool skin with the wool cut short.

It polishes, cleans and prolongs the life of records. Makes them look like new. It positively cannot scratch or mar records in any way, and can be cleaned with benzine, gasoline or cleaner preparation.

Retails for 15 cents. Write us to-day.

Sold to dealers in dozen lots only.

\$1.25 per dozen

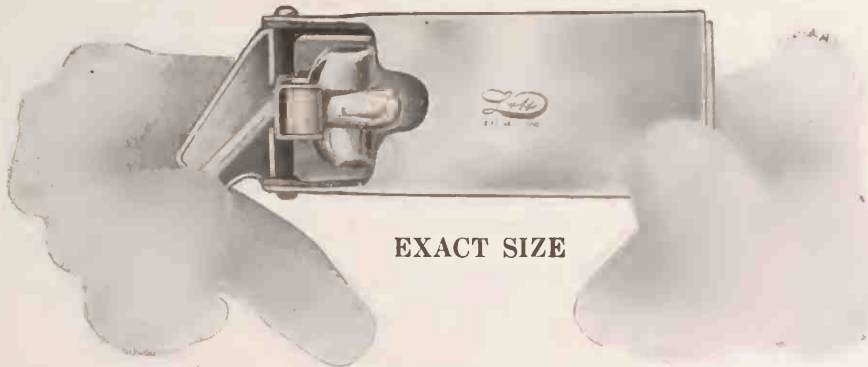


BACK VIEW

Lyon & Healy

FIBRE NEEDLE CUTTER

OVER
50,000
SATISFIED
USERS



EXACT SIZE

You can order through your Jobber. He will supply you; if not, send your order to us.

The wonderful success of the Lyon & Healy Fibre Needle Cutter in the last two and a half years is due to the following facts about the cutter:

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

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

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

Now is the time to get your order in and share in the profits.

Retail Price \$1.50

SEND US
YOUR
ORDER
TODAY

Lyon & Healy

CHICAGO

Largest Victor Distributors

LIBERAL
DISCOUNT
TO THE
TRADE

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

The retailing of the Grafonola is done in two ways. In the store or outside of the store. With a well-organized sales force, as much is sold outside the store as in it.

The inside salesman takes the name and address of each customer to whom he has demonstrated but not sold an instrument, and turns it over to the prospect department. In addition to the name and address, he gives full information concerning the instrument which the prospect seemed most interested in, and above all, gives any information he has acquired concerning the nationality, personality or peculiarity of the prospect.

A card containing all of this data is given to the outside salesman as a lead, and is followed up systematically by the retail sales manager.

The detailed information is valuable assistance to the salesman, as it forearms him with the necessary intelligence of the customer's personality. The securing of this information concerning the customers, who seem only slightly interested is very important, since I have found very often that the tiniest nibble often proves the biggest fish.

In passing, I might say also, that the distribution of the prospects is the opportunity for the retail salesmanager to use his ability. If he is alive to every situation he has studied the respective abilities of his outside men, and is guided largely by this in the distribution.

Salary and commission is our plan of compensation. The salary to maintain a mutual and reciprocal sense of obligation as to hours, system, co-operation and duty. The commission to render the compensation fair and just and in exact accordance with the work and results of the salesman. I am heartily in favor of commission to sales people. I contend that on an exclusive salary basis one of two things exist. The salesman is either getting more than he is worth, or he is getting less than he is worth. Commission establishes an equilibrium in the compensation. It is especially successful in our line, since a good proportion of our sales are closed at night, and unless the compensation for each sale is worth while, the salesman, for lack of an incentive, will neglect the night calls and thus curtail the sales of the firm as well as his own.

The store and its arrangement is a great subject in itself, and one that cannot get too much consideration. Time will not permit me to dwell on this, but suffice it to say that the store must be nicely furnished and kept immaculately clean, especially where it is catering to the best people. The goods must be arranged with the element of human appeal in mind. Remember always the merchandise is primarily to sell, and secondarily to exhibit, and that the latter is merely the means to the end.

The window display surely comes very close to the advertising man. This is the place to work in the individuality of your sales manager. Here is where originality should play a prominent role. I make it a rule at our store to change the windows

completely once a week. All signs are made and outlined to harmonize with the display or season. The window to-day is considered the reflector of the store. It bespeaks the quality of your goods. It should be a forceful invitation to the passer-by to come in. There is a growing appreciation of the window as a very important part of a store's advertising, and a big asset to the business.

To close I want to call your attention to an element that has done more than anything else to make our sales continually increase: that is enthusiasm. It means to do what you do with all your might, it means to be "red-hot," in earnest, or enthusiastic in what you do. When a man is talking an article of merit, and he has no business talking any other kind, enthusiasm is necessary. One can feign enthusiasm, but it is not genuine. Enthusiasm that is not felt is false fire, but when it comes from the heart it accomplishes great things.

In the fields of salesmanship and advertising we have need of an all-consuming, fiery spirit of enthusiasm, and I am sure that the advertising men and the salesmen of this twentieth century, prompted by such a spirit, will blaze a path through the industrial world, solving all commercial problems, developing the best and crushing the worst in all business enterprises, and above all, rendering man a ruler over his commercial destinies, rather than a victim.

WILL SELL TALKING MACHINES.

(Special to The Talking Machine World.)

CHICAGO, ILL., May 11.—The management of the new \$8,000,000 mail order house of Lundin & Co. informs us that they will have a complete department of talking machines, pianos and accessories. The management referred inquiries as to the details to R. B. Handley, the new buyer for this department, but he was absent from the store for the day.

The new mail order house of Lundin & Co. is a combination of several concerns, of which the only ones at present made public are Lundin & Co., at present in the mail order business at 117 North Elizabeth street, and James A. Pugh and the Pugh Terminal Warehouse Co. at 365 East Illinois street. The new concern has been incorporated under the laws of Maine for \$8,000,000, and Mr. Lundin was very positive in his statement that all of the stock had been sold for par and that it was nearly all sold. The officers of the new incorporation are Frederick A. Lundin, president, and James A. Pugh, treasurer. The present offices are at 117 North Elizabeth street and the permanent address will be at 365 East Illinois street.

COURT DEBATES AT HOME.

Paris Palace of Justice to Have Phonographic Arrangement.

A novelty in the new buildings of the Palace of Justice, in Paris, France, is a "themisophone,"

which will be offered to all telephone subscribers for a small fee, so that they can hear all the debates in their homes.

Plates have been installed before the bar of the tribunal, in order, according to French journals, that the judges, knowing themselves heard by such a large audience, "will be more strictly inclined to justice and intelligence."

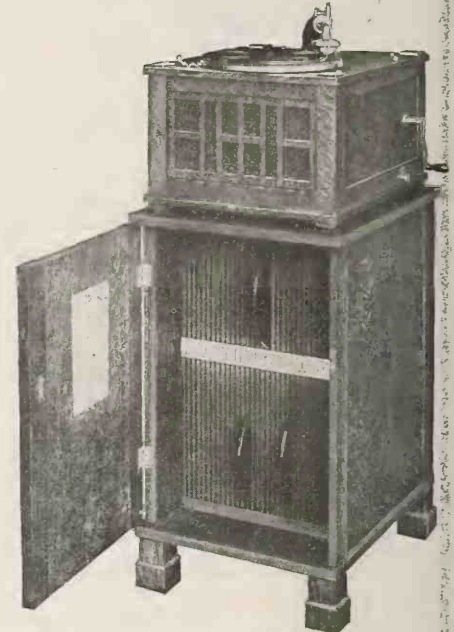
NEW STYLES IN SALTER CABINETS.

Latest Styles 60 and 80 Designed for Use with Edison Phonographs of Corresponding Numbers—Harmonize Perfectly with Finishes of Machines—Some of the Structural Details.

(Special to The Talking Machine World.)

CHICAGO, ILL., May 9.—The accompanying photograph shows the No. 60 Salter cabinet, which has been designed by the Salter Manufacturing Co. to be used with the No. 60 Edison disc machine.

Like the No. 80 Salter cabinet, which is advertised on another page of this issue, the No. 60



Salter Cabinet Style 60, Open.

harmonizes in every way with the machine it is designed to be used in conjunction with. The cabinet is finished in a fine grade of fumed oak, is mission in design and no doubt will enjoy the same popularity that all of the other cabinets designed by the Salter Manufacturing Co. for use with cabinetless machines have met with.

The No. 60 and the No. 80 cabinets are both fitted with the felt-lined compartments that have distinguished the Salter product. They also both possess a simple and accurate index that enables the owner to find the desired selection instantly.



Increase Your Record Business by Using This New Cover FOR MAIL-ING OUT Victrola Record Supplements

GETTING THE ORDER—The records desired can be marked on the return postal while the recipient is perusing the supplement. No inconvenience—no chance to forget. This means increased business for you.

ATTRACTIVENESS—Illustrations that create attention and tell their story vividly and convincingly at a glance. Color changed monthly to harmonize with the color scheme of the supplement.

DISTINCTIVENESS—A service that is open to but one Victrola dealer in a city.

INDIVIDUALITY—Your name and address printed on the cover. The cover appears to be of your own construction.

RESULT PRODUCING COPY—Appropriate for different occasions.

LINKING YOUR NAME WITH YOUR PRODUCT—Your message is placed before the recipient on every reference to the supplement. It creates an inseparable association between Victrolas and your store. One recalls the other.

PRACTICABILITY—These covers reach you monthly, prior to the arrival of your supplements. You have time to address them before supplements arrive. Merely draw the edge of the supplement over a moist sponge, insert the supplement and fold.

Write us for a sample cover and price list
ABBOTT-YOUNG-ADAIR-CO.
 542 S. Dearborn St., Chicago

OUR NEW CUT CATALOG FOR SPRING AND SUMMER ADVERTISING JUST COMPLETED. SEND FOR IT.



No. 112 Cabinet for Columbia "Favorite."

THE EXCLUSIVE FEATURES

of the

Salter Cabinets

are what make for perfect satisfaction on the customer's part.

NOWHERE ELSE CAN YOU OBTAIN THESE FEATURES. YOU NEED THEM TO-DAY.

Records are perfectly preserved by felt-lined, individual compartments from scratching and warping. Each Record instantly found by our simple indexing system. Dustproof.

THE SALTER LINE has the TALKING POINTS and SELLING FEATURES.

Every Columbia Dealer should write to-day for our Catalog.

SALTER MFG. CO.

337-43 North Oakley Boulevard

CHICAGO

PLANNING FOR SUMMER TRADE IN MILWAUKEE.

Talking Machine Men Expect Big Business from Vacationists—New Records Very Popular—Tisch-Hine Co. in New Quarters—Edison Recital Proves Big Attraction—What the Various Houses Are Doing to Capture Business—Edmund Gram Dansant.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., May 11.—The retail talking machine business in Milwaukee is beginning to ease up somewhat, but dealers are confident that they will meet with a fair trade before the usual summer dullness settles down. One of the most hopeful signs of the situation is the fact that the annual summer resort trade will soon make its appearance. Wisconsin and Michigan are dotted with lakes of all sizes and descriptions, making an ideal summer resort territory. Not only Wisconsin and Michigan people, but people from many of the surrounding States have their summer homes in this district. It is only natural that these people want talking machines in their summer homes and camps, so an excellent field is opened up for the Wisconsin talking machine dealer. The Wisconsin dealer found several seasons ago that summer resorters were good customers for the purchase of smaller styles of machines to be taken to their summer homes. The owner of a large machine does not want to ship this away from his city home, but he is willing to take along a small machine, so that he can play his records and have his usual entertainment.

Dealers and wholesalers report that there is a considerable relief from the shortage of machines and records which has been experienced in Milwaukee during the past few months. Trade is not quite so brisk and dealers have been able to get their stocks up in fairly good shape once more. Jobbers still have some trouble in getting enough of the most popular styles of machines to meet the demands of their dealers, but this situation is not general with every style of machine as was the case a couple of months ago.

Business Outlook Is Excellent.

The general outlook is fairly good and dealers

and jobbers are inclined to be optimistic. Of course, the industrial situation is not quite as brisk as it might be, although it is improved over a month ago. The recently issued report of the Wisconsin Industrial Commission on the free employment bureaus about the state shows that there are few men out of employment. All the big heavy machinery plants in Milwaukee are in operation, although not all are working full time. The crop outlook all over Wisconsin is exceptionally good and reports from adjoining States in the Northwest are just as favorable. Farmers have completed their early spring seeding, and grain is up in most sections of the State. The soil has been in the best of condition all the spring, and, unless something unforeseen happens, a bumper grain crop ought to be harvested. Farmers are now preparing for their corn crop. When crops in this section of the Northwest are satisfactory, it always means that general business is pretty liable to be good.

The New Records Popular.

The new May records put out by the different companies have been selling especially well. Of course, all the dance records, particularly those of the tango type, are decidedly popular, and dealers are put to it to secure enough records in this line to meet the demands of the trade. The booklet just issued by the Victor Talking Machine Co., giving instructions in the new and popular dances, has been in big demand in Milwaukee, and dealers say that it has been a great business getter. Much favorable comment is heard on the excellent manner in which the book has been prepared, showing various poses of Mr. and Mrs. Vernon Castle and moving pictures of the various dance steps.

May Take on Talking Machines.

Frederick D. D. Holmes, manager of the Milwaukee branch store of the F. G. Smith Piano

Co., may take on the agency for a well-known line of talking machines if the necessary quarters can be arranged in the company's store at 90 Wisconsin street.

Move Into New Quarters.

The Tisch-Hine Co., handling the Edison dictating machine in Milwaukee, Wisconsin and upper Michigan, has moved into new and larger quarters at 450 Jackson street. The company has been meeting with such a brisk business in the dictating machines that it was absolutely necessary to secure larger and more quarters.

Crowds Enjoy Edison Recital.

The interesting Edison recital, given recently in the red room of the Hotel Pfister by William Idle, special representative of the Thomas A. Edison, Inc., was a decided success and brought out large numbers of people who were anxious to hear the new Edison disc machines. Mr. Idle, who has been in Milwaukee for several weeks, assisting the Phonograph Co., of Milwaukee, in securing new dealers and otherwise getting the public thoroughly acquainted with the Edison goods, had issued invitations to hundreds of Milwaukeeans. It is said that sales of the Edison disc machines at the handsome new Edison Shop, operated by the Phonograph Co., of Milwaukee, and at all the other Edison agencies, have shown a steady increase since the recital at the Hotel Pfister.

New Edison Agents.

Among the many concerns about Wisconsin, which have taken up the agency for the Edison goods of late, is the Heppes Cash Store at Hartford, Wis. The firm has arranged attractive new parlors on the second floor of its store and has been holding a series of public recitals to acquaint the public with the new Edison disc machines. The Phonograph Co., of Milwaukee, now has several hundred Edison dealers in Wisconsin alone.

Mrs. Frances E. Clark a Visitor.

Mrs. Frances E. Clark, formerly supervisor of music in the Milwaukee public schools and now head of the educational department of the Victor Talking Machine Co., is in Milwaukee at the

(Continued on page 42.)



For No. 80 Edison Disc Machines.

The New Salter EDISON Cabinet

With an Individual Felt-Lined
Compartment for Each Record

Front, Back and Sides of 5-ply stock. Outer surfaced with selected figured Mahogany or quarter-sawed White Oak. The heavy round columns are one piece. Top solid Mahogany or Oak, finished to match machines. Trimmings all heavily nickel-plated.

Size 33 $\frac{1}{4}$ inches high by 20 $\frac{1}{4}$ x 25 inches

Holds 72 Records

SALTER MFG. CO.

337-43 North Oakley Boulevard

CHICAGO

PLANNING FOR SUMMER TRADE IN MILWAUKEE

(Continued from page 41.)

present writing as the guest of Miss Margaret L. Canty, supervisor of primary work in the local public schools. Mrs. Clark stopped over in Milwaukee on her return from the music supervisors' national conference in Minneapolis. Mrs. Clark, while connected with the Milwaukee schools, was the first to introduce the talking machine as an agency in the teaching of music, and her phenomenal success here attracted the attention of educators all over the country.

Closed Many Victrola Sales.

Paul A. Seeger, manager of the Victor department at the Edmund Gram Piano House, has been especially fortunate of late in securing a large number of high-grade Victrola sales. The talking machine business at the Gram house is double that experienced a year ago.

Gimbel Bros. Concentration.

The recent action of Gimbel Bros., in combining their piano and Victor departments in connection with the Victor quarters on the second floor, seems to have been a most satisfactory arrangement, as L. C. Parker, manager of both departments, reports that business in both lines has shown steady increase of late. The Victor business at the Gimbel store during April attained a new high mark.

To Enlarge Quarters.

C. W. Abbott, manager of the Victor department at the Boston store, has completed plans for enlarging the present Victor quarters at the store. Handsome new booths will be installed and double the space will be available. It is expected that the work will be done before next fall. A brisk business is reported by Mr. Abbott.

Record Shortage Still Noticeable.

Harry T. Fitzpatrick, manager of the Wisconsin Talking Machine Co., jobber for the Victor line, says that several new Victor dealers have been secured in Milwaukee and about the State during the past month. Mr. Fitzpatrick reports that his company is now able to meet the demands

of dealers for Victor machines, but that a record shortage is experienced at times. Miss Gertrude F. Gannon, head of the Wisconsin Talking Machine Co., has returned from a visit to her former home at Dixon, Ill.

Battin Managing Schuster Department.

A. H. Battin has assumed the management of the Victor department of the Edward Schuster & Co.'s department store at Twelfth and Vliet streets. Plans are under way for arranging new and larger quarters for the Victor department at the Schuster store on Third and Garfield streets. Miss Elizabeth Hughes is in direct charge of this department. Miss Hughes has been meeting with a fine business of late.

Window Displays Interest.

J. H. Becker, Jr., manager of the Victor department of the Hoeffler Manufacturing Co., 306 West Water street, has been arranging some unusually interesting window displays since he assumed charge of his former position at the Hoeffler store. Mr. Becker has been engaged in the talking machine business in Milwaukee for the past ten years and the many friends whom he has made have followed him to the Hoeffler store, so the business of the talking machine department of that store has shown a decided increase of late.

Prominent Dancers Interest.

Mr. and Mrs. Vernon Castle, the well-known society dancers of New York, were scheduled to appear at the Pabst Theater in Milwaukee on May 11, and every Victor house in the city has made the most of the advertising opportunities which the event has afforded. The Castles' testimonial regarding the Victor line has been featured in the local papers, while dealers all over the city have begun sending to their customers the little booklet, issued by the Victor Talking Machine Co., called "Three Modern Dances," illustrated by moving pictures, with complete instructions and full size photographs of Mr. and

Mrs. Castle. The sales of dance records have, naturally, increased at a remarkable rate as a result of the visit of the Castles.

Kunde Featuring Columbia Line.

A. G. Kunde, Columbia jobber and retailer, has moved from his former location at 516 Grand avenue to temporary quarters at 915 Grand avenue, where a very attractive and high-class store has been opened to the public. Three new booths have been erected and new fixtures have been installed throughout. The Miller Brewing Co. is preparing to erect a large store and office building on the site of the store formerly occupied by Mr. Kunde and, when it is completed, probably about October 1, Mr. Kunde will open a large and handsome store in the new structure. Mr. Kunde says that the new store will be one of the finest in Milwaukee, and one that will do justice to the Columbia line.

Report Big Business.

Officials of the Gensch-Smith Co., featuring the Victor line at 730 Grand avenue, say that if business in both the talking machine and piano line continues to improve as it did in April, it will be necessary to seek larger quarters. The sales force covering Milwaukee has been increased several times of late.

Fashionable Dansant Attracts.

Something new for Milwaukee piano houses was inaugurated by the Edmund Gram Piano House on May 8, when it featured a "dansant" in its Steinway parlors. Miss Frances Pritchard and Chester Hemmer, both of New York, demonstrated the new dances and showed what perfect music is furnished by the Victrola and the Pianola. Two programs were rendered, one at 4 o'clock in the afternoon and one at 8.30 in the evening. Tea was served in the afternoon and refreshments in the evening. Large crowds of people attended, and the affair proved to be a great advertising scheme for the Victrola and the dancing records. Paul A. Seeger, manager of the Victrola department at the Gram store, operated the Victrola XVI, which was used.



No. 19 Cabinet for No. IX Victor Machine.

No One Can Tell THAT THE MACHINE AND CABINET Are Not Built As One

This pleases customers and helps sales. Other features of all **SALTER** Cabinets are powerful influences for sales. The separate, felt-lined compartments assure a customer. He can see that Records will not scratch or warp, but remain as good as new.

THE **SALTER** LINE is a great help to any dealer in making A PROFITABLE BUSINESS

Write for our complete Catalog.

SALTER MFG. CO.

337-43 North Oakley Boulevard

CHICAGO

ENTERS TERPSICHOorean FIELD.

R. M. Hunting Resigns from New York Talking Machine Co. to Exploit Modern Dances.

R. M. (Bob) Hunting, Jr., one of the popular members of the road sales staff of the New York Talking Machine Co., 81 Chambers street, New York, Victor distributor, resigned from this position last week in order to devote all his time to the exploitation of the modern dances. Mr. Hunting ranks with the most successful professional dancers now before the public, being exceptionally gifted in this direction.

At the present time Mr. Hunting is confining his dancing primarily to the presentation of the modern dances in conjunction with Victor products. Mr. Hunting is calling on many of the leading Victor dealers and arranging to demonstrate at their warerooms the adaptability of Victor dance records to the artistic interpretation of the modern dances. His many years of experience in the Victor selling field, coupled with his remarkable dancing talent, have enabled Mr. Hunting to offer real co-operative service that has resulted in the

dealers' closing numerous sales of machines and dance records.

MORTIMER D. EASTON MARRIED.

Mortimer D. Easton, son of President Easton, of the Columbia Graphophone Co. and advertising manager of the Dictaphone, was married last Saturday to Miss Marie Rankin, of Goshen, N. Y. The wedding, which was held at the home of the bride, was a very simple one, only the near relatives of the bride and groom attending.

Mr. and Mrs. Easton sailed Tuesday for a six weeks' trip abroad and according to their present plans will visit England, France, Switzerland and Italy, returning to America by way of the Riviera. While abroad Mr. Easton will pay a visit to the London office of the Columbia Co.

NEW J. N. ADAM VICTOR MANAGER.

Westley R. Clifford, formerly connected with the Victrola department of the Forbes & Wallace store at Springfield, Mass., has been appointed manager of the Victrola department of J. N. Adam & Co.,

Buffalo, N. Y., one of the stores controlled by the Musical Instrument Sales Co., New York. E. P. Cornell, Victrola purchasing agent of the M. I. S. Co., visited Buffalo this week to attend Mr. Clifford's installation as manager.

CHANGE MADE IN WAREROOMS.

Talking Machine Department of Pease Piano Co., Brooklyn, Moved to First Floor.

The talking machine department of the Pease Piano Co.'s branch at 34 Flatbush avenue, Brooklyn, handling both Victor and Columbia products, has been moved from the basement to the first floor of the store, with the convenience of customers as the main object. Three attractive sound-proof rooms have been fitted up in the rear of the main warerooms for the display of talking machines and the demonstration of records.

DANCING HELPS BUSINESS.

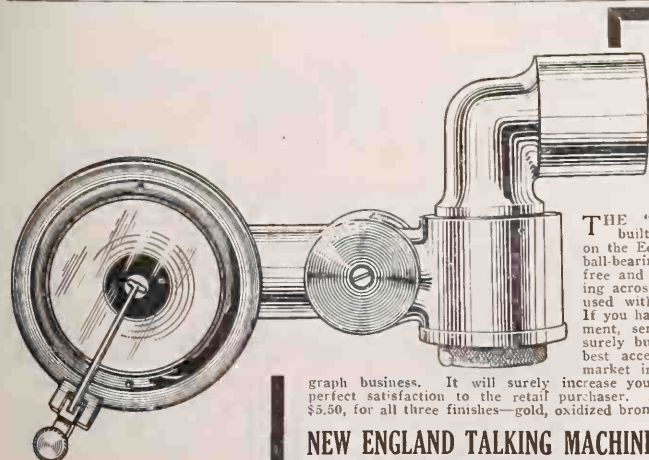
Up-State Merchant Says Demand for Music Records Is Active.

"Business up the State is dull," said a merchant from a northern town yesterday. "There is only one line of my trade that is active, and that is growing so fast I can hardly keep up with it. It is due to the craze for dancing.

"I put in a talking machine department some time ago, and business in it has been pretty regular until people began to dance. Lately I have had to increase my force in that department, and it is doing a big trade. The biggest demand is for dancing records. I cannot get them in sufficient quantities to supply the demand."—New York Times.

TRUTH WELL STATED.

"When a manufacturer puts his business name and the retail price on his merchandise, he has practically signed a contract with the public to deliver goods worth that price. His success depends upon public approval of the quality at the price."—American Fair Trade League.



Edison DISC Phonograph Dealers

THE "Perfection" Attachment is built to play lateral cut records on the Edison Disc Phonograph. The ball-bearing hanger joint gives it a free and flexible motion when traveling across the record; also it can be used with or without the feed rake. If you haven't seen or had this attachment, send us an order. You will surely buy more, as it is one of the best accessories ever placed on the market in the history of the phonograph business. It will surely increase your machine sales, as it gives perfect satisfaction to the retail purchaser. Reproducer and Attachment, \$5.50, for all three finishes—gold, oxidized bronze and nickel.

NEW ENGLAND TALKING MACHINE CO. 132 Boylston Street BOSTON, MASS.



Pavlova, the incomparable, rehearses to the music of Columbia instruments and Columbia dance records. Do you grasp the significance of such an endorsement as an advertising possibility in your locality?



(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

TALKING MACHINE TRADE BOOMING IN ST. LOUIS.

Jobbers Report Excellent Volume of Orders from Out-of-Town Dealers—Aeolian Co., Department Getting Settled in New Quarters—Columbia Co. Store to Be Remodeled—Many New Additions to List of Edison Disc Dealers—Recent Visitors to the City.

(Special to The Talking Machine World.)

St. Louis, Mo., May 9.—The talking machine business in this vicinity is keeping up the merry clip that it has set for this year. There may be a slight lull in the retail business, but what has occurred there is more than offset by the pace set by the jobbing business. The jobbers, without exception are declaring that out-of-town trade has been excellent and gives every indication of continuing so. The orders, too, are very satisfactory in that they are for fairly high-priced machines. The day of shipping any old thing to the country evidently has passed. The same is true of records. The jobbing business on records has been along the same numbers as that demanded by the town trade. The dance continues to be the thing.

Harry Levy, manager of the Aeolian Co. talking machine department, reports excellent jobbing business while he is getting settled in his new quar-

ters at the Furniture Exchange Building at Fourteenth and Locust streets. Already, he says, it has been demonstrated that business can be handled with more facility in the new quarters, where his force has sufficient space to handle several orders at once, than in the old cramped quarters. He also is learning how much time it takes to build the necessary furniture for a healthy jobbing talking machine business. At the old plant they built here and there as the furniture was required, and when it came to moving this plant and building what was needed in addition, he finds that it is more of a job than he anticipated and, instead of being ready for business in the best form by the 1st of May, he is counting on getting to regular pace in dispatching orders by May 15.

Stocks are in better shape, Mr. Levy reports, and despite handicaps, he has been handling the business in excellent form.

"The record business has been the retail feature," Mr. Levy said. "While the grand opera season made a demand for records of that class, it cannot be denied that the dance is the thing and that most people would rather remain at home or go to a neighbor's and dance to a talking machine than go to hear any of the real opera stars. The free book showing how to execute three of the new dances is going to be an excellent business promoter."

At the Columbia Co.'s warerooms General Manager Duffy and Retail Manager Duffy each have one principal object in their present work. Mr. Reid is looking forward to the remodeling of the store, and he hopes to see this work begin any day now. The start has been delayed because of the weather, which has been decidedly uncertain, and as the contemplated changes include the practical taking off of the building, none there is anxious that it shall begin until they are at least assured of tarpaulin weather until the changes can be made. The company will stay in the quarters while the changes are being made and expects some inconvenience while the work is under way, but it expects to more than make up for lost time when the new store is attractive to visitors.

Mr. Duffy's principal object of attack is that purely summer form of trade that comes from summer clubs, outing organizations and the like, and he has a nice line of this business lined up, some of them for rather high-priced machines, and he has delivered a number of the smaller machines for the outing clubs that do not have quarters sufficient to justify the investment in a high-class machine. The Columbia sales force believes that the dance fad of this year will bring increased trade along this line.

The Columbia made considerable effort to realize on the grand opera records after the brief season of that music, and is convinced that it captured its share of the trade that resulted.

Mark Silverstone, of the Edison Shop, says that he has at last found an insurmountable difficulty to

selling an Edison disc machine. He did not think there was such a thing until a few days ago, when he voluntarily took back a machine that had been placed in the home and the sale signed, sealed and delivered in the most proper form. The obstacle to the deal came from a most unexpected quarter. It was a note from the agent of the apartment house in which the purchaser lived to the owner, notifying him that phonographs were not permitted in the building and that he had waived the privilege of such music when he had signed the lease for the apartments. The letter continued:

"The other tenants are complaining about your machine, not so much because of objections to a phonograph, but rather in the spirit that if you are permitted to have a phonograph they should be permitted to have one too."

The purchaser of the Edison disc was probably the most disappointed person concerned in the deal. He had had the machine in his apartment long enough to get very much attached to it, and it was with regret that he returned it.

Miss M. L. Sutter, secretary of the Silverstone Music Co., has given notice of her intended retirement in the near future, as she will be married to W. W. Ohlweiler the latter part of June.

M. L. Reynolds, the Silverstone traveler, is in Arkansas and southern Missouri this month, and is reporting some excellent business and new disc dealers.

The Silverstone Music Co. list of Edison disc jobbers has reached the century mark, twelve of whom are in the city. The 100th firm put on the list was the Hollenberg Music Co., of Little Rock, Ark. Some other new dealers are: A. B. Carne, Pierce City, Mo.; Benedict-Boyce Music Co., Galesburg, Ill.; McQueen Bros., Carrollton, Mo.; C. W. Hess, Butler, Mo.; Bush & Carne, Dyersburg, Tenn.; T. J. Evans, Pittsburg, Kan.; W. H. Moreland, Jr., Metropolis, Ill.; N. T. Holbrook, Carthage, Mo.; H. L. Hoover, Springfield, Mo.; J. W. Guisinger, Fayetteville, Ark.

E. E. Paddon has been added to the office force of the Silverstone Music Co.

Some recent visitors from near-by territory were: J. J. Dowdy, of Dexter, Mo.; F. J. Haley, Jr., Louisiana, Mo.; Miss Benedict, of the Benedict-Boyce Music Co., Galesburg, Ill., and John Prader, of Paris, Mo.

A COMPREHENSIVE TRADE LINE.

Attractive Specialties Carried by the S. B. Davega Co. Which Will Interest Dealers.

The S. B. Davega Co., 831 Broadway, New York, is a business enterprise conducted in an up-to-date manner in every respect. Aside from being large jobbers of talking machines, this company jobs a line of specialties which have been found by many to go perfectly with the talking machine line. Included in this are Ingersoll watches, sporting goods of various kinds, Gillette razors, Thermos bottles, roller skates, etc. During the dull season the talking machine dealers have found that these accessories blend closely with the talking machine business, making it possible to create a patronage for the various lines which help to meet overhead expenses.

Simplest and Most Accurate.

Net weight only 1½ oz.

Standard Automatic Stop

Nickel . . . \$2.00

Gold . . . 3.00

Send 25 cents stamps
for free sample

Order through your jobber.

Liberal Discounts.

Standard Gramophone
Appliance Co.

173 Lafayette St., New York

FINE QUARTERS IN PITTSBURGH.

Work of Remodeling Store of Columbia Co., Burned Out Some Time Ago, Progressing Rapidly—Kaufmann Bros. Elaborate Department Now Completed—Talker Department for Sterling Piano Co.—Other News.

(Special to The Talking Machine World.)

PITTSBURGH, PA., May 8.—Work on the local Columbia branch, which burned out the first of the year, is progressing rapidly and Manager S. H. Nichols says it will be ready for occupancy by about May 15. When completed, the store will be one of the finest and most up to date in this section of the country. The demonstrating rooms, which have been increased to nine, are finished in mahogany and will be made practically sound-proof. The entire inner part of the building has been rebuilt and the mezzanine floor, which will be occupied by the offices and bookkeeping department, has been greatly enlarged. The company has had temporary offices in the Bessemer building and also opened a temporary store in the Fulton building, as soon as a new stock could be se-

cured after the fire. In spite of the great handicap under which business has been carried on, Manager Nichols reports that the trade for April was much larger than that of the same month last year.

The Kaufmann Bro.'s Victrola department, which started out last January under many disadvantages of lack of equipment, has been brought, within the past few weeks, to a point that closely approaches perfection, through the untiring efforts of the manager, H. N. Rudderow. The department is on the eleventh floor of the splendid new Kaufmann building. It contains eight demonstrating rooms, measuring ten by ten feet, and made of double French plate glass. These booths were planned by Mr. Rudderow in conjunction with the architect, and alone cost \$17,000 to erect. Another feature is the record shelves, also designed by Mr. Rudderow, to accommodate the two complete stocks of records which are kept on hand. Taken as a whole, the department is of the most complete and carefully appointed to be found anywhere. Just off of the Victrola and piano departments there is under construction a

large concert hall, which promises to be unique in every way. In size and from the viewpoint of architecture and decoration it will rival many of the local theaters. The lower floor will seat close to 1,000, and the balcony, which surrounds three sides of the auditorium, will accommodate four or five hundred more. Victrola concerts will be held here at regular intervals, Saturday being set aside for entertaining juvenile audiences. Manager Rudderow, who was formerly with E. F. Droop & Sons Co., Washington, D. C., feels justly proud of what has been accomplished thus far in the Kaufmann Bros. new department, and he declares that the outlook is exceedingly bright.

An indication of the tremendous demand for Victor talking machines in this territory is apparent on a visit to the busy quarters of the Standard Talking Machine Co., of which J. C. Roush is manager. The output of Victors is breaking all records, and the indications now point to a year that will mark a new precedent.

The Sterling Piano Co. is contemplating the installation of a talking machine line, but plans have not yet fully matured, nor has any particular line been decided upon.

The S. Hamilton Co.'s talking machine department reports a splendid business for its first month at 815-817 Liberty avenue. The S. Hamilton Co. has been featuring the "V. E. C. Triplets."

The Boggs & Buhl talking machine department, recently removed from the second floor to its splendid up-to-date quarters on the fourth floor with the new piano department, has had a very encouraging amount of business. A large addition has been made to the stock of records, and preparations are being made to handle a rapidly growing trade.

The McCreery & Co. Victrola department, under the new management of Chas. S. Hotaling, reports an exceptionally good business for the past month, and a promising outlook for the future. Although the department is not as large as some in the city, there are few anywhere that can compare with it in point of furnishing and equipment. There are five elegantly furnished demonstrating rooms and one large parlor for displaying instruments. All are lit by the indirect system, which brings out the beauty of the instruments, furniture and draperies to the fullest extent. The highest class of trade is catered to exclusively, and no expense has been spared in making this one of the finest sections in the McCreery store. The department was installed a year and a half ago by the Musical Instrument Sales Co., of New York, making this another link in their long chain of Victrola and piano departments in many large cities all over the country. Mr. Hotaling, who has been with the company ever since its coming into existence, was recently sent to put the Pittsburgh department on a higher basis. With the hearty co-operation of McCreery & Co. his success here has exceeded even the highest expectations.

A. N. THOMAS TO GO TO MANILA.

A. N. Thomas, connected with the Columbia Graphophone Co.'s retail department for a number of years, will sail next week for Manila to become manager of the talking machine department of I. Beck, Inc., a large and progressive store in that enterprising city.

PATHE FRERES CO.'S NEW QUARTERS.

The Pathe Freres Phonograph Co. has leased the entire second floor of the building just erected at 29-33 West Thirty-eighth street, New York. The company will announce its plans for the usage of this 5,000 square feet of floor space in the very near future.

LYNCH APPOINTED MANAGER.

W. Lynch, formerly connected with Landay Bros. and Sol Bloom, well-known local Victor representatives, was this week appointed manager of the Victrola department of the O'Neill-Adams Co., New York. John L. Post, manager of this store's piano department, had also been acting as manager of the Victrola department prior to Mr. Lynch's appointment.

41 Union Sq., New York

TO OUR CUSTOMERS:

We are informed that a certain company is advising the trade that it has brought suit against us on certain of its patents.

We wish to notify our customers that this suit will be vigorously defended by us, and we have the utmost confidence in the outcome of the litigation. We are advised by our patent counsel,

Mr. Waldo G. Morse and
Mr. John L. Lotsch, of 10 Wall Street,
New York, N. Y.,

that we do not infringe any valid and existing patents owned by *any* company, and that we stand ready to defend our customers against all litigation. If you are served with any papers, communicate with us immediately.

TRITON PHONOGRAPH CO., Inc.

By JOEL A. KRAUS, As President.

TO THE TRADE:

If you are sued it will be to your interest to communicate with our patent counsel or us immediately.

ACTIVITY IN INDIANAPOLIS.

The Leading Talking Machine Establishments Handling the Various Lines Are Doing a Very Satisfactory Business—Stewart Talking Machine Co. Removes Its Wholesale Rooms—News of Month Worth Recording.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., May 4.—Although there has been a great deal of unrest in connection with the county and township primaries which will be held Tuesday, May 5, the talking machine business has not been affected. All dealers report good business conditions.

The Columbia Graphophone Co.'s store at 27 North Pennsylvania street, reports a large sale of the records made by Margaret Woodrow Wilson. An attractive window display was put on by the Columbia Co., showing a photograph of Miss Wilson and a small American flag which was kept flapping by a hidden electric fan.

The Stewart Talking Machine Co. is enjoying a good business, and W. S. Barringer, manager, and his help is somewhat more cheerful as the result of the Victor factory sending some goods out this way. The Stewart company has the faculty of getting the orders. Its only difficulty has been to get the goods to fill the orders.

The Stewart Talking Machine Co. has moved its wholesale warerooms from North Alabama and Court streets to the Wulsin building, a new industrial block, in East Ohio street, just east of North Delaware street. The new wholesale department of the Stewart Talking Machine Co. is very attractive and much more roomy. The additional business which is being handled by the company made necessary the move into larger quarters.

The Kipp-Link Co., distributor of the Edison machine, is enjoying a decided increase in the sale of the new Edison disc machines. Announcement of several downtown depots where the Edison disc machine may be obtained is expected from the Kipp-Link Co. in a few days. It is known that contracts for several places have been made between downtown stores and the Kipp-Link Co.

OPERATIC RECITALS IN DALLAS.

The Dallas Talking Machine Co., of Dallas, Tex., has been featuring extensively during the past few weeks a series of operatic lectures by Prof. Hans Kreissig, a well-known musical authority. The operas presented by Prof. Kreissig included "Tosca," "Rigoletto," "La Boheme" and "Aida." Victor records were used to illustrate each opera, and the series of lectures attracted crowded houses.

VICTROLA FOR IMPERSONATOR.

Miss Ruth Graham Purchases Instrument from Neal, Clark & Neal Co. After Many Tests.

(Special to The Talking Machine World.)

BUFFALO, N. Y., April 30.—Miss Ruth Graham, an impersonator, who has made the Little House at Williamsville, N. Y., her permanent home, has purchased a Victrola from the Neal, Clark & Neal Co., Main street, this city. Miss Graham is a New York artist, playing chiefly for New York's four hundred. When Miss Graham bought the Victrola she told W. J. Bruehl, manager of Neal, Clark & Neal's, that she decided to take the Victrola because of its fine tone and the remarkable range of music at her disposal.

INTRODUCES THE TRITON MOTOR.

Quite a large demand is being created for motors for talking machines, and, it is said, that this field of endeavor is proving very prolific to the companies having the proper line of merchandise. The Triton Phonograph Co., 41 Union Square, New York, in addition to selling the Triton Phonograph, which retails for \$10, is offering a line of talking machine accessories among which is the Triton motor.

This is illustrated elsewhere in this issue, the main feature of the Triton motor, being its simplicity. "There is not a surplus piece of metal about the Triton motor," added Mr. Kraus, manager, "and every part has its definite function to perform. This makes the cost exceedingly low. All parts of it are made at our factory at Berlin, Germany, and we guarantee it to be solid and durable. It is noiseless and may be wound while the instrument is playing."

BREAKING ALL RECORDS.

"Up to the present time we have closed the best year in our history," said G. T. Williams, manager of the New York Talking Machine Co., 81 Chambers street, New York, the prominent Victor distributor. "Month for month we have shown a splendid gain over the preceding months of 1913, and our business up to the 20th of April exceeded that of the entire month of April of last year, which was, by the way, the best April in our history."

When you look about in a moving picture show in the afternoon and wonder how in the world so many men fool away time in that fashion, you can be sure that's just the thought that occurs to the other men!

FIVE NEW ARTISTS IN LINE.

Mme. Kitty Berger, of Harp-Zither Fame, and Elias Breeskin, Violinist, and Three Vocalists Make Records for Thos. A. Edison, Inc.

Five artists are being featured by Thos. A. Edison, Inc., in its July list of records, all of whom make contributions of merit; two, in par-



Eugene Emmett.



Homer Rodeheaver.

ticular, have won a national reputation which will insure their records being received with consideration and approval.

Elias Breeskin, who got his early instruction in the Imperial Conservatory of Ekaterinoslav, Russia,



Irving Kaufman.



Elias Breeskin.

and who was a student of Franz Kneisel after his arrival in this country, is represented by two numbers for the violin—Schumann's "Traumerei" and "Romance." This young Russian produces a full, rich, authoritative tone of noble quality.

Mme. Kitty Berger, the celebrated harp-zither player, who is unique in this field and widely known and esteemed in musical circles, introduces herself and this beautiful instrument in that lovely Irish melody of Moore: "Believe Me If All Those Endearing Young Charms." The harp-zither makes a remarkable record, and as played by Mme. Berger is an artistic treat.



Kitty Berger.

Eugene Emmett sings with rare charm and native ability "Norah McNamara," a typical Irish song, in which he displays a tenor voice which is a keen delight. Irving Kaufman, tenor, sings "I Love the Ladies" with vim and enthusiasm, while Mr. Rodeheaver, who is musical director of the evangelist meetings of "Billy" Sunday, makes admirable records of six revival hymns, which he sings in a robust baritone voice with tremendous force and conviction.

RECEIVER FOR ALBUM MAKER.

Charles L. Brookheim has been appointed receiver in bankruptcy for Edwin F. Skinner, manufacturer of albums for holding talking machine records at 27-29 Walker street, New York, under the title of the Shafford Album Co. A meeting of the creditors will be held on May 1 at the office of Peter B. Olney, referee in bankruptcy, at 68 William street.

Special

Send for a package of our Improved Half-Tone and Loud Tone Needles in New Style Envelopes.

If you want to advertise yourself, we will put your own name or trade-mark on the envelopes, or will pack in Puritone envelopes.

Quality Guaranteed

The Best Needles mean profit and satisfaction.

If you want to sell 1,000 Needles at a time instead of 100, use the "Dean-packed" Needles. Five boxes of 200 each, Extra Loud, Loud, Opera, Medium and Soft packed in a carton. The best package and fastest seller on the market. Write for samples.

JOHN M. DEAN, CORP.

Talking Machine Needle Manufacturers

PUTNAM, CONN.

TRADE PULLING POWERS OF CLOSE OBSERVATION.

Ability to Observe Closely Is of Inestimable Value to the Talking Machine Dealer—An Art That Should Be Developed—Represents the Key That Has Unlocked the Doors of Success to an Army of Business Men—Practical Talk for Practical People.

When that troublesome customer, Business Depression, pays you a visit, as he has a way of doing with every member of the "talker" fraternity at some time or other, and you find yourself groping about in the murk of despondency, bring your forces of observation into action. Find out what your more fortunate competitor is doing and follow his lead, adding thereto, sundry elaborate variations of your own.

All that any business man endowed with a normal brain needs nowadays in order that he may achieve at least a modest portion of success is an idea in embryo to work upon. Therefore, when the storm clouds heralding the approach of the failure tempest loom blackest, go out and find that idea. A simple solution of the problem, is it not? Your journeying need not be extensive. You may find what you want in the same block. It may be gazing out at you from the window next door or from the one across the way. At all events, you will find it somewhere and in short order if your power to observe has been developed to a sufficient sensitiveness.

A very good way to get at the wished-for idea is to make a comparison between the other fellow's store and your own. This proceeding being carried out with care and deliberation, arrive at a conclusion from the data at hand, whether the said comparison is in the other fellow's favor; and if so, in what particular? That point being made clear, all you have to do is to borrow a little of his superiority. Then the storm clouds dissolve, and the sunshine of success invades your establishment once again.

Were I a talking machine dealer, Mr. "Talker" Man, my method of getting at a trade-bringing idea in the shortest possible space of time would be through the medium of a trade journal. Do you ever peruse the pages of The World for any other purpose than to run through the local news and the advertisements? Let me ask you a personal question: Do you see this periodical every month? In the mountains of Kentucky there are folks who cannot call the President of the United States by name, and who have never heard the strains of a phonograph—two deplorable proofs of their primitiveness. It seems to me, Mr. Dealer, that the "talker" man who does not subscribe to The World resides in the vicinity of the Kentucky mountains, so far as trade doings are concerned.

The function of a trade journal is to provide a rich mine of information relating to the particular field of which it is the representative, and to neglect taking advantage of the opportunities it presents to acquire valuable recipes for big business is a great mistake and shows a poorly developed sense of observation.

Believe me, I am not writing this to curry favor with my editors. They may think this story sounds too much like an advertisement, and return the manuscript, for all I know. However, my deep-seated respect for what The World means to every talking machine dealer who subscribes to it, bids me take a chance. Therefore I boldly state that some day I hope; yes, and expect, to see it in the hands of every "talker" man on the globe. It is unique in its line. Why should it not be thus widely circulated.

Another thing that I desire to get off my chest is the fact that The World is mighty good reading for the owners as well as the sellers of talking machines. Its instructive articles relative to the latest developments in 'graph and 'phone manufacture, the advance record lists, the able editorials, the latest patents, etc., are all of vital interest to everyone who owns a "talker."

In glancing through the April number I find no less than eleven stories which I guarantee to provide absorbing entertainment to the public at large. I back up my assertions as follows:

- Page 4, Makes Records of Birds' Voices.
- Page 7, Process for Enlarging and Reducing Disc Records.

Page 36, F. J. Bowers, Pathé Freres, Tells of World Trip.

Page 38, Reminiscences of Early Talking Machine Days.

Page 39, Miss Wilson's Columbia Records.

Page 43, Supervising Dance Records.

Page 50, The Rimington Color Organ.

Page 51, "Stage Fright" Before the Talking Machines.

Page 51, Will Reward Inventors.

Page 52, Latest Patents Relating to Talking Machines and Records.

Page 54, Record Bulletins for May, 1914.

Read the above list carefully, and you cannot but agree with me.

I don't suppose you ever thought to show The World to your customers, or to explain to them why they should subscribe? It will be to your interests to do this, because after a careful perusal of its pages they will not only cease to be tyros at the "talker" game but will come to you equipped to talk trade in your own tongue. This will save your vocal organs from the exertion of answering what must often seem foolish questions and place you on a mutually agreeable footing. Try it and see.

There is no reason whatever why a business periodical as newsy and instructive as The World should confine its circulation strictly to trade boundaries, and the sooner you realize this and pass the good word along to your patrons, the better it will be for everybody concerned.

Returning to the subject, "The Trade Pulling Power of Close Observation," the Philadelphia Evening Telegraph has this to say:

"The power of observation is indeed a wonderful gift, a gift no worker on the success road can afford to slight or overlook. It is the factor that causes men to rise from obscurity to fame.

"Strange as it may seem, at times a perfect stranger to the inner workings of a business can suggest ideas and innovations which the person who is on the inside fails to observe, simply because he lacks concentrated power of observation. As an example, the owner of a small store in the outlying district of the city was one day observed by a salesman looking intently at his windows, at the same time scanning the store front of his

neighbor, and also competitor, in the next block.

"He noted that trade seemed to pass by his store and make for the store in the next block, but for what reason he could not fathom. Both stores sold about the same line of goods at almost identical prices; both rendered about the same service; the location of both was on a par. The salesman also noticed the store front of the concern that seemed to be getting the business was brightly painted; presto! he had the solution.

"Turning to the merchant he said: 'The reason your trade is falling off is that your store presents an antiquated appearance, the front is badly in need of a coat of paint; the passer-by thinks the goods on your shelves are on a par with the exterior of your store. Note the bright, spic and span



How Keen Observation Counts.

appearance of your rival; the paint and woodwork fairly glisten in the sunlight.'

"The merchant for the moment was insulted.

"Said he to the observant salesman: 'What do you know about storekeeping? You never kept a store.'

"No," replied the alert salesman, "I never did; on the other hand, I never laid an egg, but I know a good omelet."

By way of finale, Mr. Dealer, allow me to suggest that you consider with sufficient gravity two questions:

First—The great stimulus that can be given your business through the faculty of keen observation.

Second—that the relations between your patrons and yourself can be mutually enhanced by introducing to them The Talking Machine World.

HOWARD TAYLOR MIDDLETON.

"Don'ts and cant's" are among the greatest stumbling block on the road to success.

UNION SOUND BOX

PRICES:
Gold plated, \$5.00.
Nickel, or oxidized, \$4.00.

UNION No. 1
Patent No. 776-672, others pending.

PRICES:
Gold plated\$2.50
Nickel or oxidized .. 2.50

UNION NEEDLE BOX for Edison Machine.

PRICE:
Finished in Mahogany, Circassian Walnut or Fumed Oak, any finish, 50c.

4

EASY SELLERS—

At the left is the new UNION Sound Box just out, taking Fibre or any make of needle. It is the latest improvement in sound reproduction, and fits all Disc Machines.

UNION TALKING SPECIALTIES

The upper right-hand illustration shows UNION No. 1, for playing Columbia and Victor records on Edison Machines. UNION No. 1 contains the UNION Modifier feature. The lower right-hand illustration shows the UNION Modifier, a quick-selling device, giving Edison, Victor and Columbia owners absolute control over the volume of sound. The UNION NEEDLE BOX fills another long-felt want.

Write to-day for descriptive folders and prices on these four easy-selling specialties.

List prices shown here, usual discount to dealers for such infringement.

THE UNION SPECIALTY AND PLATING CO.

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

WRITE FOR NEW FOLDERS

PRICES:
Gold plated \$1.00
Nickel or oxidized... 1.00

OPEN NEW VICTOR DEPARTMENT.

Elaborate Preparations Being Made for Handling the Line in the Store of Lindsay & Morgan Co., Savannah.

(Special to The Talking Machine World.)

SAVANNAH, GA., April 27.—A Victor talking machine department has been added to the business of the Lindsay & Morgan Co. Workmen are now engaged in the construction of booths and the converting of space on the main floor for the new department.

The matter of the new department has been under the consideration of the officers of the company for some time and it was decided that the time was ripe for the company to enter the field. The decision carried with it provision for an extensive line of Victor machines and records.

The new department will be under the management of Benjamin F. Rensing, who has been connected with the company for a number of years as cashier.

HIGH PRICED EDISONS SELLING.

A. W. Toennies, Jr., of the Eclipse Phonograph Co., Tells of Business Developments.

"The higher priced models of Edison disc machines are continuing to outsell by far the cheaper machines," said A. W. Toennies, Jr., of the Eclipse Phonograph Co., 208 Washington street, Hoboken, N. J., exclusive Edison disc and cylinder jobbers. "The machines retailing from \$150 upward are the types that are meeting with a ready sale in our dealers' establishments, and the demand for this class of goods has naturally created splendid clientele for our patrons.

"April business showed a gratifying increase over last April, although each month so far this year has been ahead of the corresponding 1913 month. The outlook is generally satisfactory, and during the past few weeks we closed contracts with a number of well-known dealers to handle the complete Edison disc line."

A NEW FILING SYSTEM.

The Ogden Invention Meets with Requirements of Talking Machine Men.

The Ogden Record Sectional Unit and Filing System is one which will appeal to talking machine men. This constitutes a complete record filing system and enables the filing of records so that it is possible to locate any desired record instantaneously. It is equipped with spring in each compartment that holds all records in upright position regardless of quantity of records filed. Warping in any way is prevented.

One feature of the Ogden system is the small space required for its big record capacity. It has a large accessory and supply drawer at base. It constitutes a simple, adjustable signal system for quick filing. The manufacturer, J. B. Ogden, Lynchburg, Va., will be pleased to supply descriptive circular and price list to all interested parties.

A number of talking machine men who investigated this system have been pleased with the results.

Sweet, Reed & Housed, who have succeeded the Penna. Music Co. in Williamsport, Pa., report a steadily increased business in Columbia talking machines in their very attractive quarters in the Y. M. C. A. Building in that city. The members of the firm are all progressive men who intend to be heard from.

Philadelphia can be likened to the palm of the shipping hand, for as the thumb and fingers extend, so does the delivery service of

Louis Buehn Philadelphia

cover all important points within several hundred miles of this city. This enables speed in delivery, and you can rest assured that our stocks are as complete as it is possible to get them.

Edison Cylinder and Victor Disc Products

"HOW TO DANCE MODERN DANCES."

Title of an Important Publication Issued by the Columbia Co.—Comprehensive in Its Scope.

The Columbia Graphophone Co. issued this month an important publication entitled "How to Dance the Modern Dances" that should prove one



Illustrations from Columbia Dance Book. of the most valuable dealer helps the company has ever offered its trade. There is no doubt but that the present-day dances have not yet reached by any means the summit of their popularity and any assistance that is rendered the dealers in developing this profitable field is greatly appreciated.

The new book issued by the Columbia Co. is edited and compiled by G. Hepburn Wilson, M. B., one of the best known dancing teachers in the country and a leading exponent of the modern dances. Mr. Wilson has for some time been supervising the making of all Columbia dance records and it is due in a considerable measure to his careful supervision and detailed knowledge of the present-day dances that Columbia dance records have scored such a country-wide popularity.

The dances presented in this publication include the one-step, hesitation, maxixe and Argentine tango. Mr. Wilson discusses these popular dances as though he were giving private instructions in one of the many artistic studios and every movement is illustrated by pictures which were posed for by Mr. Wilson and one of his capable staff teachers. Every change of step in each of these dances is included in the description of the dance and suggestions as to the proper carriage, position, swing, etc., of the dancers accompany each illustration and general description.

In referring to this new volume a member of the Columbia staff said: "With the completeness of this new dance publication Columbia dealers can offer it to their patrons or prospective customers with the assurance that its careful perusal will give the reader a proper and thoroughly adequate understanding of the most popular modern dances.

"As a dealer help this dance book is entitled to premier consideration in the realm of talking machine literature and the Columbia Co. in offering its dealers this important co-operation is carrying out its fixed policy of giving Columbia dealers every possible assistance in the development of their business and the consistent growth of their profits."

"TALKER" RECORDS FOR HOSPITALS.

The New York visiting committee of the State Charities Aid Association has been making an appeal through the medium of the local press for talking machine records for use in New York City's hospitals and almshouses. Attention is called to the fact that the great majority of institutions have some kind of talking machines, though many more could be used to advantage. There is a great need of records, however, and the committee states that every kind of record is acceptable.



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

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

May be adjusted to *both* Columbia and Victor disc machines. Order from any Columbia Distributor.

EDISON DISC PHONOGRAPH JOBBERS DINE F. K. DOLBEER

Tender Him Testimonial Dinner at Hotel Knickerbocker—Presented with Chest of Silver—Initiated Into Jobbers' Association After Due Ceremonies—A Most Enjoyable Occasion Which Closes with a Lively Session at Churchill's—Those in Attendance.

Frank K. Dolbeer, who recently retired as manager of phonograph sales of Thos. A. Edison, Inc., to assume the management of the Phonograph Corporation of Manhattan, 443 Broadway, New York, received a welcome into the ranks of the Edison jobbers on April 20, when he was tendered a testimonial dinner at the Hotel Knickerbocker by the Edison disc jobbers of the United States and Canada. H. H. Blish presided, and the dinner committee consisted of W. O. Pardee, L. N. Bloom, N. D. Griffin and C. B. Haynes. Men journeyed from Canada, Minnesota, Iowa, Virginia and other far away points to pay a tribute of honor and respect to their old friend, eighteen being present.

After the dinner proper, during the course of which the party was entertained by a pianist and a monologue artist, the candidate, in the person of Mr. Dolbeer was prepared for the ceremony

tory information, and was then shown and advised regarding the details of a new style of Amberola, about three inches high.

There were a number of impromptu speeches and countless tokens of esteem, ending with the presentation of a beautiful chest of silver. Mr. Dolbeer was overwhelmed by this splendid manifestation of friendship on the part of his new associates in the jobbing field, for he is now a full-fledged member of the Edison Jobbers' Association, having been elected unanimously after a very "trying ordeal" and "duly initiated into a knowledge of the Edison line" and its splendid merits.

At the conclusion of the initiation, the party left the Knickerbocker and, following Walter Kipp and his "nanny" goat, paraded up Broadway to Churchill's where tables had been reserved. A pleasing surprise was the presence in Churchill's of Elizabeth Spencer, the well-known singer, who

McKee Surgical Instrument Co., Washington, D. C.; W. A. Meyers Co., Williamsport, Pa.; Milwaukee Phonograph Co., Milwaukee, Wis.; Pacific



F. K. Dolbeer,

Phonograph Co.; San Francisco, Cal., Pardee-Ellenberger Co., Boston, Mass.; F. H. Silliman, Boston, Mass.; W. O. Pardee and H. L. Ellenberger, New Haven, Mass.; The Phonograph Co., Chicago, Ill.; The Phonograph Co., Kansas City, Mo.; Proudfit Sporting Goods Co., Ogden, Utah; Schultz Bros., Omaha, Neb.; Silverstone Music Co., St. Louis, Mo.; Southern California Music Co., Los Angeles, Cal.; Southern Talking Machine Co., Dallas, Tex.; the Phonograph Co., Cleveland, O., B. W. Smith and L. N. Bloom; R. S. Williams & Sons Co., Ltd., Toronto, Ont., H. G. Stanton; American Phonograph Co., Detroit, Mich., E. P. Ashton; American Phonograph Co., Gloversville, N. Y., N. D. Griffin; F. E. Bolway, Sr. and Jr., Oswego, N. Y.; Buehn Phonograph Co., Pittsburgh, Albert A. Buehn; Denver Dry Goods Co., Denver, Col., H. N. Richards, and Eclipse Phonograph Co., Hoboken, N. J., A. William Toennies.

OPENS STORE IN MONTGOMERY.

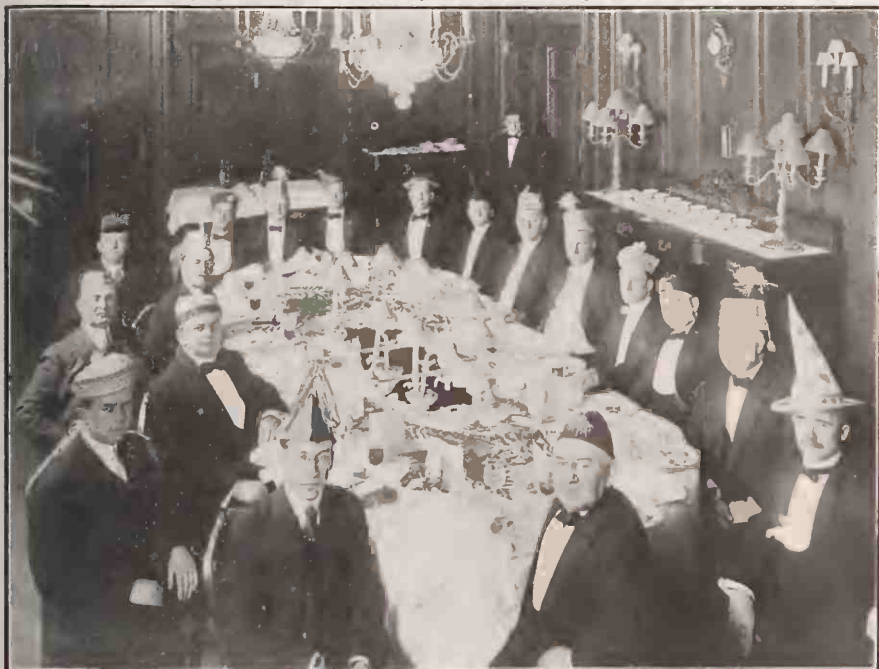
(Special to The Talking Machine World)
MONTGOMERY, ALA., May 7.—E. W. Dahlberg, for several years business manager of the talking machine department of the E. E. Forbes Piano Co., has purchased the entire department from this concern. He has opened the Dahlberg Talking Machine Co. at 110 Dexter avenue, this city, where he intends to augment the following, which he has won through his very successful methods in developing business.

AIDS CHURCH FUNDS.

The Koch & Droge Piano Co., well-known Victor dealer, lent a Victrola recently to the Christ Lutheran Church, of that city, which was giving a Victrola concert to raise funds. This concert was a gratifying success, and the company's courtesy and consideration were greatly appreciated by the congregation.

Clarence, you can rest assured that when a man cannot think of anything to kick about it is a sure sign that he is failing mentally.—New Orleans States.

Pattern your facts after dollars. If they ring true and are full weight, they're "legal tender" anywhere.



Well-Known Men at Dinner in Honor of Frank K. Dolbeer.

of initiation into the ranks of the Edison Disc Jobbers' Association and it was a "trying ordeal." First came the election, and, upon opening the ballot-box, it was discovered to have been stuffed outrageously with white and black balls about equally proportioned.

A rising vote, unanimous, made Mr. Dolbeer a regular member of the association without further ado, although he still had to pass through the "second degree." The final degree consisted of being requested to ride a toy "nanny" goat with a large, although artificial voice, in approved lodge style, and then accept a loving cup. The latter was a plain tin cup with three handles, roughly soldered on, and from which all present drank the health of their guest. Having passed through the mysteries of initiation, the candidate was then declared entitled to all inside fac-

has made many Edison records, and who sang a verse directed particularly at Mr. Dolbeer, and paying tribute to his many good qualities, arousing great applause.

It was a great evening, thoroughly informal and exceedingly enjoyable. It shows the esteem in which Mr. Dolbeer is held when men journey thousands of miles to pay him honor. It is indeed worth while living to attain such a position of esteem in the trade world.

The various firms represented at the dinner, greeting, were the Girard Phonograph Co., Philadelphia, R. P. Cope; Harger & Blish, Des Moines, Ia., H. H. Blish; Hayes Music Co., Toledo, O., W. H. Hug; C. B. Haynes & Co., Richmond, Va., C. B. Haynes; Kipp-Link Phonograph Co., Indianapolis, Ind., W. E. Kipp; Lawrence H. Lucker, Minneapolis, Minn.;

Send 50 cents in stamps for sample "Standard Fibre Needle Cutter." The easiest selling accessory ever offered the trade. Appeals to the women buyers. Retains chips. Artistic. Built like a watch. Compact. Powerful. Liberal discounts. Order through your jobber.

**STANDARD GRAMAPHONE APPLIANCE CO.
173 LAFAYETTE STREET, NEW YORK CITY**



Every money-making reason for carrying the Columbia line of records gets a 50% increase in strength by the addition of the new Columbia Double-Disc Dance Records listed in the June supplement (out May 20th).



(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

ACTIVE DEMAND FOR MACHINES ON THE PACIFIC COAST.

Increased Interest in Talking Machines Attributed to Dancing Craze—Exposition Bringing Many People to City—New Columbia Department Opened at Sacramento—Sherman, Clay & Co. Open Branch with Victor Line in Eureka—New Edison Agents.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., April 29.—Various talking machine interests here emphasize the fact that the demand for machines was particularly good the past month. In some instances it is reported that the machine part of the business was almost equal to December, and by others that the machine sales were the best for any month in a long time, with the exception of December. The increased interest in machines is attributed to the continuous appeal to the public to use the talking machine in connection with dancing, the craze for which continues unabated in this vicinity, as shown by the ever increasing demand for the new dance records. Local dealers have reason to anticipate business keeping up fairly well all summer. The exposition is already bringing many people to the city and the work to be done between now and the opening of the fair will require not only the presence of mechanics, but large clerical and executive forces as well to look after the concessions and the installation of exhibits. This, it is expected, will compensate to a large extent for the regular exodus from the city during the vacation season.

Pacific Phonograph Co. in New Quarters.

The move of the Pacific Phonograph Co. to its new quarters in the Sachs Building on Geary street the past month marked a decided forward step for that concern. The new establishment has been fitted up on an elaborate scale for a jobbing business. The building is new and of modern construction, designed specially for offices, so the company was particularly fortunate in securing large quarters in it, occupying, as it does, the entire third floor and nearly all the fourth.

A. G. McCarthy Interested in Exposition.

Andrew G. McCarthy, who looks after the Victor-Victrola part of Sherman, Clay & Co.'s business, as well as Phil T. Clay, is giving considerable attention to exposition work. Both served on the special committee which arranged for the elaborate Phoenix Fête on the grounds May 1, 2 and 3. Mr. McCarthy visited the company's wholesale Victor warerooms in Los Angeles the latter part of April, and reports things in good shape down there. He says all the Sherman, Clay stores did a satisfactory talking machine business the past month, the reports being particularly good from the Northwest.

Lively Columbia Business for April.

W. S. Gray, district manager for the Columbia Graphophone Co., left for the Northwest a few days ago on a short trip with the intention of bringing A. Glenn, manager of the Portland office, who has been ill for some little time, to California thinking that he might improve more rapidly down here. F. R. Anglemeier, who looks after the wholesale end at the local warerooms, says the sales of machines proper for April was almost equal to December, the \$75 and \$100 styles coming in very strong. Record business for the month

was also ahead of the other months so far this year. C. P. Leroy, traveler from this office, has just returned from a trip down the Coast, on which he found dealers enjoying a normal business, and preparing for better times in the fall.

Chas S. Mauzy Married.

Chas. S. Mauzy, who is associated with his father in the Byron Mauzy music business on Stockton street, having charge of the talking machine department, was married on April 29 in this city to Miss Mildred Alice Dovey. The young couple are now away on a honeymoon trip and upon their return will make their home here. Byron Mauzy reports a very good showing for April in the talking machine department, where Victor, Columbia and Edison products are handled.

New Columbia Department in Sacramento.

A new Columbia department was opened in Sacramento, Cal., the middle of April, by the Wasserman-Gattmann Co., who conduct a general department store business there. The formal opening of the new department was one of the most elaborate events of its kind ever held in that city. Large floor space has been assigned to that part of the business, and a large stock of machines and records was assembled prior to the opening, which was heralded by large ads in the daily papers. The store was specially decorated for the occasion and much interest was shown in the expansion of the business.

Bacigalupi's Good Report.

Peter Bacigalupi, Jr., who operates the Bacigalupi talking machine business, reports a very good business the past month in both Victor and Edison products. He enjoyed an outing the first of the month with Leon F. Douglas of the Victor Co., who resides in Marin County, California.

Better Trade with Kohler & Chase.

P. H. Beck, proprietor of the Kohler & Chase talking machine department, says business for March and April showed improvement over the first two months of the year in both machines and records. Higher priced records are in better demand than for some time, and the \$100 Victor-Victrola is having a big call.

New Edison Disc Dealers.

Several more California dealers have signed up for the Edison disc line recently. They include the Avery Drug Co., Yreka; Sisson Drug Co., Sisson; Hawthorne & Broderman, Long Beach, and the Weed Mercantile Co., Weed.

New Store in Richmond, Cal.

P. C. Hawley has opened a new music store in Richmond, Cal., under the name of the Hawley Piano Co. He has a well-stocked Victor-Victrola department, and is making a strong feature of that part of the business.

Sherman, Clay & Co., Branch in Eureka, Cal.

Sherman, Clay & Co., who are distributors for the Victor Talking Machine Co. for the Pacific

Coast, and who retail Victor products at their various branch stores, are opening a new branch in Eureka, Cal., under the management of Geo. C. Dillon, who was connected with the trade in that city some time ago.

The appearance of several artists making records for talking machines on the Coast the past month, including Mischa Elman and David Bispham, has stimulated interest in high-class records generally.

SECURE EDISON DISC AGENCY.

The Flanner-Hafsoos Music House Selected by the Milwaukee Phonograph Co. to Handle Edison Line on East Side.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., May 8.—The Edison disc phonograph line has been taken up by the Flanner-Hafsoos Music House at 417 Broadway, handling the A. B. Chase, Estey, Christman, Lauter, Wegman, Lyon & Healy and Brinkerhoff pianos.

The Milwaukee Phonograph Co., jobber in Wisconsin and upper Michigan for the Thomas A. Edison, Inc., has been desirous of letting one of the east side piano houses carry the Edison goods, and chose the Flanner-Hafsoos house because of its high standing and because it did not carry any other line of talking machines.

A full stock of the Edison goods has been received at the store and is being featured in the windows of the establishment. Florian F. Flanner, junior member of the firm, says that three large parlors will be installed on the main floor so that the Edison line may be featured properly.

The master minds of constructive statesmanship molded the American Government. The master mind of an inventive genius forced Edison to reveal to the world the wonders of electricity.

**PHONOGRAPHISCHE
ZEITSCHRIFT**
BERLIN C. 19, GERMANY

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

PUBLISHED WEEKLY. FOUNDED 1900

Circulates all over the world.

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

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

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Trade Conditions in London and Throughout England Are Certainly Not Overbright—Various Reasons Assigned in Explanation of Sales Slump—Cheapening of Record Prices, Better Quality of Goods and the Class of Trade Indulged Have Been Factors of Moment—German Manufacturers Combine to Fight Price Cutting—A Momentous Move—Scala Record Co., Ltd., Suffers from Fire—Interesting Issues of Records for the Month—New Columbia Artists—Edison Cylinder Records Will Continue to Be Made—News of the Month Worth Recording.

(Special to The Talking Machine World.)

LONDON, E. C., May 2.—Elements adverse to the sale of musical instruments and records have obtained this last few weeks, and not a few traders assert that the period has arrived when the official season may reasonably be regarded as over. One must admit that gramophone trade conditions are certainly not bright; indeed it would really seem that business is, for the time being, suffering under a cloud of depression of unusual duration and strength. Various reasons are assigned in explanation of the sales slump, notably the fine summerlike weather, holidays, strikes and disturbed industrial conditions generally, all of which does not militate in favor of sales progress.

The aftermath of the shilling record proposition has also contributed largely to an unsettled market, payments being exceptionally bad, and credit doubtful in several cases. Confidential information discloses anything but a pleasing prospect in relation to the future welfare of some of the cheap record houses. The class of trading indulged in has been all along more or less unprofitable, and the inevitable consequence is gradually yet surely making itself felt. Leading gramophone men and others whose interest in the talking machine trade is more than superficial, regard the situation as being very unsatisfactory, alike from the viewpoint of its immediate as well as its ultimate effect upon an already severely tried market. I have it on unquestionable authority that a deal was recently made in good double-sided records at the remarkable figure of four pence halfpenny each, this price including copyright dues and freightage. Such amazing evidence as this is clear indication that the cheap record proposition is still a live one. Far from nearing its doom, it is a bright hope within whose comforting protection many a financially depressed house may (on paper) temporarily recover a questionable equilibrium. For how long necessarily depends upon circumstances. One or two have already piled up their obligations, and news is not wanting of the closing of other firms within the near future. Financially exhausted, these latter are existing from day to day more or less indifferent to what the morrow may bring forth. It is altogether an unedifying situation, and we can but fervently hope that next season may commence with a clean bill of health for the good of the whole trade. From a report elsewhere it will be seen that the leading German gramophone houses have associated together with a view to serious co-operation in fighting the price cutting, record duplication and other trenchant evils which have for too long hampered the progress of an otherwise growing industry. When will the British trade do likewise?

To Fix Record Prices in Germany.

An important development in German record manufacturing circles is made known by our esteemed contemporary, the Phonographische Zeitschrift. The report gives currency to the formation of an organization consisting of the large manufacturing firms in Germany whose object is the fixing of retail prices for records and the regulation of other important trade matters of general effect. While this arrangement assures to all sections of the trade a reasonable profit, it in no way places a premium on competition, except in so far

as may result from a rather peculiar clause affecting the yearly profits of each concern. This point is really interesting; it stipulates that "should the record output of any one maker exceed in 1914 the production of 1913, for every record over the value of 2.20 marks, 20 pfennig must be paid into the convention cash account for distribution among those firms whose turnover shows a decrease." A remarkable idea, to say the least. It has too many possibilities. However, we read that competition will be mainly confined to the quality of the records. A number of firms have refrained from joining the Convention of Manufacturers, as it is called, but they are at liberty so to do if they wish. It is intended to control the various distributing sources, and to this end a list of factors and dealers has been prepared. Although each manufacturer has a free hand in the choice of wholesale distributing agencies, no one must be supplied outside the agreed list. An agreement also covers the relations of the manufacturers and the chosen retailers, the gist of which is that the latter bind themselves to handle exclusively the productions of associated makers, who include the following important companies. Deutsche Gramophon, International Zonophon, Carl Lindstrom, Beka, Favorite, International Talking Machine, Odeon, Lyrophon, Dacapo, Homophon, Anker, Kaiiopo and Polyphon Musikwerke. For the different makes of records a standard price agreement has been drawn up and ratified by the convention, which has also sanctioned a limit being placed upon the number of records to be issued per month by each concern. Another clause provides for the regulation of wholesale and retail profits, and the practice of annual or bi-yearly exchanges is considerably revised. Unsalable records may, however, be returned for partial credit under certain prescribed conditions. For breaches of the agreed terms and stipulations a system of fines has been instituted. The convention agreement operates as from July 1 next, and remains in force for twelve months. Leo. B. Cohn, H. Eisner and Mr. Seligsohn are entrusted with the management of this praiseworthy endeavor to clean the Augean stable.

New Hearing in Big Copyright Case.

The adjourned proceedings in the great copyright case (reported in my last contribution) again came on for hearing before Mr. Biron, the magistrate, at the Old street police court, London. Defendants were William Jennings, trading as the Runwell Cycle Co., of 16 Great Eastern street; Blum & Co., Ltd., of 220 Old street, and W. H. Reynolds, Ltd., of 95 Great Eastern street, all of London. There were four summonses against each defendant for "unlawfully and knowingly offering for sale an infringing copy of a copyright work, contrary to the provisions of the Copyright Act, 1911." The subjects of the summonses were records of "The Gondoliers," "Pipes of Pan," "The Lost Chord" and two other songs. Through their counsel the Runwell Cycle Co. and W. H. Reynolds, Ltd., pleaded that they were not the makers of the infringing records, and as dealers they did not "knowingly" offer them for sale and could not therefore be held responsible in law. After very considerable legal argument this view was eventually accepted by the magistrate, whose finding clearly demonstrates that a dealer cannot be mulcted in damages for selling records without a copyright stamp unless it is proved that he did so "knowingly." The case against Blum & Co., Ltd., as manufacturers of certain of the records proceeded after an adjournment to another court. The summonses were taken out by the Mechanical Copyright Licensees Co., Ltd., whose counsel succeeded in making good their complaints in three instances, although defendants brought evidence that the records in question were circulated by accident. The magistrate said he considered the case proved and imposed a penalty of 40 shillings on each of the three summonses, with

£10 costs. An order was made for delivering up of the unstamped records and masters, which, it was said, had already been destroyed.

Scala Record Co. Suffers Fire Loss.

The premises of the Scala Record Co., Ltd., 80 City road, London, were the scene of a somewhat serious fire on the afternoon of April 27. Just after the luncheon hour flames were discovered issuing from the basement, which contained a large stock of records, gramophone cabinets, wooden trumpets, motors, etc. A strong contingent of firemen with their engines and apparatus were soon at work, but owing to the dense black smoke, attributed to the burning records, by the way, it became necessary for several men to descend into the basement and so secure a direct attack on the flames. For this purpose smoke helmets or breathing apparatus were utilized, and as soon as possible men with powerful hydrants got to work. By this time the basement and ground floor had been very severely damaged. After an hour's hard work, however, the firemen gained control and completely extinguished the outbreak. The damage to premises and stock is roughly estimated in the neighborhood of four figures. Messrs. Lockwood's premises situated next door to the burnt building, fortunately escaped, apart from some slight damage from smoke and water.

Your representative arrived on the scene early, and afterward was enabled to make what was necessarily but a superficial survey of the damaged building. Everywhere was confusion and wreckage. A more complete examination on the next day revealed the power of fire and water. To wreak such havoc as was apparent in so short a time as sixty minutes was really surprising. The basement had received over four feet of water; the floor was still slightly covered, and piles of half-burnt stock, soaking wet, were to be seen all around. At the time of writing the actual cause of the fire had not been ascertained and no information was available beyond the fact that it had originated in the basement, where it is believed some wood shavings used for packing purposes caught fire.

Harold Bosman, a director of the Scala Record Co., informed your representative that he had received many expressions of sympathy and offers of help from the trade. He was very much indebted to Mr. Cullum, proprietor of Lockwood's, for assistance rendered, his many kind acts going a long way toward mitigating the great business inconvenience caused. O. Ruhl, Ltd., also gave great assistance and has offered the Scala Co. the use of a warehouse for the time being.

From later evidence it is obvious that the Scala officials mean to lose no time in straightening out matters so that business may be as little interfered with as possible.

New Summer Model of "H. M. V." Machine.

A special summer model of extreme value at the price, 6 guineas, is announced by "His Master's Voice" Co. Of particularly handsome appearance, this new instrument carries the following specifications: Fumed oak cabinet 16¾x20¼ inches (height 12¾ inches), with lid; internal horn with wooden grille; double-spring motor; "H. M. V." tapered tone arm with gooseneck and exhibition sound box, etc. It makes a fine table-grand machine and should be an excellent line for summer trade.

The news was not conveyed to dealers in the ordinary way; it reached them by registered letter post. A smart and enterprising idea, without a doubt, for it is questionable whether any other method would have aroused such great interest in the new article as that adopted. One expects "value" by registered package; "H. M. V." dealers say they've got it.

Short Time from Sydney to San Francisco.

The announcement is made that from June next

(Continued on page 54.)

ARRIVED AT LAST

"The World's Musical Instrument"

Gives *all* records the same chance!

SOON ON THE MARKET.

Sounds
that are
truly
MUSICAL!



Voices
that are
truly
HUMAN!

PLAYS TO PERFECTION,

without change of sound-boxes, EVERY disc record ever made and in such a realistic manner as never heard from any "Talking Machine," "Gramophone" or "Disc Phonograph" before.

(Read the views of the able Representative of this paper in London, about this new Instrument, on page 45 of March 15th, 1914.)

J. HOFFAY

67 Egerton Gardens, South Kensington, London, England.

IN THE PAST

A certain reproducing instrument brought its owners success and fame—it was about the best!

Competitors did not possess the same reproducing means to show off their records, which perhaps were just as good.

Dealers were compelled to bind themselves!

IN THE FUTURE

“The World’s Musical Instrument”

will sell, on equal merits, records of ALL makes.

All competitors will have the same means to “fight” with, and “quality” in recordings will predominate exclusively.

Dealers will surely stock all makes.

Dealers will surely gain their liberty.

Dealers will surely dominate the field.

Ask for catalogues, etc., at once.

J. HOFFAY

67 Egerton Gardens, South Kensington, London, England.

FROM OUR LONDON HEADQUARTERS—(Continued from page 51).

the new vessels of the Oceanic Steamship Co. will perform the journey between Sydney and San Francisco in sixteen and one-half days, and that, linked up as they are with the express boats of the Cunard and other Atlantic lines and by the mail trains of the United States, a great saving of time all around will be effected.

In Voluntary Liquidation.

The Britannic Record Co., Ltd., of City road, London, has gone into voluntary liquidation. The liquidator is Joseph Misener, 205 Willemsen lane, London, N. W.

Be a Record Business for 1913.

Advance information ament the Beka Record, A. G., turnover for last year is published by a German contemporary. The figures quoted disclose a net profit of 593,910 marks, after deducting 121,977 marks for working expenses. At the general meeting a dividend of 12 per cent. is to be proposed.

German Record Concern in Liquidation.

The Jumbo Record Fabrik, G. m. b. H., Berlin, is in voluntary liquidation. Richard Seligsohn, the former manager, has been appointed liquidator.

Performing Rights, Ltd., Organized.

Apropos of the formation of the new corporation, Performing Rights, Ltd., I learn that a somewhat similar move has been made by the American publishers and authors, who have registered a company with the title American Society of Authors, Composers and Publishers. Both societies will be run on similar lines to the Societe de Authors in Paris. The objects are the collection of fees for performing rights and like royalties. I believe I am correct in saying that the three societies will co-operate for the mutual protection of their members' interests in the various countries in which each society operates.

Latest "His Master's Voice" Records.

In the latest batch of record issues announced by "His Master's Voice" Company for May, the live agent will, undoubtedly, find much upon which to justify a special campaign; a special effort to make known the magnificence of these records to

the great gramophone public. It is certainly a grand musical program, and we are assured it will make a very wide appeal alike on account of its general merit, and its comprehensive choice of titles. A special feature of the list is an exceptionally strong presentation of Russian music, sung by native artists, and these record offerings one may reasonably expect to create quite an unusual amount of interest. A careful perusal should be made of the full program as follows: 12-inch, double-sided—"Bavarian Dances, Op. 27, No. 3 (Elgar), and "Mignon Overture" (Thomas), Bournemouth Municipal Orchestra; "Ent'r Acte à la Gavotte" (Eric Coates), and "Sunshine and Shadow," waltz, (W. Piercy), Mayfair Orchestra; "Prince Igor," Overture, Parts I. and II. (Borodin), Borodin Symphonic Orchestra; "Sur la Riviera" (Daniderff), Jacobs and his Trocadero Orchestra, and "Verviene Valse" (Robt. Cox), Mayfair Orchestra. 10-inch double-sided—"Bobbing Up and Down" and "International Rag" (Irving Berlin), Metropolitan Band; "Patria Jova" (A. Marcet), and "La Vica de Casa" (E. Morera), Spanish Band of La Principal del Prelada. 12-inch single-sided—"Fifth Symphony," First Movement, Part I. (Beethoven), Berlin Philharmonic Orchestra; "Fifth Symphony," First Movement, Part II. (Beethoven), Berlin Philharmonic Orchestra; "Der Erl König" (The Erl King) (Loewe), (Sung in German), Dr. George Menschel (bass); "Nobody Else" (Crimp), Miss Alice Lakin (contralto); "Who Can Tell Me Where She Dwells," ("Rob Roy," Act 3), (R. de Koven), Wakefield and Pollock; "Valse-Coppetia Ballet" (Déliès), Lipkowskaya (Russian soprano), (Sung in Russian); "Les Filles de Cadiz" (Déliès), Neshdanava (Russian soprano), (sung in Spanish); Aria from "A May Night"—"Sleep My Beauty" (Rimsky-Korsakoff), Simirnof (tenor), (sung in Russian); "Arise, Red Sun" (Russian Folk Song), Chaliapin (bass) (with chorus), (sung in Russian); "The Devout Lover" (M. V. White), Stewart Gardner (baritone); "Prize Song—Meistersinger" (Wagner, aria by A. Wilhelm),

Mischa Elman (violin); (a) "Study, Op. 10, No. 7," (b) "Waltz in D flat" (Chopin), Wilhelm Backhaus (piano); "Lack-a-Day" (Crampton), Ernest Crampton. 10-inch, single-sided—"A Farewell" (Liddle), John McCormack (tenor); "Song of the Shepherd Lehl," "Snow Maiden" (Rimsky-Korsakoff), Alma Gluck (soprano); "Come to Me" (Wadhams), Hubert Eisdell; "Thou Art Risen, My Beloved" (Coleridge-Taylor), Robert Radford (bass); "A Rose Memory" (Deacon), John Harrison (tenor); "My Fairy Prince" ("Her Little Highness") (R. de Koven), Olive Kline (soprano); E Lucevan le Stelle "Tosca" ("The Stars Were Shining") (Puccini) Martinelli (tenor), (sung in Italian); "A Hundred Years Ago" (Crampton), Ernest Crampton.

New Zonophone Records.

This month's (May) Zonophone records comprise an exceptionally well chosen program of good music with a plentiful sprinkling of each class: classical, sentimental, humorous, etc. The famous Royal Irish Fusiliers Band is again in evidence with a superb contribution, "The Jolly Village Smith," coupled with which is the waltz song "Il Bacio," as a cornet solo by Corp. Williams. Another special is record No. 1281, containing two pretty songs by Sidney Coltham, the great Zono tenor who has in a few short months secured renown as a record-maker of exceptional merit. A really good banjo duet record is listed as the work of "the world's greatest duettists," Alfred Cammeyer and Olly Oakley. In addition, there is to be noted exclusive contributions by Miss Violet Oppenshaw (contralto), Mary Law (violin), Black Diamond Band, Peerless Orchestra, Peter Dawson, Church Choir with Organ, Florrie Ford, Harry Fay, and other favorites.

Has Many Popular Songs.

"Hullo Tango!" the London Hippodrome Revue is most prolific in its provision of attractive songs, and the various record companies have, naturally, been very busy. "His Master's Voice" company, as usual, has secured the original artists to make



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. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
 DENMARK: Skandinavisk Gramophon-Aktieselskab, Frihavnens, Copenhagen.
 FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.
 GERMANY: Deutsche Gramophon-Aktien-gesellschaft, 35, Ritterstrasse, Berlin, S42.
 HOLLAND: American Import Co., 22a, Amsterd. Veerkade, The Hague.
 HUNGARY: The Gramophone Co., Ltd., IV, Kosuth Lajos-Utca 8, Budapest.
 SPAIN: Cia. Francesa del Gramophone, 56, Balma, Barcelona.
 SWEDEN: Skandinaviska Gramophon-Aktie-holaget, 52, Appelbergsgatan, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, St. Petersburg; 9, Golovinsky Prospect, Tiflis; 30, Novia Svit, Warsaw.
 EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
 EAST AFRICA: Bayley & Co., 8 Beira, Lourenço Marques.
 SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackey Bros., Rissik Street, Johannesburg; Mackey Bros. & McMahon, 443, West Street, Durban; Ivan H. Haarburger, Meiland St., Bloemfontein.
 INDIA: The Gramophone Co., Ltd., 139, Ballighatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
 AUSTRALIA: The Gramophone Co., Ltd., Hoffmungs 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 54).

some sparkling records of the most popular numbers, and these were recently announced in a special colored supplement, fully illustrated, and most pleasingly produced.

Two New Columbia Artists.

Two more big names are added to the Columbia catalog this month, and, in each case, an especially fine record serves as introduction. The celebrities in question are Madame Carolina White, the prima donna soprano of the Philadelphia-Chicago Opera Company, and Henri Scott, the famous American basso. Mr. Scott is the leading basso of the New York and Philadelphia-Chicago opera houses, and is known for the exceptionally deep and rich timbre of his voice, features which immediately strike the hearer of his first record carrying "The Heart Bowed Down" and "In Happy Moments."

To Continue Making Edison Cylinder Goods.

Concerning the rumors in trade circles that the Edison Co. would ultimately abandon the manufacture of phonographs and records, Mr. Walter Stevens, manager of the foreign department of Thomas A. Edison, Inc., very strongly disclaims any such intention. He writes (in part)—"We wish to deny this most emphatically. The confidence of this company in a continued demand for the Edison cylinder product is proven by the enormous investment we have made in recent months in the improvement of this line and the further expenditures now being made. We believe this assurance will dispel any uncertainty existing in the minds of our friends abroad regarding our future policy. We expect to push the sale of the Blue Amberol record and Edison phonographs with renewed vigor * * * In a recent interview with your representative, A. F.

Wagner, the British manager of the Edison Co., made pertinent reference to the fact that while all cylinder business was being conducted direct from the States, it had not in the slightest degree militated against British trade interests. "As a matter of fact," continued Mr. Wagner, "we are doing a very large and satisfactory business, and I believe that for many a year to come, the Edison phonograph and records on musical merit and as a sales proposition will continue to offer dealers a lucrative field for development."

Columbia Record Notes of Interest.

The announcement of a record by Ivor Foster on Columbia-Rena this month is an interesting event, for Mr. Foster is an old Columbia friend, his first introduction to the record world being, if we remember rightly, on Columbia some nine or ten years back.

In the Columbia May list we have such great names as the Scots Guards Band, the Ellery Band, Hans Kronold ('cello), George Barrere (flute), Anderson Nicol and Gertrude Woodall in duets, Ivor Foster, H. Lane Wilson, Thorpe Bates, Cooper Mitchell, and others.

Henry Burr, the famous American tenor, is announced on this month's Columbia-Rena records in a beautiful song "Sing Me 'The Rosary,'" founded on the Nevin's famous melody, and in a barcarolle duet with Miss Clara Moister.

Another of the two-part orchestral records, for which Columbia-Rena has become famous, is announced this month. It provides Weber's wonderful "Der Freischütz" Overture, the opera thus represented having been termed the foundation of German opera.

The first ten-inch record of Sir Edward Elgar's much-talked-of new work, "Carissima," is issued

on Columbia-Rena this month. It has interested a great many lovers of high-class music.

The Milan Symphony Orchestra, under Maestro Romani, has created a new monument to Columbia recording quality. This month's issue should be even more popular, for while the previous records have shown the orchestra in delicate work, this record displays the players in "Lohengrin" and "Tannhauser" selections calling for power and volume, and the most exacting critic on these points will find he has all he could wish.

H. Lane-Wilson, the celebrated baritone, sings on Columbia-Rena this month, his own new song, "Before You Came."

"Deiro, the marvelous," the Italian wizard of the accordeon, offers two dashing march selections ("Bersaglieri" is one of them) as his Columbia-Rena contributions this month.

Reed Miller, the popular American tenor, is represented by a twelve-inch record of oratorio on Columbia this month. He sings "If With All Your Hearts" and the companion aria "Then Shall the Righteous," from "Elijah."

Cristeta Goni, the fourteen-year-old violinist, whose first record on Columbia-Rena last month caused quite a flutter in the trade, will be found on a twelve-inch record this month, in a "Nocturne" of Ambrosio, and Drdla's "Serenade."

Three further remarkable records are issued in the Columbia "Grand Opera at a popular price" series this month. One is the celebrated Polverosi in "La donna e mobile" and "Questa o quella," another two "Barber of Seville" numbers by Coradetti, and the third two "Dramatic Moments" from "Aida," to-wit, the consecration scene in the temple of Fta, and the concerted piece sung in honor of the sacred Nile.

BUSINESS LIVELY IN BELFAST.

Talk of "Revolution" and Home Rule Question Does Not Interfere with Business—Talking Pictures Much in Evidence and Are Successfully Shown at Panopticon Theatre.

(Special to The Talking Machine World.)

BELFAST, IRELAND, May 1.—Despite the talk of "revolution" and troublesome times over the Home Rule question, business goes on uninterruptedly in this city. This is particularly true so far as the talking machine trade is concerned, which is constantly expanding.

Talking pictures are now very much in evidence in all the picture theatres, and one of the most successful combinations of picture and Gramophone is that which has been in evidence at the Panopticon Picture Theatre situated on High street. For the purpose the proprietor, Frederick Stewart, has adopted the celebrated Auxetophone which he secured from Thos. Edens Osborne, of 11 Wellington place, who carries one of the largest stock of talking machines and records in the north of Ireland. The cabinet of this instrument is of Flemish style and is of Spanish carved oak, the selling price of which is £110 (\$550). The Auxetophone, by the way, is the invention of a celebrated Irishman, the Hon. Chas. Parsons, of Turbine engine fame.

The reproduction of Gramophone records by this instrument is loud, clear and distinct, and every word—in fact, every syllable—can be heard distinctly throughout the entire picture theater. The synchronization is remarkably good, and the habitues of the Panopticon seemed to be all charmed not only with the instrument but with the pictures shown in conjunction with the Auxetophone, which is the most expensive and loudest disc talking machine in the world.

THE "WIZARD" HOMOPHONE.

A new harmony gramophone, called the "Wizard" Homophone, has been put on the market by Andres Bro. Ltd., of London. It is a portable horn-hidden instrument, constructed of dark colored wood and is fitted with a 10-inch turntable, speed regulator, spring brake and a strong and very silent running board. One of the prominent characteristics of the machine is the reflex horn,

which is devised in the lift up cover of the cabinet. The instrument emits a surprisingly clear and full tone and is expected to be a popular seller.

SEES BOUNTIFUL BUSINESS.

C. H. Bagshaw Looks for an Enormous Trade in Needles the Present Year Owing to the Dancing Craze Which Is Steadily Growing.

Asked to give his opinion on the remaining months of the year's business on talking machines, C. H. Bagshaw, general manager of W. H. Bagshaw, Lowell, Mass., the big talking machine needle house, said:

"From my observation of the industry, I can see nothing but a very bountiful business for both manufacturers and dealers, in 1914. The craze for dancing has demonstrated the versatility of the talking machine, and indications point to the fact that this craze will not die out for a long while. As far as the needle business goes, this bears out what we say, and the orders, now on our books, show that there will be a great many more needles used this year than ever before. I can see nothing but prosperity for the talking machine industry, not only for the balance of this year, but for many years to come."

Occasionally a man can be judged by the company he keeps away from.

TRIUMPHON CO., Ltd.
ESTABLISHED 1884
Berlin, S. W., 47/5
MANUFACTURERS
OF ALL ACCESSORIES SUCH AS

MOTORS

10 different models, ready and complete to be fitted into cabinets. From the cheapest to the best.

40 DIFFERENT MODELS



Piccolo is a complete Talking Machine. Easily to be carried like a portmanteau. Most suitable for picnic or rover parties in summer, and easily carried to social gatherings in winter. Plays 12-inch records. Is not a toy. Weight without records only 5 kg. Measurements: 11x13¼x7¼ inches.

SOUND BOXES

for Gramophone or Edison Cut Records. First-class workmanship.



TONE ARMS

For Horn and Hornless Machines. To fit all size cabinets.



Special Motors HYDRA SYSTEM
Single and double spring, 6 different models. Are the only existing construction which allows the exchanging of the spring and spring case without taking the motor out of the cabinet. After loosening one nut, a child is able to replace any defective spring or springbox within 20 seconds.

Patents Applied for.

COMPLETE TALKING MACHINES

WITH AND WITHOUT HORN

Apply for Catalogues



ECLIPSE PHONOGRAPH COMPANY

203 Washington Street

A. W. TOENNIES & SON

Hoboken, N. J.

Jobbers of Edison Disc and Cylinder Phonographs Exclusively

Dealers of New York and New Jersey
Write for terms and discounts.



COLUMBIA STAFF ENJOYS DANCE.

Heads of Departments and Employes of Executive Offices of the Company Participate in Informal Affairs at St. George Hotel, Brooklyn—Demonstrate Finer Points of Terpsichorean Art Like Famous Dancers.

There were sounds of revelry and great joy at the St. George Hotel, Brooklyn, N. Y., on the night of April 27, when the heads of departments and the employes of the Columbia Graphophone Co.'s executive office in the Woolworth Building

most important virtues of this brand of music is that you can get all the encores you want without being obliged to persuade or placate an obdurate orchestra leader.

The Columbia executive staff and employes gave a splendid account of themselves in the performance of the terpsichorean art, and it was a very small percentage indeed of those present who decided to watch the dancers in preference to participating. Usually the heads of the departments were to be found dancing the hesitation or the one-step with the best of the younger folk, and in

flavor was given the event by the appearance of three of the company's European representatives, F. Passadora, Louis Sterling and Arthur Brooks.



Portion of Columbia Staff Enjoying Dance at St. George Hotel, Brooklyn.

gathered at this prominent hostelry to participate in an informal dance.

The music furnished for this enjoyable affair was exclusively Columbia, consisting of dance records and a Columbia machine, and in the opinion of all those present it was "some music." Almost every dance was encored, and one of the

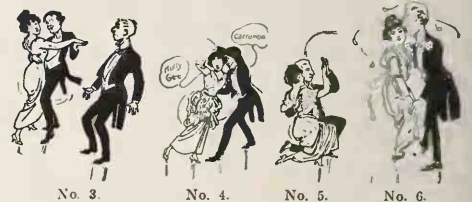
fact everybody had such a good time that another dance will be held in the very near future.

President Easton had intended to be present, but was prevented at the last moment from attending. Edward N. Burns, vice-president, put in five hours of steady dancing, and H. L. Willson, assistant general manager, did the same. Quite an international



No. 1.

No. 2.



No. 3.

No. 4.

No. 5.

No. 6.

No. 1—New England—dignified but sprightly and always educational. No. 2—The English delegation. No. 3—Piracy and highway robbery. No. 4—Export Department providing American-Mexican entente. No. 5—Scientific dancing by Advertising Department. No. 6—Recording Department, strenuous and conscientious.

The export department sent a strong representation from Latin-America. Every department was well represented, and many came as personal guests of the Columbia folk or friends of the company.

Theodore Novakoski, of the treasury department, and Prof. Frederic Goodwin, of the educational department, were in charge of the arrangements for the dance, and both gentlemen did their work well.

Time is like a typewriter eraser. It rubs out our disagreeable experiences—but leaves the paper of life thinner in that particular spot.



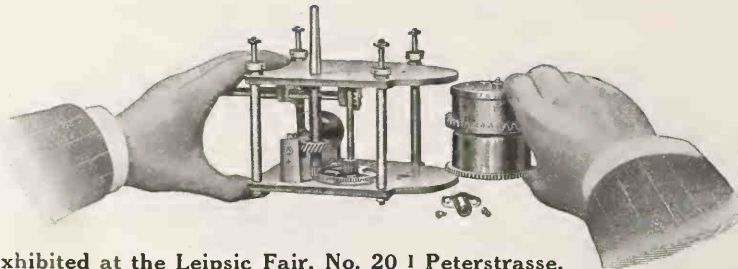
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TENDENCY TOWARD IMPROVEMENT IN CLEVELAND

Noticeable in All Branches of Talking Machine Trade—The Phonograph Co.'s Expectations Being Realized—Various Dealers Report Great Demand for Victors—Columbia Co.'s New Store—Call for Union Specialty and Plating Co. Products.

(Special to The Talking Machine World.)

CLEVELAND, O., May 9.—Conditions in the talking machine business have remained about the same and are still in an unsettled state, although there is an evident tendency toward improvement. In spite of deterrent conditions, the aggregate volume of business in both machines and records in April was generally satisfactory, notwithstanding a shortage in the Victor line.

The demand for the May records is excellent. This includes the Victor, Columbia and Edison lists, and sales are expanding.

When John McCormack, the celebrated tenor, was in the city recently he made it a point to visit the Eclipse Musical Co., where he was entertained with his own Victor records. He is an appreciative listener to his own productions, as well as are the thousands of his admirers. The Eclipse people were highly pleased with his visit.

A. W. Robertson, for a number of years with the local Columbia store, is now with the William Taylor, Son & Co.

The business expectations of The Phonograph Co., distributor of Edison phonographs, are being more than realized. L. N. Bloom, secretary, said: "Both in the wholesale and retail line business was very good during the past month. There has been a big demand for dance records. Dealers all through the State are ordering heavily. The dancing parties held in our beautiful recital hall drew the society people of the city, and it was necessary to hold two sessions daily to accommodate the crowds." Harold E. Moore, who for a number of years was manager of one of the largest talking machine houses in London, has joined the store's selling force.

The Eclipse Musical Co. reports business good in both the wholesale and retail departments. Mr. Powell says the annoyance of a shortage in both machines and records still continues. The company has just added a new auto truck to its service. It is very attractively finished and painted, showing the Victor dog in a most life-like form. The company gave a complimentary concert on the evening of May 6, the program consisting of selected Victor records interspersed with selections by a quartet of local note.

Business is moving along smoothly and prosperously at the new quarters of the Columbia Graphophone Co. Having disposed of the retail department to the Grafonola Co., the Columbia is now confining operations exclusively to the wholesale trade and the Dictaphone. All Columbia dealers appreciate the change in the policy of the Cleveland store. The new quarters are most thoroughly equipped for conducting the business, being convenient for handling stock and ideal for receiving and shipping. "We can fill all orders the same day received," said G. R. Madson, manager, "and give dealers practically 100 per cent. efficiency in filling orders."

The following new dealers are reported in the Cleveland territory: O. B. Marvin & Co., Findlay; F. E. Shaw Piano Co., New London; the Gentz Co., Canal Dover, and the Grossman Drug Co. (three stores), Cleveland.

"Yes, I know people say business is slack," said E. A. Friedlander, manager of the Bailey talking machine department, "but our business is considerably better than it was a year ago."

Ethel M. Volk, manager of the May Co.'s phonograph department, is busy these days and reports that business is excellent both in machines and records.

Business at the new store of the H. M. Brainard Piano Co. has opened in the most satisfactory manner. The store is particularly attractive and is located in the new piano center of Cleveland, on Euclid avenue at the junction of Huron road. One-half of the store has been dedicated exclusively to the Columbia graphophone machines and records. The sound-proof demonstrating booths of heavy plate glass, the top border of art glass, with the invisible lighting system and elegantly furnished, are especially attractive. This department is under the management of G. E. Morton, who comes to Cleveland from the Columbia Graphophone Co., of Atlanta, Ga. The company has retained from the local Columbia store force Miss Letha Touby, J. H. McClelland, Earl Hamler and Miss Martha Francek. The company features in pianos the Kranich & Bach line, which is notably popular here. The officers of the company are: H. M. Brainard, president; F. J. Ott, vice-president, and George M. Ott, secretary and treasurer.

Considering business conditions generally, trade at the store of the W. F. Frederick Piano Co. was very satisfactory. "Quite a large number of Victor machines have been sold during the past month," said N. H. Cook, manager of the talking machine department, "and the demand for records, especially from the dance lists, is quite up to the average."

Phil Dorn, while apparently immersed in the sporting goods line of the Collister & Sayle Co., is watchful of the talking machine department, and his judgment of the condition of that business is always pretty accurate. Business, he says, is coming along all right, although a little slow owing to the inability of the manufacturers to supply the increasing demand. He reports trade equally good in both the wholesale and retail departments.

Business is fair in the Victor machine line, with a good record trade, at Buescher & Sons Co. W. J. Roberts, Jr., who has been with the company for some time, has resigned to engage in other business.

The Grafonola Co., successor of the Columbia Phonograph Co.'s retail business, is doing fine. C. A. Routh, manager, said: "Business is exceed-

ing our most sanguine expectations. Our trade is increasing day by day, and we are meeting with wonderful success. The popularity of Columbia machines and records judging from our sales, is unquestioned."

The large and growing clientele of the B. Dreher's Sons Co. is the result of persistent effort and a liberal publicity policy, backed with a complete stock of Victrolas and records in connection with its piano trade. William G. Bowie, manager of the talking machine department, is quite optimistic in view of the increase of business thus far this year. He reports sales of a number of machines during the past month, with good sales of records.

There is an ever increasing number of side line dealers who are adding the talking machine to their business, and all are having a promising trade.

The Union Specialty & Plating Co. is as busy as ever supplying the trade with the Union attachments. Mr. McNulty says the business is constantly expanding to surprisingly large proportions.

BIG BUSINESS IN ALTOONA, PA.

Occupancy of New Warehouse Marks Progress of W. F. Frederick Co. Store Under Manager Nestor—Immense Victor Stock Carried.

(Special to The Talking Machine World.)

ALTOONA, PA., May 8.—The local branch of the W. F. Frederick Piano Co., under the energetic management of French Nestor, is now fully settled in its commodious new five-story building at 916-20 Eleventh avenue, which will be used as a storage house annex to the retail store of the company at 1208 Eighth avenue. The new building will be used chiefly for the storage of Victor talking machines and records, in which the company does an enormous business as distributor and retailer.

The first floor of the building contains, besides the offices of Mr. Nestor and his assistants, the garage and shipping department, the commodious record rooms, containing racks measuring 180 feet in length and 8 feet high, which are designed to hold about 75,000 records when the stocks are complete. The second and third floors are given over to the storage of machines of various models, cabinets and accessories.

One of the interesting features of the new building is the completely equipped repair and tuning department on the fourth floor, which equals many smaller factories in the facilities. The machinery equipment is up to the minute and is driven by individual electric motors.

The success of the Frederick Co. business in this section is especially noticeable since Mr. Nestor became manager about two years ago, during which time the business of the company has increased wonderfully throughout central Pennsylvania.

Habit and appetite are products of the mind. Bad habits and abnormal appetites are formed either by a weak or an unorganized intellect. Habits are of man's own making because he has the power to organize, train and strengthen the mind that forms the habit.

HERMANN THORENS, Ste. Croix (Switzerland) TALKING MACHINE WORKS

Motors and Sound Boxes a Specialty

CONCEDED TO BE THE BEST MANUFACTURED

OVER THIRTY DIFFERENT STYLES

Machines with or without Horns

FIRST QUALITY ONLY

Noiseless Motors

HIGHEST RECOMMENDATIONS

WRITE FOR DESCRIPTIVE CATALOGUE



COLUMBIA GRAPHOPHONE CO.'S 25th ANNIVERSARY

The Occasion of a Most Interesting Reunion and Dinner of the Directors, Officials and Executives of the Company Held at the Arcola Country Club, Arcola, N. J., on Saturday, April 11—Some Interesting Remarks by President E. D. Easton and Others.

There was a large and festive noise, indicative of much jubilation, in the neighborhood of the Arcola (N. J.) Country Club April 11, when Edward D. Easton, president of the Columbia Graphophone Co., and a large party of the directors, officials and employes foregathered to celebrate the twenty-fifth anniversary of the founding of the company. Most of the guests made the club early in the afternoon, for the weather was perfect and the club kept open house, indoors and out. The golf course claimed a good many and some remarkable scores were made.

It was one of the occasions—they do happen every once in a while—when the Columbia organization lifted the lid and cut loose, and the invited guests were permitted to see something of the good fellowship, co-operation and mutual loyalty that exists in the organization—the spirit which, in short, has been the dominant factor in building it up. It is a thing about which not much has been said, but it is there. It is a constant and wholehearted reinforcement one of another by everyone, from the president down to the executive office door boy.

It is that spirit which has created and recreated the Columbia Graphophone Co.—and it started from the top. President E. D. Easton's personality, never blatant, tremendously magnetic, together with his genius for the selection and inspiration of his forces, has been one of the biggest things that the talking machine trade has known since its very inception. And Saturday night's foregathering early resolved itself into a large and enthusiastic utterance of tributes to the man.

At the dinner in the evening covers were laid for fifty. President E. D. Easton himself was in the chair, and those present were as follows: George W. Lyle, vice-president and general manager; E. N. Burns, vice-president and manager of the export department; Senator William M. Johnson, director; Dr. David St. John, director; F. J. Warburton, director; C. W. Cox, director; C. A. L. Massie, director and patent counsel; H. L. Willson, assistant general manager; Mervin E. Lyle, factory manager; H. A. Budlong, assistant factory manager; C. E. Woods, supervising engineer; Horace Sheble, efficiency engineer; E. K. Camp, counsel; Ralph L. Scott, patent counsel; Marion Dorian, auditor and treasurer; T. Allan Laurie, assistant auditor; G. L. Funnell, London factory manager; J. I. Brereton, purchasing agent; G. C. Jell, chairman record committee; V. H. Emerson, manager record department; C. W. Woddrop, secretary and assistant treasurer; T. E. Novakoski, assistant treasurer; A. E. Garmaize, export department; Louis Sterling, European sales manager; A. G. Farquharson, Canadian manager; Otis C. Dorian, assistant Canadian manager; E. B. Jordan, Jr., guest; W. S. Scherman, advertising department; F. L. Capps, experimental department; F. E. Goodwin, education department; H. B. Ray, advertising manager; M. D. Easton, dictaphone advertising manager; G. P. Metzger, advertising counsel; H. A. Yerkes, wholesale department manager; Frank Dorian, dictaphone manager; J. D. Westervelt, manager of dictaphone agencies; John Button, assistant dictaphone manager; N. F. Milnor, New York dictaphone sales manager; Thomas F. Murray, guest; Homer W. Reid, chief accountant, Bridgeport, Conn.; Hayward Cleveland, manager Thirty-third street store; H. C. Grove, manager Washington store; R. F. Bolton, New York wholesale manager; Anton Heindl, manager of foreign record department; J. C. Ray, assistant to Mr. Willson; Harold Lyle, foreign record department; Walton Mayer, Pittsburgh, guest; E. E. Robinson, representative of the export department in the Orient; Henry E. Parker, advertising department.

There was no set program of speeches, but a whole lot of interesting talk followed the dinner.

President E. D. Easton, arising amid cheering, said:

"Gentlemen, the Columbia Phonograph Co. was

born on January 15, 1889, so that it was twenty-five years old nearly three months ago. But we were not quite ready then to celebrate, therefore it was postponed until to-night in order that more of us could meet together. I want to express to you all my very great affection and regard and appreciation of your services. We have no program for this evening, but I will exercise the privilege of calling upon many of those who are present for impromptu speeches. I only want to say that I am very happy indeed to be here with you and to see all these splendid men, and hope that you may carry away pleasant memories of the evening. I think the first speaker should be the



Edward D. Easton, President.

man who has, next to myself, been longest in the service of the company—Frank Dorian—who has had the full twenty-five years' service with us."

Frank Dorian Heard From.

Frank Dorian, general manager of the dictaphone, spoke briefly—so briefly, in fact, that someone suggested that he felt embarrassed because there was no dictaphone to dictate to. He said: "I can only echo the words of our president. It is indeed a great pleasure to be here and with the company, and a great privilege to have been associated with Mr. Easton. I may not hope for another twenty-five years, but I do not feel that my education is yet completed, and I hope to be associated with him for many years to come."

H. A. Budlong, assistant factory manager, who was called upon, expressed his pleasure at being present.

Men Who Have Distinguished Themselves.

E. D. Easton arose at this juncture and said that he had been struck with the presence of so many of his previous secretaries—Mervin E. Lyle, Otis C. Dorian, M. D. Easton, Frank Dorian, J. C. Button, H. L. Willson and H. A. Budlong. Said he: "My secretaries have many of them distinguished themselves since. Frank Dorian was for many years our European general manager. Mervin Lyle has just taken one of our biggest posts as manager of the factory in Bridgeport. Otis Dorian is now assistant manager in Canada. Mr. Willson is now serving as assistant general manager of the company. Mr. Budlong has long had charge of very responsible work in the factory, of which he is the assistant manager, and J. C. Button and M. D. Easton are doing important work in the executive office."

Elisha K. Camp's Remarks.

Elisha K. Camp, of the legal department, said: "It does seem to me on an occasion of this sort, when brief speeches are the order, that I am the most inappropriate person to be called on. Because if any one man, more than another, should be expected to be able to speak a lot it would be the attorney for a talking machine company. Of

the many cackling chicks hatched by the North American Phonograph Co., the Columbia was the only one that was able to last for any length of time. Mr. Easton, as you all know, was the man who got the exclusive rights from the North American Phonograph Co. for Delaware, Maryland and the District of Columbia, which he transferred to the Columbia Phonograph Co., and he was very careful at the time—with his usual foresight—to have read into his contract the express covenant of the grantor that it would not come into the ceded territory. I think that, of all those sub-licensees, the Columbia Phonograph Co. was the only one with that express covenant, and that was due to Mr. Easton's foresight. While the celebration to-night is in itself a great event, I think we have even greater cause for celebration in that we have preserved to us the man who originally made the Columbia Phonograph Co. and who has brought it along up to the present time to what it is now. You all remember what a serious illness he recently passed through and how successfully he has recovered, even as we had all prayed that he would come through as well as he has. And while we are celebrating to-night we should be very thankful to think that he is with us in such splendid health and spirits, ready to be with us for another twenty-five years or even more (applause). I do not know of any man who has the ability to infuse the same enthusiasm into his colleagues as Mr. Easton. I do not know of a body of men who have responded more loyally to their chief than the men who are here and the men who have served the company of which he has been such a distinguished head." (Cheers.)

Some Other Speakers.

Marion Dorian, auditor, next made a few brief remarks, and was followed by Louis Sterling, European general sales manager, who declared that he had "been having such a very good time that he didn't want to interrupt it by saying anything. His only cause for regret was that he had never served as a secretary to Mr. Easton (laughter). It was a pleasure and an inspiration to come across to this side of the water every once in a while and to realize the magnitude of the business with which he was connected. During the four and a half years during which he had been with the Columbia they had carried the Columbia flag throughout Europe and they had succeeded in showing Europe that American ideas could be worth a very great deal indeed."

George P. Metzger, advertising counsel, made a humorous speech, mainly about golf, and was followed by Mervin Lyle, manager of the Bridgeport factory, who said that although his actual service with the company only covered a period of twelve years, he had really been associated in a commercial way a long while before that, as far as 1892, when it had a store in Baltimore.

Big Improvements Coming Say Woods.

C. E. Woods, supervisor of engineering, arising amid cheers, said that he felt pretty young in the business. "It seems to me," he continued, "that I have never seen a more glorious opportunity for the development of the business. Our future is full of possibilities, and it does seem that we can't get to them quick enough. There is almost virgin field in many directions. We are making the talking machine to-day as we have made it for many years, but yet I think there are big improvements coming. I am looking forward to the time when we can bring the talking machine up to a point where it will be regarded just as much a household necessity as the piano, and more so. It is only a matter of education." Mr. Woods spoke at further length on the eminent prospects of extensive improvements in the science of sound reproduction.

Horace Sheble's "Experiences."

Horace Sheble, formerly factory manager and at present efficiency engineer, said his experiences with the company dated back over twenty years, and said over twenty years ago he had been a salesman selling to the company. He had sold them their first typewriter. Mr. Easton had reciprocated by selling him one of the first graphophones. And then he himself got even by supplying the company with sapphire points at ten cents apiece.

C. A. L. Massie was another one to express his



"Cohen on the Telephone," the most humorous record issued since the famous Weber & Fields series. A 65c. Columbia Double Disc Record.



(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

COLUMBIA GRAPHOPHONE CO.'S 25th ANNIVERSARY.

(Continued from page 58.)

high satisfaction at being present in very brief terms.

V. H. Emerson, the company's recording superintendent, was next on the list, and gave flashes of championship form as a monologist.

Messrs. Farquharson and Willson were others who spoke with excessive brevity, and J. C. Button made a hit with a humorous and appropriate story.

Why Prof. Goodwin Is an Optimist.

Prof. Frederic Goodwin, head of the educational department, said his personal association with the company did not go very far back into its history. He only knew of its past record and its present

guard that I feel for you." Speaking from his own present individual experience, although his crew of men might look very small in comparison with the company's forces, at the same time one of the biggest pleasures that he had to-day came from the fact that he had a selling organization in New York of every man of which he was mighty proud. They had neither a "boozier" nor a "borrower" in the whole force. There wasn't a man who had ever attempted to misrepresent the product he had to sell and their drawing accounts were never overdrawn. He had never seen an organization that pulled together as did their own.



Snap Shot Taken at Banquet of Columbia Forces at Twenty-fifth Anniversary Dinner.

prosperity. The history of the graphophone was the history of most inventions: First, a matter of smiles, then a subject of amusement, and then it came into its own field of real usefulness. He himself was an optimist, and from what he had already seen of the advances they had made in conjunction with national education, he anticipated a tremendous development in the future.

Messrs. E. B. Jordan, Jr., and T. F. Murray followed, the latter making the briefest speech of the evening. Anton Heindl, New York manager of foreign recording, then drew on a fund of personal reminiscences of past happenings and anticipated the future with a magnificent optimism.

A Strong Body of Men.

N. F. Milnor, Dictaphone sales manager, of New York, said that as he looked back at his own past experience in sales organizations in many cities he had never in his life met a force of men whose acquaintance had been worth more than those who were in the service of the Columbia Graphophone Co. To Mr. Easton was the credit due for having assembled and inspired as clean a body of men as any organization ever had. Mr. Easton in his remarks that evening had used one phrase that had appealed to him very strongly, a phrase which it seemed to him served to indicate the foundation of the Columbia spirit. He had said, "I want you to know the affection and re-

gard that I feel for you." Speaking from his own present individual experience, although his crew of men might look very small in comparison with the company's forces, at the same time one of the biggest pleasures that he had to-day came from the fact that he had a selling organization in New York of every man of which he was mighty proud. They had neither a "boozier" nor a "borrower" in the whole force. There wasn't a man who had ever attempted to misrepresent the product he had to sell and their drawing accounts were never overdrawn. He had never seen an organization that pulled together as did their own.

George W. Lyle, general manager, was greeted with prolonged cheering. He welcomed them all there that night and paid a high tribute to C. E. Woods. Said he: "I know of no man who has done more for us in so short a time as Mr. Woods, and I also know that there are great things in front of him."

E. N. Burns, vice-president, also spoke briefly.

Senator Johnson's Tribute to E. D. Easton.

Senator William M. Johnson said it had given him a very great deal of pleasure to congratulate the president and those there that evening on the completion of the twenty-fifth anniversary of the founding of the company. "Twenty-five years," said he, "is a good while in the history of a com-

mercial corporation. This one is remarkable in that the head of the organization who first founded it is still the honored head of the company to-day. I have often wondered how it was and where it was that you got together such a magnificent force of enthusiastic, brainy, earnest, industrious and successful men. I suppose it is because you catch them young—like Mervin Lyle. Of course, you naturally get good results, but that could not have been achieved if it had not been for the enthusiasm and the untiring example that Mr. Easton has demonstrated to the forces of this company for all these years. I never knew a man possessed of a greater degree of enthusiasm and confidence nor one who has a greater faculty than he has for inspiring that spirit in others. That is a very big part of the success this organization has achieved. Mr. Easton selected the right men and then inspired them with his own enthusiasm.

"This company's success is traceable in a large degree to the unusual character of that one man. This argues well for the future of the company. It has taken a good many years to build up this body of men. And the result is that the Columbia Graphophone Co. to-day has more than its mere financial and physical existence. Imagine for a minute what would happen were this magnificent force to be disbanded! How many years would it take to build up an organization equal to this? You and I know that it would be the task of years. Therefore we are proud to know that this period of twenty-five years has resulted in establishing an organization which now we regard as in its prime, in its full maturity, and prepared to go forward to greater victories even than it has accomplished in the past. I want to propose the health of our honored president, E. D. Easton.

The toast was drunk standing and with cheers.

Mr. Easton briefly acknowledged the toast and again thanked the men for their devotion and services. After a short speech by Dr. St. John, who said he would sooner remove an appendix than make a speech any day, the gathering adjourned.

PEASE PIANO CO. EXPANSION

To Cope with Growing Business—P. Decker Again in Charge of the Department.

The Pease Piano Co., 128 West Forty-second street, New York, has enlarged its talking machine department to take care of its fast growing trade. P. Decker has again taken charge of this department after spending some time with the Berliner Gramophone Co., Montreal. Mr. Decker opened the Pease talking machine department two and a half years ago, and is therefore well acquainted with the Pease clientele. A complete stock of Victor and Columbia products is handled in this department.

CHEMISCHE FABRIK E. SAUERLANDT **FLURSTEDT**
del Apolda i. Th., Germany
The largest manufacturing plant in the world devoted exclusively to the
manufacture of Master-Waxes and Master-Blanks for
Gramophone and Phonograph Recording
Sole Manufacturer of Wax "P." the best recording material for Berliner-cut.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

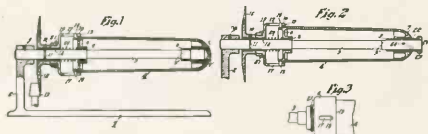
(Special to The Talking Machine World.)

WASHINGTON, D. C., May 6.—PHONOGRAPH—Newman H. Holland, assignor to the New Jersey Patent Co., of West Orange, N. J. Patent No. 1,092,911.

This invention relates to phonographs and more particularly to new and improved means whereby the record of a phonograph may be readily disengaged from its support without damage to the record surface.

As ordinary phonograph records change in diameter to a considerable extent under different temperature conditions expanding under heat and contracting under cold, and as the supports upon which the records are mounted change but little in diameter under the same conditions and are so constructed that when the records are slipped thereon, a tight engagement will be maintained between the same and the records, it frequently happens that the latter become so tightly locked to their supports that it is practically impossible to remove them by hand without damage to them.

It is the principal object of this invention to overcome this difficulty by providing improved means for automatically loosening the record from its support so as to permit it to be readily removed by hand. In conformity with this object,



a movable record support is preferably provided and means mounted in proximity thereto for shifting the record relatively to the said support when the mandrel is moved from its normal position.

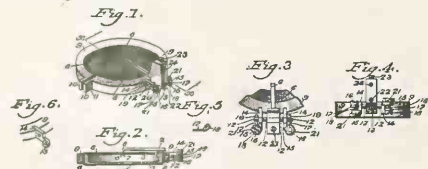
Other objects of the invention consist in the construction of parts and combinations of elements as will be more particularly pointed out in the claims.

Figure 1 represents a vertical longitudinal section through the center of the mandrel of a phonograph embodying my invention; Fig. 2 represents a similar view of a modification; and Fig. 3 represents a plan view of the left hand end of the mandrel.

SOUND BOX.—William W. Zackey, Philadelphia, Pa. Patent No. 1,092,552.

This invention relates to sound boxes for sound recording and reproducing machines, and has for an object to provide a diaphragm and mounting therefore, whereby not only is the sound reproduced in a desirable volume, but it is also perfect in quality and tone being free from metallic, grinding or scratching sounds.

It has for a further object to provide a sound box in which a portion of the diaphragm substantially floats within the box, and operates in conjunction with a flexible member formed of a



suitable fabric whereby a sensitive and delicate means of transmitting sound waves is provided.

It has for a further object to provide a novel mounting for the stylus bar which operates in conjunction with the novel diaphragm construction to produce a balanced condition which materially increases the effective action of the diaphragm in the reproduction of sounds.

Figure 1 represents a perspective of a sound box embodying my invention. Fig. 2 represents a section on line $x-x$ of Fig. 1. Fig. 3 represents a plan of a portion of the sound box showing details of the stylus bar mounting. Fig. 4 repre-

sents a side elevation of the part shown in Fig. 3. Fig. 5 represents a perspective of one of the diaphragm springs. Fig. 6 represents a perspective of one of the stylus bar supporting ears.

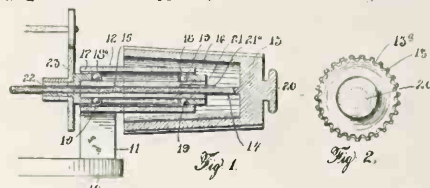
RECORD-HOLDER.—Julius Roeber, New York City. Patent No. 1,094,476.

This invention relates to improvements in record holders for phonograph records and especially to that class of holders which are mounted on a wheel or other rotary device, so that the records can be brought into successive operation. In record holders of this kind it has been found difficult to get a structure which would permit of a record being easily slipped on or off the holder, and at the same time permit of the record being easily adjusted so that the needle of the reproducer will strike exactly in the right point of the record.

The object of the invention is to produce a record holder which will permit a record to be instantly slipped on endwise over the holder without the necessity of operating or adjusting any mechanism, and in which the record can then be accurately adjusted in relation to the stylus of the reproducer.

A further object of the invention is to produce a holder which is cheap to manufacture and simple in construction, and one in which the friction of rotation is reduced to a minimum.

Other objects of the invention are to produce a record holder upon which a record can be easily placed or removed, and on which the ends of the record are left entirely free so that there is no danger of breaking them, and nothing to interfere with their adjustment, and further to produce a record holder which can not only be adjusted in and out on its supports, but has a central driving



spindle extending through the support, and which can be entirely removed when necessary.

Another important feature of the invention is this: Phonograph records are of two general kinds, known in the trade as "wax records" and "indestructible records." The indestructible records can be carried on a skeleton holder, but the wax records cannot, because they are likely to collapse. Moreover, on record holders having a solid face, the wax records in either very warm or very cold weather are likely to stick so that they break in taking them off. I provide my record holder, however, with longitudinal corrugations so that it presents a good gripping surface to the inner wall of the cylinder, but will not stick closely to the wax record, and so such records can be easily placed on or taken off the record holder, while the holder is also as well adapted to securing a so-called indestructible record.

Figure 1 is a longitudinal section of a record holder embodying my invention, and Fig. 2 is an end view of the holder proper.

TONE-ARM FOR TALKING MACHINES.—Edmund Peltovitz, East Orange, N. J. Patent No. 1,094,166.

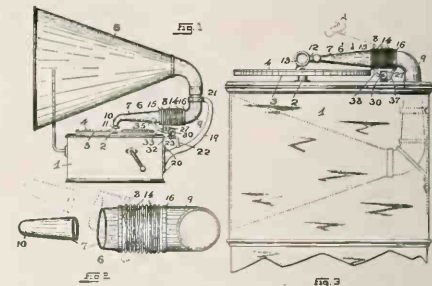
This invention has reference, generally, to improvements in tone arms for talking machines; and, the invention relates, more particularly, to a novel form of accordion-plaited stem for use with machines of the character above stated and with the amplifying horns employed with such machine, with a view of providing a means which will permit the sound box to be readily raised from its reproducing contact with the record cylinder of the phonograph, or from the record-disc of the gramophone or talking machine, without in the least affecting the relatively fixed position of

the amplifying horn; and, also to provide a tone-arm which will swing laterally as the sound box moves along the cylinder or from the central portion of the disc to the outer circumferential edge of the latter.

The invention has for its further object to provide a simple and effectively operating means which will modify the sound and will overcome absolutely the metallic or squeaky sounds caused by the usual amplifying horns.

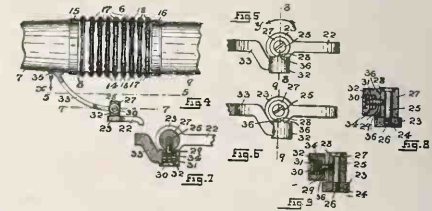
The said invention consists, primarily, in the novel accordion-plaited tone-arm for phonographs and talking machines of the various constructions, and the amplifying horns therefor, hereinafter set forth; and, the said invention consists, furthermore, in the general arrangements and combinations of the various devices and parts, as well as in the details of the construction of the same, all of which will be more fully embodied in the clauses of the claim which are appended to and which form an essential part of this specification.

Figure 1 is a side elevation of one form of



talking machine and amplifying horn, with an accordion-plaited tone-arm made according to and embodying the principles of the present invention, said view illustrating also in connection with the said devices, one means for securing the tone-arm in its operative position with relation to the record-disc of the machine and to the amplifying horn. Fig. 2 is an enlarged top view of portions of the said accordion-plaited tone-arm, said view illustrating, also, the oscillatory relation of the parts of the said arm to each other. Fig. 3 is a view similar to that represented in said Fig. 1, showing the application of the accordion-plaited tone-arm to that style of talking machine or gramophone in which the amplifying horn is contained in the case or box of the talking machine.

Fig. 4 is an enlarged longitudinal vertical section of the accordion-plaited or bellows-portion of the tone-arm; Fig. 5 is a horizontal section of one form of supporting bracket for the tone-arm, said section being taken on line 5-5 in said Fig. 4, looking in the direction of the arrow x , and the parts of the supporting bracket being shown in their normal initial positions. Fig. 6 is a view



similar to that represented in said Fig. 5, the parts of the supporting-bracket being represented in their operated positions when one of the arm-sections, with which the sound box is connected, is slightly raised so as to elevate the sound box above the surface of and out of contact with the record-disc or cylinder. Fig. 7 is a horizontal section taken on line 7-7 in said Fig. 4; Fig. 8 is a transverse vertical section, taken on line 8-8 in Fig. 5; and Fig. 9 is a similar section, taken on line 9-9 in Fig. 6, all of said views being made upon a much larger scale.

TALKING MACHINE.—Joshua Green, of London, Eng. Patent No. 1,094,067.

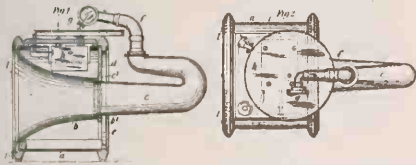
This invention relates to improvements in talking machines and has mainly for its object to provide a machine which, while possessing a horn of full, or approximately full dimensions, yet when not required for use can be packed into a small space, thus rendering the machine eminent-

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 60).

ly suitable for many purposes, for example, for transport from place to place.

According to the invention the talking machine is constructed with a horn made in a number, preferably two, of parts, one of which is fixed within the casing of the machine and the other or others is or are adapted to telescope relatively thereto, so that when not required for use the said part or parts can be pushed partially or wholly within the fixed portion, but when required for use can be drawn out and turned into position to receive the tone-arm.

The invention can be advantageously employed in combination with the known type of machine in which the horn is placed below the motor and in which the case of the machine is of cylindrical construction. With such a machine I combine a horn consisting of a fixed or stationary portion arranged within the said cylinder so that its larger or flared end is flush with one end thereof, and of a second movable elbow shaped portion which can telescope into the fixed part. This movable part, which slides within the fixed portion, is preferably also of a taper shape so that when the complete horn is extended, it is of the normal, or approximately the normal contour. The meeting ends of the two parts of the horn are preferably screw-threaded, or provided with any other suitable device, by means of which they can be locked in position when the movable elbow part is drawn out and turned to bring it into the proper position for receiving the tone-arm, which, in the form of gramophone under consideration, is at the top of the cylinder body. The end of the casing which receives the moving elbow part of the horn is closed with a cover, which, however, is provided with a slotted portion at its lower part to



receive the extremity of the horn when the latter is turned down and telescoped into the fixed horn part. It will thus be seen that when the machine is dismantled it occupies a space which practically corresponds with that of the casing. Furthermore, means may advantageously be provided in conjunction with the flared end of the horn whereby the said end may be adapted to receive a carrier or holder for records or the usual turntable when the machine is not required for use. The holder or turn-table thus constitutes a cover to the open end of the horn which may serve as a receptacle for the tone-arm.

In the accompanying drawings—Figure 1 is a sectional side view of one form of gramophone machine made according to the invention. Fig. 2 is a plan view thereof. Fig. 3 is a view similar to Fig. 1 but showing the horn in the collapsed position, and Fig. 4 is an end view showing the parts in the position illustrated in Fig. 3.

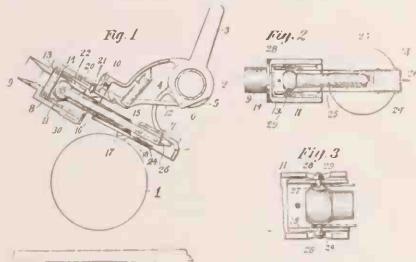
COMBINED RECORDER AND REPRODUCER.—John J. Scully, assignor to the American Graphophone Co., Bridgeport, Conn. Patent No. 1,093,732.

This invention relates to talking machines whose "speaker" or "diaphragm-head," sometimes referred to as the "recorder-reproducer," is provided with two styli upon the one diaphragm, and is adapted to be shifted longitudinally for use interchangeably as a recorder or as a reproducer.

More particularly, the present invention may be regarded as an improvement upon the structure set forth in the prior Macdonald Patent No. 1,003,625, granted September 19, 1911. In instruments of this character it is desirable that the recorder-reproducer be comparatively light when recording, but comparatively heavy when reproducing; and in said Patent No. 1,003,625, this is accomplished by means of a vertically-movable weight pivoted upon the neck of the diaphragm-head in such manner that it will bear its full weight upon the upper face of said head during the operation of reproducing, but will be held out of contact there-

with during recording. It is also desirable that the recorder-reproducer be capable of lateral as well as vertical play when reproducing, but he locked absolutely against lateral play during recording; and in said patent this is accomplished by means of the engagement of the forward portion or nose of said weight within a fixed support. However, in the practical operation of the device of said prior Macdonald patent, it has been found that during the operation of recording, the suspended weight is so connected to the stem or neck of the recorder-reproducer as to exert upon the latter a drag, which although slight, is sometimes appreciable in preventing perfect accuracy of operation; and it has also been found that, owing perhaps to lack of utmost precision in wholesale manufacturing operations, the unintended looseness of the parts sometimes permits a slight lateral play of the diaphragm-head during recording.

According to the present invention, the vertically-swinging weight, though mounted upon the diaphragm-head or recorder-reproducer, is pivoted



thereon concentrically of the horizontal pivot or axis of the latter, so that the weight and the recorder-reproducer, in swinging vertically, swing independently of each other and without interference from each other.

One feature of the invention, then, consists of the novel arrangement and mounting of the weight.

Another feature of the invention consists of improved means for securing the recorder-reproducer against lateral play when recording. And the invention consists further in the various features of construction and arrangement hereinafter pointed out and claimed.

Figure 1 is an end view, partly in transverse section, of a dictation graphophone equipped with a preferred embodiment of the present invention; Fig. 2 is a longitudinal section through the novel mounting of the speaker and of the weight; and Fig. 3 is a similar view on an enlarged scale.

SOUND BOX AND MOUNTING THEREOF.—Thomas H. Macdonald, assignor to the American Graphophone Co., Bridgeport, Conn. Patent No. 1,093,710.

This invention relates to talking machines, particularly the type for carrying a disc record with lateral undulations and comprises an improved construction of sound-box and an improved manner of mounting it, preferably upon the well-known horizontally-swinging hollow arm that connects with the flaring horn.

The invention consists further in certain details that will be pointed out and claimed.

In the drawings, Figure 1 is a side elevation of the sound-box and arm attached to a machine.

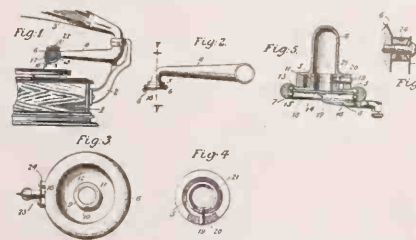


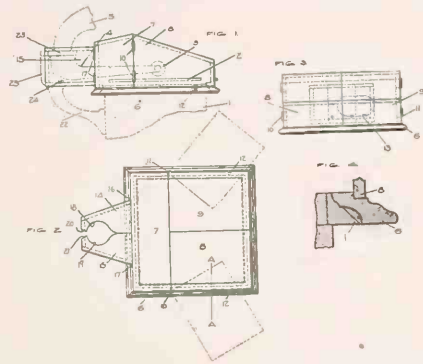
Fig. 2 is a top view of the sound-box and the arm on which it is mounted. Figs. 3 and 4 are details on a larger scale showing respectively the adjacent faces of the sound-box and of the end of the arm. Fig. 5 is a transverse section, through the line V-V of Fig. 2. Fig. 6 is a detail show-

ing the manner of securing the stylus-bar to the sound-box.

TALKING MACHINE.—Eugene A. Friedlander, of Cleveland, O. Patent No. 1,093,611.

The present invention relates in general to talking machines, and is intended particularly to provide protection for the delicate mechanism employed in such machines.

The general object of the invention, therefore, is to provide a protective inclosure for talking machines which will still allow the swinging move-



ment of the tone-arm, and which will also allow easy access to the reproducing mechanism.

In said annexed drawings—Figure 1 is a side elevation of a machine embodying my invention, certain parts being diagrammatically shown; Fig. 2 is a top plan, certain parts being diagrammatically shown in alternative positions; Fig. 3 is a front elevation, and Fig. 4 is a section on the line A A of Fig. 2.

CONTAINS INTERESTING FEATURES.

The Victor Co.'s Semi-Annual Catalog, Complete to Date, Just Issued—Publication Devoted to Dance Records Exclusively.

The Victor Co. sent out recently its regular semi-annual complete catalog of all Victor records issued to date. Arranged and compiled in the usual thorough and high-grade Victor style, this catalog embodies certain additions and improvements which should considerably enhance its value. Accompanying this record catalog was an attractive publication listing Victor dance records exclusively. Mr. and Mrs. Vernon Castle, the popular interpreters of the modern dances, are shown dancing all the latest dances, while an original feature of this publication is the listing of the number of measures or bars to each minute, after the name of each selection. Customers can thus select records played at any speed desired.

T. A. EDISON HOME FROM FLORIDA.

Thomas A. Edison returned to his home April 20 after an outing to Florida which he enjoyed very much and which benefited him considerably. On his trip South Mr. Edison was accompanied by a number of prominent captains of industry, including Henry Ford, the well-known automobile manufacturer.

60 YEARS' EXPERIENCE

PATENTS

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Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

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RECORD BULLETINS FOR JUNE, 1914

THOMAS A. EDISON, INC.

EIGHT SPECIAL DANCE RECORDS.

- 2201 Dengozo—Maxixe—Tango Brazilian (Ernesto Nazareth) National Promenade Band
2292 Maurice—Hesitation Waltz (Jas. M. Shaw) National Promenade Band
2293 Isle D'Amour—Waltz Hesitation (Leo Edwards) National Promenade Band
2294 Leg of Mutton—One-step (S. Romberg) National Promenade Band
2295 The Queen of the Movies Medley—Turkey Trot (Jean Gilbert) National Promenade Band
2296 Rye Waltzes—Scotch Melodies National Promenade Band
2297 Some Smoke—One-step (S. Romberg) National Promenade Band
2298 The Poem—Waltz Boston (S. Romberg) National Promenade Band

REGULAR AMBEROL LIST.

- 2299 Favorite Airs from "The Prince of Pilsen" (Gustav Luders) Edison Light Opera Company
2300 In the Valley of the Moon (Jeff Brannen) Soprano and Baritone Solo, orch. accomp.
2301 Flower Song (G. Lange) Violin, Violoncello, Flute and Harp... Venetian Instrumental Quartet
2302 When the Maple Leaves were Falling (Tell Taylor) Contralto and Tenor, orch. accomp.
2303 Why is the Ocean so Near the Shore?—When Claudia Smiles (Clarence Jones) Comic Song, orch. accomp.
2304 In the Town Where I was Born (Al Harriman) Baritone and Chorus, orch. accomp.
2305 While the Rivers of Love Flow On (Ernest R. Ball) Tenor Solo, orch. accomp.
2306 St. John 14:1-3, and A Home on High (Geo. C. Stebbins) Scripture Lesson with Hymn, organ accomp.
2307 Sweet Thoughts of Home (Julian Edwards) Contralto Solo, orch. accomp.
2308 Going Back to Arkansas. Vaudeville Sketch. Golden and Hughes
2309 Lord, I'm Coming Home (Wm. J. Kirkpatrick) Sacred Solo, orch. accomp.
2310 She's Dancing Her Heart Away (Kerry Mills) Tenor Solo, orch. accomp.
2311 Where Can I Meet You To-night? (Arthur Lange) Conversational Duet, orch. accomp.
2312 I Love You Just Like Lincoln Loved the Old Red, White and Blue (Jean Schwartz) Male voices and orch. accomp.
2313 At the Mermaid's Fancy Ball (Harry Isaac) Comic Song, orch. accomp.
2314 Celebratin' Day in Tennessee (Jack Glogau) Coon Duet, orch. accomp.
2315 In the Valley Where the Blue-Birds Sing (Alfred Solman) Tenor and Chorus, orch. accomp.
2316 Mother's Dear Old Chair (Genevieve Scott) Contralto and Tenor, orch. accomp.
2317 Elks' Opening and Closing Odes. Knickerbocker Quartet
2318 Elks' Initatory March and "Nearer My God to Thee" Organ and Knickerbocker Quartet
2319 Elks' Funeral Odes. Knickerbocker Quartet
2320 B. P. O. E.—Elks' Song Nat. M. Willis
2321 Elks' Minstrels. Nat. M. Willis

LOYAL MOOSE RECORDS.

- 2322 Loyal Order of Moose Opening and Memorial Odes Male Quartet
2323 Loyal Order of Moose Initatory Odes. Male Quartet
2324 Loyal Order of Moose Closing Ode. Male Quartet
2290 Medley of French-Canadian Airs (J. Vézina) Edison Concert Band

COLUMBIA GRAPHOPHONE CO.

SYMPHONY SINGLE-DISC RECORDS.

- 36860 The Low Back'd Car (Lover) Soprano Solo in English with orch. accomp.
39267 Leezie Lindsay (Old Scotch Melody) Soprano Solo in English with orch. accomp.
39195 My Laddie (Thayer) Soprano Solo in English with orch. accomp.
A5554 Lo, Here the Gentle Lark (Bishop) Soprano Solo in English with orch. accomp.
A5552 Magic Flute (Mozart) Bass Solo in German, with orch. accomp.
Ernani (Verdi) Bass Solo in Italian, with orch. accomp.
A5550 Gnomensreigen (Liszt) Pianoforte Solo.
Polonaise in A Flat (Chopin) Pianoforte Solo.
A5551 Nada (Mott) Tenor Solo, orch. accomp.
My Message (D'Hardelot) Tenor Solo, orch. accomp.
A1518 Zigeunerweisen (Gypsy Air) (Sarasate) Violin Solo.
Madrigale (Simonetti) Violin Solo.

DOUBLE-DISC RECORDS.

- A1516 Cohen on the Telephone. Humorous sketch.
Happy Tho' Married. Humorous sketch.
A1517 Music Store Echoes (Smith) Prince's Orchestra
A1522 Mona (Adams) Tenor Solo, orch. accomp.
Resignation (Caro Roma) Counter-Tenor Solo, orch. accomp.

- A1519 The Gypsy (Wottitz) Berkes-Bela Gypsy Orchestra
Spontime (H. Von Tilzer) Berkes-Bela Gypsy Orchestra
A5553 Three Fishers Went Sailing (Hullan) Contralto Solo, orch. accomp.
A5556 You're Here and I'm Here (Kerr) Prince's Band
Kissing Cup (Platzman) Waltz-Hesitation Prince's Band
A5557 Camp Meeting Band (Gilbert and Muir) One-step Prince's Band
A5555 Fascination (Smith) One-step Prince's Band
A1523 Everybody Loves My Girl (Ayer) Peerless Quartet
A1521 In the Heart of the City That Has No Heart (Daly) Tenor Solo, orch. accomp.
A1524 Do You Remember (Carroll) Tenor Solo, orch. accomp.
A1525 Celebrating Day in Tennessee (Glogan) Baritone and Tenor Duet, orch. accomp.
A1526 Smother Me with Kisses (Carroll) Soprano and Tenor Duet, orch. accomp.

POPULAR SUCCESSES FOR JUNE.

- A1523 Everybody Loves My Girl (Ayer) Peerless Quartet
A1521 In the Heart of the City That Has No Heart (Daly) Tenor Solo, orch. accomp.
A1524 Do You Remember (Carroll) Tenor Solo, orch. accomp.
A1525 Celebrating Day in Tennessee (Glogan) Baritone and Tenor Duet, orch. accomp.
A1526 Smother Me with Kisses (Carroll) Soprano and Tenor Duet, orch. accomp.

VICTOR TALKING MACHINE CO.

- No. 17559 Ha-Za-Za, from "Sari" including "Pick a Husband"—One-step.
A Zut Alors (As You Please)—One-step.
35380 While They Were Dancing Around Medley—One-step.
17575 Too Much Ginger—One step.
17584 This is the Life (Irving Berlin)
Everybody Loves My Girl (Lew Brown-Nat. D. Ayer)
17540 In that Blue Ridge Vale of Love (Mohr)
17573 Hesitate Me Around, Bill (Jerome-Franklin)
35381 Jewels of the Madonna—1st Entr' acte (Intermezzo between Acts I and II)
TWO LATEST POPULAR HITS.
TWO TUNEFUL MUSICAL PRODUCTION NUMBERS.
17574 This is the Life Medley (Irving Berlin)
TWO NEW MEDLEYS BY PIETRO.
17574 This is the Life Medley (Irving Berlin)
TWO TUNEFUL MUSICAL PRODUCTION NUMBERS.
17572 Love's Hesitation, from "The Beauty Shop"
Dream Girl o' Mine, from Chaucery Olcott's new play "Shameen Dhu"

RED SEAL RECORDS.

- 89076 Masked Ball (Ballo in Maschera) (Quintetto, "E scherzo, od è follia"—Your Prophecy Absurd!) (Act I) (Verdi)
88459 Les Rameaux (The Palms) (Jean Faure) In French. Tenor solo.
88453 La Traviata—Parigi o cara (Far from Gay Paris) (Act III) Soprano and Tenor Duet in Italian.
88478 Gioconda—Suicidio! (Suicide Only Remains!) (Act IV) Soprano Solo in Italian (Ponchielli)
88479 Angel's Serenade (Gaetano Braga) Tenor Solo, with violin and piano accomp.
87188 I Hear You Calling Me (Charles Marshall) Soprano Solo in English.
74386 My Old Kentucky Home (Stephen Foster) (Soprano Solo in English).
74387 Indian Lament (Dvorák-Kreisler) Violin Solo, piano by V. O'Brien.
64223 Come Where My Love Lies Dreaming (Stephen C. Foster) Tenor Solo with Male Chorus in English.

INCORPORATED.

The New England Imperial Phonograph Co., Portland, Me., has been incorporated with capital stock of \$150,000 for the purpose of manufacturing and dealing in phonographs, records, etc. H. Knowlton, of Portland, is secretary and treasurer.

PAVLOWA AND THE GRAFONOLA.

The Internationally Famous Russian Dancer Pays a Great Tribute to the Grafonola and Columbia Records in Recent Letter.

A most notable testimonial to the merits of the Grafonola was received last week by the Columbia Graphophone Co. from Anna Pavlowa, the famous Russian dancer, whose tour in this country has been a continual chain of triumphs. From coast to coast Mlle. Pavlowa has been the subject of the most enthusiastic praise from well-known critics and artists, and her interpretations of numerous beautiful dances have been commended even through the medium of editorial articles in the country's leading newspapers.

Mlle. Pavlowa's praise of the Columbia Grafonola and Columbia records, dance selections in particular, is embodied in the following interesting letter written under date of April 20:



Mlle. Anna Pavlowa, the Famous Danseuse.

"Since I have been in your country I have been amazed to see the popularity of the talking machine record when used with the dance. This so excited my curiosity that I have made it a great study and think it is due you to say that Columbia instruments and Columbia dance records over all others have my unqualified endorsement.

"I used your Grafonola and dance records in my rehearsals with complete satisfaction, and find your dance records truly represent the very spirit of the dance. Their tempo, rhythm, clarity and musical qualities simply charm me. I am convinced that all who dance can get great satisfaction from the use of your Grafonola and records. Sincerely yours, (Signed) ANNA PAVLOWA."

EMPHASIZED VICTOR CO-OPERATION.

In sending out its usual monthly batch of newspaper advertisements the Victor Co. called attention to the article published in the Philadelphia Ledger some time since, wherein the consistency of Victor advertising was described in detail. The company suggests that Victor dealers should take advantage of the co-operation offered them by the use of these regular Victor advertisements.

WHY OWN WEBSTER'S NEW INTERNATIONAL DICTIONARY THE MERRIAM WEBSTER? BECAUSE it is the only new unabridged dictionary in many years, BECAUSE it defines over 400,000 words, 2,000 pages, 600 illustrations. BECAUSE it is the only dictionary with the new divided page. BECAUSE he who knows Wins Success. Let us tell you about this new work. WRITE for specimens of the new divided page, full particulars, etc. G. & C. MERRIAM CO., Springfield, Mass. Mention this paper, receive FREE, set of Pocket Maps



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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.

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Do not delay but send on your dollar now.

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Do not overlook such a valuable contributing factor to your business success.

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“Tell him what he
wants to hear”—

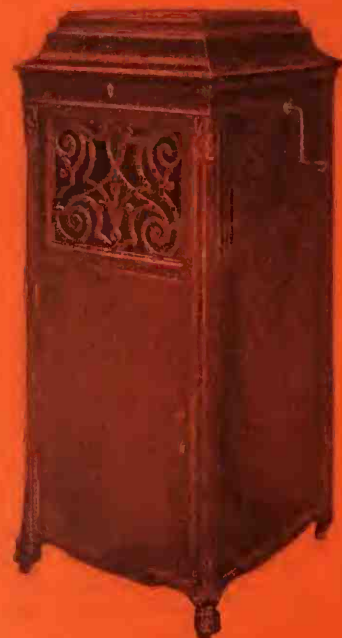
“Sell him what he
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These two basic selling rules
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with the utmost freedom in
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because of its tremendous
variety of talking points.

No matter what your cus-
tomer's tastes, you can
always find some Edison
superiority he's been wanting
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can *always* sell him what
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Edison Disc and Cylinder Phonographs



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