

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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



The best-known trade mark in the world

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

The Pathéscope and Motion Pictures

Were the Great Features of the Jobbers' Convention at Atlantic City

The Pathéscope was Demonstrated and Universally Endorsed as

The Companion Entertainer to the Talking Machine

Pathéscope Motion Pictures taken of the jobbers at the Chalfonte, on the Boardwalk, and Tanguing on the Beach, can be seen at the Pathéscope Salon, Aeolian Hall. Copies of this film furnished gratuitously to Pathéscope dealers requesting them.



Phonographs and Pathéscopes Combine Music and Movies

A heart to heart Talk with the Dealer in Talking Machines.

Wherein is suggested an opportunity for making two sales grow where only one grew before

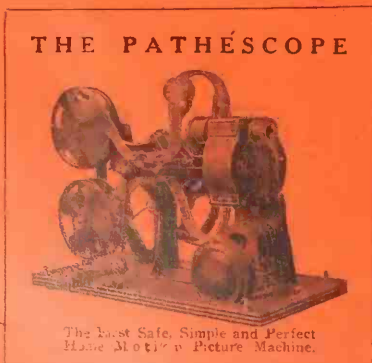
YOU, as a Dealer in Talking-Machines, have helped to bring to the homes of an enormous public the opportunity of enjoying all kinds of music, ranging from the vaudeville parody to grand opera scores of the world's greatest composers.

The Motion Picture has made it possible for this same public to enjoy all kinds of acting, from poor comedy to the master-pieces of the world's greatest dramatists, but heretofore only in the Theatre.

Probably you have felt the competition of the Motion Picture Show as a rival Entertainment to the Talking Machine.

Instead of buying new machines or more records, thousands of people, with money to spend for Entertainment or Amusement, are yielding to the fascination of the Motion Picture.

Instead of losing business by the competition of Music and Movies, why not increase your business by their combination?



The Best Safe, Simple and Perfect Home Motion Picture Machine.

THE PATHÉSCOPE

YOU CAN!!

The Talking-Machine and the Motion Picture Machine should go together and give the owner of both the fullest measure of Entertainment and Amusement.

You, as a Talking-Machine Dealer, are the logical distributor

of the Home Motion Picture Machine. In Europe, where the Art of Cinematography is far more advanced than in this country, the great firm of Pathé-Frères (Capital 30,000,000 Francs), has been working for years perfecting the Pathéscope.

In its simplest form it requires no electric connections whatever. The simple act of turning the handle actuates the film, generates its own (incandescent) electric light and protects the picture in living, fascinating motion on the screen.

Other models take current from an ordinary electric light socket, project a larger picture, and require no cranking.

These instruments are a marvel of mechanical construction, combining a beauty of finish with a perfection of operation that create the greatest enthusiasm and delighted amazement wherever shown.

The use of a special, narrow-width, non-inflammable film insures absolute safety, without fire risk, or insurance restrictions. In this respect the Pathéscope stands unique and alone. The only instrument and film approved by the National Board of Fire Underwriters.

The owner of a Pathéscope may exchange his Reels as often as desired by the payment of a small fee to the Pathéscope Film Exchanges.

Progressive Dealers can readily see that a new field of profitable opportunity awaits development.

Every customer who has bought a good Talking-Machine, or Player-Piano, is a prospective purchaser of a Pathéscope in addition.

You don't have to develop new clients constantly as you do in your sale of Musical Instruments. You can commercialize the good will of your old customers and increase their appreciation by selling them a Pathéscope. Double your volume of business and, without a corresponding increase in your rent, or overhead expenses, you may triple or quadruple your net profits.

Why not investigate the profitable possibilities in owning a local Film Exchange?

For Demonstrations or Catalogue address:

PATHÉSCOPE

Department 4

AEOLIAN HALL, NEW YORK

Agencies:

515 Crozer Bldg., PHILADELPHIA
1306 Marquette Bldg., CHICAGO

622 Kittredge Bldg., DENVER
613 1/2 Second Ave., SEATTLE

Responsible Representation desired elsewhere

Announcement

The Wanamaker Stores in New York have been appointed Retail Distributors for the Pathéscope, where it is displayed and demonstrated in the appropriate environment of their magnificent Talking Machine Department.

The Talking Machine World

Vol. 10. No. 7.

New York, July 15, 1914.

Price Ten Cents

BIG COLUMBIA DEPARTMENT.

Western Fancy Dry Goods Co., Sole Distributors for Columbia Products in Large Section of Western Canada, Opens Separate Quarters for Department Under Management of Robert Shaw Assisted by Competent Staff.

(Special to The Talking Machine World.)

WINNIPEG, MAN., July 3.—The Western Fancy Dry Goods Co., sole distributor for the Columbia Graphophone Co. for the provinces of Manitoba, Saskatchewan, Alberta and British Columbia, has made special preparations to take care of the rapid increase in the business in that department, which has been located in special quarters in the Gowans Kent building, this city, and placed under the direct management of Robert Shaw. Mr. Shaw is an aggressive and thoroughly experienced talking machine man and a Columbia enthusiast, and is well known to the trade in the States owing to his having attended several of the conventions of the National Association of Talking Machine Jobbers.

Mr. Shaw has brought together an increased staff of assistants and has started a live campaign in favor of the Columbia line among the trade in Western Canada, and in which strong letters and bulletins are proving big factors.

VICTOR MUSIC, FOR DANCING. A HIT.

Exhibition of Dances to Victor Music In Store of Southern California Music Co. Attracts Large and Enthusiastic Crowd.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., July 4.—Demonstrating the practicability of the modern talking machine as a desirable instrument for furnishing the latest dance music, more than 300 visitors yesterday enjoyed the exhibition given by Miss Norma Gould, assisted by Erwin Volze, at the store of the Southern California Music Co. and declared it an unqualified success.

The initial exhibition proved so popular that the company has decided to give instructions and demonstrations each Tuesday and Friday from 2 until 4 o'clock, and invites the public to participate.

WILLSON INTERVIEW FEATURED.

The greatly increased demand for talking machines and records due to the present dancing craze formed the subject of a lengthy and interesting article which appeared in the New York Tribune of June 21. A reporter for that paper visited the headquarters of the Columbia Graphophone Co., and in a chat with H. L. Willson, assistant general manager, he referred to the development of the business and its varied aspects in a most comprehensive way. The interview was most readable and informing to that section of the general public which has not kept in touch with the remarkable growth of the business of the Columbia Graphophone Co. and the expansion of the talking machine business generally.

GLOBE TROTTER GRAHAM.

A line from Jake Graham, the globe trotter, from Melbourne, Australia, says, according to his version, the dealers in Auckland, New Zealand, and in Melbourne lack the progressiveness of the American and English dealers. Mr. Graham sends kindly remembrances to all of his American friends.

VICTROLA WITH THE ORGAN.

Charles H. Demorest gave a novel program on the organ in Tally's Broadway Theater in Los Angeles, recently in which the Victrola was used with organ accompaniment in Leoncavallo's arioso from "I Pagliacci," sung by Caruso, and in John McCormack's singing of Marshall's "I Hear You Calling Me."

SELECTING THE CHORUS GIRL.

Using the Phonograph for Tests of Voice—How the Record Is Replacing the Army of Stage Struck Girls in Managers' Offices.

There will be a visible decrease in the size of the army of stage struck girls who invade Broadway this summer.

R. H. Burnside and Bruce Edwards, Charles Dillingham executives, are busy listening to a phonograph in the Globe Theater these days. They are picking chorus girls from records which have been sent to them.

In order to get a wider selection than heretofore, Mr. Dillingham recently announced that any girl



How the Artist Pictures Present Conditions.

who was ambitious or crazy to go on the stage could go to the nearest phonograph store, make a record of her voice, and send it, together with her photograph to his office.

"We have discovered three remarkable voices possessed by beautiful girls, if the photographs submitted are their own," said Mr. Burnside recently. "We have sent for these young women, and if they are what we think they are, they will be members of one of our companies next fall. From the number of records and photographs which we are receiving, I believe we can announce a canned peach chorus for next season."

E. BLOUT ENLARGES QUARTERS.

Prominent Victor Distributor and Dealer Installs Series of Demonstration Booths in Store Adjoining Present Quarters—Handles High Class of Trade in His Territory.

Emanuel Blout, the prominent Victor distributor of 2799 Broadway, New York, who does a large and growing retail business in the exclusive residence section in which he is located, has found it necessary to secure the store immediately south of his present quarters on Broadway for the housing of additional demonstration booths to the number of five, making twelve booths in all now in service. The booths are enclosed in plate glass, and the wood work is finished in a rich shade of light gray with just enough decoration to make it attractive.

Mr. Blout enjoys a strong demand for the higher priced types of Victrolas and the records of the Red Seal quality from his retail customers. The record racks in the basement have also been increased in number and the facilities for handling both machines and records greatly improved. An automobile delivery service, with uniformed attendants is also an attractive and convenient feature of the Blout system. A storage warehouse in 110th street takes care of reserve and surplus stocks of machines and records.

It is well to remember that a fifteen-foot diameter balloon holding hundreds of thousands of cubic feet of gas can be punctured by a ten-cent pocketknife.

TO HEAR OPERA STARS IN ADVANCE.

Patrons of Grand Opera in Baltimore to Listen to Records Made by New Opera Singers Before the Season Opens in that City.

(Special to The Talking Machine World.)

BALTIMORE, MD., July 3.—At a conference between Bernard Ulrich, general manager of the Chicago Grand Opera Co., and Wilbur F. Kinsey, manager of the Lyric, last week, it was tentatively agreed that early in the fall the patrons of the grand opera will be invited to the assembly hall of the Lyric to hear the new opera stars, who will appear here this coming winter, on the phonograph.

The records have never been played in America, and both men think that the plan is a good one.

MUSIC MAKES BETTER RACE HORSES

Particularly Ragtime Soothes Equine Nerves, Says Trainer Who Uses Talking Machine.

(Special to The Talking Machine World.)

CINCINNATI, O., July 3.—Bill Perkins, noted horse trainer, is a believer in music to soothe nervous racers.

Perkins is at the Latonia race course, and has installed a talking machine in his stable. The stable hands have been working it overtime. The trainer says there is nothing like music to quiet a nervous horse just before it goes to the post or returns from a race. He says the animals prefer ragtime.

Perkins thinks he has solved a great problem. Nervousness is characteristic of the thoroughbred, something trainers have been unable to cure. Perkins believes his idea in soothing strained nerves with music may mean an evolution of training methods. Already his innovation is working wonders, he says.

DEATH OF ADEMOR M. PETIT.

(Special to The Talking Machine World.)

WEST ORANGE, N. J., July 2.—The friends of Ademor M. Petit will be sorry to learn of his sudden death, which occurred in this town last week. Mr. Petit at one time worked in the laboratory of Thomas A. Edison, Inc., and later conducted a business in Baltimore. During the past few years he was not connected with any concern and carried on experimental work for the manufacture of talking machines. He had invented parts of some of these machines. His inability to sell a few recent inventions, among them a process for manufacturing chewing gum, resulted in periods of melancholia.

The deceased was born in Canada some forty-eight years ago, and had made his home for about twenty years in West Orange. Besides his widow and daughter he is survived by two brothers and a sister.

BUY BUILDING IN MERIDIAN.

(Special to The Talking Machine World.)

MERIDIAN, MISS., July 3.—The A. Gressert Music House, which handles the Victor and Edison lines of machines and records in this territory with great success, has just secured what is known as the Wagner property, adjoining the Citizens' Bank building, this city, and at the expiration of present leases will remodel and occupy the entire building. The consideration was \$21,000. The Gressert Music House owns the property on Fifth street it occupies at present, and which it will occupy until the new store is ready.

SUCCESSFUL SELLING FORCE.

Says a merchant of wide experience: The successful selling forces of to-day are made up of men who can think and who do think, and men who can be relied upon to do the right things at the right time; men who are always capable of taking advantage of any situation that may arise.

The Nation's Wisest Heads

Selected

RICHMOND, VIRGINIA

As the Fifth Regional Bank City

Make the South's largest Victor Distributors your Supply House for

VICTORS VICTROLAS RECORDS and SUPPLIES

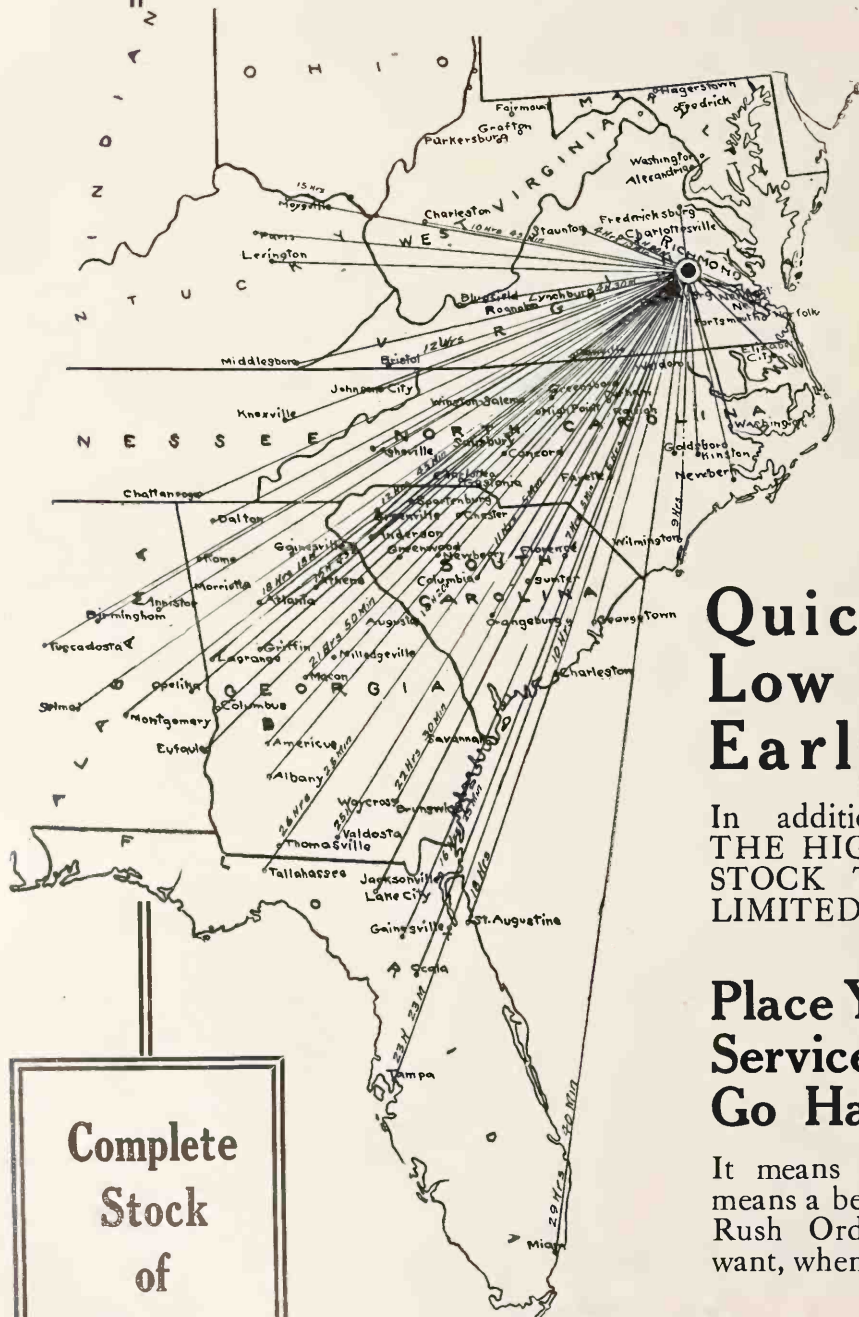
A glance at the map will convince you of our advantageous location for

Quick Shipments Low Freight Rates Early Deliveries

In addition we offer SERVICE OF THE HIGHEST ORDER—LARGEST STOCK TO CHOOSE FROM—UNLIMITED DEALER CO-OPERATION.

Place Your Orders Where Service and Satisfaction Go Hand-in-Hand

It means a time and money saving—it means a better, more efficient handling of Rush Orders—it means just what you want, when you want it. Get busy—test us.



Complete
Stock
of
Foreign
Records

The Corley Company

The South's Largest Victor Distributors

RICHMOND, VIRGINIA



SUBSTANTIAL GAINS THE FIRST HALF OF THE YEAR

Reported by the Talking Machine Trade of San Francisco—General Outlook Most Pleasing—Eilers Planning Expansion—Sherman, Clay in Spokane—Columbia Co. to Make Records of Best Exposition Song—Interesting Budget of News from the Pacific Coast.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., July 3.—Talking machine interests in this city are fairly well pleased with the outcome of the first half of the year's business. In some instances the gains were hardly so large as were anticipated at the first of the year, but few complaints are being registered, as it is generally conceded by both wholesalers and retailers that talking machines have held their own better so far this year than most other lines of business, and now things seem to be taking a turn for the better all around, so no uneasiness is felt regarding the prospects for fall. Country trade is already showing the effects of the harvesting of bountiful crops, and activity is being resumed in all the principal underlying industries of this section. One effect of the rather quiet spring is that business men generally are conducting more active campaigns for summer trade than in former years. Heretofore summer dullness has been accepted as inevitable and dealers in most lines of business, including music houses, have relinquished their efforts noticeably during the vacation period, but this year various ways and means are being tried out to stimulate business during what is normally the quietest period of the year. In the talking machine quarters the extra exertion is making itself felt, as no falling off in sales of either records or machines has been noted the past month. Additions and improvements of talking machine departments continue in order along the coast. The past month two more firms have inaugurated extensive alterations at certain stores, which will give talking machines considerable more prominence.

Larger Department for Eilers.

Eilers Music House in this city, which has given but little attention to talking machines in the past, is installing a well equipped department, and is preparing to carry a large stock, including Victor, Columbia and Edison products. The new department is being fitted up on the main floor of the establishment, where four large soundproof demonstration rooms are provided, besides general display space. Additional space is also available on the floor above. H. P. Rothermel has been named manager of the department. He is well known to the Coast trade, and particularly in San Francisco, as this was his home until a few years ago, when he became identified with Eilers Music House in Portland. He expects to have his stock sufficiently complete to make a compre-

hensive showing by time the department is ready for use, which will be in about two weeks.

Modernizing Stores Everywhere.

(Sherman, Clay & Co., Coast distributors of Victor products, who have spent large sums of money in the last few years modernizing their stores in various Coast cities, with the result that they have a chain of stores which would do credit to any section of the country, are this summer making extensive improvements in their Spokane establishment. Heretofore they have occupied only one floor of the building in which they are located there, but in the future they will have the entire four-story and basement. The plans for the alterations in the structure amount practically to its rebuilding, and necessitates the removal of the business to temporary quarters while the work is in progress. All departments will benefit by the enlargement of the store and none more than the talking machine section. The retail department will be located on the ground floor, and quarters will be fitted up in the basement for the wholesale department. F. W. Stephenson, secretary of the company, visited the firm's interests in the Northwest the past month, and reports conditions improving in that section.

Substantial Gain for Wiley B. Allen Co.

J. J. Black, manager of the Wiley B. Allen department, reports sales for June showing a substantial gain over the corresponding period of last year. The demand for the smaller machines for vacation use was a feature of the month's business, but interest was not confined to the smaller outfits by any means. The new models X and XI Victrolas especially in fumed oak attracted very favorable attention. Clarence Anrys of the sales-force returned from the East recently after an enjoyable trip to the markets with his father, Frank Anrys, manager of the Allen Co. They combined business and pleasure, attending the national piano convention at New York, and visiting various factories with which the company does business. F. P. Corcoran and C. E. Edwards spent their June vacations in the Santa Cruz mountain district.

Visitors to Columbia Co.

The local headquarters of the Columbia Graphophone Co. were visited the past month by W. E. Henry, manager of the company's interests in Pittsburgh, and also by Chas. A. Prince, musical director of the Columbia Co. The latter is a native of San Francisco, and was visiting his

parents and renewing acquaintances in this city.

Records of Best Exposition Song.

An announcement published recently in one of the local daily papers has already brought many inquiries to the office of the Columbia Graphophone Co. It stated that the paper had arranged with the Columbia Graphophone Co., through the Pacific Coast manager, W. S. Gray, for the production and wide circulation of records containing the best exposition song composed by a California writer, the details of the contest to be announced later. Mr. Gray says there will be a substantial prize for the winner of the contest, and he thinks such a composition would do much to boost the Golden State and the exposition. In a telegram to Mr. Gray, Geo. W. Lyle, general manager of the Columbia Co., said: "Assure the Bulletin that our confidence in the musical ability of California authors is such that we pledge ourselves to make records of and widely advertise prize-winning song obtained through its contest."

Personals and Visitors.

C. P. LeRoy, traveling ambassador of this office of the Columbia Graphophone Co., was married here recently, and is now away on his honeymoon. Wholesale Manager F. R. Anglemeier says country business is keeping up in splendid shape, and he attributes much of the increasing interest in talking machines to the dance records, which he says are in demand everywhere.

Mr. Ridgeway, representing Lyon & Healy, Chicago, was a recent visitor to the Coast trade.

J. E. McCracken, representing the Pacific Phonograph Co., jobbers of Edison products, called on the trade in southern California the past month, and A. R. Pommer, head of the business, says he was successful in lining up several new accounts in that section.

HUSTLING BALTIMORE HOUSE.

Cohen & Hughes Have Developed a Thriving Jobbing Trade.

(Special to The Talking Machine World.)

BALTIMORE, MD., July 7.—Cohen & Hughes, the well-known Victor distributors, are splendidly located in this city, where they have superb facilities to take care of the jobbing trade. This firm is conceded to be one of the most progressive in this part of the country, and the talking machine dealers in Baltimore and contributory territory have found that their service is excellent. They carry a large stock of Victor talking machines, records and accessories of all kinds and make a specialty of filling orders with promptness.

In Baltimore this company stands admittedly high in business circles, and its enterprise has always been conducted along consistent and progressive lines.

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

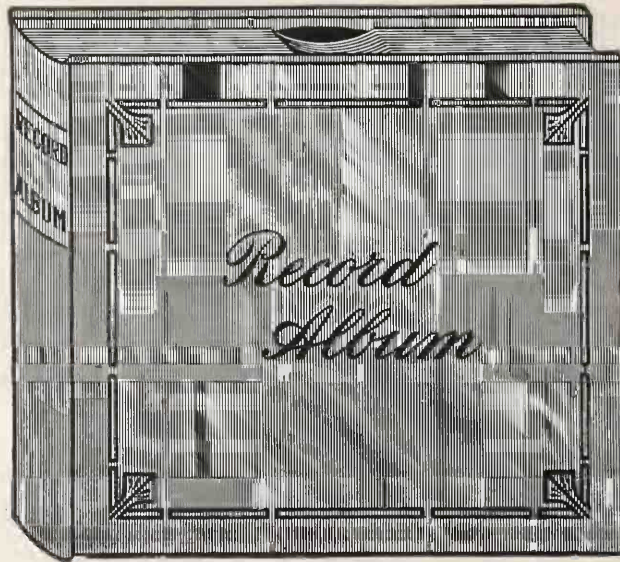
OUR DISC RECORD ALBUMS

ARE THE BEST FOR VICTOR, COLUMBIA
AND ALL OTHER TALKING MACHINES

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

These Record Albums will Pay for Themselves in a Short Time by Preserving Records. When Full the Albums are Flat and Even Like Books. They will Fit in a Library Cabinet or Book Case, or They will Lie Flat on One Another.

For Durability, Artistic Design and Finish, our Albums have no equal. They are made in the most substantial manner by skilled workman, and are first-class in every particular. We sell them at very low prices to meet competition.



TO DEALERS:

In reply to the many requests we are now receiving for

RECORD ALBUMS containing 10 pockets, we have to say we make Albums, containing any number of pockets that are wanted and to fit all styles of Cabinets.

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

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

NEW DEPARTMENT FOR ATLANTA.

Chamberlain-Johnson-DuBose Co. Opens New Parlors with Three Complete Lines of Products—T. F. DeLaney in Charge.

(Special to The Talking Machine World.)

ATLANTA, GA., July 8.—This month witnesses another entry into the hustling company of local talking machine dealers.

The Chamberlain-Johnson-DuBose Co., one of the oldest, largest and best-known department stores in the South has entered the talking machine game with the same thorough method that characterizes its business in other departments.

The firm has built five beautiful and commodious demonstration booths at the entrance to its furniture department on the first floor and have stocked a full line of Columbia, Victor and Sonora machines and records.

The new department is in charge of Thomas F. DeLaney, formerly with the Columbia Chambers street headquarters, and later manager of the talking machine department of Otto Wissner, Inc. Mr. DeLaney is a man of broad experience and sterling ability, and on this account, as well as by reason of his genial personality, is making friends and good business for his new connection.

Yes, it has been hot; no question about that, but not too hot for porch dances nor too hot for the enterprising talking machine dealer to make full capital of the public's amiable weakness in that direction.

Every one of Atlanta's six most select clubs has its talking machine and a full supply of dance records, and there is hardly a moment from sundown to midnight when they are not playing for some dancing party, large or small. This, of course, breeds an endless number of prospects for the dealer, and the various departments are showing almost mid-winter activity.

It is just as hard for a man to mend his ways as for a woman to patch up a quarrel.

IMMORAL RECORDS IN GERMANY.

Strong Effort Being Made to Stamp Out Evil in That Country—Record Censors Suggested as Solution of Difficulty.

The German trade press has lately devoted quite an amount of space to the immoral record question, which is evidently much more acute on the Continent than in this country. One of the subjects of legislation in the next Parliamentary session has reference to the suppression of immoral literature, and it is expected that records will be brought within this category. In view of this prospect the German trade has before it a suggestion to institute a voluntary censure committee, whose duty would be to adjudicate upon any new records the character of which might be called into question. There is some sort of law in existence, but it is not regarded as strong enough to meet the case. Although the confiscation of "questionable" records is not infrequent, they are still issued, doubtless unwittingly, having regard to the liberal temperament of the people. The trade now desires to avoid giving offense even to the most puritanical sect, and the best means to this end is the proper organization of a committee of representative men as record censors. The Phonographische Zeitschrift avers that the expenses of such a committee would be more than counterbalanced by the saving of the substantial costs involved by the confiscation of indecent records. It is on this very point, however, that the proposal hangs fire, for although many manufacturers recognize the advantage of it, they fear the cost of administration. But for protection's sake the gramophone trade is urged to solve the problem in the way suggested.

Judge Hand in the United States District Court last week confirmed a composition of Edwin F. Skinner, trading as the Schafford Album Co., 27 Walker street, New York, with creditors at twenty cents on the dollar.

BELIEVES IN WINDOW VALUE.

How the Wallace Co., of Pittsfield, Mass., Features the Columbia Line Which It Handles—Notable Artists Introduced.

The Wallace Co., of Pittsfield, Mass., which recently arranged to handle the products of the Columbia Graphophone Co., certainly has the correct idea of the value of attractive window displays, as the accompanying illustration evidences. The win-



Window Display of Wallace Co., Pittsfield.

dow shown herewith was the first display used by the company to feature its Columbia agency, and the excellent results achieved by the display have encouraged the Wallace Co. to plan other original and artistic windows for use throughout the year.

The featuring of various Columbia artists in this window display was one of the factors that contributed to the success of the window, as the personal element invariably attracts attention from passers-by, and particularly when the products are displayed for the first time in new quarters. The pleasing arrangement of the machines and records in this display is well worth commendation and notice.

Don't judge by appearances. The fellow who indulges in hot air usually lacks steam.

SEE HOW THE JOBBERS IN THE WORLD CAN SUPPLY YOUR WANTS.

MORE NEED OF CO-OPERATION.

The Final Settlement of the Rooney Bankruptcy Matter Serves to Illustrate the Value of Creditors Co-operating with One Another and Appointing a Receiver Who Is Interested in the Adjustment of the Bankrupt's Affairs.

Judge Hand last week confirmed a composition of John J. Rooney, a dealer in talking machines at 1983 Broadway, New York, with creditors at 33 1-3 cents on the dollar. The Rooney stock of machines and records was purchased from the receiver in bankruptcy some time ago by A. H. Mayers, of 790 Ninth avenue, New York.

The final settlement of this bankruptcy case serves to illustrate the value of creditors co-operating with one another, and of appointing as a receiver one who is actively interested in the successful adjustment of the bankrupt's affairs. In this case the principal creditors held a meeting as soon as the bankruptcy was an established fact, and as they realized that a business administration would be best given by someone experienced, J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, and one of the largest creditors involved in the bankruptcy, was appointed receiver.

Mr. Blackman immediately took hold of the business, and conducted it for a short while in order to find out just how matters stood. Incidentally, in connection with his work as receiver, Mr. Blackman ascertained that there were further assets obtainable other than those outlined in the schedule. By careful work, which was due in a considerable measure to the co-operation of the principal creditors, the receiver was able to get the bankrupt to raise sufficient cash so that a compromise settlement was eventually obtained of 33 1-3 cents on the dollar, whereas under ordinary conditions, with legal matters interfering, a settlement of 15 per cent. would have been the maximum amount offered the creditors. Of course, it should be considered that Mr. Blackman saved the

creditors from \$600 to \$700, through his detailed knowledge of the business and by acting as receiver, as he asked no customary receiver's compensation, which is usually considerable.

When interviewed by a representative of The World regarding his connection with this case, Mr. Blackman remarked as follows: "My experience in this case has merely confirmed what I have always maintained, namely, that any dealer who is in financial troubles will find it advisable to get in touch with his creditors, and secure their co-operation and help, rather than hurry to the nearest attorney, who is not in a position to render him the assistance that his creditors can and are willing to offer.

"The dealer will often find that by securing the co-operation of his creditors he will be actually saved from bankruptcy instead of being plunged into it by hurrying for legal help. The people who have every reason to help the dealer in his financial troubles are his creditors, and even in this particular case we could have rendered the dealer valuable help if he had co-operated with us long ago."

TERRITORY MUCH ENLARGED.

Columbia Store in Spokane Now Has Western Half of Montana, Which with Eastern Washington and Northern Idaho Makes One of Best Working Territories in the Country.

(Special to The Talking Machine World.)

SPokane, WASH., July 3.—Willis S. Storms, local manager of the Columbia Graphophone Co., has just returned from a trip into Canada, where he visited the cities of Vancouver and Victoria. He found that while conditions in these cities are below normal the talking machine trade seems to be exceptionally active. T. A. Switzer, managing director of Fletcher Bros. in these cities, stated that their business had been very satisfactory. This firm are Columbia jobbers for British Columbia and report a big demand for the new Mignonette.

In a chat with Mr. Storms, he said: "We are preparing for the largest fall trade in our history. George W. Lyle, general manager of the business, has recently given us the western half of Montana, which territory was originally handled by the Sheuberg Drug Co., of Livingston. With this territory added to eastern Washington and northern Idaho, which we now control, we have one of the best territories in the United States in which to operate. It is safe to say that there are probably more goods in our line sold right in the State of Montana than in any other State in the Union. I expect to make an extended trip through Montana the latter part of August, calling upon the trade."

The local Columbia store has placed an order with the Curran Electric Sign Co., of Spokane, for a large electric sign, reading, "Columbia Gramophones." This will be one of the most attractive and largest signs in the city.

MUSIC SOOTHES HIS COWS.

Tunes from the Phonograph Also Make Them Give More Milk.

(Special to The Talking Machine World.)

MIDDLETOWN, N. Y., July 8.—Robert A. Harrat, a dairyman at Bloomingburg, near here, reports that he has installed a phonograph in his barn for use at milking time. The dairyman's object has been to increase the flow of milk from the cows through the playing of soothing melodies, and he declares that the experiment has fully equaled his expectations.

There has been a marked increase in the flow of milk and the cows appear to fully appreciate the music, as they are as gentle as lambs. Harrat claims that the average increase from each cow is about two quarts, and he believes that it will be still larger as the season advances.

I. W. Guisinger, a well-known piano dealer of Fayetteville, Ark., was a visitor to New York early in the month. While here Mr. Guisinger, who maintains a successful Victor department, spent some time at the headquarters of the New York Talking Machine Co., 81 Chambers street.

Twelve Years of Service Giving

That's our record.

We know the thing a dealer appreciates most is service—quick service.

The principal Victor dealers throughout Ohio "bank" on us to give them the goods—quick.

To be sure, at times we are short on goods, but who isn't?

What we have you get quick.

Just let us have that next order, please.

The Perry B. Whitsit Co.

COLUMBUS, OHIO

PERFECT IN EVERY DETAIL



ARTISTIC
BUILT LIKE A WATCH
COMPACT, POWERFUL

Thousands of satisfied users bespeak its excellence.

Send 50 cents stamps for sample. Write on your business letter-head only. Place regular order through your jobber.

STANDARD GRAMAPHONE
APPLIANCE COMPANY
173 Lafayette St., New York



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

SHERATON
Model A275, Mahogany, \$275.00
Plain, \$270.00

Permanency

Ever think how many things there are about an Edison Phonograph associated with the idea of permanency?

There's the permanent diamond point that has done away forever with the bother of changing needles. There's the Edison record, impervious to wear, practically indestructible, and there's the never changing efficiency of the motor. Above all, there's the permanency of the Edison Phonograph's tone quality that makes it the constant leader.

All these things mean the permanent enthusiasm of permanent customers. In



Model A80, Mahogany, \$80.00

Thomas A. Edison, Inc.



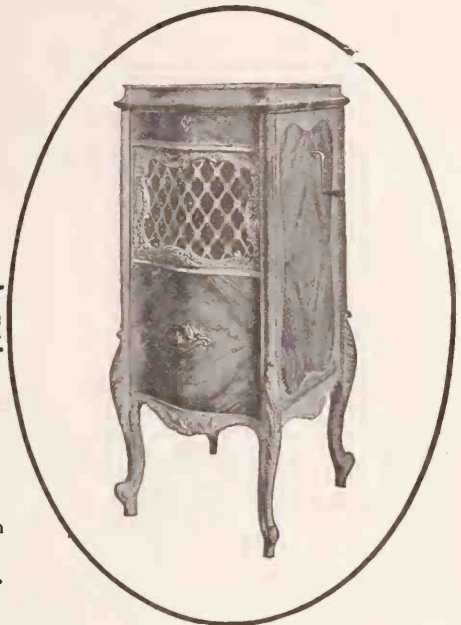
Model A200, Mahogany and Oak, \$200.00



Model A300, Circassian Walnut, \$300.00



BRATON
A290, Ma-
y, Inlaid
quetry,
00

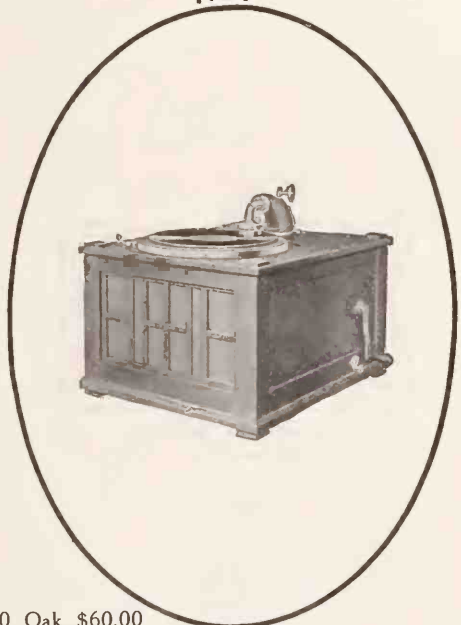


LOUIS XV
Model A425, Circassian
Walnut, \$425.00
Model A375, Mahogany,
\$375.00

sporadic sales to stray purchasers there's no profit to you. You want customers who will come back to you with new trade because they are convinced that the Edison Phonograph is the one instrument that they can go on enthusing over. You're after the type of customer who shares his enthusiasm with his friends, and who's interested in every phase of the phonograph's development.

To meet every demand of all sorts of customers it is necessary that you handle the full line of Edison Phonographs. It's no trouble to create the desire for an Edison Phonograph. The customer who hears a few records played inevitably and instantly acquires it. But you do not want to let that man go out of your store unsatisfied because he cannot find the type of instrument that he wants at the price he wants to pay.

We will gladly send you the name of the nearest jobber who will tell you about terms and prices.



Model B60, Oak, \$60.00

Lakeside Ave., Orange, N. J.



A250, Ma-
and Oak,
00



Model A150, Mahogany
and Oak, \$150.00

SWITKY'S

Service

With

Intelligent

Treatment

VICTOR
DISTRIBUTOR

TRADE ADVANCE IN OUKER CITY

For the Six Months of 1914 Reported by Majority of Talking Machine Men—Preparing for Lively Fall—Wanamaker Department Enlarged—Attend Jobbers' Convention.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., July 9.—And still the business in Philadelphia is showing a substantial advance. During every one of the first six months of this year the Philadelphia dealers in talking machines have run considerably ahead of last year. The dealers are not so certain that this condition will continue, although naturally they are hoping for the best.

There is very little change in the situation here and no new dealers have entered the field. The firms all seem to be preparing for a hot fall campaign. The Edison proposition was sprung upon the dealers pretty late in the active season, and those who have taken that instrument are laying low, awaiting developments.

Wanamakers have made a great improvement in their talking machine department and have doubled their number of booths, which brings their Louis XIV room in the center of the department, and which they will hereafter use as a demonstration room for the general public. On the days following the arrival of the new Victor records this room is overcrowded with enthusiasts. They will not use all of the new rooms they have constructed for their talking machine department, but will devote several of them to small goods, which are now across the aisle on the same floor. They will go more extensively into the handling of such goods the coming active season. Both Manager Comerer and J. C. Angle attended the sessions at the Atlantic City convention this week.

All three members of the firm of H. A. Weymann & Son are at Atlantic City most of the week, and will be at Harry W. Weymann's cottage at Chelsea. The head of the firm reports that the talking machine business has been very active.

The past several weeks have been active at the Victor factory in Camden on account of the Lubin Co. taking moving pictures of the various departments, which were shown to the dealers during the convention. This exhibition was no doubt one of the features of the convention.

Connor & O'Neill report their business at 103 South Twelfth street has been keeping up very well. They are doing an exceptionally heavy repair and adjustment work, which is in charge of W. A. Sheppard, a man of wide experience.

Emil Bauer is continuing to act as special selling agent for the Keen-o-Phone talking machines, with offices at 214-18 South Twelfth street. He is disposing of all the stock still on hand.

Manager Eckhart, of the Pennsylvania Talking Machine Co., who has refurnished his private office, says he is very optimistic over the business situation and believes he is justified in getting ready for the biggest fall business his firm has ever had. He has been making a flying visit among

increased business, which affected its piano and talking machine departments to the extent that in the latter it sold more than double the number of machines it did during June of a year ago, and an even greater percentage of records.

Gimbels have their plans laid for an extensive enlargement of their talking machine department this fall.

NORTHERN OHIO DEALERS ORGANIZE.

Form Organization at Meeting Held in Cleveland and Elect Officers—Plan to Hold Monthly Meetings to Discuss Trade Promotion.

(Special to The Talking Machine World.)

CLEVELAND, O., July 8.—The Victor talking machine dealers of northern Ohio have organized an association, and held their first meeting in the Advertising Club rooms at the Hollenden Hotel, June 1. There were twenty of the local dealers and jobbers present. The following officers were elected: W. G. Bowie, president, of the B. Dreher's Sons Co.; O. E. Kellogg, vice-president, of the H. E. McMillin & Son Co.; G. F. Smith, secretary, of the Euclid Music Co., and R. W. Schirring, treasurer, of the Caldwell Piano Co. The executive committee consists of the officers and Phillip Dorn, of the Collister & Sayle Co.; P. J. Towell, of the Eclipse Musical Co., and James Card, of the W. H. Buescher & Sons Co. The association will meet the second Monday of each month and discuss plans for the promotion and elevation of trade interests, and for social intercourse.

Valabhdas Runchordas, of the Talking Machine & Indian Record Co., whose main office is in Bombay, India, sailed from that city recently for Europe. It is his intention to visit Switzerland, and from there he goes to London, Berlin, Hamburg and possibly New York. The Talking Machine & Indian Record Co. has built up a great business in India, and issues a lot of literature covering talking machines and records, which is published in English and in the native languages.

Keeps

You

'Satisfied

SERVICE

NEW YORK CITY

all of his dealers and is well satisfied with conditions as he found them. Mr. Eckhart is shaping matters so that he will be able to take a short trip to Europe at the end of July. One day early this week Mr. Eckhart was in Atlantic City assisting in the installation of the Columbia Grafonola at "The Garden of Dances," one of the greatest dance halls in America.

Louis Buehn has added another man, George L. Austin, to his Edison dictating machine department. He has done a heavy business in this department in June, having placed new machines with the Barber Asphalt Co., the Millville, N. J., Manufacturing Co., H. C. Kahn, the big instalment man; John T. Lewis Bros., R. G. Dun & Co., the Philadelphia Electric Co., the Lehigh Coal & Navigation Co. and the New England Cotton Co. Like the other firms here, Mr. Buehn notes a substantial increase in his talking machine department.

During June the Strawbridge & Clothier firm held its forty-sixth anniversary and advertised it heavily, and in consequence it had a greatly



Columbia dealers are holding a mid-summer Convention of their own, largely attended by people who have money to spend.



(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

CLEVELAND DEALERS ARE REPLENISHING STOCKS.

Will Not Be Caught Napping the Coming Fall and Winter—Business, However, Not Quite as Brisk as Previous Months—W. H. Buescher & Sons Co. Lease Warerooms for Exclusive Jobbing Business—Masters of Dancing Praise the Columbia Grafonola.

(Special to The Talking Machine World.)

CLEVELAND, O., July 8.—There has been no material change in the talking machine trade in Cleveland during the past month. Business was not quite so brisk generally, but the volume was sufficient to keep the dealers busy and hopefully confident. Dealers are all putting forth efforts to increase business and are replenishing stocks to meet increasing demands. While there is still some complaint among Victor dealers, supplies are more readily obtained than heretofore, and there is a better feeling in the respect all around.

The W. H. Buescher & Sons Co. has leased a warehouse containing 11,000 square feet of space on Chestnut street, where an exclusive Victor jobbing store has been opened. The new store is one block from the present retail location. It has been fitted up in attractive style, with special facilities for handling the business expeditiously.

Warren L. Kellogg, traveling representative of the Victor Co., Camden, a brother of O. E. Kellogg, secretary of the H. E. McMillin & Son Co., was a visitor at the store recently.

F. D. Witt, of the Witt Music Co., at Lorain and Elyria, Columbia dealer, was a visitor at the local Columbia store this week. He said business was satisfactory and as good as expected at this season of the year. The following new Columbia dealers were scheduled at the local store the past month: W. H. Hetrick & Co., Oak Harbor, O.; J. V. Hartel, Barberton and Wadsworth, O.; Carnahan Music Store, Ravenna, O.

Notwithstanding the fact that weather conditions have been adverse, the business of the Grafonola Co. has far exceeded the expectations of Mr. Routh, who says he believes in going after outside business strong, and that even in the hottest weather, when people will not stir from their homes, they will buy if the goods are taken to them. An auto, he says, is of great assistance in cooling the customer off on a hot evening and putting him in a frame of mind to purchase a \$200 Grafonola when he contemplates an investment of a \$50 machine.

The Eclipse Musical Co., notwithstanding the slowing down in business, is doing nicely in both the wholesale and retail departments. Good sales of Victor machines are being made.

Phil Dorn, of the Collister & Ayle Co., says business is good, considerably ahead of last year at this season, and that the prospects are flattering.

Manager Madson, of the Columbia store, was greatly pleased at the receipt of the following communication, dated Pittsburgh, Pa., June 15, 1914, and addressed to the Columbia Graphophone Co., Cleveland. It read:

"Gentlemen: At a regular meeting of the American National Association Masters of Dancing, in convention at the Hotel Statler, Cleveland, O., this convention highly indorses and recommends the

use of Columbia Grafonolas and Columbia dance records for the use of our members. Your records are played in perfect dance time and their reproduction by your instruments enables us to enthusiastically indorse your product for our use. Very truly yours, The American National Association Masters of Dancing, Thomas McDougall, Secretary."

The Phonograph Co. registered the usual quota of Edison business during the past month. Mr. Bloom, secretary, stated trade was moving briskly, about normal for the season. Retail dealers, he said, were doing well all along the line.

The H. E. McMillin & Son Co. has been making a number of improvements in the Victrola depart-

BUYING A RECORD.

An Experience Rather Familiar to Salesmen in the Talking Machine Store, but Which Is Interesting to the General Public.

He rushed into the talking machine department of the store about 5 o'clock in the afternoon and said to the young woman in charge:

"My wife told me to run in here and get a 12-inch record of—let me see; oh, what is it? Well, I can't remember it. I've got it written down somewhere. Just let me find it."

But a five minute search through his multitudinous pockets failed to find a trace of his memorandum, and he was much perturbed.

"She's got to have it to-night, too," he continued. "Lot of people coming to spend the evening. Very musical, too. They'll all want to hear this."

"Is it a song or an instrumental number?" helpfully asked the young woman.

"Blamed if I can tell you," rasped the customer, "and I've only ten minutes to get my car, too. Have to wait twenty minutes if I miss that one. Let's see. As near as I can remember it's something about pegs. I think I'd know it if I heard it. Pegs, I think it is. Yes, pegs. What have you got in fresh pegs, I mean just pegs?"

The nonplussed saleswoman thought a moment and suggested "Peg o' My Heart."

ment during the past month, but it evidently has not interfered with the demand for sales of Victors. Mr. Kellogg expressed himself pleased with the showing.

Mr. McNulty, of the Union Specialty & Plating Co., is a very happy man these days, owing to the fact that there is no let-up to the demand for Union talking machine specialties. He says everything is running nicely, and that the factory is kept busy continuously on its products.

Activity is manifest in the talking machine and music department of the Bailey Co., and Mr. Friedlander reports some excellent sales of machines and records during the past month.

The various members of the trade are all most optimistic regarding the prospects for the late summer and fall, and this is the report made by T. A. Davies, manager of the talking machine department of William Taylor, Son & Co.; R. W. Shirring, manager of the talking machine department of the Caldwell Piano Co.; the Euclid Music Co., W. H. Buescher & Sons Co. and H. M. Brainard Co.

"No, that isn't it," fumed the little man, "nothin' as sensible as that. I'd 'a' remembered that."

"Well, perhaps it's a violin solo of Paganini's."

"Nope. You're nearer, though. It's about as crazy as that. Try again."

"Well, we have a comic number called 'Peg Along,' could that be it?"

"Oh, no, no, no! That isn't it. It's something highfalutin'."

"Well, it may not be peg at all. Might it not be nail, tack, screw or tie? How about 'Thais'?"

"Nothin' doin'. It's peg, as near as I could get it on the paper wife wrote out for me."

After another five minutes had been wasted the young woman had an inspiration. She handed him a catalog and said:

"Suppose you look over this; you may see it."

He grabbed it out of her extended hand, clapped a pair of eyeglasses upon his eyes, opened his mouth and was soon going down the list with an index finger. In a minute more he was pointing to the prologue from "Pagliacci," as sung by Scotti, and exclaiming:

"Here it is! Here it is! Didn't I tell you it looked something like peg? Get me one and wrap it up, quick. How much? Here you are, even change. Now give it to me and let me run. I'll make that car yet. And next time wife wants some of that dago canned stuff she can get it herself!"—The Sun.

THE TALKING MACHINE CO.

OF TEXAS

Exclusively Wholesale

AUSTIN, TEXAS



EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

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

Boston: JOHN H. WILSON, 324 Washington Street.

Chicago Office E. P. VAN HARLINGEN, Consumers' Building, 220 South State Street.
HENRY S. KINGWILL, Associate. Telephone, Wabash 5774.

London, Eng., Office: 2 Gresham Buildings, Basinghall St. W. LIONEL STURDY, Manager.
Representatives for Germany and Austria: VERLAG NEC SIMIL, Berlin C. 19, Ross-Strasse 6, Germany. GEO. KOTNGRESSER, Director.

The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

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

SUBSCRIPTION (including postage), United States, Mexico, \$1.00 per Year; Canada, \$1.25; all other countries, \$1.75.

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, JULY 15, 1914.

THE 1914 Convention of the National Association of Talking Machine Jobbers is fully reported elsewhere in this publication, and unquestionably every member of the trade who journeyed to Atlantic City to attend the national meet felt more than repaid by what he heard and what he saw.

The members of the Committee of Arrangements certainly deserve credit for the excellent manner in which they worked out all the details in connection with the Convention program. They overlooked nothing which would make for the entertainment of the delegates, and certainly a record was established which will be difficult to overtop in future years.

The demonstration given by the Victor Talking Machine Co. by a series of moving pictures of the different departments of the Victor factory was a remarkable contribution to the entertainment of the Conventionists. Never before in the history of conventions have the selling forces of an industry been permitted to view in detail by a series of moving pictures an entire factory organization. At an expense of thousands of dollars the Victor directors presented an actual demonstration of the different departments of their enterprise. Even if all of the beholders had been permitted to view the factories individually they could hardly have gotten such a comprehensive idea of the entire manufacturing enterprise as was presented to them by the means of moving pictures at the Atlantic City Convention.

There are few manufacturing firms in the world, if any, who would have gone to such an expense in order to show the workings of their creative department to their representatives. The Victor Co., however, has never stopped at the cost of any enterprise which it deemed of benefit to its factors.

The inner glimpses of the Victor factory were entertaining and instructive, and needless to add, the social part of the Victor entertainment was along the same generous lines which has characterized the hospitality of the Victor officials on former occasions.

When you say that an entertainment was up to the Victor grade, it means that there was nothing left undone that could have added to the pleasure and comfort of the guests.

THERE is no denying the fact that the general business of the country is not up to grade.

There is no denying the fact that trade in all lines is suffering, and there is no denying the fact that this condition is not merely psychological. You cannot supply a man with psychological business and psychological money and help him out of a depressed condition when he wants actual trade and hard cash.

There is no denying the fact that the people as a whole are interested in seeing this country adjust itself to the present conditions before new and possibly indigestible laws are placed upon our statutes.

There is no denying the fact that the country as a whole will take an optimistic view of the business future if the politicians will only permit them an opportunity to do so.

There is no denying the fact that one of the best reasons for optimism at the present time is found in the promise of abundant crops.

There is no denying the fact that this condition will help immeasurably to pump new life into the dried arteries of trade.

The wealth of the harvest fields will soon be a powerful factor in aiding stagnant trade, but how about the talking machine business? That is of particular interest to World readers.

Talking machine dealers certainly rank among the most fortunate of all men engaged in trade, and, during the summer, which is admittedly dull, the talking machine institutions are busy.

And why?

Because the summer hotels, camping out parties, country clubs and yacht clubs are all purchasers of talking machines and records.

Now that all of the world is out of doors, all the world demands to be entertained, and the great big national entertainer is the talking machine.

It is surprising how the talking machine has superseded instrumental musicians in every way. Take the thousands of informal dances—it is the talking machine that supplies the music rather than some local orchestra. Now that the "thé dansant" has captured the world, the talking machine comes in as its chief accessory. Go out to almost any summer hotel and you will find not merely one little dancing party, but a number during the evening, and you will find the one source supplying the musical entertainment is the talking machine.

The unusual summer activity in talking machine circles is but a logical development of the tango spirit which has been pulsing through all America during the winter months. This is a spirit that the live talking machine dealers are profiting by. They realize the strength of their position and they are improving it as they should.

VACATION time makes the talking machine business good in every part of the country, and there is precisely where the men in the trade to which The World directly appeals are in an enviable position compared with the general merchant; but this business will not come to every man unless he improves his opportunities. That is hardly to be expected, but we are perfectly correct in saying that the talking machine dealer belongs to the trade elect more especially this summer than during any other. Instead of the season being a stagnant one, it should be particularly good, and it will be if the progressive element of the trade realizes what taking advantage of the tango, hesitation, maxixe, one-step condition means.

If every dealer would make a systematic campaign of his local territory—figure out the number of summer hotels, boarding houses, outdoor clubs and parties and canvass them, he would win profitable trade in return for his efforts. Get out attractive literature to the managers, show them how the talking machine will aid as an entertainer, that it should be a feature that they cannot overlook. Make all those points clear, not once but several times. In other words, improve the present opportunities to the utmost. Go at the development of summer trade with well directed effort, because to succeed even moderately well one must concentrate, and in that way direct results may be secured.

IT is useless to say that trade will come crowding in at your door, even if you have a most attractive proposition. To assume such a condition is to admit business defeat and to show incompetence.

The day of random effort is past. Definiteness and concentration make for the elimination of useless effort.

Concentrating your efforts intelligently upon the building up of the talking machine trade during the summer months will insure you success. It will stamp you as an efficient business man and show that you realize the trade possibilities of your profession.

Scan the history of the big and successful houses in this trade,

or in any other trade for that matter, and you will find invariably that they pursued a definite business policy—that they concentrated their efforts along certain lines until they succeeded, and then moved on to other points.

THE man who wins is the one who concentrates and who devotes himself to his work, and does not the talking machine with its wonderful entertainment possibilities come in as a rare trade stimulator during vacation?

Try concentrated action on the development of your summer trade. Get right down to brass tacks and make up your mind to do your work well.

Succeed! Of course, you will. But do not stop in thinking success—work for success. Keep at it and the results will astonish you.

Really the more one goes into the entertaining powers of the talking machine the more admiration must be developed for it, and right here is where salesmen could materially aid in building up their own income earning powers—if they would place a little more enthusiasm—ginger, if you will—into their work.

This can be accomplished by increasing their interest in the possibilities of the talking machine, not merely as a means to build an income for themselves, but as a means to entertain and charm purchasers.

It truly is a marvelous creation and the more you analyze it, the more you go into it, so much the more those essential features become impressed upon our being.

Develop new trade in hot weather? Of course, you can, and plenty of it.

EVERY talking machine dealer in these good old United States should read *The World*. Thousands of them do, and they secure from it pointers which are of value to them.

Live advertisers know that *The World* is read, and that as a business getter its power is growing all the while.

The progressive jobbers know that publicity in *The World* columns pays them and it keeps their business constantly before the dealers of their territory.

Here is a communication received from the manager of the Little One-der Co., of Nashville, Tenn., manufacturer of a recently perfected accessory. Under date of June 20 the manager writes to *The World*:

"During the last 20 years I have spent possibly millions of dollars in advertising in trade papers—more particularly in engineering papers, steel papers and those devoted to the coal industry. I have come across some good ones, but, speaking of trade papers, I want to tell you that *The Talking Machine World*, in my opinion, is the 'daddy' of them all.

"I got my copy last night, containing our advertisement, and, of course, there has hardly been time for your subscribers to read their copies and send a letter through the mails to reach here. Notwithstanding this fact, in this morning's mail we have four orders—which, I may say, is more than I got from all of my advertising in some of the big associated magazines and in some of the well-known weekly and monthly national magazines—the cost of advertising in same being an approximate total of \$200.

"I look upon this morning's mail as a beginning, and, if it keeps up this way, I don't know just where we will finish.

"Another thing, whereas the orders from the magazines are from consumers who order one attachment, your orders are from dealers who order in bulk.

"Needless to say, I want you to continue the advertisement—although the results are so good we do not seem to need any more advertising.

"This letter is quite unsolicited, and if you care to use it in advocating your magazine as the most successful medium for bringing quickly to dealers the merits of a new device, you are at perfect liberty to do so."

Get *The World* habit—it is good to have. J. H. Hoffay, London, writes: "I have received four hundred replies to a single advertisement in the *May World*."

These are just two of the many illustrations showing that *The World* as a stimulating power to trade is excellent. If you are a jobber be proud of your business, as you should be, represented in every issue of the one paper which fairly and thoroughly represents your trade.

DITSON Victor Service

Is Supreme in New England

Your first order will prove
this—fast and complete—
Machines and Records.

**OLIVER DITSON COMPANY
BOSTON, MASS.**



THE DITSON BUILDING AT BOSTON.

We will help you make money in 33 languages

How many foreigners are there in your locality? Italian, Hungarian, German, Jewish, Bohemian, Russian, Swedish, Polish—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 summer months 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
102 West Thirty-Eighth Street, New York City

COLUMBIA



Graphophone Company, Woolworth Bldg., N. Y.





For every argument that might occur to you as to the wisdom of not carrying Columbia Grafonolas and Records along with competitive product we will show you a letter from a dealer who has gotten by the argument stage and has the proof right in his bankbook.



(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**

TRADE NEWS FROM CINCINNATI.

Cable Company Installs Victrola Department—Leading Jobbers Report an Excellent Volume of June Business Despite Unusually Hot Weather—Second Hand Talking Machines Utilized for Children's Playgrounds.

(Special to The Talking Machine World.)

CINCINNATI, O., July 7.—One of the real surprises of the past month was the announcement that the Cable Company's branch in this city would soon have a Victrola department. In fact Wholesale Manager Summey is now looking for an enterprising manager, and is already figuring on letting contracts for a series of booths with a view of having these ready for business by August 1. Some stationery, calling attention to the new field of this piano house, has made its appearance.

Manager Rudolph Dittich, of the talking machine department of the Rudolph Wurlitzer Co., left Thursday evening for Atlantic City, to take part in the annual meeting of the talking machine jobbers which opened Monday. Just before leaving, in speaking of the business in his department, he said:

"The month of June being one of the hottest and driest on record in Cincinnati, naturally did not show favorable conditions for the talking machine trade, but even with adverse conditions existing, we made a very creditable showing. With the people leaving in large numbers for summer resorts, and with the remaining number much interested in planning their vacations, there was comparatively very little opportunity of pushing the sale of Victor goods very extensively. The exception which the demand for small Victrolas created modified the conditions somewhat."

The new Victrolas, Styles Nos. 10 and 11, have been received and have made a great impression on the trade. There is no question but what these improvements will greatly increase the sales of these two popular types and that they will develop a field of their own without injuring to any great extent the sales of Victrolas Nos. 14 and 16.

The local Columbia store reports remarkably good business, both wholesale and retail, in June.

In speaking of the matter Manager Whelen said: "When you consider that it was June, we more than held our own and we anticipate a good summer business. We feel, considering what others say, that we are fortunate. The dance craze still continues and is an added stimulus to the summer business. We have had especially heavy calls for the new dance instruction records both retail and from the dealers.

"The exclusive engagement of Joan Sawyer, the famous dancing star, and her Persian Garden Orchestra brings another of the most famous dancers of the day into association with the Columbia Co., and her records have created quite a furore among the dance loving public."

Ben L. Brown, the assistant manager of the local Columbia store, was in New York the first of the month visiting the executive offices and making a tour of the factory at Bridgeport.

Cliff Herdman, formerly connected with the Columbia Graphophone store in this city, but now manager at St. Paul, Minn., spent ten days in Cincinnati renewing old acquaintances. Mr. Herdman was always a favorite and his visit was very much enjoyed by his former associates in the Cincinnati store.

J. D. Westervelt, supervisor of Dictaphone agencies made a flying trip to Cincinnati and left very well satisfied with the local Dictaphone situation.

The Lyric Piano Co. enjoyed a fairly good business last month. The Victrola department of the Otto Grau Piano Co. is now well established and has proven quite a success. Mr. Strief, manager of the Victrola department of the Milner Musical Co., is disposing of all second-hand talking machines of obsolete makes, but which are in good running condition and capable of making good music in an original and very useful manner. He is turning these machines over to the Board of Park Commissioners for use in the Children's Playgrounds. Cincinnati takes considerable pride in her splendid parks and playgrounds. A number of the playgrounds already have pianos and with a talking machine furnished by the Milner Musical Co. their equipment along the musical line will be complete.

Business with the Milner Musical Co. has been extremely satisfactory during the past month. Many small outfits are being sold to campers and to parties leaving the city for summer homes along the Great Lakes.

THE MAN WHO TOOK ADVICE.

The Merchant Who Actually Succeeded in Spite of the "Listen to Me Stuff."

Once upon a time (as all good fairy stories begin) there was a man who actually took advice. He was the joy and satisfaction of the entire neighborhood; and whenever any gabby resident of those parts ribbed up a lot of "now-listen-to-me" stuff, he knew that the man who lived in the little gray house on the corner would eat it up and ask for more.

The strange part of it was that after years of advice-taking the man in the gray house kept right on prospering. He didn't fail; he didn't go into the hands of a receiver; he didn't have to shoot his life insurance into a pawnshop in order to pull out a beefsteak, says the Whitaker Paper Co.'s Paragraph.

So one day the Curious Guy in the middle of the block spread his feet out, poked his finger at the prosperous man's middle vest button, and demanded:

"What's your recipe?"

To which the Prosperous Man replied promptly: "Why, I take everybody's advice. I've taken a lot of yours, if you must know. It's hard to do, but—"

The Wise Guy shook his head. "I never knew it to work before," said he in a whispered aside.

"But," continued the Prosperous Man, "I took your advice and the advice of everybody else and—coppered it—went the other way.

"Your advice is all in perfectly good condition, stored away down cellar; any time you want it, or any time any of my other good friends want it, it's yours for the asking. Perfectly good, unused, and worth exactly as much as the day it was given to me."

Moral—But all of us don't know when to play the red in place of the black!

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.



211 Marbridge Bldg., 34th St. and Broadway, New York City
Manufacturers of Regina Music Boxes; Reginaphones; Coin-operated Mandolin Orchestrions; 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



Costs about \$2.00 for 250 records for 50 years
Send for 20-page catalog
THE SYRACUSE WIRE WORKS,
SYRACUSE NEW YORK

Albums for Victor, Columbia and Edison Records



We are making the most complete line of record albums on the market, including the regular 16 or 17 pocket styles, and a new 12-pocket album, which adapts itself for use in the new cabinets with flat shelves.

The new album for Edison disc records is made with the same care and precision and of the same high-grade materials as our regular albums, except that it is spaced wider and has ten pockets.

No More Scratching of Cabinets and Tables

All our albums are equipped with the new LEATHER COVERED RING PULL, which makes the handling of the book easier than with the plain leather pull and has all the practical advantages of the metal ring.

Write for full particulars and trade prices.

NEW YORK ALBUM & CARD CO., Inc., 23-25 Lispenard Street, New York

(Formerly New York Post Card Album Mfg. Co.)

MONTHLY TOTALS SHOW NO DULL TIMES IN ST. LOUIS

Despite Complaints in Other Lines—Collections Rather Slow, However, with Jobbing Trade—Those Who Attended Convention—Jobbers Benefiting from Package Car Service—Missouri Music Teachers Approve of Talking Machines—Columbia Co. News.

(Special to The Talking Machine World.)

St. Louis, Mo., July 8.—The talking machine dealers of this community are not complaining, although they have been hit somewhat by the dull business that appears to have pervaded all lines throughout the country, but they will make a better mark than they have in previous years in monthly totals, which they says is about all that they can expect. Advertising has been rather light of late and the very unseasonable hot weather that held this entire section of the country in such close grip for three weeks caused a let up in the very sharp demand for dance records. There was the usual sharp increase in record sales for the Fourth of July. The demand for the last few weeks has been running to rather smaller machines.

The jobbing trade reports rather slow collections, but that always is the case in this country during the season when farm work is especially heavy, as the banks are making unusual demands because of the country's need for money. Cash expenses keep the farmers from paying bills and the flow of cash through the regular channels is restricted, but the increase within a few weeks will soon even things up.

Orders are fairly plentiful and of fair volume despite the vacations everywhere and all jobbers report excellent prospects for new dealers in the early fall months.

Harry Levy, of the talking machine department of Aeolian Hall, was not able to get east for the Victor convention this year as he had hoped. He is getting well settled in his new jobbing quarters in the Furniture Exchange building and reports that business is running smoothly under the new arrangement.

E. C. Rauth, secretary of the Koerber-Brenner Music Co., Victor jobbers, is planning a pleasant trip after the Atlantic City Convention. He went from here to Chicago to join the special car of Northwestern jobbers, and after the conclusion of the sessions he will join Lester Burchfield, of Sanger Bros., of Dallas, and W. H. Reynolds, of Mobile, and they will go to New Orleans on a non-stop boat. Parham Werlein, of New Orleans, is expected to join them on this trip, and Mr. Rauth probably will go from New Orleans to Mobile with Mr. Reynolds for a few days fishing on the Snapper banks near that city.

Mr. Rauth is now writing with his left hand, much to the surprise of his associates, who declare

that he writes better than he formerly did. The change came about through a severe case of writer's cramp which made his right hand entirely undependable for writing, and he was forced to learn to use his left, which he does very readily, and reports writing complete letters in long hand by his new method.

Mr. Rauth recently has been giving considerable attention to the movement to push the one-cent postage bill and is meeting with a great deal of success in organizing for this movement. He is practically a pioneer in this field.

Talking machine jobbers are among those who are profiting largely through the package car service recently inaugurated on the railroads out of St. Louis through the Business Men's League, the chief commercial organization in the city. The service is designed to load merchandise for certain districts in full cars to break bulk at a definite point for distribution. It puts Nashville, Tenn., and some Carolina in the second day delivery points and maps are issued showing in circles just what way points can be reached on the second day. The bulk breaking point usually is designated as the beginning of the local freight run so that the car can be taken out that day on the local freight run and all points reached the same day. It has been thoroughly organized on all roads and for the Southwest often solid freight trains leave for a second and third day point. The cars leave in the evening on preferred freight runs and so seldom miss their destination time that the result is practically an express delivery on freight platform at freight rate. As talking machines are seldom delivered from the jobbers in carlots, this gives to them exactly the service they have been seeking and supplies up to a five-day service which reaches the Coast both in the Northeast and Northwest. It is not infrequently the case that local talking machine jobbers ship regularly into towns within 100 miles of other jobbers and perhaps 500 miles from here with greater definiteness of arrival than the near-by jobber where this service is not organized.

At the Silverstone Music Co. the Edison disc machine continues to hold the entire force close to high speed work, and they talk of jobbing business "100 per cent. better than a year ago."

A recent caller there was J. H. Bennett, the Missourian, who recently concluded to go into the talking machine business on the ground plan of the sewing machine men of a generation ago, and who has out a number of teams and men and some crews working with autos selling machines into the homes where summer boarders are, as well as the prosperous Ozark mountain home where boarders are not needed. Mr. Bennett was looking for stock and was a liberal buyer of Edison cylinder machines, as he confines his efforts to these machines and Columbias. He entertains no doubts as to the success of his enterprise.

Miss Minnie Louise Sutter who, for a number of years, was in charge of the offices for Mr. Silverstone, was married June 30 to W. W. Oelwiller at the home of the bridegroom in Bethel, Conn. She resigned a month ago. The Silverstone

JUST TO REMIND YOU

THAT OUR LOCATION IS CENTRAL FOR ALL PARTS OF NEW YORK AND BROOKLYN AND SURROUNDING TERRITORY.

OUR OFFICE AND STOCK ROOMS ARE ONLY ONE MINUTE'S WALK FROM THE NEVINS STREET STATION OF THE SUBWAY, AND TEN MINUTES' RIDE BY SUBWAY FROM NEW YORK CITY HALL.

MESSENGER SERVICE TO ALL POINTS IN NEW YORK CITY.

VICTOR DISTRIBUTORS EXCLUSIVELY FOR 11 YEARS.

SERVICE EQUAL TO THE BEST.

BE AN "AMERICAN" DEALER

TELEPHONE 3762 MAIN

AMERICAN TALKING MACHINE CO.

368 LIVINGSTON ST.

BROOKLYN, N. Y.

Prepare for Fall Business Increase Your Record Sales

BY PLACING THIS HANDSOME FLEXIBLE
COVER IN THE HANDS OF YOUR PATRONS

This attractive flexible cover is designed to hold the Victor or Columbia semi-annual record catalog, and is bound in mahogany colored imitation leather, and lined with black silk cloth.

The price of this flexible cover is so low that it permits you to give same free to your customers with the record catalog inclosed, thereby making a useful souvenir and a permanent advertisement; or you may charge a nominal sum for it if you desire. In lots of 100 or more, your name will be stamped on face of cover in gilt lettering free of charge. Send 20c. in stamps for a sample cover, with special trade prices.

NEW YORK ALBUM & CARD CO., Inc.

23-25 Lispenard Street, NEW YORK

(Formerly New York Post Card Album Mfg. Co.)



force sent to the bride a congratulatory telegram and a handsome present.

C. S. Gardner, the Edison factory representative who has been working in this territory for six months, has left for the East. During his stay in this vicinity, Mr. Gardner placed Edison disc machines with more than forty dealers and became well known to the trade and was much in demand for straightening out sales tangles and machine difficulties.

The Missouri Music Teachers' Association gave the stamp of approval to talking machines, if applause is a reliable judge. W. L. Calhoun, a music college proprietor of Carthage and Joplin, declared in an address that approval of classical music was more general than a few years ago. He declared that the increased appreciation was due chiefly to the influence of the talking machine and player-piano.

"Mechanical music devices," he said, "have put good music into the home." It is only necessary for a man to hear good music for him to prefer it to the popular kind." The remarks were freely applauded by the music teachers present.

Probably by the time this issue of The World reaches its readers the Columbia Co.'s local staff will be thoroughly settled in its new home. There is practically nothing of the old building left except the four walls. Floors, ceilings, roof and all interior arrangements have been changed. A ventilation system is installed and the interior is being finished at this writing and then will come new furniture, carpets, etc.

On the main floor, besides a handsome office suite that can be enclosed or thrown open as may be the wish, there are six demonstration booths with record racks of easy access. The front part of the floor will be used for machine display. The show window, larger than the two former windows, is one of the handsomest on Olive street and will admit of a splendid display. Retail Manager Duff will have desk room at one corner of the display floor space. General Manager Reid will have a private office and reception room at the rear of the main floor with both the accounting department and the order department within call and the shipping rooms and repair departments only a step away. Convenience, comfort and beauty have all been considered in the new arrangement. The lighting system is by the indirect system with silver hangings for the glass bowls that fits well into the dove and cream color scheme for the entire room.

Of course, while these changes were being made the departments were somewhat handicapped as to business, but Manager Reid says the record for a month will be a creditable one, and Retail Manager Duffy has kept his force engaged by working on the summer trade, which is sold chiefly away from the store.

The entire Columbia force is looking forward to a season of big trade. Manager Reid talks of the rain that came the first of the month in the ideal season to relieve the fears in this section that there would be no late fall crops to support the bumper wheat crop that has been harvested.

Manager Seager, of the talking machine depart-

ment of The Vandervoort Music Salon, is doing some unusual advertising work this summer. One of his first ventures was sending a fine Victor machine to Kansas City on the special train for the Elks who went there to attend the State meeting. The B. P. O. E. boys fell in with the idea for their amusement and they arranged for a "Tango Car" which was devoted to music and dancing. B. F. Martin, of the sales staff, accompanied the car to attend to the talking machine and have general charge of the amusement. The music made quite an impression on members of the party.

His second move was to present a Victor machine and \$200 worth of records to the museum department of the Board of Education for the training of teachers who care to investigate. This part of the Board of Education work is practically a training school for the city school teachers and the records available for the machine are those which fit into the scheme of the school work and they will be explained to the teachers who then can carry the idea into their own work. In this city about the only way to provide talking machines for the school is for the Patrons' Association to buy the machines with funds which are raised in connection with these organizations. Most of the pianos in the schools are bought in the same way and the teachers' wishes and expressed desires have much to do with these purchases, as the committees of the Patrons' Associations keep in close touch with the school work.

A third innovation to the credit of Mr. Seager is the introducing of a \$200 Victrola into "Dream-

land," a popular dance hall, in the place of the orchestra that is on duty in winter. The Victrola is much liked because of the different character of music that is possible for the intermissions.

The Field-Lippman Piano Stores are using the billboards to inform the public that in their talking machine department the Victor, Columbia and Edison Disc machines can be compared and the customer is free to choose the one he likes the best. The announcement is in rather unusual form, as it is a full size, eight sheet bill and carries its message in the fewest possible words in large, plain type, and adds no comment and stands out well on the large boards.

TEL-ELECTRIC CO. FALLS INTO LINE.

Arranges to Handle Talking Machines and Will Carry the Entire Columbia Line.

The Columbia Graphophone Co. closed a deal last week with the Tel-Electric Co., 299 Fifth avenue, New York, whereby this well-known piano player house will handle the complete Columbia line. Gilbert A. Pond, general sales manager of the company, is well pleased with the outlook for closing an excellent Columbia business with the Tel-Electric clientele, and has made arrangements to have constructed seven sound-proof demonstration rooms, which will be ready in a very short while. The manager for this new Columbia department has not yet been selected, but will be announced next week.

VICTOR

A complete line of Victor products, from the smallest repair part to the biggest model of machine. Every shipment made promptly.

EDISON

Cylinder goods, machines and records; full stocks and immediate deliveries. A good popular-priced line for most any territory.

Louis Buehn Philadelphia

SUMMER ADVERTISING CAMPAIGN IN MILWAUKEE

Is Being Carried on with Great Success—The Satisfactory Crop Outlook Means Enormous Business in the Fall—Milwaukee System and Service Co. to Handle Edison Dictating Machines—New Columbia Agencies—Some Striking Displays—News of Month.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., July 9.—Milwaukee talking machine men believe that the excellent crop outlook gives promise of a good future business, and everyone is looking for a good fall trade.

There probably has not been a summer when Milwaukee dealers have advertised so consistently as they are doing this season. Practically all the leading houses are running good-sized advertisements in the local papers at stated intervals, and the results which are being obtained have been entirely satisfactory. One of the houses which has been advertising especially strong is the J. B. Bradford Piano Co., featuring the Victor line, and officials of the company say that sales have held up remarkably well.

McGreal for Congress.

Lawrence A. McGreal, formerly Edison jobber in Milwaukee, and one of the former presidents of the National Association of Talking Machine Jobbers, has announced that he will be a candidate for Congress on the Democratic ticket from the Fifth Congressional District, comprising a portion of the city of Milwaukee. Mr. McGreal is now sheriff of Milwaukee County.

To Handle Edison Dictating Machines.

The Milwaukee System & Service Co. has been organized to succeed the Tisch-Hine Co., 450 Jackson street, representative of the Edison dictating machine, and will now act as distributor of this machine for the entire State of Wisconsin. Officers of the new company have been elected as follows: President, Julius Tisch; vice-president, William Finger; secretary and treasurer, A. B. Cooper. William Tisch is acting as manager.

L. C. Parker, enterprising manager of the Victor and piano departments at Gimbel Bros.' store, was the only talking machine man in this city who attended the annual convention of the National Association of Piano Merchants held in New York June 8, 9, 10 and 11. The Victor business at the Gimbel store during the month of June attained a new high mark for that month.

Takes the Victor Agency.

The Young Cash Store, at Hartford, Wis., has taken up the agency for Victor goods in that city. The store has arranged handsome new booths for the demonstration of the Victor machines and is meeting with much success in handling the line.

Paul A. Seeger, manager of the Victor department at the Edmund Gram Music House, is especially well pleased with the way the demand for the large Victrolas has been maintained thus far this season.

Enthusiastic Over Trade Outlook.

Officials of the Flanner-Hafsoos Piano House are enthusiastic over the manner in which the Edison disc machines are selling in Milwaukee. The house took on the line only recently, but it has met with a much larger business than it had anticipated. Charles H. Schefft & Sons, 849 Third street, carrying both the Victor and Edison goods, and C. Niss & Sons, 697 Third street, featuring the Edison goods, have been meeting with a brisk business.

William Idle Succeeds Hope.

William Idle, who has been assisting William A. Schmidt, manager of the Phonograph Co., of Milwaukee, in locating new Edison dealers about Wisconsin, has been made traveling wholesale representative of the Thomas A. Edison Co., Inc., in Wisconsin and upper Michigan, succeeding William P. Hope, who is now Edison jobber in Kansas City. Mr. Idle is now spending his vacation at his home in the East. Mr. Idle and Mr. Schmidt established eight new dealers on their recent trip through Northern Michigan.

New Columbia Agents.

A. G. Kunde, 615 Grand avenue, Columbia jobber and dealer, has established two new Columbia agencies in Milwaukee. Otto Hausmann, who conducts a retail business at 1208 Kinnickinnic avenue, has taken on the agency for the Columbia goods and is meeting with excellent success. Otto F. Leidel, who opened a new retail piano store in this city some time ago, is now featuring the Columbia machines and records and is meeting with a brisk business. Mr. Leidel has just moved into first floor quarters at 879 Third street, where he is arranging some attractive new booths. Mr. Kunde expects to be located in his handsome new store in the building which is being erected at his former location, 516 Grand avenue, by September 1. The new store will have seven demonstration rooms and will be one of the finest retail stores in Milwaukee.

Change of Name.

The name of the McGreal retail Victor store at

312 Grand avenue has been changed to the Backus Victrola Shop. The final organization of the Wisconsin Talking Machine Co., the jobber in this State for the Victrola line, will be completed within the near future, when officers will be elected and other details perfected.

Victrola for Steamship Minnesota.

The Gensch-Smith Co., 730 Grand avenue, recently sold a Victrola Style XIV. to the Crosby Transportation Co., for use on the company's lake vessel, "Minnesota," plying between Milwaukee and Buffalo. An order for \$50 worth of records accompanied the sale of the machine.

Striking Fourth of July Window.

J. H. Becker, Jr., manager of the Victor department of the Hoeffler Manufacturing Co., attracted attention to the Hoeffler windows by a novel Victor ante-July 4 display, bearing these placards: "Celebrate the Fourth of July with a Victrola;" "Fireworks Dangerous and Don't Last Long—A Victrola Keeps on Entertaining the Year Around;" "Spend a Safe and Sane Fourth—The Victrola Plays Patriotic Music." Other interesting window cards illuminated, showed photographs of Alma Gluck, John McCormack and other Victor stars, and called attention to the records by these artists. The attractive windows, arranged by Mr. Becker, have been a strong factor in bringing a big business to the Hoeffler company. Manager Becker says that trade during the month of June was better than that experienced during April and May.

Brieflets.

Roy J. Keith, of The Talking Machine Co., of Chicago, and U. P. Gibbs, representing The Rudolph Wurlitzer Co., recently called upon the Milwaukee trade.

THE EILERS TALKING MACHINE CO.

The Eilers Talking Machine Co., which was recently incorporated in Seattle, Wash., with a capital stock of \$25,000, is transacting a very excellent business. The new firm is composed of C. H. Hopper, president and treasurer; John W. Roberts, vice-president, and Edward P. Kelly, secretary and sales manager. They are all practical business men and have had a long experience in the talking machine field. The company is occupying spacious and well equipped quarters on the second floor of the Eilers building, and all concerned are most sanguine regarding the future of the talking machine business. The Victor, Edison and Columbia lines are handled.

EASY TO CRITICISE.

It is easy to sit in the sunshine
And talk to the man in the shade;
It is easy to float in a well-trimmed boat,
And point out the place to wade.
But once we pass into the shadows,
We murmur and fret and frown,
And our length from the bank we shout for plank,
Or throw up our hands and go down.

It is easy to sit in our carriage
And counsel the man on foot;
But get down and walk, you'll change your talk,
As you feel the peg in your boot.
It is easy to tell the toiler
How best he can carry his pack;
But no one can rate a burden's weight
Until it has been on his back.

—The Poster.

"ANALYZING THE HUMAN VOICE."

In connection with the article on "Analyzing the Human Voice," by Dr. Floyd S. Muckey, which was reprinted on page 14 in The Talking Machine World of last month by permission of the Scientific American, there were several cuts used, two of them showing a soprano solo and a tenor voice sounding vowels, as they appear on Edison phonograph records. Through an error this fact was omitted under the captions of these cuts, thus confusing them with the illustrations and data in Dr. Muckey's article.

Dr. Muckey desires it understood that the two cuts were unauthorized by him and were not a part of his original article. The extra cuts were inserted by The World merely for the purpose of adding to the trade interest in the article, and with no desire to discredit Dr. Muckey or his work, and we feel that this explanation, which we gladly make, is due him.

To Southern Dealers

If you want to send your orders where they will be
FILLED—

If you want prompt and accurate service—

If you wish to deal with a distributor who takes
PERSONAL interest in YOUR success—

If you want your orders to go where they will be
appreciated—

If you want—in short—SATISFACTION—

SEND YOUR ORDERS TO

Reynolds Music House

W. H. REYNALDS, Prop.

Victor Distributors

Edison Cylinder Jobbers

167 Dauphin Street

MOBILE, ALA.

The best-known trademark in the world

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



The most valuable trademark in the world

Valuable to every Victor dealer—to the entire music trade.

It stands for all that is best in music. It is the mark of quality that leads the way to music trade success; that brings with it profit and prestige and insures continued prosperity.

"The future of our nationa



1. Kindergarten Games, Milwaukee, Wis.
2. Morris Dance, St. Cloud, Minn.
3. Music Appreciation, Fitchburg, Mass.
4. Folk Dancing, Weatherford, Tex.
5. Christmas Entertainment, Baltimore, Md.
6. High School hears Caruso, Temple, Tex.
7. "Study hard and the Victor will play," Seattle, Wash.
8. Highland Fling, Council Bluffs, Iowa.
9. Csardas, New York City.
10. I See You, Rochester, N. Y.
11. Calisthenics, Denver, Col.
12. Butterfly Dance, Philadelphia.
13. Klappdans, Allentown, Pa.
14. Children's Games, Spokane, Wash.
15. Calisthenics, Fort Worth, Tex.
16. The Motif, Emporia, Kan.
17. Virginia Reel, Camden, N. J.
18. Eleven Nationalities, Seattle, Wash.
19. Physical Culture, Dallas, Tex.
20. May Pole Dance, Port Huron, Mich.

Just a few of the 5,000,
Victor in a great variety of
than 1200 cities.

And this means that the
life of all these children, and
the Victor idea right into the

This immense success of
only one of the big influences
greatest commercial success

Music rests with the schools"

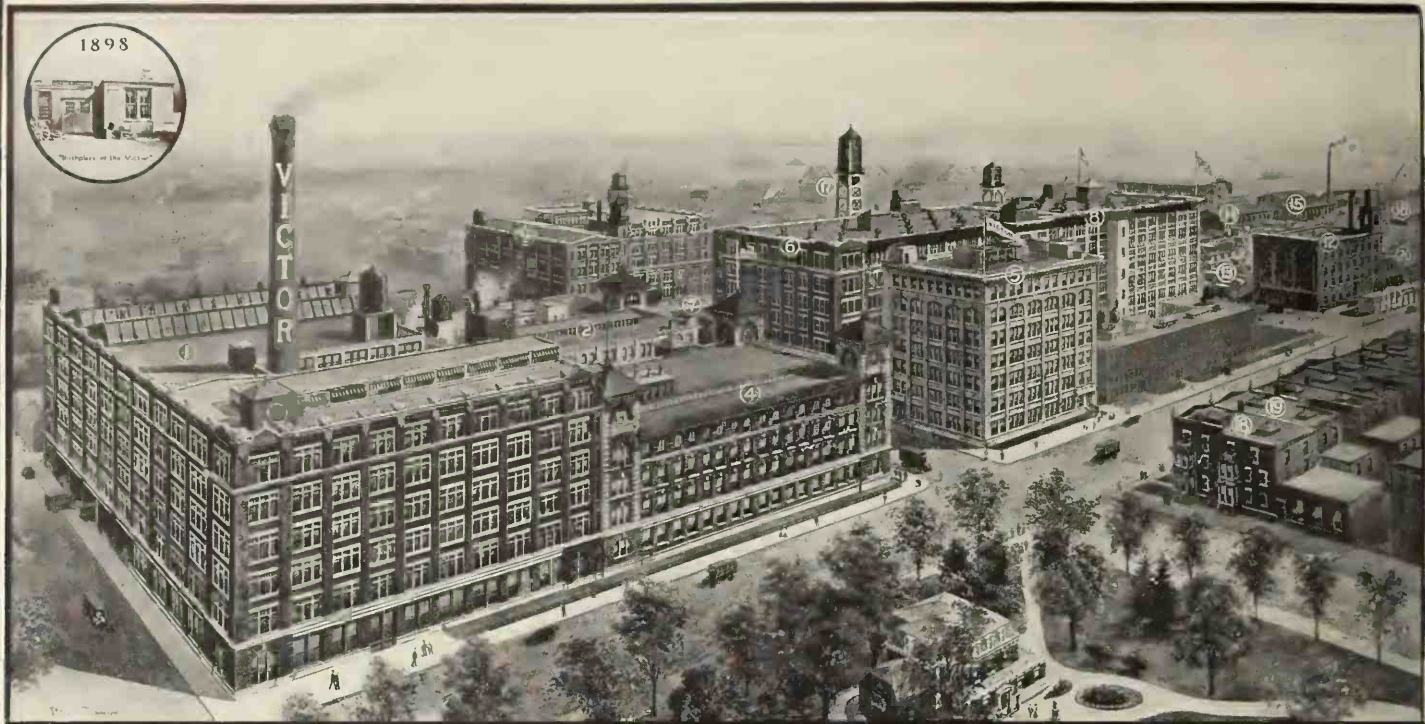


Children who are using the
Victor in the schools of more

Victor is a part of the daily
life of these children are carrying
the Victor home.

"Victor in the schools" is
the Victor that has made the Victor the
center of the whole music industry.

21. Deaf girls watch teacher, Central Park, New York City.
22. Interpreting "Jewel Song" from Faust, Washington, D. C.
23. Classic Dance, Bloomington, Ill.
24. Listening Lesson, Chicago, Ill.
25. Calisthenics, Delaware, Ohio.
26. Elementary Class, Little Rock, Ark.
27. Opera Lecture, Athens, Tenn.
28. Wand Drill, Atlanta, Ga.
29. Melba Sings, Evanston, Ill.
30. Appreciation, Brooklyn, N. Y.
31. Field Day, Tacoma, Wash.
32. Deaf Mutes hearing the Victor, Mount Airy, Philadelphia.
33. Moccasin Dance, St. Paul, Minn.
34. Little Lady of Six in Folk-Dance, Cleveland, Ohio.
35. Wand Drill, Springfield, Mo.
36. Marching—School Dismissal, Portland, Me.
37. Toothbrush Drill, Providence, R. I.
38. During Recess, Stockton, Cal.
39. Oxdansen, Berkeley, Cal.
40. Kindergarten, Cedar Rapids, Iowa.



The greatest musical industry in the world

The center of music trade activity. The dominant factor in the prosperity of the music trade.

Its influence extends to every part of the world. Its products have brought success to music dealers everywhere.

The growth of the immense Victor plant is co-incident with the growth of Victor dealers. Every new addition has carried them from one success to another still greater—and the Victor factories and Victor business keep right on growing.

Factory extensions, costing more than \$1,500,000, are being added this spring and summer to the Victor plant as pictured above.

This is the Victor Company's answer to the demand for more Victors, Victrolas and Victor Records.

THE IMMACULATE SHOP AS A TRADE BOOSTER.

Have Your Store Clean to the Point of Spotlessness, Mr. Dealer, and Attract the Particular Folks—A Few Illustrations of How Much a Spic and Span Establishment Will Aid Its Owner in Acquiring the Most Exclusive Trade—Critical but Constructive Hints.

I do not mean to insinuate, Mr. Talker Man, that you are not careful as to the general appearance of your place of business; I am very sure you are. The point is this: Are you careful to the point of being what your employes may term finical? If not, I would suggest that you acquire the habit at once, for by so doing you will attract a class of trade which now passes you by on its way to the immaculate shop up the avenue.

The immaculate shop makes a specialty of cleanliness. From its show window to the most inconspicuous corner of its record racks you may search all day, if you like, and no fleck of dust or plague-spreading fly will reward your efforts. This place is clean!

The word "record" brings to mind an experience of the writer along the proper channels for narration at this time, so please bear with him as kindly as you can. He had occasion once, during his brief career as a talking machine salesman, to purchase fifty records for a finical woman. Her house, I will have you know, was famous for its antagonism toward dirt. The most bescrubbed cottage in Spotlesstown had nothing on her abode, I assure you.

Well, to resume, he bought the records for her at a long-established and highly successful talking machine store in his home town, never glimpsing the storm clouds lifting themselves above his trade horizon. He delivered the order in due course, and was very much surprised to find in his morning mail a few days afterward, instead of the check he expected, a letter from Mrs. S. asking him to call and get his goods. Upon his arrival at her home, she informed him in very strenuous terms that she would not accept the filthy things, and, with more force than diplomacy, accused him of selling her a second-hand product. This accusation naturally made the writer rather sore, for he had spent the greater part of a day picking out the selections he thought would most tickle her fancy. Having done so, he felt that to be treated in this absurd fashion was unpardonable, and he told the lady so. By way of answer, she raised a record carton from among its fellows and blew sharply upon it. Like unto a sandstorm upon the Sahara was the result.

"Now, young man," exclaimed the outraged customer between coughs, "take these records back and bring me some that are clean!"

This experience was made possible simply through neglect on the part of the jobber in keeping his stock free from dust. It put the writer in bad with a good patron also, but at the same time it proved beneficial, viz., thereafter when he had an order to deliver he saw to it that the goods were clean. They had to pass the high standard set by Mrs. S., and that was going some.

Let us gaze into the show window a moment, Mr. Dealer. The general effect is very good. The display is well executed and correctly set up, but there prevails a certain lack of freshness. The snap and ginger which the window gave out to the passer-by when newly dressed has disappeared, and in its place has come an air of dowdiness. Milady is impressed with pretty things, but she demands them freshly and daintily served. When she goes tripping into the Cafe Dansant and orders her

lettuce sandwich and pot of tea, the lettuce must be crisp and the napery well laundered, or Louie is soundly scolded and made to try again. Thus it is with your show window, Mr. Dealer, for she will pass by your store on her way downtown some day, and if you would have her pause and admire, you must bedeck it in the style that will most attract her, which means that it must be immaculate as well as artistic.

Another thing that goes far toward making a good impression along the line of cleanliness is the careful dressing of employes. It is really rather disgusting to do business with a talker shop where the clerks are slovenly apparelled; where soiled collars, rusty footgear and dark finger nails are the rule. I am very glad to be able to vouch for the fact that this lack of attention to dress among talking machine employes is greatly in the minority, but it does exist, and therefore, is a menace to trade.

Even though this condition of inelegance may not be noticeable in your place of business, Mr.



Makes Specialty of Cleanliness.

Dealer, why not look the boys over when they come in to-morrow, and, if there is room for improvement, suggest, in a fatherly manner, that they take a few moments' more time each morning in the preparation of their toilets. There is absolutely no reason why they should take offense at this request when they understand what it will mean to you mutually to have the establishment immaculate.

Oh, by the way, while upon this subject it might be well to speak to them upon the theme of immaculate conversation. There is a tendency among young clerks to prove their manliness by indulging in remarks that are verging on the risqué. I have been in talker shops where I have listened to stories fit only for a barroom, and, very often, during the rendition of such a yarn there was a lady within hearing. Is not this very wrong? Does it not place the establishment where it is allowed to occur upon a low plane?

I do not mean to infer that these young raconteurs of the risqué are vicious citizens; far from it. They are entering the borderland of maturity, when all things blasé seem clever, and a heart-to-heart talk with their boss will give them just the proper impetus in the right direction, and if delivered at the psychological moment will correct this evil. Try it and see.

I received from a talking machine dealer the other day a beautiful booklet. From the standpoint of the author, the artist and the publisher it was a triumph, but from cover to cover it was decorated throughout with grimy finger marks. The hands that prepared that pamphlet for mailing

had not been on speaking terms with soap and water for "some considerable period," as Harry Lauder says it. Now, honestly, is it not lamentable that an artistic creation, upon which three skilled minds labored with infinite success, should be marred through the medium of a pair of dirty hands?

Are you sure, Mr. Dealer, that your literature is going out to your customers as clean and bright as it comes to you from the printer or the factory? I would look this matter up if I were you and satisfy yourself that your advertising is as clean as your shelves, your window, and the collars of your clerks.

I will end this little talk about immaculate things by telling you of how great value the talking machine has proven to the Chautauqua. The Chautauqua of which I speak has its home in Swarthmore, Pa., from which quaint town it sends out to the country at large 200 branches. Each branch gives, inside its spacious tent, clean and highly entertaining concerts, lectures by great men and band recitals. I was fortunate enough to be present last week at the Mount Holly, N. J., Chautauqua. It was Junior Chautauqua Day, and the youngsters of the town were gathered together under the wing of the superintendent and drilled in a little play entitled "In Mother Nature's Flower Garden." They all went through their many parts splendidly, due to the fact that the music supplied for the songs and dances was in perfect tempo and rendered most melodiously. Of course, this music was furnished by a talking machine. A clean instrument in a clean field. Let us see to it that the present standard is maintained.

HOWARD TAYLOR MIDDLETON.

"TALKER" MUSIC WHILE YOU WAIT.

How the Shoe Shining Parlors of Indianapolis Entertain Their Customers.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., July 9.—Shoe shining parlors in Indianapolis are equipped with talking machines, and while the energetic Greek boys shine and polish shoes the customers are entertained with the latest music of the day. Some of the better equipped parlors have talking machines of which no person would need to be ashamed, while others have the very small instruments. But whatever the size, the music is there. The Greek boys appear to enjoy this innovation as much as does the customer. In one instance one of the boys stopped work long enough to put on a new record and then he went back to work cleaning and shining shoes, singing and humming the tune being played on the machine.

SIGNS UP NEW EDISON DEALERS.

(Special to The Talking Machine World.)

ST. LOUIS, Mo., July 6.—M. L. Reynolds, traveling salesman for the Silverstone Music Co., Edison disc jobber of this city, is signing up many new Edison dealers in southern Missouri and Arkansas. Among the new Edison dealers recently enrolled are the Hollenberg Music Co., Little Rock, Ark.; A. B. Carne, Pierce City, Mo.; the 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.; Holbrook, Carthage, Mo.; H. L. Hoover, Springfield, Mo.; J. W. Guisinger, Fayetteville, Ark.

BE WITH THE LIVE ONES!

Mr. W. V. D.—(Full name Western Victor Dealer)

Let us help your Victor business by prompt and complete shipments. Why pay exorbitant freight rates from eastern points when we have a tremendous stock and are waiting to fill your orders? In our fortieth year of service. Write us today.



The Knight Campbell Music Co.

Exclusive Victor Distributors

DENVER, COLORADO



THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

BOSTON, MASS., July 6.—The Salem conflagration continues to enlist the attention of the talking machine trade, for in that \$12,000,000 blaze there were a number of machines destroyed. One, the property of a resident of Lafayette street, was a Columbia "Grand" but for the most part they were the more inexpensive equipments. As far as known, the only talking machine house burned out was that of Jacob Schare, in Lafayette street, a Columbia dealer. Two concerns, distributors of Edison goods, who fortunately escaped, as they were not in the fire zone, were the Salem Talking Machine Co., at 87 Central street, and W. W. Ballard, of 175 Essex street. Both houses had a number of machines out in the burned district, however.

One of the Heroes of the Fire.

One of the heroes of the fire was Norman Mason, wholesale man for the Columbia Co., who happened to be near the scene of the fire just as the alarm was sounded. He was only a few blocks away and, seeing the smoke, rushed to the immediate vicinity and with a group of others was instrumental in carrying or leading several women and children to places of safety. Mr. Mason remained on the scene for nearly six hours, and some of the scenes he witnessed, he says, it will take a long time to forget.

Business Is Normal.

Summer business in the talking machine trade has been about normal, and most of the orders now come from the country or seashore homes of city people. Some of the houses report a good call from summer camps, some of them camps for boys or girls, of which there are many in Maine, and others of a more private character, family camps one might call them. As this letter is being written many of the local managers are leaving for the Atlantic City convention and some of the delegates are looking for a busy time, and all of them to a merry one. As most of them have been to Atlantic City before they know just what that resort has to offer.

Making Rapid Progress in Building.

Work on the changes in the building occupied by the Columbia Graphophone Co. continues to make rapid headway, and it will be only a few weeks before the Avery street side will be completed. Large plate glass windows will make the long line of demonstration booths among the most attractive in the city, and the advantages for advertising will be unsurpassed. As the outside be-

gins to assume more normal conditions, similarly is the inside of the Columbia quarters taking on a new dress, and Manager Erisman will be all ready for the fall business, which promises to set in unusually early this season.

Looking Forward to Vacations.

The camp crowd at the Eastern Talking Machine Co. is looking eagerly forward to their vacations at Southport, Me., where "Tisours" is always ready to welcome guests, especially as the boys take enough of good things down with them to make camp life quite bearable. Billy Fitzgerald and Jerry Spillane will be the first to go, and Hark Reed and Ed Welch will follow a fortnight later. So through August there will be something doing all the time, especially as the boys are planning to charter a motor boat.

Chamberlain's Western Trip.

A. W. Chamberlain, who lately established himself in Boylston street, has been on a tour through the West, taken in the interests of business. Mr. Chamberlain has invented a talking machine device which promises to be a favorite with the trade. He and his friend Gately, likewise widely known in the trade, have been taking week-end trips up to New Found Lake, N. H., where Mr. Chamberlain has a cottage.

Handsome Fourth of July Window.

The window of the C. C. Harvey Co. contained a handsome display for the Fourth of July holiday, and in the arrangement of red, white and blue the Victrolas played an important part. These had been carefully arranged by Francis T. White, manager of the Victor department, and as the window was brilliantly illuminated at evening many persons stopped to enjoy the display.

Vacations at Henry F. Miller & Co.

Vacations are now in order at the Henry F. Miller & Co. Victor department, and the first to go away is Frank H. Jenkins, who has gone over to New York. Percy Baker starts the last two weeks in August. Manager Warren Batchelder is not planning to go away, but will spend his vacation at home, as he is expecting to entertain visitors.

Rearrangement at Steinert's.

Manager Royer, of the Arch street Victor quarters of the M. Steinert & Sons Co., has undertaken quite an extensive rearrangement of the Victor department, and on the ground floor new demonstration booths are being installed, which will add considerably to the facilities for caring for customers.

When the changes are completed there will be

four new good-sized booths leading off an aisle which can be kept quite apart from the main room. At the rear there will be a small chute to the floor above so that all desired records can be sent down from the stock room without the salesman going out to the front of the store at all. On the second floor all the offices will be changed about, and Manager Royer's private office will be near the door rather than at the other end of the floor, as is now the case.

In Charge of Lowell Branch.

Manager Royer announces that L. P. Comet, who formerly was in charge of the Victor department of the Steinert's New Haven, Conn., store, has been placed in charge of the company's Lowell establishment, and he already has entered upon his new duties. Mr. Comet knows the talking machine business thoroughly, and the Lowell store should forge ahead under his supervision.

The First Batch of Vacationists.

The first four persons to leave the Eastern Talking Machine Co. for their summer vacations are Miss Crowley, of the memorandum department; Miss Sheehan, of the office; William Doherty, one of the shippers, and the errand boy. One of the additions to the staff of the Eastern is Miss Held, formerly with the Kahn talking machine house in the Arcade.

Attended the Convention.

Manager Royer, of the Victor department of the Steinert Co., and A. M. Hume, of the Hume and Jewett piano companies attended the Atlantic City jobbers' convention. They will later visit the Victor laboratories at Camden.

Pardee-Ellenberger New Quarters.

Manager Silliman, of the Boston quarters of the Pardee-Ellenberger Co., can now rest easy nights, as most of the work incident to removal to the new quarters in Oliver street is finished. When mention was made last month of the change there were a number of small things to be done before the house was permanently settled, but now that everything is just as it should be, one cannot but marvel at the change that has come over this well-known distributing agency, and never before in this city were the Edison goods shown under just such advantageous conditions as now. The main showroom with its handsome carpet and the various styles of Edison disc machines placed conveniently about the room show up unusually well, especially when the inverted lighting system is turned on.

WE FORMALLY announce the opening of our new headquarters at 26 Oliver Street, Boston, Mass., where we have secured greatly increased floor space and have installed the most modern facilities for the quick handling of Edison goods.

Special attention has been given to the shipping department, which is of unusually large size, where will be maintained a most complete stock of Edison Disc and Cylinder Machines and Records.

You are invited to call and inspect our new building.



The
Pardee-Ellenberger Co.

26 Oliver Street, BOSTON, MASS.

Southern New England Offices at
NEW HAVEN, CONN.

With the big demand for Edison Disc Phonographs, you should transact a big Summer business, to say nothing of the Fall and the years to come. Want us to tell you how?

THE TRADE IN BOSTON AND NEW ENGLAND

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

Going to Make a Record.

Billy Fitzgerald, so his friends say, is plugging for all he is worth as the new head of the wholesale department of the Eastern Talking Machine Co., and he is destined to make a record both for himself and for the company.

Summering at Nantasket.

Harland R. Skelton, of the Edison Co., is spending the summer at Nantasket, where he and his family have a cottage.

Rusticating in Maine.

Guy R. Coner, of the Pardee-Ellenberger Co., left a few days ago for his annual vacation in Maine; L. H. Ripley is going away this week, and Robert C. Peck will follow soon after.

Reports Busy Times in New Haven.

W. O. Pardee, of the Pardee-Ellenberger Co., of New Haven, when he was in town this week reported that business down his way was very fair and there was more activity noticed than in some time. Several of the concerns in his city, he said, are canvassing among the hotels, and with considerable success, and this has led to looking into the shore resort proposition, which promises to be a fruitful field. Mr. Pardee instanced several cases where small orchestras were being supplanted by Edison disc machines, the managers having become convinced that these equipments could furnish greater variety than the players because of the vocal as well as instrumental concerts they were able to provide. In such cases where the hotel managers have had any trouble with their musicians there has been prompt decision to resort to these Edison machines, and everywhere that they are in use they are giving much satisfaction, besides furnishing a splendid medium of advertising among the guests.

Ellenberger Motored from New Haven.

H. L. Ellenberger, of the Pardee-Ellenberger Co., was in town with his family a few days ago, making his headquarters while here with Manager Silliman, the Boston manager of the company. Mr. Ellenberger and his family motored up from New Haven in their new car, which ran very smoothly. Mr. Ellenberger does not get over to Boston very often, and therefore was doubly welcome.

Winkelman at Atlantic City.

Henry Winkelman, manager of the Victor department of the Oliver Ditson Co., was one of those who took a few days off from business to go to the Atlantic City convention last week. In August Mr. Winkelman will go with his family to Swan's Pond, Me., where they have summered for several seasons.

HASSETT BUYS PEABODY STORE.

(Special to The Talking Machine World.)

PORTSMOUTH, N. H., July 6.—Fred W. Peabody has disposed of his store in this city to Joseph N. Hassett, who for a number of years was manager of Mr. Peabody's interests. Mr. Peabody was able to build up a large business in talking machines in this city, and Mr. Hassett is not only perfectly familiar with the business but has a host of friends who are wishing him all kinds of good luck in his new undertaking. The store is centrally located and Mr. Hassett should be able to push even further a business so well established.

Enthusiasm is the white heat which fuses all a man's business qualities—ability, initiative, knowledge, tact, industry and the rest—into one effective whole.

TALKING MACHINE JOBBERS WHO ADVERTISE IN THE WORLD ARE LIVE ONES, TRY THEM!

Dignity is powerful. Familiarity weakens your cause.

AN ATTRACTIVE SUMMER WINDOW

Is That Recently Arranged and Brought to Public Notice by the Grafonola Parlors of Boston—Has Been Highly Commended.

(Special to The Talking Machine World.)

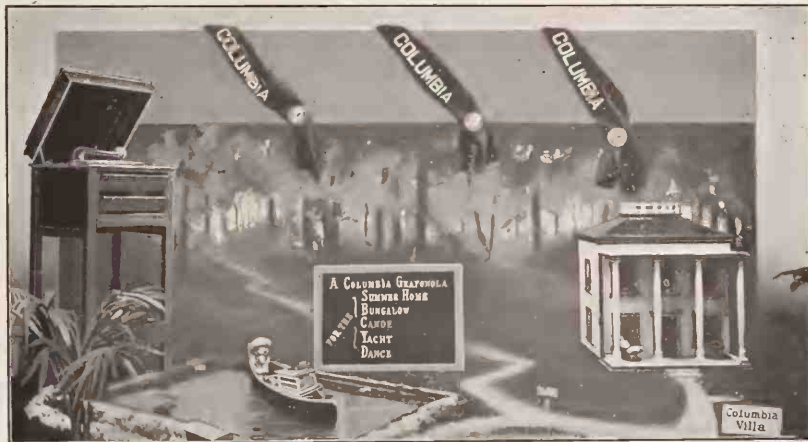
BOSTON, MASS., July 6.—This city has long been known as the home of unusual window displays in all lines of mercantile life, and in this well-deserved praise the talking machine trade is entitled

even in the picture. As a summer scene this window embodies every detail that should insure its sales value, and the many machine and record sales closed as a direct result of the display were certainly warranted by its originality.

A BIRD'S-EYE VIEW.

Took a bird's-eye view to-day, along and over the whole glad way that reaches out across the year, and there is nothing we need fear.

The way has been a little rough, but you've kept



Grafonola Parlor's Seasonable Window Display.

to a good-sized share. As a matter of fact, the various members of the talking machine trade have produced timely and attractive displays throughout the year that have won the praise and admiration of many merchants in other fields, who expressed regret that their products did not adapt themselves so favorably to artistic display and arrangement.

An excellent example of this progressiveness of the local trade is shown in the window herewith, which was designed and arranged by the Grafonola Parlor, the successful Columbia representative. The timeliness and value of this display as a magnet for summer trade is beyond doubt, while the detailed perfection of the display is evident

going—that's the stuff—and haven't brought yourself to think that everything is on the "blink." That's right—and now stay on the ground, no matter who may come around and whisper loudly in your ear, that this will be one awful year. Let 'em whisper, then forget it, never for a moment let it hinder you from going on, nor hide from you the uncloaked dawn of that glad era—overdue—yet coming sure for us and you. Even now we're just that near it lots of folks have caught the spirit, and are pushing back the gloom that might choke off the coming boom. But there isn't any danger, pass the word to friend and stranger; tell 'em in this bird's-eye view nothing but the sky looks blue.

MANY kinds of needles have been introduced to the trade recently, made of many materials, all launched with a view of improving the "tone" of the talking machine but none "make good" except to prove the superiority and reliability of the renowned steel needles made by

W. H. Bagshaw
LOWELL, MASS.

Our sales are constantly growing, for the steel needle as we make it is the true, scientific factor of tone reproduction. Bagshaw-made needles are **BEST**—remember this!

STRINGS FOR ALL MUSICAL INSTRUMENTS

INCLUDING THE CELEBRATED DURRO STRINGS KNOWN ALL OVER THE WORLD
 A MOST DESIRABLE ADDITION TO YOUR BUSINESS
 OVER 250% PROFIT. REQUIRES NO SALESMAN

Our Silent Salesman String Show Case No. 6 Absolutely **FREE!**

Takes up very little room. Each String is packed in separate envelope, plainly marked, and has its separate compartment.

Any child can sell Strings from this Case, without errors. An added attraction to any store.



No. 6. The Size of the Case is 12 1/2 x 16 1/4, and 4 inches deep.

Show Case Contains the Following Assortment of Strings for All Instruments:

			Total selling price.					Total selling price.	
	Cost.	Sell.				Cost.	Sell.		
15 Durro E	\$1.25	\$0.25 each.	\$3.75		12 Imperial Mandolin E.	\$0.12	\$0.05 each.	\$0.60	
10 " A.	.84	.25 "	2.50		12 " " A.	.12	.05 "	.60	
6 " D.	.60	.25 "	1.50		12 " " D.	.22	.10 "	1.20	
6 " G.	.88	.25 "	1.50		12 " " G.	.28	.10 "	1.20	
15 Blue Ribbon E.	\$0.68	\$0.10 each.	\$1.50		12 Imperial Banjo 1st.	\$0.12	\$0.05 each.	\$0.60	
10 " A.	.45	.10 "	1.00		12 " " 2d.	.12	.05 "	.60	
6 " D.	.35	.10 "	.60		12 " " 3d.	.12	.05 "	.60	
6 " G.	.15	.10 "	.60		12 " " 5th.	.12	.05 "	.60	
					12 " " 4th.	.25	.10 "	1.20	
15 Durro E Silk.	\$1.12	\$0.25 each.	\$3.75		12 Imperial Guitar E.	\$0.12	\$0.05 each.	\$0.60	
15 Durro E Silk Cord.	1.00	.25 each.	3.75		12 " " B.	.12	.05 "	.60	
12 Imperial Violin E.	\$0.10	\$0.05 each.	\$0.60		12 " " G Spun	.22	.10 "	1.20	
12 " " A.	.10	.05 "	.60		12 " " D.	.28	.10 "	1.20	
12 " " D.	.10	.05 "	.60		12 " " A.	.35	.10 "	1.20	
12 " " G.	.20	.10 "	1.20		12 " " E 6th.	.45	.10 "	1.20	

Contents of case at net WHOLESALE price cost \$10.33
 SELLING PRICE - - - - - \$36.65
 Leaving you a net profit of - - - - - \$26.32
 AND THIS HANDSOME GLASS SHOW CASE FREE!

BUEGELEISEN & JACOBSON
 ORIGINATORS, NOT IMITATORS

113-115 UNIVERSITY PLACE

NEW YORK



Eighth Annual Convention

of the

National Association of Talking Machine Jobbers

Atlantic City, N. J., July 6 and 7, 1914

(Special to The Talking Machine World.)

ATLANTIC CITY, N. J., July 7.—In the matter of full attendance and harmony the eighth annual convention of the National Association of Talking Machine Jobbers' which was held at the Chalfonte Hotel yesterday will stand forth in the association's history as the most successful annual session ever held by the body. In regard to the attendance, particularly, the success of the meeting was not accidental. The officers of the association, L. C. Wiswell, the chairman, and other members of the arrangements committee, and Louis F. Geissler, general manager of the Victor Talking Machine Co., by means of his recent letter to the jobbers urging them to attend the session, all put forth strenuous efforts to make the gathering a notable

ishing condition of the association at the present time is doubly pleasing in view of the fact that conditions have changed wonderfully during the past year in the talking machine industry.

"The Edison disc jobbers have formed an association which should be of immense value to those handling the Edison disc line, and this has created a condition in our membership which should tend towards bettering our association, inasmuch as our association now virtually consists of Victor jobbers, this feature bringing us much closer to our source of supply, as is shown by the tone of General Manager Louis F. Geissler's letter to the jobbing trade, under date of June 20, inviting the heads of Victor jobbing firms to be present at our eighth annual convention.

"Your various committees have been received by the Victor officials during the past year with every consideration and every possible attention has been given our various requests.

"Financially, the association is stronger than ever and in its present form much can be expected in betterments during the coming year.

"During my term I considered it advisable to appoint an advisory committee to consist of all ex-presidents still actively engaged in the jobbing of talking machines, the junior retiring president to be chairman, this committee to be subject to call of the executive committee for any advice and work deemed necessary by them. I would recommend that our by-laws be amended to make this committee a permanent one.

"I would further recommend that our by-laws be changed at this meeting in order that our membership be strengthened. For instance, we have a number of jobbing firms who are jobbers in two or more cities yet who are members of the association only at one point. I believe it would be wise to amend our by-laws to read that jobbing firms having two or more jobbing branches be admitted to membership at the regular dues of \$15 per year at the home office, and \$5 per year for each branch house.

President Roush, in his report before the executive committee at its final meeting on Sunday, also suggested that the by-laws of the association be amended as outlined, and the amendments were adopted in the meeting unanimously.

Secretary Whitsit next presented his annual report as follows:

Secretary Whitsit's Report.

"The membership of the N. A. T. M. J. September 15, 1913, was 108 members, composed of fifty-nine jobbers of Victor goods, twenty-five jobbers who handle both Edison and Victor, and twenty-four jobbers who handle only the Edison product. Since that time we have had thirteen resignations of jobbers who were handling Edison goods only, and your executive committee dropped from mem-



J. C. Roush, Retiring President.

one. The result was that seventy-four of the eighty-five jobbing houses, now members of the association, answered to the roll call in the meeting and representatives of two other houses reached convention headquarters on the day following, making the wonderful total of seventy-six out of eighty-five members represented, or 90 per cent. It is, indeed, rare that in any association convention such a record is made.

Following the roll call, reading of minutes and other preliminary business, Joseph C. Roush, president of the association presented his report for the year, which was as follows:

President Roush's Report.

"Since taking office, September 15, 1913, I have deemed it necessary to call two meetings of the executive committee to discuss matters of importance to the talking machine trade, the first meeting being held in Chicago, September 21, 1913, and the second at Philadelphia, February 15, 1914. I am happy to say that at each meeting the entire executive board was present. Many matters of interest were discussed and Secretary Whitsit will give complete details in his annual report.

"The work accomplished during the year has been very gratifying to your officers, and the flour-



Perry B. Whitsit, Retiring Secretary.

bership nine concerns for non-payment of dues. There have been four jobbers who have discontinued business, therefore have been dropped from membership in the association, making a total loss of twenty-six members in the association. We have had two new members, which makes the association now stand at a total of eighty-four members.

"There has been collected and turned over to the treasurer through this office the sum of \$1,380.

"The executive committee since the seventh convention has had two meetings, one at Chicago, September 21, 1913, and one at Philadelphia, February 15, 1914.

"Every member of the executive committee was present at the Chicago meeting, as well as a number of other members of the association. A number of subjects of interest to the association were acted upon at this time and a committee was appointed to confer with the Victor Co. in regard to them.

"The following resolution was unanimously adopted at that time:

"Resolved, That an advisory committee be created, this committee to be made up of the ex-presidents of the N. A. T. M. J. actively engaged in the wholesale distributing of talking machines

(Continued on page 28.)

Officers of the National Talking Machine Jobbers' Association for 1914-1915.

President—George E. Mickel, Nebraska Cycle Co., Omaha, Neb.

Vice President—E. F. Taft, Eastern Talking Machine Co., Boston, Mass.

Secretary—E. C. Rauth, Koerber-Brenner Music Co., St. Louis, Mo.

Treasurer—W. H. Reynolds, Reynolds Music Co., Mobile, Ala.

"In closing, on behalf of your retiring officers, executive committee, and myself, I wish to thank each and every member for the courtesy and support given your officers and executive committee during their term of office. We also wish to thank you for your promptness in answering various communications which were very important to our association."

Next Convention City San Francisco



A View of Conventioneers Taken in Front of the Chalfonte After the Day's Session. The Satisfied Expression Upon Their Faces Shows That the Atlantic City Breeze Blew Dull Care Away.

who are members of the association in good standing, the duty of this committee being to confer with the executive committee upon matters of moment, the retired president each year to become automatically chairman of this committee."

"At the meeting held in Philadelphia February 15 all members of the executive committee were present, as well as J. N. Blackman, chairman of the advisory committee, and a number of other members of the association."

The Treasurer's Report.

The report of the treasurer, W. H. Reynolds, was next presented and showed that the finances of the association were in excellent shape, with a substantial balance on hand. Every active member of the association had paid up dues to October 1, 1914, an excellent record.

Topics Discussed.

A number of discussions of great importance to Victor jobbers and the trade in general were considered, among them being a discussion of the desirability of charging interest on all instalment sales. It was the consensus of opinion that the charging of interest was fast becoming an actual necessity and it is probable that the manufacturers will be asked to arrange their contracts to provide for interest charges.

General Improvement in Stocks.

Reports from members indicated that there had been a general improvement in the stocks of the Victor jobbers throughout the country, though there was still a decided shortage in certain of the more popular records despite the tremendous increase in the record output of the Victor Co. The transfer bureau, operated at heavy expense by the bureau, has proved a most valuable aid to the jobbers in keeping their stocks of machines and records balanced and in good shape by reducing much of the surplus.

Report of Traffic Committee.

One of the interesting committee reports filed at the meeting was that of the traffic committee, of which L. C. Wiswell is chairman, and which was as follows:

"It would seem that the hand of fate was especially considerate of the talking machine industry during the past year, for so far as your committee can learn, no changes in the rates of transportation or classification have been made, other than the proposed 5 per cent. horizontal increase in the freight rates on the territory east of the Mississippi and north of the Potomac and Ohio rivers, which proposed advance was suspended by the Interstate Commerce Commission in November last, and is still held in abeyance by them, nor are any under contemplation by the various classification committees, in fact, the condition is one of which we should congratulate ourselves.

"Your committee received from the entire membership of the association only two complaints during the past year, one of which concerned the seeming overcharge on the transporting of some record cabinets, and the other was in relation to delays to shipments en route from the factory to destination. Your committee in each instance gave the matters careful and immediate attention.

"Your committee has noted with keen interest the hearings which were held by the Interstate Commerce Commission, relative to the proposed 5 per cent. horizontal increase in freight rates for the Eastern roads, and took occasion at the meeting of the executive committee, which was held at Philadelphia on February 15, to inquire of the executive committee as to their position relative to this proposed increase and requested instructions. The executive committee's opinion was that the association take a stand in the premises affirmatively.

"It is the desire of the committee to be of genuine assistance to the entire association membership and any communications addressed to the committee with reference to delays in shipments, errors in freight expense bills, etc., will be given prompt and careful attention."

Mr. Wiswell and Associates Thanked.

The arrangement committee, of which L. C. Wiswell was chairman, also presented its report, but the success of the committee's work was too evident to make a written report necessary. The as-

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 28).

sociation tendered a rising vote of thanks to Mr. Wiswell and his associates for their earnest efforts in making the present convention a memorable one.

New Officers Elected.

Next in order came the annual election, and as a result the following gentlemen will preside over the destinies of the association for the ensuing twelve months:

- President, George E. Mickel, Omaha, Neb.
- Vice-president, E. F. Taft, Boston, Mass.
- Secretary, E. C. Rauth, St. Louis, Mo.
- Treasurer, W. H. Reynolds, Mobile, Ala.
- Executive committee: O. K. Houck, R. H. Morris, Parham Werlein, C. J. Schmelzer and W. O. Crew.

Following the election the thanks of the association was tendered to the retiring officers for their efficient service.

E. R. Johnson Elected as Honorary Member.

In appreciation of the efforts of the Victor Co. in furthering the work of the association in many directions, the association, by unanimous vote, elected Eldridge R. Johnson, president of the Vic-



W. H. Reynolds, Treasurer.

tor Co., to honorary membership in the organization.

At the present time only eight jobbers of the Victor goods are not members of the association and of the present membership of 85 only two concerns are not exclusive Victor jobbers.

During the course of the meeting numerous inner trade problems of importance to Victor jobbers were taken up for discussion and action and were referred to the incoming executive committee for what final action might be considered necessary.

Next Convention in San Francisco.

At the close of the session invitations from a number of cities were read and it was decided to hold the next annual convention of the association in San Francisco at a time approximating that fixed by the National Association of Piano Merchants for its 1915 meeting, owing to the fact that a number of the jobbers are also piano dealers and members of the merchants' association.

The choice of San Francisco as the next meeting place was made largely as a result of the efforts of L. S. Sherman, head of the prominent Pacific Coast music house, of Sherman, Clay & Co., who made a trip to the convention for the special purpose of securing the next convention of the association for his home city. Mr. Sherman was armed with a letter of invitation from the Hon. James Rolph, Jr., Mayor of San Francisco, and also a letter from Chas. P. Moore, president of the Panama-Pacific International Exposition.

Oliver Jones Sends Greetings.

While the meeting was in progress a telegram dated Albany, N. Y., was received from Oliver Jones, formerly credit manager for the Victor Co., and now in the real estate business, expressing his



George E. Mickel, President.

regret at being unable to be present at the convention and sending his best wishes to the jobbers. The association then adopted a resolution testifying to the high esteem in which Mr. Jones was held by the jobbers, with best wishes for his success.

One Continuous Session a Success.

The announced plan of transacting the entire business to come before the convention in one continuous session was an unqualified success. An elaborate buffet luncheon was served in the meeting to preclude any possibility of the members scattering, and there was absolutely no lost motion from the time the meeting was called to order at 9.30 a. m. until it adjourned at 3.30 p. m. The result was that the members left the meeting free



E. F. Taft, Vice-President.

to enjoy the elaborate program of entertainment provided by both the association and the Victor Co.

Ladies Entertained.

While the jobbers were in session the ladies in attendance at the convention were taken in automobiles to the Atlantic City Country Club, several miles from the hotel, where they were entertained at luncheon. After a rest at the club the party was driven back to convention headquarters by a cir-

cuitous route, which enabled the ladies to observe the various points of interest in and near the city.

Those Present.

Those present were W. D. Andrews, Syracuse, N. Y., W. D. Andrews, Mrs. E. C. Babcock, Miss Rhea McEvers; W. D. Andrews, Buffalo, N. Y., C. N. Andrews, Mrs. C. N. Andrews; American Talking Machine Co., Brooklyn, N. Y., R. H. Morris, Wm. Barker; The Aeolian Co., New York, Miss Ruby Spaulding; Andrews Music House, Bangor, Me., M. H. Andrews, W. G. Jordan; Blackman Talking Machine Co., New York, J. Newcomb Blackman, Mrs. J. Newcomb Blackman; Emanuel Blout, New York, Mr. and Mrs. Emanuel Blout, Misses Jeanette and Mildred Blout; Louis Buehn, Philadelphia, Pa.; W. H. Buescher & Sons Co., Cleveland, O., Mr. and Mrs. W. H. Buescher, A. H. Buescher, Mr. and Mrs. J. G. Card, Miss E. Volk, Mr. and Mrs. MacCall; C. Bruno & Sons Co., New York, Chas. F. Bruno, E. G. Evans; Cressey & Allen, Portland, Me., Frank C. Allen, Louis W. Fickett; the Corley Co., Richmond, Va., F. W. Corley, Fred R. Kesney, J. W. Greenor;



E. C. Rauth, Secretary.

Cohen & Hughes, Baltimore, Md., Mr. and Mrs. Cohen, E. Greensfelder; I. Davega, Jr., New York, Mr. and Mrs. I. Davega; C. H. Ditson & Co., New York, Paul Carlson; E. F. Droop & Sons Co., Washington, D. C., Mr. and Mrs. C. L. Houser, Miss Jones, Carl A. Droop, W. C. Roberts; W. J. Dyer & Bro., St. Paul, Minn., G. A. Mairs; Oliver Ditson Co., Boston, Mass., H. A. Winkelman; Elmira Arms Co., Elmira, N. Y., W. O. Crew; Eclipse Musical Co., Cleveland, O., T. H. Towell; Eastern Talking Machine Co., Boston, Mass., E. F. Taft; E. F. Eisenbrandt & Sons, Baltimore, Md., C. H. Eisenbrandt; Elyea-Austell Co., Atlanta, Ga., Mr. and Mrs. E. N. Upshaw; Finch & Hahn, Albany, N. Y., Mr. Finch, Mr. Young; Florida Talking Machine Co., Jacksonville, Fla., W. N. Dunham; W. F. Frederick Piano Co., Altoona, Pa., French Nestor, W. F. Frederick; J. B. Greenhut Co., New York, Mr. and Mrs. N. Goldfinger; Grinnell Bros., Detroit, Mich., Mr. and Mrs. H. Rupp, Mr. and Mrs. I. L. Grinnell, Miss Grinnell; Thos. Goggan & Bros., San Antonio, Tex., Fernando de Arredondo; C. J. Heppe & Son, Philadelphia, Pa., H. E. Ziegler, W. J. Elwell, F. J. Heppe; O. K. Houck Piano Co., Memphis, Tenn., O. K. Houck; O. K. Houck Piano Co., Little Rock, Ark., J. F. Houck; O. K. Houck Piano Co., Nashville, Tenn., Olney Davies; A. Hospe Co., Omaha, Neb., A. Hospe; Charles Jacob, New York; J. W. Jenkins' Sons Music Co., Kansas City, Mo., Burton J. Pierce; Knight-Campbell Music Co., Denver, Col., Col. R. H. Arbenz;

(Continued on page 30.)

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 29).

Koerber-Brenner Music Co., St. Louis, Mo., E. C. Rauth; Landay Bros., New York, James B. Landay, Max Landay; Frederick Loeser & Co., Brooklyn, N. Y., Mr. and Mrs. E. Paul Hamilton; C. C. Mellor Co., Pittsburgh, Pa., J. Fisher, W. C. Dierks;

& Co., San Francisco, A. G. McCarthy, L. S. Sherman, C. S. Ruggles; Sanger Bros., Dallas, Tex., Elihu A. Sanger, Lester Burchfield; Benj. Switky, New York, B. Switky, Geo. W. Morgan, Mr. and Mrs. J. H. Dodin, S. Semels; Talking Machine

ton, Wilson Avenue Talking Machine Co.; Mr. and Mrs. D. W. Moor, Miss A. King, Standard Gramophone Appliance Co.; Clement Beecroft, H. C. Niall, Geo. A. Long Cabinet Co.; Harry Chapin Plummer; J. T. Edling, Velvaton Wood Needle



Some of Those Who Attended the Convention Snapped in Front of Hotel Chalfonte—Photo by Prince.

Neal, Clark & Neal Co., Buffalo, N. Y., B. E. Neal, O. L. Neal; New York Talking Machine Co., New York, Mr. and Mrs. A. D. Geissler, Nebraska Cycle Co., Omaha, Neb., Geo. E. Mickel; Price Talking Machine Co., Newark, N. J., Mr. and Mrs. Price; Silas E. Pearsall Co., New York, Chas. Bobzin; Putnam-Page Co., Peoria, Ill., Fred H. Putnam; Pennsylvania Phonograph Co., Philadelphia, Pa., Mr. and Mrs. John B. Miller, Mr. and Mrs. H. F. Miller, Mr. and Mrs. P. W. Barnhill, Mr. Cope; Reynolds Music Co., Mobile, Ala., W. H. Reynolds; Robert C. Rogers Co., Washington, D. C., Robert Rogers, Mrs. J. T. O'Keefe, Miss G. F. Golden; Standard Talking Machine Co., Pittsburgh, Pa., C. A. Bruce, A. G. Higgins, J. C. Roush; Schmelzer Arms Co., Kansas City, Mo., C. J. Schmelzer, A. A. Trostler, Stewart Talking Machine Co., Indianapolis, A. M. Stewart, Geo. E. Stewart; Sherman, Clay

Co., Birmingham, Ala., Mr. Williams and daughters; Talking Machine Co., Austin, Tex., W. E. Parker; Talking Machine Co., Philadelphia, H. A. Ellis; the Rudolph Wurlitzer Co., Chicago, F. A. Siemon, E. H. Uhl; Perry B. Whitsit Co., Columbus, O., Perry B. Whitsit; the Rudolph Wurlitzer Co., Cincinnati, O., J. H. Dietrich; Whitney-Currier Co., Toledo, O., J. G. Parmenter; W. A. Weymann's Son, Philadelphia, Pa., Mr. and Mrs. A. C. Weymann, Mr. and Mrs. H. W. Weymann, Mr. and Mrs. Wm. A. Weymann, Mr. and Mrs. Geo. Huver; the W. G. Walz Co., El Paso, Tex., G. G. Neville; John Wanamaker, New York, Mr. and Mrs. Gerson; Lyon & Healy, Chicago, L. C. Wiswell, M. A. Healy, J. F. Bowers, G. E. Meagher; Philip Werlein, Ltd., New Orleans, P. Werlein.

Others present at the convention festivities were Jos. Fink, Fink Talking Machine Co.; A. C. Fen-

Co.; E. H. Lansing and wife, Boston; M. A. Cappel, Herzog Art Furn. Co., Saginaw, Mich.; M. Mazur Mazur Piano Co., Baltimore; Chas. F. Johnson, Pooley Cabinet Co., Philadelphia; Edw. G. Schloss, E. Schloss & Co., New York; Mr. and Mrs. Max Strasburg, Mr. and Mrs. W. D. Trump, the Max Strasburg Co., Detroit; Wm. A. Condon, Willard V. Cook, Pathescope, New York; Geo. P. Troyer, J. R. Jones, National Publishing Co., New York; Wm. Reiser, Stewart & Co., Baltimore; J. B. Ogden, Lynchburg, Va.; Mr. and Mrs. S. O. Wade, Wade & Wade, Chicago; H. A. Dalley, Geo. W. Smith & Co., Philadelphia; S. Semels, L. Bamberger & Co., Newark, N. J.; B. B. Wilson, Talking Machine World; R. Montalvo, Jr., New Brunswick, N. J.; Milton Isaacs, New York; M. B. Clausen, Masterphone Corporation, New York, and George E. Bates, New York Album & Card Co.

Motion Picture Views of Victor Co.'s Plant.

Impressive Exhibition of the Process of Manufacture of Victrolas and Records From the Lumber Yard to the Shipping Platform, Given in Atlantic City During Convention—C. G. Child Discusses Recording Problems—Mrs. Frances E. Clark Gives Illustrated Lecture on Progress of Educational Campaign.

(Special to The Talking Machine World.)

ATLANTIC CITY, N. J., July 8.—Never before in the talking machine trade and probably not in any industrial field has the process of manufacture of an article been set forth so completely and in such detail as was the making of Victor talking machines and records when motion picture views of each of the departments of the factory from the lumber yards to the shipping platform were flashed upon the screen at the Apollo Theater yesterday for the benefit of those attending the convention of the National Association of Talking Machine Jobbers.

The pictures required three weeks of constant work on the part of the operators and much careful thought and effort on the part of the factory officials for their production, and although the jobbers had learned through indirect channels that the films were of an elaborate character, they were not prepared for the magnificent and impressive exhibition that was offered to them.

Beginning with the immense lumber yard, the great piles of lumber, some as high as a four-story house, were first shown on the screen, with the men at work stacking newly received lumber, or, preparing stock for removal to the dry-kiln. From this point the consecutive operations connected with the manufacture of Victrola cabinets were shown in detail including the cutting and carving of various parts, with scores of wonderful automatic machines of original design making for both speed and absolute accuracy; the staining and finishing of the complete cabinet after the parts had been assembled in a trifle over a minute, and the final inspection.

Next came the pictures of motor making which included views of the machines making all the various parts, even to the tiniest screws, the powerful presses for stamping out the spring cases and the machinery for making the springs themselves. The inspecting, testing and assembling of the motors was shown in a most comprehensive manner.

The pictures then lead through the various other departments to the shipping department, where machines were shown as they were finally inspected, crated, checked, and, lastly, placed in the waiting trucks for shipment.

No detail was overlooked and every operation was shown as actually carried on, general views of entire departments being supplemented with close up views of the actual operation of the various and wonderful machines.

C. G. Child Discusses Recording Problems.

After the presentation of the views of the manufacturing departments as relating to the machines, Louis F. Geissler, general manager of the Victor Talking Machine Co., introduced Calvin G. Child, head of the Victor recording laboratories, who gave a most interesting summary of the problems faced by those whose duty it is to secure the artists and select the music from which to make up the record lists. He said:

Some years ago, we conceived the idea that the only way to protect our business was, in the words of the phrase which we coined at that time, "to take it out of Coney Island." By that I mean to give it a permanent and authentic standing in the musical world; to make the Victor an acknowledged musical instrument by obtaining for you the best music and the greatest singers that were to be had in the world.

We have our dance craze; we have our rag-time craze; we have our good old summer times; we have the days of the Banks of the Wabash, and you know as well as we do, how short lived most of these sudden popular crazes are, they come as quickly as they go.

The backbone of the Victor business has been the Red Seal work, the records and music given to you by the great singers of the world who are

represented in the Victor catalog. It is just as necessary for me to make the contracts and arrangements for the Victor Co. with these people interesting and profitable as it is for the Victor Co. to give you a fair and generous profit on the business which you are doing, and we can only do this with your help.

The field of what is known as the bel canto music and style of singing of the older Italian composers grows more and more limited each year, and we are compelled to turn to the concert field and the concert repertoire to give our artists a certain number of new representations each year. It is a fact that Mme. Marcella Sembrich goes on concert tour through the United States and fills the theaters in which she sings, giving a wonderful program of Brahms, Schubert, Schumann, and that her audiences are always interested and instructed. It is a fact that perhaps one of the most successful concert tours in the history of concert managers was that of Miss Geraldine Farrar in the fall of 1913, and it is a fact that selections of this kind when listed in the Victor Co.'s catalogue meet with little recognition from our dealers, and a great many come back to us on exchange propositions.

I have in mind a little song of Mme. Schumann-Heink's "Die Forelle" ("The Trout") a little fishing story in German. The sales on this record have been so very small that we feel almost compelled to withdraw it from the catalog; yet all my friends who have heard this record are delighted with it. Some friends from Chicago said on hearing the record, "that brings me nearer to Schumann-Heink than I have ever been before."

We listed quite a number of the selections which Miss Farrar was to use from coast to coast in her concert tour last year and the majority of them have met with the usual lack of success of concert songs listed in our catalog. I do not know to just what cause this lack of interest in this better music may be attributed. It is not quite as easy to sell as "Care Nome" or the Miserere from "Il Trovatore" or the Quartet from "Rigoletto," but as soon as the patron becomes interested in these better things, he will turn more and more to them.

I find with much regret that quite a few of the Victor jobbers with whom I have talked, do not really know the monthly bulletin. It would seem to me that with the great interests which you have in this business, a serious study of the monthly bulletins would be of wonderful help.

We must go on making records by our big artists; we must show them each year an increasing royalty account for selling their records; royalty is the only way in which we can keep the artists alive to the interests of the Victor Co., therefore, I ask you gentlemen if you will not try and aid us in an effort to make this really better historical music in Victor records move faster than it is doing at present.

The profits on the Red Seal records are greater to you than any, and we believe that a careful study of the lieder and concert songs by your sales people will awaken them to the possibilities of this kind of music, and we hope that you will see the real necessity of helping us to get better results from this field.

The activity of the records in our Red Seal catalog is one of the greatest importance to the Victor business, and I hope that you gentlemen will consider my appeal to look into the class of music to which I have referred and see if it cannot be handled and put before your customers in a way that will create a greater interest in it. There are few left of the older operas which we have not already drawn on very heavily. The new grand opera of to-day is largely a musical drama with recitative work and not with the

wonderful melodies which we find in things like "Traviata," "William Tell," "Faust" and the older operas, but the field of the lieder and concert songs is almost unlimited and we must draw upon it for future work and we must not permit our artists to become discouraged at their small sale.

I wish it were possible for you gentlemen and you good ladies to know these great singers as I know them. I am asked frequently: "Do you not have all sorts of trouble with these singers?" And I say frankly, very little. They have their temperamental side, without which no singer can be great; but I find them very human and I could tell you story after story of the great singers which would show you that they are all real people, with a very human side, all keenly interested in what we are doing with them and anxious above all things, to have their records just as good as it is possible to make them.

When we first began this work, almost anything was considered good enough by some of the singers, but they very quickly realized that if they did not sing the very best they knew how for their records, it reflected on them and not on the machine, and it is quite a common thing to have a date with one of the big singers cancelled, because while they feel that they are perfectly fit to go through an operatic performance before an audience in the opera house, they feel that they are not just in condition to hand down a record of their work to posterity.

We have had, at times, some criticism from you gentlemen on repetition of repertoire, but I ask you to look at your sales on such things as the Prologo from "Pagliacci" and other popular operatic numbers of this kind and I have to tell you that when a new baritone comes and makes a great success in "Pagliacci," we must give to you for the friends and admirers of that singer the "Prologo" and your sales show that this has been a wise policy.

I thank you very much for the attention which you have given these few remarks and I hope that they will have the effect of calling your earnest attention to the class of music to which I have referred.

Views of the Recording Laboratories.

Following Mr. Child's address there were thrown on the screen views of the recording laboratories with six prominent members of the Victor Light Opera Co. in the act of recording the Sextet from "Lucia," accompanied by the Victor Symphony orchestra. Next was shown the other side of the partition with the master record in the actual process of the making and then the record was followed through the various details of manufacture from the raw material and to the placing of the finished record in the envelope for delivery. The exhibition wound up with pictures of over six thousand employes of the Victor Co. leaving the various buildings of the plant—a veritable army of men and women of a distinctly high-type—and finally views of General Manager Geissler addressing the employes, and the members of the light opera company singing the Sextet from "Lucia" in the open.

The exhibition was opened with a short address by Louis F. Geissler, general manager of the Victor Co., and as the pictures were thrown on the screen they were explained by Henry C. Brown, advertising manager of the company who, with the assistance of the department heads, had gathered together a great fund of valuable and interesting information regarding the various sections of the work. He made an excellent lecturer.

The entire exhibition was both impressive and inspiring, showing, as it did, the inner workings of one of the largest manufacturing industries in the United States. It proved that the enormous

(Continued on page 32.)

MOTION PICTURE VIEWS OF VICTOR CO.'S PLANT—(Continued from page 31).

business of the Victor Co. is built upon a foundation of progressiveness and efficiency, although with all the progress it has not kept pace with the enormous increase in the demand.

Mrs. Frances E. Clark's Interesting Address.

Before the presentation of the motion pictures Mrs. Frances E. Clark, head of the educational department of the Victor Co., delivered an address on the progress of the campaign to place the Victor in the schools during the three years she has been engaged in the work.

Mrs. Clark's address, which was illustrated with an interesting series of slides showing the Victor in schools in various sections of the country, was as follows:

Education is and has always been the highest function of the State. Of what that education shall consist has furnished material for controversy in all ages, and yet, the processes of learning, the methods of teaching, the subject matter for instruction, have remained more stable than any other phase of the evolution of government. Recent translations of ancient tablets, buried for eons of years, give their mute testimony of the learning of ancient people in the forgotten civilizations of Babylon and Nineveh.

In the past decade our schools have been undergoing more vital changes in the fundamental purposes of education than has taken place in hundreds of preceding years.

Our colleges are based squarely on the traditions of Cambridge and Oxford; our medical and scientific schools largely on the great universities of Germany; our law and theology on that of ancient Rome, by way of the wonderful schools of England.

Our high schools were but modified, miniature colleges, and the grammar schools were forced to adapt their courses of study to serve the high schools in the latter's efforts to fit the entrance requirements of the colleges.

As standards advanced, the entire cycle became enslaved to pedantic courses of study, growing more and more away from the real needs of life of a great majority of the people, and at the worst, artificial, stilted and inadequate.

The great impetus given to industry and manufacture by the discovery of new methods of making iron and steel with anthracite, the discovery of gas and oil, the discovery of gold and silver and copper and other metals in commercial quantity, the invention of many labor-saving machines, and more than all these by the stupendous movement of immigrants from caste ridden Europe, rushing here to better their condition, demanded a revolution in educational methods. The schools were slow, frightfully slow, in responding, and so steeped were they in tradition that not until ten or fifteen years ago did the movement gain much headway. Then manual training was cautiously introduced, trade schools were established, a taste of domestic science, cooking and sewing were tried for girls, and finally trade schools for these as well as for boys. Finally the whole educational world became intoxicated with the new idea, and went literally mad with zeal to introduce vocational training. Industrial topics filled the program of our conventions to the exclusion of other subjects. Out of it come a great awakening in our greatest asset, agriculture. Boys and girls' clubs were formed and two ears of corn were made to grow where one grew before. School gardens have taught a great art. The agricultural schools have brought scientific farming, which, with irrigation, has transformed millions of waste acres into homes. A healthful respect for manual labor has come, and in all the schools has arisen a desire to aggrandize real knowledge of real things.

At one commencement a few weeks ago, all the graduation exercises were concrete illustrations of helpful things learned in the course. One girl with tubs and modern equipment, taught how washing should be done. One boy illustrated, with a real pony, the care of horses—another with block and cleaver, and a dressed veal calf, taught the science of meat cutting. This is an improve-

ment over the "Beyond the Alps lies Italy" stage, and argues well for the future.

With all this much needed reform there has been a very grave danger of too radical a departure from time honored standards amounting in places to a sort of moblike cry for throwing away everything save a smattering of the sacred three R's. Leading educators are now counseling caution and pleading for a clinging to the cultural studies that must be taught if we would not subordinate our schools wholly to the commercial, industrial and utilitarian. A program being given this week at the National Education Association in St. Paul has such titles as "Training For Social Responsibilities," "The Humanities, Old and New," "Vocational Education, its Menace," "Let Both Grow Together Until the Harvest." Some culture for the masses we must retain or forfeit utterly the respect of Europe's civilization and descend to the mere money grubbing of which we are accused.

Next to reading and literature, music contains more elements of culture, refinement and beauty than any other one thing. It is universally innate and touches individual and community life in more places and in more ways than any other one branch taught in the schools. It possesses also remarkable powers in mental development, quickens the imagination, stirs and controls the emotions, and takes high rank in disciplinary, remedial and medicinal powers.

It was not then wholly theory that led up to the inauguration of this nation-wide movement of using "The Victor in the Schools" but a knowledge of conditions in the education world.

Co-incident with the recent great awakening in music in all lines, the school people were discovering that music possessed intrinsic merit—at once cultural, delightful and strongly educational. How to get enough of it to do any good was the problem; sight-singing was not enough; rote songs were not adequate; very occasional concerts by local artists only isolated cases in a great desert—and then—under Divine Providence—came the perfection of the Victor and Victor recording of the great music of the world which could be brought into every school, suburban or rural—and to the hearing of every child—not for amusement, not for entertainment (although it is entertainment of the highest order) but for a great and vital power in education.

Lincoln once said, "You can fool some of the people all the time, and all the people some of the time, but you cannot fool all of the people all of the time," and the great underlying fact which accounts for over 1,760 cities accepting our educational plan is, that it has in it inherent truth—it is of real use and genuinely educational—it suits the needs of the school people everywhere and furnishes at a most opportune moment an acceptable diversion from the industrial craze, and, happily, one that is entirely democratic, equally loved by all the children of all the people.

While we have sought to furnish special records to fit in with the special activities of the school day, the great field lies in the realm of appreciation of great music.

Just what is meant by appreciation of music? It is a term being used and abused indiscriminately. Appreciation of anything means that one understands it or can assimilate it and make it one's own, or that one can compare things known and relate them to the like unknown; or to estimate or judge of the merits; or to esteem and value highly. To appreciate an ideal thing, to build a vivid mental picture of things not seen, or to create a tonal conception of things not heard requires an experience in like sights and sounds as material for evolving such ideals. Our ideals are mirrored in our reals. No ideal is attained without having achieved many reals on the way.

Aspiration is creating images of the ideal from the materials of the real things at hand. Dr. Winship says, "Appreciation is the real thing while aspiring to the ideal thing." Appreciation is picking a bale of cotton while aspiring to "Wear a white robe all over God's Heaven." Appreciation is building a home in a two acre lot full of beautiful trees while aspiring to walk down "Unter den Linden" or visit Westminster Abbey.

One person can appreciate a great painting, because he has studied balance, tone, perspective, values and color. Another sees only a picture.

One walks through a woods and finds beauty at every step—trees are recognized by bark, leaf, limb—here a medicinal plant—there an orchid—on that twig hangs an oriole's nest—in that hole a flicker's—in that tuft of grass a flock of quails

—over on that swinging reed a red wing and on that thistle a gold finch; here a trillium, or May apple, or a Judas tree, or a thorn apple. Another walks stumbling along, merely grateful for shade. "A primrose by the river brim, a yellow primrose was to him—and it was nothing more."

One walked through the electrical display at the Buffalo Exposition and saw visions—another thought the lights pretty. One goes into a great machine shop and is thrilled and learns something from every bolt and screw—another is merely annoyed at the noise.

To appreciate music, in one sense, means that one must know enough music to be able to judge correctly of relative values—in another sense, that one has heard enough to have created a love and desire for hearing more of it.

A Victor in a school, properly used and sufficiently equipped with educational records, is a well spring of Victor publicity, and an open sesame to every home in the community. The school Victor is only the Joshua who spies out the Victorland for the whole army of people, who hear of it through the children.

We are proud of our 1,760 cities and the thousands of schools who have followed our plan. Without any doubt six or seven million children are now becoming Victor enthusiasts through the schools and considering the three years of effort, this is astonishing and most gratifying, but we have only just begun. The great field of the rural school is not yet touched. There are 212,000 one-room rural schools enrolling 6,700,000 children. In two or more room rural schools there are enrolled 4,466,000. We have only nicely started in the best of our States and cities. There are over 525,000 schools in this country enrolling 22,900,000 pupils, and we have as yet reached but a comparatively small per cent. In 1911 there were 10,234 public high schools and 1,781 private high schools, enrolling 1,115,326 pupils, in every one of which should be a Victor. Since 1911 this number has been materially increased.

This present year there were graduated from the elementary schools 1,600,000 pupils; from the high or secondary schools 160,000; from the normal schools 35,000, and from the colleges 25,000, totaling 1,940,000. As each June sends out of the schools a new army of graduates to take their places in the world, each September fills the broken ranks with many times as many more.

In addition to these schools there are evening schools, continuation schools, business schools, music schools, the prison and reformatory schools and the entire list of Governmental Indian schools, totaling 1,300,000 pupils.

Is it not plain that if 1,940,000 pupils graduating from the schools this year (and a like or greater number next year, and the next) may, by means of the Victor service, hear the music of the masters during their school life, that we shall have set in motion the greatest force ever known in the history of the world for the building of music appreciation—a love for and working knowledge of music in all forms?

These pupils going out into life, forming homes and furnishing the most valuable addition to our labor quota, must, in the next ten years, form the most vital element in our body politics, for our schools are the melting pots which transform all elements into our composite civilization.

If the 20,960,000 undergraduate pupils may have the same opportunity to learn to appreciate and know the music of all nations, in all ages, we have an immediate audience of startling proportions. If even 75 per cent. of all these pupils carry this enthusiasm and much of the actual music into the homes to three other persons, which is the average, our audience is multiplied to the astonishing number of 74,425,000. Here is missionary work worthy the devotion and consecration of our best efforts. A missionary brings good tidings to needy souls. The schools need good music—we have it.

The Victor Co. is sending good music to the children of America and through the children to the homes. The desires, wants and needs of the children are the most potent appeal that can be presented to fathers and mothers, relatives and all lovers of children. The Master knew this when he said, "And a little child shall lead them." Victor music in the hearts and on the lips of the children of America is not only the highest possible endorsement from a commercial standpoint, but it is far more and infinitely higher than that. It is our power for good under God's hands for the betterment of the race to each life touched. "The Victor in the Schools" brings "Light in dark places," carries joy, delight and happiness to the children of whom Dickens said:

They are idols of heart and of household;
They are angels of God in disguise;
His sunlight still sleeps in their tresses;
His glory still gleams in their eyes.
Oh those truants from home and from heaven,
They have made me more manly and mild.
And I know now how Jesus could liken
The kingdom of God to a child.

Annual Banquet of The Jobbers' Association

Held at Barnay's Restaurant, Atlantic City, on July 7, Was a Notable Affair—Over Two Hundred Jobbers and Guests Present—Addresses Made by Louis F. Geissler, Col. Edward Lyman Bill and Congressman McCoy.

(Special to The Talking Machine World.)

ATLANTIC CITY, N. J., July 8.—The annual banquet of the National Association of Talking Machine Jobbers, for which elaborate preparations had been made, was held at Barnay's Restaurant last night and was particularly notable for the large attendance, over 200 jobbers and their guests being present. The committee had worked hard to make the banquet a success, and despite certain drawbacks due to the service offered achieved its purpose in a most satisfactory degree.

The menu was presented in a most attractive form in a folder of sky blue, printed in dark blue and silver; a most effective combination. The dinner proper was carried on amidst general jollification. Burton J. Pierce and his famous "Angel Chorus" to the number of thirteen occupied a large round table in the center of the room and made themselves heard at the slightest excuse. The banqueter who did not make an effort to add to the general joyousness was mighty lonesome.

Following the lighting of the cigars, James F. Bowers was introduced as toastmaster by Joseph C. Roush, the retiring president, and proceeded to attend to the duties of his office in his well-known and inimitable manner, first paying a most graceful compliment to the many ladies present, and thus insuring respect and attention.

The toastmaster introduced as the first speaker Louis F. Geissler, general manager of the Victor Talking Machine Co., who was received with tumultuous applause by the assembled diners and who said:

Louis F. Geissler's Address.

I express my appreciation of the honor of being again requested to address your association.

This is the eighth consecutive year that this compliment has been paid me as the representative of my company, and, as the years have rolled by, the members of your association and your families have grown closer and closer to me and entered into my business life, until you have pre-empted the recesses of a very friendly heart.

In consequence of the frequent and pleasant meetings with your committees, and our distributors in person, it becomes increasingly difficult to hit upon a subject for discussion here that has not already received attention at such meetings, and I will refrain from recapitulating statements made at past annual banquets, as it seems to me that I have covered in past talks all the main points of our own company's organization and its condition as well as the patent field in its generalities as far as you would be interested.

I have also, from time to time, appealed to you for co-operation and assistance in defending your own and our position in the fields of patents and commercial methods and I may say that, with very few exceptions, we have to thank you for the heartiest response.

Improved Methods of Merchandising.

We are, moreover, thankful to-day for the very evident disposition on the part of dealers and merchants generally throughout America to take a prominent and assertive position in the ranks of those merchants committed to broad, decent and fair methods of merchandising.

Since your last annual meeting, we have passed through one of the most crucial tests in our history; I refer to the unsettlement and doubt relative to the maintenance of the one price system as engendered by recent court decisions and agitations, which happily have almost disappeared and our dealers have gone on their way, with the least possible inconvenience to their business, endorsing and showing thereby the utmost confidence in the newly adopted distributing methods of our company.

No one can expect uninterrupted and unequalled success in any enterprise or undertaking—there will always be ups and downs—but, during

this time, there has been no toleration of the degrading practices of price cutting nor will such practices, in the future, become more than a passing incident in the history of the art.

A Prophecy That Was Fulfilled.

I would like to quote one of the opening paragraphs of my talk to you last year at Niagara Falls, touching on the business conditions then existent. I said, that:

"While probably few of you have been affected and some sections of the United States are absolutely free, there is no doubt that taken in its entirety, i. e., including the field of industrial securities, there is a declining tendency noticeable in total business results. However, the continuous and increasing demand of ninety-five million popu-



Louis F. Geissler.

lation in this country, to say nothing of our wonderfully increasing export trade, is always sufficient to make certain a vast volume of business for the merchant and manufacturer."

Notwithstanding the demonstrated truth of that statement of a year ago, you all know how we have been blessed with a peculiar success, not only during the last half of 1913 but the first half of 1914; but, to claim that business conditions at the present time are generally satisfactory would be foolish.

There are several and various causes for business depression apparent to us all, but every man of business experience and thought realizes that it is only a question of time when we shall see a decided improvement and this country will again surpass her past records for prosperity. Evidence accumulates that nature is this year determined to compensate us for the afflictions or deficiencies of business or politics.

Your ever increasing success—which is reflected in our own—at times when other industries are not prosperous, is inconceivable to outsiders, and, in some cases, has aroused a spirit of jealous envy.

The failure of imitators and usurpers to successfully detract from your success must be apparent on all sides. The "bigness" of your success has been, and will continue to be, the magnet to draw the attacks of pigmies.

The "big things" that our Government has accomplished and the big things that private citizens have achieved were once the glory of America and have been our boast.

It is an easy matter to find people who will whack and hammer the prosperity of the successful. Few people realize how interwoven are the interests of all.

A Mania for Littleness.

The recent proposal of one of our senators that no corporation in any line of business should be allowed more than a specified capital is characteristic of the mania for littleness which has seized on the legislators, but, when the destinies of nations are determined by most colossal international trade wars, who shall and how can we restrict the assets of American giants without respect to the enormous resources of their competitors; it would conduce only to America's downfall, for there is no place for pigmies in a war of titans.

Roosevelt remarked but a few days since—and I hope his sentiment may be a plank in the platform of any winning party: "That we must encourage honest business and allow that business concentration which will give the power necessary to serve. This policy of the encouragement of decent business is as important to the welfare of our people as is our other policy of effective warfare against corrupt and unfair business."

Size and strength are, however, by no means synonymous; sad is the lot of the giant in business who lacks the strength to bear the burden of his size.

Abraham S. Hewitt once remarked that "Many large combinations carried within themselves the seeds of suicide." He referred particularly to abuse of power to control output and prices, and, through the unfortunate history of great business concerns which have unduly expanded within the last generation, this fact has been frequently illustrated.

Fortunately for us, and our constituents, there are no entangling alliances, no combinations or understandings with competitors to hamper us in an expansion with which we hope to successfully cope.

I should like to take this opportunity to impress upon the minds of my merchant auditors, in connection with the laudable ambition to do a big business, that all important—but recently hackneyed—phrase of "Safety First"—"Safety First."

For Permanent and Healthful Increase.

The Victor Co. is very anxious to go on increasing its business, but along permanent and healthful lines—through certain mediums and a certain quality of concerns, which are, in a great measure, a guarantee of permanent success.

Relative to expansion, it may be that even we do not appreciate nor grasp the possibilities of expansion in the talking machine trade, but, at least, we have been proof against allurements and blandishments on dozens of occasions where our goods have been sought in enormous quantities by those whom we considered undesirable representatives.

We have inveighed against inordinate expansion on the part of those with more enterprise and imagination than cool judgment and capital.

We quite naturally desire our distributors and dealers to continue successfully in their present expansions; but—"Safety First"—not a permanent dollar is to be gained by dangerous accounts. Your own bad debts and your own overstocked dealers are our liabilities; we would pay, in the end, by a decreasing business and loss of enthusiasm for our wares. We do not consider a machine nor a record really sold until it has reached the hands of the consumer.

On the Subject of Credits.

Your credit department is either one of your most expert salesmen or a serious drag upon your business.

(Continued on page 34.)

BANQUET OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 33.)

I would not for a moment create the impression—I would not dare to talk on this subject if I thought to create an atmosphere of ultra-conservatism. I plead for extensions of credit, with judgment; for a credit that can safely be extended, not meaning to coldbloodedly extend or restrict credit on a mercantile report—I mean to suggest most careful personal investigation of your debtors by your credit man.

The fact is, our business lends itself peculiarly to extensive credits and more especially on the part of those who are dealing in talking machines exclusively—practically, those dealers must fail in business to cause you loss and this is not a frequent occurrence and will not be unless they fail to exercise proper business judgment and precaution by limiting their credits and enforcing their collections.

You are not doing the overambitious young merchant a kindness by encouraging him to go too far beyond his capital or immediate good prospects for business; you would be spoiling your customers and you would soon have them in an unhealthy and hopeless condition, harassed by a financial condition that detracts from their efficiency as a salesman.

* * * * *

In those of you who retail largely, there lurks a germ which I fear—I refer more especially to the piano and instalment houses.

I know just how easy it is for a concern, habituated to piano instalments, to attempt or incline to apply piano reasoning and financing to the Victor or Victrola business.

I beg of you to see that your Victrola department stands on its own feet; that the small percentages of piano payments are not applied to your Victrola department—it is not necessary; your customers do not expect it, and, in some cases, it will quickly consume your capital, and stop healthy progress if you persist in it.

If each of you would make up your mind to let the "other fellow" have the undesirable business, the undesirable business would disappear.

I was once told by a senior partner that "There are plenty of good people in this world to sell goods to without going after lame ducks." This is absolutely true.

A Lesson from the Piano Men.

You all have had experience with piano salesmen who seem to be totally unfit to talk to anybody that can afford to pay over \$6 a month on a piano and who always meet with the utmost success in reducing a \$20 a month prospect to a \$10 a month payment and then exult over their doubtful success.

You all know that there are peddlers by the thousand who could never think higher than 25 cents a week payment on a rug or a clock—don't employ that kind.

The Victor Co. does not propose to finance that kind of a distributor and the distributor should not, and cannot (if the prescribed Victor credit terms are conscientiously complied with) carry that kind of a dealer. Your aim and ours must be to so conduct our business as to conduce to the longevity thereof—to reiterate—"Safety First."

Forming Dealers' Association.

I am pleased to note that my suggestion of last year that "You form and encourage to be formed dealers' associations in the respective cities" has been acted upon to some extent.

The talking machine trade people are a friendly people—generally more friendly than many other lines of competition—and the spirit of fraternity and courtesy, one to another, will change the entire atmosphere, remove damaging and cutthroat competition, and, if this association effort is persisted in, there can be established, through it, in each city a spirit of friendly, though active, competition and a confidence and candor as gratifying as that which we can flatter ourselves exists between us here.

I will not attempt to make promises or prophecies at this time relative to Victor goods nor Victor improvements or innovations. I have

nothing sensational to spring—I will only state, generally, that our laboratories are as busy and enterprising as ever. You will have new goods or improvements as rapidly as we think you can healthfully digest or take care of them.

We shall continue our efforts to justify your confidence in us and our policies, and I beg for your continued interested assistance in carrying them out in every detail.

I beg that you will not be sidetracked or attracted by seemingly profitable "side lines" of a



James F. Bowers, Toastmaster.

claptrap character. You are directly attacking your own interests as well as ours by such.

In closing, I desire to congratulate your association on this wonderful convention; you have attracted this year many faces unfamiliar to previous conventions, and I hope you will all return to your homes feeling that you have done yourselves and the manufacturers much good by your visit.

The next speaker was Col. Edward Lyman Bill, editor of *The Talking Machine World*, who spoke as follows:

Col. Edward Lyman Bill's Speech.

Caruso, a link in the artistic chain with which you are all familiar, was motoring in the country recently when his car broke down in the midst of a severe storm, and while the chauffeur was repairing it he entered a farmhouse to get warmed up a bit. He chatted with the farmer before the wood stove in the kitchen, when the latter asked him his name and he told him it was Caruso. At that he threw up both his hands. "Caruso," he exclaimed, "Robinson Caruso, the great traveler! Little did I expect ever to see a man like you in this 'ere humble kitchen." Even the farmer was a link.

Link by link the chain of business success is forged, and it is of the utmost necessity that each link be strengthened in every possible way, because, should there be a weak link, when the crucial moment comes the chain is parted, and to repair it may mean material loss. It may mean a serious setback while the machinery is halted undergoing repairs.

Chains should be constructed with a careful avoidance of weak links, because when the stress and strain comes a sad collapse may occur.

A great link in the business chain is the manu-

facturer, the one who produces. This link should be strongly welded and should be composed of forces which will stand any strain, for if a weakness occurs in the producing link then disaster is bound to follow.

In the talking machine trade the manufacturing links have been composed of elements which have withstood the strain and wear to which industrial and commercial usage subjects them.

Another important link is the jobber—the intermediate link between the manufacturer and the dealer. The jobbers are dealing with large interests, and it is necessary that their link be composed of fine metal capable of standing terrific strain.

Then the next link is the retailer, the man who sells to the ultimate consumer. This link in the business chain is brought into the most intimate contact with our purchasing public. It is perhaps more delicately susceptible to public sentiment than any other composing the chain. It is a link which easily gathers a big accumulation of grievances, and it is too close, perhaps, to the consuming masses to ever be wholly removed from them.

Another important link is advertising; the power that creates demand; the power that acquaints the public with what man has accomplished in the special fields of human endeavor; the power that makes the industrial world move on. This is a chain that creates vast aggregate buying power, and, I may add, that it was not long ago when this power constituted an exceedingly weak link in the chain, by reason of the dishonest methods adopted by some national advertisers.

If it be criminal for a salesman to lie and to deceive one man in trying to close one sale, is not the advertising man or the publisher equally criminal when he spreads that lie before the confiding eyes of millions of Americans? But happily that link has been strengthened and some of the men who years ago were putting forth misleading, dangerous and lying advertisements have now materially changed their policies.

The people are entitled to protection, and advertising is too vast a power—too noble a calling, to suffer from the misdeeds of the few.

In the old days trickery and deceit in retailing was aided and encouraged by fraudulent methods of publicity, but as in everything else the world had to be educated. It has been a slow process, but no one can deny that within the past ten years marvelous steps have been taken which makes merchandising better and advertising cleaner in all lines. We see these conditions reflected in the publicity world, in the link in the chain in which I am specially interested.

There are plenty of papers that will not accept questionable advertising, or advertising in which there is an element of doubt as to the ability of the advertiser to live up to the statements made in his announcement. In other words, the advertising pages of the big publicity mediums reflect honesty in merchandising in a greater degree than ever before. Hence it means, as a natural sequence, that out of these conditions there should come price standardization.

Now, unless there be fixed prices, what is the real object of manufacturing institutions spending millions of dollars to create a trade-mark value in the homes of purchasers? If advertised articles can be cut and slashed according to the whims of the price-cutter, then why advertise to reach the public because everyone knows that price-cutting has no other effect than the lowering of the standard of values, and surely the individual or corporation whose money is invested in a manufacturing enterprise has the right to say what the public shall pay for their articles. Surely the public will not pay more than an article is worth and continue to purchase it.

The manufacturer's rights should be respected, and when one price is established generally by manufacturers, the unscrupulous merchant will be forced to abandon his plan of substituting cheap and inferior articles for the standard. In this way the producer will be a stronger link in the chain, for he will secure in a larger degree his rights as a maker, and the retail link will be



Edward Lyman Bill.

BANQUET OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 34).

strengthened because it will have a guarantee of protection in so far as price and quality are concerned, and the whole system of bartering and haggling, which almost amounts to a battle of wits, will be done away with.

The Supreme Court, by a hardly understandable decision, has stated that the maker of a nationalized product has no right to say how much the retailer shall ask the public for it, and yet the Government compels the railways to maintain one price for all, and would not this provision prevent the manufacturer of trade-marked articles from doing the same thing which the Government exacts from the railroads?

With a standard trade-marked article the small dealer can meet in successful competition the large trade organization which has millions of assets, and yet cannot offer a standardized article at a less price than the small dealer who may occupy an obscure position in a great city.

The trade-mark is the rainbow of trade—without it modern advertising could not exist, and one of the great links in the business chain would be materially weakened. There could be no standardization of values and prices—no profit assurance for the future.

With a trade-marked article, a good merchant is always able to cope successfully with unfair competition and he is assured of a continuity of profits to a degree not deemed possible through any other means.

And so, we are all links in the great business chain, and we should remember that the chain is no stronger than its weakest link.

George D. Ornstein Arouses Enthusiasm.

The toastmaster next called upon Geo. D. Ornstein, manager of salesmen for the Victor Talking Machine Co., who was enthusiastically received by the assembled jobbers, who took the occasion to show their great respect both for Mr. Ornstein's personal characteristics and his ability in his chosen field.

L. S. Sherman's Address.

Mr. Ornstein delivered a short talk in a happy vein and was followed by L. S. Sherman, of Sherman, Clay & Co., San Francisco, who gave some interesting reminiscences of the manner in which Mr. Geissler first became connected with the talking machine end of the business while employed by Sherman, Clay & Co. and cast his lot in a new field to meet with the success that has attended his efforts.

Mr. Sherman told of the employ of Mr. Geissler to take charge of the small goods department of his house nearly a quarter of a century ago, and said regarding subsequent happenings: "In the very infancy of the talking machine industry, even before it had fairly started in this country, to use a Frenchman's expression, a wholesale liquor dealer came to me in the 'garbage of a gentleman,' stating that a sample talking machine had been sent out to him from New York with the request that his house take on the representation of it or place it with some responsible concern.

"As it was claimed to be a musical instrument he came to see me.

"If we were to take it on I realized that it should be handled by our small goods department, so I took the gentleman to Mr. Geissler's office.

"From the result of that interview the sample was sent us to inspect. The machine told some funny stories and made an attempt at being musical.

"A sample order was placed, soon followed by many others, and we became fully launched in the talking machine business. The business at the factory end was poorly handled. I believe they tried to run the factory from the lawyer's offices, where most of the stock was owned.

"The principal owners wanted us to buy some of the stock. There seemed to be signs of approaching disintegration that gave no hope for future permanency with them.

"Mr. Geissler was so dissatisfied with existing conditions that he came East to thoroughly canvass the situation.

"The result of that trip was that Mr. Geissler decided to cast our lot with Mr. Johnson and Mr.

Douglass; the wisdom of that throw has long since been verified.

"I do not have to tell you the history of the talking machine business since Mr. Johnson and his associates entered the talking machine arena, for you all know of the foes they have vanquished and of the victories they have achieved.

"When Mr. Douglass' health became impaired, necessitating his taking a complete rest, the Victor Co. needed a big man to fill a big position; they complimented our house in placing their choice upon our most important man.

"Mr. Geissler was an honored director and officer in our corporation; he resigned his position with us to assume the great responsibilities which now devolve upon him.

"You can now appreciate the importance of the little ad I wrote more than twenty-five years ago and its present influence upon the talking machine industry in transferring Mr. Geissler from the Doman Music Co., of Nashville, Tenn., to the responsible position he now occupies with the Victor Co. All credit to him for the transfer."

F. K. Dolbeer Well Received.

Frank K. Dolbeer, who recently joined the forces of the Victor Co. as credit manager, was next introduced and was accorded a hearty reception by his many friends among the guests. Mr. Dolbeer expressed his appreciation of the honor paid him in a graceful manner.

Walter I. McCoy Discusses Price Maintenance.

The final speaker was Congressman Walter I. McCoy, of the Ninth New Jersey District, who delivered a lengthy address on the subject of unfair competition and who dwelt at some length on the question of price fixing. Mr. McCoy explained the Sherman law and its aim and objects in a broad way, and cited a number of decisions of the Federal courts in some of the best known cases tried under that law, including the Standard Oil and the tobacco cases. He outlined just what the law was designed to accomplish. In the matter of price fixings Mr. McCoy said in part:

The court, as you know, has in several cases passed upon the question adversely to the right to control resale prices. Your contention is that under certain circumstances and surrounded by proper safeguards the fixing of resale prices, especially if it is accompanied by standardization of prices, is an economically sound proposition which, put into operation, will in the end and on the whole result to the benefit of the consumer, and so far as I am concerned I believe that your contention is sound. I do not propose to elaborate the arguments which to my mind lead to this conclusion. I have heard them made so ably before the Committee on the Judiciary of the House of Representatives by persons whose competency to make them is based on large experience and deep study, and whose arguments I know you have read, so that I should be simply carrying coals to Newcastle if I were to attempt to go into that particular part of the discussion.

Selfishness Behind Price Cutting.

I have been satisfied by those arguments that many of those who indulge in price cutting do so solely for their own selfish purposes; that they have not the slightest desire to serve the public by giving them good value at a low price; that in using standard and largely advertised goods as leaders at cut prices they are morally, if not legally, taking another man's property for their own benefit without any return for its use; that in the long run the net result of these unfair methods will be to deprive the community of its power to purchase some standard articles bearing a good reputation at any price at all, and in many other instances to put communities, especially small ones, to great inconvenience through their inability to have such articles at hand where they can easily be purchased, thereby forcing them to do business with non-resident dealers. I believe that many other evils result from these unfair practices, but, as I say, you know them better than I do.

Is there any ground for hope that the Supreme Court, in view of these considerations, may change its view as to price fixing? Very little, I should say, notwithstanding that, as I have stated, it has

apparently left to itself by its opinions on the Sherman act the power largely to guide a development of the law as though there were no statute; and, of course, courts have been known to reverse their previous decisions.

It is strange that it is possible for a man to part with the good will of his business and to agree legally not to compete with the purchaser of it while, on the other hand, a man may not sell the product of his business, but may not protect the good will of it by making a reasonable contract as to that product—the man who is going out of business may protect another, but the man who stays in business may not protect himself though injuring no one.

Remedy in Legislation.

If I am right you are left to legislation for your remedy, and it will probably have to be legislation like the Stevens bill directly establishing your right to fix prices, for it is not likely that any bill creating a trade commission will for the present at least give you relief, though the bill entitled "Act to Create a Federal Trade Commission" proposes to make unfair competition unlawful. The Sherman law will still be in your way.

You have before you a hard task and you might better admit it, however clear to your minds is the justice of your contention. Legislative sentiment is against you to-day, I feel certain, and so perhaps is public sentiment—at any rate, the majority of members of Congress whom I have talked to have that belief. If public sentiment is against you you will have to change it. If, in addition to that fact, Congressional sentiment is hostile, you will have to demonstrate to Congress through the public as well as by hearing that none of "the evils which led to the public outcry against monopolies and the final denial of the power to make them" are likely to result from legalized price fixing. Those evils are stated by the Supreme Court as appears from one of my previous quotations, to be (1) injury to the public; (2) limitation of production; (3) deterioration in quality, demonstrate not only that none of these evils come from price fixing, but show affirmatively that the very opposite is the case and you will succeed especially if you can demonstrate further that if you are not given the right which you seek, the practice of retail distribution as now prevailing may be seriously curtailed if not wiped out and a retail monopoly established in its stead.

How the Stevens' Bill Will Help.

As I read the Stevens bill, which undertakes to give you the right which you want to have, it successfully guards against the evils which were enumerated in the Standard Oil case, for it gives you nothing if you have any monopoly or control of the market for articles belonging to the same general class of merchandise as that in which you are dealing; or if you have even so much as an "understanding" with a competitor in regard to prices, and it is the possibility that such understandings can be more easily arrived at if you have the power to fix prices, which is used as one of the strongest arguments against your contentions. The provision in the bill for a standard and publicly announced price will go a long way, I believe, in bringing public sentiment to your side of the proposition.

It has occurred to me to suggest that maybe you will have to accept a provision which will provide that the prices fixed for any article shall be reasonable. Of course, the objection which is immediately raised to such a proposition is that it will lead to uncertainty and litigation, but the fear of unreasonable prices is one of the things that have stood in your way so far as Congress is concerned, and, in fact, is the very fear which leads to the enactment of the Sherman law, namely, that under monopoly or partial monopoly prices are raised to an unreasonable height.

The only people who can be flattered by telling them they are clever are those who aren't.

PROGRESSIVE JOBBERS ADVERTISE IN THE TALKING MACHINE WORLD. CONSULT THEIR ANNOUNCEMENTS.



View of the Banquet Hall on the Roof Garden of the Bellevue-Stratford on the Evening of July 8 During the Banquet Given by the Victor Co. to the Visiting Jobbers. This Was the Great Function of Convention Week, and at the Close of the Banquet the Assemblage Adjourned to the Dome Room Directly Connecting, Where It Was "On with the Dance; Let Joy Be Unconfined," "Till the Wee Sma' Hours.

The Victor Co.'s Royal Entertainment.

Members of Jobbers' Association Taken to Philadelphia as Guests of the Company for an Entire Day of Festivities—
 Attended Interesting Baseball Game and See the Champion Athletics—Brilliant Banquet and Entertainment on Roof Gardens of Bellevue-Stratford Completes Enjoyable Day.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., July 9.—The word "royally" has been used on many occasions to describe happenings of particular splendor, but the word has seldom been used with greater accuracy than in describing the manner in which the Victor Talking Machine Co. entertained the members of the National Association of Talking Machine Jobbers and their families who were the all-day guests of the company yesterday.

From the time the jobbers and their families boarded the special train at Atlantic City at 11 a. m. until they left for their respective homes this morning, every detail had been planned for them and set forth in a cleverly conceived time-table, illustrated with humorous sketches and which provided for every hour in the day. There was nothing left to guesswork. When the guests of the company arrived at the Bellevue-Stratford Hotel they found rooms assigned to them and their baggage carefully placed therein as the result of forethought of the Victor officials, and other carefully thought arrangements for their comfort and peace of mind were in evidence throughout the day.

Upon arrival at the hotel an elaborate buffet luncheon was served in the Clover Room, a luncheon thoroughly delightful in every detail. The party next entered automobiles, over fifty of them, flying the Victor pennant with the famous dog prominent thereon and started for Shibe Park, where the famous Philadelphia Athletics of the American League and world's champions for 1913, were scheduled to cross bats with the Detroit Tigers and face the peerless Ty Cobb. A large section of the upper grandstand of the park had been reserved for the Victor Co. guests, and a large sign running across the front of the stand proclaimed the fact with the Victor dog, highly magnified in profile board, prominent in the center.

Before and during the game the jobbers were entertained by the playing of the Victor Military

Band, which made its first appearance in public on that occasion. As the lively music was rendered between the innings, visitors kept time with the music by waving the Victor pennants with which each one had been provided, and the general effect was most beautiful.

That baseball is the national game was never more thoroughly demonstrated than by the jobbers. Men from Maine and Texas, from Illinois and Florida, vied with each other rooting for one or the other of the teams and in giving advice to the players in the recognized manner. The Athletics cleaned up with a score of 3 to 0, probably in honor of their distinguished guests, and immediately after the game the party was whisked back to the hotel to prepare for the elaborate entertainment of the evening.

It is probable that never before in the history of the trade has there been such a brilliant banquet tendered to its members, for the famous facilities of the Bellevue-Stratford were drawn upon to provide dinner and service measuring up to the exacting demands of those in charge of the arrangements, though the dinner itself was but a section of the program. Each guest found at his or her plate a beautifully engraved menu and program in book form and for the ladies there were also provided handsome bouquets of flowers. The menu was as follows:

- Clover Club Cocktails
- Crab Meat Flakes Cocktails
- Consomme Bellevue, Whipped Cream on top
- Relishes
- Salted Almonds Pecan Nuts Celery
- Barsac Olives
- Boned Brook Trout, Saute Meuniere
- Cucumber Salad, Pink Dressing
- Moet & Chandon White Seal—Cup
- Filet Mignon, Oriental
- Young Lima Beans
- Kirschwasser Sherbet

- Cold Pressed Rouen Duckling in Jelly
- Hearts of Lettuce Salad
- Coupe aux Peches, St. Jacques
- Flutes Macaroons
- Cigarettes Cigars Liqueurs
- Special Coffee

During the banquet the diners were entertained by a vaudeville bill of exceptional excellence, supplied by professionals of reputation in the "big time" and who included Walter C. Kelly, "The Virginia Judge," and one of the most popular monologists on the stage; "The Five Seminary Girls"; Mlle. Meserau, Parisienne danseuse; several comedy and cabaret acts and other features of high class, including selections by the Neapolitans, a capable quintet of instrumentalists and singers.

Cablegram from Eldridge R. Johnson.

Just as the guests were seated Louis F. Geissler, general manager of the Victor Co., read the following cablegram from Eldridge R. Johnson, president of the company, who is at present in London:

"The Victor Co. has now reached the enviable position when it has the right to expect the respect and confidence of the trade. Tell our guests that my greatest ambition is for the Victor Co. to maintain that position and to continue the prosperity of all concerned with it in Victor policies by fair dealing. I congratulate you, the Victor organization and jobbers, on a splendid half year. Our business will prosper as we deserve it."

Mr. Johnson's message was received with great enthusiasm by the jobbers, and the following answer was cabled from the banquet hall to Mr. Johnson:

"E. R. Johnson, Gramophone Co., London:

"From the dinner table at the Bellevue-Stratford, the National Association of Talking Machine Jobbers sends to you best felicitations, and wishes for your continued good health and prosperity.

"GEORGE E. MICKEL, President."

(Continued on page 38)



View of the Banquet Hall on the Bellevue-Stratford Roof Garden When the Victor Program Was Being Carried Out and Mlle. Meserau Was on the Stage. In the Center of the Room Will Be Seen the Neapolitan Orchestra Which Was Taken from New York for This Special Occasion.

THE VICTOR CO.'S ROYAL ENTERTAINMENT—(Continued from page 37).

Mr. Geissler then welcomed the guests of the evening in an eloquent manner, a welcome which the many members of the Victor organization supported by arising.

Edward Lyman Bill, for the guests, next proposed a toast of appreciation to Mr. Geissler, which was drunk standing and amid great enthusiasm.

Exhibition Dancing Interests.

Following the banquet proper, the guests repaired to the Dome Room of the hotel, where Holton Herr, the distinguished dancer and his partner, Miss Janet McIlwaine, with a corps of assistants, demonstrated the modern dances for the edification of the jobbers. A most interesting feature of this section of the entertainment was the exhibition dancing of Henry C. Brown, Jr., son of the advertising manager of the Victor Co., who, with his graceful partner, rank close to the top among the amateur dancers of the country.

The guests then took the floor and gave themselves up to the enjoyment of the art of Terpsichore until the early morning hours.

An Elaborate Entertainment.

The elaborate character of the entertainment, the machine-like precision with which the program was carried out, and the brilliancy of the whole affair will long remain fresh in the memories of those who enjoyed the privilege of being present.

The success of arrangements was due largely to the untiring efforts of Henry C. Brown, the popular advertising manager of the company, who was here, there and everywhere throughout the day and evening to see that there was no hitch in the plans. Mr. Brown had the assistance of F. K. Dolbeer, Ernest John, C. K. Bennett and other members of the Victor staff in looking after the comfort of the guests.

The spirit of camaraderie existing between the company officials and their distributors was never more forcibly illustrated than during the entire entertainment. It was a fitting climax to what is universally acknowledged to have been the best convention ever held by the talking machine men.

The Guests of the Victor Co.

The guests of the Victor Co. and the officials of the company who acted as hosts included Frank C. Allen, M. H. Andrews, Mr. and Mrs. C. N. Andrews, W. D. Andrews, J. C. Angle, R. H. Arbenz, Wallis F. Armstrong, A. W. Atkinson, Mrs. E. C. Babcock, Wm. H. Barker, Mr. and Mrs. T. W. Barnhill, Harry Beach, C. K. Bennett, Edward Lyman Bill, Mr. and Mrs. J. N. Blackman, E. P. Bliss, Mr. Blount, Mr. and Mrs. Emanuel Blount, Chas. Bobzin, J. F. Bowers, Mr. and Mrs. H. C. Brown, H. C. Brown, Jr. : C. A. Brown, Miss Editha Wells Brown, C. A. Bruce, C. F. Bruno, Louis Buehn, A. H. Buescher, Mr. and Mrs. W. H. Buescher, Miss Frances Bullard, Lester Burchfield, Mr. and Mrs. I. F. Burton, Mr. and Mrs. J. G. Card, Paul Carlson, C. G. Child, Mrs. Frances Elliot Clark, the Misses Cohn, L. W. Collings, D. P. Comer, B. B. Cope, F. W. Corley, W. O. Crew, Mr. and Mrs. I. Davega, S. B. Davega, Olney Davies, Fernando DeArredondo, Mr. and Mrs. Albert Deisinger, W. C. Dierks, J. H. Dietrich, E. J. Dingley, Mr. and Mrs. F. K. Dolbeer, Miss Edna Dolbeer, Miss Dreschler, Mr. and Mrs. Dodin, Carl A. Droop, W. N. Dunham, C. H. Eisenbrandt, W. F. Eitler, Mr. and Mrs. Harry Ellis, W. J. Elwell, E. G. Evans, Lewis W. Fickett, Mr. Finch, J. Fisher, J. Frawley, W. F. Frederick, R. L. Freeman, Mr. and Mrs. W. B. Fulghum, Louis F. Geissler, Mr. and Mrs. A. D. Geissler, Mr. and Mrs. L. J. Gerson, Miss G. F. Golden, Mr. and Mrs. N. Goldfinger, J. W. Greener, E. Greenfelder, H. E. Green, Tom Green, I. L. Grinnell, Miss Grinnell, Mrs. Grinnell, C. K. Haddon, Mr. and Mrs. E. Paul Hamilton, Marquette A. Healy, A. G. Higgins, Mr. and Mrs. E. E. Hipple, Wm. Hooley, Henry Horton, A. Hospe, J. F. Houck, O. K. Houck, Mr. and Mrs. C. L. Howser, A. M. Hume, Mr. and Mrs. Geo. Huver, Ernest John, W. G. Jordan, E. I. Kern, F. R. Kessnich, E. T. Kieffer, J. B. Landay, Max Landay, Mrs. Lowenstein, Geo. Lyons, Mr. and Mrs. MacCall, J. S. MacDonald, G. A. Mairs, W. L. Marshall, A. G. McCarthy, Hon. Walter I. McCoy, Miss Rhea Mc-

Evers, J. E. Meagher, Geo. E. Mickell, Mr. and Mrs. John B. Miller, Mr. and Mrs. H. F. Miller, Mr. and Mrs. D. P. Mitchell, R. Montalvo, Geo. W. Morgan, R. H. Morris, Billy Murray, H. H. Murray, B. E. Neal, O. L. Neal, French Nestor, G. G. Neville, Mr. and Mrs. C. H. North, H. Nugent, Will Oakland, Mrs. J. T. O'Keefe, Mr. and Mrs. Geo. D. Ornstein, Dan O'Neil, W. E. Parker, J. J. Parmenter, Burton J. Pierce, Steve Porter, Clarence Price, Mr. and Mrs. M. G. Price, Fred H. Putnam, E. C. Rauth, W. H. Reynolds, W. G. Roberts, Robt. C. Rogers, J. C. Roush, S. H. Rous, Belford G. Royal, Miss Ethel Royal, Miss Ruth Royal, Mrs. Belford G. Royal, Herbert L. Royer, C. S. Ruggles, Mr. and Mrs. Harry Rupp, C. J. Schmelzer, H. J. Shartle, L. S. Sherman, Fred A. Siemon, Mr. and Mrs. E. K. Smith, Mr. and Mrs. I. Son Cohn, Miss Spaulding, Miss Ruby Spaulding, Mr. and Mrs. W. J. Staats, A. M. Stewart, Max Strassburg, Mrs. Strassburg, Benj. Switky, E. F. Taft, T. H. Towell, A. A. Trostler, E. H. Uhl, Mr. and Mrs. E. N. Upshaw, Mr. Van Winkle, Miss Ethel Vogt, Miss Watkins, Parham Werlein, Mr. and Mrs. Albert C. Weymann, Mr. and Mrs. H. W. Weymann, Mr. and Mrs. Wm. A. Weymann, Perry B. Whitsit, Mr. Williams, the Misses Williams, B. B. Wilson, H. A. Winkelman, L. C. Wiswell, Howard Wurlitzer, Raymond Wurlitzer, Mr. Wurtle, Mr. Young, H. E. Ziegler.

* * * *

Talking machine jobbers who visited New York on their way home to their respective cities were loud in their expressions of appreciation of the really magnificent reception given them by the Victor Co.—something absolutely unique in its way, and conducted in a manner so perfect and satisfactory as to show the extreme care with which everything had been handled in preparation for this event. It only goes to show that when the Victor Co. does anything in a public way it does it well.

PROGRESSIVE JOBBERS ADVERTISE IN THE TALKING MACHINE WORLD. CONSULT THEIR ANNOUNCEMENTS.

Yours For Better Victor Service!

COHEN AND HUGHES, Inc.

Victor Distributors

BALTIMORE, MARYLAND

WHEN YOUR LOCAL DEALER IS JUST OUT—TRY US—WE CAN SUPPLY YOU!

WE MAKE A SPECIALTY
of carrying
A COMPLETE STOCK
of the
SPECIAL FINISHES
in All Styles of
VICTROLAS

SYSTEMATIC DAILY
RECORD ORDERING

By our daily ordering of records from the factory, and anticipating our wants for 90 days on advance sales, we have now an almost COMPLETE STOCK. A visit to our enormous wholesale record rooms, where the immense complete stock is carried, will make good our assertion.

The profit made on one record which you cannot secure from your local jobber will not only keep your trade, but your profit on this one record will pay the freight on the entire shipment.

YOURS FOR BETTER VICTOR SERVICE

We ship by Parcel Post, Express, Freight and Boat, which is exceptionally low from Baltimore, and often less than shorter distance to you by rail.

ORDERS SHIPPED COMPLETE DAY RECEIVED

No Order Too Large or Too Small

Order Blanks on Application

COHEN & HUGHES, Inc., BALTIMORE, MD.

Kindly Mention The Talking Machine World.

Convention Snap Shots and Impressions.

O. K. Houck, of Memphis—there is only one O. K., so further details are unnecessary—arrived late on Sunday at Atlantic City, N. J., with his brother Jesse Houck and Olney Davies, and feeling fit for a strenuous session.

Mr. Houck, who is the Big Mastiff of the Ancient and Effervescent Order of the Yellow Dog, came to the convention with the paraphernalia for conducting the initiation of candidates into the noble order, and was busy every minute of the day initiating classes of candidates gathered together by



Big Mastiff Houck Conferring the Yellow Dog Degree Upon an Enthusiastic Class.

squads of willing workers. No one was overlooked, from Louis F. Geissler and other Victor officials, down to the hotel staff. Mr. Geissler's speech in German dialect after his initiation on the train bound for Philadelphia should be preserved in the archives of the order for all time. It was a classic.

Big Mastiff Houck explains the objects of the order to the candidates as follows:

"This is a little social order founded on friendship, fidelity and fun, fun being the potent factor of the degree.

"We call it the Yellow Dog. You might wonder why we would call such a magnificent order as this the Yellow Dog, but fidelity also cuts a part in this order, and there is nothing in this world so faithful to his master as a little yellow dog.

"You can kick him and cuff him around and starve him to death, and yet he is willing to lay at



Houck and His Yellow Dog.

your feet and guard you while you sleep; hence we take that name for our noble order. It matters not where your travels may lead, you will find Yellow Dogs, and when you find one you will have found a friend."

This is followed by the secret work of the order, much appreciated by those who can answer to the hailing sign of the Yellow Dog. Mr. Houck's work was the hit of the convention.

O. K. Houck, just to be remembered, brought with him and distributed nearly a hundred huge nickel-plated keys to the city of Memphis, each tied with a red ribbon and bearing the name of the O. K. Houck Piano Co. The keys were tried, but failed to open any of the refreshment parlors of Atlantic City until after midnight on Sunday, when the doors were opened to the thirsty hordes.

If the various jobbers have their way, the films showing in detail the manufacture of Victrolas and records will be shown before audiences in all sec-

tions of the country. Several of the jobbers are particularly anxious to show the pictures to their dealers, even if the public is not invited, believing that the immensity of the Victor Co. plant and its efficiency, to say nothing of the army of high-class workers employed and shown as they march from the buildings, will serve to leave a strong impression on the dealer and arouse his enthusiasm over Victor goods.

One of the jobbers to receive a particularly cordial reception was L. S. Sherman, head of Sherman, Clay & Co., and dean of the music trade on the Pacific Coast. Mr. Sherman made the trip for the fixed purpose of getting the next convention of the association for his own city, and his letters from the Mayor of San Francisco, from the Director-General of the Panama-Pacific Exposition, and other officials, coupled with his own eloquence, won the convention for the Exposition City without a dissenting vote.

Mr. Sherman declares that, although the distance is calculated to frighten some of the jobbers, the



The distinguished gentleman in the foreground is L. S. Sherman of San Francisco. At his right is H. C. Brown, Advertising Manager of the Victor Co. Just behind Mr. Brown stands Andrew McCarthy, of Sherman, Clay & Co., San Francisco.

fact remains that, with the special inducements offered by the railroads and hotels during the period of the Exposition, the cost of attending the convention will be surprisingly low and the presence of attractions of world-wide importance made the spring of 1915 a most favorable time for visiting the Pacific Coast. Mr. Sherman came armed with folders, rate sheets and other printed arguments in support of his contention, but he won his victory without being compelled to use them. "San Fran-



Left to right: Fred A. Siemon, Raymond Wuritzer, Branson M. DeCou, W. A. Condon, C. S. Ruggles, Marquette A. Healy and C. J. Schmelzer Enjoying the Briny Deep.

cisco Bound" is the watchword of the association for the coming year.

The Lone Star State was particularly well represented at the convention this year, and the showing should convince the trade of the interest that the Texans are taking in the talking machine business. Those who registered included G. G. Neville,



Four Long-Horns from Texas.

Left to right: Lester Burchfield, Sanger Bros., Dallas; W. E. Parker, Talking Machine Co., of Texas, Austin; G. G. Neville, W. G. Walz Co., El Paso and Fernando de Arredondo, Thos. Goggan & Bros., San Antonio.

with the W. G. Walz Co., El Paso; Elihu A. Sanger and Lester Burchfield, of Sanger Bros., Dallas; F. De Arredondo, with Thomas Goggan & Bro., San Antonio, and W. E. Parker, with the Talking Machine Co., of Austin, Tex. All the Texans were



S. O. Wade and Mrs. Wade Watching the Sights at Atlantic City.

enthusiastic over the conditions and the outlook in their State, with its immense territory and constantly increasing growing population.

Among the officials and representatives of the Victor Co. who attended the convention or looked after the comfort of the visiting jobbers in Philadelphia, were Louis

F. Geissler, general manager; Charles K. Haddon, vice-president and treasurer; Walter J. Staats, comptroller; Belford G. Royal; Henry C. Brown, advertising manager; Frank K. Dolbeer, credit manager; W. B. Fulghum; George D. Ornstein, manager of salesmen; Ernest John, C. K. Bennett, E. E. Hipple, Jr.; H. A. Beach, C. H.

(Continued on page 41.)

The Lansing Khaki Moving Cover

Did You See It at the Convention of Talking Machine Jobbers at Atlantic City?

All Who Examined This Special Creation Were Quick To See Its Dollar Saving Power and Dollar Earning Power To Their Business.



Khaki Moving Cover Showing How Two Machines May Be Carried With Ease By a Single Messenger.

The Lansing Khaki Covers can be so easily adjusted that there is a large saving in time over the ordinary method, which, of course, means money as well.

The durability of these covers will be apparent to all. The service which they will render with reasonable care will be long, no matter how hard the usage to which they are exposed. With the Lansing Cover the machine is effectually protected from wet and cold weather, dust, scratches, bruises, finger prints, etc., which makes possible the delivery, of machines in the homes of purchasers in as perfect condition as when taken from the warerooms, thereby pleasing the customer.

It has four sides and a top especially for lettering.

No other covering is necessary, hence a large saving is made in time and material that would otherwise be used—also in expense of repairing and repolishing.

The manufacturer has such confidence in this product, and its aid to talking machine men everywhere, that he will send these covers on approval to interested parties. Covers so ordered may be returned at once to the factory if not found satisfactory.

The fullest information given concerning prices upon application.



Arrangement of Straps on Khaki Moving Cover Showing a Practical Demonstration of Use of Straps Going Upstairs.

The Lansing device is not only unique and original in every essential, but it provides talking machine dealers with a device which simplifies the delivery of talking machines and saves the cabinets from injuries which might come through careless handling in the way of varnish scratches and bruises.

A word of description in this connection: The outside of the Lansing Moving Cover is made of Government Khaki and the inside lining of cotton flannel. Four thicknesses of heavy felt are used for interlining, and all of these are firmly quilted in order to provide uniform thickness and durability. The large coverings have heavy straps passing underneath the machine terminating in handles half way up the sides, which are held closed in by heavy horizontal stays. This distributes the weight entirely upon the straps, there being no weight whatever upon either the machine or the cover.

These covers are made to fit all of the different talking machine models, and they effectually protect against scratches or other damage in transit, and the covers have been found invaluable in making deliveries.

A description of this product hardly suffices to convey to the mind of the reader just what it means to talking machine men. It saves much time in preparing machines for local delivery, and it prevents them from receiving any damage in transit through scratches or bruises. It saves money in doing completely away with paper and all wrapping material.



Lansing Khaki Moving Cover. Showing Ease of Adjustment.

E. H. LANSING

Manufacturer

611 Washington St.

Boston, Mass.

CONVENTION SNAP-SHOTS AND IMPRESSIONS—(Continued from page 39).

North, Thomas F. Green, Howard Shartle, Jas. E. Corneal, B. M. De Cou and others. Will Oakland, Steve Porter and several other recording artists were present at the banquet.

Through the efforts of L. C. Wiswell, chairman of the arrangements committee, a number of the Western distributors assembled in Chicago and



L. C. Wiswell.

came to the conventions in a body, leaving Chicago on a special car attached to the Manhattan Limited of the Pennsylvania Road on Saturday morning and arriving in Atlantic City on Sunday morning. The party included C. J. Schmelzer, Kansas City, Mo.; A. A. Trostler, Kansas City, Mo.; L. Burchfield, Dallas, Tex.; A. Hospe, Omaha, Neb.; G. E. Mickel, Omaha, Neb.; B. J. Pierce, Kansas City, Mo.; W. H. Reynolds, Mobile, Ala.; E. C. Rauth, St. Louis, Mo.; Geo. Mairs, St. Paul, Minn.; Fred. Seimon, Chicago, Ill.; Mr. and Mrs. S. O. Wade, Chicago, Ill.; J. E. Meagher, Chicago, Ill.; Robt. Fenton, Chicago, Ill.; Fred. Putnam, Peoria, Ill.; L. C. Wiswell, Chicago, Ill. At Pittsburgh the party was joined by J. C. Roush, president of the association; Perry B. Whitsit, F. C. Bruce and T. H. Towell.

The trip was a thorough success in every way.



Putting the "O. K." on the Landay Bros. James B. Landay (left), Max Landay (right), O. K. Houck, (center).

though some of those on the train arrived a trifle red-eyed from lack of sleep. The car was well stocked with the materials essential to keeping dust and cinders out of the throat and the time-tried prescriptions were in considerable demand. Playing cards and swapping drummers' yarns served to pass the time pleasantly.

When Mr. Wiswell's small son placed a package of "sparklers" in his grip to insure his daddy enjoying a pleasant July Fourth celebration, the little fellow did not realize the trouble he was stirring up. A member of the Chicago party, who shall be nameless for this occasion, retired early on the train and was deep in the arms of Morpheus when Lester Burchfield lit a sparkler and held it in the berth. The slumbering one awoke to see the berth filled with fiery stars, and yelled "Fire!" and reached for the emergency cord simultaneously. It was some time before the atmosphere of the car got back to normal.

James and Max Landay, the Landay Bros. of New York, for the first time attended the convention together and mingled with the crowd on every occasion. The convention was somewhat new to James Landay, but Max took his brother over the ropes at a fast clip and saw to it that there was no lonesomeness.

Victor H. Rapke, the former jobber, who was elected mascot of the association some years ago,



Victor H. Rapke in Argumentative Mood.

was very much on hand at Atlantic City and was full of information regarding the developments of the trade and how things are and should be done. Mr. Rapke, who is at present in the automobile business, is shown in the accompanying snapshot just settling a discussion regarding conditions in some of the horn factories of days long past. Everybody knows Victor, 'cause he doesn't hide his light under a bushel.

A goodly group of travel-stained conventioners held a "death watch" in the hotel parlors until midnight Sunday when, it then being Monday, the thirst parlors could open for a short time. At the stroke the crowd hustled out, only to discover that a party who had been sitting on the curb, waiting, had gotten the first table.

One of the most enthusiastic of the conventioners



Autos Ready to Leave Hotel for Country Club.

was L. S. Sherman, who had never met with the talking machine men before. Mr. Sherman was not only impressed with the harmony existing in the association ranks, but was particularly interested in



Group of Ladies Ready for Auto Trip. Photo by Prince.

the exhibition of the Victor Co. and the abundant information regarding manufacturing and selling problems supplied to the jobbers by the department heads and other members of the Victor organization. Mr. Sherman stated that, though he had been in the talking machine business since its infancy, he had gained much new and valuable knowledge of trade matters during his stay at the convention.

Only two of the jobbers traveled to the convention city in their automobiles, they being Emanuel



Mr. and Mrs. Emanuel Blout on the Boardwalk.

Blout, of New York City, who was accompanied by Mrs. Blout and the two Misses B'out; and Benj. Switky, of New York, who brought down with him Mr. and Mrs. J. H. Dodin and George W. Morgan. Both gentlemen loaned their cars to the committee for taking the ladies on the auto trip to the Country Club on Monday.

Lester Burchfield as usual came to the convention with so many new tricks in his trunk there was hardly room for his clothes. A musical clothes brush was only one of a number of nerve destroyers.

E. N. Upshaw, of the Elyca-Austell Co., Atlanta, is possessed of a "Rebel yell" which was probably handed down from the last generation, but has

(Continued on page 44.)

Another Talk Conve

TO BE held right here and now.

You are the membership, the
Just one topic for discussion:
out into more general merchandising

Well, what about it?

Was any question of equal importa
Atlantic City?

You are a merchant, dealing in m
yourself down to a restricted one-line
people want if there is money in it.

Suppose you had been "in" on the three-month's
the dance furor first and Columbia dealers were makin
fore any one else could touch it.

Somebody is buying a huge and increasing oupu
ing no other make of records, and thousands of thea b
you a good clear slant on how near home those goo m

People who come in through your door and inst
those others who have your business sized up from re
as well have as not. Those people won't come in a d
precisely what they have been doing right along, gcso
of talking machine product, and to them that's as god

There are so many things to tell you about re
stricted line that we would like to be asked to lay tem

So we take this occasion to suggest that you w

Geo. W. Lye,

Columbia Grapho

Woolworth Bu



ng Machine

tion

s, and all the committees.

the talking machine dealer broaden
handle all lines that are in demand?"

to *you* brought up for discussion at

l instruments. You should not hold
cialty trade, but carry whatever the

bia lead on dance records for instance? We saw
icity turn-over every week for a good long time be-

olumbia machines and records—some of them buy-
Columbia records certainly half of the time. Have
spending customers are?

olumbia records are really nothing to judge by. It's
e, whom you never see, whose trade you might just
force you to supply them—they will continue to do
re else. They know that you handle only one line
directory of where *not* to buy.

reasons for handling a general line instead of a re-
e you.

certain live information to

ral Manager

hone Company

, New York



CONVENTION SNAP-SHOTS AND IMPRESSIONS—(Continued from page 41).

lost none of its force. Mr. Upshaw brought the yell with him to the convention and insisted upon letting it loose whenever the bands or orchestras played "Dixie," and which was very frequent. If the Upshaw yell had been with Lee, the late unpleasantness might have ended differently.

As though the sessions of the conventions and the entertainments in connection therewith did not furnish enough excitement, those visitors having rooms on the ocean side of the hotel were awakened on Tuesday morning by cries coming from the water, and saw a thrilling rescue of two drowning men by a trio of hotel porters before the regular lifeguards were on



Benj. Switky Always Spic and Span.



C. K. Bennett, of the Victor Co. Taking an Order for a Carload of Needles from G. A. Mairs, of W. J. Dyer & Bro., St. Paul.

duty. Several of the talking machine men also had unpleasant experiences with the heavy undertow, though not sufficiently serious to require rescuing by the guards.

Fernando De Arredondo was particularly interested in the convention and things generally in the East. Mr. Arredondo is a native of San Antonio and until his trip to Atlantic City had never been beyond the borders of his native State, and found much during the journey to demand his attention.

One of the features of the ball game that appealed particularly to many of the visitors was the parade of the "bleacherites" after the game. The crowd from the open stand crossing the



View Across the Ball Field After the Game Closed.

field in the sun gave an excellent idea of what constitutes a crowd of fans. The accompanying snapshot was taken from the Victor Co.'s section of the stand while the guests were waiting for the crowd to pass out before proceeding to the automobiles waiting for them.

Charles Bobzin, of the Silas Pearsall Co., New

York, one of the veterans of the trade, was early on the ground greeting old friends and exchanging reminiscences of the former days when the Victor dog was a pup. Mr. Bobzin is full of information regarding trade conditions that is based on a long and broad experience.

To all intents and purposes James F. Bowers' annual job as toastmaster at the banquets of the association will last just about as long as Mr.

Bowers is willing to favor the jobbers with extracts from his rich fund of wit and humor, a wit which has a distinctly Celtic touch to it and is therefore never lacking in point. One jobber dubbed Mr. Bowers the "toastmaster laureate" of the association which phrase describes his standing in perfection. Incidentally Mr. Bowers' ready wit and ability to put things clearly has saved more than one situation in the meeting room during business sessions.

THE EXHIBITS AT THE JOBBERS' CONVENTION.

There were a number of manufacturers of accessories, cabinets, needles, etc., who had exhibits in the various rooms of the Chalfonte and other hotels during the convention though an arrangement between the hotel, and the association barred exhibits in the public rooms and corridors as was formerly the case.

Among those who had displays at the Chalfonte was Clement Beecroft, of Philadelphia, representing the Long Cabinet Co. The various popular models of Long cabinets for the leading makes of machines were exhibited and the jobbers who were not already familiar with the quality of the Long cabinets were generally impressed. Mr. Beecroft also represented the well-known Bagshaw needles and other specialties at the convention.

J. T. Edling, head of the Velvaton Wood Needle Co., Kansas City, Mo., was early on the ground with samples of the Velvaton needles for the purpose of demonstrating them before the jobbers. Mr. Edling also showed the process of manufacturing the needles from the time the lumber was first sawn until the finished needle came from the hardening solution. It is the claim of the company that by giving the needle a quarter turn after each reproduction ten or more records may be played without changing the needle.

M. A. Carpell, representing the Herzog Art Furniture Co., was also on hand with a cabinet exhibit, which included a new style revolving cabinet.

M. B. Claussen, of the Masterphone Corporation, New York, was also on hand for the purpose of demonstrating the Masterphone for the benefit of those few jobbers not already familiar with the merits of this device in the improvement of tone.

KHAKI MOVING COVERS

For Talking Machines Displayed by E. H. Lansing During Convention Attract Attention—A Genuine Convenience.

Among the prominent exhibits at Atlantic City during the jobbers' convention was the display of E. H. Lansing, 611 Washington street, Boston, Mass., manufacturer of khaki moving covers for talking machines, which are designed for the convenient and safe carriage of talking machines and other musical instruments. In the delivery of these instruments, it frequently happens that the highly polished surfaces of the cabinet work is scratched, which not only mars the appearance of the instrument but causes a repair bill that is liable to total more than the cost of one cover, to say nothing of the uncertainty of matching the damaged spot with the balance of the varnished surface. Lansing covers protect machines from rain, snow, dust, extreme cold or heat, as well as from scratches, bruises, finger prints and other damage.

Lansing khaki covers are made in two styles, one for the dealer and the other for home use, both of which are sold under the unconditional guarantee of absolute satisfaction or money refunded.

The outside of Lansing covers is made of Government khaki and the inside lining of cotton flannel. Four thicknesses of heavy felt are used for interlining and all is firmly quilted to keep it of uniform thickness and durability. The straps are heavy (three-ply) webbing and are not riveted to the cover but held in place by tapes. Patent buckles are used. The foregoing covers the description of the covers designed for commercial

SEE HOW THE JOBBERS IN THE WORLD CAN SUPPLY YOUR WANTS.

Among the album manufacturers who displayed their wares at the convention were George P. Troyer and J. R. Jones of the National Publishing Co., New York. They met with considerable success in featuring their various styles of albums for disc records.

George A. Bates, of the New York Card and Album Co., New York, was also present at the convention and met several jobbers there by appointment though he had no exhibit.

D. W. Moor, representing the Standard Gramophone Appliance Co., New York, was early on the ground for the purpose of acquainting the jobbers with the virtues of the Standard Co.'s line of specialties including the Standard Automatic Stop, Standard Fibre Needle Cutter and the Standard Record Cleaner. He was kept very busy.

S. O. Wade, of Wade & Wade, Chicago, manufacturers of the well-known fibre needle cutter which has won such success in the trade, was present at the convention on a hand-shanking rather than a selling trip.

One of the most interesting of the exhibits not at the Chalfonte was that of the Pathéscope, which was exhibited at Haddon Hall. The Pathéscope machines, both electric and hand models, were demonstrated almost constantly before interested talking machine men. There were numerous features connected with the machine that made a strong appeal to the conventioners, one of them being the film exchange proposition and the ability of the machine owner to purchase a special motion picture camera and take their own pictures. The exhibit was in charge of Willard V. Cook and W. A. Condon.

purposes while the home covers are made of cotton flannel, print, felt, rubber, mackintosh, etc., the prices of the latter running from 50 cents to \$3.

Mr. Lansing was personally in charge of his Atlantic City display, and the booth was visited by not alone the delegates but by many other people, to whom the value of the Lansing cover was apparent without much discussion on his part, and he took a number of orders for all the styles of covers that he manufactures.

OUR
VICTOR
SERVICE
IS SAFE
PROMPT
EFFICIENT

We safeguard our patrons' every interest. Try us next time. Mail orders receive prompt attention.

ELMIRA ARMS CO.
117 MAIN ST., ELMIRA, N. Y.



Columbia Double-Disc Records A-5542, A-5531, A-5549, A-5494—a few One-steps and Hesitations that a majority of Columbia dealers are finding hard to keep in stock.



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

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

NEW EDISON ARTISTS

To Make Their Debut in the Edison Blue Amberol List for September.

Three prominent artists will make their debut in the Thomas A. Edison Blue Amberol list for September. The trio is headed by Alessandro Liberatti, the distinguished bandmaster and cornet



A. Liberatti.



F. Martin



S. Gardner.

international fame, having appeared with all the leading orchestras and musical festivals throughout the country. He has a large and noble voice, rich in quality and well controlled, notable, moreover, for a wide range. Mr. Martin, who is basso of the Fifth Avenue Presbyterian Church Quartet, sings that notable song of Schubert's, "The Wanderer."

Last but not least comes Samuel Gardner, a clever young violinist, who made his debut last year in New York. He is a pupil of Franz Kneisel, and one in whom he has taken a great interest. Although born in Russia, he is essentially an American product. Comparatively a youngster, he plays like a veteran, as is evidenced in his rendition of Dvorak's exceedingly popular "Humoresque." There is authority, charm and perfection in his playing that will make his records popular.

FURNISHES FUNERAL MUSIC.

(Special to The Talking Machine World.)

NEWTON, IA., July 9.—An Edison disc phonograph furnished the music at a funeral in this city last week. The music had been overlooked until next to the last minute and the local talent in this town was both mediocre and scarce. Accordingly an Edison disc phonograph was used to play "Lead Kindly Light," "In the Sweet Bye and Bye," and "One Sweetly Solemn Thought." The substitution was pronounced highly appropriate by the mourners.

TO HANDLE COLUMBIA LINE.

The Columbia Graphophone Co. closed arrangements this week with the New Jersey Piano Co., Plainfield, N. J. whereby this well-known piano concern will handle a complete line of Columbia products and feature them in an extensive publicity and selling campaign.

A TRIO OF NOTABLES.

Edward D. Easton, president of the Columbia Graphophone Co., accompanied by H. L. Willson, assistant general manager of the company, and Senator William E. Johnson, a prominent captain of industry, sailed recently on the steamer "Imperator" for a four weeks' trip abroad, visiting England and Continental Europe.

C. E. GOODWIN TO EUROPE.

C. E. Goodwin, of The Phonograph Co., Chicago, is visiting Europe on his annual vacation, expecting to return in about one month.

soloist, who has been touring the United States with great success for the past thirty-six years.

In the September list Liberatti's Band is represented by "The March of the Inland Tribes," "La Mia Speranza Waltz" and "The Suffragettes March." These compositions of Liberatti are played by his band with a finish and charm that is inspiring. The instrumentation of the band is admirable for recording purposes.

Frederic Martin, who will make his debut in September with the Edison talent, is a basso of

EX-GOVERNOR DOUGLAS A BUYER.

Among the Victor sales to noted people by the Oliver Ditson Co., Boston, Mass., was a machine to Ex-Gov. Wm. L. Douglas, who, in addition to his public life, is a well-known shoe manufacturer.

TALKING MACHINE JOBBERS WHO ADVERTISE IN THE WORLD ARE LIVE ONES, TRY THEM!

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.

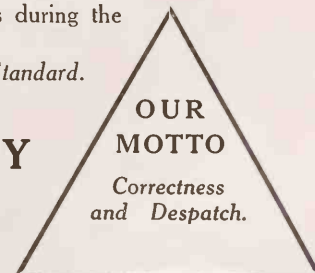
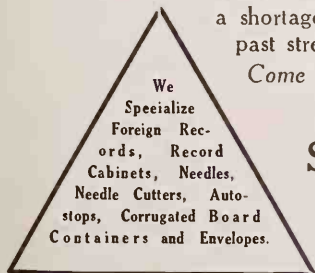
SILAS E. PEARSALL COMPANY

VICTOR DISTRIBUTORS

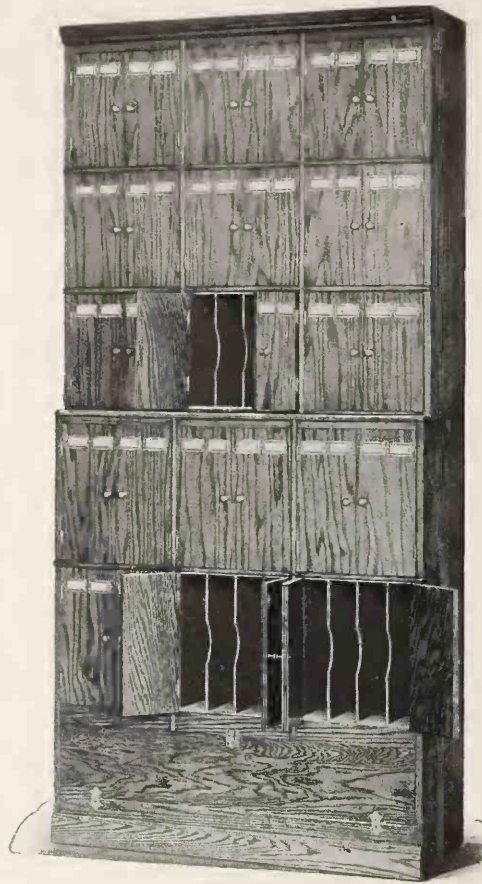
18 West Forty-Sixth Street

(Near Fifth Avenue)

NEW YORK



A Practical RECORD System FOR DEALERS



The New Tamaco Stock Record Rack

Capacity 1000 Records

Price All Oak Finishes, \$27.50
Mahogany and White Enamel, \$31.50

Write for circular describing this record-rack—it has new features—you'll be interested.

OUR new Record Stock System Pamphlet is ready. This system shows you which are the big, live sellers in your record stock—shows you just how many you have sold during the past month or year of any number, enables you to order without fear of overstocking—prevents an accumulation of slow selling records, and the loss of profits by not having records your customer wants. It shows your exact investment and turnover—is a perpetual inventory and automatically reorders—is simple and inexpensive to install and operate.

You'll be interested in our Summer Sales Ideas, too.

THE TALKING MACHINE COMPANY

12 North Michigan Avenue : : : : : Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS

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

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

(Special to The Talking Machine World.)

CHICAGO, ILL., July 9.—The talking machine men are not complaining about dull times, and everywhere throughout this specially favored section of the country crop reports are excellent, and they tend to give a new life and impetus to business.

A number of our well-known local talking machine men have been absent attending the national convention of Talking Machine Jobbers at Atlantic City. J. F. Bowers has never missed a meeting since he was instrumental in founding the organization at Buffalo, and this year Marquette Healy has paid his first visit to the national meet of talking machine men, and no doubt he will be impressed with what he sees and hears at Atlantic City.

Edward H. Uhl, local manager of the Wurlitzer interests, and Mr. Siemon, as well as S. O. Wade and Mrs. Wade, journeyed down to enjoy the cooling breezes of the favorite Eastern resort during convention week.

While chatting with the talking machine men locally, one is more and more convinced that the talking machine trade is one of the very few which is enjoying prosperity, and of course with the big crops which we seem reasonably sure of securing now, there will be a greater demand than ever before upon the manufacturing resources of the industry.

The talking machine trade has grown some since its inception and is continuing to go forward by leaps and bounds. The conditions surrounding it were never better than to-day, and one delightful thing about the trade is that there has been no price cutting and slashing. Pick up the papers containing the advertisements. They are always of the appealing, educational character rather than of price cutting. How much better it would be if some of these methods were engrafted upon the piano business. It would be refreshing indeed to turn to papers containing announcements of pianos and find that the intent of the advertiser was to interest purchasers on the basis of supplying them with useful, necessary and valuable home accessories rather than to catch them on a price baiting proposition.

Certainly, there are arguments everywhere for standardized prices and the fixed price principle must commend itself to merchants everywhere, because it will do away with price haggling very materially.

Safeguarding Deferred Payment Contracts.

The attention of the Chicago Association of Credit Men has been called to the necessity of some legal action to safeguard merchandise sold on deferred payment contracts. The party pushing the move is the Moneyweight Scale Co. It sells its scales on deferred monthly payments and finds that the only protection it has against the attaching creditor or a court action is the filing of a chattel mortgage. Of course, when a chattel mortgage is given it must be by the owner of the article, so that it becomes necessary, to have complete protection, to pass the ownership with the first payment and then take back a chattel mortgage for the deferred payments. The making and recording of the mortgage is expensive, unnecessarily so, the makers of the scale contend. They believe that the same end would be attained and even greater security afforded the seller if a law were placed on the statute books by which the contract of sale could be made a matter of record.

This matter is one that deeply interests the music trade of Illinois, where a majority of the instruments are sold on contracts of sale providing for payments extending through a term of many months, during which almost anything is likely to happen. The piano dealers have tried to secure such a law several times, and have also tried to secure a modification of the chattel mortgage act which would permit of their being acknowledged before a notary instead of going before the municipal court. In both cases the attempt was futile.

A law similar to that asked for in Illinois is in force in New York State, and there seems no good reason why the same rule should not prevail in this State. As it is, the seller of a piano or talking machine, unless he goes to the trouble and expense of taking a chattel mortgage and recording it, is at the mercy of an insolvent buyer. The bankruptcy courts positively refuse to recognize these sales, and the contract has been declared of no effect as against an innocent purchaser of the instrument so that some such action as urged by the Moneyweight Scale Co. would be very welcome; and now that the music dealers are reinforced by lines other than their own they may be able to secure some action. The Credit Men's Association has the matter before the legislative committee, of which Mr. Whitlock, of Belding Bros. Co., is the chairman.

At the W. W. Kimball Co. Mr. Blanchard said: "You can put this company down as heartily in favor of any legitimate effort to accomplish the above reform in relation to the recording of contracts of sale. I, personally, worked for this object in previous attempts and am aware of the obstacles that the measure had to pass in the Legislature. It may be that present conditions will make it easier to do something. At any rate we should try and have the united support of all parties who will be benefited by the proposed change in the law. It is useless for individuals to try and accomplish anything."

At Lyon & Healy's the credit department was very strongly in favor of some such move or any move that would give safety. "The bankruptcy courts absolutely refuse to allow claims under a sale contract, and all we can do is file our claim with the other creditors for the unpaid balance and see the piano or Victrola that is really our property included in the assets of the bankrupt. We heartily hope that the attempt will succeed."

Mr. Whitlock, chairman of the legislative committee of the Chicago Association of Credit Men, is receiving co-operation of a number of members of the music trade throughout the State. Those wishing to co-operate are invited to communicate with him.

Big Columbia Record Sales.

Charles F. Baer, local manager of the Columbia Graphophone Co., reports that the past month has shown an excellent sales record with a particularly heavy business in the record department. Sales of the Columbia records have been mounting steadily in the past thirty days and have shown what a wonderful impetus the liberal Columbia advertising has created. Sales of the medium-priced machines for use in summer homes are also marked, and in this the Columbia advertising department must also be thanked. Mr. Baer returned to his offices from a three weeks' motoring trip to the East in excellent health and well prepared for a heavy fall business.

W. C. Fuhri, district manager of the Columbia interests, is on a three weeks' vacation at Spring Lake, Mich., and is enjoying boating and fishing.

A. J. Tucker, who is in charge of the wholesale order department, is confined to his home by a serious illness that his physicians fear may develop into typhoid fever.

Increases Capital Stock.

The Phonograph Co., local Edison jobber, has
(Continued on page 49.)

THE WADE—THE PRACTICAL—THE WADE

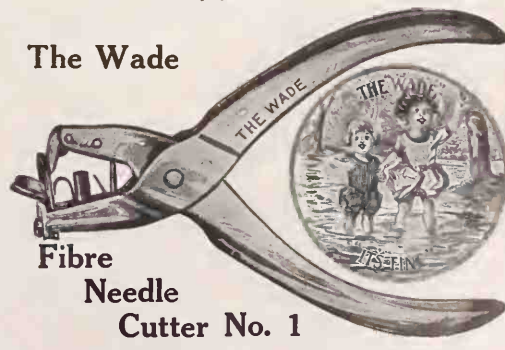
Fibre Needle Cutter

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
Fibre
Needle
Cutter No. 2

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.



The Wade
Fibre
Needle
Cutter No. 1

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.

Satisfy Your Customers!



Send Your Record Orders to
us. Our Record Stock is now

95% COMPLETE

Lyon & Healy

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 47).

recorded an increase of the capital stock from \$50,000 to \$100,000. The increase was necessitated because of the greatly enlarged business that the company is doing.

Personals and Visitors.

Some recent visitors to the local trade were F. R. Pancoast, Hastings, Ill.; Herman Marks, Emmetsburg, Ia.; C. B. Tousley, Fort Atkinson, Wis., and W. H. Hale, manager of the Victor department of G. W. Wheelock & Co., South Bend, Ind.

Other talking machine men visiting the Great Central Market were H. G. Power, of the Taylor Carpet Co., Indianapolis, Ind.; L. C. Peck, of the Peck Hardware Co., Berlin, Wis., and Mrs. Weise, of Bradford Weise & Co., of Waverly, Ill.

Mr. and Mrs. Fulton De Forest spent a part of their honeymoon at Chicago during the past month and called at the offices of the Talking Machine Co.

Guy Miller, T. J. Miller & Sons, piano and talking machine dealers of Dixon, Ill., was a visitor to the Lyon & Healy offices this week.

E. S. Wilson, of the Wilson Music House, was also a caller at the big Wabash avenue institution, motoring in from Oshkosh, Wis., where his business is located.

George Israel, formerly buyer of talking machine department of Hillman's, has taken charge of the same department at Rothschild's succeeding Harry Solomon, who now has charge of other departments. Mr. Price, formerly of Grand Rapids and Detroit, Mich., has been selected to take direct charge of the talker department.

J. Stanislanis, Thirty-second and Halsted streets, prominent Lithuanian music dealer, has just placed a large order for Victor goods and will cater chiefly to the Lithuanian trade.

Mr. Davies, manager talking machine department of John Taylor & Sons, Cleveland, O., was in Chicago during the month. His firm is making

Albert M. Mansfield, Eastern representative for Lyon & Healy, was a recent visitor to Chicago.

George C. Jewel, Rhinelander, Wis., was a visiting dealer this month.

S. M. Ladd, of Morrison, Ill., and John Dahlin, St. Charles, Ill., were Edison dealers in Chicago recently.

A. D. Wayne, retail manager of the Edison Co., is on a vacation at Fox Lake, Ill.

W. C. Motershead, assistant advertising manager of Lyon & Healy, is spending a two weeks' vacation at one of the Wisconsin lakes.

Edmiston's Ingenuity.

H. E. Edmiston, retail manager of the F. G. Smith Piano Co., was seized with a brilliant idea the other day and proceeded to put in into execution. A Columbia Grafonola sign representing a stage where a young man and a pretty girl are dancing to the music of the Grafonola was placed in the window. The sign was not intended to be an illuminated one, but Mr. Edmiston, in a few minutes, rigged up an electric lighting arrangement which gave the sign the most realistic appearance and which, in the late hours of

the night, stood out in the Wabash avenue darkness like a cameo. As late as 11 o'clock, passers-by were stopping to admire the display and reading the prices of the various instruments in the window.

Reasons for His Faith.

Arthur Soudek, manager of the American Klingsor Works, reports that dealers all over the country are preparing for a big fall business. Mr. Soudek said to The World: "I base my belief on the big demand we are receiving for our needles, and when calls for such an accessory come in so heavily at this time of year it would seem that the dealers themselves believe that 1914 and 1915 will break all records. The remarkable response to our announcement in The World last month has satisfied me that there is a big demand for needles suited to the requirements of the different kinds of records. The fact that the Klingsor needles can be used with either the Victor, the Edison or the Columbia machines is another point in favor of the dealer who handles our product as every owner of a machine, no matter what kind, is a prospect."

HOW LYON & HEALY UTILIZE WINDOW DISPLAY SPACE.

Window Trim Connecting Vacation Season with the Victrola Which Has Won High Praise—Enjoyment of Camping Enhanced by Music—Suggestions for Dealer with Small Window.

(Special to The Talking Machine World.)

CHICAGO, ILL., July 9.—About this time of the year thousands of city dwellers, both business men and those not so busy, are thinking of the delights of the North woods, are overhauling their camp equipment, replacing that which has served its time, eliminating those articles which have been proven unnecessary and adding those new devices that experience has proven will be of value and add to the pleasure of the trip.

Aware of this fact, Lyon & Healy have so deco-

well-pitched tent beside one of those clear Northern brooks, the backlog glowing and the fire blazing fitfully, the clear, crisp air fragrant with the odor of the forests and through the trees the stars glowing and sparkling with the brilliancy peculiar to those Northern woods, and then think of listening under such conditions to Tito's Serenade or the sextet from Lucia or the voices of the great singers, with all the beauty and haunting melody of their greatest successes. Would this be a little bit of all right?



Clever Window Display Made by Lyon & Healy and Devoted to the Victrola, Which is a Model in Every Respect.

extensive improvements in his department.

Otto F. Leidel, formerly at 875 Third street, Milwaukee, has opened a new and very commodious ground floor store at 881 Third street in that city. Mr. Leidel features the Columbia line.

Robert Fenton, of the Wilson Avenue Talking Machine Co., was one of those present at the jobbers' convention at Atlantic City.

J. E. Meagher, Lyon & Healy traveler in Wisconsin, was in the city for a short stay and reports excellent business prospects.

Archie Mathias, talking machine dealer of Minneapolis, passed through Chicago on his way to Pittsburgh and Columbus. Mr. Mathias made the trip of automobile.

Miss Steel, expert saleswoman of the W. W. Kimball forces, is taking advantage of the dull season to take a vacation.

Ellis B. Hansen, head window dresser for the Wurlitzer stores, suffered considerable anxiety recently because of the serious illness of his wife. Mrs. Hansen is now much better.

rated their great front display window that it suggests most emphatically the necessity of including in the outfit for this season is a portable Victrola. And could there be a better suggestion? Take a

The photo herewith will help you understand this window display. To the right of the scene is the tent. On a stump before the tent is the Vic-

(Continued on page 50.)

“KLINGSOR” Talking Machine NEEDLES
(MADE IN GERMANY)

ARE THE BEST ON THE MARKET

10 STYLES

Write for Samples and Prices to the

AMERICAN KLINGSOR WORKS

1316-18 North American Building CHICAGO



Salter's Patent Felt-Lined Shelf Cabinets
Are One of the Institutions of the
Industry. They Are Standard.

Better Make Your Cabinet Plans Now.

Don't let the Summer weather make you forget about Fall. Fall always means "rush" and "work." Summer is a good time to "think." Better plan to make this a big Salter Cabinet year—and place your orders *early*, because an ounce of preparation means a pound of profits.

We have Cabinets suited to

EDISON VICTOR and COLUMBIA Machines

They harmonize perfectly and are built so as to appear as one.

PLACE ORDERS EARLY.

SALTER MFG. CO.

339 North Oakley Boulevard

CHICAGO

trola, which commands the attention of the lady of the party. Her son restrains a dog, while to the left the man of the party is engaged in casting the fly. The background shows a Northern forest and the foreground is trimmed to represent a glade with a brook running through the foreground. This brook is the great attraction, and all the more because it contains a number of genuine brook trout from Michigan. The running water and the fish gliding about as if thoroughly at home in their environment make this the most interesting part of the scene to many spectators. This very attractive window picture is the work of W. J. Stewart, the window trimmer for Lyon & Healy. The large size of the display space in this window makes such work possible as this window and that of a year ago, when a full-sized electric launch was shown in motion, the party on board listening to the music of a Victrola.

There are few windows that could reproduce this set scene in its entirety, but there are many that could use motives from it. For example, that

portion of the scene showing the tent flap with the Victrola on a stump could be easily set. If the figures were not available the display would be suggestive and accomplish its purpose with only the tent and the Victrola. A still smaller window could be made from the idea by showing a tent directly across the back, making the end of the tent the background for the window. In the foreground could be placed a stump or log of wood, either being usually obtainable. On this place the Victrola. The floor of the window should be covered with some imitation of grass unless the window trimmer wishes to be very realistic, in which case a flooring of sod might be used. But in this case, as in most other cases of stage work, the imitation will be found to look more life-like than the real article. Trim the sides and top with branches of trees with plenty of green leaves, add anything that can be had in the shape of stuffed wild animals, and the trick is done.

A companion scene would be a representation

of a campfire at night, the fire burnt low and the figures shown lying down, wrapped in their blankets. No figures would really be needed, as the blankets could be arranged around piles of cloth or any substance that could be shaped to represent the outline of a human figure. The fire is easily represented by making a pile of partly burnt sticks and ashes against a backlog and under the pile placing an electric light with a red bulb. This can be made to glow from the center of the campfire in a very realistic fashion.

In all cases appropriate window cards would make the lesson plain by announcing that you could supply portable Victrolas to vacationists immediately or whenever wanted. Another card would call attention to your stock of records.



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.

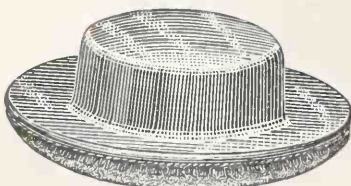


EMIL RIEDEL

Sächsische Sägen- u. Federstahlwaren-
Fabrik.

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

"Standard" Record Cleaner



Price, 50 Cents, List
Patented June 2, 1914.

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 GRAMAPHONE APPLIANCE CO.

173 LAFAYETTE STREET,

NEW YORK

YEAR'S CROPS OF RECORD VALUE.

Wheat, Corn, Oats, and Barley Worth the Stupendous Total of \$3,418,000,000—Promise 5,210,000,000 Bushels—Corn Crop Will Be a Larger One Than Usual, Government Reports Show, with Wheat a Bumper.

(Special to The Talking Machine World.)

WASHINGTON, D. C., July 8.—It will be joyful news to talking machine men and to all lines of trade that the four leading American cereal crops this year will cross the 5,000,000,000-bushel mark for the first time, which an approximate increase of \$209,000,000 in value over the average production and price for the last five years.

This staggering fact is contained in to-day's announcement by the Crop Reporting Board of the Department of Agriculture, forecasting the 1914 crop of wheat, corn, oats and barley. The forecast is based on the condition of the crops on July 1 as reported by the correspondents of the Government throughout the country.

The total crop of wheat, corn, barley and oats is expected to amount to 5,210,000,000 bushels. The five-year average production of these crops from 1909 to 1913 was 4,777,000,000 bushels. On the basis of the prices per bushel actually prevailing for these products on July 1 the estimated crop of wheat, corn, barley and oats this year will be worth \$3,418,000,000. On the basis of the average price for the last five years, \$3,218,000,000. The aggregate of these crops will be 433,000,000 bushels above the five-year average production.

The most valuable of these crops this year will be corn. The forecast is 2,868,000,000 bushels. The price of corn on July 1 was 75.5 cents a bushel, giving this crop an approximate value of \$2,151,000,000. The corn crop forecast is expected to exceed the five-year average by 160,000,000 bushels, and its value would correspondingly exceed the average annual value by \$283,000,000.

The forecast for winter wheat is 655,000,000 bushels, as compared with the annual average production for five years of 523,561,000 bushels. On the basis of the July 1 price of 76.9 cents a bushel, the crop will be worth \$503,695,000. This year's crop, on the basis of July 1 prices, will be worth only \$1,186,000 more than the annual average crop for the past five years.

The forecast for spring wheat is 275,000,000 bushels compared with an annual average of 239,819,000 bushels. This year's crop is expected to be worth about \$209,000,000 on the basis of the July 1 price of 76.9 cents a bushel.

The forecast for the oat crop is 1,201,000,000 bushels compared with an average production of 1,121,768,000 bushels a year during the last five years. At the July 1 price, 38.8 cents a bushel, this year's crop is expected to be worth \$456,380,000 as compared with \$504,450,000, which represents the average value of our oat crop for the last five years.

The forecast for barley is 211,000,000 bushels, as compared with 173,189,000 bushels on the average for five years. Barley was worth 47.5 cents a bushel on July 1. On that basis this year's crop will be worth \$99,170,000.

VICTROLA XVI. BEING FEATURED.

The Victor Talking Machine Co. sent out to its dealers this week an attractive summer folder featuring the Victrola XVI., which retails at \$200, as a machine particularly adaptable for dancing purposes. The company also mailed one of these folders to every summer hotel, yacht club and country club in the United States, in order that Victor dealers might reap the fullest possible benefits from this wide field of summer prospects.

H. A. Yerkes, manager of the Columbia Co.'s wholesale department, left last week for his summer vacation, which he will spend, as usual, at his old home in Washington, D. C.

TALKING MACHINE JOBBERS WHO ADVERTISE IN THE WORLD ARE LIVE ONES, TRY THEM!

WANTS BUSINESS PHONOGRAPHS.

The secretary of a prominent and progressive wholesale hardware house in the United Kingdom has manifested an interest in securing the agency for a phonographic machine for registering dictated correspondence, etc. No machine of this type have as yet made their appearance in the district, which has a population of over 1,000,000, and includes a number of good sized cities.

GREATEST OF EDUCATORS.

The talking machine is the greatest of all educators. It puts the artisan on speaking terms with the great composers. Humanity at large enjoy their masterpieces—a pleasure formerly confined to a favored few among professional musicians.

THE CORTELLA TALKING PICTURE CO.

(Special to The Talking Machine World.)

DOVER, DEL., July 7.—The Cortella Talking Picture Co. filed a certificate of incorporation this week with the Secretary of State to manufacture talking machines. The capital is given at \$300,000, and the incorporators are: A. Antonelli, W. T. Jones and H. L. Tourney, Philadelphia, Pa.

NEW NOISE PRODUCING MACHINE.

(Special to The Talking Machine World.)

CHEBOYGAN, MICH., July 7.—W. A. Rideout, Jr., is erecting a factory in which to manufacture a French noise producing machine to be used in theaters, imitating all sorts of noises and operated by a system of keys similar to those of a piano.



The "OGDEN" Record Sectional Unit and Filing System

IS A BIG SUCCESS!

Popular demand for this ideal record filing system has made it necessary to double the order with the factory. Illustration shows 10 section outfit (3,000 record capacity) all sections dust proof. Springs in each compartment, positively keeps records from warping.

GETS ANY RECORD IN 4 SECONDS

By the use of adjustable numerical signals Class (Color) Signals show you every similar record in stock. Without referring to catalog they indicate all Modern Dance records, Sacred Songs, etc. Also marks "slow-sellers" and "cut-outs" and prevents reordering. You can attach these signals 1 a second.

Each section has a capacity of 300 records. Finished to match your interior. Condenses stock, saving time and space and increases sales to pleased customers because of speedy record service, filed in a dignified system.

Finding, Filing and Re-ordering in one-half the usual time.

WRITE FOR DESCRIPTIVE BOOKLET,

naming your jobber. If he has secured the agency they can be shipped direct to you and billed by him.

Guaranteed as represented.

J. B. OGDEN, Lynchburg, Va.

"Puts Any Record in your hand in 4 seconds."



The number of talking machine dealers who restrict their business to one line of product alone is becoming less by every mail.



(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

TO BOOM OUR FOREIGN TRADE.

New Downtown Club Organized, of Which James A. Farrell, President of United States Steel Corporation, Is President—To Develop Interest in Foreign Markets for American Goods—Prominent Men Interested.

For the accommodation of those engaged in or devoted to the development of American foreign trade a new downtown club has been organized in New York, to be known as India House.

At a recent meeting of a number of persons interested in this project, James A. Farrell, president of the United States Steel Corporation, was elected president; J. P. Grace, president of W. R. Grace & Co., treasurer, and Willard Straight, of J. P. Morgan & Co., secretary. Alba B. Johnson, president of the Baldwin Locomotive Works, Philadelphia; Edward N. Hurley, president of the Machine Co. of Chicago, and James R. Morse, of the American Trading Co., were elected vice-presidents.

The three-story building at No. 1 Hanover square, long occupied by W. R. Grace & Co., and formerly the New York Cotton Exchange, has been leased and is now being remodeled and decorated in harmony with the early traditions of the United States, which it is the purpose of the club to perpetuate. The membership will be national in character.

The organization committee consists of prominent men in New York, Philadelphia and Chicago. The organization will be promptly completed and it is expected that the club will be opened on November 15.

Mortimer D. Easton, son of President Edward D. Easton and advertising manager of the Dictaphone, arrived in New York recently on the steamer "Hamburg," accompanied by Mrs. Mortimer D. Easton. Mr. and Mrs. Easton had spent their honeymoon abroad, visiting during the past six weeks all the leading countries on the Continent. Mr. Easton also spent some time at the Dictaphone headquarters in London.

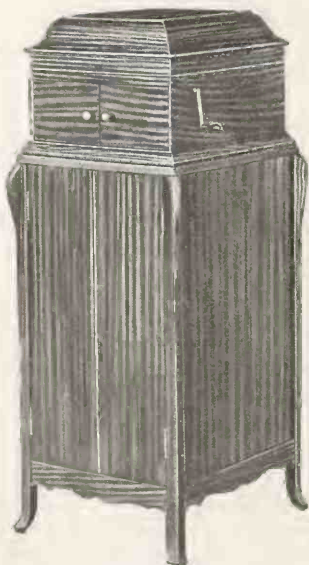
AN ENTHUSIASTIC LETTER.

The Boston branch of the Columbia Graphophone Co. received last week the following interesting letter from Don S. Ferguson, Beachmont, a prominent dancing instructor, who is the owner of a "Mignonette" machine and practically every dance record in the Columbia library:

"I received my graphophone in good condition and desire to thank you for the promptness in delivery. While acknowledging receipt of machine, I take pleasure in extending my appreciation for the splendid results obtained by the use of this instrument. There is nothing more worthy to receive than praise that originates from complete satisfaction. You are the receiver of my congratulations upon the product you are now marketing for dance records. My pupils and myself are unanimous in the opinion that they cannot be excelled. The tempo is perfect, the music inspiring, the tone inviting; three essentials for modern dancing. May our future relations continue in accordance. (Signed) Don S. Ferguson."

LONG CABINETS

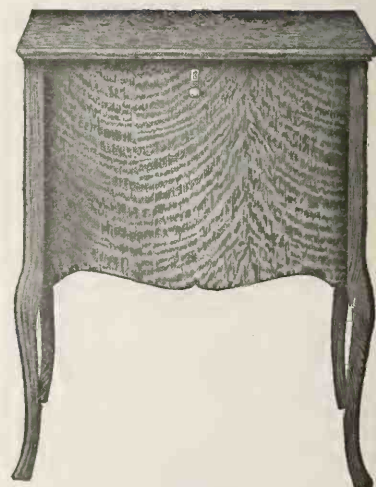
Have Many Friends



D65, D66, D67.
FOR VI., VIII., and IX. VICTROLAS.
Mahogany, Fumed Oak, G. O. and W. O.

A splendid line of well made, elegantly finished, Record and Player Roll Cabinets.

Prices and printed matter for the asking.



D32
Mahogany, Fumed Oak, G. O. and W. O.
Will Hold All Machines.

THE GEO. A. LONG CABINET CO., Hanover, Pa.

Address CLEMENT BEECROFT, Sales Manager
309 W. Susquehanna Avenue, Philadelphia



July 15th, 1914.

TO VICTOR DEALERS:

Between now and Fall, PROGRESSIVE VICTOR DEALERS will try and IMPROVE THEIR SERVICE and thus BE PREPARED for INCREASED BUSINESS during the coming season.

They will study the methods of others, SUCCESSFUL in their line, and will PROFIT accordingly.

PROGRESSIVE DEALERS are also realizing that they must study the METHODS OF ALL JOBBERS--TEST their SERVICE--be sure they have the EXPERIENCE, ORGANIZATION and CAPITAL to meet demands at ALL times.

The steady, healthy growth of this Company is the result of "BLACKMAN SERVICE" and it enters every transaction.

If you are not a "BLACKMAN DEALER", we extend you a cordial invitation to become one and IMPROVE YOUR SERVICE.

Yours truly,

BLACKMAN TALKING MACHINE CO.

Therese Blackman
President

CARRY LARGE STOCK OF GOODS

In Their Spacious Quarters at 351-353 Fourth Avenue, New York, C. Bruno & Son, Inc., Carry an Extensive Line of Victor Talking Machines and Records for Ready Shipment to Their Dealers in Territory They Control.

It is interesting to note the service extended by C. Bruno & Son, Inc., Victor distributors, 351-353 Fourth Avenue, New York. The accompanying



Showing Section of C. Bruno & Son, Inc., Record Stock Room.

illustration showing a portion of the record rooms gives an idea of the large stock carried. In addition to handling a large amount of merchandise, the company make a specialty of prompt shipment, it being their custom to forward goods on the same day that the order is received.

The record racks, the ends of which may be seen in the photograph showing a section of the record stock room, extend a considerable distance to the left as well as in the direction shown in the photograph, and these racks have a very large storage capacity. The records on the counter are being prepared for shipment to dealers. By maintaining an adequate stock it is possible to be of the greatest assistance to the dealer.

A visit to the rooms showing a part of the machine stock clearly indicates the volume of

goods constantly carried by this house. Not only is a large stock carried here, but additional storage facilities are secured in a warehouse in another section of the city. For the convenience of visiting dealers, the company maintains a display room on the Fourth Avenue and Twenty-sixth Street corner of their premises, where a complete line of Victor machines is on exhibition.

The Victor department of C. Bruno & Son, Inc., is under the direct charge of Charles F. Bruno, one of the officers of the corporation. Mr. Bruno devotes his entire time to the promotion of this particular department, the merchandising of Victor goods being not alone a hobby with him, but a feature of the business that has secured his interest for many years. Frequently dealers go to him for counsel and advice on business problems which always receive his careful attention.

The House of Bruno, which has been established for 80 years, the cornerstone of which was laid in 1834, is a monument to a successful business policy that is enjoyed by but few concerns. Its standing in the musical merchandise field is high.

One of the most forceful and helpful policies of this house is its exclusive wholesale plan, which never interferes with any retail sale of a merchant, wherever that merchant may be located.

NEW USE FOR RECORDS.

"I've found a new use for those phonograph records you bought last week and which cost such a lot of money," said his wife, according to the San Francisco Chronicle.

"How clever you are!" he exclaimed. "What is your latest?"

"In the first place," she began, "I hold a skein of wool over my arm, tie one end of the wool on a reel, place the reel on the graphophone pin and then start the machine. The wool is wound up in no time."

PROGRESSIVE JOBBERS ADVERTISE IN THE TALKING MACHINE WORLD. CONSULT THEIR ANNOUNCEMENTS.

The fond husband gasped in admiration.

"But that is not all," she continued. "Tomorrow I shall place a little bath brick on one end of the records, start the gramophone, and so clean the knives."

He is still gasping.

INCORPORATED.

The Hutz Automatic Phonograph Co., of Brooklyn, N. Y., was incorporated this week with a capital stock of \$25,000 for the purpose of manufacturing and retailing musical instruments. Those interested are M. and H. Hutz and H. T. Reeb.

'Twould be great if people, when they want to air their views, could hang them on the clothesline in the backyard, as they do an old coat.

TALKING MACHINE JOBBERS WHO ADVERTISE IN THE WORLD ARE LIVE ONES, TRY THEM!

FOR SALE

For Sale—Very cheap to quick buyer, 60 Edison Firesides, 25 Standards, 10 Homes, all good order. 2,000 Blue Amberol Records run of catalogue. Address "F," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED

Position Wanted—By live salesman, capable of being manager; 10 years' experience in talking machines and pianos; am at present manager of El Paso firm carrying the New Edison Disc. Address "C," care The Talking Machine World, 373 Fourth Ave., New York City.

MANAGER WANTED

An experienced and capable phonograph man to qualify as manager of a jobbing and retail proposition. Edison Disc and Cylinder line. Address application to "Smith," care The Talking Machine World, 373 Fourth Ave., New York City.

MANAGER WANTED

Splendid opportunity for talking machine manager with one thousand dollars to invest in department, in one of the best department stores in Middle West. Policy of store requires investment for department managers. Address "J. 114," care The Talking Machine World, 220 So. State St., Chicago, Ill.

OPEN FOR ENGAGEMENT

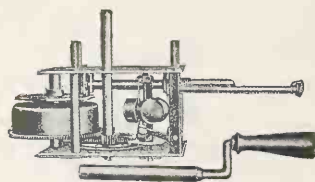
Talking machine man with 15 years' experience, wholesale and retail, would like to connect with an appreciative concern; satisfactory references assured. Address "J. J.," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED

Manager for Victor-Victrola Department; state age and experience; all applications treated confidentially if desired. Address The Cable Co., 137 W. 4th St., Cincinnati, Ohio.

TRITON MOTORS

Spring may be replaced within a few seconds.



Noiseless Movements
Simplicity—Perfection

Can be wound while instrument is playing.

Quantity Price 75c., F. O. B. N. Y.

TRITON PHONOGRAPH CO.

41 UNION SQUARE, NEW YORK

Samples SENT UPON REQUEST \$1.25 EACH, CHECK WITH ORDER



The Triton Phonograph
Retail at \$10.00

This machine gives you a chance to make a lot of money. Plays any needle disc record. Solidly built. Beautiful tone. Send for wholesale prices. Sample \$10.00.

TRADE CHANGE IN 50 YEARS.

Vast Growth of Exports Over Imports in the Last Half Century—Some Interesting Figures Set Forth That Are Worth Study.

The annual report on the commerce and navigation of the United States in the fiscal year 1913, just issued by the Bureau of Foreign and Domestic Commerce, reveals conditions of trade and industry in marked contrast with those prevailing in earlier years.

In a total trade of \$4,279,000,000 last year, exports exceeded imports by \$653,000,000, while at the middle of the last century, as shown by earlier reports of the series, imports were largely in excess of exports. Then imports of manufactures were more than five times the exports thereof, while in 1913 exports of manufactures were more than six times the imports of like classes. Meanwhile manufactured articles have largely replaced farm products and raw materials, except cotton, as the leading articles contributing to the export trade. Only in the carrying trade has the United States lost ground in the last half century. In 1850, for example, 70 per cent. of the foreign commerce was carried in American bottoms, while last year 80 per cent. was carried in foreign bottoms.

Additional interest attaches to the 1913 report, entitled "Commerce and Navigation of the United States," by reason of the fact that it contains the final statistical exhibit of the commerce handled at individual ports, many of which, under the reorganization effective July 1 last, lost their identity and are now included in rearranged customs districts bearing general titles, such as Massachusetts, Michigan and St. Lawrence. The continued relative advance in importance of the Southern ports is strikingly brought out in the report. While New York still holds a pre-eminent position, having handled \$2,000,000,000 of the \$4,500,000,000 worth of merchandise making up our foreign trade, Galveston has rapidly gained and is easily the second port of the country. Other Southern ports and certain of those on the Ca-

nadian border and Pacific Coast are also growing rapidly in commercial importance. New Orleans is the third port, Boston fourth, Philadelphia fifth, Baltimore sixth, San Francisco seventh, the Puget Sound ports eighth and Buffalo ninth, closely followed by Detroit.

Customs revenues last year aggregated \$313,000,000, and particulars regarding over 3,000 classes, varying in importance from such great groups as cotton laces, embroideries, etc., which paid \$22,000,000 in duties, to snowshoes, paying \$633,000,000.

NO INSIDE DISCOUNTS.

Printers' Ink Comments on a Recent Action of the Victor Talking Machine Co. and Tells Why It Came Into Being.

The July 9 issue of Printers' Ink contained an interesting article by one of the staff writers, relative to the new rule which the Victor Talking Machine Co. has inaugurated, whereby all discounts to employes and stockholders are abolished. This article reads as follows:

"Along with the increasing sentiment against the quantity discount has come a feeling that the granting of 'inside' discounts to employes, stockholders, etc., is likewise a danger to fair-trade principles. Especially among concerns which try to maintain resale prices, it is coming to be recognized that any variation from the principle of treating every buyer exactly alike as regards price is a mistake in policy.

"That the situation has become acute in some quarters may be surmised from a new ruling just announced by the Victor Talking Machine Co., to the effect that henceforth 'not an officer, director or stockholder of the Victor Co. can secure a Victor or a record at less than full list royalty.' Simultaneously with the announcement of this ruling, which is declared to 'conserve the real interests of our distributors and dealers,' there has gone forth from the general offices of the company at Camden a notice to all wholesalers and retailers handling

Victor goods that reads as follows: 'We shall construe it a violation of our license agreement if any discounts whatever from the full license royalty upon Victor machines, records or other patented appurtenances are given to any member of your firm, officer, director or stockholder of a corporation, or employe of either.'

Why the Victor Co. Changed Its Policy.

"Formerly the Victor Co. did not raise any objections to the trade giving complimentary discount to legitimate employes, and the Victor Co. followed this practice with the 6,000 workmen in its manufacturing plant. The circumstances which led to the present radical change of policy may not be without significance for advertisers and manufacturers who are marketing specialties of wide popular appeal. It has all come about from the fact that various department stores throughout the country took advantage of the Victor Co.'s leniency in this regard to inaugurate what practically amounted to a cut-price campaign. The offer of a ten per cent. discount was made openly in the pay envelopes of all the department-store employes, and the possibilities of this wholesale shaving of prices—there being 50,000 department-store employes in New York City alone—aroused the Victor Co. to action.

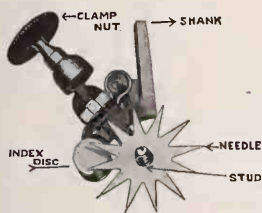
"The matter would be serious enough if the loss to manufacturers and distributors through the advantage taken of the ten per cent. discount were confined to legitimate employes and the relatives that they might endeavor to favor openly or surreptitiously. However, manufacturers who have studied the situation say that it has a yet more serious side in that employes have been tempted in not a few instances to split the discount with comparative strangers who desire to purchase the goods and who contract to buy them through an employe, in order to save a fraction of the list price—say five per cent., while the employe retains five per cent. for conducting the transaction"

PROGRESSIVE JOBBERS ADVERTISE IN THE TALKING MACHINE WORLD. CONSULT THEIR ANNOUNCEMENTS.

Flexible Star Needle



"One Plays Twelve"



The complete attachment—simple, quick and easy to handle.

THE right hand illustration shows the Flexible Star Needle and Holder in proper position on a disc record. It can be easily applied to any sound-box having a screw fastening to hold the needle.

TO APPLY

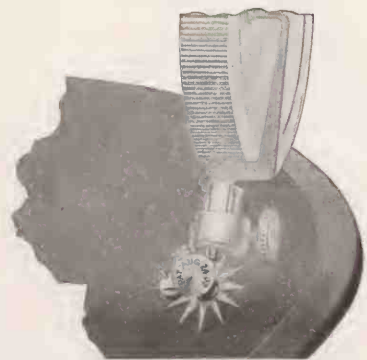
To apply the needle holder, insert the shank into the needle opening in the same way as an ordinary pin and tighten the screw firmly.

TO CHANGE NEEDLES

The illustration at the left shows the clamp-nut open in position to change Star Needle. The needle is placed over stud as indicated. The clamp-nut is dropped down over stud and tightened firmly.

AFTER PLAYING

After playing a record to bring a new point into position, the crank-handle is turned one revolution.



Price—Complete Set

Needle holder and 300 points... \$3.00
Extra points, package of 300... 1.00

Complete descriptive folder mailed on request.

FLEXIBLE STAR NEEDLE CO.
CLEVELAND, OHIO

701 Commercial Building
2056 East Fourth Street

REMODEL "TALKER" QUARTERS.

Rosenblatt Piano Co., Bristol, Tenn., Installs New Soundproof Booths and Makes Other Improvements of Importance.

(Special to The Talking Machine World.)

BRISTOL, TENN., July 6.—The Rosenblatt Piano Co., of this city, which handles the products of the Victor Talking Machine Co., has just completed a number of changes in its Victor department which greatly enhance the attractiveness and facilities of this division of its business. Oscar Simmons, well known in the local talking machine trade, is manager of the Victor business of the Rosenblatt Piano Co. and to date has achieved a well-deserved success.

Among the improvements introduced by the company in its Victor department is the construction of three sound-proof demonstration rooms for the convenience of its patrons. This is especially noteworthy as showing the rapid strides that the Victor products are achieving in the smaller cities of the South, in company with the larger trade centers. As recently as two years ago sound-proof demonstration rooms in a city the size of Bristol were practically unheard of, but to-day they can be found in small towns from coast to coast.

IMPORTANT TESTIMONIAL.

Another important addition to its valuable collection of testimonials on behalf of Columbia dance products was received the other day by the Columbia Co. from Morgan D. Stern, head of the modern dance society study bearing his name at Broadway and Fifty-seventh street, New York. Mr. Stern, who is prominent throughout the East as an authority on the present dances, writes as follows:

"Kindly place on record my order for an additional 'Dengozo' matchiche record. The perfect rhythm and beautiful tone which this record possesses, aside from its greater length and lower price, places it superior to any other matchiche record so far produced—in fact, all Columbia dance records embody the one important requirement toward perfection—namely, accurate time. The Columbia dance records are in continual use in all my studios, both in private and class instruction. For the latter purpose I consider them preferable to other musical instruments. Yours very truly, (Signed) Morgan D. Stern."

CHARTERED TO DO BUSINESS.

The M. G. H. Corporation has been chartered under the laws of New Jersey to engage in the phonograph business. The capital stock of the new concern is \$500,000 and the incorporators are J. T. Magee, B. McCall and A. J. Stobart.

TO MAKE LOW PRICED MACHINE.

It is reported that a company is being organized in Chicago for the manufacture of a talking machine that will retail for from \$5 to \$10, and which is said by the promoters to be a remarkably serviceable instrument. Records will be made to fit it that are but a few inches in diameter.

When you get to the store in the morning be sure that you look and feel like work. If you don't feel that way there is something the matter.

SEE HOW THE JOBBERS IN THE WORLD CAN SUPPLY YOUR WANTS.

OUR SILENT SALESMAN ASSORTMENTS

A Place for Everything and Everything in Its Place

These Handsome Glass Show Cases

ABSOLUTELY FREE!



Size 5" x 12".

Contents of Bridge Assortment No. 1

1 doz. No. 705	Bridges.....\$0.15	1 doz. No. 12	Bridges.....\$1.20
1 " " 706	"25	1 " " 18	" 1.50
1 " " 708	"25	1 " " 1205	"15
1 " " 708½	"40	1 " " 1206	"25
1 " " 709	"50	1 " " 1305	"15
1 " " 11	" 1.00	1 " " 1306	"25
Sells for - - - - -		\$20.40	
Net Cost to You - - - - -		\$6.05	
Your Net Profit - - - - -		\$14.35	

Contents of Mandolin Pick Assortment No. 3

6 doz. No. 7	Picks.....\$0.04	\$0.24	3 doz. No. 25	Picks.....\$0.25	\$0.76
4 " " 7½	"04	.16	2 " " 31	"25	.50
1 gr. " 100	"50	.50	3 " " 1	"20	.60
4 doz. B. & J.	"10	.40	3 " " 51P	"40	1.20
3 " No. 6	"20	.60	2 " " 10½	"35	.70
3 " " 8½	"22	.66	2 " " 46	"16	.32
Sells for - - - - -		\$36.00		\$6.64	
Net Cost to You - - - - -		\$6.64			
Your Net Profit - - - - -		\$29.36			

Contents of Tailpiece Assortment No. 4

½ doz. No. 710	Tailpieces....\$0.75	\$0.38	½ doz. No. 100	Tailpieces...\$3.00	\$1.50
½ " " 712	" 1.00	.50	¼ " " 710¾	"75	.19
½ " " 714	" 1.20	.60	¼ " " 710½	"75	.19
½ " " 176	" 2.50	1.25	24 pieces Tail Gut.....	.01	.24
Sells for - - - - -		\$14.40		\$4.85	
Net Cost to You - - - - -		\$4.85			
Your Net Profit - - - - -		\$9.55			

Contents of Peg and Mute Assortment No. 5

1 doz. No. 730	Pegs.....\$0.36	½ doz. No. 746	Mutes.....\$0.90
1 " " 731	"50	1 " " 743	"30
1 " " 1	"50	1 " " 745	"40
1 " " 2	"60	1 " " 755	"70
1 " " 444	"90	1 " " 748	" 1.40
½ " " 730¾	Size.....\$0.36	1 " " 762	" 1.00
½ " " 730½	"36		
Sells for - - - - -		\$21.70	
Net Cost to You - - - - -		\$7.92	
Your Net Profit - - - - -		\$13.78	

And a Handsome Glass Show Case ABSOLUTELY FREE!

You Can Carry a Complete Line of Musical Sundries in a Space 20 Inches by 12 Inches, with an Average Profit of 200 to 250%.

BUEGELEISEN & JACOBSON

113-115 UNIVERSITY PL., NEW YORK

"DURRO, N. Y.," Will Reach Us



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.



The Columbia Grafonola "Mignonette"—\$100—has been designed and built with a view to providing the best quality for \$100 that this Company—or any other company—has ever produced, and it is proving itself all that.



(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**

PLEASED WITH TRADE PROSPECTS.

Indianapolis Surprised at Summer Activity—
Cultivating Canoe Trade—Piano Houses
Take on Victor Line—News of the Month.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., July 9.—Indianapolis talking machine dealers assert they are surprised at the manner in which the talking machine business is holding up during the hot weather. None of them



C. J. HEPPE & SON

**VICTOR
Distributors**

1117-1119 Chestnut Street
PHILADELPHIA, PA.

**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.

is complaining of business conditions. All are predicting that they will have more trade this fall than ever before.

A. W. Moos, manager of the local store of the Columbia Graphophone Co., has a salesman in H. M. Wright who believes in going to the river for business. Mr. Wright has created a great deal of favorable comment, and, what is more important, has been making a large number of sales by equipping a canoe with a Columbia Grafonola. The canoe is painted red. On the end of the canoe, in silver leafing, is the name "Columbia Grafonola." The craft flies two flags—the American flag and a Columbia pennant. Concerts are given by Mr. Wright every Saturday afternoon and evening. As a result nearly every canoe on the river at Riverside Park is equipped with a talking machine.

Mr. Wright also has designed an attractive mid-summer window. A real Indian wigwam, surrounded by real grass—which Mr. Wright sprinkles each day, and several rabbits make up the window display. Back of the wigwam is an old-fashioned rail fence. On a stump is a Columbia talking machine. Hundreds of passers-by pause at the window every day.

"Business is holding up good," said Mr. Roos in discussing business conditions. "The prospects are that it will continue to be good all summer."

George W. Lyle, general manager of the Columbia Graphophone Co., visited the Indianapolis branch recently.

Alexander M. Stewart, and his son, George Stewart, both of the Stewart Talking Machine Co., have left Indiana for an extended trip through the East. They expect to attend the convention at Atlantic City. They will visit a number of the Eastern cities before returning.

The installation of Victor talking machine departments by the Pearson Piano Co. and the People's Outfitting Co. is announced by the Stewart Talking Machine Co., through whom these companies will get their Victor goods.

The Pearson Piano Co. is planning extensive improvements, and when the company's building has been remodeled the talking machine department will have adequate quarters on the first floor. The People's Outfitting Co. also will make room for a special talking machine department. Both will handle the entire Victor line.

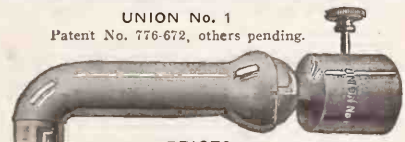
"Business conditions are fine," said W. S. Baringer, manager of the Stewart Talking Machine Co. "We placed our expectations away up and they are now being fulfilled ahead of what we expected."

To add to the efficiency of the Stewart Talking Machine Co. a motor truck for rapid service has been bought by the company. The company will use this truck in addition to a large horse truck.

The Kipp-Link Phonograph Co., which handles the Edison line of talking machines, reports good business conditions for the time of the year. Walter E. Kipp left Indianapolis recently on a visit to the Edison factory.

PROGRESSIVE JOBBERS ADVERTISE IN THE TALKING MACHINE WORLD. CONSULT THEIR ANNOUNCEMENTS.

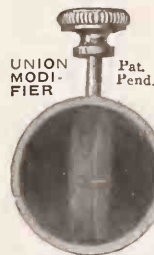
Some people have so little confidence in themselves that they really don't think they could plan a house better than the architect.



UNION No. 1
Patent No. 776-672, others pending.

PRICES:
Gold plated, Nickel or oxidized .. \$2.50.

4 Easy Sellers—



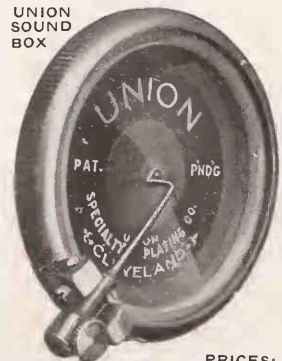
UNION MODIFIER Pat. Pend.

PRICE:
Gold plated, nickel or oxidized....\$1.00

THE upper illustration shows UNION No. 1, for playing Columbia and Victor records on Edison Machines. UNION No. 1 contains the UNION Modifier feature. The second illustration shows the UNION Modifier, a quick-selling device, giving Edison, Victor and Columbia owners absolute control over the volume of sound.

UNION TALKING MACHINE SPECIALTIES

AT the right 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 SOUND BOX

The UNION Needle Box shown below fills another long-felt want.

Write to-day for descriptive folders and prices on these four easy-selling specialties. All persons selling goods infringing our patents are liable to suit for such infringement.

PRICES:
\$4.00. Gold plated, Nickel, or oxidized,

The Union Specialty and Plating Co.

409 Prospect Ave., N. W. Cleveland, Ohio

LIST PRICES SHOWN HERE

UNION NEEDLE BOX for Edison Machine.

USUAL DISCOUNT TO DEALERS



PRICE:
Finished in Mahogany, Circasian Walnut or Fumed Oak, any finish, 50c.



The VELVATONE talking machine needles can be used on all disc records. Perfect music with the VELVATONE—no scratching. Jobbers and dealers who have seen and heard them are enthusiastic over their merits. Get in your order now; be on the right side of the needle argument. It will help you to sell talking machines by making them more popular.

One needle will play a number of records by simply turning the needle ONE-QUARTER way round after playing each record.



VELVATONE NEEDLES are easy and convenient to use, and you add a great deal to the enjoyment you now derive from your instrument.



The tone is soft and sweet, and just the proper volume for the home. It

is possible that in the first trial you may not obtain the best results, as it is necessary to play the records over a few times with VELVATONE NEEDLES, as they will lubricate and polish the grooves of the record. The production will then be clear and smooth, and the RECORDS will last indefinitely.

One Velvaton Needle Will Play A Surprising Number of Records

The Chemical process with which VELVATONE WOOD NEEDLES are treated contains an oily substance, which acts as a Lubricant, and thus polishes and smooths the grooves of the record to a great extent each time the record is played.



Write for Jobbers' discounts.

Instructions for Using Velvaton Wood Needles—Self Sharpening

Place the needle in the sound box in the same manner as an ordinary steel needle, then, in order to avoid injuring the point of the needle, place it carefully into the groove of the revolving record; let the needle remain in the same position in the sound box as long as it will reproduce perfectly. When it is necessary to change the needle do not throw it away, but turn it one-quarter way round and it will reproduce as clearly as at first. This can be repeated a number of times before the needle is worn out.

The number of records that can be played with a single VELVATONE NEEDLE depends upon the condition of the record.

Before perfect results are obtained with some records it may be necessary to play them over several times with a VELVATONE NEEDLE.

Jobbers who heard the VELVATONE at the Atlantic City Convention were surprised at the wonderful effects produced, and they placed goodly orders for them.

Do likewise—do it now, and quicken your business pulse.



50c. Per Package of 100

Liberal discounts to Jobbers. Full information given upon application

MANUFACTURED ONLY BY THE

VELVATONE WOOD NEEDLE CO.

KANSAS CITY, MO., U. S. A.

THE PATHÉSCOPE WITH WANAMAKER

The Great New York Department Store to Establish Pathéscope Salon to Demonstrate This Amazingly Successful Machine—Pathéscope Exchange of Philadelphia Organized.

It was announced this week at the offices of the Pathéscope, 27 West Forty-second street, New York, that arrangements had been completed with John Wanamaker, New York, whereby this prominent department store would establish a Pathéscope

EDUCATORS KEENLY INTERESTED

In the Talking Machine at Their Annual Convention in St. Paul—New Building, Perhaps, for Lawrence H. Lucker in St. Paul for His Edison Interests—News of Month.

(Special to The Talking Machine World.)

MINNEAPOLIS AND ST. PAUL, MINN., July 8.—Twelve thousand teachers assembled in St. Paul for the fifty-third annual convention of the National Education Association have put the talking machine dealers of the twin cities on their mettle to engage the hungry-eyed, information-seeking pedagogues. The Victor Co. went right into the camp of the teachers with an educational exhibit in the National Guard Armory, where all the teachers registered and where the book publishers and school-supply dealers had their exhibits.

Educators realize the tremendous benefits obtained by the intelligent use of talking machines, and the time will come when every school, in addition to its piano and stereopticon, also will have a high-class phonograph, and the present convention is likely to give a greater impetus to the movement than its predecessors. While the Victor is the only house to get right in to the inner camp, the other houses, through local dealers, are making strong appeals to the teachers through window displays and newspaper advertising.

The Columbia is making a big card of its Grafonola Mobile, which can be trundled from one room to another on its rubber-tired wheels in a moment and without any disturbance. That the device will appeal to principals of large schools is quite natural.

P. P. Claxton, the United States Commissioner of Education, while declining to commit the Government wholly to the use of mechanical devices as aids in teaching and entertaining, said that his bureau workers had made considerable study of phonographs and stereopticons, and while there had as yet been no official report as to their investigation it is well known, he said, that both can be made useful under intelligent administration.

F. A. Westerfeld, superintendent of Dictaphone

agents of the Columbia Co., was in the Twin Cities last week. He stated that the dictaphone was growing in popularity among lawyers and others having large correspondence, and nowhere more rapidly than in the Middle West. Every up-to-date office, even a small one, in time will have an arrangement as part of the necessary furnishings of the office. T. A. Lowrey, traveling auditor of the company, has also been through the Northwest, and it is believed that he found the branch houses doing well.

It is reported in St. Paul that Laurence H. Lucker has obtained the triangular building at Sixth and St. Peter streets, St. Paul, for his proposed Edison shop. The location is in the heart of what is expected to be the new department store district, while the building itself hardly could be improved upon for display purposes, as it has a conspicuous position and ample street frontage. No public announcements have appeared, but there is no question but that Mr. Lucker will put through his plans.

General trade has resolved itself to midsummer conditions. The record trade keeps up among the lake resorters, but the sale of machines is not especially brisk. Still it is as good as last year, and with many dealers a whole lot better.

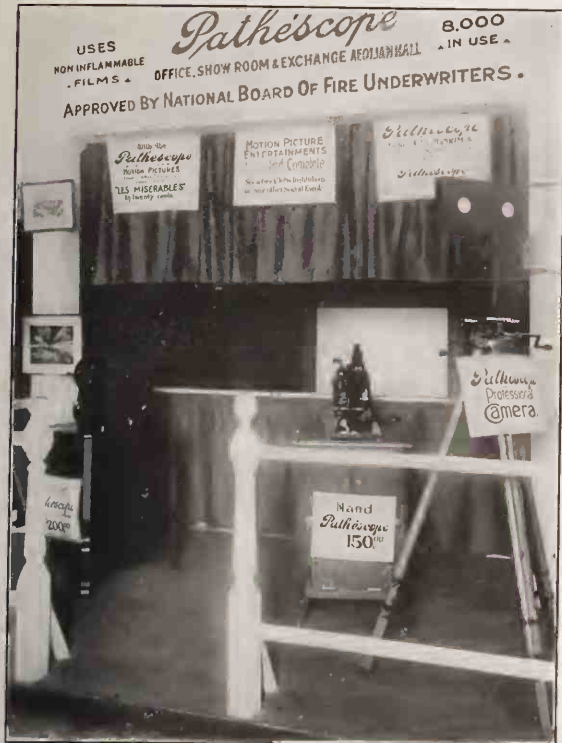
A CLEVER FILING CABINET.

The Ogden Invention Captures Good Orders from the Trade.

J. B. Ogden, Lynchburg, Va., had one of his new patented record filing cabinets at the Chalfonte, which was greatly admired by visiting jobber at the Atlantic City convention. As a result of the interest which it created, Mr. Ogden took back a substantial number of orders with him.

The Ogden record cabinet enables the dealer to place his hands on any record in stock most quickly. It is equipped with a spring in each compartment that holds all records in an upright position regardless of quantity of records filed and keeps them from warping. It has a simple adjustable signal system which makes quick filing possible and enables the salesman to locate a record immediately. It requires but small space and has a large record capacity. These cabinets are made on the sectional unit system. The record capacity of these cabinets is unusually large and dealers would do well to write to Mr. Ogden for full particulars. He has a special proposition for jobbers.

The fellow who is always forgetting himself has no right to kick when he is forgotten.



Pathéscope Booth at the Moving Picture Exposition.

salon to demonstrate this successful machine. Louis J. Gerson, manager of the Wanamaker talking machine departments has carefully investigated the merits of the Pathéscope and is enthusiastic over its future in this country. Mr. Gerson is planning to visit the factory of Pathé Freres, Paris, this summer on his trip abroad.

When seen by a representative of The World, an official of the Pathéscope remarked as follows regarding the firm's progress: "The Pathéscope Exchange of Philadelphia, organized solely to market the Pathéscope in southeastern Pennsylvania and southern New Jersey, has just received its first order of over fifty instruments and sufficient films to conduct a film exchange for their owners. One of their initial transactions was a sale of ten instruments and 16,000 feet of film to a prominent Philadelphia industrial concern.

"One of our recent sales from this office was a motor-driven instrument for the Indian school at Sitka, Alaska. The purchase was made by the Presbyterian Mission, which supports the institution and which has also arranged for monthly service of new films to be supplied regularly from the New York Pathéscope Exchange.

"Our booth at the recent Exposition of the Moving Picture Art at Grand Central Palace, New York, was a decided success. This was partly on account of the smooth operation of our instruments and very largely because, after the first few days, every other motion picture machine on the first floor was stopped by the insurance authorities. On account of its approval by the National Board of Fire Underwriters the Pathéscope was allowed to continue its exhibition without interruption."

It may be a lofty ambition to hitch your wagon to a star, but it is safer to drop your anchor in the mud.

TALKING MACHINE JOBBERS WHO ADVERTISE IN THE WORLD ARE LIVE ONES, TRY THEM!

Service That's Profitable

The VICTOR Machines and Records That You WANT WHEN You Want Them.

Stocks That Meet the Demands of the Dealers Without Disappointment.

Shipping Facilities That Insure Promptness

ACTIONS—NOT PROMISES

That's BLOUT SERVICE

EMANUEL BLOUT

Victor Distributor



2795-2799 BROADWAY (At 108th Street,) NEW YORK

TRADE IN NEW YORK RUNNING AHEAD OF LAST SUMMER.

Jobbers and Dealers Now Placing Their Orders for Expected Fall Trade—No Evidences of the Slightest Business Depression in the Reports of Local Members of the Industry—Sales to Yacht Owners—Noteworthy Speed Record of Well-Known Sales Manager.

The most important topic of discussion the past month among talking machine dealers has been the marked contrast of their business to general mercantile affairs. It is indeed gratifying to visit the various dealers and find that, with practically no exceptions, their business during the month just closed showed a substantial increase over the corresponding period of last year.

To the business man in other mercantile lines this optimism is a great surprise, as general conditions the past month have been very poor and unsettled. The Clafin failure was a bomb-shell in all lines of business throughout the country, and particularly affected New York industrial conditions. Notwithstanding this unrest, however, talking machine distributors and dealers in this territory are emphatic in declaring that their business the past three months has been entirely satisfactory, and that their trade as a whole gives every indication of breaking all previous records by the end of the year.

The local talking machine trade has been an important factor in newspaper advertising the past few weeks. The advent of vacation time, with the consequent demand for dance records and small machines, impressed the dealers with the fact that their advertising in the newspapers would be both timely and effective, and accordingly, good-sized advertisements featuring machines, records and service were inserted at frequent intervals and produced excellent results.

The record problem has steadily improved, and at the present time there is scarcely a ripple of complaint among the distributors or dealers regarding record shortage. The factories are to be congratulated on this excellent situation, as the record demand has been tremendous and beyond all expectation. The increased facilities provided by the manufacturers and the efficiency of their sales organizations have been very important factors in handling this phenomenal record trade.

Business Better Than Normal.

"Our June business was much better than normal," said J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, Victor and Edison cylinder jobber, "because stocks have been so low that factory shipments are coming through much better than heretofore. This, of course, produces considerable business for the jobbers and dealers who are stocking up at the present time. I believe that the dealers also realize that it is a good, safe plan for them, and to their advantage, to put in machine and record stock now, and carry a larger stock than usual for this year's fall trade.

"Summer business so far has been somewhat better than ordinarily, due in a considerable measure to the continuance of the dance craze. Talking machines are being taken away to summer resorts by their owners for dancing purposes, which also stimulates the demand for the regular catalog records. On the whole, the talking machine business seems to be in remarkable contrast with general business, which is dull and psychologically poor, consequently the talking machine business must be in turn psychologically better than other lines of business, all of which would tend to the belief that psychology is a friend of the talking machine business."

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.

Reports Gain of 50 Per Cent.

"We showed a gain of over 50 per cent. in our last month's business, as compared with June, 1913," remarked R. F. Bolton, manager of the Columbia Graphophone Co.'s wholesale headquarters, 89 Chambers street, New York. "This gain is doubly pleasing when the general business depression is taken into mind. Collections have been very satisfactory, everything considered, and the outlook is decidedly encouraging. The most important phase of our business in June was the steady demand for the higher priced machines as compared with last June, when the cheaper machines were more in demand."

Demonstrations Attract Trade.

"Our daily demonstrations have proven very successful," said H. N. Purdy, manager of the Edison disc department of Hardman, Peck & Co., 433 Fifth avenue, the prominent piano house, "and we believe they have contributed materially to the excellent June business which we closed in both Edison disc machines and records. As a matter of fact, our sales totals last month exceeded our expectations, and for a summer month were really fine. The Edison disc records are meeting with a ready sale and winning the admiration of all our clients."

A Remarkable Achievement.

Apropos of the recent disastrous fire which almost cleaned out the New York Talking Machine Co., Victor distributor, as noted in detail in another section of this paper, some idea of the tremendous labor involved in replacing the company's stock may be gathered from the following incident: V. W. Moody, sales manager of the company, as soon as the temporary quarters at 77 Reade street had been rented the day after the fire, started, with the help of several men from the Victor factory, to reorder the company's record stock, which had been practically destroyed in its entirety, and to replace the 1,500 machines, which had also been ruined by fire and water. The reordering of the machines presented a comparatively easy problem, as a definite order of the machine number and the style of finish was sufficient. The Victor records could not be ordered in that way, however, as every one of the 5,000 records in the Victor catalog required individual consideration.

It was on this day and night job that Mr. Moody was busily engaged on Thursday morning in company with the factory men when he received a long-distance telephone call from Philadelphia requesting his presence there that afternoon to give testimony in a certain case before the court. At 11:35 Mr. Moody and his three co-workers left the company's headquarters, and at 12 o'clock were on their way to Philadelphia. A table was provided for their use in the dining car, and they continued working until the train reached the "Quaker City" at 1:50. In ten more minutes Mr. Moody was on the witness stand, and, after finishing his testimony, crossed the Delaware River at the other end of Philadelphia and rejoined the factory men at Camden, N. J., at 4:10, which, we may remark, is some traveling.

Columbia Trade Active in New York.

H. A. Yerkes, wholesale manager of the Columbia Co., in a chat with The World, remarked on the excellent reports which are being sent him by all the new dealers who have recently opened Columbia departments in local territory. The aggressive and high-class methods which these dealers have used to secure machine and record business have produced excellent results, as evidenced in the letters Mr. Yerkes is receiving. The enlarged Columbia department at the F. G. Smith store, 335 Fifth avenue, is achieving noteworthy success under the management of Hayward Cleveland, one of the veterans and best-known men in the trade. The Columbia departments in the Kranich & Bach store, Cowperthwait stores and Christman Sons' piano house are all gaining new patrons with pleasing regularity.

Sales to Yacht Owners.

A. N. Struck, manager of the Edison department of the Tower Manufacturing & Novelty Co., 326 Broadway, New York, has been making energetic efforts to develop his trade in specialized fields. Discussing this phase of the Edison business, Mr. Struck remarked as follows: "During the past few weeks we have sold four \$250 Edison disc machines to owners of private yachts who are planning to leave on extended summer cruises. These purchasers, who include prominent business men and financiers, are enthusiastic regarding the tonal qualities of the Edison disc machines and records, and I expect to close several other machine sales to yacht owners within the next few days. The \$250 machine is the most popular seller with all our trade, who consider it the ideal machine from all standpoints."

MICA PRODUCTION LARGE.

North Carolina Yields More Than Half of Country's Output.

(Special to The Talking Machine World.)

WASHINGTON, D. C., July 3.—Mica, which is used to such good purpose in the talking machine field, is found in crystals ranging from small ones to those several feet across. Crystals two feet in diameter are not uncommon. The value of the mica produced in the United States in 1913 was \$436,060, North Carolina contributing \$267,913. The total value of the output in 1913 was \$104,164 greater than in 1912 and was the largest ever reported. The production of sheet mica as reported to the United States Geological Survey amounted to 1,700,677 pounds, valued at \$353,517, compared with 845,483 pounds, valued at \$282,823, in 1912. The production of scrap mica in 1913 amounted to 5,322 tons, valued at \$82,543, compared with 3,226 tons, valued at \$49,073, in 1912.

The survey has just issued its annual report on the production of mica, by Douglas B. Sterrett, but in addition to the statistics of production, markets, etc., this report contains an interesting statement of the mode of occurrence of mica and the kinds of rocks in which it is found, methods of prospecting and mining, and treatment of the product for market, as well as the economic uses of the various kinds of mica.

INCORPORATED IN DELAWARE.

(Special to The Talking Machine World.)

DOVER, DEL., July 6.—The Cortella Talking Picture Machine Co. this week filed a certificate of incorporation with the Secretary of State to engage in the manufacture of talking machines. The capital is given as \$300,000, and the incorporators are A. Antonelli, W. T. Jones and H. L. Touray, Philadelphia, Pa.

VICTOR FOR CHURCH USE.

The Talking Machine Co., of Philadelphia, Victor representative, recently furnished the large congregation of the Bethany Evangelical Lutheran Church with an excellent concert of hymns and sacred music.

It is just as well, when you bottle your wrath, to throw away the corkscrew.

TALKING MACHINE JOBBERS WHO ADVERTISE IN THE WORLD ARE LIVE ONES. TRY THEM!

NAME PLATES
DECALCOMANIE

Why not apply a transfer nameplate on your talking machine cabinets?

WRITE FOR SAMPLES AND PRICES. SKETCHES FREE

EDISON
Winnipeg Music Co.
Winnipeg, Minn.
Winnipeg Piano Co.
Winnipeg, Minn.
Winnipeg Piano Co.
Winnipeg, Minn.

GEO. A. SMITH & CO., INC.
74 CORTLANDT ST., N. Y.

Enlightening The Talking Machine World

Our Service—Victor Service.

If it is a physical possibility to fill
an order complete—we will do it.

You will appreciate our Service—
our ability to help.

We ship from Maine to San Fran-
cisco—no matter where you are
located.

*If you are ever short
of goods—wire us*



New York Talking Machine Co.

81 Chambers Street, New York



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



(Reprinted from last year's Convention number. That increase has multiplied since, and by the same token that nervousness of yours can hardly be improving much.)

(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

THE CORLEY SERVICE APPRECIATED.

Splendid Enterprise Built Up by Progressive Richmond Jobbers—Conducting a Business Over a Large Territory—Attribute Success to the Service Given to Customers.

(Special to The Talking Machine World.)

RICHMOND, VA., July 8.—Mention of Richmond conjures up visions of an historic past, rich in memories of bygone days when all the South acclaimed it the logical location for its capital. It is not, however, of the glories of the past that we have to

three years, until to-day the annual business will approximate a quarter-million dollars! This department is under the direct supervision of Frank W. Corley as general manager, assisted by Fredk. Kessnich, wholesale manager, and a very capable and efficient force of assistants. Hardly a town or village in the entire South is too remote to receive the benefits of the Corley Co.'s Victor service, and the territory is practically bounded by the Gulf Stream, thousands of dollars' worth of goods being shipped annually to New Orleans and even further points. It is a striking com-

service. Particular attention is paid to the exploitation of the latest and most popular numbers of the foreign records, and a stock sufficient to fill any order at a moment's notice is always carried in the record vaults of the company. Another feature worthy of mention adopted for the benefit of their customers is that wherein suggestions for advertising and advertising literature prepared to meet the individual requirements of the customer are designed gratis by the Corley Co.'s advertising department and furnished freely upon request. The success of the Corley Co. in the jobbing line has been marked and emphatic, and it shows what splendid results may be attained from a business built on efficient service.

MARYLAND FRAUD AD LAW.

Comprehensive Measure Against Misleading Statement Just Passed in That State.

(Special to The Talking Machine World.)

BALTIMORE, Md., July 6.—One of the most drastic laws against misleading and scheme advertising put in effect in any of the States up to the present time was recently passed by the Maryland Legislature and has the hearty endorsement of the majority of the piano men of this city, who have run into competition with considerable

piano advertising of a sensational nature for some time past. This law reads:

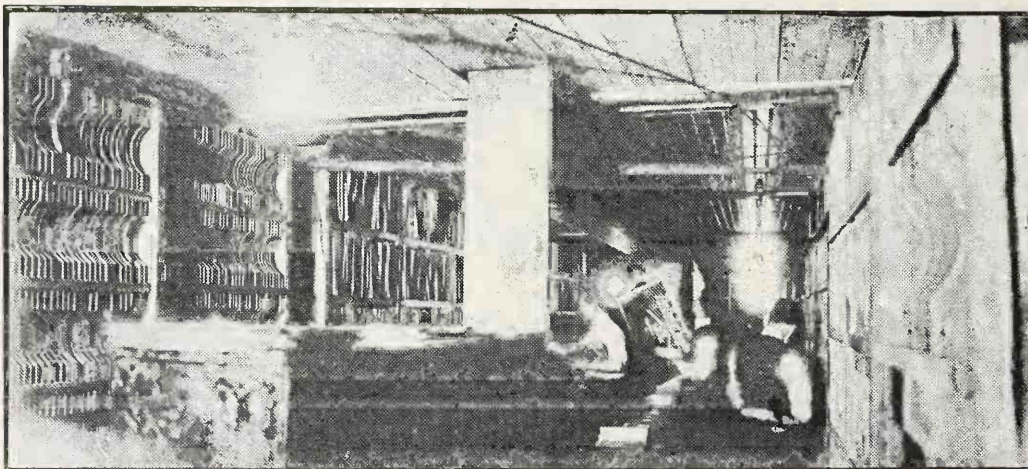
"Any person, firm, corporation or association who or which in a newspaper, circular or form letter or other publication published in this State wilfully or knowingly makes or disseminates any statement or assertion of fact concerning the quality, the quantity, the value, the method of production or manufacture or the reason for the price of his or their merchandise or the manner or source or the possession of awards, prizes or distinction conferring a gain on such merchandise, or the motive or purpose of a sale, intended to give the appearance of an offer advantageous to the purchaser which is false and fraudulent, shall be guilty of a misdemeanor."

Violations of the new law are punishable by fines of not less than \$25 or more than \$100 for each offense.

"TALKER" MUSIC ON TRAINS.

Talking machines furnish novel amusement on transcontinental trains of the Union Pacific & Northwestern Railroads, where the passengers dance up and down the cleared buffet and dining cars to the merry strains of the latest Victor tango records as played on the Victrola.

TALKING MACHINE JOBBERS WHO ADVERTISE IN THE WORLD ARE LIVE ONES, TRY THEM!



Part of the Vaults of the Corley Co., Richmond, Va.

do with in this article, but of the tremendous commercial activities of the present day in general and the wonderful expansion in the Victor department of the Corley Co. in particular. In the ten years since this department was established the growth has been phenomenally great, exceeding even the wildest dreams of its founders, forging ahead by leaps and bounds from year to year, actually doubling the sales for each of the past

mentary on the business sagacity of the Southern dealers that they have been quick to grasp the manifest advantages of dealing through this progressive house, for the admirable location insures quick deliveries, low freight rates and excellent shipping facilities, and a complete stock of "Everything the Victor Co. makes." makes a combination of irresistible attractiveness, and doubtless explains the success of Corley

No Talking Machine Is Complete Without An Automatic Stop

STANDARD AUTOMATIC STOP

The Most Perfect Automatic Stop Made

NICKEL FINISH \$2.00

GOLD FINISH \$3.00

Thousands of our Automatic Stops in use over a period of two years, giving satisfaction, silently testify to the excellence of these devices.

Send 25 cents stamps for sample. Write on your business letterhead only. Place regular orders through your jobber.

STANDARD GRAMAPHONE APPLIANCE CO., 173 Lafayette St.
NEW YORK

TAKES ON THE COLUMBIA LINE.

The Schoen Music Co., Who Recently Took on This Line Reports Encouraging Business—Schroeder Piano Co. Doing Well in Talking Machines—Henry's Taken Over by A. J. Meyer—Kaufmann Bros.' Big Victrola Business—Other Pittsburgh Happenings.

(Special to The Talking Machine World.)

PITTSBURGH, PA., July 9.—The Schoen Music Co., 119 Federal street, North Side, has taken on the Columbia line and reports a very encouraging business. One of the large show windows has been given over to an effective display of machines and records and is attracting much attention. Mr. Schoen says that the sales of records have been unusually high during the past few weeks. The Schoen Music Co. has heretofore confined its business almost exclusively to pianos.

The new talking machine department of the Schroeder Piano Co. has far exceeded all expectations by its business for the first month of its existence and the outlook is very promising. The sales of \$200 machines are reported as having been especially good. The Columbia line is being handled exclusively. Miss H. R. Dunn, who is so successfully managing the department, is planning to leave soon on a three weeks' vacation trip, most of which she will spend on the Great Lakes.

H. N. Rudderow, manager of the Kaufmann Bros. Victrola department, states that business has been very good especially during the past two or three weeks. The two outside salesmen are handling some very good trade, and the inside salesforce has been increased by the addition of another saleslady. Mr. Rudderow reports that the new style Victrolas are meeting with a very favorable reception. Since the beginning of the camping and vacation season a large space of the eleventh floor just off of the Victrola and piano department has been given over to a realistic camping scene with the Victrola camp outfit in use. Tents, hammocks, canoes and the indispensable Victrola are shown in the environ-

ment of an ideal camp among the woods and hills. The exhibit is one of the finest and most pretentious of its kind ever shown here.

Henry's, 614 Penn avenue, in the last week of June was taken over by A. J. Meyer who is now almost sole owner, although the company still remains a corporation with several others holding a small amount of the stock. E. A. Grau has retired from the business and is contemplating entering some other line. Mr. Henry, who now resides in California, sold his interests in the firm to Mr. Meyer about three years ago. The name of Henry's is being retained, however, on account of the prestige acquired by the old firm of Powers & Henry, which was one of the pioneer talking machine houses of Pittsburgh. Mr. Meyer is very sanguine over the outlook of the Victrola business and reports that there has recently been a marked increase in both inquiries and sales.

Among Pittsburghers attending the national convention of the Talking Machine Jobbers' Association at Atlantic City, are J. C. Roush, of the Standard Talking Machine Co., and French Nestor, manager of the W. F. Frederick Co.'s stores.

Mr. Harned, of the W. F. Frederick Co.'s Victrola department, reports that for the first six months of 1914 a gain of 90 per cent. has been made over the sales of the same period of last year. Camp outfits are being featured with splendid success.

SOME BALTIMORE BRIEFLETS.

Convention Attracts Some Baltimoreans—Droop Enlarges Store—Business Is of Fair Volume—Vacations Now Under Way at All Stores.

(Special to The Talking Machine World.)

BALTIMORE, Md., July 9.—Most of the Victor jobbers are in Atlantic City this week attending the convention, but despite this fact, reports at the various stores indicate that the summer months are having little effect upon the sales. Business has been keeping up in good shape and many substantial sales have been placed on the books. These include a number of the high-priced machines of the various makes.

W. C. Roberts, of E. F. Droop & Sons Co., and Joseph Fink, of the Fink Talking Machine Co., are among those taking in the Atlantic City convention. Before leaving for the seashore both of them reported that they had a very satisfactory June with regard to sales of machines and records.

The store of E. F. Droop & Sons Co. has been greatly improved and enlarged during the month so that the firm now has twice as much room as it had formerly. The offices have been placed in the rear where the new addition was made and the salesrooms are in the front and have been doubled in capacity.

F. A. Dennison, manager of the local branch of the Columbia Graphophone Co., is away on his vacation for two weeks. Mr. Dennison is spending his time at Rehobeth Beach, Del. Reports at the store show that June was likewise an excellent month for the Columbia trade.

Reports from H. R. Eisenbrandt Sons show that this firm enjoyed the fruits of a good June trade and that indications point to a duplication of the good results during the present month. This firm handles the Victor lines.

The Kunkel Piano Co., which also handles the Victor line, is playing up the talking machine business very elaborately and with good results. The firm has a very neat Victor window display this month.

The Sanders & Stayman Co., Inc., which handles both the Victor and Columbia lines, announces that both ends of the business have been quite prosperous during June.

BURGLARS DESTROY STOCK.

A band of motor-car thieves visited Yonkers and robbed several residences and a number of stores last week. Among the stores visited was that of the Yonkers Talking Machine Co., where little was taken but considerable property wantonly destroyed.

TALKING MACHINE JOBBERS WHO ADVERTISE IN THE WORLD ARE LIVE ONES. TRY THEM!

GOOD SERVICE

Easy to promise—but does your jobber MAKE GOOD during the ELEVENTH HOUR RUSH?

Does he WHOLESAL ONLY, or is he a retailing jobber?

WE GUARANTEE FILLING ORDERS FROM OUR REGULAR DEALERS THIS FALL—COMPLETE ON THE DATES SPECIFIED—but to obtain our service

YOU SHOULD BE ONE OF OUR REGULAR DEALERS if you expect to get this special service.

EVERY ORDER SHIPPED TO YOU
THE DAY IT IS RECEIVED BY US.

STANDARD TALKING MACHINE COMPANY

We are wholesalers only—Victors Exclusively

800-802 PENN AVENUE

PITTSBURGH, PENNA.



We have enough big news for Columbia dealers this Fall to make them think that their best months heretofore were only promises.



(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

SOME INTERESTING CUSTOMERS I HAVE MET

As Told by Benj. Switky, the Prominent Victor Distributer of New York—The Necessity of Studying Human Nature with a View to Reading the Minds of Customers, Illustrated by Some Actual Experiences—A Great Diversity of Desires to Be Catered To.

If the boss isn't looking, I would like to whisper something into the ear of his salesman, to the effect that he is getting, over and above his salary, a certain compensation or advantage not nominated in the bond. I hope not to be taken too seriously when I point out the fact that a salesman in a talking machine store has a beautiful opportunity to study psychology without going to college and without paying any tuition fee.

Psychology is the study of the mind. It is recognized as a distinct branch of science. It has to do with observation of the workings of the human brain—whether normal or abnormal—marking the deviations, the conscious and subconscious impressions made on the brain, and the subsequent thoughts and actions.

"But what has all this to do with selling records?" you may ask. A great deal. Every salesman depends on his "instinct" in handling his customer. He sizes up the clothes, deportment and features of the prospective buyer. Whether demonstrating the line of machines or playing records, the salesman tries to read the thoughts of his customer. He watches his expression to learn what class of music he prefers. He tries to impress his own thoughts on the mind of his customer, so that he will buy a higher priced machine or decide to take home certain records which the salesman feels sure his customer should buy. All this mental work involves psychology.

The better the salesman the more proficient is his ability to read his customer's mind; and I don't know of any business that yields a better opportunity to study psychology—or human nature, as it is sometimes expressed. But no matter how expert the judgment, it often goes wrong.

An Aristocratic Buyer Misjudged.

I once waited on "a lady of quality." She was recommended by a customer of mine, with whom she made an appointment to meet at my store, to buy a Victor. She arrived in grand style, with carriage and pair, liveried coachman and footman, and all the trappings that accompany a grande dame living on Fifth avenue, right off Central Park, New York City. At that time our best machine was the Victor VI. Without deigning to examine the machine, she wanted to know if that was the best made. Likewise we had to assure her that there was not likely to be a better one marketed in the near future.

Then came the selection of records. By all means she wanted all the fine records that her friend suggested. In addition she must have the expensive Red Seals which she had heard around the homes of her many friends. After that I got the shock of my life when she beckoned to me with her lorgnette that I should step closer. With a most engaging smile she asked me sort of confidentially, "Have you got anything in the way of a real nice, refined coon song?" When she heard "Nigger Loves His Possum" she was delighted.

After that I made up a special collection of coon songs, ragtime music, minstrels, etc., which she kept as her very own. The others were intended for company only.

Real Lovers of Music.

New York is a wonderful city—wonderful because of its extremes. The superlative in everything abounds here. The greatest wealth and the most abject poverty; hundreds of amusement palaces catering to the gay, and hundreds of ill-smelling lodging houses patronized by the miserable; awe-inspiring skyscrapers rubbing elbows with two-story shanties. Likewise, it is nothing unusual to be selling records to a millionaire in one booth and to a collarless mechanic on the other side of the partition. The former may be selecting tangos and trots to help him in his dancing lessons, whereas the other wants the heavenly kind of music, the kind that will help him to forget his troubles for the time being.

One of my most appreciative customers was an Italian tailor. He and his wife would call regularly on Saturday on their way home from the cloak shop where they were both employed, of which there are many in the vicinity of Fifth avenue below Twenty-third street. They always carried with them a thumbworn catalog in which they had marked off the records bought to date, as well as those they intended to own just as quickly as their meager earnings would permit.

After listening to two or three selections they would choose one and assure me that they meant to buy the others also—but not to-day. Every Saturday for nearly two years they would spend two or three dollars—rarely four—for a new record.

I shall never forget the ecstasy with which they listened to the seven-dollar Sextet. I played it for them on several different occasions just to give them a treat. At last they fell. The temptation was too great. The wife's birthday was near at hand, and they decided to buy it on my suggestion that they could pay for it in two or three payments.

It is a well-known fact that Caruso's voice is to be heard floating through more than one open window any summer's evening or Sunday in Mulberry street or Elizabeth street.

The Educational Value of the Talking Machine.

About two years ago a gentleman and a little girl came into the store. It was just before Christmas. They had spent the greater part of the day "rubbing" in the department stores, enjoying the holiday exhibits and decorations for which this class of stores is famous, particularly in the metropolis. It seems that this little girl coaxed her father to enter the store under the pretext that she felt tired, and possibly because the big leather upholstered armchairs looked so inviting.

It just happened that there was a lull in business, so I offered to play for them a record or

two by way of diversion. Turning to the gentleman, I inquired whether there was any particular selection that he would like to hear.

"Me? No, thanks. I wouldn't give one of them things house room!" was the reply.

"Wouldn't you like to hear something nice?" I inquired of the girl, nothing daunted. "We have some nice records for children. There's 'The Tin Gee Gee,' or a laughing song by Harry Lauder, or a funny story by Uncle Josh."

"Oh, no," she answered, "my favorite is the 'Barcarolle,'" and she hummed the air from the "Tales of Hoffman."

"My girl has outgrown all that baby trash," chimed in the father, proudly.

There was my cue, and I followed it up. First, I complimented him on the fine home training that his little girl showed. Then I argued with him that in justice to the child it was his duty to provide her with a Victrola; that, being susceptible to good music, she should be surrounded with every possible musical influence that would aid in educating and refining the child. I pointed out to him the fact that the girl evinced decided talent musically and that he should lose no time in obtaining for her a piano teacher. This suggestion delighted the girl.

But the interesting part of my story is not only that the thought-seed sown in the father's mind took root, but in addition to her music lessons, he surprised her one year later with a Victrola as a Christmas present to aid her in her studies. And, what is more, the father finds pleasure and comfort in listening to the Victrola.

Parental interest and pride in their offspring is the most vulnerable spot in the armor of indifference which the salesman often is called on to combat.

If we but knew how many machines are bought just for the sake of the children we would make it our business to cater still more to the little ones. "Suffer little children to come unto me" is a teaching that is as good and true for us to-day as it was when Christ uttered it. And the conversion of the parents from a state of indifference to the state of music lovers has been the mission of the talking machine. Oliver Goldsmith expresses the thought beautifully in one of his works, when he says, "And those who came to scoff remained to pray."

Customers That Don't Want What They Want.

"I want a funny record for a child," declared a lady one day, as she seated herself prepared to listen. I played six records, each of different

**ANDREWS MUSIC
HOUSE CO.**

98 Main Street
BANGOR, MAINE

VICTOR DISTRIBUTERS

character, but all that I thought would surely please any child. Not even the slightest sign of approval could I get from the lady. I was commencing to size her up as a time-killer. I'll admit that my patience was well-nigh exhausted. However, I thought I would stick to it just a record or two longer.

"What is that record being played over in that other booth?" she inquired.

"That, madam, is Liszt's 'Hungarian Rhapsody,'" I replied.

"Beautiful! I want that by all means."

After I had sold her about \$10 worth, all classic music; I still tried to learn why she could not decide on a record for the baby.

"Well, you see, while I wanted to get a record especially for the baby, I realized that it would be played all day long and that we would be obliged to listen to it—and I just couldn't stand it!"

Helping the Customer to Select Records.

It is surprising to notice how abnormally some people can behave while choosing records. I have known otherwise good-natured customers to tax the patience of the salesman, have him play a dozen or more of the finest and best selling records, find nothing that appeals to them, and finally, from sheer desperation, select a record just to repay us for our trouble.

It was not because of any cussedness, or meanness of spirit, or economy of purse. They would gladly buy if they could be suited. The fault lies in the fact that they have no musical taste or judgment. Fearful of the criticisms of the folks at home, they feel helpless, vacillating, undecided. It requires the dominating judgment of the salesman to force upon them the good records, assuring them and convincing them that after several hearings the records will surely appeal to them more strongly.

Every salesman can recall from experience making sales of certain selections which were rejected on first hearing one day and bought on second hearing another day. While this fact may occasionally be attributed to the difference in the buyer's mood or disposition on the two different occasions, it is more likely that the second playing pleased because the customer became more familiar with the music by repetition.

It is a well-known fact that familiar music sells more readily. While there are certain compositions that are so striking and so abstrusively good or catchy that they appeal instantly to the average listener, there are, on the other hand, many beautiful compositions, particularly among the classics, which must be heard several times to be appreciated.

Why Certain Records Sell Readily.

Such compositions as the "Anvil Chorus," "Toreador Song," Intermezzo from "Cavalleria Rusticana" and the "Merry Widow Waltz" are ready sellers for one of two reasons: either because the selection is a familiar one, or, as in the case of the "Merry Widow Waltz," because the melody is sing-song, very simple and oft-repeated from start to finish of the record. These selections are grasped by even the weakest of musical brains.

On the other hand, selections such as "The Angelus," from "Sweethearts;" "Merry Wives of Windsor Overture," "Song of the Soul," "Le Nil"—all of them beautiful compositions—do not sell so readily because they must first filter or percolate through the average brain. On the first hearing such music does not usually quicken the pulse sufficiently nor stir the hearer into decisive action. It is good salesmanship to play over such selections a second time for the customer.

We must try to reason out and appreciate the workings of the customer's brain, so as to be able to help him to arrive at a decision in the selection of records. The gratitude of the buyer will well repay the salesman. He will feel that nowhere else could he receive such good treatment.

I hope that I have made clear to the reader the benefit, pleasure and self-culture that falls to his lot as the result of intelligent intercourse with the many different specimens of humanity that circulate in every talking machine store wherever located.

We Do Not Retail

THERE is a world of support and profit to the dealer in *this policy of ours.*

We are here to serve *you only*, without exception, and thus our efforts are entirely and continually applied to that purpose.

An adequate stock, complete and modern equipment, and a superior organization make it possible for us to serve you well and that is the result we strive for and attain.

C. Bruno & Son, Inc.

ESTABLISHED 1834

Victor Distributors
Musical Instruments

351-353 Fourth Avenue
(From 25th to 26th Street)

NEW YORK

A PROFITABLE SIDE LINE.

Many Talking Machine Dealers Realize the Possibilities That Exist for the Promotion of a Successful Musical Merchandise Business, but There Are Others Who Overlook This Fact—Importance of Getting in Touch with Buegeleisen & Jacobson and the Advantages Therefrom Interestingly Set Forth.

"I am certain that if talking machine dealers throughout the country fully realized the possibilities that exist for the development of the musical merchandise business there would be very few dealers indeed who would not be carrying sufficient stocks of musical instrument strings and the smaller wares to take care of the demands of their trade," said Samuel Buegeleisen, head of the prominent musical merchandise house of Buegeleisen & Jacobson, 113 University place, New York, and one of the best informed men in the industry.

"There was a time, and not so long ago, that talking machine dealers who contemplated han-



The Durro String Pouch.

dling small goods as a part of their business were confronted with the problem of securing additional floor space, experienced sales people and other incidental requirements which would soon eat up all the profits. The question of room was a particularly troublesome one, and many talking machine dealers, who would otherwise have arranged to handle lines of musical merchandise, were deterred from so doing because of a lack of sufficient floor space and disinclination to increase their rent.

"Realizing this condition, we labored for some time to perfect a series of dealer helps and articles which would occupy a minimum amount of room in the dealer's establishment, practically act as silent salesmen, and contain sufficient merchandise to give the dealer an adequate stock to cater to the needs of his patrons. Our 'Silent Salesmen' glass show cases solved this problem,

as these practical display cases permit the dealer to carry a full line of up-to-date small goods, show them to the best possible advantage, and all in a space five by twelve inches. These glass show cases can be placed on top of each other, and in every way are well worth the attention of the live-wire talking machine dealer.

"We carry quite a number of these 'Silent Salesmen' show cases in stock, and particularly feature those cases displaying the violin bridge assortment, clarinet pad assortment, mandolin pick assortment, violin tail-piece and tail gut assortment, violin peg and mute assortment. The merchandise contained in these glass show cases is of first class quality, and so priced that the dealer may secure an excellent profit from its sale. The glass show cases are furnished free of charge with the various assortments.

"In presenting our No. 6 show case, which is an attractive cabinet designed to display strings for all instruments, we believe that we have perfected an article that the talking machine dealer can use to splendid advantage. The importance of the string business is generally recognized, but the dealer has heretofore found it difficult to secure enough of the right stock and was often at a loss just how to display it. Our string cabinet occupies very little room, measuring actually 12½ inches by 16¼ inches and 4 inches in depth. In this very small space the dealer can display assortments of strings for the violin, mandolin, banjo and guitar. This handsome show case is also furnished free of charge with the strings, and I may say that the strings furnished with this cabinet are fully guaranteed in every detail.

"We are constantly aiming to introduce novelties that will help dealers close sales and increase their profits, one of the most recent of which is our 'Durro' string pouch. This pouch has been on the market a short while, but has already won the approval of our trade throughout the country. It is of practical value to the violinist, and we are including it without charge with the orders for the Durro strings contained in the pouch."

WIRELESS MUSIC 200 MILES.

Strains from a Gramophone Picked Up by a Ship at Sea.

Strains from a gramophone playing "The Merry Widow Waltz" and "God Save the King" were heard lately by wireless in the Nelson Line steamship "Highland Scot" during a voyage from London to Buenos Aires by the third officer. The boat was passing Vigo at the time, and afterward it was found that the ship from which the wireless came was a private yacht 200 miles away.

Mr. Marconi, commenting on this report, said: "They were probably experimenting with a gramophone and a wireless telephone transmitter aboard the private yacht. Tunes are transmitted and caught up in this way. I never heard of its being done over such a long distance, but it is quite possible. Gramophone tunes have been sent by wireless telephony from Marconi House to my house at Fawley, near Southampton."



NYOIL

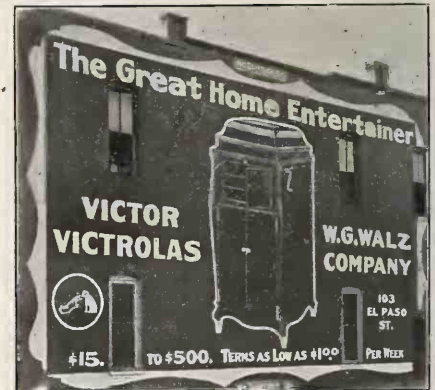
For polishing varnished woodwork it is extremely satisfactory. No oil is so clean.

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

WALZ'S VICTROLA SIGN

In El Paso, Tex., Is Attracting Attention—Is Imposing and Well Arranged.

(Special to The Talking Machine World.)
EL PASO, TEX., July 6.—The W. G. Walz Co., the prominent talking machine establishment of this city, has recently erected a very imposing electric sign devoted to the exploitation of the Victor talk-



Imposing Victrola Electric Sign.

ing machine, a small cut of which appears herewith. As may be judged, the sign is a very large one and very effectively arranged, so that it never fails to attract the attention of the public. The Walz Co. reports a very large business in the talking machine field, and with the excellent crop prospects throughout its territory looks for a very large volume of trade the coming fall and winter.

TALKING MACHINE JOBBERS WHO ADVERTISE IN THE WORLD ARE LIVE ONES. TRY THEM!

All the music—and nothing else.

Our slogan: "Please thy neighbor as well as thyself."

Modify and clarify the music. Play old favorite records now discarded because of the scratches.

Agents Wanted.

You must act quickly to secure territory.

PATENTED MAY, 1914, By A. S. B. LITTLE

THE "LITTLE ONE-DER" ATTACHMENT



THE LITTLE ONE-DER CO., Calvin Ave., Nashville, Tennessee

It fits Victor and Columbia Machines and Records.

Place it in the needle-holder and insert needle in the orifice.

Uses standard needles.

Eliminates the scratch and scrape noises in new or old records.

Retails for \$1.00.

Low prices to dealers in lots of fifty.

Get literature and send for sample.

The Unusual Attractiveness of the Victor Plant.

A Tour of the Factories is an Inspiration and a Revelation—A Million and a Half of Money to be Expended in New Productive Facilities—An Industrial Organization in Which Everything Moves With Mathematical Precision—The Work Conducted Under the Most Favorable Conditions.

Visualize upon the little insert illustration shown in the upper right hand corner of the scene depicted below, then halt a moment to survey the wonderful array of factories pictured underneath it. What a view of industrial expansion is shown here! Can there be a better illustration of the marvelous—almost miraculous—development of a business within a brief period of time?

This illustrates in concrete form what the forces behind the Victor enterprise have accomplished

A tour of the Victor plant is an education in itself, and no one can inspect the productive departments of this enterprise without departing with a greater admiration than ever before for the industry itself. One must feel a new pride in the talking machine industry, a new inspiration to carry on the work in relation thereto, and yet the growth of this immense business is reflected in the corresponding growth of Victor dealers. Every time new additions are made it means, nec-

statement will give some idea of the system and exactness necessary in every department in order to successfully utilize such a vast working force, avoiding congestion or delay at any point, every department moving on in perfect harmony, so that there is no deviating from the fixed rules throughout the entire factory organization. This system is in evidence straight down to the shipping department, where the crating of Victrolas shows that every departmental system has been



The Immense Plant of the Victor Talking Machine Co., Camden, N. J.

since 1898, and surely, as one surveys this magnificent array of buildings devoted to the creation of Victor products, one would think that a halt—a breathing space—might be indulged in by the creative departments; but no, there is no halting—that word is not in the Victor vocabulary.

In the illustration, where the numbers "18" and "19" appear, will shortly be erected a magnificent administration building which will contain the general offices of the company. This will cost \$50,000. Then, if we trace down the picture toward the river, we locate ground where shortly space will be devoted to the enormously increasing present factory facilities of the Victor Co. In brief, there will be during the next twelve months a million and a half of money spent on factory betterments by this corporation. That fact alone emphasizes the resources of the Victor Co. and its desire to fill the orders which are constantly pouring in upon it for machines and records.

Thus, by a study of the factory panorama, it will be seen how the little acorn planted in 1898 has grown into a mighty industrial oak whose branches are constantly extending their sheltering influence to all parts of the world.

One should not pass by this illustration without careful study, and talking machine representatives in every part of the world should feel a thrill of pride in having an organization with such immense resources behind them.

A study of this picture should be supplemented by a visit to the Victor plant, because all the descriptive matter which might be written fails to give an adequate impression of the tremendous Victor manufacturing resources. It is easy to say on paper, "Acres and acres of floor space devoted to the production of machines and records," but yet that statement slips off the tongue easily without perhaps conveying the proper impression to the mind of the reader.

essarily, to jobbers and dealers, a vaster outlet for Victor products. In other words, greater prosperity for Victor representatives everywhere.

At Camden one can go through Victor buildings where, for hundreds of feet, nothing can be seen but an endless row of men and machinery busily engaged in carrying on detailed work, and on and on through acres of floor space until the brain is appalled at the magnitude of the enterprise.

Every part is moving in such complete harmony with every other part. To tell the story of the operations would require a volume in itself, but there is in every department the same rhythmic movement, the same exactness and thoroughness which wins the admiration of all beholders.

In each department there are special features which are of great interest, and this becomes intensified as the visitor moves on through the several buildings.

One thing that must particularly impress sight-seers in the Victor factories is the splendid sanitary conditions under which the operatives work. In all of the buildings every point which makes for health advance has been considered, so that there is splendid light and ventilation afforded on each floor. Even in the motor working rooms, where under ordinary conditions there would be an accumulation of metal dust, all of this is taken care of by exhaust pipes which render the air pure and clear.

There is probably not a factory in the world where there has been greater care and attention given to the healthful condition of operatives than in the Victor plant. Perfect light and air are factors in keeping up the highest grade of efficiency on the part of the workmen, and when we consider what an army of men enters the Victor factories each day the importance of this environment will be made clear. Over six thousand operatives constitute the Victor army. That

figured out in the most exacting and painstaking manner.

It would be difficult to tell which factory department possesses the greatest interest for the sight-seer. All in turn possess charm and attractive power which is maintained right through to the finish, where the speed and exactness with which the Victrolas are crated and shipped is a revelation to the uninformed.

SEE HOW THE JOBBERS IN THE WORLD CAN SUPPLY YOUR WANTS.

**Victor
Distributors
Edison Cylinder
Jobbers**

Penn Phonograph Co.

17 SOUTH NINTH STREET
Opposite Post Office PHILA., PA.

NEW RECORD DISPLAY STAND

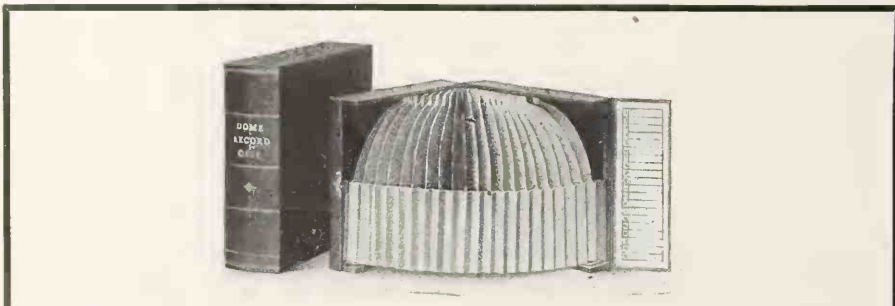
Put Out by the Local Headquarters of Columbia Graphophone Co. Has Made Quite a Hit with Dealers Who Find It a Most Effective Means of Attracting the Attitude of the Public.

"The success of our new record display stand has exceeded all our expectations," said R. F. Bolton, manager of the wholesale headquarters of the Columbia Graphophone Co., 89 Chambers street, New York. "Although we have not given this stand any publicity aside from our salesmen carrying a sample stand with them on their trips, we have received orders for the stand and the



record slips from all parts of our territory, and even from the adjoining States.

"Our dealers appreciate the fact that an attractive display of the month's new records cannot fail to be commented on very favorably by their prospects, customers and passers-by, and the high-grade character of this display has served to make it a prime favorite. We furnish the stand and the record slips to our trade at a cost of 75 cents a month for a period of six months."



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.

TRIUMPH FOR MARRIED MEN.

Great Combat on the Ball Field Between the Single and the Married Men of the New York Talking Machine Co. Results in Victory for the Latter—Game Aroused a Great Deal of Enthusiasm—Some "Star" Work.

An event of unusual interest was staged on Saturday, June 13, when the married men of the New York Talking Machine Co., 81 Chambers street, New York, Victor distributor, engaged in combat on the ball field with the single men of that company. This game is an annual affair, and invariably proves exciting and even thrilling. This year's game was no exception, for after a hard-fought match, replete with sensational catches and fierce batting rallies, the married men emerged victors with the long end of a 11 to 9 score. This victory upset all traditions and precedents, as the bachelor contingent had confidently expected to "walk away" with the game.

The game was played on diamond No. 3 at Van Cortlandt Park, New York, and the weather conditions were ideal, the temperature being just right to make for the comfort and convenience of the players and the spectators. After preliminary practice had occupied the attention of the "fans" for a short while the following line-ups for the two teams were announced: Married men—Davin, left field; Hamldige, right field; Bieling, second base; Moffatt, third base; Moody, center field; Owens J. Doty, first base; Beers, shortstop; Arthur D. Geissler, pitcher; Heimberger, catcher; Single men—Radke, left field; Graham, right field; Turner, second base; Dansinger, third base; Pyatt, center field; Howells, first base; Miller, shortstop; M. Owens, pitcher; Slatery, catcher. Messrs. Kingston and Reevis, representing the benedicts and the bachelors, respectively, were announced as the official umpires for the pastime.

The first inning proved an easy one for both teams. Davin of the married men missing a sure hit through a remarkable catch by Turner. A. D. Geissler, pitching for the benedicts, was invincible in this inning, only three men facing him. The second inning, however, was the occasion of some old fashioned slugging on the part of the married men, seven runs crossing the rubber through clean hitting, coupled with a brace of errors; Davin of the married contingent sending in three runs and scoring himself on a hit which should have been an "out," or at best a single, but was fumbled and badly handled by the bachelors' infield.

In nowise dismayed or daunted by this terrific batting spree, the single men turned their entire attention to the game for the next few innings,

and Pitcher Owens refused to let the married men add to their already imposing total. In the meanwhile the "singles" were batting the ball at a merry clip, and when the smoke subsided at the end of the seventh inning the bachelors had the game in hand by a score of 8 to 7, and to all appearances had plenty of reserve force for the next two innings. Home runs by Miller and Howells featured the heavy artillery batting during these "joy fests" on the part of the single men.

In the eighth inning a triple play, that rarity of baseball, was pulled off by the bachelors when the married men had three on bases and seemed on the sure road to victory. The ninth inning opened with the score still 8 to 7 in favor of the single men, and with strong resolution evidenced in their every motion, the married men prepared to place the game where they believed it justly belonged—in their victory column. Sales Manager Moody, the first man up, to the great surprise of himself, his friends and the fans, tripled to deep center. Doty followed with a double, scoring Mr.



My, but the Benedicts Felt Joyful.

Moody, and Beers worked Pitcher Owens for a pass. With the score tied and two on the bags, Pitcher A. D. Geissler faced the opposing pitcher with confidence and grim determination. With the grand stand imploring him to send in the winning runs, Mr. Geissler's college baseball training came to the fore, and a hot liner which no one could touch sent two runs across the plate and enabled Connolly, who was running for Mr. Geissler, to also score, giving the married men a total score of 11. In their half of the ninth the single men tried hard to pull the game out of the fire, but fell just a little short, being only able to score a single run before Radke ended the game by striking out.

The grand stand was filled with the wives, friends and children of the company's employees, among those rooting for the married men being the following: Mrs. A. D. Geissler, Mrs. V. M. Moody, Mrs. John Owens, Mrs. Doty and Mrs. Donovan. All the young lady employees of the company, it is needless to say, were enthusiastic rooters for the single men's nine.

GRANT DRAWBACK ALLOWANCE.

The Treasury Department has granted to the Sonora Phonograph Corporation, of New York, a drawback allowance on phonographs manufactured with the use of imported motors, sound-boxes, tone-arms and automatic stops.

George Brown, Jr., has opened a talking machine store in Hissboro, Ill. He will handle Columbia and Edison machines and records, and use automobiles for covering a wide territory.

Many a man is so small that even his own opinion of himself doesn't fit him.

TALKING MACHINE JOBBERS WHO ADVERTISE IN THE WORLD ARE LIVE ONES. TRY THEM!

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Comparatively Good Trade Showing Maintained During Dull Months—Plenty of Time for Vacations and Plans for New Conquests—Chappell & Co. Copyright Action Creates Comment—Ramifications of New Copyright Law Being Disclosed—Utility Trading Co. Representing Favorite Record Co.—Recently Formed Understanding Among German Talking Machine Manufacturers Not Working Along Satisfactory Lines—Hoffay's New Gramophone—Cupid Buys at Columbia Headquarters—Conditions with Lindstrom.

(Special to The Talking Machine World.)

LONDON, E. C., ENGLAND, July 5.—Considering that business generally is not overbright, the leading gramophone companies are to be congratulated upon the comparatively good trade showing maintained during the past month. It is, of course, an ever-green subject of discussion why the average dealer will persist in regarding summer trade prospects with indifference when proof in many directions is available to show that with persistent effort fairly good business is possible, and were it not for this apathy, at least the belief exists in manufacturing quarters, there would be eliminated the chief cause for much of the unilluminating explanations ament so-called seasons. Be that as it may, at the moment we can but deplore this absence of intelligent interest and neglect of the hundred and one channels of prospective sales which the summer months furnish the enterprising minority of retailers who laugh at rising temperatures and pursue their work unswervingly. To pass on, I find during a round of the trade the majority of firms are by no means busy. It is not, therefore, surprising that gramophone men should be studying timetables and making preparations for a vacation. Several are already on holiday, enjoying themselves at the seaside, on the breezy moors or where fancy leads.

The copyright action between Chappell & Co., Ltd., and the Columbia Graphophone Co. continues to excite great interest in gramophone circles, chiefly on account of the defendant's intention to appeal against the lower court's decision. In this Justice Neville ruled that to orchestrate a copyright song in place of its original pianoforte accompaniment for purposes of recording was an infringement of the copyright in that it was not a "reasonable adaptation" within the meaning of the act. The result of the appeal will therefore be awaited with keen interest, since the point at issue is of vital importance to all makers of records.

For purposes of accompaniment the chosen instrument or instruments must be those calculated as most suitable in the production of good records. In recording with the pianoforte many difficulties arise, more so than with other instruments, and as sales to a large extent depend upon the production of successful records, it is perhaps only natural that the pianoforte is not so widely used as one might wish for recording song accompaniments.

Having regard to the action mentioned above, it is rather significant, however, that an increasing number of records bear accompaniments with a piano in place of the usual orchestral setting. The latter is still regarded by manufacturers as the more desirable for record-making purposes, although one cannot really criticise the copyright owner's right to indicate in what manner his work shall be offered in record form to the public. It may be mentioned, however, that many copyright owners leave record makers free to choose the kind of accompaniment most successful for recording.

An instance of the new order of things is found in the latest Zonophone list, which contains no less than six vocal records with pianoforte accompaniment, as against two with orchestra.

Power of New Copyright Act.

The full scope and power of the copyright act is gradually being disclosed by new claims almost

every month. The latest is brought to light by Performing Rights, Ltd., recently established in the interests of British composers. It has started right in for the collection of fees from musicians performing at theaters, hotels, restaurants, kinema shows, seaside pavilions, etc. Controlling a number of big hotels, the Midland Railway Co. has made a contract for a yearly payment in respect of performances by hotel orchestras of the works of members of the society. The amount is said to reach three figures. To a newspaper reporter Mr. Towle, the manager of the Midland Co.'s hotels, said on the subject: "We think ourselves not too well treated, as our performances seem to us hardly performances of music for gain; but, of course, there is a legal point involved, which it would be long and costly to fight, so it seemed simpler to agree to the demand."

For the other side, P. Sarpy, secretary of Performing Rights, Ltd., said: "We are only getting for British musicians and publishers what foreign musicians have had for years past. England has been the only country where music makers were not organized for the purpose. Not all composers have joined us yet; but it is, I think, only a matter of time; already Paul Rubens, Lionel Monckton, Hermann Lohr, Howard Talbot, Hermann Finck and Archibald Joyce are members.

"I don't think there is any likelihood of the work of these popular composers being dropped because a fee is chargeable on performances.

"The fees will be strictly graduated in proportion to the size and importance of the establishment. We are exercising a legal right which has been in abeyance."

Favorite Record Co. Appoints Agent.

Some few months ago the Favorite Record Co. announced its intention to retire from this market and place its interests in the hands of an approved agent. The plan is now fait accompli, the new agent being the Utility Trading Co., of 21 Paper street, London, E. C. As representing the talking machine press of two continents, your correspondent was given some exclusive particulars of this departure at an interview with Mr. Gilbery, one of the directors of the Utility Co., who, by the way, has been actively interested in the gramophone business for some time past. Indeed Mr. Gilbery is an enthusiast, and, in common with his partner, Mr. Hessel, possesses unqualified confidence in the Favorite records and instruments, the market for which, it may be mentioned, is an expanding one in all directions. Said Mr. Gilbery: "Yes, we have been appointed sole sales agents of the Favorite goods for the United Kingdom. At the same time we shall not lose sight of the colonial market, which is quite open to us as selling agents. The present prices, i.e. 10-inch 1s. 6d.; 12-inch, 2s. 6d., remain unaltered. Of special interest, however, is the fact that all our new records will be recorded in England, and in future pressed at the Beka factory in Hertford, so that the Favorite record will be entirely of British manufacture."

Upon the policy of the company Mr. Gilbery said it would encourage a good class of trade and had in course of preparation for issue in August a fine de luxe list of titles by leading Continental vocalists and popular instrumentalists; this being quite apart from the ordinary issues, which would total not less than twenty-four new titles each month regularly. "We are out to fulfil all orders promptly," continued my informant, "and with that end in view have equipped our premises to hold enormous stocks of records, in addition to machines. Furthermore, we will follow this up by aiding dealers all we possibly can by the provision of good publicity literature, as a sample of which I may mention our new catalog, printed in three-color illustrations throughout." Another matter of important trade interest mentioned by Mr. Gilbery was his company's plans to cater for the cheap record business by the issuance of a

10-inch double disc at the competitive price of one shilling retail. This is expected to be ready within a few weeks, and further details as to name, etc., will then be announced.

Finally, I would take this opportunity of conveying to the Utility Trading Co. The World's hearty good wishes for the complete success of its new undertaking.

Chappell & Co., Ltd., vs. the Columbia Co.

In the Chancery Division on June 19 Justice Neville had again before him the test action brought by Chappell & Co., Ltd., song and music publishers, of Bond street, to restrain the Columbia Graphophone Co. from infringing their copyright in a song called "Where My Caravan Has Rested."

On May 19 His Lordship held that there had been infringement by the defendants, and granted plaintiffs an injunction. The matter now came up on a motion by the plaintiffs to vary the minutes of the judgment.

Mr. Jenkins, K.C. (for plaintiffs), said that in addition to the paper MSS. and band parts, the defendants had in their possession or control certain records made from these copies of plaintiffs' song. These, he submitted, were equally an infringement, and were restrained by the injunction, and the delivery up followed as a matter of course. They presumed on their pleadings that they would get everything that could be called a copy, and therefore did not specifically ask for the delivery up of the records. That was what they wanted now. The defendants had served notice of appeal, and it was common ground that it was likely to go to the House of Lords. Therefore they should like to have the point decided, as they desired to know where they were.

His Lordship—How can I decide it when it was never put to me?

Mr. Jenkins admitted that the actual relief to be given was never on record.

His Lordship—I cannot rehear it.

Mr. Jenkins—You can have it put in the paper for reargument. The point was not present to our minds.

His Lordship—If a thing has escaped the attention of the Court, you cannot have it put in by asking to vary the minutes. It must be set down for rehearing, unless you are agreed.

Gore Brown, K.C. (for defendants), said he wanted to consider the point. The plaintiffs never asked for an injunction restraining defendants from continuing the use of their records, but only copies of the MSS.

His Lordship—No, it was not considered.

Gore Brown—No case was made out for it.

His Lordship said he thought the point should be decided, and he would have the case put down for the point to be tried on a motion to amend the pleadings.

The matter was again argued on Tuesday, June 23, and in the result His Lordship said he thought that the records ought to be delivered up to be destroyed under the circumstances of this case. It seemed to him that the records were the product of a wrongful act, and that as such they could not be retained by the defendants. That he thought it was just as equitable to-day as before the act of 1911, but having regard to the fact that this was a test case he was of opinion that it would be better if the records were delivered into the hands of the plaintiffs' solicitors, to be held by them pending the result of the appeal.

Trouble Among German Combination.

The recently formed convention of German gramophone manufacturers, particulars of which have been published in our columns, is reported to be meeting with considerable opposition from firms outside the compact and from certain wholesalers and dealers. There is a possibility of a rival organization coming into existence for the purpose of combating the growing influence of the conven-

(Continued on page 70.)

FROM OUR LONDON HEADQUARTERS—(Continued from page 69).

tion houses, and in addition certain concessions from the latter are demanded by the German Dealers' Association, which recently met to consider the convention agreement. The Hamburg section wants to know whether or not its members may handle Pathé products if Pathé Frères decide to remain outside the convention. Dealers who have in stock records other than those of the convention manufacturers seek to have them exchanged, one for one, for any of the latter's make on October 1. In addition, other minor requests are put forward by the dealers' association members in North Germany, to which the convention will doubtless reply in due course. Following the Hamburg discussion a general meeting of the association resolved that members would be ill-advised to sign the convention agreement in its present form. At this meeting considerable dissatisfaction with the convention in general was apparent. It remains to be seen what attitude manufacturers will now adopt in the face of this undoubtedly serious opposition.

J. Hoffay's Gramophone.

Pending the christening of J. Hoffay's new gramophone, the title applied to it pro tem., i. e. "The World's Musical Instrument," is becoming so familiar as almost to convince us that it should remain a permanent one. In any case we believe the description will continue as subsidiary to the chosen title. This latter we hope to announce in our next issue, when doubtless we shall also be in a position to satisfy the interest of our readers the world over by the publication of detailed particulars of this much-debated instrument. We are assured it is not the inventor's fault that a certain amount of secrecy is observed regarding its exact principle of construction and the method whereby such marvelously natural tone quality is possible, but the fact is that, pending the complete acceptance of the several patents covering this instrument, it is perhaps only natural that Mr. Hoffay should adopt this means of safeguarding his interests. From all parts of the globe inquiries have reached him through his announcements in this trade news-

paper, and as one might reasonably expect, Mr. Hoffay is anxious to publish definite particulars at the earliest possible moment.

At a second private demonstration of "The World's Musical Instrument" on June 11 I was agreeably surprised to note an improvement upon the first test of its tonal quality, wonderfully pure and faithful as that was in strength and detail. Questioned upon this, Mr. Hoffay laughingly admitted that he had made what he was pleased to describe as some little adjustments, but he remained severely mute as to their nature. Anyway, in its present shape I am of opinion the instrument will cause not a little astonishment in gramophone circles that such close alignment to art from the merely mechanical is not only possible but is fait accompli in Mr. Hoffay's invention. I write in no spirit of exaggeration, the opinion set forth here being the result of my own observation at the two demonstrations given me of this new gramophone.

Of the financial, manufacturing and sales arrangements, Mr. Hoffay informed me, that everything is shaping out as he would wish, good progress having been registered in all departments.

New Companies Incorporated.

Blum & Co., Ltd., gramophone manufacturers; capital, £50,000. Registered office: 220 Old street, London, E. C. Dictators, Ltd., manufacturers of dictating machines; capital, £5,000. Office: 14 Red Lion Court, Fleet street, London, E. C.

Sound Transmitted Long Distance.

The strains of a gramophone were recently heard by a steamship when passing Vigo, and upon subsequent inquiry the officials found that the sound was transmitted by wireless from a private yacht over 200 miles away. Commenting on this report, Signor Marconi is stated to have said: "They were probably experimenting with a gramophone and a wireless telephone transmitter on board the private yacht. Tunes are transmitted and caught up in this way. I have never heard of it being done over such a long distance, but of course it is really quite feasible. From Marconi House in

the Strand I have sent gramophone tunes by wireless, telephony to my house at Fawley, near Southampton."

Not the Fault of the Columbia Co.

An unusually interesting item of news reaches me this month from the Columbia Co., which takes pardonable pride in announcing that no less than seven members of its staff contemplate marriage this year. With unerring aim Cupid has dispatched many arrows, but surely never so many in one comparatively little trading community as this. It pleases us mightily, and we hasten to extend to all the happy ones right hearty felicitations and general good wishes for their future prosperity and happiness. The full list is as follows: The Misses Maud Schindel, Hetty Durrant, Rose Green, and H. Moorby Smith, A. E. Norman, Sidney Hulme and D. O. Jeffery.

Advertising Summer Records.

"Hot Sellers for the Hot Weather" is the slogan used by the British Zonophone Co. descriptive of its excellent program of vocal and instrumental records for July. The description is well justified by the general high quality of the records in question, which bear a wide variety of suitable music by artists whose reputation alone is quite sufficient to insure a big demand for their record contributions.

Carl Lindstrom's Good Report.

At the general meeting of Carl Lindstrom, A.G., at which, by the way, a dividend of 15 per cent. was approved, the chairman gave voice to some significant words regarding the fluctuations of record prices. To check this the board had decided to join the Deutsche Grammophon, A.G., and other principal makers, in the convention. With the same object in view they had absorbed the business of Dr. Grünbaum & Thomas, embracing the taking over of the Favorite concern, Linden, Hanover, and arrangements now carried out would, in the opinion of the board, eliminate any necessity for further amalgamations. It is common property that the Lindstrom people now control a big pro-

(Continued on page 72.)



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-Aktiengesellschaft, 35, Ritterstrasse, Berlin, 542.
 HOLLAND: American Import Co., 22a, Amsterd. Veerkade, The Hague.
 HUNGARY: The Gramophone Co., Ltd., 1V, Kossuth Lajos-Utca 8, Budapest.
 SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona.
 SWEDEN: Skandinaviska Gramophon-Aktiöbolaget, 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; Mackay Bros., Rissik Street, Johannesburg; Mackay Bros. & McMahon, 443, West Street, Durban; Ivan H. Haarburger, Majiland St., Bloemfontein.
 INDIA: The Gramophone Co., Ltd., 139, Balligabatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
 AUSTRALIA: The Gramophone Co., Ltd., Hofmungs 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

[Patents Granted or Pending the World Over.]



“The World’s Musical Instrument”

PLAYS to *equal* perfection every disc record ever made, band, instrumental, orchestras, string organizations, tenor, baritone or bass; soprano, mezzo or contralto—irrespective of the make of the record or “cut” of same.

PLAYS Columbia, Edison, His Master’s Voice (Victor), Marathon, etc., records without additional attachments or change of sound boxes.

PLAYS to suit the small room or the large hall (without additional attachments or closing “doors”) and *its tone* is absolutely the same in every case.

BRINGS *independence* and *more profits* to dealers.

BRINGS increase of record sales to *all* manufacturers.

SOON READY

J. HOFFAY

67 Egerton Gardens, South Kensington, London, England

"MIRACLES HAPPEN EVERY DAY"

That is what an old Philosopher said, and it is certainly true in our case.

The Miracle we have perpetrated is in producing Gramophones and Records in such extraordinarily marvellous qualities and at such astounding low prices as to compel Talking Machine men to say emphatically that we "have wrought a miracle."

For instance, we can supply a Gramophone with an Oak Case, measuring about 13 x 13 x 6½ inches high, with Tapered Tone Arm, a Crackerjack Sound Box, 10-inch Turn Table, and a Motor to run one 12-inch Record good, for the low price of \$2.50. Further, we give a year's unequivocal guarantee with each. We have other machines which cost more money, and they're all of "Top-Notch" value.

The charm of the Gramophone or Talking Machine is in the variety of Records which one can obtain. Now let us send you some of our Double-Sided 10-inch "DIPLOMA" or "PIONEER" Records, which regularly sell here for 37½ cents each. Our price to you is a terrific cut on that. Or, if you can give a big enough order, we will make you records with your own label thereon.

We make and sell everything for the Talking Machine Factor or Dealer, so why not write us now and get our Record Lists and Illustrated Catalogue of Machines. Don't pay fancy prices. Don't pay for Expired Patents. Don't pay for Names. Just pay for the goods and the intrinsic value of them. Our goods sell all the time just as well as the much-boasted ones, because *Talking Machines, when all is said and done, "Speak for Themselves."*

WRITE RIGHT NOW

BLUM & COMPANY, LIMITED

Manufacturers

Offices and Showrooms: 220 OLD STREET (Corner of City Road), LONDON, ENGLAND

Cables: Blumogram, London.

Codes: A. B. C., 4th Edition, Western Union, Reuters, Liebers.



FROM OUR LONDON HEADQUARTERS—(Continued from page 70).

portion of the record trade on the Continent, and one may reasonably expect that this fact, in conjunction with the policy of the manufacturers' convention, will go far to regulate prices and place the gramophone trade in Germany on a healthier footing.

Records by International Artists.

A grand list of new records by international artists is announced by "His Master's Voice" Co. The list makes a timely appearance, coinciding as it does with the performances of these famous singers in London. Melba, Caruso, Chaliapin, Frieda Hempel, Destinn, Amato, Martinelli, Kirkby Lunn, in addition to Titta Ruffo and Ciccolini, contribute to the list some really exquisite records which all operatic lovers should not fail to hear.

Records of "The Passing Show."

The latest London revue, "The Passing Show," now being played at the Palace Theater, offers many attractive numbers, which "His Master's Voice" Co. was quick to appreciate as good material for recording. Seven fine records is the result, two orchestral, one by the Light Opera Company, one by Basil Hallam, two by Miss Elsie Janis, and last, but not least, one as a duet by these popular vocalists. It is said that the Palace authorities doubted whether Miss Elsie Janis' big American salary could be made "good" here. The public decided, and that American salary has been paid very willingly ever since she captivated her first audience.

Good Business Report.

Brown Bros., Ltd., the big cycle and gramophone manufacturing house on Great Eastern street, this city, announce particulars of their balance sheet, which discloses a very healthy condition as regards last year's trading. The report is as follows: "After making provision for depreciation of leaseholds and fixtures, the profit for the year to December 19, 1913, is £26,938. It is proposed to pay a dividend of 7½ per cent, free of tax, on the ordinary shares, to place £5,000 to reserve (making

it £50,000), and to allocate £306 to depreciation of investments, to bring them to market value, carrying forward £15,618, against £15,429 brought in."

To Introduce New Record.

The "Ajax" is a new record to be placed on this market at the retail price of one shilling. It is 10-inch double-sided, and will sell under fixed price maintenance conditions. The first list comprises some 350 records, and new supplements will be issued regularly each month.

"Casse-Noisette" Suite on Columbia.

A special supplement announces the issue of four Columbia-Rena 12-inch records, comprising the complete "Casse-Noisette" Suite of Tchaikowsky. With its invariable rule of "doing the thing properly," the Columbia has issued the Suite in an artistic album containing an art print of the composer and details of the numbers making up the Suite. The Suite is a collection of the pieces written for the fairy scenes, and consequently abounds in light and delicate melodies in keeping with the fairy setting. It contains eight distinct numbers:

1. Miniature Overture. 2. Marche. 3. Dance of the Sugar-Plum Fairy. 4. Russian Dance, "Trepak." 5. Danse Arabe. 6. Chinese Dance. 7. Danse des Mirlitons (reed-pipes). 8. Valse des Fleurs.

These Columbia records were specially recorded by the justly famed orchestra of the Palace Theater, London, and conducted by Hermann Finck, the composer of "In the Shadows," etc., who has done so much to raise the standard of music in London variety theaters.

Budget of New Records.

Leo Ornstein, the nineteen-year-old pianist who attained quite some notice in London during the past two months, has made a record of two piano Classics, Grieg's "Butterfly" and Poldini's "Marche Mignonne." These are in the Columbia-Rena 10-inch record list this month.

Charles W. Clark, the prominent American baritone, is another newcomer in the Columbia list, having made records of two sacred numbers for

the Columbia De Luxe series. Alice Zeppilli is also represented in the Columbia list this month, coincident with her appearance at Covent Garden.

The Columbia Supplementary List for July in its design makes an interesting departure, the two-color illustration on the cover depicting a scene from "Parsifal," and thus pertinently drawing attention to the two records of the opera which lead off this list. These records, by the way, have been especially recorded by the Milan Symphony Orchestra, under Maestro Romani, and, coming at a time when "Parsifal" has met with renewed success at Covent Garden, make an opportune appeal. It is interesting to observe that the writer of the descriptive notes concerning these new Columbia issues remarks that "Parsifal," to be appreciated musically, must be approached with a mind free to receive impressions, its moods and motives are so varied, yet withal so clearly defined, that, heard in a receptive spirit, the music cannot fail to make a profound impression."

A remarkable record of two splendid grand opera choruses finds a place among the Columbia-Rena 10-inch records this month—the "Soldiers' Chorus" from "Faust," and "Lombardi," Pilgrim's Chorus.

"The Cinema Star" is the title of the new play by Jean Gilbert at the Shaftesbury Theater. Its original title is "Kinokonigin," which, when produced in America, was changed to "Queen of the Movies." It is from the "Queen of the Movies" that two vocal selections appearing on the Columbia-Rena July list are quoted. One of them, "In the Night," we already know here instrumentally, it having been a very popular orchestral selection for some months past, but this is, we believe, the first vocal record of the charming air. The other, "Oh, Cecilia," is a vocal setting of a light and jingly one-step tune.

H. Lane Wilson's third record is listed in the Columbia-Rena July Supplement, and his commanding voice will be highly appreciated both in the fine character song, "Brian of Glenaar," and the old English air "Twankydllo."

Phones } 5048 { London Wall.
 } 5049 {

RECOVERS RAPIDLY FROM THE EFFECT OF BIG FIRE.

The New York Talking Machine Co., with Indomitable Energy and Enterprise, Conquers Damage Caused by Great Fire Which Visited It on Chambers Street, June 21—Shipments Being Made in Regular Order—Will Get Back to Old Home Shortly.

A fire which started at 4 p. m. Sunday, June 21, and lasted for nearly two hours destroyed over 170,000 Victor records and about 1,500 Victrolas and Victor machines which were stored in the basement and sub-basement of the New York Talking Machine Co., 81 Chambers street, New York, one of the largest Victor distributors in the country. The fire was one of the wickedest that the New York firemen have encountered for some time, and the fumes of various poisonous substances and leaking gas overcame nineteen fire fighters, who were restored to consciousness through the use of the pulmonary and other modern appliances. No lives were lost in the fire, which, it is thought, was started through defective insulation. Both the company's stock and the building it occupied are fully covered by insurance.

The New York Talking Machine Co. occupied the store floor, basement and sub-basement of the building at 81 Chambers street, all three floors running through to 63 Reade street. The store floor was devoted to the company's executive and sales offices, while the lower floors contained the stock, shipping and repair departments. The company also utilized as a warehouse for additional stock a floor in the building at 77 Reade street.

The length of the floors, together with the inflammable nature of the stock, handicapped the firemen from the very start of the fire, and the damage wrought by water exceeded that caused by the flames. The lower floors were completely destroyed, while the store floor was considerably damaged and the demonstration booths flooded with water.

Arthur D. Geissler, vice-president and managing director; G. T. Williams, manager, and V. W. Moody, sales manager of the company, were advised of the fire as soon as it started, and were on the scene before the firemen had it under control. Together with other members of the sales and office staffs they labored indefatigably through the greater part of the night, and on Monday morning announced that they had secured temporary quarters at 77 Reade street, where they would be doing business before the close of the day.

All of the books, stock records and accounting paraphernalia had escaped the ravages of the fire, and were removed at once to the new quarters.

With indomitable energy the officers and staff worked incessantly putting the new offices in shape by Tuesday morning. Shipments of machines and records were started at once and have continued since that time. The company's surplus stock at 77 Reade street was a salvation, and Vice-President Geissler availed himself of some of the hearty offers of assistance which were extended to him by Victor distributors in all parts of the country, who sent telegrams offering all possible help as soon as they learned of the fire.

The July records were sent out to the company's dealers on schedule time, and the aggressiveness of the staff is well exemplified in the

hustling activity that is now apparent in the Reade street quarters.

The record stock is rapidly being replaced, and at the present writing is almost as large as it was before the fire. Machine shipments are being received daily, and, in short, the company has recovered with exceptional rapidity from a fire which would dishearten the most optimistic business man.

The space now occupied by the company includes the store floor, cellar, sub-cellar, third and fourth floors of the building at 77 Reade street and lofts in buildings at 63 Reade street and 9 Murray street. A portion of the executive staff and the showrooms remain at 81 Chambers street, the home of the company, where a force of workmen are working day and night to remove the wreckage from the three floors.

When seen by a representative of The World the day after the fire Mr. Geissler said: "This fire has been, of course, a severe blow, but we are now making shipments from our temporary quarters and can assure our dealers that our service will continue without interruption. We have already started to rebuild the floors which were destroyed, although we do not expect to be back in our building for the next few weeks. Shipments of records and machines are being received daily, and the assistance offered us by Victor jobbers throughout the country is greatly appreciated.

"Our safes and records all remained intact, and we are utilizing every possible means to give our dealers the prompt service to which they are accustomed. Our surplus stock at 77 Reade street has enabled us to continue shipments with only a few hours' interruption, and we wish to thank our dealers for their hearty co-operation."

BUILDING UP A LARGE BUSINESS.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., July 6.—One of the aggressive representatives of the Victor lines, which gets its goods through the jobbing house of the Stewart Talking Machine Co., is the Holloway-Wright Co., of New Castle, Ind. This company's main line is furniture, but the talking machine line is not neglected. Instead, the Holloway-Wright Co. figures that in pushing the talking machine line it not only increases its sales in that line, but gets customers for its other lines. The company has been arranging very fine Victor windows.

NEW OFFICE BUILDING FOR VICTOR CO.

The Victor Talking Machine Co. has just had plans prepared for the erection of an eight-story office building, 75x150 feet, which will house the executive offices and clerical departments of the company's business. The new office building is expected to cost in excess of \$50,000.

The New Brighton Talking Machine Co. is the title of a new concern in Beaver Falls, Pa.

A Great Business Opportunity

Are you looking for opportunities to increase your net profits?

Are you interested in lines which blend satisfactorily with talking machines which will add materially to your business success?

If you are, we can help you, and the sooner you get in communication with us the more rapidly your profits will accumulate.

Do you realize how splendidly pianos and player-pianos blend with talking machines?

We have created one of the largest manufacturing enterprises in the world in a short space of time, and we have done it through the delivery of values.

We are in a position, through our unexcelled factory facilities, to supply you with pianos and player-pianos at prices which will enable you to make splendid profits.

Our instruments are reliable in every particular, and our prices will appeal to people of moderate means.

Let us take up this subject with you.

It will pay you!

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.

Triumphon Co., Ltd., Berlin, S. W. 47/5

Established 1884

Manufacturers

Of All Accessories Such as

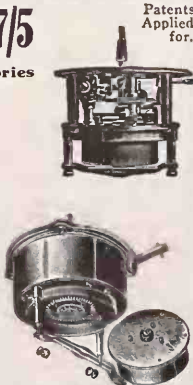
Motors, Soundboxes, Tone Arms Complete Talking Machines

APPLY FOR CATALOGUES



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 lb. Measurements: 11 1/2 x 7 3/4 inches.

Special Motors HYDRA SYSTEM Single and double spring, six 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.



If by any chance you haven't heard the four Columbia Instruction Records, you've missed something.



(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

MAKING THE STEEL NEEDLE ARM.

An unusual photograph is shown herewith, depicting the process of making the steel needle arm used on the products of the Columbia Graphophone Co. As explained by operations, this photograph shows the following:

holes and tapping for the needle-holding screw.

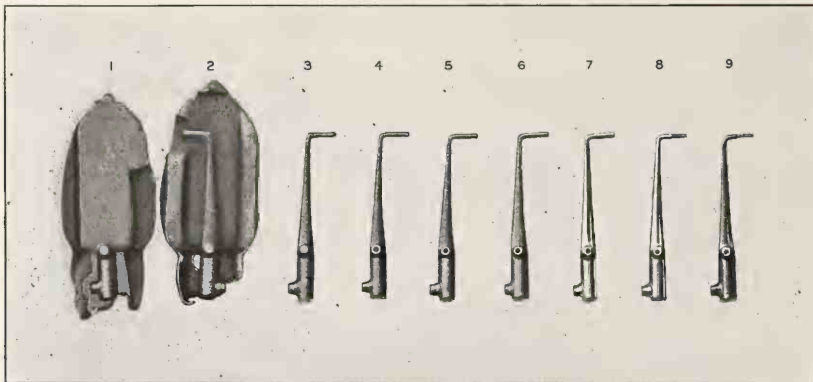
5. Shows the broaching for the triangular hole for the fibre needle.

6. Shows the rough polishing and grinding.

7. Shows the finishing, polishing and buffing.

8. Shows threading on small end of arm for nuts that hold the diaphragm.

cessful piano house will open a new department for the exclusive presentation of Edison disc products. This department is now practically completed and includes all modern perfections for the comfort and convenience of patrons. Miller Bros. but recently moved into new quarters, which give them increased space and facilities for handling their fast growing business.



Evolution of the Columbia Steel Needle Arm.

1. Shows first operation to form needle holder end under drop press.

2. Shows second forming which completes the outline of the needle arm under the drop press.

3. Shows the third operation in trimming press, cutting away all surplus metal.

4. Shows fourth operation of drilling the four

9. Shows the bluing and lacquering of the finished part.

EDISON LINE WITH MILLER BROS.

Thomas A. Edison, Inc., closed arrangements last week with Miller Bros., 726 Columbus avenue, New York, whereby this well known and suc-

TWO YEARS OF PROGRESS.

Thos. W. Kirkman, Manager of the Standard Gramophone Co., Tells of Growth in Popularity of Various "Standard" Specialties.

"It is now two years since we first introduced our automatic stops at the Atlantic City convention," said Thomas W. Kirkman, manager of the Standard Gramophone Appliance Co., 173 Lafayette street, New York. "The automatic stop that we introduced at that time was the well-known 'Simplex,' and the practical nature of this stop was an important factor in its emphatic success. During the past two years the market for automatic stops has steadily increased, and to fill the demand that exists for automatic stops at a nominal price we perfected our 'Standard' stop, which is every bit as effective as our 'Simplex,' and which, in the short time it has been on the market, has achieved country-wide popularity.

"About a year ago we decided to market our 'Standard' fibre needle cutter, which we had had in course of perfection and manufacture for nearly a year. The labor and expense we had bestowed on the preliminary details of this cutter practically insured the success of this accessory, and the sales of this cutter have grown so rapidly that we are now devoting a separate department of our business solely to its manufacture. We have a special department where every cutter is tested by actually taking a number of cuts on a fibre needle.

"The most gratifying feature of our business the past few months, however, was the remarkably cordial reception accorded our 'Standard' record cleaner, as the orders received for this cleaner have been so heavy that we have been obliged to run two presses constantly to handle the demand.

"As we consider this convention a second anniversary, we wish to thank the trade for its generous and hearty co-operation and appreciated patronage during the past two years."

Mr. Kirkman also remarked that the company had recently consummated a deal to double its available manufacturing space by leasing another entire floor in its present location.

UNIQUE CABINET EFFECT.

The Victrola section of the New York store of John Wanamaker, Eighth street and Astor place, introduced something new this month in the nature of a Victrola on wheels, designed especially for summer use. This unique combination consists of a Victrola IX, which retails at \$50, with a wheel cabinet that permits of the convenient moving of the Victrola from one part of the house to the other. The cabinet portion of the arrangement contains racks for the usual number of records. The complete wheel-cabinet retails at \$75.

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.

HIGHER RANGE OF PRICES PREVAILS IN DETROIT

For All Makés of Talking Machines—The Demand Now Is from \$100 Up—June Trade Somewhat Slow in Detroit—Special Store for Hudson Co.—Bayley Discusses Salesmanship of Pianos and Talking Machines—Looking Forward to a Large Fall Trade.

(Special to The Talking Machine World.)

DETROIT, MICH., July 8.—June was not a very good month for the talking machine business in Detroit. In fact, it was the dulllest summer month in a long time. This was somewhat of a surprise, for generally Detroit is a good summer town for the business, because talking machines are in demand for yachts and boats of all kinds and for the thousands of summer cottages which are established on lakes, islands and rivers within a radius of thirty or forty miles from the city.

There is no reason for the slackening, for business in the city is good. Real estate is booming, new business buildings, hotels and factories are being erected, including a doubling of the already mammoth Ford plant, and residences by the thousand are being built. Contracts indicate an even more active month in July. All this makes jobs for workingmen and business for commercial enterprises of all kinds. So the falling off in talking machine sales is regarded as but momentary, and due to the inexplicable "luck" which causes short periods of dullness in any line of business occasionally, always to be followed by greater activity than ever. As a matter of fact, business is not bad—simply not as good as it has been in other summers.

That confidence in the situation is unshaken is evidenced by the fact that the largest houses already are looking forward to the fall trade, and providing for it by placing big orders with jobbers for early delivery. One house paid spot cash, in the first week in July, for \$10,000 worth of Victrolas for delivery this month. The same house is placing orders with other jobbers.

Range of Prices Working Higher.

The range of prices seems to be working higher than ever. The fashionable demand now is from \$100 up. A year ago it was from \$75 up, and two years ago the \$50 styles marked the dividing line between the active machines and those only desultorily sold. The answer seems to be that a better class of people, that is, a better-off financially class, than ever are buying them. They want the finest cases as well as the finest tone. This class of trade augments the record sales materially, for talking machine owners who have wealth do not hesitate to select liberally of the new catalogs. If in doubt, they take it, and if they don't like it particularly they throw it away. Several weeks ago a wealthy Victrola owner purchased a big bunch of records. A daughter entertained a party of young people with them. As she finished playing them she laid them on top of a steam radiator, where they remained all night. In the morning they were warped out of shape. So pater bought another cargo. Of course, the dealer didn't mourn, particularly.

"Whereas a few years ago wealthy people would not have a phonograph in their basements, or

anywhere else, now they are placing them in their front parlors, and entertaining their most honored guests with them," said this dealer. "The talking machines are becoming more and more educational. The fact that classical records of the best standard can be obtained at any time is weaning people from ragtime. After they have been accustomed to the best music they decline to listen to ragtime at all. In these days people of refined tastes cannot get away from the sound of ragtime altogether, no matter how hard they try. It is heard on the streets, in hotels, in parks and summer resorts and in theaters. Educated people detest most of it. The talking machines give them their own selection of good music. Moreover, the talkers educate them more and more to prefer the good music. The records render the good music properly. People know that it is properly rendered, and accept the renditions as a standard of excellence. People of education like this excellence, and people who desire to acquire musical education want it to teach them. That is why trade trends continually to higher levels."

Attending the Jobbers' Convention.

Harry Rupp, manager of the talking machine department of Grinnell Bros., and Max Strasburg, of the Max Strasburg Co., are in the East in attendance at the annual convention of the talking machine jobbers at Atlantic City. Mr. Strasburg is en tour in a motor car. He traveled by boat to Buffalo, then took to the motor roads. Besides Atlantic City he will visit Philadelphia and Washington. He will be gone a month. Mrs. Strasburg is with him. When Mr. Strasburg was manager at Grinnell Bros. a few years ago he was a member of the association, and he is now anxious to renew old acquaintances for a day or two.

Important J. L. Hudson Co. Move.

The talking machine department of the J. L. Hudson Co. will be in a separate building with the pianos again next year instead of on certain floors of the main building. The Hudson Co. has acquired another building especially to house its music trade departments, it having been decided that this would be more appropriate and better business than losing the individual identity of the store in a much larger establishment.

As a matter of fact, the piano and talking machine business of the company is very large. Standing by itself, its magnitude is instantly apparent to all, and prestige in accordance with its merit is conceded it. But merged with a great general store its magnitude is lost.

Also, a ground floor location and show windows are now generally recognized as indispensable. This is especially so of small trade, and in the talking machine business the sale of records is a very large item. People want to buy them

handily. If one store has them on upper floors and another on the ground floor, the latter will get the trade. To a large extent the same is true of the talking machines themselves. If a nice talking machine is displayed in a window, and the people who are attracted by it can just step inside and see a lot more of them and hear them without trouble, they are much more apt to buy.

The building is five stories in height, has thirty feet frontage on Woodward avenue, in the very best location, and will be fitted up regardless of expense. The talking machine business is recognized by the company as a most profitable enterprise, and every facility will be provided for its efficient transaction.

Bayley Discusses Edison Phonograph Addition.

Frank J. Bayley, who recently added the Edison line of talking machines to his piano business, is rapidly becoming proficient in his new line of salesmanship. "It's easier than selling pianos," he remarked. "While there isn't as much profit in a single deal, we make more deals, and in proportion to the amount involved we get much better terms. Consequently it does not require so large an investment to make a given profit. Then, it adds variety to the business. Every piano house ought to have the talkers on hand. Often we find that people who come in for the purpose of buying a piano cannot find exactly what they want, either in price or instrument, and we interest them in the talking machines and make a sale. It is business we would have lost entirely without the phonographs. I sometimes wonder why I failed to consider this long ago, and did business so many years without them."

INTRODUCE TWO NEW ALBUMS.

The New York Album & Card Co. Tells of Latest Addition to Its Line—Report an Excellent Demand for Its Various Products.

The New York Album & Card Co., Inc., 23 Lispenard street, New York, the well-known manufacturer of talking machine record albums, has just added two new albums to its already comprehensive line which should prove valuable additions. These new albums consist of a new 12-pocket album which is particularly adapted for use in the new cabinets with flat shelves and an album for holding Edison disc records. This latter style is made like the regular albums turned out by this company, except that it is spaced wider and has ten pockets. Both of these new albums have won praise from all of the company's customers, who predict a splendid sale for them.

George Bates, secretary of the company, stated in a chat with The World that the various products manufactured by the New York Album & Card Co. are meeting with pleasing success throughout the country, notwithstanding the general business depression. Mr. Bates remarked on the widespread popularity of the company's flexible cover designed to hold the semi-annual record catalogs, which, he states, is one of the most successful articles the company has yet introduced.

BE WITH THE LIVE ONES!

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)

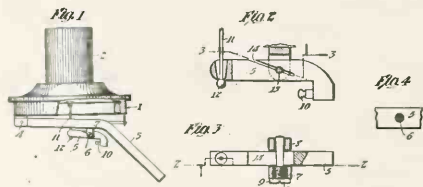
CATALOGUE IN FOUR LANGUAGES SENT FREE ON REQUEST

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

WASHINGTON, D. C., July 8.—PHONOGRAPH.—Alexander N. Pierman, Newark, N. J. Assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 1,097,989.

This invention relates to phonographs and allied talking machines and particularly to improvements in the lever which carries the reproducer ball or point. In the reproduction of sounds by means of a phonograph it is of the utmost importance that the vibrations imparted to the stylus in its travel over the minute undulations of the record surface be faithfully transmitted to the diaphragm without any change whatever due to foreign causes, such, for example, as lost motion. Since the extreme width of the record groove in the standard phonograph record cylinder is not over one one-hundredth of an inch and it does not exceed in depth one one-thousandth of an inch, it is evident that the slightest lost motion will affect very seriously the reproduction of sound, and this is the more true because it is the practice in instruments of this type to amplify the vibrations of the stylus which are imparted to the diaphragm which results also in multiplying any lost motion which may be present. This amplification is usually accomplished



by mounting the reproducing ball or point on the shorter arm of a pivoted lever the opposite and longer arm whereof is connected to the diaphragm. In this art the reproducing ball or point is often termed the reproducing stylus, and for convenience of reference the lever carrying the same is hereinafter called the stylus lever.

It is the object of this invention to provide a stylus lever for the phonograph so constructed that all possibility of lost motion due to the pivoting of the said lever in its support shall be overcome.

In order that the invention may be fully understood, attention is directed to the accompanying drawing wherein the same reference numerals are applied uniformly to the same parts, and in which

Fig. 1 is a view in side elevation of a phonograph reproducer equipped with this improvement, and Figs. 2, 3 and 4 are sectional detail views, Fig. 2 being taken on the line 2-2 of Fig. 3 and Fig. 3 being taken on the line 3-3 of Fig. 2.

ATTACHMENT FOR SOUND-REPRODUCING INSTRUMENTS, Sylvain Dayan, Montreal, Quebec, Can. Patent No. 1,095,195.

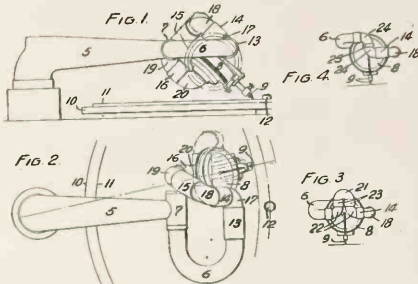
This invention relates to attachments for sound-reproducing machines, and more particularly for gramophones of a type similar to the Victor.

The object of the invention is to provide a jointed tube adapted to be inserted between the sound box and goose neck, so that the sound box may be suitably adjusted to use either steel or sapphire needles.

A further object is to provide a device of this character which will not require to be removed each time a change is made from steel to sapphire needles.

There are several important recognized principles in connection with sound reproduction which must be thoroughly understood before the full importance of the present invention becomes apparent. First it must be understood that the disposing of the diaphragm or sound box, whatever the character of the needles used is dependent upon the nature of the record groove, whether vertically undulatory or laterally undulatory, that when using either steel or sapphire needles, the best results are obtained when the needles are arranged at an angle of approximately forty-five degrees to the record groove, that the arc of movement of the needle should pass through the axis of rotation of the

record. In other words, a line drawn through the axis of rotation of the tone arm and the needle point should be at all times substantially tangent to the grooves of the sound record. The drag of the moving record on a properly placed needle has absolutely no tendency to move it either toward or away from the record center and therefore the needle presses equally against each side of the record groove. If, however, the needle is placed



on the opposite side of the record axis from the tone arm axis, the needle will drag against the inner walls of the record grooves and be uncertain in action. The pressure of the needle, however, upon the groove walls when the needle is located between the record and tone arm axes is the same for the same distance from the axis, but in opposite direction.

This invention consists in providing a flexible tube made of relatively revoluble sections connected by elbows adapted to be permanently inserted between the goose neck and sound box, so that the sound box may be arranged in any position and the needle adjusted to any angle for playing with either steel or sapphire needles, and may be adjusted either inside or outside of the record center, so that the needle will press against one side or the other of the record grooves to overcome centrifugal force and to correct any skipping tendency.

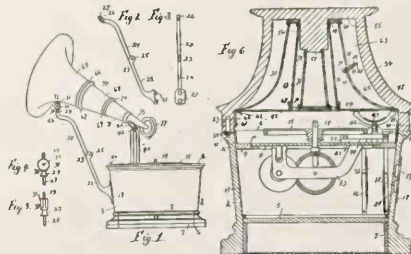
In the drawings which illustrate the invention Fig. 1 is a side elevation of the device in operative position, showing in full lines the adjustment for using a sapphire needle, and in dotted lines the adjustment for using a steel needle. Fig. 2 is a plan view corresponding to Fig. 1. Figs. 3 and 4 are front elevations of slightly modified forms of the device.

TALKING MACHINE.—Giuseppe di Stanislao, Camden, N. J. Patent No. 1,095,747.

This invention has for its object to provide a device in which the different supports, the horn, a number of records and other accessories used in the playing of a talking machine may be held in the casing and cover thereof, making a relatively small compact package, permitting the same to be readily transported from place to place in a single covering.

A further object of the invention is to provide a collapsible bracket or support for the horn which may be readily placed in the drawer of the casing or cabinet.

A further object of the invention is to provide an adjustable rest for the smaller end of the horn in order that the reproducer may be held out of



contact with the record disc or turn table while the needles are being changed or when the machine is not being played.

Another object of the invention is to produce a sectional horn, the sections of which may be taken

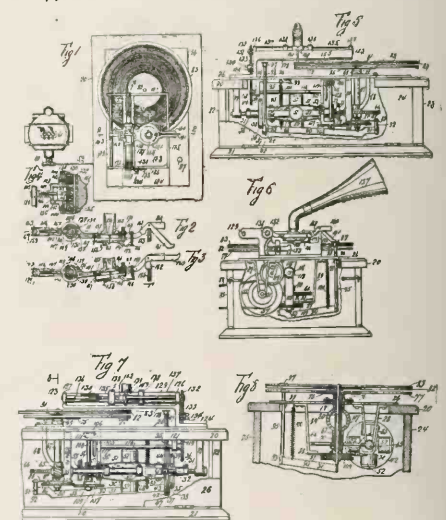
apart and telescoped one in the other within the cover of the cabinet.

Figure 1 is a side elevation of the improved talking machine, the cover of the cabinet being removed and showing the horn engaging the rest. Fig. 2, a side elevation of the horn support or bracket, a portion thereof being broken away to clearly illustrate the construction. Fig. 3, a similar view at right angles to Fig. 2. Fig. 4, a side elevation of the hinged or pivot member for mounting the horn upon the bracket. Fig. 5, an edge view thereof. Fig. 6, a vertical sectional view of the cabinet and cover thereon, showing the horn in said cover and illustrating the position of the different parts when the machine is ready for transportation. Fig. 7, a side elevation of the horn disconnected and having portions thereof broken away to clearly illustrate the construction. Fig. 8, a vertical sectional view of a portion of the cabinet, showing an edge view of the rest. Fig. 9, a similar view illustrating the front elevation of the rest, and Fig. 10, a perspective view of one form of cover or carrying case.

TALKING MACHINE.—Eugene Earl Norton, Bridgeport, Conn., assignor to James Albert Whitman, New York. Patent No. 1,095,225.

This invention relates to talking machines, and especially to propelling devices for the sound boxes thereof.

The invention is distinguished by a propelling device for disc records, having up and down cuts. The records are distinguished from the zig-zag records, where the variations are in horizontal planes, while the records for which this invention is applicable have surfaces inclined to horizontal



planes. The sounds with this device are produced by the contact of the needle point with said inclined surfaces, and the mechanism of the invention propels the point across the horizontal plane of the records.

The invention also relates to means for rotating and instantly starting or stopping the disc carrying the record.

In the accompanying drawings Fig. 1 shows a top plan view of the invention, Fig. 2 represents an enlarged partial section of Fig. 1 on the line 2, 2. Fig. 3 is similar to Fig. 2 with some of the elements in a changed position, Fig. 4 is a partial section as on the line 4, 4 of Fig. 2, Fig. 5 is an enlarged right-hand view of Fig. 1 with a portion of its case broken away, Fig. 6 shows a left-hand view of Fig. 5, Fig. 7 represents a left-hand view of Fig. 6 with the case broken away, and Fig. 8 shows a section of Fig. 7 on the line 8, 8.

GRAPHOPHONE.—John A. Weser, New York, N. Y. Patent No. 1,100,107.

It has been proposed to control the operation of

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 76).

a graphophone by means acting automatically and in proper sequence whereby the proper starting and stopping thereof is effected and different records successively placed in operative position. Such means have usually been mechanically connected to the actuating mechanism of the disc turn table, and once the device was set in motion various controlling devices had to perform their respective functions before a different record could be placed in position and the parts reset. Further, in these prior devices it was not possible to repeat a portion of the composition on the particular record in operative position. The transfer of records in such arrangements has usually been effected by the bodily movement of suitable frame supports therefor, and the means to effect the movement of the frames when desired have necessarily been too complicated and delicate for general use and did not admit of the application of the devices to any graphophone. Further, the control mechanisms have never been so related to each other and to a common source of power that those movements which should properly be co-ordinated and yet independent of other sequential control movements could be initiated independently. Neither has any arrangement been provided to permit the operations of a graphophone to be controlled from a distance by an attendant.

Accordingly, it is an object of this invention to overcome the disadvantages hitherto encountered in automatically controlled graphophones and to provide a machine which shall be of comparatively simple construction, substantial in its nature, of relatively few moving parts, inexpensive to manufacture, invariable in its operation, susceptible of control at all stages of its operation and at a distance, and generally of a character which shall commend itself to users of all classes.

A further object is to construct the controlling devices so that they may be readily attached to any graphophone without altering materially the construction of the latter.

In accordance with the invention, several records may be placed in superposed position on the turn table of the graphophone, after which the prime mover therefor may be started. By an independent source of power and a pneumatic control disposed at any desired place the sound box, together with the needle, may be lowered to operative position in engagement with the disc, whereupon the composition thereof will be rendered. When desired, other pneumatically controlled devices may be set in motion to lift the needle from the record and permit the sound box to be returned to a predetermined starting position; the rotation of the turn table stopped; the uppermost record removed from its position on the turn table, thus bringing the record immediately thereunder into operative position; the turn table released to permit its further rotation, and the sound box and needle lowered to engage operatively the uppermost record, after which the operations above outlined are repeated or modified at the will of the operator until the lowermost record has been removed from the turn table.

In the embodiment herein illustrated the several control devices are actuated pneumatically, a switch being provided at any desired place between the source of power and the several independent pneumatic controlling devices, whereby the latter are set in operation at will.

Further improvements will appear as this description proceeds, among which may here be mentioned the means for controlling the volume of sound to regulate the expression, means to insure automatically the return of the sound box to any desired predetermined position with respect to the record and a multiple needle holding device for the sound box.

The invention will be more fully described with reference to the accompanying drawings, in which Fig. 1 is a view in plan of a graphophone embodying the present invention and showing certain of the pneumatic controlling devices, the latter being in the normal position immediately prior to the rotation of the turn table. Fig. 2 is a sectional view taken on the plane indicated by the line

2-2 of Fig. 1 looking in the direction of the arrows. Fig. 3 is a diagrammatic view of the several control devices, showing their connections to the common pneumatic control through the switch, which is located at any desired place and adapted to be manually operated to set in motion any one of the series of pneumatic controls. Fig. 4 is an enlarged detail view in side elevation of a fragment of the sound box, showing the pneumatic control device for raising and lowering the same. Fig. 5 is a view in end elevation of the bellows shown in Fig. 4 and illustrating the automatically actuated valve connected thereto and operable to

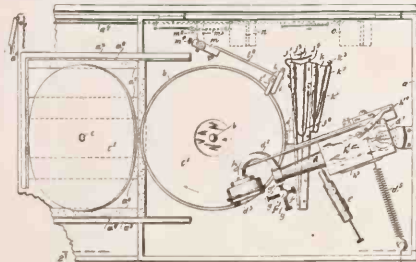


Fig. 1.

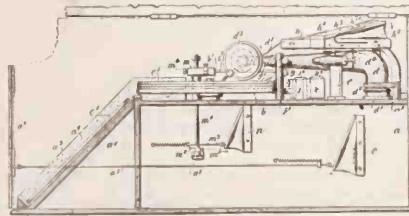
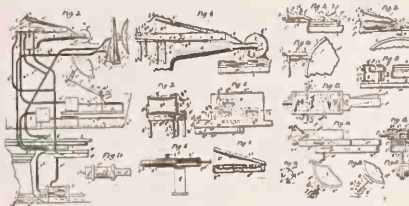


Fig. 2.

place one of the independent control devices under the influence of the master bellows. Fig. 6 is a plan view of the bellows shown in Fig. 4, illustrating in dotted lines the independent connections thereto from the master bellows. Fig. 7 is a view taken on the plane indicated by the line 7-7 of Fig. 6. Fig. 8 is a detail view partially in section of an adjustable stop whereby the return of the sound box to a predetermined starting position is insured. Fig. 9 is a fragmentary view showing the relation of the record changing means to the records. Fig. 10 is a fragmentary view in plan of the devices shown in Fig. 9. Fig. 11 is a fragmentary



view in side elevation of the two bellows controlling respectively the starting and stopping of the turn table, the parts being shown in released position. Fig. 12 is a fragmentary view in end elevation of the devices shown in Fig. 11. Fig. 13 is a view in plan of the controlling switch, which may be located at any desired place and connected through suitable tubing to the master bellows and the several pneumatic controls. Fig. 14 is a view in side elevation thereof. Fig. 15 is a view taken on the plane indicated by the line 15-15 of Fig. 13 and looking in the direction of the arrows. Figs. 16 and 17 are detail views of an improved multiple needle-holder. Figs. 18 and 19 are detail views of a modified form of multiple needle-holder. Fig. 20 is a view in plan of the master bellows illustrated in Fig. 3.

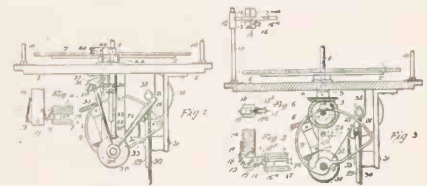
TALKING MACHINE.—Graham W. Brogan, Mount Vernon, N. Y. Patent No. 1,099,913.

In sound producing machines, such as those commonly called "talking machines," "graphophones," and the like, it has been customary to manually apply and remove each sound record or disc for each musical composition, speech, or the like, to be rendered, entailing considerable pauses in the continuity of rendition of the pieces required by the time necessarily consumed in removing and replacing the records.

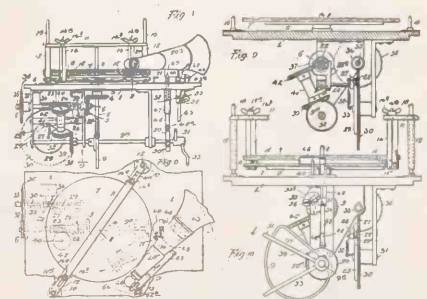
The object of this invention is to provide means to support one upon another a series of sound records for discs, and to automatically apply, one after another, the records or discs in position for co-operation with the pin of the soundbox, and to automatically cause the required movement of the soundbox to and from the records or discs after the latter have been successively placed in position for rotation, whereby when a series of superposed records have been placed in the machine, and the driving mechanism is started, the musical compositions, speeches or the like, will be rendered from said records one after another, without requiring the machine to be stopped until all of such records have been used.

In carrying out this invention there is provided in a sound producing machine having any suitable means for supporting and rotating sound records or discs and the sound box to coact therewith, means to support a series or plurality of superposed records or discs, means to lower and raise said records and to separate from the series the lowermost record and deposit it upon the record or records that have been used upon the record rotating devices, and means to cause the sound box to be raised and moved away from the records that have been used, and to be moved back over and lowered toward the new record that has been deposited for use, whereby the records may be used successively with the sound box while the machine continues to operate.

Fig. 1 is a side elevation of a talking machine embodying this invention; Fig. 2 is an end view of Fig. 1, looking from the right-hand side, parts being removed, and showing the parts in the playing position; Fig. 3 is a cross-section substantially on the line 3, 3, in Fig. 1; Figs. 4, 5 and 6 are detail views illustrating, in different positions, the dog for separating and depositing one after another



other the superposed records or discs; Fig. 7 is a side elevation illustrating the parts in the positions assumed when the records are lowered to deposit an unused record in position for use, parts being omitted; Fig. 8 is a plan view of Fig. 7; Fig. 9 is



a section substantially on the line 9, 9 in Fig. 7, and Fig. 10 is an end view showing the parts in the position illustrated in Fig. 7, parts being removed; Fig. 11 is an enlarged section on the plane of the line 11, 11 in Fig. 1; Fig. 12 is a similar view on the line 12, 12 in Fig. 1, and Fig. 13 is a detail view of part of the sound pin operating device.

GOOD CHEER CONVEYOR.

The Williams Phonograph Co., of Pueblo, Col., possesses an energetic salesman in J. D. Williams who has operated a "Phonograph Wagon" through the snow-bound farmlands simply to keep the farmers supplied with blue ambersols.

TALKING MACHINE JOBBERS WHO ADVERTISE IN THE WORLD ARE LIVE ONES. TRY THEM!

RECORD BULLETINS FOR AUGUST, 1914

COLUMBIA GRAPHOPHONE CO.

SYMPHONY DOUBLE DISC RECORDS. A5365 Le Prophete (Meyerbeer). "Ah, mon fils" (Oh, my son). Contralto solo in French with orch. Otilie Metzger 12

VICTOR TALKING MACHINE CO.

No. 17592 The Moorish ("Maurice") Glide—One-step (Gus Haenschen).....Victor Military Band 10

2357 On the Banks of the Brandywine (Anatol Friedland) Tenor solo, orch. accomp. Eugene Emmet 2358 Beauty's Eyes. (F. Paolo Tosti) Baritone solo, orch. accomp. Arthur Blight

PHONOGRAPH CO. OF THE ORANGES.

(Special to The Talking Machine World.) TRENTON, N. J., June 22.—The Phonograph Co. of the Oranges, with headquarters at East Orange, N. J., filed a certificate of incorporation this week with the Secretary of State.

THE EDISON AT CLINICS.

Among the many uses which have been devised for the Edison phonograph is one proposed by a prominent London hospital surgeon to record the characteristic changes in the voice—sounds which mark the presence and progress of a variety of diseases.

This new application of the phonograph to the purposes of diagnostic and chemical instruction will revolutionize chemical teaching in medical colleges.

WHY MAX LANDAY IS JOYOUS.

Max Landay, the popular Victor distributor, is receiving the congratulations of his many friends in the trade upon the arrival at the Landay domicile on June 5 of Donald Malcolm Landay, weight seven pounds. Mr. Landay, Jr., is already giving indications of rivaling in tonal volume the leading operatic artists in the Victor library.

EDISON TALKING MACHINE CO.

CONCERT LIST. 28195 Faust—All Hail, Thou Dwelling Lowly! (Gounod) Tenor solo, orch. accomp. Paul Altohouse

CREMISCHE FABRIK E. SAUERLANDT bei Apolda i. Th., Germany FLURSTEDT The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for Gramophone and Phonograph Recording

60 YEARS' EXPERIENCE PATENTS TRADE MARKS DESIGNS COPYRIGHTS & C. 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 Scientific American. A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year: four months, \$1. Sold by all newsdealers. MUNN & Co. 361 Broadway, New York Branch Office, 625 F St., Washington, D. C.

Leading Jobbers of Talking Machines in America

Landay
BROS INC.

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

1856 **WURLITZER** 1914

VICTOR
DISTRIBUTERS
VICTORS EXCLUSIVELY

We make a specialty of getting the order out on time—every time.

The Rudolph Wurlitzer Co.
CINCINNATI and CHICAGO

Two points of supply; order from the nearer.

CHASE & WEST DES MOINES IOWA

Machines **Victor** Everything
Records in stock all
Cabinets the time.

WHOLESALE TO IOWA TRADE
Send us your name and address and we will mail you postpaid complete illustrated catalogues, giving detailed information concerning all Victor products. Showing the various styles of Victor Machines, list of all Victor Records, the entire line of Victor Cabinets, Repair Parts and all Accessories. Dealers, let us help you build a Victor business.

PERRY B. WHITSIT L. M. WELLER

PERRY B. WHITSIT CO.

213 South High Street, Columbus, Ohio.

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

**OLIVER
DITSON
COMPANY**

Largest VICTOR Talking Machine Distributors East of Chicago.

Creators of "The Fastest Victor Service." Let us tell you more about our service.

BOSTON

W. J. DYER & BRO.
Saint Paul, Minn.

VICTOR & EDISON
Distributors

Quick Service for all points in the North-west. Machines, Records, Supplies.

**VICTOR DEALERS
TRY US FIRST**

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

THE CORLEY COMPANY, Richmond, Va.



Where Dealers May Secure

COLUMBIA

Product

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

Distributors

- Atlanta, Ga., Columbia Graphophone Co., 182 Peachtree St.
- Baltimore, Md., Columbia Graphophone Co., 805-807 North Howard St.
- Birmingham, Ala., Columbia Graphophone Co., 1818 Third Ave.
- Boston, Mass., Columbia Graphophons Co., 174 Tremont St.
- Buffalo, N. Y., Columbia Graphophone Co., 622 Main St.
- Chicago, Ill., Columbia Graphophone Co., 14 N. Michigan Ave.
- Cincinnati, O., Columbia Graphophons Co., 117-119 W. Fourth Ave.
- Cleveland, O., Columbia Graphophone Co., 1375 Euclid Ave.
- Dallas, Tex., Southwestern Talking Machine Co., 1403 Main St.
- Denver, Colo., Columbia Stores Co., 500-507 Sixteenth St.
- Detroit, Mich., Columbia Graphophons Co., 114 Broadway.
- El Paso, Tex., Southwestern Talking Machine Co., Stanton and Texas Sts.
- Hartford, Conn., Columbia Graphophone Co., 719 Main St.
- Indianapolis, Ind., Columbia Graphophone Co., 27 N. Pennsylvania St.
- Kansas City, Mo., Columbia Graphophone Co., 1112 Grand Ave.
- Lincoln, Nebr., The Grafonola Company, 1036 O St.
- Livingston, Mont., Scheuber Drug Co.
- Los Angeles, Cal., Columbia Graphophons Co., 420-422 S. Broadway.
- Louisville, Ky., Columbia Graphophone Co., 425 South Fourth St.
- Milwaukee, Wis., Albert G. Kunds, 516 Grand Ave.
- Minneapolis, Minn., Columbia Graphophone Co., 424 Nicollet Ave.
- New Haven, Conn., Columbia Graphophone Co., 25 Church St.
- New Orleans, La., Columbia Graphophone Co., 933 Canal St.
- New York City, Columbia Graphophone Co., 89 Chambers St.
- Philadelphia, Pa., Pennsylvania Talking Mach. Co., 1109 Chestnut St.
- Pittsburgh, Pa., Columbia Graphophone Co., 810 Bessener Building.
- Portland, Me., Columbia Graphophons Co., 559 Congress St.
- Portland, Ore., Columbia Graphophone Co., 571 Washington St.; Eilers Music House.
- Providence, R. I., Columbia Graphophone Co., 110 Westminster St.
- Rochester, N. Y., The Grafonola Company, 23 Clinton Ave., South.
- Sacramento, Cal., Kirk, Geary & Co.
- Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
- San Francisco, Cal., Columbia Graphophone Co., 834 Sutter St.
- Seattle, Wash., Columbia Graphophone Co., 1511 First Ave.; Eilers Music House, 3d and University Sts.
- Spokane, Wash., Columbia Graphophone Co., 818 Sprague Ave.
- Springfield, Mass., Columbia Graphophone Co., 174 Worthington St.
- St. Louis, Mo., Columbia Graphophone Co., 1008 Olive St.
- St. Paul, Minn., Columbia Graphophone Co., 17 East Sixth St.
- Tampa, Fla., Tampa Hardware Co.
- Terre Haute, Ind., 643 Wabash Ave.
- Toledo, O., Columbia Graphophone Co., 229 Superior St.
- Washington, D. C., Columbia Graphophone Co., 1210 G St., N. W.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented. Write for particulars to the Columbia Graphophone Co., Wholesale Department, Woolworth Building, New York.

Headquarters for Canada:

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

SANGER BROTHERS
Dallas, Texas

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

Houston Phonograph Co., HOUSTON, TEXAS

NEW ENGLAND
JOBBER HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street BOSTON, MASS.

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

**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 August List.



When you handle the full line of Edison Phonographs you are making for yourself a permanent trade among permanent Edison enthusiasts.

They are the customers who return to you with their friends and with constantly renewed interest in the progress of Edison development.

You do not want to let that sort of customer leave your store unsatisfied because he cannot find the sort of Edison that he wants.

Thomas A Edison

INCORPORATED

59 Lakeside Ave., ORANGE, N. J.

