The instrument by which the value of all musical instruments is measured
Leading Jobbers of Talking Machines in America

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., 132 Peachtree St.
- Baltimore, Md., Columbia Graphophone Co., 300-304 North Sarvis Ave.
- Birmingham, Ala., Columbia Graphophone Co., 135 14th Ave.
- Boston, Mass., Columbia Graphophone Co., 17 W. 23d St.
- Buffalo, N. Y., Columbia Graphophone Co., 422 Main St.
- Chicago, Ill., Columbia Graphophone Co., 113-115 W. Fourth Ave.
- Cleveland, O., Columbia Graphophone Co., 913 Euclid Ave.
- Dallas, Tex., Southwestern Talking Machine Co., 1327 Main St.
- Denver, Colo., Columbia Stoves Co., 206-507 Christmas St.
- Des Moines, Ia., Columbia Graphophone Co., 114 Broadway.
- Indianapolis, Ind., Columbia Graphophone Co., 45 N. Market St.
- Kansas City, Mo., Columbia Graphophone Co., 115 Grand Ave.
- Lincoln, Neb., The Grafonola Company, 1008 E. 10th St.
- Livingston, Mont., Stetson Drug Co., 102 Main St.
- Los Angeles, Cal., Columbia Graphophone Co., 725 S. Olive St.
- Louisville, Ky., Columbia Graphophone Co., 420 South Fourth St.
- Milwaukee, Wis., Columbia Graphophone Co., 420 Nicollet Ave.
- New Haven, Conn., Columbia Graphophone Co., 420 Main St.
- New York, N. Y., Columbia Graphophone Co., 35-37 933 Canal St.
- Phoenix, Ariz., Phoenix Talking Machine Co., 1111 W. Main St.
- Pittsburgh, Pa., Columbia Graphophone Co., 110 Federal St.
- Portland, Me., Columbia Graphophone Co., 550 Portland Ave.
- Providence, R. I., Columbia Graphophone Co., 110 Westminster St.
- Salt Lake City, Utah, Dancy Revere Music Co., 129 Main St.
- Seattle, Wash., Columbia Graphophone Co., 1101 First Ave.; Ebers Music House, 51 and University St.
- St. Louis, Mo., Columbia Graphophone Co., 2111 Market St.
- Tacoma, Wash., Columbia Graphophone Co., 174 Westminster St.
- St. Leon, Mo., Columbia Graphophone Co., 1007 Pennsylvania Ave.
- Toledo, O., Columbia Graphophone Co., 229 Superior St.
- Washington, D. C., Columbia Graphophone Co., 1201 G St., N. W.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.

Write for particulars to the Columbia Graphophone Co., \"Walter\" Department, Westwood Building, New York.

For Canada:

Columbia Graphophone Co., 363-5-7 St. Simons Ave., Toronto, Ont.

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

SANGER BROTHERS
Dallas, Texas

VICTOR Distributors

"We ship the same day."

W. D. ANDREWS
Syracuse - - Buffalo

All orders are acknowledged the same day received by shipping the goods. Make us prove it. All foreign records in our stock.

Victor - Edison

Edison Phonograph Distributors for the SOUTHWEST

All Foreign Records in Stock

Houston Phonograph Co.,

TAMPA, FLA.

NEW ENGLAND JOBBO HEADQUARTERS

EDISON AND VICTOR Machines, Records, and Supplies.

THE EASTERN TALKING MACHINE CO.

177 Tremont Street - - BOSTON, MASS.

PACIFIC COAST DISTRIBUTORS

Victor Talking Machines and STEINWAY PIANOS-LYON & HEALY "OWN MAKE" BAND INSTRUMENTS

Sherman, Clay & Co. Oakland Los Angeles

Talking Machine Dealers

Who are desirous of adding new features to their line should consult

The Music Trade Review

This is the oldest music trade publication in this country, having appeared without interruption since July, 1879.

It is published every Saturday, and contains a thorough and exhaustive review of all departments of the music trade industry.

Its editions vary from 80 to 150 pages.

It is conceded to be the most influential paper representing the music trade, and if you are interested in the topics with which it deals, do not fail to receive this paper regularly.

Ask for a sample copy.

Regular subscription price is $2 per year.

EDWARD LYMAN BILL
EDITOR AND PROPRIETOR

373 Fourth Ave., New York
Greetings!

BEFORE the next Talking Machine World shall have appeared 1913, with all its joys and sorrows, will have passed into history, and I trust that my readers will have had their full share of joy during the Old Year, and that sorrows and disappointments have touched them lightly; still they are a part of our heritage, for without the shadows of life we would not fully appreciate its sunshine.

It is sometimes the sharp contrast which causes us to appreciate the joy of living.

Then, in a business sense, even if trade were always good, we should still fall into the grumbling habit.

The little setbacks which come to us occasionally show that to win we must work, and so long as we are plucky, hopeful and optimistic success is possible. But if we lapse into discouragement it will take a miracle to enable us to conquer.

If we can meet discouragement and keep cheery—if we can face disappointment and smile, the chances of winning out are one hundred to one in our favor.

To stand calm in the circle of the day’s tasks and obligations—unworried—confident—clean—and sing a song of thankfulness that life and strength and toil are ours makes life worth the living.

But the grumblers—the world has very little use for them, and I trust that my readers everywhere may have found but little occasion to grumble over the results of the Old Year, and I hope that the New Year may contain for them all which is bright and glad-some. May the Yuletide logs burn brightly for the members of the talking machine trade!

I cannot permit this occasion to go by without expressing to my friends in the talking machine trade my sincere appreciation of their many courtesies to me.

This, indeed, would be a barren world were it not for the friendships which we form in our lives, and for the pleasure which the greetings and approval of our friends give us.

A Merry Christmas and a Happy New Year to everyone!

EDWARD LYMAN BILL.
1913 A RECORD YEAR IN THE TALKING MACHINE TRADE.

General Reports from All Sections of the Country Indicate Unprecedented Volume of Business—Marked Developments in All Branches of the Trade During the Year—Many Piano Houses Fall in Line—Advertising Campaign of Leading Companies Notable.

The members of the talking machine trade are, with very few exceptions, confirmed optimists for business has developed in a manner that affords them every reason to have full confidence in what the future holds for them as talking machine men.

At the opening of the present year predictions were freely made by manufacturers and jobbers, as well as retailers, that the talking machine business done during 1913 would surpass in point of volume and value all previous annual records. The reports made at the beginning of December, and with the holiday trade yet to come, indicate that the predictions made in January last were no idle boasts. For those who were even with last year's records at or before the first of December—and according to reports they were in the majority—much comfort was taken in the thought that although in some sections there was a scarcity of machines, the supply for the holiday trade this year has been better than it has been for many years past, which means fewer lost sales and consequently a bigger business record for that season.

A careful review of the trade shows that the business done during 1913 has been the most prosperous and successful that the talking machine industry has ever enjoyed. This same statement was also true in a review of business conditions in the industry a year since.

Every phase of the talking machine industry has shown a distinct advance or improvement over all previous years, and from the financial stability of the trade down to the development of the thin selling ability of the retail salesman, some detail either large or small has been accomplished for the betterment of the talking machine business during the past twelve months. The most important problems of the trade, such as quality of product, perfection of advertising and similar momentous phases of the industry have received careful attention this year, and judging from all indications the thought and consideration given these problems have produced results far in excess of all expectations.

The musical standing of the talking machine has received a greater impetus during the past year than it has ever received in any previous three years. As an aid in the schools, the talking machine now ranks foremost, and in addition the talking machine is to-day recognized as the greatest assistance in acquiring a true understanding of music that has ever been introduced. The layman with a home of refinement who considers music a necessity and not a luxury, no longer looks upon the talking machine as a possible amusement or source of entertainment, but recognizes in it a powerful factor for the cultivation of a true love for beautiful music.

From a commercial viewpoint, probably the most important development in the talking machine industry in the past year has been the very large number of piano houses throughout the country which consummated arrangements to open talking machine departments since the first of the year.

Many of these piano concerns are rated among the best known and strongest in the piano industry, and their recognition of the value of the talking machine is decidedly gratifying. There is no doubt but that the piano and talking machine offer the piano dealer an ideal combination for the development and cultivation of a musical clientele, and the marked success scored by those piano houses which have had talking machine departments for a number of years is reflected in the large number of new accounts recently opened with piano concerns.

The advertising expending of the talking machine business has more than kept pace with the rapid strides in popularity made by the talking machine product the past year. The advertising of the talking machine manufacturers is generally centered by advertising experts as symbolic of the very highest type of modern publicity, and in view of the consistent, forceful and impressive national and newspaper advertising carried on by all the manufacturers it is not to be wondered at that the sales of talking machines and records during 1913 have already reached a high-water mark.

From the standpoint of cooperation, the talking machine industry may well be used as a pattern by other lines of mercantile endeavor. Every possible detail that would tend to assist the dealer is gladly extended by the manufacturers, and many talking machine dealers owe their present success to the individual and personal co-operation extended them by the manufacturers whose products they handle.

No review of current conditions in the talking machine industry would be complete without some reference to the personality and depth of character of the men who are really directing the fortunes of the trade. This is best summed up by the fact that talking machine manufacturers, distributors and dealers undoubtedly represent a modern type of American progressiveness and energy that accounts for the wonderful growth of this industry as a commercial and political power.

LICENSED TO MAINTAIN PRICES.

The Plan in Vogue by the Victor Talking Machine Co. the Subject of an Article in The New York Times of Recent Date.

Commenting on the Victor Co.'s plan of maintaining selling prices by license arrangement, the New York Times in a recent issue said:

"Following the recent decision of the United States Supreme Court to the effect that it is illegal for manufacturers of any article to set a retail selling price for it, one of the prominent talking machine companies has adopted a new selling scheme. The idea of the new scheme is apparently to maintain retail selling prices by a license arrangement with dealers and consumers. Under this plan both the dealer and the ultimate user are licensed only to use the company's products, their title remaining permanently with the company. The agreement gives the company the right to repurchase and retake at any time the patented goods at the cost of the royalty paid him for the use of these goods, less 5 per cent. per annum of the list royalty as to machines, and 10 per cent. per annum of the list royalty as to records, for each year or fraction of a year, the user shall have had the use thereof. The use of other supplies and the materials purchased by the company under the question constitutes an infringement of the patents and a violation of the agreement. Dealers are required to keep complete lists of patented goods in the hands of users."

SOME VERY EFFECTIVE PUBLICITY.

(3rd of December to The Talking Machine World.)

INDIANAPOLIS, Ind., December 9—The Stewart Talking Machine Co., of this city, the prominent Victor distributor, recently inaugurated two concerts daily in the Keith theater, at which an Anxioso phone was featured. These concerts, which proved very successful, lasted from 7:45 to 8:10 in the evening and from 1:45 to 2:15 in the afternoon. They appeared in the program as the first number of the regular entertainment. The name of each selection and of the artist was printed on a large card and exhibited on the stage while the record was being played. This is the sort of publicity that cannot fail to be productive of gratifying results.

The Square Deal is just the Golden Rule's twin brother—and you don't need to worry yourself trying to tell them apart!“There'll Come A Time Some Day”

(APOLOGIES TO CHAS. K. HARRIS)

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

Eastern Service Is Good Service and It Is Just Service

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

EDISON

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY

VICTOR
VICTOR-VICTROLA

While the unprecedented success of the Victor-Victrola has been increasing from year to year, this wonderful instrument is only on the threshold of its remarkable career.

What the Victor-Victrola has done in awakening the public to a greater appreciation of the world's best music; what it has done in giving prestige to Victor dealers and making their showrooms the attractive and well-appointed places of business they are to-day; what it has done in uplifting the entire music trade to its present prosperous and dignified position—all these things are evidences of the power the Victor-Victrola wields in both the musical and business worlds.

But its greatest successes are still before it. The Victor-Victrola line to-day presents bigger and better opportunities for profit and prestige for every Victor dealer.

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

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

VICTOR DISTRIBUTORS

Elmira, N. Y., Elmers Arms Co.
Galveston, Tex., Thos. Goggin & Bros.
Honolulu, H. I., Bergstrom Music Co., Ltd.
Indianapolis, Ind., Stewart Talking Machine Co.
Jacksonville, Fla., O. K. Houch Piano Co.
Kansas City, Mo., J. W. Jenkins Sons Music Co.

Lincoln, Neb., Bass & Currie Co.
Little Rock, Ark., O. K. Houch Piano Co.
Los Angeles, Cal., Sherman, Clay & Co.
Memphis, Tenn., O. K. Houch Piano Co.
Milwaukee, Wis., Wisconsin Talking Machine Co.
Mobile, Ala., Wm. H. Reynolds.
Montreal, Canada, Berliner Gramophone Co., Ltd.
Nashville, Tenn., O. K. Houch Piano Co.
Newark, N. J., Price Talking Machine Co.
New Haven, Conn., Henry Horne.
New Orleans, La., Philip Wolin, Ltd.
New York, N. Y., Blackman Talking Machine Co.

Oklahoma City, Okla., Schmeler Arms Co.
Omaha, Neb., A. Hoopes Co.
Norwich, Ill., Reynolds, Music Co.
Philadelphia, Pa., Louis Busch.
Richmond, Va., The Coyle Co., Inc.
Rochester, N. Y., E. F. Haun & Son.
Salt Lake City, Utah Consolidated Music Co.
San Francisco, Calif., Sherman, Clay & Co.
Savannah, Ga., Phillips & Co.
St. Louis, Mo., The American Company of Mo.


Trenton, N. J., H. A. Weyman & Son, Inc.

Winnipeg, Canada, C. C. Miller Co., Ltd.

Washington, D. C., Robert C. Stine Co.


Wheaton, Ill., F. S. Keeler & Bros.

Wichita, Kan., H. C. White.

Whitman, Tex., W. D. Andrews Co.

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Winnipeg, Canada, C. C. Miller Co., Ltd.


Wheaton, Ill., F. S. Keeler & Bros.

Wichita, Kan., H. C. White.

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

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

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

SAVES EVERY WORLD.
Will Give Up a Whole Lot Before He Will Give Up His Favorite Paper.

From Monongah, W. Va., H. C. Faber writes: "I have the honor to inform you that I have been a continuous subscriber to the only reliable 'talker paper' ever since 1906. I have every copy preserved and put away, from the very first one that I received. I have also been responsible for adding eight subscribers to its list in the past six years, and all from outside of this ornerly State.

"The Talking Machine World has good writers on its payroll, its editorials are in a class all by themselves, and all I have to say, that every dealer in talking machines, records and the like that is not a subscriber to it is either a damned fool or dead, preferably the latter.

"I may have to give up my business; I hope not; I may get to the poor-house, I may get sick, and a whole host of other 'maybe's,' but I never want to miss getting The World as long as I live and it is published.

"I wish you the compliments of the season, a Merry Christmas and a Happy New Year."

RECEIVE CARLOAD OF VICTROLAS.

(Special to The Talking Machine World.)

Des Moines, Iowa, December 8.—The Mickel Bros. Co., of this city, the well-known Victor distributor, recently shipped a solid carload of Victrolas to the Schiller Piano Co., of Davenport, Iowa. This is said to be the first shipment of this magnitude made to an Iowa dealer.

This territory is proving a most productive one for the talking machine trade, and energetic distributors and dealers report the closing of a business far in excess of that closed last year. The Mickel Bros. Co. is one of the many Victor enthusiasts to report the best year in its history, and with carload orders of Victrolas being shipped the last two weeks, there is no predicting how heavy the business may be before the year is closed.

McCREERY CONCENTRATION.
Victrola Department in 28th Street Store Removed to New Store on 34th Street.

James McCreery & Co., the prominent New York department store with stores on Thirty-fourth street and Twenty-third street, has closed its Twenty-third street store and the stock and staff of employees have been moved to Thirty-fourth street, which has been enlarged considerably. The Victrola department in the Thirty-fourth street store has scored a marked success since it was established early in the year, and its amalgamation with the Victrola department in the Thirty-fourth street store will greatly enhance the success of the latter department.

Both of these departments are under the jurisdiction of the Musical Instrument Sales Co., New York; as James McCreery & Co. are members of the Clasfia chain of stores.

EDISON CYLINDER PRODUCT

The Basis of Some Striking Advertisements in The Saturday Evening Post.

In connection with its campaign in the national magazines on behalf of the new Edison disc products, Thomas A. Edison, Inc., has supplemented this campaign by the addition of a series of advertisements featuring the Edison cylinder line, both machines and records. The first advertisements in this series appeared in a recent issue of the Saturday Evening Post, and in text and appearance was in complete harmony with the usual high-class Edison publicity.

This advertisement, by the way, served as the first formal announcement to the public that the Edison cylinder line would hereafter consist exclusively of cabinet models without exposed horns.

Attention was called to the wide range of prices offered by the Edison cylinder line, and an excellent cut of diamond cylinder Amberola No. IV, price $100, completed a distinctly high-grade piece of advertising copy.

COLUMBIA LINE WITH WISSNER.
Wissner Piano Houses in New York and Brooklyn to Handle Columbia Products.

The Columbia Graphophone Co. closed arrangements last week with Otto Wissner, the prominent piano house with stores in Brooklyn and New York, whereby the Columbia products will be handled by the Wissner store on Thirty-fourth street, New York, which was recently opened. An unusually substantial initial order is now being shipped to this Wissner store.

OPENS NEW STORE IN MADISON, WIS.
Atom Piano Co. Formally Throws Open Doors of Handsome New Quarters to Public—Great Stock of Talking Machines on Hand.

(Madison, Wis., December 8.—The Aton Piano Co. recently opened its new business home at 27 West Main street, formerly occupied by W. W. Warner. In the talking machine department, on the second floor, Edison, Victor and Columbia machines are well represented. The Aton Co. occupies the entire first floor and a large part of the second floor, and offers for public inspection one of the most complete stocks of pianos and all other musical instruments that is to be seen anywhere in this section.

OPENES STORE IN ANNISTON, ALA.

W. H. Perry, who was connected with the E. E. Forbes Piano Co. for eight years, has opened a store of his own at 1029 Noble street, Anniston, Ala. In addition to pianos and player-pianos, he will handle Columbia Grafonolas.
EDISON RECORDS BY MARY JORDAN.

Celebrated Contralto of Century Opera Co. Makes Her Debut in Edison February List.

One of the artists of the Century Opera Co. who has made a most favorable impression is Mary Jordan; for she possesses a con- tralto voice of great richness and power, combined with historic ability of no mean order. Miss Jordan is widely popular in Greater New York, having been soloist of the Lafayette avenue Presbyterian Church, Brooklyn, for many years. In sacred music, con- cert work, and grand opera she is equally at home, and is an enthusiast in her art. Her singing in English is noted for its perfect enunciation, and she has proven one of the most valuable members of the Century company.

It is therefore interesting to know that Miss Jordan will be represented in the February list of Edison records by "My Heart at Thy Sweet Voice" from "Samson and Delilah," one of Mas- senet's most popular operas, and in which Miss Jordan has appeared at the Century in the role of "Delilah."

Miss Jordan has a splendid recording voice, and the acquisition of this charming artist to the Edison recording forces will be welcomed by her many friends. For Miss Jordan has been heard in prominent musical festivals and other affairs throughout the country.

ANNOUNCES HIS ENGAGEMENT.

C. Raymond Hutchings, who has been con- nected with the Victrola department of the Soll Stationery Store in Philadelphia for quite a time, has announced his engagement to Miss Nellie Mills, of Camden. Mr. Hutchings, who is prominent in musical circles, will shortly take a position of the Estey Piano Co. of that city.

RUSH TIMES IN THE NORTHWEST.

Columbia Co. Manager Bewails Shortage of Machines—Big Edison Shipment for Minnesota Phonograph Co. Victrola Popularity.

(Special to The Talking Machine World.)

St. Paul and Minneapolis, December 8. Only superlatives can be used to relate all the talking machine stores heard on all sides in St. Paul and Minneapolis. Every house is doing the biggest, grandest, finest business in its history, the method is the highest ever and the talking machine men are just the happiest in the world.

"Our talking machine department has grown to tremendous proportions" declared W. J. Dyer, head of the veteran house of W. J. Dyer & Co. "It in- creases so rapidly that we hastily are able to keep up with it." This company makes a specialty of the Victor products, but also handles other lines and its travelers cover the entire northwest.

"We would be much happier if we could get more goods" almost wailed Jay H. Wheeler, northwestern manager for the Columbia Graphophone Co. "We have lost sales aggregating thousands of dollars only this fall, because we had not the goods in stock. If that would not aggravate a saint, I don't know what would. Aside from our disappointment in this respect, everything is satisfactory. The instru- ments are sold as soon as we get them and as for records, they do not stay at all." Four carloads of instruments left the Edison works on December 1, for the Minnesota Phonograph Co., in Minneapolis. There were three car- loads of the high-class goods from $150 and upwards and one carload of small instruments. "We did not double our business this fall" remarked President Laurence H. Luker, "but it has increased in a wonderful manner, quite beyond our expectations. We are concentrating all our talking machine de- partment on the Edison instruments. Our jobbing trade has grown even faster than the retail end and it seems as if everybody in the northwest wants a talking machine—and an Edison at that."

Archie Mathies, who controls The Talking Ma- chine Co. here, is a happy man, for he is putting out Victor and Edison machines indiscernitably, but in constantly greater quarters. The Christmas rush is in sight and his only worry is that he will not be able to get the goods to meet the demands on him. In fact the Columbia business in this section is simply amazing.

Something more than forty per cent. is the in- crease in the volume of business for November com- pared with its namesake of 1912, reported by C. F. Hentzmann, manager of the St. Paul branch of the Columbia Co. His display windows this week are filled with the petite Jewels and these are making a great hit.

The Dictaphone department places twenty-seven instruments in the freight claim department of the Northern Pacific railroad, and this is said to be only one of the stunts that it is doing right along.

DON'T GET THE GLOOMS.

Cheer Up, Brother—Optimism is a Better Asset Than Pessimism.

A man who has been there, to others who are getting there:

So you feel that you're a failure because you don't measure up to your own standards every day in the week?

Buck up, brother! That's the way all good, go- ing men feel sometimes.

If they weren't dissatisfied with their perfor- mances as well as their promises, they'd be trotting around in a circle; and that means business dry rot, if anyone asks you.

A certain amount of self-satisfaction is the best towe in the world for the genius, man. It keeps him from being'

As long as you can find fault with yourself and your work, you're alive, my friend.

When you get to the point where you feel sorry for other men because they aren't such good sales- men, or managers, or presidents—or porters—as you, then is the time for the doctor to put you on a diet and prescribe perfect quiet—to keep you from going crazy about yourself.

Don't get the glooms over self-distrust. Ambi- tion and dissatisfaction are half brothers, anyway!

Other Dealers Are Making Money Selling The

MASTERPHONE

A Perfect Clarifier for Talking Machines

A SIMPLE DEVICE INSTANTLY ATTACHED TO ANY SOUND BOX WITHOUT TOOLS

BECAUSE a demonstration is so convincing that it requires no explanation—no stretching of the imagination. The cus- tomer hears everything there is in the record free from all muffled and mechanical tones. The sound is no longer confined in the machine. Each word and note is clear and distinct—no aftertones.

The MASTERPHONE which is used with a fine, soft tone needle produces a volume of sound equal to a singer's natural voice, but does not destroy the record.

The Masterphone
Retail for
$1.00

Write to-day for
Trade Discount

THE MASTERPHONE CORPORATION, 187 Broadway, New York City
Sell Edison on a basis of

THE FIRST IMPRESSION—and the last one—that a prospective buyer receives from the new Edison instruments is one of music. You can't put too much emphasis on it.

When a customer comes to look at phonographs, don't talk improvements right away. Just put on one of the new disc records—or a Blue Amberol, if your patron's preference leans toward the cylinder types—and let the Permanent Diamond Point Reproducer do the first talking for you.

Play several records, and let the sheer beauty of the music sink in deep. Leave it to your customer's ear—the decision is sure. The more he knows about music, the quicker will come his decision.

Then quietly call his attention to the absence of mechanical timber. Tell him about the composition of the records
Phonographs
pure music

—made from a substance new to chemistry—and how this substance is so hard that it registers and reproduces with absolute fidelity the infinite shades of volume and niceties of overtone that heretofore have been blurred.

Give the instrument a hard test—pick some record of exceptionally good music that does not get justice from any other phonograph.

Then crowd in your other arguments. Talk about the new motor and how it governs the pitch with absolute precision. Talk about what a stamp of excellence the name Edison is on any invention—and say that Mr. Edison considers the final perfection of the phonograph as a musical instrument.

Don’t drop music out of sight, for a minute, harp on it first and last.

Isn’t that a new trump card for you to play?

59 Lakeside Avenue, Orange, N. J.
HOLIDAYS INTERFERE WITH PACIFIC COAST TRADE.

Strong Early Shopping Campaign for Christmas, However, Enables Talking Machine Men to Build Up Good Month's Average—What the Prominent Houses Are Doing With the Various Lines—Interesting Personal Items—The Emporium Combines Departments.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., December 4.—Election and holidays cut into business in some lines to a considerable extent the past month, but the talking machine trade, according to reports, from various sources, did not suffer. November proved equally as good as October in the wholesale quarters—and October was one of the best months ever experi-

enced here—and was somewhat better at the retail departments. The shop-early campaign, which has been waged quite strenuously here in the last two years, has been emphasized even more strongly this year than previously, and the response has proved gratifying to dealers in talking machines, as well as to other branches of business catering to holiday trade. All the talking machine depart-

ments for the past month have been setting aside machines for holiday delivery, and some now have a large list in reserve. With increased interest in machines the record business has also gained im-
petus, and a very brisk month's business, both wholesale and retail, is reported during November. The wholesale orders were especially heavy, as deal-

ers are now anticipating the large record business which is bound to come in January following the big holiday distribution of machines.

Sherman, Clay & Co.'s Heavy Victor Business.

A. G. McCarthy, of Sherman, Clay & Co., who devotes particular attention to the talking machine department, reports a banner business to date this holiday season in the distribution of Victor products. Notwithstanding the fact that much larger stocks were available this year than herefo-

re, it looks now as though the first of the year would find this company entirely sold out. They are coast distributors of Victor goods, besides maintaining retail departments at all of their stores, and they report a steady increase in busi-

ness all this year over corresponding periods of last.

The two-story addition to their building here is nearing completion, and will be ready for occupancy by the first of the year, which will give them a two-story music establishment, comparing favorably with any in the country.

The Emporium Combines Music Departments.

For the further development of the music part of its business the Emporium has combined its piano, talking machine, and sheet music depart-

ments, under the general supervision of A. A. Schell, who is well known in the trade, having been general sales and advertising manager of Eilers' Music House in the northwest for a num-

ber of years. Later he rendered very good pub-

licity service for the Alaska-Yukon Pacific Expo-

sition in Seattle. Mr. Morgan continues with the talking machine department, which handles Colum-

bia products exclusively, and under the new arrangement for expansion expects increased busi-

ness. He reports a steadily increasing demand for the new "Leader" machine.

Higher Priced Machines in Demand.

P. H. Beck, of the Kolber & Chase department, says the principal feature of holiday trade in this department is the big demand for the $100 Victor Victrolas. The reason for this is perhaps largely because that style machine is featured very strongly by Mr. Beck, and at all times is a big factor in the business.

Byron Maury's Good Trade.

Byron Maury reports holiday business in all departments fully up to expectation at his estab-

lishment, and particularly good in the talking machine and player-piano sections.

Increasing Demands for Edison Products.

At the local branch of Babson Bros., J. S. Bailey says that business has been better the past month in Edison products than in a long time, and not only is disc business looking up, but the demand for cylinder products is also greatly improved, especially for the hornless machines. Mr. Bailey says that the $30 machine of this type is particularly popular at the present time.

E. J. Jessen on Honeymoon Trip.

The Wiley & Allen Co. received a visit a short time ago from E. J. Jessen, manager of the talking machine department at their Portland store. He was on route home after going on a marketed in San Jose, Cal., and the news of the wedding reached here before he did, so he was greeted befittingly.

Visits Many Columbia Dealers.

W. S. Gray, local manager for the Columbia Graphophone Co., was out of town the greater part of the month. After returning from the northwest, where he met Geo. W. Bell, general manager of the company, he accompanied him to the southern part of the State, and since that time has made a few short trips to nearby points. He considers the prospects for future business bright all along the coast, in California general conditions being greatly improved since the rains, which have given the State a good soaking since the first of November. The rain was needed quite badly in some sections, and was the occasion for great rejoicing all over the State. Mr. Gray says that the special demonstra-

tion put out by the company a short time ago has attracted much attention in this section, and has been in great demand. He has been devoting particular attention to the record of the new "Starlet," which he reports very satisfactory results from the campaign.

Secures Long Leave of Absence.

While in the northwest Mr. Gray arranged that A. Glenn, manager of the Columbia headquarters in Portland, Ore., should take a three months' leave of absence for the benefit of his health, as he was on the verge of a nervous breakdown. During his absence L. D. Haeger, formerly traveling representative for the company in Oregon and Washington, is acting manager. Mr. Glenn will return to the business and make a trip to the factory before resum-

ing his regular duties again.

Working Hard on Edison Disc Line.

A. P. Pommer, manager of the Pacific Phonog-

raph Co., reports a rush the past month in getting out shipments of Edison disc products. J. E.

McCracken, traveler for the Pacific Phonog.

raph Co., is calling on the trade in the northwest, and Mr. Pommer says is sending in some fine business from that section. E. V. Chandler, special representa-

tive of Thomas A. Edison, Inc., has been working the northern part of the State the past month with very good results.

Talking Machines for Barker Bros.

It is reported here that Mr. Peter Bacigalupi, manager of the Bacigalupi talking machine department, has been well pleased with the prospects in Edison products than in a long time, and not only is disc business looking up, but the demand for cylinder products is also greatly improved, especially for the hornless machines.

He considers the

Eureka Phonograph Co. Sold.

W. B. Coombs has sold the Eureka Phonograph Co., at Eureka, Cal., to W. B. Bailey.

COMMENTS ON EDISON PUBLICITY.

Commenting on Edison advertising in the daily papers, Printers' Ink says: "Thomas A. Edison, Inc., has adopted a combination reader and display style of copy for exploiting the 'New Edison.' A one-column reader headlined 'Sounds Again! You Need the Labor of Edison!' appears alongside a five-

column display advertisement illustrated with pic-
tures of Thomas A. Edison and the new Louis XV. style Edison phonograph. The display copy is designed to get people to bring old disc records of any make to the stores and hear them on the new instrument. It is a free coupon offered to the customer from 3 to 6 p.m. The concerts have been well attended because the copy emphasizes these points: 'Absolu-

utely no obligations'—hear your old records on a new instrument even if you don't intend to—'if you want us to come you so tell you others'!" Stagnation and lack of progress are degen-

eration.
AN IMPRESSIVE INDICATOR OF BUSINESS VOLUME.

Lyon & Healy Check for $120,375.95, Covering Purchases of Victor Machines and Records for a Fifteen-Day Period, Speaks for Itself—A Business That Has Grown Steadily.

(Special to The Talking Machine World.)

Chicago, Ill., December 4.—Below appears a fac-simile reproduction of the check given by Lyon & Healy to the Victor Talking Machine Co. for $120,375.95 in payment for Victor-Victorolas and records received in fifteen days. This check certainly furnishes most dramatic evidence of the remarkable extent of the talking machine business, as while they are one of the largest, they are only one of the many Victor distributors throughout the country. Lyon & Healy have been identified with the talking machine business practically since its inception, and the wonderful growth of this department of their great business has been a constant subject of amazed comment among other members of the trade.

RECORDS FOR CHRISTMAS GIFTS.

A Factor of the Talking Machine Trade During the Holidays That the Live Dealer Cannot Overlook—How a New Yorker Emphasized the Practicalability of Sending Records by Post.

How many talking machine dealers have taken full advantage of the existence and operation of the parcel post to develop a new line of Christmas business? How many are emphasizing to their customers the desirability of buying a certain favorite record as a suitable present for a friend with similar musical tastes who owns a talking machine? Proper attention to that detail in holiday selling means stretching out the territory and getting business that in the ordinary case would go to a competing dealer in another town. Several of the local talking machine men have gone after the Christmas record business from the viewpoint of the gift given and are getting results. Benj. Swidky, the well-known Victor distributor, recently filled one of the windows of his store at 8 West Twenty-third street with a number of attractive packages containing records carefully packed in excelsior for shipping and bearing parcel post stamps all ready for the mail man. One package was open at the end to show how the records were packed for safe carriage and the entire exhibit was calculated to remind that a talking machine record was both a desirable and a practical gift for a distant friend. The suggestion has been taken advantage of by many people.

A business man of modern times must make advances to get new business and at the same time must be doing something to hold his old business.
IN brief, the total value of these eight staple crops this year is 6 per cent. greater than last year, although their quantity is 22 per cent. less, and insure prosperity to American agriculture as a whole. Therefore, the agricultural districts of America should afford the best possibilities for luxuries and those home accessories which make life enjoyable, and of course in this latter reckoning comes talking machines, and we believe that the dealers located in the great farming districts of America will find that their holiday sales will loom up bigger than ever before. There is no doubt of it, because the fundamentals are there and they only need careful treatment on the part of the dealers themselves.

Of course they cannot sit down and expect that the sales will come to them without effort. That is impossible, but the possibilities for returns on account of good, active hustling are extremely large.

The question of how to increase sales is a vital one. It is fundamental in all business establishments. Therefore, every man engaged in the sale of talking machines should figure to increase his selling powers, for, automatically, with the increase of his selling powers his money powers are increased.

At frequent intervals The Talking Machine World has suggested that salesmen’s schools of instruction should be established in different stores throughout the land—that these schools would enable every sales force to increase its business getting powers, and a good many people have endorsed our suggestions.

We shall, from time to time, emphasize the advantage of this, because we believe that there are many men engaged in selling talking machines who fail to appreciate the benefits which would come through co-operative work in an educational sense.

If anyone believes that the talking machines salesmen of the country have reached the high-water mark of activity, let him visit a few stores and critically study the local situation.

Then propose a few clean-cut questions and see if they are answered intelligently or not.

Of course there are intelligent, ambitious, well-posted salesmen, but there are many of the other kind, and these men who need the education unquestionably have the mental ability, but they lack instruction.

That is impossible, but the possibilities for returns on account of good, active hustling are extremely large.

The better educated the selling staff, naturally the more business will follow, and that is what all men are in business for.

THE TALKING MACHINE WORLD.

Edward Lyman Bill, Editor and Proprietor.

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

SUBSCRIPTION (including postage), United States, Mexico, One Dollar per Year; all other countries, 60 cents. England, and her colonies, five shillings.

THE TALKING MACHINE WORLD.

ADVERTISEMENTS: $3.00 per inch, single column, per insertion. On quarterly or yearly remittances, should be made payable to Edward Lyman Bill by check or Post Office Money Order.

ADVERTISERS. - Advertising pages, $100.00.

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: "EhIbil," New York.

NEW YORK, DECEMBER 15, 1913.

WHILE complaints from the general merchants in various parts of the country over business conditions are frequent, yet the fact remains that the talking machine merchants are enjoying a mighty good sales activity which is most gratifying, and all indications point to a Christmas trade of unsurpassed magnitude.

Business is limited by the ability of the physical properties of the manufacturers to produce, but of course there will be hard hustling for trade just the same, because every wide-awake talking machine man naturally desires to make as good a record, and to keep his assets up to the highest possible figure.

Business conditions are not so bad in any trade, as some of the pessimists allege, and an analysis of conditions showing why business should be good will prove interesting.

Many of The Talking Machine World readers have read in certain newspapers that the corn crop for 1913 will be only two billion, three hundred million bushels, as against three billion one hundred and forty-four million bushels for 1912.

That is true so far as it goes, but does it tell the whole facts? These newspapers might state that the farmers got but forty-nine cents per bushel for their corn last year, while this year they will receive seventy cents per bushel.

The same papers do not relate that the money paid the farmers last year for the entire corn crop was one billion, five hundred and ten million dollars, and the total weight of these crops for 1913 will be only one hundred and eighty million tons, compared with two hundred and thirty million tons for the same crops last year.

SUMMING up, we may say that five thousand millions of dollars will be paid to the farmers of the United States for their eight staple crops produced this year, and last year the farmers received for the same crops four billion, seven hundred and thirty-one million, yet the total weight of these crops for 1913 will be only one hundred and eighty million tons, compared with two hundred and thirty million tons for the same crops last year.

In this particular, the talking machine industry has not been largely invaded, though we have had few cases of misfits. It should be distinctly understood that in order to compete successfully with the established institutions, even provided that all difficulties were removed from the present situation, it will be necessary to have ample capital, because the talking machine manufacturers to-day have marvelous business organizations. They possess splendidly equipped factories—in fact, their factory organizations are a wonder and a surprise to the uninformed.

We should say to the jobbers and dealers that they ought to exercise exceeding care in listening to the promises of people who allege that they can deliver products of kinds to suit the trade demands.

As a matter of fact, it takes capital—energy and organization, and the people of the talking machine industry should not be misled by those who have none of the requisite essentials behind them.

START the New Year right. Mr. Talking Machine Jobber, if you have not been represented in the advertising columns of The Talking Machine World this year, why not start in the New Year with a good business announcement in its columns? It is working for you and with you, and if you believe in the work it is doing, support the enterprise by showing that you are
THE TALKING MACHINE WORLD.

The charge for advertising space is reasonable and the values delivered are large.

Start the New Year with The World habit!

PRICe maintenance is a trade principle in which every merchant should be interested, for price maintenance means that uncertainty and haggling are eliminated, likewise unjust discrimination among customers.

It is the right of the manufacturer to guarantee to the purchaser a standard of quality, and there is no other way in which a full standard of value is secured everywhere in the retail world than through a uniform selling price.

The national advertising of a trade-marked article naturally creates a reputation for the article and a universal knowledge of its rightful price and value.

For years the editor of The Talking Machine World has steadily advocated the one-price system in the music trade field.

As it stands to-day in many trades, the transaction of buying and selling is a contest of wits. The seller gives in many instances as little value and gets as much money as he can. Within ample limits the seller might legally lie with impunity; and, almost without limits, he might legally destroy by silence a really good bargain.

But that condition is wrong, because it creates a widespread system of cut-throat prices which in the end does not deceive anyone.

New methods of doing business in a thoroughly up-to-date manner are essential.

When the one price is established by the manufacturer the unscrupulous merchant is forced to abandon his plan of the substitution of cheap and inferior products for the standard articles.

In this way the producer will secure in a larger degree his rights to the public, and the retail purchaser will have the guarantee of protection in so far as the 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.

AND yet the Supreme Court says that a contract by which a manufacturer binds a retailer to maintain or establish a selling price on his trade-marked article is void, because it prevents competition between retailers of the article and restrains trade.

In other words, the United States under this ruling denies to makers of copyrighted or patented goods the power to fix by notice the price at which each article should be retailed. The court in this ruling has interpreted the patent and copyright laws and declared that they did not confer such special privileges as are recognized by the courts of Great Britain. In other words, in this country, under the Supreme Court ruling, price maintenance of copyrighted goods is not allowed on the ground that it prevents competition between the retailers of the article.

The Supreme Court says that a contract which prevents a dealer of a trade-marked article from cutting the established selling price restrains trade.

Following out this line of reasoning, is not every contract in a degree a trade restrainer because it imposes certain conditions; but there is a difference between a reasonable and unreasonable contract—a contract which insures stability to the product itself and a guarantee to the purchases.

In the talking machine field it is universally conceded that the contractual relations which have existed between the manufacturers, the jobbers and dealers have been the bulwark of the industry and have saved it at all times when there has been a severe strain, or when there has been an inclination on the part of some to dispose of talking machines at cut prices.

NO stronger argument could be made in favor of price maintenance than is illustrated in the history of the talking machine business, and facts can always be relied upon to tell us whether a trade practice is consistent with the general trade welfare or not.

Abundant experience establishes the fact that the one-price system, which marks so important an advance in the history of the trade, has also increased the efficiency of merchandising, not only for the producer, but for the dealer and consumer as well.

If it were possible for a purchaser to enter a talking machine store in New York and purchase a standard talking machine at less than the established price, conditions would shortly be created which would threaten the stability of the trade in a degree which would be unprofitable and unreliable, and the manufacturer who has expended vast sums to create a demand for his product would find that the values which he has created and the standard which he has guaranteed would be shaken and destroyed almost through the medium of cut-throat prices.

If a dealer is selling unknown wares or products under his own name, he has a perfect right to set a price; but when he is using somebody else's name in order to sell the goods, a name perhaps the owner of which may have spent millions to establish, then there are other rights involved, and the owner of that name has, by his investment, created in it certain property rights, certain guarantees to the public. Why should anyone have the power to depreciate in the public mind the value of a name upon which millions have been spent to create a demand for it and create a value for it in public opinion?

THE practice of price-cutting on standardized articles would mean ultimately driving that name out of the industry, or depreciating it to such a degree that it would be unprofitable, because cut-throat prices mean eventually the lowering of a standard and by and by the name would become depreciated to such an extent that its value would be lost. Then the public would suffer because certain standards, representing the highest type of workmanship, backed by the manufacturers' guarantee, would disappear.

Along these lines of reasoning, it will be observed that in all the advertisements of the stores where cut prices are used there appear the names of certain standard articles.

This is done for what purpose? Simply to attract persons to the store by offering a bait, by giving the idea to purchasers that such a store is enabled to give lower prices than others, and, to prove it, puts forth a standardized article at a cut rate.

Possibly it is sold at cost, but the impression is created that if one house can afford to do it others can; this really is not legitimate merchandising.

No merchant can have the desire to sell articles on which he must lose money. He advertises the sale obviously to attract trade, with the hope that readers and customers will be impressed with his ability to supply cut rates on other lines of merchandise than those advertised.

The greater the name advertised, the greater the temptation to the price-cutter to secure some products of this particular line in order to cut prices and to fool the people.

SOME of the superficial thinkers allege that price cutting on a trade-marked article injures no one, and that the producer is not injured, since he has received the full price in the original sale to the jobber and retailer. And some argue that the lowering of prices mean a wider market.

A false reasoning, because no price cuts can be made on standardized articles without impairing the reputation of the article, and a lessening reputation means a shortening of the demand, and in time the manufacturer's market is destroyed and demoralization exists in trade circles where his products may have had previously a steady and reliable demand, affording a reasonable profit to jobbers and dealers.

We have always believed that price maintenance on patented articles was not a monopoly. On the contrary, it affords a protection to the trade and to the public.

The manufacturer knows the value of the article which he has labored to create, and wherein does he seek special privilege when he makes contracts to prevent retailers from slashing a price which he knows to be fair and just to the public?

In order that business may be conducted along sound and progressive lines, it is necessary that the customer have confidence not only in the quality of the article, but in the fairness of the price which he pays. What an element of strength the talking machine dealers have in standardized prices, and what protection is afforded them by the maintenance of those conditions!
BUYS OUT INTEREST OF G. W. SALTER

John F. Mortenson Now Sole Owner of Salter Manufacturing Co.—Connected With the Business for Over Twenty-Six Years.

(Special to The Talking Machine World.)

CHICAGO, ILL., December 6—John F. Mortenson, for many years joint owner with George W. Salter of the Salter Manufacturing Co., manufacturers of talking machine record and music cabinets, has bought out the latter’s interest and is now sole owner of the business. Mr. Salter has not been in good health for some years, and as it became necessary for him to relinquish business responsibility it is naturally a matter of great satisfaction to him that the future of the business to which he devoted the best years of his life is to be in such excellent hands.

Mr. Mortenson has been associated with the business of which he is now the head for twenty-six years. He started with Mr. Salter as an office boy when he was fourteen years of age, later worked at the bench, and went through every department of the factory, soon becoming Mr. Salter’s principal source of help in the conduct of the business. He now assumes the official title of president of the company, the felt-lined shelf interior, a separate compartment for each disc record which, because of the maximum of protection afforded by it, prevents all scratches and warping.

He has a host of friends in the trade who will congratulate him on the success that has crowned his years of hard and intelligent work.

Mr. Salter expects to leave early in the year for a trip to Europe, and upon his return will probably make his home in California.

BIG RESULTS FROM ADVERTISING.

H. A. Yerkes Reports Many Orders from Saturday Evening Post Publicity—An Experience in Denver Which Is Most Illuminating.

"The tremendous demand for our new advertising record, announced in a recent Saturday Evening Post ad, has exceeded all our expectations," stated H. A. Yerkes, manager of the wholesale department of the Columbia Graphophone Co., "and we have received numerous letters of commendation from our dealers and Columbia owners relative to the merits of this record. As an example of these letters the following one received this week from a Denver dealer makes up your mind to do business of which he is now the head for twenty-six years, and as

the faults of everyone else they know. He is also carrying well-written paragraphs in the Southern dialect.

These two records are especially marked. In this connection Mr. Osborne gives the


EASY SELLING SPECIALTIES

For Edison Machines

STILL TIME FOR XMAS ORDERS

EXTRA PROFITS are waiting for you, because every Edison owner can be interested in these attachments. Union No. 1 enables him to play Columbia and Victor records—the Union Modifier enables him to regulate the tone without changing needles—the Union Sound Box is designed to eliminate scratching.

UNION

PHONOGRAPH SPECIALTIES

Union No. 1 shown in use with Sound Box in lower corner. Gold plated, $5; nickel or enameled, $4.

Union Modifier quick attachable. Gold plated, $1.90; nickel or enameled, $3.

"Two Phonographs in One" AND DEALERS’ PRICES. SENT FREE ON REQUEST.

The Union Specialty & Plating Co.
469 Prospect Ave., S. W.
Cleveland, Ohio

NOTED ARTISTS MAKE THEIR DEBUT.

In the Edison List for February—These Include Mary Jordan, Operatic Contralto, Geo. W. Ballard, Tenor, Harry Heidelberg, Piccolo Soloist, and E. S. Wright, Reader.

The February list of records to be issued by Thomas A. Edison, Inc., will contain not only the first contribution from Mary Jordan, the celebrated contralto of the Century Opera Co., referred to elsewhere, but George Wilton Ballard, a leading tenor and church tenor, will make his debut, singing that favorite old ballad "When the Twilight Comes to Kiss the Rose Good Night." Mr. Ballard is at present choir soloist at the Calvary Methodist Episcopal Church, New York, and his enunciation and phrasing—two qualities so necessary in phonograph work—are especially commendable.

Two other numbers of interest in the February list will be records by Harry Heidelberg, piccolo soloist and Edward Sterling Wright, the famous negro reader and impersonator. Mr. Heidelberg is widely known as one of the most famous piccolo soloists in America, having been associated with the Innes and Social bands, the New York Philharmonic Orchestra, and the orchestra of the Manhattan Opera House. He will make his debut in the Edison February list, playing Mollenhauer’s famous "Nightingale Song," Edward S. Wright, who occupies high rank as a reader and impersonator, has made two unique records for the Edison Co. His selections include four characteristic negro dialect poems from the works of the late Paul Lawrence Dunbar, the well-known negro poet. These are "A Little Christmas Basket," and "Howdy, Hoss, Hoss, Howdy," on one record, and another containing "When De Co’n Pones’ Hot" and "Possum," rendered in the true Southern dialect. These two records are especially artistic.

BELIEVES IN PUBLICITY.

Thomas Edens Osborne Conducting a Lively Campaign in the Belfast, Ireland Papers.

Thomas Edens Osborne, the enterprising talking machine dealer of Belfast, Ireland, is carrying on a very active campaign in the local papers in which he is attracting attention to the great possibilities for shipping records and machines to far-away points in Ireland by means of the parcel post. He is also carrying well-written paragraphs in the local papers calling attention to the latest records of the Edison, Gramophone, Columbia, and other records which he handles. A specially forceful "reader" recently was that of Vilhelm Nielsenc, whose success at Covent Garden was so marked.

In this connection Mr. Osborne gives the titles of six "de luxe" disc records which Miss Natalie D’Oyly has made for the Columbia Co. Mr. Osborne’s publicity work is always of a high order. He is an indefatigable worker who believes in the efficiency of printer’s ink, backed by reliable products as a means of stimulating business.

R. R. Souders, manager of the Columbia Graphophone Co., sent a new Columbia grand to the First Baptist Church Choir, Dallas, Texas, of which Will A. Watkin is organist and director, for an evening recital. A nice letter was received from the secretary of the choir by Mr. Souders thanking him for this courtesy.
The one big purpose of the new Columbia 25 cent Advertising Record is to secure the names of talking machine owners and it is performing its work beautifully.

(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

AN EDISON INNOVATION.
Short Story of the Opera and Sketch of Singers History to be Placed on Reverse Side of All Edison Disc Grand Opera Records for Convenience and Education of Users.

In order that the Edison disc phonograph owner may have the greatest benefit from the possession of the Edison disc grand opera records, the reverse side of the record will contain a short story covering not only the particular opera from which the record is taken, but a brief sketch of the singer's life. Thus will an owner not only have a complete disc selection covering part of the opera, but he will have authentic information relating to the character of the opera as well as interesting data regarding the singer. This additional feature is given without additional charge, which lends further value to the records.

All one has to do in order to learn the conditions existing in the country with reference to the demand for the new Edison disc phonographs and records is to ask any Edison dealer or jobber, for no doubt their statements can be taken as truthful if they say that "business is rushed." For hundreds of letters from all over the country express this opinion with plenty of writing which, when summarized, means: "Rush more goods." The factory is behind the orders, there is no question about that, and in Massachusetts as J. W. Scott, the Edison man, and in New York as W. Stewart adds disc machines to his extensive cylinder line.

REISSUE POLK MILLER RECORDS.
Well-known Negro Impersonator Who Passed Away Recently to Be Represented by Four Records in the February Edison List.

Few Southerners had a better conception of the negro, his merits and his weaknesses, than Polk Miller, who died at his home in Richmond, Va., last October. His rendition of the songs, recitations and stories of the negro in dialect, true to life, have been preserved in record form, and four of Mr. Miller's best selections will be issued in the February Edison Amberol list. These are: "The Bonny Blue Flag," "The Laughing Song," "What a Time!" and "The Watermelon Party.

The first song is accompanied by the banjo, and the rest by the guitar. It is said that Mr. Miller was the best delineator of the old Southern plantation negro that has ever appeared on the public stage, and these records will act not only as a memorial of Mr. Miller, but they will afford delight to many.

Bitter experiences are just underscored life sermons, delivered without invitation. But they are as valuable as quinine to the sufferer from malaria.

RENTING TALKING MACHINES.
Not Looked On With Favor by Canadian Dealers—Damage to Machine May Often Exceed Profits of Records Sold—Instances Where It Pays to Rent Machines.

(Special to The Talking Machine World)
TORONTO, CAN., December 8.—The renting of talking machines is a branch of the business not strongly featured in Canada. Apart from what ever stipulations the manufacturer's contract may contain pertaining to this particular branch, some dealers have already strongly disapproved of the placing of machines out on rental, even though it should result in an increased record business, which of course would be the primary idea of renting. The idea that most favor this renting scheme is that machines taken in exchange or even new ones would not only earn a good revenue on rental, but would have the effect of opening up a more profitable trade in records, similar to the business that typewriter firms expect in supplies as a result of renting out the machines.

In this connection a salesmen referred to these opinions of two retailers which were quoted some time since in The Talking Machine World: "That scheme does not strike me as good business. The chances of injuring a machine, in my opinion, are too great, and the loss exceeds the profit, because the machine becomes second-hand. Although I must admit that a stock, limited of course, is accumulated, possibly it would work out all right, and be a feeder for the sale of records. I have no objection to loaning a machine, providing records are bought, otherwise not."

Another shrewd dealer, who had been listening, remarked: "I can bear that. If a church, or a social gathering, or a club are figuring on a little social entertainment, I gladly furnish everything free and have a bright young man play the records, answer questions, and be all around agreeable, and let me tell you I have sold many a machine in just that way. It pays every time, and you bring the line to the attention of people who perhaps have heard of its wonders as a means of entertainment and diversion, but have never had the opportunity of having it placed before them without, as they think, placing themselves under obligations to buy on the spot. There are a lot of desirable prospects who are rather backward about going into a store and asking to have a lot of records run off unless they possess a machine and go in to select records. At these semi-public gatherings they feel at liberty to ask questions, get interested, and the first thing you know they walk in your place some day and place a nice order."

STRENGTHENS HIS EDISON LINE.
W. Stewart Adds Disc Machines to His Extensive Cylinder Line in Franklin, N. H.

(Special to The Talking Machine World)
FRANKLIN, N. H., December 8.—W. S. Stewart, of this city, for years an enthusiastic Edison specialist, has recently closed a contract by which his Edison stock was brought thoroughly up to date. By the addition of the new Edison disc line and a complete stock of the new Edison Amberolas and Blue Amberol records, Mr. Stewart now takes the lead as one of the best equipped Edison dealers in this section of the State. Mr. Stewart states that on the first Saturday he had the new instruments on display, his store was crowded and he heard nothing but the most favorable comments. He anticipates an usually good holiday trade as a result of his latest progressive move. An active campaign of advertising and other publicity is promised.

PUTTING FORCE IN A SALES QUERY.
The manager of a prominent piano and instrument store in a southern city built in his display window a large clock face about four feet high. A small motor connected up to the hour and minute hands made them spin around at a lively rate. Such an unusual flight of time attracted the crowds, who were asked by a sign on the clock, "Isn't it about time you were buying a — talking machine? Come in and let us show you one."

“DUSTOFF” RECORD CLEANERS
Get into the minute sound grooves of the record as nothing else can because of the peculiar high-nap special processed cleaning fabric and

ADD LIFE TO RECORDS

KEEP THE TONE PURE AND CLEAR

SPECIAL NOTICE TO ALL DEALERS AND JOBBERS

The Simpson Record Cleaner brush мар. patented by the MINUTE SHINE CO., Providence, R. I., as the "Dustoff" de Luxe Record Cleaner.

WARNING

These de Luxe, or so-called record cleaners, are generally protected by patents owned and no others can be made without being an imitation and infringement. Makers, Dealers and Jobbers of every other so-called record cleaners or record dears emitting this idea will be proceeded against to the full extent of the law.

Patent No. 659,029, filed Nov. 7th, 1911.

MINUTE SHINE CO., 174 Minute Shine Bldg., Providence, R. I., U. S. A.

Two models: De Luxe, 50c, beautifully made.

Regular 15c. "Dustoff"—a popular seller.

Liberal trade discount.

Jobbers everywhere.

Columbia distributors can supply you

SAMPLES

Sent on approval if you give your jobber's name.

Do You Want "A" life -long life like this? Write for details, giving jobber's name.

MINUTE SHINE CO.
DECEMBER
That Glorious Month of the Year for all of Us
CLOSING 1913

The Most Wonderful Year of Talking Machine History Proves Service — "OUR SERVICE" — the Largest, Most Potent and Productive Factor in VICTOR Distribution.

THE WARMEST CHRISTMAS GREETING TO YOU WHO HAVE MADE OUR SUCCESS POSSIBLE

NEW YORK TALKING MACHINE COMPANY
81 CHAMBERS STREET NEW YORK CITY
LOCAL TRADE WELL PREPARED FOR HOLIDAY BUSINESS.

Christmas Sales Bld Fair to Break Records of Previous Seasons—Special Attention Being Directed Toward Selling the Higher Priced Outfits—Increase in Volume of Advertising—What Some Prominent Houses Have to Report—Other News of the Month.

With Christmas trade now at its height, and many of the local stores keeping open evenings to accommodate the last minute trade, the holiday spirit is more in evidence than during the past few months. In this respect the Christmas season has not produced any surprises as far as reversals of form are concerned, but from all viewpoints, and in all sections of the greater city, it may be said that the talking machine trade in New York is in the enviable position of having no complaint to make regarding volume of business. It is felt that this is due to the fact that the machine trade at the present time is so steady and natural that competition merely strengthens the industry instead of injuring it. The dealer must compete with the piano house or department store.

As was expected a few weeks since, there is a pronounced shortage of stock in various types of machines in the three different lines. This shortage is practically confined, however, to the more popular priced machines, and considering the exceptional prosperity of the talking machine trade this season, and the marked increase registered over last year's business, the shortage of stock is no more than might have been expected. The factories have been nervous in their efforts to prepare for Christmas season, and their frequent suggestions to the trade to place their holiday orders earlier than usual met with a ready response that minimized the effect of this shortage of stock. As the situation now stands, the trade is finding it very difficult to fill the orders for machines priced at less than $100, and this shortage will probably continue until well after the Christmas season, as the factories are now working to their utmost capacity to turn out sufficient products for their customers.

Higher Priced Outfits Being Featured.

It is an ill wind that blows nobody good, however, and shortage of stock in the higher priced machines, although annoying and the cause of considerable inconvenience, has impressed the dealer with the fact that a little extra work in the realm of machine sales will sell a higher-priced machine just as quickly as a cheaper one. Many of the local dealers have realized this fact for some time past, but, as long as there was a plentiful supply of the cheaper priced machines they did not feel any real need for giving any impetus to the trade in the more expensive machines, and were satisfied to sell the more popular priced types. The shortage of stock, however, has served to act as a stimulant to the sale of machines priced at $100 and more that augurs well for the future trade in these models.

Heavy Trade in Records.

The trade in records has been somewhat less than would have been expected, but so far as there was a plentiful supply of the more expensive records, and dealers who have given a little personal effort to the cultivation of their record trade have achieved gratifying results. The larger volume of business is the power of the talking machine as an aid in the development and cultivation of a true love for music due to a greater amount of home entertainment after day, and opera-goers who thoroughly appreciate the beautiful in music fully realize that the talking machine offers them the best and practically only means of enjoying operatic music by real opera stars in the quiet and comfort of their own homes.

The advertising of the talking machine trade the past month was thoroughly in accord with the season of the year, and the excellent business closed by the machines in this period. High grade interest is being shown in the every detail and conceived along the lines of the best types of modern publicity, the advertising of the talking machine industry is well worth the trade's commendation and approval that is bestowed upon it by advertising experts and the public in general.

Record Year for Landay Bros.

Landay Bros., with headquarters at 503 Fifth avenue, New York, and three handsome stores in the best shopping districts of the city, are closing the best year in their history, and this report is given added strength by the fact that the year 1912, which was a record breaker, was far ahead of the previous year's business and is practically confined, however, to the more popular priced machines in the Victor line.

Our business continues to break all previous records," states R. F. Bolton, manager of the Columbia Graphophone Co.'s store at 50 Chambers street, New York, the prominent Victor distributor, in a recent conversation. The past month, and the acquisition of this high-class clientele, is giving excellent service to the dealers.

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Piano house or department store.

Local Trade Well Prepared for Holiday Business.

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The Trade in Boston and New England

John H. Wilson, Manager, 324 Washington Street, Boston, Mass.

(Special to The Talking Machine World.)

Boston, Mass., December 8.—The talking machine business is booming in this city, and the holiday customers, a large proportion of them new names on the company's books, are besieging the front windows of their local dealers for the latest phonographs. The office Specialty Co., of 220 Devonshire street, which has been doing a large business for some time in the Edison business, is having valuable assistance from Ed. Welch, and the result has been that he has had to lease two large rooms on the Boylston street front of the floor below him. This is now being fitted up for the display and demonstration of the Edison disc phonographs, and the result has been that he has had to lease two large rooms on the Boylston street front of the floor below him. This is now being fitted up for the display and demonstration of the Edison disc proposition. The company has a large suite of offices on the third floor of the building, but larger quarters have become necessary with the increased line.

Victoria Supplied the Music.

At the military funeral of Colonel Robert Ball Edes, which was held at the family home in Newton, the only music was that provided by a Victrola, which the deceased had played every Sunday morning. The one record used was a singing version of "Abide with Me.

Active in School Work.

Billy Fitzgerald, of the Eastern Talking Machine Co., continues to "make good" with the school proposition, and the Victor goods are daily being shipped out to many schools in Greater Boston. Mr. Fitzgerald, in interesting principals and teachers, is having valuable assistance from Ed. Welch, whose ten years with the Eastern Co. has made him a valuable man in selling the Victor line.

Elsie Janis a "Talker" Enthusiast.

As soon as Elsie Janis, the star of musical comedy, appeared in town to keep her engagement in "The Lady and the Slipper" at the Colonial Theater, she came in touch with the Eastern Talking Machine Co., and a handsome Victrola was accordingly sent up to her apartments at the Hotel Lenox. By the aid of this machine Miss Janis has been learning a number of new dancing steps, and this is very much appreciated by her public. Dave Montgomery and Fred Stone, who are Miss Janis' co-stars in "The Lady and the Slipper," have visited the Eastern Co.'s quarters at least twice while in town and enjoyed the latest Victor records.

Boston Talking Machine Co. Affairs.

For the present the Boston Talking Machine Co., now in the hands of a receiver, is not doing any business, and some of the leading members of the staff have gone to other places. Charles Hibbard, the recorder of the company, has gone back with the Keenophone Co., with which he previously had been employed; Mr. Kramer, the factory superintendent, has gone back to Orange, N. J., and Mr. Sheibe, the general manager, has returned to New York. President Corbett, who was named as receiver of the company, is in Chicago. In the meantime one of the large retail department establishments of the city has been advertising talking machines which have been given demonstrations in the "bargain basement." The machine is called "The Little Wonder," and quantities of them are being sold at a low price. The machine has a jewel-point needle and the records, to be had at a price that is lower than any other first-class records have been sold in a long time, are ten-inch and double-faced. Upon inquiry it is found that these machines are the output of the Boston Talking Machine Co., though this fact is not mentioned in the advertisements. A large number of these were completed and ready for sale at the time of the recent embarrassment.

McConnell Picture Appreciated.

Billy Fitzgerald, of the Eastern Talking Machine Co., was the recipient lately of a large family picture of John McCormack, the singer, whose records on the Victrola always find a ready sale. In the frame is a picture of John himself, one of himself and wife, and one of the two lovely children, Gene, aged five, and Cyril, six and a half. The group was in the window for a time and attracted so much attention that several persons inquired where they could get copies, some of them claiming to be friends of John McCormack.

A. L. Bailey Tells of Big Business.

A. L. Bailey, who is known the length and breadth of Vermont and in northern New Hampshire, and who runs a chain of fifteen stores known as Bailey's Music Rooms, with headquarters at St. Johnsbury, Vt., was in Boston yesterday, paying a visit to Manager Erisman of the Columbia Co. Mr. Bailey reported that the talking machine proposition was doing very well and he came to town primarily to place orders for Columbia and other goods. Outside of New Hampshire and Vermont Mr. Bailey also conducts a store at Glens Falls, N. Y., which is highly successful.

Stage for Grafonola Parlor.

The Columbia Grafonola parlors are being fitted up with a pretty little stage on the street front of the building, and when completed this promises to be something quite unusual. A slightly raised platform has been erected in front of the bow.

1914 Will Be the Biggest Phonograph Year

Look at the character of houses who get the new line of Edison disc goods. There is such a demand for locations that they have to be placed with care. In a retail way thousands of people want to secure one of the New Edison Disc Phonographs.

Now what does this mean in your city? It means that a big demand already awaits your initial announcement that you are the Edison Disc Man. It means if you don't do it the trade is going to the next city, because such a tremendous interest has been aroused that they MUST have an Edison. Then comes the large and profitable sale of Edison disc records, month in and month out—wonderful business building levers.

If you want the truth about this business, ask us for it.
THE TRADE IN BOSTON AND NEW ENGLAND

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

window, and this has been cut away, off, and shaped with curtains of dark green and gold, and an article consists of a pleasing arrangement. On this stage for most of the time there will be a four-man model, which is about the last word in Columbia machines. As the holiday season draws near, these Columbia parlors with their exhibits of handsome machines promises to be one of the most popular places in the city.

Enormous Victrola Business.

Manager Erisman, in discussing the business of the Columbia a few days ago, told his correspondent that he has seen nothing like it since he has been in the business. Urgent letters are coming in for the quick delivery of goods that it is possible to get, and he in turn is sending telegrams to the factory. The local demand for the Columbia products promises to be one of the most popular in the city.

Most Attractive Quarters.

Mr. Sylvester, manager of the sales department of the Columbia Co., was a visitor in Boston a few days ago. He came over to study the situation with regard to the new Columbia demonstration record, which Manager Erisman lately advertised, and which has brought thousands of requests for it. The calls for this has increased the following of the Columbia products.

Busy Times With Ditson.

Mr. Clark, manager of the talking machine department of the C. E. Osgood Co., has lately had his attractive quarters all done over with a view to better accommodating his large and growing clientele. Two private rooms for those who wish to enjoy a demonstration, are comfortably fitted up and are occupied most of the day. Mr. Clark has a large stock of various makes of machines and records and his staff of clerks are kept on the jump all the time.

BUSY TIMES WITH DITSON.

Manager Winkelman's staff is kept busy now that the holidays are drawing near and the Victor quarters at the Oliver Ditson Co. presents quite a scene of activity.

Eastern Co. Traveler Makes Good.

William Veale, who is with the Eastern Talking Machine Co. is meeting with fine success as he travels about the country in the interests of the company. Mr. Veale gets into Boston about once a fortnight if he is in the east.

Steiner Quarter Remodeled.

One would scarcely recognize the second floor of the Victor department of the M. Steier & Sons Co. in Arch street as the large stock has been completely reconstructed. A large partition of rippled glass now separates the front of the store from the rear, where Manager Royer's large staff of clerks may work without interruption. Manager Royer's office has been newly decorated. Mr. Royer this winter is conducting a series of "store talks" which are proving extremely popular, and the advice and suggestions he gives his "boys" are quickly put into practical application. Manager Royer is planning to give his staff a banquet when the holiday rush is over.

EDISON DISC FOR EX-GOVERNOR.

(Special to The Talking Machine World.)

RUTLAND, Vt., December 8.—The first Edison disc instrument sold in Rutland was placed in the home of ex-Governor Mead by W. M. Bradley, of Edison. This was an instrument of the A-250 type, and was placed at the time of the recent visit of ex-President Taft, who was reported to have been very much pleased with Edison's new marvel. Mr. Bradley has, but recently installed the new Edison disc, though he handled the Edison cylinder disc for years with great success. He has been beseamed by the illness of his phonograph manager, Dana Pierce, but reports good progress nevertheless. Mr. Pierce is now back at his desk.

NEW DEALER IN MONTPELIER, VT.

(Special to The Talking Machine World.)

MONTPELIER, Vt., December 8.—Ed. S. Seguin, the progressive phonographer and news dealer, has just completed plans for the installation of the complete Edison disc line. Mr. Seguin says that he will remodel the rear of his store on Main street in the near future so as to give his patrons every comfort and convenience. Mr. Seguin has been carrying a complete Edison cylinder stock and, with the addition of the disc, proposes to confine his energies to the Edison products. He also carries the Edison dictating machine and has placed several instruments in this vicinity.

1913 has been a big needle year but 1914 will be larger. The sales increase in Bagshaw-made needles shows one positive thing—the class of people who demand the best needles is growing fast.

We Guarantee Bagshaw-made needles to be the best for any record. Made-in-America by American brains under American conditions, Bagshaw needles are accepted all over the world as THE needles.

W. H. BAGshaw
Lowell, Mass.
EDISON ENTHUSIAST IN VERMONT.

A. L. Bailey, with Chain of Eleven Piano and Phonograph Stores In Vermont and New Hampshire, Strongly Featuring the Edison Cylinder and Disc Lines—The Mistake of One Society Lady in Airng Knowledge.

(Special to The Talking Machine World.)

St. J ohn sbury, Vt., December 8.—No greater Edison disc enthusiast exists in this whole territory than A. L. Bailey, sole owner of a chain of eleven fine piano stores throughout Vermont and New Hampshire. Mr. Bailey sings of the praises of Mr. Edison to all comers, and his representatives in this city. Peterenton and George Littlefield are rapidly turning their enthusiasm into coin of the realm, to Mr. Bailey’s immense satisfaction.

Mr. Bailey relates an amusing occurrence at a recent public demonstration in St. Johnsbury. A gushing society lady of this city, who talks largely in terms of grand opera, approached him with loud commendation of the superb record by Madame Schumann-Heink, which she had just heard upon his Edison Diamond Disc. At great length she elaborated upon the great contralto’s opulence of tone, and wound up by asserting that that voice could never be duplicated—she’d know it anywhere. Mr. Bailey, who appreciates gospel hymns more than opera arias, was too good a piano salesman to inform the good lady that the record she had listened to was made by Miss Chris-
tine Miller.

Mr. Bailey’s music rooms in Burlington afford a good illustration of the argument that the phonograph has won a new position in the music-machine field. Their superb display in their beautiful store in the Y. M. C. A. building lends a tone and distinction to that branch of their business. A completely equipped music or recital hall in miniature is to be found on the lower floor, where frequent concerts are given and every provision is made for the comfort of patrons. W. P. Walker, who is in charge of this department, says that the musical public of Burlington is showing unusual interest in the Edison Diamond Disc and reports several sales of the larger instrument. Mr. Walker is well fitted for this work, being a musician of ability and dis-
cernment, and his personal popularity will do much to win friends for the new instruments. He is ably seconded by R. E. Tally, whose knowledge of this branch of the trade has enabled him to place a larger volume of business.

Bailey’s music rooms in Littleton, N. H., have recently installed the Edison Disc line, under the supervision of Miss Grace V. Applebee, a musician of some considerable local repute. Hiram W. Gardner, the local manager, is driving his sales force to the limit, and reports very satisfactory results. He has conducted several public demon-
strations at which the Edison factory representative Robert C. Peck has given personal assistance. He states that local interest in the new Diamond Disc has been correspondingly stimulated.

O. M. Prescott, manager of the Bailey Music Store, in Laconia, N. H., has been having unusual success with his new talking machine department. Mr. Prescott is one of the “exclusive Edison” enthu-
siasts and reports that his sales of the new Edisons in Laconia and its environs have been exceptionally satisfying. He is placing the new diamond disc instruments just as fast as he can get them from the factory; he has also had good success with Amberolas VI, VIII and X. In the near future he contemplates some store improvements that will make his phonograph department much more attractive and convenient.

NEW VICTROLA SPEED INDICATOR.

Important Letter of Instruction and Explan-
a of the New Speed Indicator of the Victor Talking Machine Co.—The Necessity for Careful Ad-
justment of the Indicator Fully Explained.

In connection with its new style speed indicator and regulator on the latest models of Victrolas XIV and XVI, the Victor Talking Machine Co. has issued this week the following interesting letter of instruction and explanation:

"We desire to explain more fully the purpose and adjustment of the speed indicator used on the latest Victrolas XIV and XVI. The indicator hand, when properly set, is intended to only show the exact speed of the turntable, which should be seventy-eight revolutions per minute, or left until the end of the indicator hand points. This indicator hand, however, does not regulate the speed of the motor—that is to say, if, by acci-
dent, this indicator hand is moved to the left on its shaft, the hand might be pointing toward seventy, but this does not indicate that the motor is running seventy revolutions per minute. As a matter of fact, the motor would in all probability be running at the correct speed of seventy-eight revolutions per minute.

"Evidently the part of the instruction book treating of the speed indicator has been overlooked by some, and for that reason we are repeating the instructions herewith.

First. Determine whether or not the turntable is revolving at seventy-eight revolutions per minute by (a) placing a piece of white paper under the edge of the record, and with the turntable at full speed count the revolutions per minute; (b) if the turntable does not revolve at exactly 78 revolu-
tions per minute, move the speed regulating screw to the right or left until the correct speed is obtained.

Second. As soon as the turntable is found to revolve at 78 revolutions per minute, note whether or not the indicator hand points to 78. If the indicator hand does not point to 78 with the turn-
table revolving at 78 revolutions per minute, stop the machine and remove turntable.

Third. Move the indicator hand to the right or left until the end of the indicator hand points to 78 on the dial while the motor is running.

Fourth. Look at your indicator hand occasion-
ally, and if it is not pointing to 78, it shows that the speed should be again tested and adjustment made as above. This is all the indicator hand is supposed to accomplish.

Fifth. It is well to keep the friction leathers of the governor and the regulator well oiled with neat’s-foot oil, so that they will run smoothly on the friction plate.

A slight quiver of the pointer is a sure indica-
tion that the governor is working properly, and the quiver is no detriment."
IMPORTANT NOTICE.
The public are rapidly learning this:—that all Columbia Records can be played on Victor Talking Machines—likewise all Columbia instruments will play Victor Records.

(Columbia Graphophone Company
Woolworth Building, New York)

WASHINGTON HOUSE CELEBRATES.
Percy S. Foster Piano Co., Victor Dealer, Marks Third Business Anniversary in Fitting Manner with Special Recitals at Which Victrola is Used—A Popular Washingtonian.
(Special to The Talking Machine World.)
WASHINGTON, D. C., December 30.—Yesterday and to-day were extremely busy ones for the Percy S. Foster Piano Co., at 1330 G street, this city, which, besides handling the Cable Company's line of pianos and Inner-players, also conducts a successful Victrola department, the general attractiveness and original arrangement of which is to be appreciated from a perusal of the accompanying view of one of the rooms.
The occasion of the celebration this week was the third anniversary of the establishment of the present business by Percy S. Foster and it was marked by special sales in the piano lines and frequent recitals during the two days in which the Victrola played a prominent part in company with the Carola Inner-Player.
Mr. Foster, before opening his present store, was for fifteen years manager for the Washington store formerly conducted by the Sanders & Stayman Co., of Baltimore, and consequently has a wide acquaintance in local musical circles and trade. He has always taken an active interest in musical, social and civic affairs in Washington, and has built up his business on lines in keeping with his prominent position in the community. Mr. Foster is, at the present time, serving his second term as secretary of the National Association of Piano Merchants.

PHONOGRAPH PROVES ATTRACTION.

A striking illustration of the success of the phonograph in the small country store is given by the queries being received daily for prices, from the queries being received daily for prices, etc., among the people come to buy, the Whitney-Currier Co., dealers in high-grade pianos and Inner-players, also conducts a successful Victrola department, the general attractiveness and original arrangement of which is to be appreciated from a perusal of the accompanying view of one of the rooms.
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NO COMPLAINTS IN TOLEDO.

(Special to The Talking Machine World.)
TOLEDO, O., December 5.—Every firm interviewed early in December by a representative of The Talking Machine World expressed the opinion that business was good and that the year 1913, now drawing to a close, would be the best in their history. Toledo is very fortunate in being one of the greatest centers for interurban traffic. It is the focus of 1,546 miles of interurban tracklage, over which about 4,000 cars arrive and leave there every day. Its own population is approximately 200,000, but there are at least 50,000 suburbanites who visit there daily. The beauty of suburban business is that invariably the people come to buy, the Whitney-Currier Co., dealers in high-grade pianos and Inner-players, also conducts a successful Victrola department, the general attractiveness and original arrangement of which is to be appreciated from a perusal of the accompanying view of one of the rooms.
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The occasion of the celebration this week was the third anniversary of the establishment of the present business by Percy S. Foster and it was marked by special sales in the piano lines and frequent recitals during the two days in which the Victrola played a prominent part in company with the Carola Inner-Player.
Mr. Foster, before opening his present store, was for fifteen years manager for the Washington store formerly conducted by the Sanders & Stayman Co., of Baltimore, and consequently has a wide acquaintance in local musical circles and trade. He has always taken an active interest in musical, social and civic affairs in Washington, and has built up his business on lines in keeping with his prominent position in the community. Mr. Foster is, at the present time, serving his second term as secretary of the National Association of Piano Merchants.
CABINETS FOR TYPES VIII AND IX VICTROLAS

MANUFACTURED UNDER THE BERTINE PATENT EXCLUSIVELY FOR JOHN WANAMAKER.

These cabinets have an extremely fine finish and must not be compared with the ordinary output of cabinet manufacturers. They have an interlocking device to fit the rubber buttons on Victrolas which hold them together as shown in the illustrations.

Write for our Cabinet Catalog containing further particulars.

Discount to the trade.

TO DEALERS ARE YOU IN WANT OF VICTROLAS?

WHAT CAN YOU USE?

WE CAN FILL YOUR ORDERS FOR VICTROLAS PROMPTLY.

USE THE WANAMAKER FREE DELIVERY EVERYWHERE IN GREATER NEW YORK AND VICINITY.

Everything Covered by Our Automobile Wagon Routes in all Directions.

Our Record Stock Is Absolutely Clean and Most Complete

We do not handle old, worn-out or played-over records.

Every record received from the Victor factory is immediately sealed and is non-returnable, whether delivered to a retail customer or shipped to the trade. EXCEPTING, HOWEVER, THAT THE RECORD IS RETURNED WITH SEAL UNBROKEN.

This is our Invariable rule and will not be broken. Our results from this ruling are most flattering. It has brought us an increasing and a better business. We maintain a special demonstrating stock for that purpose. The depreciation of a demonstrating record stock is but slight and is made up a hundredfold on the additional business we receive.

JOHN WANAMAKER

NEW YORK

LICENSED WHOLESALE AND RETAIL VICTOR DISTRIBUTOR

(Licensed under a recent decision of the U. S. Supreme Court.)

NOTICE TO THE PUBLIC: Victor merchandise is now offered under the new License Agreement, fully explained in the label attached to the goods.
SINGER TO SELL VICTROLAS.


Arthur D. Geisler, vice-president of the New York Talking Machine Co., says that the company is planning to sign John H. Bieling, famous first tenor in the Hayden Quartet, one of the best-known quartets in the talking machine field, and one of the most popular in the Victor library.

Mr. Bieling, who sang first tenor in this quartet, from the first days of its inception, was one of the oldest members of the Victor recording staff in point of years of service, having recorded for the Victor Co. for the past fifteen years.

With his detailed knowledge of the musical end of the talking machine business, Mr. Bieling is exceptionally well equipped to acquire an equally intimate knowledge of the commercial phase of the business, and as he contemplates learning the business from the ground up, he will doubtless score a well-deserved success in his new capacity. As part of his commercial experience, Mr. Bieling will spend some time in the exchange repair department of the New York Talking Machine Co.

In his reminiscences of fifteen years since, Mr. Bieling tells of the very first start of the Victor Co. in a humble little one-story building that was anything but modern, even for those days. The first recording room was no more than twelve feet square, and to reach it the Hayden Quartet and the other artists were obliged to pass through a blacksmith's shop. The wonderful changes and phenomenal growth of the Victor Co. in the short space of fifteen years has naturally imbued Mr. Bieling with an enthusiasm for Victor products that should assist him considerably in his commercial life with the New York Talking Machine Co.

GERMANY OPPOSES PRICE CUTTING.

It is of interest to note that while recent decisions in the American courts and legislation before Congress are inimical to the maintaining of retail prices, Germany is making things warm for the price-cutting fraternity. A retailer has been brought into court for having obliterated a certain identification mark on the goods he sold—imposed by which mark the manufacturer expected to trace price-cuters—and was found guilty and liable to heavy damages.

Applying to the case section 1 of the law of unfair competition, which makes liable anyone whose business acts are such as to offend good morals, the court found the defendant guilty, first, in injuring the trade of his competitors by selling below the contract price, by which price they were likewise bound, and by causing damage to the complainant's business by giving rise to the belief that its goods could be bought at different prices at retail, instead of only at the uniform price.

THE TRADE IN LOS ANGELES.

Dealers Well Satisfied with Sales in Southern California—Planning for Heavy Holiday Business—Some Interesting Personal Items—Recent Trade Visitors of Record—Some New Victor Dealers.

Outlook Very Encouraging.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., December 6.—The talking machine trade of Los Angeles and section has been most satisfactory for the month of November, far better than the dealers anticipated. Los Angeles is proud of the showing it is making this season as a musical center, the appearances of the great artists in concert and opera companies are stimulating record trade very extensively. Dealers as well as jobbers are looking forward to a great expansion of the talking machine business within the next thirty days.

Clas. S. Ruggles, local manager of the Victor distributers, Sherman, Clay & Co., of this city, spent Portula week in San Francisco visiting the house office, friends and relatives. He states that prospects for the Christmas holiday business were never better.

The illness of Harold Jackson, traveling representative of the Southern California Music Co., has caused the delay of his Valley trip for a few weeks. Mr. Jackson reports Edison disc goods are going fine and making a big hit with the dealers throughout this section.

One of the most progressive and successful representatives of the Columbia Graphophone Co. is Frank G. Robins & Co., of Havana, Cuba, who, although only representing the Columbia products since March, 1912, have achieved a noteworthy success in Cuba, and has established many Columbia dealers, all of whom are closing an excellent business.

The manager of the Columbia division of Frank G. Robins & Co. is E. B. Shiddell, formerly connected with the Kansas City, Mo., store of the Columbia Co. as assistant manager. Mr. Shiddell started with the Columbia Co. in October, 1905, and during his six and a half years' connection with the Kansas City store occupied a number of positions which particularly fited him for the able guidance of the Columbia department of Frank G. Robins & Co. in Havana, Cuba. Mr. Shiddell has achieved a noteworthy success in Cuba, and moreover is enthusiastic over the prospects for a continued success in this territory.

When he arrived in Cuba in 1912, Mr. Shiddell states that much innovations as demonstration booths were entirely unknown and selling was naturally consumed under extreme difficulties. Purchasers of records were obliged to stand with their heads in the horns of the machines, and following the air of the record was well-nigh impossible.

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"These conditions are all changed now," however, stated Mr. Shiddell recently, "and Frank G. Robins & Co. have a Columbia building that is certainly on a plane with the leading establishments in the Havana line. It is a well-known fact that the Cubans are great lovers of music, inclining naturally to their own native danzones, cancions, romanas, boleros, etc. At the same time, however, the records issued by the Columbia Graphophone Co. last spring have turned out to be enormous sellers, and up to the present day we have been unable to supply the demand.

"As a sign of advancement in the phonograph business, a short time ago all you could possibly sell to a Cuban was a cheap horn machine and a few danzones, their native nationality music. When the customer enters the store to buy a machine he asks to hear "una maquina sin horn," which means a machine without a horn. They also purchase large quantities of grand opera music; in fact, I believe the average Cuban who owns a graphophone has a larger repertoire of records than the average American.

"Frank G. Robins & Co. is a firm believer in advertising and publicity of all kinds, as long as it is high class. For example, last season we practically maintained one of the leading baseball clubs in Cuba which was named the "Remingtons," as the company handles the Remington typewriter. In order to advertise the Columbia product during the course of the baseball season we offered a prize to the man having the highest batting average a Cuban Cubanoia, Regent Junior.

"All the newspapers of the island published each day two or three columns in their sporting pages, giving the complete average of all the batsmen, and as the season runs over a period of three or four weeks it will be readily realized that we derived a great amount of free advertising from this offer. Since the prize was awarded there were also published many cartoons showing the Cuban Grafonola and the winning batter."
MAGGIE TETYE WITH COLUMBIA.

Popular Artist Signs Contract to Record Exclusively for Columbia Co.—Has Just Made First Records, for Which Big Demand Is Expected.

The Columbia Graphophone Co. consummated one of the most important deals of the year when it completed arrangements last week with Maggie Teyte, the distinguished soprano, whereby this well-known and popular artist will record exclusively for the Columbia record library. Miss Teyte has always been interested in the recording of the human voice, but until last week it has been im-

possible to secure her consent to enroll as one of the recording artists owing to her many concert and recital engagements.

In addition to her popularity in this country, Miss Teyte is well-known abroad, where she has achieved a noteworthy success. Her concert tours in this country have invariably met with the heart-

lest praise and commendation from music lovers and newspaper critics of importance in all the leading cities.

Miss Teyte made her first records at the Columbia Recording laboratory a few days since, and, as will be seen by the accompanying photograph, is well pleased with the "master" records which she heard through the medium of the Columbia "Grand." The Columbia Co. is naturally gratified to add this eminent artist to its fast growing list of recording stars, and the company is certain that Columbia dealers throughout the country will experience a heavy demand for these records as soon as they are issued.

If you think failure and speak failure you are sure to be a failure.

Maggie Teyte listens to her records on the Columbia Grand Grafonola.

EVEN COLUMBIA GRAFONOLA IS EQUIPPED WITH THE EXCLUSIVELY COLUMBIA TONE-CONTROL LEAVES, WHICH HAVE TAKEN THE PLACE OF THE OLD DOUBLE-DOOR IDEA.

(Columbia Graphophone Company, Woolworth Building, New York)

HIGHER PRICED MACHINES HAVE CALL IN MILWAUKEE.

Sales Keeping Up in Excellent Shape Despite Slackness in Local Manufacturing Circles—What Some of the Dealers Have to Report New Stores Open and Old Ones Expand—New Edison Phonograph Representatives—Some Excellent Window Displays Made.

(Special to The Talking Machine World.)

MILWAUKEE, Wis., December 8.—Tailing machine dealers all over Wisconsin are now finding them-

selves in the midst of a very satisfactory holiday trade. Fears that the Christmas rush this year would be curtailed because of the depression which is being experienced in some lines of business, but there is every indication at this time that busi-

ness in the talking machine field will show an in-
crease over the corresponding period a year ago. Most dealers have realized that more work, more extensive advertising and more thorough methods in every way would be necessary to "land" the holiday business this year. Efforts have been made to go out and get the business, and the results have been entirely satisfactory up to date. There is no denying the fact that collections are a little slow and that the percentage of cash sales is perhaps a little smaller, but this is not discouraging dealers or jobbers. Most of them believe that underlying conditions are satisfactory and that money will become easier just as soon as Congress takes some action on the pending currency bill.

Sales of lower priced machines have fallen off somewhat in Milwaukee during the past few weeks, due to the fact that some of the large iron and steel and heavy machinery manufacturing concerns have laid off some of their men until the opening of the new year. Most of the big manufacturers say that they have plenty of business on their books, however, and that the filling of orders has been suspended in some cases, simply until the present depression clears up. The sales of higher priced machines have shown an increase and busi-

ness in this line seems to have more than offset the decrease experienced in the less expensive goods.

"Both the jobbing and retail business is very good," said Miss Gertrude F. Gannon, head of the Wisconsin Talking Machine Co., Victor jobber.

"Trade has been fully up to the average and I be-

lieve that there will be a consistent gain over the corresponding period a year ago." The Wisconsin Talking Machine Co. has located several good Victor dealers about the State during the past few weeks.

The Milwaukee local business in the Edison busi-

ness phonographs and accessories has been taken over by the Tisch-Hine Co., of Grand Rapids, Mich., and William Tisch, for several years in charge of the Edison department in the Grand Rapids office, is now located in Milwaukee and will have full charge of the business. Mr. Tisch has opened offices in the Colby-Abbott building.

A sale of unusual interest was made recently by L. C. Parker, manager of the Victor department at Gimbel Brothers, when he disposed of a Victrola XVI, to each of the four officials of a Milwaukee business house. The sale was made to one of the officers of the concern, who had been delegated by his brother officials to select the machines. A seventy-five per cent. gain in Edison sales has been experienced of late by the Milwaukee Phonog-

ograph Co., jobber for the Thomas A. Edison, Inc., William A. Schmidt, general manager, reports a large array of dealers about the State who have signed up for the Edison goods. Some especially fine orders for the Edison dictaphones are being received. William P. Hope, traveler in Wisconsin and Upper Michigan for the Thomas A. Edison, Inc., was in Milwaukee recently and reported a fine busi-

ness.

A. F. Behrend, 458 Mitchell street, a well-known piano dealer, is now carrying the Columbia line of machines and records and is meeting with excellent success. Mr. Behrend's store is located in one of the leading business sections of the south side, a section of the city which has hitherto been covered only by the downtown store of A. G. Kunde, Columbia jobber and retailer, 516 Grand avenue. Business at the Kunde store is climbing to a new high mark and Mr. Kunde has been forced to in-

crease his sales force.

The Edmund Grand Piano House, 414-416 Mil-

waukee street, has met with some unavoidable delay in the work of removing its Victor depart-

ment to the main floor of the handsome new store and so has decided not to make the change until after the rush of the holiday trade is over with. C. W. Abbott, manager of the Victor depart-

ment at the Boston Store, has found business so good since the first of the month that he has been forced to double his sales force in his department. Like most of the department stores carrying the Victor line, the Boston Store has been featuring the Victor goods in their advertisements in the local newspapers with excellent results.

The Gensch-Smith Co., 730 Grand avenue, one of Milwaukee's exclusive Victor shops in the down-
town district, has been attracting considerable attention of late by the excellent window displays which it has been featuring.

Mrs. Frances E. Clark, head of the public school district, has been attracting considerable attention with the new Victor phonographs.

NEW TALKING MACHINE COMPANY.

The Crescent Talking Machine Co., Inc., filed a certificate of incorporation last week with the Secretary of State at Albany, N. Y. The capital is given as $300,000, and the incorporators are George E. Butler, J. Grant McCullum, and William H. Hamilton, Jr.

CLOSE IMPORTANT SALE.

'An early issue of the Dictaphone Mouthpiece will feature a detailed account of a sale of eleven dictaphones to the Asdian Co., which was closed recently after lengthy and strenuous competition.
THE PROGRESS OF THE BLACKMAN TALKING MACHINE CO.

Under the Direction of J. Newcomb Blackman it has, in a Little Over a Decade, Risen to a Commanding Position in the Trade to the East—Increased Space to Take Care of Business Growth—Foresight and Efficiency Mark This Success.

The Blackman Talking Machine Co., 97 Chambers street, New York, the prominent Victor and Edison distributor, is taking care of its trade this fall in a most commendable and praiseworthy manner, due in a measure to increased facilities that the company has at its disposal this season. Additional floor space, new demonstration booths, and many other improvements and additions which have been under way since last spring have been entirely completed during the past few weeks, and as a result, the Blackman forces are in a position to work at top-notch efficiency, aided by maximum conveniences and modern innovations in the realm of perfect merchandising.

The floor space utilized by the company now totals over 13,000 square feet, an imposing and impressive figure, when it is compared with the 1,700 square feet occupied by the company when it first started business back in 1902. Three and a half floors, running from Chambers to Reade streets, are now occupied by the various departments of the Blackman business, and it is a tribute to the foresight and wisdom of J. Newcomb Blackman, president of the company, that sufficient space has always been close at hand when expansion became necessary.

The history of the Blackman Talking Machine Co. dates back to 1902, when J. N. Blackman, with two employees, started out as an Edison phonograph jobber. One of these two employees, Frank Roberts, is still a member of the company's sales staff. The company started in a modest way, and in 1903 the Victor line was added to the Edison stock. R. B. Caldwell, the popular vice-president of the company, joined the forces in October, 1904, and in 1905 the company moved to its present quarters, occupying, however, but one half of its present space.

Compared with the two employees of 1902, to-day there are thirty Blackman enthusiasts, all working with the one idea of increasing the prestige and standing of the Blackman Talking Machine Co. in the talking machine field. From a sales standpoint, comparisons furnish facts that are as startling as they are impressive. The sales for the year ending May 1, 1913, approximated thirteen times those of the first year, and the business of a single month, December, 1912, practically tripled the entire first year's sales. These figures furnish concrete evidence of the growth and progress of the Blackman Talking Machine Co.,

"I am a firm believer in looking ahead and never standing still," remarked Mr. Blackman in a recent chat with The World. In that remark lies the keynote of the success of the company. In every single department of his business, Mr. Blackman has looked ahead and with the inevitable result that when the demands upon his business were increased, his facilities and service were ready to cope with the situation.

As an example of the foresight that has characterized the march of progress of the Blackman Talking Machine Co., it is interesting to note that it was in November, 1907, during the height of the business panic that Mr. Blackman signed a lease for the extra thousands of floor space which he realized would be absolutely necessary for the future. His was realized that he and judging from the present growth of the company, this appreciation is substantial and still increasing.

**GUESS QUICK AND STICK TO IT.**

It has been remarked that indecision and indigination have done more to make a dead letter of contentment than any other two troubles. The worst of the two, by far, is indecision.

Caution is an excellent and necessary quality. But there is a lot of difference between caution and indecision. Caution weighs the question at issue with its eye on the scale indicator. Indecision spends valuable time looking back and sideways, and around the corner or up in the air—never straight ahead. It is unfortunate to "guess" wrong; but even that is better than to die of indecision.

Tighten up your mental machinery, and make it produce decisions when you need 'em! You'll make some wrong ones; everyone does.

A close student of the talking machine business in every detail, Mr. Blackman has installed systems in his institution that are well-nigh perfect in their conception and in the results achieved. Orders mark time from the moment they are received until the moment they are shipped, and it is this thoroughness of system that has been an important factor in the pronounced success of the company. The company has radical ideas on the proper service to be extended their dealers, and President Blackman is always willing and ready to assist his dealers in any way that will conduce to the betterment of their business. His dealers appreciate the broad Blackman policy of doing business,
IMPORTANT VICTOR CATALOGS

Just Issued, Governing Complete Line of Records Up to November.

The Victor Talking Machine Co. sent out to its trade last week a number of new catalogs that are always issued at this time of the year. This valuable literature includes a November catalog of Victor records listed to date according to author, class of selection and name of selection, and a numerical catalog listing Victor records by their numbers. Additional enclosures with these new catalogs included a cut-out list of discontinued records, and a list of operatic and instrumental records to be added to the catalog without further notice.

The regular November catalog was conceived along the usual lines of Victor maximum convenience, completeness and thoroughness. The Victor Talking Machine Co. has perfected catalog production to a degree, and it is now merely a matter of listing all the new records, as improvements in the catalog can hardly be suggested. This applies also to the numerical catalog, which is recognized by leaders as one of the most valuable aids extended them by the company to assist them in keeping track of their record stock and to find a desired record at a moment’s notice. The special operatic and instrumental records to be added to the Victor catalog without any further notice contain the usual excellent list of high class records published at this time of the year, including selections by Frances Alda, Geraldine Farrar, Mischa Elman, Schumann-Heilicks, Louise Hofner, and several others of similar prestige and prominence.

COLLECT BILLS WHEN SMALL.

If you cannot collect an account when it is small, be sure it will not be any easier to collect when it gets bigger. Collect bills when they are small. A short horse is soon curried, they say.

SERVICE IS THE KEYNOTE.

Of the Business Methods of Louis Buehn, of Philadelphia—Co-operation with the Dealer and Quick Deliveries Count in Busy Times.

(Special to The Talking Machine World.)

PHILADELPHIA, Pa., December 8.—This is the time of the year when the facilities of jobbers are subjected to the greatest tests. Everyone wants goods and the dealer has quite a problem to please all his customers. A talking machine purchaser is like a piano buyer—it takes a few months to decide, and ten minutes after the decision the customer wants the machine delivered. If there were plenty of time to do this, the dealer would save a lot of unnecessary work, as he could order as is his custom and not be forced to wire or telephone for individual deliveries. The increase of retail buying frequently is in excess of the dealer’s predictions, with the result that he is under-ordered, so to speak, and in order to save his profits, he must have the quick assistance of a jobber.

In this city, Louis Buehn, the big Victor jobber, has learned by the past many years of experience that December profits depend upon his co-operation with the dealers who are Buehn clients. Consequently, he is far-sighted enough to adopt a lengthened working schedule for his offices so that no matter whether orders reach him early or late, they will have the very best attention that it is possible to give to any order, whether his client is large or small, or the order small or large. When an organization is transacting a certain volume of business throughout the year, and suddenly an increase is forced upon it for double the amount, there must be wonderful elasticity to the Buehn methods and men in order to care for the regular and additional work without chaotic disturbances. The Buehn men are picked men; to work for Buehn and additional work without chaotic disturbances, is one of the most striking and impressive advertisements ever published in the local newspapers was one inserted in the American Booksellers’ Association, it was decided that the copyright laws permitted those holding copyrights of books to exercise any power of monopoly over them other than that conferred directly by the copyright.

A STRIKING ADVERTISEMENT.

(Special to The Talking Machine World.)

GREENWICH, CONN., December 9.—One of the most striking and impressive advertisements ever published in the local newspapers was one inserted this week by the Mead Stationery Co. of this city, the prominent Victor Talking Machine Co.’s dealer. This advertisement was a two-color one, and made a striking display in red and green. The new Victrola No. 10 was featured prominently in this advertisement, and the text was clean cut and interesting.

CANT CONTROL PRICES OF BOOKS.

Agreement Not to Sell to Cut Rate Dealers is Held to Be Violation of Anti-Trust Law.

WASHINGTON, D. C., December 6.—In a decision of the United States Supreme Court it was held that agreements between publishers and regular book sellers not to sell books to dealers who resell them to the public at prices below those fixed by the publisher constitute a violation of the Sherman Anti-Trust Act. Dealers in copyrighted books may therefore sell them at cut rates.

The case determined was that of R. H. Macy & Co. of New York vs. the American Publishers’ Association, embodying 75 per cent. of the book publishers in the United States. This association and the American Booksellers’ Association, it was charged, sought to prevent the sale of books and periodicals to dealers who would not maintain fixed prices. The court held that the Supreme Court of New York erred in the same case in deciding that the copyright laws permitted those holding copyrights of books to exercise any power of monopoly over them other than that conferred directly by the copyright.

LONG CABINETS

Occupied a strong position. They have many friends.

THE GEO. A. LONG CABINET CO.

D 67
Mahogany, Golden Oak and W. O. Finished all around. Capacity, 150 12-inch Records.

D 64
Mahogany, Golden Oak and W. O. Finished all around. Capacity, 180 12-inch Records.

Address CLEMENT BEECROFT, Sales Manager
309 W. SUSQUEHANNA AVENUE

THE DEATH OF JOHN DORIAN.

Popular Member of Columbia Graphophone Co.'s Staff Passes Away In Denver from Illness Contracted in the Orient—With Columbia Co. for Over Nineteen Years.

The many friends in the trade of John Dorian, the traveling representative of the export department of the Columbia Graphophone Co. will regret to learn of the death of this popular member of the Columbia staff. Mr. Dorian passed away November 24 at Denver, Colo., after a serious illness contracted on his last trip to the Orient. Mr. Dorian, who was in his forty-seventh year at the time of his death, is survived by a widow and two children.

A temporary interment took place at Denver, Colo., until the last members of the Dorian family could get together and attend the funeral. John Dorian, who was a brother of Marion Dorian, treasurer of the Columbia Graphophone Co., and of Frank Dorian, manager of the Co.'s Dictaphone division, was connected with the Columbia Co. for nineteen years, and during that time held a number of important executive positions. His first connections with the Columbia Co. were in Washington and St. Louis, and subsequent to that he was transferred to the Pacific Coast, where he spent several years developing the company's business in the Far West, with headquarters in San Francisco. He then joined the New York executive offices as assistant general manager, and later became manager of the New York wholesale territory. Mr. Dorian entered the export department in 1900, where he stayed until December, 1912, when he contracted the fatal illness that resulted in his death.

John Dorian was admired and esteemed by all the members of the trade with whom he had had business connections, and during his many years with the Columbia Co. had enjoyed the affection of all his associates. His loss is a severe blow to his many intimate and business friends, and his widow has received messages of condolence from all parts of the world.

THE TALKING MACHINE WORLD.

TO INCREASE PARCEL POST LIMIT.

Interstate Commerce Commission Approves Plan to Increase Weight Limit in Certain Zones and Make Other Improvements in Service—Some Rates to Be Reduced.

(Washington, D. C., December 9—It will interest talking-machine manufacturers, who are still perusing the parcel post so effectively these days, for the shipping of records, that Postmaster-General Burleson's proposals to increase the weight limits of parcel post in the first and second zones from twenty to fifty pounds, to admit books to the parcel post and to reduce rates in the third, fourth, fifth and sixth zones, as approved today by the Interstate Commerce Commission.

The maximum weight of parcels to all zones beyond the second was increased from eleven to twenty pounds. The changes go into effect January 1.

For the third zone rates will be reduced from seven cents for the first pound and five cents for each additional pound to six cents for the first pound and two cents for each additional pound; for the fourth zone, from eight cents for the first pound and six cents for each additional pound to seven cents for the first pound and four cents for each additional pound; for the fifth zone, from nine cents for the first pound and seven cents for each additional pound to eight cents for the first pound and six cents for each additional pound; for the sixth zone, from ten cents for the first pound and nine cents for each additional pound to nine cents for the first pound and eight cents for each additional pound.

It is provided by the Postmaster-General, with the consent of the commission, "that the rate of postage on parcels containing books weighing eight ounces or less shall be one cent for each two ounces or fractional part thereof, and on those weighing in excess of eight ounces the zone parcel post rates shall apply." This is to be effective March 16, 1914.

PRIZE MIGNONETTE MODEL.

What a Prominent Dealer of Vicksburg, Miss., Writes the Columbia Agent in New Orleans.

(Special to The Talking Machine World.)

New Orleans, La., December 9—W. F. Standke, manager of the Columbia Graphophone Co.'s distributing branch in this city, points with pride to the many letters he has received from Columbia dealers in this territory testifying to the merits of the new models of Columbia machines. The "New Mignonette" in particular is praised by all the Southern Columbia dealers, and considered one of the most popular models ever presented by the Columbia Co.

As an example of the dealers' appreciation of the "New Mignonette" Mr. Standke refers to a letter recently received from W. O. Menger, of Vicksburg, Miss., one of the most aggressive Columbia dealers in this territory, who writes: "Since writing you this morning, the New Mignonette came in. This is the prettiest thing we have seen yet that could sing, except possibly the writer's wife. The size of this machine is larger than we looked for, the size of build of case absolutely perfect as to design and general contour, finish just like glass, the sound the closest approach to the natural human voice yet produced. We are most pleasantly surprised in every way and see of no change whatever to suggest in its make-up; the tilting record rack is a model one of the very few record racks that is really a practical one." (Signed) W. O. Menger.

WHEN A MAN IS "DEPENDABLE."

To call a man "dependable" is to pay him one of the closest approaches to the natural human voice yet produced. A man may be capable, but erratic; industrious, but blundering; faithful, but incompetent; but to be "dependable" is to be better than any of these, or all combined, for a man, so to be dependable, must be capable of doing his task, industrious in his application to it, and faithful to his trust. Such a man is worth while to any employer.

Volume of Business for November with New York Talking Machine Co. Close to Doubling Last Year's Total, Sales Director—Machines Sold Off Rather Than Stored.

"Our November business this year came within five per cent. of doubling that of last November," states Arthur D. Goepler, vice-president and managing director of the New York Talking Machine Co., 5th Chambers street, New York, the popular Victor distributor. "An interesting feature of the shortage of Victor goods caused by the extraordinary demand this year is the fact that this shortage has resulted in a most gratifying increase in collections. The individual dealers seem to be striving to keep their credit in the best of shape as if all this fact is to be used by the manufacturer in increasing his allotment of Victor goods, he will receive his share of machines and records.

"As a matter of fact, instead of a seeming undertone of pessimism which has been encountered in other lines of business, the Victor Talking Machine Co.'s business is standing out in great contrast. The factory is working double overtime and still far behind on their orders. The dealers are taking all machines allotted to them, including a good number of styles which the manufacturer had the idea of loaning them to customers until they can supply the desired styles.

"A close checking up of the dealer's business, and a general inventory of their stocks shows that the usual storing away of machines for the Christmas trade is not taking place this year. Sales seem to be coming in. The Victor Co.'s entrance into the new year will most certainly leave them a clean market in which to start shipments."

HIS OWN RULES OBEYED.

How Thomas A. Edison Was Held Up by an Office Boy.

The following story concerning Thomas A. Edison has been making the rounds of the press. An office boy who felt his responsibilities kept Thomas A. Edison, inventor, cooling his heels for five minutes outside his own office. Mr. Edison, who has been taking an enforced vacation of two weeks in his home, West Orange, on account of a cold, was permitted to go to his laboratory on condition that, if anything happened to a few hundred boys who had been engaged since Mr. Edison became ill, met him at the office door.

"I can't see Mr. Edison without an appointment," he said firmly.

"But this is most important," remonstrated the inventor, who wanted to prolong the joke.

"Nothin' doing, and, anyhow, you'll have to see the secretary," the boy added. Mr. Edison said very well, he would see the secretary.

After about five minutes the secretary came out and greeted Mr. Edison by name.

"That's all right," said the inventor, putting the boy on the head, "I like to see my own rules obeyed."

TO MAKE TALKING PICTURES.

The Renfax Film Co., Inc., with a capital stock of $100,000, and the Progress Film Co., Inc., with a capital of $25,000, both of Manhattan, filed certificates of incorporation with the New York State Department of Commerce and Labor July 10, 1913, this week for the purpose of making and dealing in machines to synchronize motion pictures and talking machines.

OPENS NEW RECITAL HALL.

A handsome recital hall was recently opened in connection with the talking machine department of the Schmeler Arms Co., Kansas City, Mo., and managed by A. Truong, of the department, planning a series of weekly recitals.

W. A. Bosco & Son, jewelers, Kewanee, Ill., have been attracting crowds to their establishment through the inauguration of a series of recitals on the Edison disc phonograph, which they handle exclusively.

FOR SALE.

Thanks for the Past

END-OF-THE-YEAR thanks are customary and usually a mere formality.

But not ours, this time.

We have had one most distinctly elegant year—thanks to you dealers who did the selling.

In a way, this is thanking you for what you did for yourself; but we were in it with you.

We were never before quite so busy as just now—congratulating ourselves with one hand and wishing our customers A Merry Christmas with the other.

Columbia Graphophone Company.
Thoughts for the Future

1914 is going to be a record year. A "record" record year. Beginning January 1. This is not a mere prediction; we have started it already.

You saw the start of it when we announced that advertising record of ours at a quarter-of-a-dollar. Yes, and we have set just one limit on the Columbia program for 1914; a minimum limit of a 100% increase of Columbia record business.

We are going to do to the record business of this country just what we have already done to the machine business. Watch it!

We are ready to-day to tell you some details of our 1914 campaign for doubling the sales of a record retailing at 10 cents less than any competitive record, yet carrying a larger percentage of profit on each record sold.

And if you operate with us you can count on our placing in your hands the means of securing the name of every active talking machine user in your locality.

The owner of a talking machine, of any make, only needs to know that Destinn records are available to want these Destinn records, and Bonci records, and Fremstad records, and Josef Hofmann records, and Ysaye records.

And more than that, the owner who buys Dance records needs only to hear such true-tempo tangos as ours to go somewhere to get them.

And all the way between the Opera and the One-Step, the guaranteed tone quality and the reproducing quality and the endurance of Columbia Records make a buyer every time the owner of a talking machine hears the first Columbia Record.

Here's next year:
We intend to make two Columbia Records sell where one sold before. We intend to turn $2 into Columbia dealers' pockets where $1 was turned in before. We intend to bring one new regular buyer of Columbia Records to a Columbia dealer's door for every one who opens it now.

It's as simple as that!
Watch it!
But watch it from the inside looking out, not from the outside looking in. The view is much better from the inside.
So if you are interested in doubling your record business this coming year (and in making more money on every record you sell) write for particulars to GEO. W. LYLE, General Manager.

Columbia Graphophone Company
WOOLWORTH BUILDING, NEW YORK
Creators of the talking machine industry. Pioneers and leaders in the talking machine art. Owners of the fundamental patents. Largest manufacturers of talking machines in the world.
DEALERS AND PROSPECTIVE DEALERS, WRITE FOR A CONFIDENTIAL LETTER AND A FREE COPY OF OUR BOOK, "MUSIC MONEY."
DISCONTINUE JOBBOING BUSINESS.


GRAND RAPIDS, Mich., December 19.—The Friedrich Music House, of this city, one of the best known and successful music houses in this section of the country, has discontinued its jobbing of Victor products in order to concentrate its energies on the retail end of its business exclusively. In discussing this important change, Julius A. J. Friedrich stated as follows:

"We have discontinued the Victor jobbing business because it interfered with our two retail departments. Our situation was such that we could not give our jobbing department the attention our regular business demanded, and we were not in a position to place such large orders for the holiday trade, our retail department naturally suffered because in many cases we were obliged to take machines off our retail floors so as to help out old customers.

"We enjoyed the jobbing business very much; while we were in it, but we felt that we were doing an injustice to ourselves as well as to our dealers if we would not discontinue the same.

"We have three new rooms in the rear of the store on the ground floor in addition to those we already have on the third floor. These new rooms are all sound proof and arranged right up to date. Thus our business is increasing very much by placing all of our energies into the same.

TO PROTECT DESIGNS.

Action Taken at Convention of Business Men to Secure Relief—Manufacturers Object to Kahn Law, Enacted for Foreign Exhibitors at Panama-Pacific Fair—More Than Three Hundred Delegates Hear of Troubles.

Steps were taken to secure better laws for the protection of commercial designs in this country, and a permanent organization was effected at the Design Registration Convention held in the Hotel Astor last month. More than 300 delegates representing manufacturers, merchants, importers, designers, advertising and trade press associations, attended.

The convention was held under the joint auspices of the National Registration League, and a committee representing the National Federation of Trade Associations. Permanent organization is expected for the desired legislation was affected.

The chief point of attack was the Kahn act, with which both commercial designs of any sort connected with foreign exhibits at the coming Panama-Pacific Exposition are to be granted patents, trademarks and copyrights, with severe penalties for infringement, as soon as they are landed at the shores.

These records will overcome the deficiencies of the regular teacher and introduce the special teacher into the remotest class rooms.

"Reading into a phonograph is not as easy as you would imagine," laughed Miss Patten, who has just been engaged by the Victor Co. to read for their new records.

"Where the teacher reads well the children read well. These records will overcome the of the regular teacher and introduce the special teacher into the remotest class rooms.

"Reading into a phonograph is not as easy as you would imagine," laughed Miss Patten, who has just been engaged by the Victor Co. to read for their new records. Miss Patten will read the poems of Longfellow, Lowell, Tennyson, Field, Riley, Stevenson, Bunner and Holme.

Such classics as the Gettysburg speech, the Declaration of Independence and all the schoolboys' favorite orations, which require the heavy masculine voice have been recorded. James Whitcomb Riley has read his own poems, and Robert Hilliard, the actor, as well as several others, have been successful.

ISSUES NOTICE TO THE TRADE.

The Minute Shine Co., of Providence, R. I., which is widely known in the trade as manufacturers of the Dustoff De Luxe talking machine record cleaners, has sent out a special notice to jobbers and dealers in which it is pointed out that "Dustoff De Luxe, or so-called record cleaners are universally protected by letters patent, and no others involving this idea can be made without being an imitation and infringement. Makers, sellers and jobbers of every other so-called record cleaner, or record cleaner embracing this idea will be proceeded against to the full extent of the act."

The Dustoff De Luxe record cleaner is covered by the Simpson Patent, No. 650,929, filed November 7, 1911. This notice has been issued because of information that has reached the manufacturers that infringements of this patent are being placed on the market.

"HONESTY" AND "POLICY."

Honesty is the best policy—yet there seems to be a lot of people who are opposed to playing "policy."

How E. Percy Ashton Has Built Up a Large Business by Looking Closely After the Wants of Customers in Territory He Controls.

E. Percy Ashton, proprietor of the American Phonograph Co., 232 Woodward avenue, Detroit, Mich., is a thoroughly practical talking machine man. He gives the closest personal attention to his business, and he is more than gratified at the results which he has achieved within a comparatively brief time. His establishment is an attractive one on the principal business thoroughfare of Detroit. The American Phonograph Co. takes rank as exclusive Edison jobbers in Michigan and the oldest in the United States.

The business of this house has been conducted along clean and conservative lines. Mr. Ashton has always taken pleasure in filling his orders promptly, because he thinks that efficient service is one of the bulwarks to any business.

PHONOGRAPH AS EXPERT WITNESS.

Placing the family phonograph on the library table, Mrs. Sufferon said to her husband: "I have an odd record here, George, and I want to see if you can guess what it is."

When a weird succession of sounds began to come from the instrument Sufferon knitted his brow and tried to identify them.

"It's a buzz saw ploughing through a knot," he ventured.

"Guess again," said Mrs. Sufferon.

"A slide trombone in full cry." Smiling grimly, Mrs. Sufferon shook her head in the negative.

"Give it up," finally said Sufferon. "But as one last guess I'll say that it sounds very much like a siren whistle with the pip."

"I will agree that it is as bad as all you have named," Mrs. Sufferon remarked, "and I hope it will save a lot of argument in the future."

"What is it?" Inquired Sufferon.

"It's a record I made in your bedroom the other night," replied Mrs. Sufferon, "to prove to you that you really do snore in your sleep, and to let you know just how awful it sounds.

DEATH OF E. J. WILSON.

E. J. Wilson, who handles the Columbia line in Hamilton, Ont., died last week of pneumonia. He was a respected and highly valuable member of the trade.

Persistence has crowned many an effort. Think of the moral and act.

THE TRADE AWAKENING

Of the United States to the Panama Canal And What it Means in the Development of Export Trade—The Opportunities Offered.

SUCCESS BREEDS SUCCESS

Do you want your windows to sell? This is the time to advertise. The window display is playing an ever-increasing part among selling methods. Merchants are realizing more and more that the window display is a medium of great value in selling.

THE TALKING MACHINERY WORLD.


THE TALKING BANK NOTE

Is New Invention of an Engineer in England—Like Phonograph Record It Will Cry Its Value Aloud and defy Forgers.

An invention that might prove metal in the make-up of the new American issues of bills and banknotes has lately been brought to a high state of perfection by an English engineer, Alfred E. Hawtree. Mr. Hawtree's device is a machine which will so cut the edge of a banknote as to make it a veritable phonograph record, capable of talking and stating its denomination.

Do as simply as possible, the method employed in making the "talking banknote," which Mr. Hawtree says will make the markations of the counterfeiter, is this: The sound form of two syllables, like "dollar," "fifty," "hundred" is first photographed by an ingenious process upon a film, making a jagged line of about the length of a bank note. By a photo-mechanical process this jagged line, which is really a little record of the words spoken, is cut on a zinc plate, and from this mould a steel cutting knife of the required shape and design is obtained.

With this knife the edge of bills and notes may be cut and each serrated edge is a reproduction of the sound form required.

When the bills so treated are passed through the specially designed phonograph reproducer, which is a part of the invention, they can be heard crying their values.

Mr. Hawtree says, "with this machine people can safeguard themselves against receiving forged notes. It would be practically impossible for a forger to imitate the serrated edge of a note which 'talks.'"

DO YOUR WINDOWS PULL?

Do you watch your windows carefully, to note if the display is "pulling"? Sometimes merchandise will remain in a window several days without occasioning a single inquiry within the store. Yet, if the windows are not being watched, nobody will know of it, and that splendid selling space will be as naught for the time being.

The merchant would venture to advertise a second time an item which plainly did not sell when advertised the first time, nor should he be any more reckless of his window space—ininitely more valuable, so far as direct returns are concerned. Have a good talking machine window display.
George W. Lyle, general manager of the Columbia Graphophone Co., returned recently to New York after a trip to Pacific Coast cities, including Spokane, Seattle, Portland, San Francisco and Los Angeles. Mr. Lyle also visited Chicago, Minneapolis and St. Paul on the outward trip, and Denver, Salt Lake City, Omaha, Kansas City and St. Louis on the homeward end of the journey.

In talking with a representative of The Talking Machine World Mr. Lyle expressed himself as immensely pleased with the activities noticed at every point visited in everything relating to the talking machine industry. He said: "The talking machine business was never better and at every place visited Mr. Lyle was the recipient of numerous compliments and congratulations, not only upon the excellent business which dealers are enjoying in Columbia products, but on the eminently satisfactory qualities of Columbia machines and records, so that the needs of all customers can be properly cared for in the one department. The Columbia Co. has been most successful during the past year in getting a generous representation of Columbia goods in all sections of the country, which is, of course, a source of great gratification."

"In this connection, also, it is very gratifying to note that the advertising campaign conducted by the Columbia Co. has induced a great many representative firms to adopt as a settled business policy the carrying of more than one line of talking machines. Extensive talking machine departments have been opened by these representative houses, in which are sold more than one line of talking machines and records, so that the needs of all customers can be properly cared for in the one department."
Rafael Cabanas, president of the Mexican Phonograph Co., Mexico City, Mex., the prominent Columbia distributor, and one of the largest talking machines retailers in the world, closed an important deal this week whereby his company extends its field of operations to include Texas and Arizona.

PUSHING EDISON'S IN ST. LOUIS.

Silverstone Music Co. Carrying On a Live Advertising and Selling Campaign in the Interests of Both Cylinder and Disc Machines—Displaying Pictures of Edison Artists.

(Special to The Talking Machine World.)

St. Louis, Mo., December 10.—Since the advertising campaign of the Edison factory began The Silverstone Music Co. has reappeared in the local papers with liberally spaced ads. In a recent one Mr. Silverstone tells of an Edison disc phonograph having been selected in competition for the Silverstone warerooms are taking on the effect of a picture gallery since Mr. Silverstone has been framing large pictures of the artists who make the Edison records. It is quite an impressive collection.

Mr. Silverstone's latest selling aid is in a list of $200 and up machine buyers, bound in book form, which he produces for doubtful customers. "We evidently have some mighty good names on that list," he says, "for almost without exception it has delivered the goods when produced. I brought it out to-day for a woman who was hesitating and the first name caused her to almost gasp. 'You have sold Mrs. —,' she said. 'Well, if so good a musician as she is satisfied, I guess I ought to be,' and the sale was made. I never fail to remind customers that the long list of $250 machine buyers have not only appreciated our machines as much as any other machine, but they have paid $20 more than the others ask for their machines of similar type."

The Silverstone jobbing service is reaching out. Recent stocks of Edison disc machines installed are: Nashville Talking Machine Co., Nashville, Tenn.; Guerard Drug Co., Lake Providence, La.; Hemenway Furniture Co., Alexandria, La.; and G. L. Hall, Bridgeport, Ill.


J. H. Skeley has joined the Silverstone Dictating machine department, and Miss Christine Sutter is in the record sales department.

NEW COLUMBIA CO. REPRESENTATIVE IN TEXAS.

Mexican Phonograph Co., of Mexico City, to Look After Interests of Columbia Line in Large Section of Southwest—To Open Many Branch Stores in Principal Cities—An Important Business Deal—Those Connected With New Arrangement.

Rafael Cabanas, for Columbia machines and records, and Texas and Oklahoma for the Dictaphone.

By the terms of this important deal, Mr. Cabanas purchases the Columbia Graphophone Co.'s stock in Dallas, Texas, and in addition will open a

distributing branch at El Paso, Texas, and intends to open branch stores in all the principal cities throughout this territory where he cannot immediately secure adequate representation for Columbia products.

Robert R. Soule's, the popular manager of the Dallas distributing branch for a number of years, has been retained by us, and we have had a good many requests for his services in the territory. Mr. Cabanas has also secured the services of E. Thallmeyer, who for a number of years represented the Columbia line in Austria with marked success. Mr. Thallmeyer will be in charge of the Dictaphone business throughout Texas and Oklahoma. J. M. Spain, well known in the talking machine trade, will have charge of this local territory out of El Paso.

All stores will carry a complete stock of not only domestic, but Spanish and foreign records of all character, and Mr. Cabanas, who incidentally is a good, loyal American citizen, contrary to the sounding of his name, will spend the greater part of each year in the United States.

The energy and progressiveness of Rafael Cabanas is well exemplified by the remarkable success and prestige of the Silverstone Phonograph Co. Mr. Cabanas is an enthusiastic Columbia advocate and his consistent and forceful publicity on behalf of this line has been an important factor in the success of the Mexican Phonograph Co.

"Our Saturday afternoon concerts are getting to be a tremendous feature," remarked Mr. Silverstone. "We have had overflow concerts on the first floor several times. Since we began our advertising campaign we have had a good many curiosity seekers and owners of other machines who drift in to hear for themselves. For these we have engaged such popular band leaders as the Capitol and now one often finds us playing to a full house."

Manager Ligon, of the Famous and Barr Victrola department, has proof that he is doing business. He has been in business since September 1, most of the time handicapped by decorators, but already he has proved his right to space so strongly that he has ousted the piano department offices from their snug quarters and now he has designs on the photographer who is his neighbor. "Results bring results," he says.

GREAT VOLUME OF BUSINESS.

Being Done By The Eclipse Phonograph Co. of Hoboken, Who Are Edison Jobbers—The Interesting Remarks of Mr. Toenies.

"Our business the past month has exceeded all our expectations," stated A. W. Toenies, of the Eclipse Phonograph Co., 203 Washington street, Hoboken, N. J., jobbers of Edison disc and cylinder products exclusively. "We have been signing up new dealers day after day, and judging from all indications, the Edison disc product will certainly enjoy an excellent year in 1914."

"The real musical qualities of the new Edison disc product seems to be making a wonderful impression on the public, and this precipitation is in turn conveyed to their enthusiasm to their dealers who naturally are anxious to learn the real truth regarding the musical possibilities of the Edison disc line. A single demonstration usually suffices to convince even the most skeptical of the musical qualities of the Edison disc product, and many of our new Edison disc dealers have stated that with the Edison disc machines and records they are in a position to adequately handle the needs of the most discriminating and critical music lovers."

"We have heard the first complaint from any of our new Edison disc dealers regarding the quality and value of the Edison disc product, and we join in the enthusiasm of our dealers in predicting the success of the Edison disc line that will increase month after month."

Remember every day counts in the making or marring of a whole.

HELLER CO. CREDITORS MEET.

Trustee Elected and Given Power to Sell Property of Bankrupt Milwaukee Talking Machine and Piano House at Early Date.

(Miller & Wyse, Win., December 9.—The first meeting of the creditors of the Heller Co., of Milwaukee, a concern which handled the Victor line of talking machines, was held on December 2, when Mr. F. J. Wyse, manager of the Heller store, of Milwaukee, was elected trustee and was given the power to sell the assets of the defunct concern.

Eric S. Hallman, of the Flanner-Hallman Piano House, was appointed manager of the music department at the Heller store, and Julius J. Goetz were appointed appraisers. The examination of the bankrupt holds its next meeting, December 16, because of the fact that the concern has been unable to file a complete schedule of assets and liabilities. Heller claimed the creditors that his concern would be able to show assets of about $400,000, including piano contracts on installment goods and ninety-one pianos held in storage.

STATUS OF THE OLDFIELD BILL.

Explain that of Father of Measure, Who Tells of Expectation at Present Session of Congress—Trust Legislation to be Discussed.

It is estimated that there are ten thousands public and private bills to be disposed of at the session of Congress which opened in Washington, D. C., early this month. Of the many bills now pending none perhaps is more urgent than the Oldfield bill, which has been so vigorously opposed by the talking machine trade and other industries, where fixed prices have been of such benefit in maintaining trade stability.

Talking of this bill to a representative of Printers' Ink, Congressman Oldfield said, on the eve of the opening of the session: "I have every hope of securing the passage of my bill at this session." Asked whether further hearings would be held on the subject he said: "I think not—not if I can help it."

Mr. Oldfield, speaking as chairman of the Patent Committee of the House, said, "I expect to get through early in the session an amendment to the Kahn act that will have the effect of not allowing foreigners any advantage over our own inventors and manufacturers. Asked whether the act will be necessary to hold public hearings on the subject of the proposed amendment, Congressman Oldfield said that he did not believe that this would be necessary.

The position which the tariff occupied in the special session will be taken in the regular session by trust legislation. The committee on banking rights for primary consideration and every effort will be made to perfect trust regulation measures that can be introduced as party or administration measures in the house that can be got through as was the tariff. It has been reiterated that only the "bad trusts" will be aimed at by any legislation that may be proposed, but many business men are skeptical as to whether absolute justice can be possible in drawing a line. Any legislation aimed at trusts is almost certain to involve such questions as are raised on the particular regulation of output, relations with agencies or chain stores, cooperative advertising, etc. The expressions, verbal and written, of the manufacturers and representatives from the business interests give unmistakable evidence of uneasiness. Apparently many men of affairs are fearful of legislation along the same lines as the "seven sisters" law, which was championed by Governor of New Jersey.

PLEASED WITH OUTLOOK.

J. W. Johnsten & Co., Newport, N. H., report about the best volume of business based on percentage to be found anywhere. They are finding a good demand for the new Edison Blue records and improvements, the Western VI, PH 17, A. V. C., and the Edlen VI, VIII, which are making a wonderful sale. Dumb brutes cry out when they are worsted, but men should take their pain and disappointments in silence.
EXTENT OF STOCKS ONLY BUSINESS LIMIT IN ST. LOUIS.


(Special to The Talking Machine World.)

St. Louis, Mo., December 9.—Local talking machine dealers declare that the stocks available will be sufficient to meet the trade the coming season. It was observed, perhaps, a bit dull when comparative advances of other months are considered, but the dullness before Christmas is always expected. Since the first of the month there was a noticeable increase in sales, however, and it is apparent that talking machines and records will be in popular favor for Christmas gifts this year.

Harry Levy, manager at Aeolian Hall, says that everything looks mighty fine for the Christmas trade. "I think that our trade, speaking from a jobber's viewpoint, is not as well on the warpath as it might be. Our customers do not move as easily as the popular sorts. Another pleasing feature to me is the greater appreciation among Victor dealers of the record as an aid in selling. The proper record often sells although some orders for popular music have been rejected, does not ask to prevent competitors from handling the same goods, provided the factor would find a ready sale all over the country. The company has been working on the possibilities of extending its reach and while enjoying exclusiveness of merchandising in every particular, and with the new Wanamaker house on the other side of the tracks, Harry Levy, talking machine manager at Aeolian Hall, has created a sensation in his part of town by having a tinsmith make a large, square horn that fits well over a ventilator under his show window. Then he placed a machine in the basement to connect with the horn and every once in a while he turns loose a brass number or a German band selection and has the people running around the corners to see where the parade is going. Manager Robinson, of the Thibode Piano Co., is using advertising space very freely for his department in the early holiday trade period and is doing an excellent business."
We were seated at luncheon in the grill of a Chestnut street hotel, my friend the jobber and I, and get busy on a jewel-inlaid, extraordinary design, of which money is no object to the folks I deal with, explaining of this handicap.

with a selling price greater than $500. The price of a cheap machine or record during that song birds, and society of the idle rich during the open season for some salesman, too, believe me, who cultivates the expectations, Sir Skeptic, especially now that grand man who makes a specialty of selling expensive dryly, "I am very glad this subject arose, since you have to go some to make good."

proposition from a salesman's standpoint. not a record selling for $5 was really a worthwhile edition of the Saturday Evening Post, describes earnest.

resume." by a knowledge of them 'you think the readers of The World would profit to be a combination of business experience, good the jobber: 'Sales sense is rather rare. His ideas are all set along expensive lines, so a poor hard working drummer can instances he has to deal with Milady, as he makes them in their own language.

Dealing With Mrs. Operagoer

that she embrace the opportunity he presents of securing the superb recordings of these selections was made especially for our company. He has the records with him, and it will be a delight for him to play for and to listen to. He also explains very carefully and in a most entertaining manner how even a simple ballad becomes a classic when sung by the world's greatest soprano, etc. This line of talk, together with the intelligently arranged concert accompanying it, sells another dozen or so of the $5 variety.

Still another point which I wish to bring out

Money Is No Object to the Folks I Deal With.

regarding this young man's sales sense is his total absolence from the knocking habit. No matter how great the temptation, he never runs down a abstinence from the knocking habit.

If a customer is not satisfied with our goods rival wins out. He has faith in what he says and with conciseness and courtesy the respective merit, the salesman does not contradict him, but explains with nonchalance and courtesy the respective merits of the rival machines, and his personality—his stage presence, as Mr. Collins terms it, invariably wins out. You see it's like this: He has faith in what he sells. He knows after exhaustive study and experiment that the article he has to offer is worthy. Therefore, he can throw his heart and soul into the interview was over.

"Going downtown!" he asked, pleasantly, before we came out into the glorious autumn sunshine together. As we mingled with the swinging throng that weekly to fill Chestnut street in the hours of moon, round the corner of Fifteenth rolled an electric brougham. I glanced casually in its direction as it passed noiselessly past us, in so doing caught a fleeting glimpse of a beautiful woman, richly gowned, engaged in earnest conversation with a typical man-about-town, well groomed and debonair—you know the type. Still watching, I saw the machine draw up to the curb. The distinguished gentleman of fashion alighted, lifting his hat in a graceful parting salute, and joined us. "Mr. Middleton," remarked the jobber, with great cordiality, "I wish to you my star sales man of the sales sense and records de luxe."

We were charmed and told each other so. One of these days I mean to know this sales sense expert better if he'll let me. He has some good tales on the world readers in his repertoire, I'm sure. And, aside from that, a drummer who can ride downtown in Mrs. Operagoer's car, with that estimable lady acting as his chauffeur, is worth knowing just for himself alone. Do you not agree with me?

HOWARD TAYLOR MIDDLETON.

PROSPECTIVE EDISON DEALERS.

(Special to The Talking Machine World.)

LINCOLN, N. H., December 9.—The latest addition to this territory for the ranks of "Edison" is the millionaire firm of J. E. Henry & Sons Co. A complete line of the new Edison disc instruments has just been installed by Representative Perot, upon the second floor of their attractive general store, and they promise some interesting concerts.

The Henry Co. and its employes are about all there is of Lincoln, but they report that every one has money and the larger majority are expected to have Edison disc instruments.

RECOVERING FROM LONG ILLNESS.

E. J. Wheeler, the popular Edison dealer of Berwick, Pa., has just returned to his store after a distressing siege in a Lewiston, Me., hospital. Though far from strong, Mr. Wheeler says he is ready for a good business, and with the new Edison products expects to do better than ever before.

PHONOGRAPHISCHE ZEITSCHRIFT

BERLIN W. 30, GERMANY

The oldest and most up-to-date trade paper covering the talking machine line published in the German Language.

CIRCULATES ALL OVER THE WORLD.

PUBLISHED WEEKLY. FOUNDED 1900

SPECIAL EXPORT NUMBERS appear in four different languages at regular intervals.

Subscriptions for the talking machine publication 10 marks yearly.

Sample copies sent free.
THE MANAGEMENT OF THE RETAIL STORE.

Success of the Talking Machine Dealer Depends Upon a Successful Application of Practical Experience—Simple but Necessary Rules That Furnish Valuable Suggestions.

Machine World and in the publications of the several manufactories and dealers in speaking machines. The chances of success that are in the possession of the equipment of his store is not only behind the times, but is doing a great injustice to his investment. He does not measure up to his opportunities.

You all remember the time when people stood in line awaiting their turn to pay five cents for a chance to run the privileges of the phonograph. That was a little over a decade ago. The demand for phonographic apparatus is of a different nature now from what they were ten or twelve years ago. Things are changing. The day and the hour are coming when you will have a choice of attractive talking machine stores are a good example of this. The idea of running a business on a small scale and the desire to succeed has spurred a many a person to hitherto unattempted feats of intellectual or physical daring. Such a combination is the reason for the rapid development of the phonograph and the talking machine stores.

Some of the Factors that Contribute to the Success of the Talking Machine Dealer Discussed by Benj. Switky, the Well-Known Victor Distributer, Who Speaks from Practical Experience.

Factors Contributing to Success.

1. Location of store.
2. Fixtures and equipment.
4. Salesmanship.
5. Publicity.

Study your location and be prepared to make a choice of location. In the case of one dealer in a town of from 5,000 to 10,000 population, he was confined to a small space behind what was naturally the dull corner of the town when he opened his place of business. But the dealer who does not take advantage of the fact that a complete line of records and machines. That is, it is ideal inasmuch as it enables you to meet every requirement of every customer. The work of selling under such conditions is much easier. But the dealer must first be aware that he is in business for something more than to pay bills. He must realize that the greatest handicap. If the dealer in a town of from 5,000 to 10,000 population, does not understand the magnitude of the business of the average customer, he is not likely to succeed.

The dealer who does not take advantage of the fact that his money is well spent. He finds that his business is not only a business of making money, but a business of winning and holding his customers' confidence. The successful dealer a comfortable, attractive store—with booths, too. They are willing to spend their money, but have no patience with the dealer who wastes their time.

Carrying the Stock.

The third and the most important of all, is the stock. Ah, there's the rub! The problem most difficult of solution for some dealers is to know just how much stock to carry—and what kind. Of course, the ideal thing is to have a complete line of records and machines. That is, it is ideal inasmuch as it enables you to meet every requirement of every customer. The work of selling under such conditions is much easier. But the dealer must first be aware that he is in business for something more than to pay bills. He must realize that the greatest handicap.

In fact, different stores of the same town require different treatment. If half the catalog stock suffices to do 55 per cent. of the record business in a small town, it is probably an overstock. To carry just the right kind of stock, because they were in time of the year when money changes hands freely. It means executive ability.

The third requirement of a successful store is to carry the right kind of stock. The dealer in a town of from 5,000 to 10,000 population, does not understand the magnitude of the business of the average customer, he is not likely to succeed.

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Whatever we may think, it is with success in its relation to the talking machine that we are about to deal. Let us line up some facts and experiences for discussion. There are some of the unattempted feats of intellectual or physical daring.

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All the way from Walter Wheatley on the front to the Columbia Grafonola "Colonial" and the "Baby Regent" on the back the Columbia January list will be as sure a money-maker as the mint.

(Columbia Graphophone Company
Woolworth Building, New York)

NINE SILENT SALESMEN
Are the New Record Lists Sent Out by the New York Talking Machine Co.

The New York Talking Machine Co., 81 Chambers street, New York, the prominent Victor distributor, recently sent out to the trade samples of three new additional record advertising lists printed on the record bags which the company has featured for some time with marked success. These three new lists complete a series of nine which the company states in a letter sent out to the jobbers act as nine silent salesmen for the sale of Victor records.

These nine lists are all different, and present lists that were chosen carefully and with full consideration of the most important and popular records featured in the Victor catalog. One of the lists under the heading of "Review of 1913" lists 63 different records ranging in price from 75 cents to $1 a piece and from college songs to "Ave Maria" by Caruso and Elman.

The lists are displayed in a very attractive scroll design on the backs of the various bags, and those members of the trade who have placed orders for the first six lists are enthusiastic in their expressions of approval regarding the real value that these silent salesmen on the record bags are rendering.

Why?


Payment for our purchases
Covering a period of 15 days

We Have the Goods—We Can Serve You

Our Stock of Victrolas,
particularly styles 16, 14, 11,
mahogany finish, also 4’s, is
very extensive.

Don’t forget to display Lyon & Healy’s Unit Record Cabinets;
Lyon & Healy’s Fibre Needle Cutter; also our special line of
Cabinets. These are all big money makers for you.
The Practical Fibre Needle Cutter—THE WADE

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

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

The Wade

The Wade

Order from your regular Distributor—we sell to Jobbers only

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

WADE & WADE,

3807 Lake Ave.
PHONE, DOUGLAS 8108
CHICAGO, ILL.
schoo1s some fifteen in number have been gotten into line. The advertising value of such a move must be something to reckon with.

Baish with Lyon & Healy

Lyon & Healy have a penchant for men trained in the Victor road service for their wholesale talking machine department. C. G. Beals, long with the Geo. P. Bent Co., and lately traveling for them in Minnesota and the Dakotas has joined the Lyon & Healy force as a visiting dealer in the show rooms of the Victor wholesale. He will also probably make short special trips from time to time.

Visitors and Personalities

H. H. Stang, highly placed repair expert for the Victor Talking Machine Co., has been in the city for some days going over matters with the repair departments of the local Victor distributors and recently made his most thorough inspection. Mr. Schwenker's present trip will take him to the Pacific coast. This time he is calling on the jobbers only. He spent Thanksgiving with F. H. Herron at the latter's home at Winneton, Ill.

Among the visiting dealers the past fortnight were E. M. Reynolds, Canton, Ill., W. J. Runyon, Crawfordsville, Ind., C. E. Austin, Battle Creek, Mich., Alton Wookley, Wookley & Co., Peoria, Ill.; George Eicholz and wife, Milwaukee; Howard Williams, Delavan, Wis.; Mr. Gensch, Gensch-Smith Co., Chicago, Ill.; the influence of F. B. Biddinger, L. P. Biddinger & Co., Kenosha, Wis.

Charles W. Unbehauen, who is just embarking in the wholesale business on his own account at Quincy, Ill., was in the city recently placing orders for his opening stock. Mr. Unbehauen has been the manager of the Quincy branch of the Geo. P. Bent Co., where he was in charge of the branch being closed bought the fixtures and is opening for himself in the same location. He will carry a full line of Victor goods.

A. A. Whitman, a large grocer and glass-ware merchant at Rockford, Ill., has added talking machines, fitting up a well-equipped department.

Joseph R. Whitney, 3183 West street, recently installed several new demonstration booths. He handles both Victor and Columbia goods and has lately made an especial effort on the latter machines with excellent results. He does a big business in Chicago.

Lute Solar, 3358 West 20th street has recently enlarged his store and reports an increased Columbia business.

W. E. Parker, mechanical engineer of the Columbia factory at Bridgeport, Conn., was a recent visitor at the place.

Fred A. Siemon, assistant manager of the Rudolph Wurlitzer Co., visited the Victor factory at Camden, N. J., recently.

Dietrich's Opera

Lyon & Healy have inaugurated a new feature in connection with the afternoon concerts in Victor Hall which is attracting a great deal of deserved attention. For an hour every afternoon Miss Henriette Weber gives a talk on the opera to be given on the following evening, illustrated by selections from the Victor Catalogue. Miss Weber's talks are admirable in every way. She tells the story of the opera and analyzes the principal musical numbers in a clear non-technical manner.

Miss Weber has an enviable reputation as a concert pianist both in New York and Chicago and has recently attracted attention by a series of lectures recitals Tuesday afternoons at the Art Institute where she has the assistance of members of the Thomas orchestra.

Unbehauen, of W. H. Dietrich & Sons, department store and pianos, was in the city recently and made arrangements for the establishment of a Victor department. He will have perhaps eleven demonstration booths.

Columbia Co. Occupies New Quarters

Although they can hardly be described as fully settled in their fine new quarters at 123-40 North Michigan avenue, both the wholesale and retail departments of the local branch of the Columbiaphone Graphophone Co. are now occupying the new location and are in a position to arrange a complete display of the Grafonola can be obtained. The retail department moved only on Monday of last week to the new store on the ground floor of the Ward Building at 14 North Michigan avenue. The start was very auspicious and although the carpenters and decorators were still at work, a number of outfits were sold on that day. The store is light and airy and has two handsome windows, one of which contains the finest photographs of Grafonola in the colonial style of case in Circassian walnut. The front of the store, a space about twenty-five feet square, is used for reception and general sales purposes. The decorations are in white and tan and handsome golden oak furniture has been installed, the whole effect being distinctly bright and pleasing. The phonographs are provided so that where customers can select the records they wish played from catalogues, with the assistance of salesmen. There are seven demonstration booths of white enamel and mahogany glass, three on each side of the store and one large one in the rear. The retail record stock is in the rear and is in charge of a clerk who delivers them to the salesmen. There is a new five-story stand for the Victrola, over which the store telephone wires are run.

The wholesale department and general offices which occupy a large portion of the entire seventh floor giving a floor space of 4000 square feet are being rapidly gotten into shape. The offices occupy the Michigan avenue frontage, District Manager Fuhr and local manager C. F. Barre occupying private offices and the general offices having extensive quarters with enlarged space for the "school." The machine and record stock rooms are excellently arranged and the repair department occupies large and well lighted space in the rear. Some particularly interesting systems are being installed which will be described in a later issue.

Among the Retailers

A. B. Crooby, a well known sporting goods dealer, of Aurora, Ill., is preparing to greatly increase his activities in the talking machine line and has built a seventy-five foot addition to his store in which he will fit up in an elaborate manner with six demonstration booths.

The Varieties Co., of 1004 Milwaukee avenue and recently installed a branch on the north side of the street which has been opened and is now operating as a Victrola store.

The H. C. Baish, long with the Geo. P. Bent Co., occupies a fine new store at 2033 Milwaukee avenue and has two handsome windows, one of which contains the first of the Columbia Grand Grafonolas in the city. The office and Dictaphone department -of the Geo. P. Bent Co. A. J. Goswiller, who has been the manager of the Quincy branch of the Geo. P. Bent Co., is also in charge of the store.

The refining influence of the talking machine is noticeable in the rather pessimistic opinion of another to the effect that an even break with last year would be the most that could be expected.

Klingsor to be Presented

The office of the Columbia Talking Machine Co., of America, have come to the conclusion that one of the best ways to present their product will be by means of a real or demonstration to which will be invited all those who are most interested in the trade. This demonstration, which will be given probably in one of the large ball halls in the city, will occur immediately after the return of Theodore Isaacs, president of the company, from Europe. Mr. Isaacs' arrival is expected about December 15.

Communication recently received from Mr. Isaacs at Hanna, Germany, indicate that the last details for the importation of motors and other parts are being completed and that large supply has been made available for every one of the six styles that the company will produce and which will range in price from $25 to $200. Louis Sehman, treasurer and general manager, says that the entire six styles will be finished in mahogany and the various shades of oak.

To get the Work Good On

The refining influence of the talking machine is shown by a recent incident. One of the large Wabash avenue houses sold a machine to a West Side jobber for $8 a month and reported that within a few days an additional lot of records was purchased and they included "Sweet Spirit Hear My Prayer" and "Dreams of Galilee.

Held for Grand Jury.

W. E. Clark who was arrested on a charge of larceny preferred by C. E. Goodwin, general manager of The Phonograph Co., was given a hearing by Municipal Judge Mahoney, December 2 and was held for the grand jury in bonds of $1,000.

Raising Sales Standard.

E. C. French, who has during the past year has been the sole owner of the talking machine business of Tresch, Fern & Co., 130 North Fifth avenue, is doing an excellent business on the Victor, Columbia and Edison disc and cylinder machines. "My experience this year has shown that a man can do things if he makes up his mind to," said Mr. Fern. "Until a few months ago we had never done very well in the expensive machine line, although we had a mighty nice business in the medium and low priced types. I simply made up my mind that I was going to break even on these and so for the good business. I worked the mails more thoroughly than ever and spent a lot of time myself in the evenings going over Victrola, Edison disc and Columbia table machine trade. Actually our business is swinging to the $200 and $250 machines very largely." Tresch, Fern & Co., are Chicago jobbers for the Union attachments whereby Victor and Columbia records may be played on Edison machines and vice versa, and which are made by Union Specialty and Plating Co., of Cleveland.

C. G. Beals, who has been the general manager of the Geo. P. Bent Co., from Europe. Mr. Isaacs' arrival is expected about December 15.

From Our Chicago Headquarters-(Continued from page 39).
YOU that are dealers of ours—You that have given us Christmas orders must now appreciate more than ever the service of an exclusive wholesaler of Victor Goods.

Best Wishes and Holiday Greetings to all of you.

THE TALKING MACHINE COMPANY
12 North Michigan Avenue
Chicago, Illinois
ECLIPSE PHONOGRAPH COMPANY
A. W. TOENNIES & SON
203 Washington Street, Hoboken, N. J.
Jobbers of
Edison Disc and Cylinder Phonographs Exclusively

Dealers of New York and New Jersey.
Get the profits that come from the Edison line.

STRIKE OVER IN INDIANAPOLIS.

Trouble with Teamsters Ends and Talking Machine Dealers Trying to Catch Up with Business Lost During Tie-up.

(Special to The Talking Machine World.)

INDIANAPOLIS, Dec. 9—Indications toward the last of this week were that the teamsters’ strike, which has crippled the talking machine business in the last week, as it has every other line of business, will be settled and normal business conditions would obtain in the city.

Indianapolis has had a double dose of strikes in the last few weeks, the street car strike being followed almost immediately by the walking out of more than 3,000 teamsters. The city administration took a firm hold the first day of the strike and there has been little disturbance. It was practically settled that the union teamsters would hold the permits to work for the employers who agreed to recognize the union and pay union wages.

Hauling was at a standstill the first two days of the strike, which was called Sunday night, November 30. This condition was changed, however, later in the week, ice, coal and provisions wagons being frequently in the streets. Crowds have been dispersed in rapid-fire order by the police. One negro lost his life, and a number of persons were injured.

W. S. Barringer, manager of the Stewart Talking Machine Co., made use of the express companies to make his shipments. Express company wagons were not molested. Willis M. English, traveling representative of the Stewart Co., has not let the strike interfere with him getting wholesale lots of orders. The retail business of the Stewart Co. is also better than it has ever been before.

The popularity of the Victorola is the reason, according to Mr. Barringer.

The Stewart Co., at the request of the Chicago Opera Co., got up an attractive program for the company in a chat with The World. "As a matter of fact the orders in accord with the high publicity ideas are "Some of the cutters' many distinctive features, among which are the following: "Keen cutting, built like a watch, thereby appealing to discriminating pur- makers. The knife may be removed instantly."

"Our new 'Standard' cutter is scoring a success far beyond all our expectations," stated Thomas W. Kirkman, manager of the company in a chat with The World. "As a matter of fact the orders have greatly exceeded our output, and we are now making deliveries according to the date of the order."

SOME IMPORTANT SUGGESTIONS.

The Victor literature for the month of December, sent out last week by the Victor Talking Machine Co., contains a number of excellent suggestions that should prove of real assistance to the dealers if utilized in the proper way. Supplements to the complete lists of Victor foreign records, window- hangers, copies of December magazine advertising and a special proof of the Saturday Evening Post of December 20 were among the various enclo- sures sent out to the dealers recently, and these publicity ideas add to the high standard of Victor advertising in general.

Realizing that December is the heaviest month in the year's business, the Victor Co. has also prepared a set of newspaper advertisements that are exceptionally forceful and impressive. These advertisements, which will be published throughout the country, come in specially appropriate Christmas suggestions that cannot fail to bring excellent results.

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

WASHINGTON, D. C., December 9—Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talk- ing machines for the past four weeks from the port of New York.

NOVEMBER 16

Autofaga, 3 pkgs., $120; Berlin, 13 pkgs., $556; Buenos Aires, 100 pkgs., $4,024; Callao, 7 pkgs., $500; Colon, 10 pkgs., $370; Demerara, 2 pkgs., $154; Havana, 26 pkgs., $304; Manilla, 69 pkgs., $2,197; Porto Barrios, 24 pkgs., $711; Singapore, 53 pkgs., $757; St. Johns, 9 pkgs., $300; Sydney, 44 pkgs., $8,653; Valparaiso, 14 pkgs., $791; 4 pkgs., $106.

NOVEMBER 23

Berlin, 8 pkgs., $100; Colen, 3 pkgs., $136; Havana, 27 pkgs., $784; Havre, 3 pkgs., $117; Kingston, 8 pkgs., $300; London, 8 pkgs., $311; Shanghai, 10 pkgs., $153; Valparaiso, 4 pkgs., $342.

NOVEMBER 30

Arapaca, 6 pkgs., $147; Antwerp, 2 pkgs., $158; Batavia, 20 pkgs., $1,325; Beira, 8 pkgs., $257; Belfast, 9 pkgs., $200; Brussels, 18 pkgs., $744; Callao, 5 pkgs., $370; Cardiff, 5 pkgs., $255; Cartagena, $1,421; Demerara, 7 pkgs., $313; Glasgow, 4 pkgs., $100; Guayaquil, 43 pkgs., $862; Havana, 66 pkgs., $4,361; Havre, 2 pkgs., $147; Liverpool, 33 pkgs., $870; London, 253 pkgs., $9,247; Montedives, 8 pkgs., $460; New- castle, 12 pkgs., $570; St. Lucia, 6 pkgs., $137.

DECEMBER 7

Antille, 2 pkgs., $125; Berlin, 31 pkgs., $1,594; Callao, 10 pkgs., $390; Cartagena, 3 pkgs., $211; Limon, 12 pkgs., $348; London, 8 pkgs., $470; 501 pkgs., $11,840; Sydney, 6 pkgs., $145; 203 pkgs., $22,949; Vienna, 6 pkgs., $3,719.

MAKES GOOD OFF BEATEN PATH.

(Special to The Talking Machine World.)

PITTSBURGH, N. I., December 8.—Norman Robie, enjoys the distinction of being about as far from the metropolitan centers as an Edison dealer could get in New Hampshire. He is some fifteen miles from the Maine Central R. R., and yet reports a very satisfactory trade, particularly in the new Edison Amberola. Mr. Robie has been handi- capped by scarlet fever in his family, but is now in a position to push his work as energetically as before.

"It's a shame," commented the friend of the restaurant proprietor. "What's a shame?" asked the restaurant proprietor. "Why, that you have to give that pretty waitress all the tough steaks for the patrons at her tables." "Oh, I pay her extra for that. You see, she is so pretty that not one man would kick if the steaks were so tough they pulled his teeth out."—Chicago News.
HOLIDAY BUSINESS SHOWING UP WELL IN CLEVELAND.

Jobbers Report that Dealers are Prepared to Handle Record Volume of Sales—Edison Lecturer Makes Strong Impression—General Expansion the Rule—Additional Store
Room for Columbia Branch—Big Demand for Union Specialties—News of Interest.

(Special to The Talking Machine World.)

CLEVELAND, December 10.—During the past month the talking machine trade has continued satisfactorily, almost without exception, to everyone in the business. Many sales of all grades of instruments, from the cheapest to the most expensive, have been made and the dealers generally are joyfully looking to the conclusion of a more than usually prosperous holiday traffic.

The jobbers have been, and still are, very busy filling orders of considerably larger than usual seasonable proportions. It is quite evident the retail dealers throughout this section are fortifying against the shortage of last season.

I. A. Maude Ilsen, club woman, lecturer and social service worker, representative of Thos. A. Edison, Inc., spent several days in Cleveland recently, and appeared before several of the leading women’s clubs as lecturer on "Edison, the Man," with interpretations on the new diamond disc phonograph. Helen Keller, stopping at the Hotel Statler at the time, was entertained by Miss Ilsen, with a phonograph and records furnished by The Phonograph Co., and for the first time in her life heard the delicate beauties of music from the Edison disc instrument.

Among a large number of out-of-town visitors at the store of The Phonograph Co., the past weeks were C. H. Yaeger, of C. H. Yaeger & Co., Akron, O., and C. Yahrling, of the Yahrling & Raysor Co., Youngstown, O.

C. M. Robinson, manager of the Graphophone department of the Marks Co. said business was very good and had been increasing ever since the opening. The company is having a fine holiday trade.

Chas. I. Davis reports trade is satisfactory in both the Victor and Edison departments. He anticipates the largest holiday trade he has ever had.

Since the opening at its new quarters at 1240 Huron Road, the business of The Phonograph Co. has exceeded the most sanguine expectations of the management. The manager stated crowds of visitors were daily attracted to the rooms, and that the list of Edison dealers throughout the State was constantly lengthening. December 1 the company gave its first private musical recital "under the auspices of Mr. Thomas A. Edison, inventor of the new Edison diamond point disc phonograph." The program included selections from the latest Edison records, and the large audience gave expression to genuine pleasure with the rendition of each number.

The large and prosperous business of the Eclipse Musical Co. is of the most satisfactory character. T. H. Towell, president, said "business is great, and gives promise of greater things." His brother, P. J. Towell, is stock up the dealers in this territory, and he believes everyone in the talking machine business will enjoy a prosperous season. A talk with Fred E. Lane, manager of the retail department, impresses one very decidedly that the Eclipse is doing a splendid retail business. Mr. Lane gets out a very interesting program each month, in connection with the monthly concerts given at the store and which are always well attended. The concert for this month was given on the evening of the 4th.

H. B. McNulty, general sales manager of the Union Specialty & Plating Co., manufacturers of the Union Phonograph Specialties, says the business is growing to magnificent proportions. The company is in daily receipt of orders, and duplicate orders, from all sections of the country, and the business is growing nicely. The plant is being enlarged and the force increased, in order to promptly meet the increasing demand.

Increasing business has compelled Mr. Madison, manager of the Columbia Graphophone Co. store, to lease the adjoining storeroom, and largely increase the force. The large and constant increase in sales of both instruments and records, is manifest evidence of the public favor in which the Columbia’s wares are held. Activity prevails in all departments—wholesale— retail and dictaphone. Mr. Madison says the business of the local company has increased over 100 per cent. during the past year. A prosperous holiday trade is under way.

The new adjoining building now being erected by the May Co. will add some 5,000 additional feet of floor space to the already large store. When this additional room is available, the talking machine and music departments will be extended, affording ample space for the better display and the handling of instruments. Miss Vokes is delighted with the large number of sales of both Victor and Edison instruments. She said: "We are very, very busy. We already have a large holiday traffic, which promises to exceed any previous year, and our busines could not be more satisfactory."

Victor sales were reported fairly good by the manager of the Caldwell Piano Co. He said the prospects of a larger holiday trade were very bright and that he had a number of orders booked for Christmas delivery.

Expansion of the talking machine business seems to be the rule. The W. H. Buescher & Sons Co. has increased the force in both the wholesale and retail departments and largely amplified the repair department. Concerning trade, Mr. Roberts said: "We have been doing a holiday business of goodly proportions, ever since Thanksgiving and prospects are fine. We are doing a large jobbing business and are handling ample stock of Victor goods to supply the demand."

The B. Dreher’s Sons Co. is doing an excellent business in the Victor talking machine line. The manager said a prosperous holiday trade was under way and that prospects were fine.

Not a note of disappointment is to be heard regarding the talking machine business at the store of the Bailey Co. "From early Monday morning," said Mr. Friedlander, "until Saturday night, our large force is kept constantly busy waiting on the stream of customers. Our ample stock of Victrolas, Grafonolas, Edison Disc and Amberolas, is such as to meet every requirement of the most fastidious customer. Conditions are entirely satisfactory, both as to sales and collections, which are much better than a year ago."

W. C. Troth, manager of the Taylor Arcade branch of the Phonograph Co. is having a splendid season, with a number of Christmas present orders, and says everybody is pleased with the Edison disc instrument.

Phil Dorn, manager of the talking machine department of the Collier & Sayle Co., is enthusiastic regarding trade. He said business was good in both the wholesale and retail departments, and that the business for Victrolas was increasing as the holiday season advanced. He stated the retail dealers in Northern Ohio were placing numerous orders and laying in ample supply.

The H. E. McMillin & Son Co. are busy in "everything musical," and particularly in the talking machine department, where a fine display of Edison and Victor instruments are displayed. Mr. Kellogg, manager of the department, expressed himself delighted with the present and prospective holiday season’s business.

Norman H. Cook, manager of the talking machine department of the W. F. Frederick Piano Co., said business was good, and that November showed a large increase, while the holiday prospects were looming up most satisfactorily. He started the store at Canton under the management of Victor Miller, a native of that city, and the store at Youngstown, under the management of A. S. Hawks, formerly of the Pittsburgh store, were both doing a fine business.

Mr. Goodman, of the Goodman Piano Co. reports a very good trade in the talking machine department, together with a satisfactory piano business.

The Cincinnati branch of The Phonograph Co. located at 418 Main street under the management of E. O. Peterson is doing well. Mr. Peterson was for a long time in charge of the Edison business in Cincinnati.

One of the most enterprising and successful talking machine dealers in the city is R. Suchi, 1831 West 20th street and 4814 Broadway. He is the exclusive West Side Columbia representative. He has a large foreign record patronage.

The Brannard Piano Co. 6625 Euclid avenue is building up a large and profitable Columbia business. The company reports good sales of Grafonolas and records with a continual increase in the volume of business.

A GROWING CHAIN OF DEALERS.

(Based on the Talking Machine World.)

Both of Mass., December 9.—Fordon & Ellenberger Co., Inc., reports a pleasing growth in the volume of their shipments in this territory. Its chain of dealers extends clear to the Canadian line in New Hampshire and as far west as Burlington, Vt. Many dealers who have not seen either a jobber’s representative or a man from a factory in months —in some cases years—are loud in their praise of the service and assistance they are getting in building up their trade.

All the music of all the world can be heard on Columbia instruments. And can be heard to the best possible advantage. Why? Columbia TONE.

(Columbia Graphophone Company

Woolworth Building, New York)

E. C., December 5.—It seems, as I write, somewhat early days to pass the complemernts of the season, but this being the last chance I shall have of so doing before the festive time, it behooves me to accept the opportunity of wishing all those of my readers who have borne with my efforts during the past twelve months to offer an interesting news service from the world's capital, a right Merry Xmas, and all the good that they may bring to the coming year. And now to the stormy realities of life—business.

This is perhaps the time of year when all en- gagements in the talking machine industry justly expect to "make good," to borrow an expressive American colloquialism. Summer trade was partly satisfactory, all things considered, but there is an all-the-year-round standard to maintain, and it is at this period that the law of average demands compensation. That being so, there can be no doubt that the trade as a whole has risen to the occasion right joyfully and varied music increase amazingly in number, as a result of which there is said to be a wider than the sound tracks.

And the experience is general. The most satisfactory feature of this season's trade is the enormous demand for machines. The total output these days is estimated to average over 12,000 gramophones per week. From inquiries, it is certain that the next few weeks will be busy, and it is probable that all trade requirements for December will be satisfied.

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Cheap Records Increase Machine Sales. This remarkable demand for machines is regarded with pleasing surprise, but really the reason is not far to seek. In comparison with last year, the position to-day is altogether different. At that time there were few cheap records on the market, and they were in the majority of cases priced at eighteen pence. The circumstances of comparison will be at any rate re- ported when I say that this season about a dozen good double-sided records are issued, not at eighteen pence, but at one shilling or thirteen pence! Apart from the unprofitable nature of this trade then, it remains true that the market is better, and the accentuated demand for machines is therefore attributable in the main to that cause. An- alyzing the facts, I come to the conclusion that the comparative main increase in machine trade is of the cheaper variety, though I am bound to say the sale of high-priced instruments is satisfactorily prosperous.

Winding Up Russell Hunting Co. Affairs. Information reaches me from the liquidator of the Russell Hunting Record Co. that he will apply to the Board of Trade for his release. A summary of the receipts and expenses during his admin- istration and winding-up of the company reveals a comparative main increase in machine trade is of the cheaper variety, though I am bound to say the sale of high-priced instruments is satisfac- torily prosperous.

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the contrivances reproducing the work has been lawfully made or placed on sale before July 1, 1910. If that had been done, then royalties had not to be paid on the sales made before July 1, 1913. If it was not done, it followed that royalties were to be paid, and they would commence with the commencement of the Act. There were only two alternatives—(1) other royalties were payable as from the commencement of the Act, or (2) no royalty was payable for all time. If the latter alternative be accepted, there was created in the special case of making or selling before July 1, 1910, a limited right to sell free of royalties, but in case not covered by the contingency an unqualified right to sell free of royalties. Sub-section (2) threw a light on the question. It proceeded on the footing that to justify the sale of contrivances, whether made before or after the commencement of the Act, authority was necessary. It applied to work published before the commencement of the Act, and it inferred there must be something in the Act which forbade the sale of contrivances made before the passing of the Act. It seemed to him that the Act had given to the owner of the new and extended copyright the sole right to authorize any one to produce musical works by the user of the record, and made it an infringement to sell the records.

The most difficult question was that by virtue of section 19 (1) defendants themselves had a copy-right in their records, as if such contrivances were records.

The appeal was accordingly allowed, and the cross-appeal dismissed.

Who Introduced the Edison Phonograph?

The lamented death of that wonderful and prolific inventor, Sir William Preece, gave rise in obituary notices to the statement that he was responsible for the introduction of the Edison phonograph into this country. As this appeared contrary to the generally accepted history of the invention, I took an early opportunity of interviewing J. Lewis Young, who has been identified with the talking machine business almost since its inception, and who very courteously supplied me with the following facts: "I was educated as a telegraph engineer," said Mr. Young, "and I worked for some time under Sir William Preece, so that I am well able to confirm as a fact that he really did introduce the first phonograph into Europe. It was made under Edison's patent of 1877, and was called the tin foil machine, because the record was made by indenting tin foil which was superimposed on a coarse thread, cut in a large cylinder.

"This particular phonograph was made by Mr. Stroh, the inventor among other useful things of the Stroh violin, which is favourably known. "The motor was driven by a falling weight and the governor was a pin impinging upon the air. "The tin foil phonograph was a nine days' wonder; the record could only be used a few times, and then became ineffective.

"However, in 1878 Edison patented improvements in phonographs and this patent British No. 1611 is the most suggestive patent ever filed. Unfortunately the fees in this country were only paid for three years, and the patent consequently lapses. In 1888 Mr. Edison introduced further improvements. In the following year I joined the late Colonel Gourand, who arranged a contract with Mr. Edison by which he became the sole selling agent here for Edison's new phonograph. I had twenty per cent. interest in the business, and, proceeded Mr. Young, "we lost to find the money to pay for the taking out of patients in various foreign countries. I personally lost a substantial amount of money in an endeavor to pay the cost of doing this, and Colonel Gourand's and my own resources were soon exhausted. Finally we hit upon the plan of sending out a staff of lecturers to demonstrate and talk up the phonograph. I went out myself, and the fees we received went to pay for the patent costs. Sir William Preece was what I may term a 'looking forward' man, and his enthusiasm for the new phonograph we sent him actually around a proposal that one should be installed in every post office in the kingdom for use by the public as a means of communication. The reading of telegraphic instruments by sound, the introduction of telegraphic systems by which from two to ten messages could be sent simultaneously on one wire, the installation of dynamos and secondary batteries in place of the old priories for supplying current for telegraphic work, and the introduction of electric lighting, were all suggested and carried out by Sir William Preece when he was engineer-in-chief to the British post office. The exigencies of space has necessitated considerable curtailment of Mr. Young's reminiscences, but (Continued on page 46).
I have no doubt the foregoing will be read with great interest by talking machine men the world over.

Some Excellent "His Master's Voice" Posters.

"His Master's Voice" Co. has issued quite a number of excellent posters of late, the most recent being an artistically colored sketch showing a couple dancing the tango. The poster is a square in shape, and specifically advertises the company's new dance records, not excluding a number of tango specials. By the way, these latter records are sold in special hot cases. London is crying tango, and for the numerous other forms of the tango-hoax art seem to have been superseded. Several new issues will be announced this month.

Described as "A Christmas Gold Mine," the December "H. M. V." program is exceptionally rich in the quality and quantity of Posters of its items, though we fail to locate any special quantity of Christmassy titles, such as one would expect to find at this period. However, the company will doubtless make up a special list, apart from the many fine dancing records they have ready. The complete December list is as follows:

Three albums: "You Made Me Love You" (Mamoue) and "I Hear You Calling Me" (Marshall, arr. by Behrend), Band of H. M. Coldstream Guards; "Overture Soul," Part I and Part II (E. S. Curtis), Band of H. M. Coldstream Guards; "Prelude" (Rachmaninoff), and "Katchke Polka," op. 155 (Ludwig Stenney), Metropolitan Band; "Song Medley" (R. Bazzini), Band of H. M. Scots Guards; "Every Polly Loves a Jolly Sailor," (said to be another "Ship Ahoy"), "When the Rose is Gone" (R. Bazzini), Band of H. M. Coldstream Guards; "The Faithful" (R. Bazzini), Band of H. M. Coldstream Guards; "The Gipsy's Warning" (H. A. Goard), Carrie Stanley Kirkby; "Down the Vale" (F. L. Moir), Leon Hambourg Band; "Carolan Polka," (arr. by J. Hartman), and "Bachanalian Dance" (Adolf Schmid), His Majesty's Theater Orchestra.

Ten-inch, double-sided: "Distant Time" (Willeby), Miss Ruth Vincent; "Songs of the Fair" (A) Jock the Fiddler, (B) The Ballad -Rena this month. "Hey, Ho, What Might Have Been" (Sullivan and Edgar), George Robey; "Winkeinkerke's Motor Ride" (R. Marsh), Tom Charles,arr. by J. H. Curtis, Sheet Music Blass; "The Faust Chorus; The Frog Prince" (Sutcliffe) (Talking), Miss Pauline Potter; "The Wolf and the Kids" (Sutcliffe) (Talking), Miss Pauline Potter; "In My Harem" (Sutcliffe) (Talking), Miss M. Holden; "What Might Have Been" (Sullivan and Edgar), Miss M. Holden; "I Hear You Calling Me" (Marshall, arr. by Behrend), Band of H. M. Coldstream Guards; "Prelude" (Rachmaninoff), and "Katchke Polka," op. 155 (Ludwig Stenney), Metropolitan Band; "Song Medley" (R. Bazzini), Band of H. M. Scots Guards; "Every Polly Loves a Jolly Sailor," (said to be another "Ship Ahoy"), "When the Rose is Gone" (R. Bazzini), Band of H. M. Coldstream Guards; "The Faithful" (R. Bazzini), Band of H. M. Coldstream Guards; "The Gipsy's Warning" (H. A. Goard), Carrie Stanley Kirkby; "Down the Vale" (F. L. Moir), Leon Hambourg Band; "Carolan Polka," (arr. by J. Hartman), and "Bachanalian Dance" (Adolf Schmid), His Majesty's Theater Orchestra.

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A WINTERTIME ADJUNCT.

The Delight Afforded by the Frost on the Pumpkin.

The Frost on the Pumpkin.

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PASSAGE ACCOUNTS.

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The Frost on the Pumpkin.
The Columbia reproducer No. 6 is a sound box that is also a "tone box," sound plus tone—the most perfect reproducer.

(Great 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

Great Activity Prevails in the Cincinnati Trade.


CINCINNATI, O., December 4.—A feverish activity prevails in the talking machine business of this city, where Mr. W. G. Woodmansee Piano Co. is going to take a flyer through the Edison line and Otto Grau Piano Co. is gradually developing its Victrola departement.

The event of the past two weeks was the opening of a local distributing agency by The Phonograph Co., of Cleveland, Edison jobbers, which has secured quarters at 418 Main street. These are in charge of E. C. Peterson and Secretary Smith. They are speeding up Edison interest in this market in a remarkable manner. John Arnold, one of the most prominent of their retailers, is thankful to the company for its advertisements in the Saturday Evening Post and Collier's. These brought Arnold many prospects to his place during November, kept him busy demonstrating and resulted in a good number of sales. Arnold believes the Edison machine will be the biggest thing on the market in less than a year.

The Phonograph Co. to-day closed a deal with the Fisher Piano Co., Wilmington, and has arranged for A. Rodabough, of Columbus and Schroper & Co., Dayton, to handle the new Edison line. A dealer at Springfield, Ohio, is nibbling hard. Link's trade is principally of the foreign element and they do not think it is a phonograph unless there is a massive horn with the box.

"Business is booming," said Manager Whelen, when asked about present conditions. "We have had the greatest order, and the most activity since December 1st. The Aeolian Co. has just finished a new set of quarters at 418 Main street, and the place is quite the most attractive and practical wareroom in the city. I have always been interested in high-priced goods, and I believe the Aeolian Co. has the most costly piano wareroom in the entire territory, even the smaller dealers crowding in their orders. In order to save time the factory are shipping the goods direct to the dealers, but still our shipping facilities here are taxed to the limit. The largest demand is for the new models, the 'Lundie' $75, the new 'Mignonette' $100, the new 'Nonpareil' $150, and the new 'De Luxe' $200, although there is a steady demand for the smaller types for holiday gifts including the ever popular Columbia 'Favorite,' the new one even being superior to the old type, the 'Eclipse' at $25, and the 'Jewel' at $35. The new style 'Regal' at $50 will wind up the year, and the holiday season rapidly approaching, the demand is sure to tax our facilities to the utmost. We hope to have enough stock, and there is no question but December will prove to be the greatest talking machine month on record so far."

Clock Turns Off Window Lamps.

One cannot afford to run the window lights all night, but it is not difficult to arrange so the lights will be cut off automatically at any desired hour, says Frank Farrington. A simple method is as follows: Attach a cord to the lever used for switching off the lights, or if a button is used, have a lever installed instead. Fasten the other end of the cord to the wind-up key on the back of the alarm clock, the key that winds up the alarm part. Fasten the clock firmly to the floor or to a block in such a position that the cord will be tight and not too long. Set the alarm at the hour to be desired to cut off the lights. When the alarm goes off and the key turns around it will wind up the cord and pull the lever, thus cutting out the lights in due course.

House of Droop 56 Years Old.

E. F. Droop & Sons Co., the prominent Victrola distributors in Washington, D. C., recently celebrated the fifty-sixth anniversary of the establishment of the business. The warerooms of the company were handsomely decorated with flowers for the occasion, and many tributes from friends were received.

It is a bad habit to let well enough alone. It is never "well enough." Improvement is progress, and it is progress that spells success.
TALKING MACHINES FURNISH DANCE MUSIC IN DETROIT.


Detroit, Mich., December 9.—A new feature of the talking machine trade in Detroit is a demand for machines to be used especially for dancing purposes, and an enormous unprecedented demand for dance records. This demand is not confined to any single strata of society. It prevails among all classes of people who desire to dance.

Max Strasburg & Co., recently sold to James Couzens, treasurer of the Ford Motor Co., and who holds more stock in the gigantic concern than any other single individual except Henry Ford himself, a $500 Columbia Grand for his music room. He has a $200 Victrola in his ballroom to be used for dancing parties.

"Apparently people are just beginning to learn what a useful thing the talking machine is in this respect," said Mr. Strasburg. "And now that they are realizing it, they seem to have gone dance crazy."

"The $100 Victrola XI seems to be the favorite for these at home dancing parties, though we sell many of the higher and lower priced ones. We are ordering about five times as many dance records as we did a year ago."

Mr. Strasburg's brother and sister conduct the largest dancing academy in Detroit, and through them he is thoroughly familiar with dancing conditions in the city, considered from the standpoint of both art and profession.

Well Supplied with Stock.

Victor dealers are still well supplied with stock, of all prices, and it is a practical certainty now that there will be no repetition of the shortage which has lost money for all of them in the holidays of all of both art and profession. For them he is thoroughly familiar with dancing conditions in the city, considered from the standpoint of both art and profession.

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Among the cities Mr. Dorian visited were Philadelphia, Baltimore, Cincinnati, Cleveland, Detroit, St. Louis and Kansas City. "At every point I visited," states Mr. Dorian, "the talking machine business was at a high-water mark. Everybody is enthusiastic, with present business conditions most gratifying, and indications for a phenomenal holiday season business. The principal difficulty is to get products in sufficient quantities to fill the orders actually in hand. As fast as goods come into the house they are distributed, and in nearly every instance the supply is unequal to the demand."

"Columbia dealers everywhere report unprecedented interest in Columbia machines and records and have a ready sale for all the goods they can get hold of. Collections are exceptionally good. While on this trip I learned of a number of new accounts opened and new talking machine departments established by prominent music houses. Two such departments were opened during the last month in St. Louis, both of them beautifully equipped and already doing a fine business."

"In Cincinnati there is a most complete recovery from the set-back to business generally resulting from the disastrous floods earlier in the year, and this is also true in Cleveland territory. The dealers in the Ohio flood districts who were temporarily put out of business by the floods have re-established themselves and are taking good care of the business coming their way. They report that the demand for talking machines and records is very gratifying, indicating that the people in the flood districts who are fast recovering their equilibrium are re-filling their houses and evidently regarding the talking machine as one of the indispensable adjuncts of such re-filling."

"In Philadelphia business is on the boom and of a class to indicate that the sales of the last few weeks of November have been outstanding, namely, that of the quantity of merchandise which we are able to supply to that territory. In Baltimore and Detroit almost exactly similar conditions exist."

CLOSING GOOD YEAR IN BALTIMORE.

All the Leading Makes of Machines in Strong Demand—Preparations Completed for Handling Record Holiday Business—What the Various Dealers and Jobbers Have to Report.

(Baltimore, Md., December 10—Preliminary to what the local talking machine dealers believe will be the grand rush toward the marking of the most successful year in this line of business, the reports show magnificent results, such as are most encouraging to all hands. These reports are that November surpassed any previous record for the same month and in some instances tripled the figures for the same month a year ago.

Joseph Fink, proprietor of the Fink Talking Machine Co., the youngest dealer in the city, is most enthusiastic with his November figures and, in fact, with the showing he has made during the short while he has been in the game on his own hook and predicts that December will be one of the best months of his whole career. He handles both the Victor and Columbia lines and has put in a big stock so as to be able to handle and accommodate all comers who wish to purchase machines of any grade and price.

Manager F. A. Dennison, of the local branch of the Columbia Graphophone Co., has started the ball rolling to round up the year with a record-breaking December. The entire year, taken as a whole has been a most satisfactory and profitable one with this firm under the tireless efforts of the genial manager and he hopes to round up this during the month and in some instances tripled the figures for the same month a year ago.

Manager Albert Bowden, of Sanders & Stayman Co., has been a most satisfactory and profitable one with the Victor line and has an ample stock for all comers. They expect to deplete this during the month and make December the biggest sales month of all.

Stewart & Co.'s department store have had a good rush with the talking machine business during their short career in the game and indications are that the venture into this line of business will be a profitable one.

Hecht's Reliable Store, 517 to 501 South Broadway, have also had a good year with the Victor lines. This firm is open at nights and hopes to be in line with the other dealers in making December the banner year for the local talking machine business.

Hecht Brothers & Co., 681 to 687 West Baltimore street, also make encouraging reports with regard to their Victor business.

Manager Albert Bowden, of Sanders & Stayman Co., also reports a big November for the Columbia and Victor lines together with an excellent record trade. The sales have not been confined to any one style of machine but the demands have been general.

DECISION IN LUCKER CASE.


(Special to The Talking Machine World.)

MINNEAPOLIS, MINN., December 6.—The suit and counter suit of the Victor Talking Machine Co. against Laurence H. Lucke, tried last week in the district court of Hennepin County was decided by the jury in a manner that made it difficult to decide which side had the best of it. The Victor Co. sued for goods sold and delivered, the amount with interest being $7,172. Mr. Lucke put in a counter claim denying that he owed anything and asking for judgment for $430,000 for business he lost through failure to make him an exclusive agent. The jury found for Lucke, but awarded no damages for loss of business. It is assumed that this is the preliminary round and that the case will be heard of in other courts before long.

If you weren't taught politeness at home, you will have a hard time cultivating it: but you can never succeed as a salesman without it.

THE TALKING MACHINE WORLD.

Tone plus tone control—this is the added satisfaction purchasers of Columbia product have.

(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

(For the factory, please write for Company's catalogue.)
THE EDISON LINE WITH HARDMAN, PECK & CO.

Will Handle Edison Disc Phonographs and Records In Their Artistic Warehouses, Hardman House, 433 Fifth Avenue, New York, and Also In Their Brooklyn Warehouses on Fulton Street—Receive Splendid Representation In This Prominent High-Grade House.

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

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

THE following is a new selling idea for needles, packed exclusively by us: Instead of selling 100 or 200 needles at once, sell a thousand. We pack 1,000 assorted needles in a box, each box containing at least 600 of Extra Loud, Loud Opera, Medium and Soft styles. You place the "Special" Dean Packing. You can sell 1,000 instead of 100 and thus get 10 times the business.

WANT the Puritone Needle samples?

JOHN M. DEAN
PUTNAM, CONN.
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., December 8.—ACOUSTICAL INSTRUMENT. Louis Lumière, Lyon, France, assignor to The Victor Talking Machine Co., Camden, N. J., Patent No. 1,077,588. This invention relates to improvements in acoustical instruments such as telephones, microphones, stethoscopes, talking machines, musical instruments, and in general any instrument used for the reception or transmission of sounds.

The invention consists in a certain construction of sound box for such instruments, and its essential features are an extensible chamber with a stationary wall, a movable wall adapted to be reciprocated toward and away from the stationary wall, and means between the edges of the movable wall and the stationary wall to prevent the escape of air between them, such means however, leaving the movable wall free to move as a whole in substantially unchanged form to any extent that may practically be required. According to this invention a sound box for acoustical instruments is obtained comprising a stationary wall, having an opening therein for the passage of the sound waves, a movable wall adapted to be reciprocated toward and away from the stationary wall, and means between the edges of the movable wall and the stationary wall to prevent the escape of air between them, such means however, leaving the movable wall free to move as a whole in substantially unchanged form to any extent that may practically be required, and offering substantially no resistance to the movement of the movable wall whatever the position of the latter with regard to the stationary wall, so that the position and movement of the movable wall is regulated entirely by the sound waves or means through which the movable wall is reciprocated. Further, according to this invention the whole of one of the extensible chamber moves, and not merely the central portion thereof, thus producing a more effective reproduction.

Photographic Recording or Reproducing Apparatus. Thomas A. Edison, Llewellyn Park, Orange, N. J., assignor to the New Jersey Patent Co., West Orange, N. J., Patent No. 1,078,266. This invention relates to improvements in recording or reproducing apparatus for phonographs or other talking machines, but the improvements are particularly directed to reproducing apparatus.

With photographic reproducing apparatus as now made, the diaphragm, which is rigidly clamped at its periphery, comprises a single disc corrugated so as to be as stiff as possible, or a series of discs of gradually reducing diameters. With such a diaphragm the limit of amplitude is comparatively slight, since in vibrating to one side or the other of the medial line the diaphragm is not only flexed, but it undergoes stretching and contraction as it recedes from or approaches the medial line. Further, the resistance of the diaphragm to the vibrating effect enormously increases as the diaphragm is distorted out of its normal plane. For these reasons any attempts to increase the loudness of photophone reproduction by increasing the amplitude have been unsuccessful, for the reason that to materially increase the amplitude of vibration would impose an enormous increase in the wear of the stylus. Furthermore, it is found that even under existing conditions, where floating weights are used that are as heavy as can be employed without imposing objectionable wear on the record, the movement is too slight, or less responsive to the vibrations and particularly vibrations representative of tones of low pitch, so that the weight vibrates under the effect of such tones and correspondingly detracts from the reproduction obtained from the diaphragm itself. Consequently photographic reproductions, particularly as a piano, are characterized by a slurring of the bass notes.

The object of the invention is to provide an improved photographic apparatus, particularly for reproducing purposes, in which the means for setting up vibrations in a static column of air is susceptible of vibrations of relatively enormous amplitude and wherein the power necessary to effect such vibrations remains practically constant throughout the entire movement.

A further object is to provide a recording or reproducing apparatus in which a compensating weight may be used of great mass, so as to be unresponsive to any of the vibrations of the record but maintaining the stylus in correct relation to the surface regardless of mechanical variations or eccentricities therein, and at the same time the said weight, notwithstanding its great mass, will not impose any undue wear on the waxlike material.

To this end the invention consists, in a broad sense, of employing as a means for setting up vibrations in a static column of air a vibrating piston instead of a vibrating weight, the latter fitting very closely but not touching the bore of the casing in which it operates, connected to the stylus so that the two will move in unison, and combined with suitable elastic tension devices for maintaining the stylus in proper engagement with the recording surface or the record as the case may be. Such a vibrating piston is a weight as light as possible so as to reduce momentum and inertia to a minimum, and it is therefore preferably formed of thin sheet aluminum or magnesium (preferably the latter) having a periphery with its body formed with concentric corrugations and preferably provided with radial ribs, so as to be as stiff as possible. The invention further comprises devices or templates using a compensating weight of greater mass than is customary, which is supported on the reproducing apparatus in which a movable weight having in its lower end a rubber or resilient element is employed for automatically lifting the diaphragm to counteract the upward stress exerted on the diaphragm by the engagement of the cutting or engraving tool with the record material.

The present invention, however, refers more particularly to reproducers and is furthermore an improvement on that described in the above named patent in that the strain over the diaphragm is increased by weighting distributed over the central portion of the diaphragm to counteract the upward stress exerted on the diaphragm by the engagement of the cutting or engraving tool with the record material.

The object of the invention is to provide an improved photographic apparatus and a method of producing same in which a diaphragm is provided having a weight of greater mass than is customary, which is supported on the reproducing apparatus in which a movable weight having in its lower end a rubber or resilient element is employed for automatically lifting the diaphragm to counteract the upward stress exerted on the diaphragm by the engagement of the cutting or engraving tool with the record material.
Fig. 2 is a similar view showing the projection in the act of tripping the device and the device engaging the record and lifting the reproducer from the record. Fig. 3 is a similar view to Fig. 1, showing the reproducer raised and the needle clear of the record and having stopped the record, and showing in dotted lines the reproducer swung around for inserting a new needle and showing the device automatically setting itself. Fig. 4 is an enlarged perspective view of improved attachment.

**Sound-Modifying Reproducers for Phonographs.**

Carl G. Carlson, Hawthorne, III. Patent No. 1,077,503. This invention relates to phonographs, and particularly to the sound boxes or reproducers thereof, and the primary object of the invention is to provide means whereby the degree of loudness of the sound may be modified to any desired degree so that the reproduction will either be relatively faint or relatively loud as may be desired.

Fig. 1 is a perspective view of a portion of a phonograph horn with sound box applied thereto. Fig. 2 is a transverse sectional view of the sound box. Fig. 3 is a face view of the sound box, the diaphragm being removed and the wall of the sound box being in section.

Panzoograph. Pliny Cattucci, Newark, N. J., assignor to A. E. Meisselbach & Brother, same place. Patent No. 1,077,973. The objects of this invention are to make certain improvements in the details in the construction of phonographs, and more particularly, to provide a feed mechanism whereby so-called 2-minute and 4-minute cylinder records may be reproduced upon the same instrument, by means of a very simple and effective change in the transmission gears, to provide simple and effective means for engaging, disengaging, and shifting the record feed; to provide simple and effective means for starting, stopping, and governing the speed of the device; and in general, to improve the construction, in the direction of simplicity and reduction of cost of cylinder phonographs.

Fig. 1 represents a side elevation of the phonograph, and its containing box with the amplifying horn and reproducer or sound box omitted. Fig. 2 is a top plan view of the same. Fig. 3 is a top plan view of the spring motor with the guard removed to show the gear trains in detail. Fig. 1 is an end elevation, partly in section, of the spring motor. Fig. 2 is a detail plan, partly in section, of the starting, stopping, and governing device. Fig. 6 is a detail of the record feed train for operating a 2-minute record. Fig. 7 is a detail of the record feed train for operating a four-minute record. Fig. 8 is an end view of the record feed showing the feed nut in dotted lines as disengaged from the feed screw. Fig. 9 is a section on line 9-9, Figs. 1 and 2, of gear drive for the record mandrel. Fig. 10 is an underplan view of the half nut which engages the record feed. Figs. 11 and 12 represent the sound box and horn support. Figs. 13 and 14 illustrate respectively the two-minute and four-minute gear trains.

**Announcement.** Thomas H. Macchialdi, Bridgeport, Conn., assignor to American Graphophone Co., same place. Patent No. 1,079,419. This invention relates to phonographs, and more particularly, to provide simple and effective means for engaging, disengaging, and shifting the feed showing the feed nut in dotted lines as disengaged from the feed screw. This invention consists in the provision of a continuously operating driving device from which the sound-record tablet and the reproducer are automatically and intermittently operated. It further consists of the provision of means for automatically restoring the machine to its initial position at the proper time.

More particularly, this invention comprises the following features: first, a clutch for connecting and disconnecting the ordinary graphophone and a continuous rotating driving-pulley; second, gearing and the like and means, for actuating said clutch in alternate directions at the proper interval; third, means for adjusting the last-named devices, whereby the intervals may be altered; fourth, means for restoring the machine to initial position; fifth, means (operating when the last announcement of the series has been made) to bring the restoring mechanism into play; sixth, other adjusting means.

The invention is applicable to disc machines so-called 2-minute and 4-minute gear trains.

**Vibrating-Record Phonograph.** Donald M. Bliss, Orange, N. J. Patent No. 1,076,241. This invention relates to phonographs by which sound is reproduced from the vibration of a sound record, as contrasted to the sound reproduction in the well-known commercial types of phonograph which reproduce sound by means of a diaphragm and a sound box.

The object of this invention is to make a practical phonograph without a sound box. A feature of this phonograph, to simplify the construction of the various parts, to provide a sound amplifying or resonating means to exact with the vibrating record and also to make the various parts of the phonograph commercial and efficient.

In all phonographs there are essentially two possible sources of sound reproduction. The first and commonly used source of sound reproduction consists of the stylus in connection with the diaphragm, sound box and horn. The second consists of the record tablet itself, which tends to vibrate downward as the stylus tends to vibrate upward. This second possible source of sound reproduction has been from the record tablet itself, which has not been perfected or widely used by others, in fact many devices to quiet it have been tried, probably because the sounds reproduced by vibrations of the record tongue have been of unsatisfactory quality and also probably because it has been thought desirable to utilize all of the relative movement between the stylus and the record tablet to vibrate the diaphragm.

In the vibrating record phonograph the inventor has discarded the sound box, the diaphragm and the horn, and has accomplished the sound reproduced by the record tablet by means of a resonating chamber or amplifying device associated with the record tablet. He has also accomplished the vibrations in the record tablet by providing a means of sound amplification of the record tablet. It has been conceived that the stylus is swung aside and held stationary while the record tablet is swung and vibrated, thus activating a diaphragm, horn or other amplifying device associated with the record tablet.
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<tr>
<th>Title</th>
<th>Performers</th>
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<tbody>
<tr>
<td>The Lord is My Shepherd</td>
<td>Giovanni Battista Jommelli</td>
<td>organ-accomp.</td>
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<tr>
<td>Take Me Back (Irving Berlin)</td>
<td>Tenor solo, orchestra</td>
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<tr>
<td>A Dream (J. C. Burnett)</td>
<td>Concert solo, orchestra</td>
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<tr>
<td>When The Song Birds Sing No More</td>
<td>Tenor solo, orchestra</td>
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<tr>
<td>When I Dream Of Old Erin (Friedman)</td>
<td>Tenor solo, orchestra</td>
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<tr>
<td>If You Only Knew What They Say To My Boy</td>
<td>Tenor solo, orchestra</td>
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<tr>
<td>Marriage Bells (O'Reilly)</td>
<td>Bass solo, orchestra</td>
<td></td>
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<tr>
<td>Where Is My Little Nightingale</td>
<td>Robert Lowry, solo, orchestra</td>
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<tr>
<td>It's All Right To Be Wrong</td>
<td>Tenor solo, orchestra</td>
<td></td>
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<tr>
<td>My Mother's Old Red Shawl (Meadows)</td>
<td>Concert solo, orchestra</td>
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<tr>
<td>1105 Old Black Joe, with Variations (Bennett)</td>
<td>Piano solo</td>
<td></td>
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<tr>
<td>The Girl I Left Behind Me</td>
<td>Alto, orchestra</td>
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<tr>
<td>Maori-Samoan Dance (Tyers)</td>
<td>Solo, piano accomp. by Andre Benoist</td>
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<tr>
<td>1755 The Beautiful Galata Overture (Clark)</td>
<td>Violin, solo, orchestra</td>
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The table above lists various songs and their performers, including soloists and orchestral accompaniments. The document is a part of the RECORDBULLETINS FOR JANUARY, 1914, which contains a comprehensive list of musical works available at the time.
Leading Jobbers of Talking Machines in America

SANGER BROTHERS
Dallas, Texas

VICTOR Distributors

"We ship the same day."

W. D. ANDREWS
Syracuse - - Buffalo
All orders are acknowledged the same day received by shipping the goods. Make us prove it. All foreign records in our stock.

Victor - - Edison

Edison Phonograph Distributors for the SOUTHWEST
All Foreign Records in Stock
Houston Phonograph Co., HOUSTON, TEXAS

NEW ENGLAND JOBBING HEADQUARTERS
EDISON AND VICTOR Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO. 177 Tremont St. - - BOSTON, MASS.

PACIFIC COAST DISTRIBUTORS 07
Victor Talking Machines
Steinway pianos - Lyon & Healy "Own Make" Band Instruments
Sherman, Clay & Co. Oakland Los Angeles

You should get this sample package of Puritone Needles—sent free

Puritone Needles should pay you a good profit. It costs nothing to sell them because you have your organization.
To help you we will print special envelopes with your name and business; every envelope gives you profits and free advertising.
You will be advertised, too, by the "Puritone Needle Co.," owners of machines will regard yours as the best needle store; this will build your business.

Get this sample package, telling us who's your jobber, and find out the goodness of Puritone Needles, built of experience, material and brains.

JOHN M. DEAN
PUTNAM, CONN.

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. 132 Peachtree St.
Baltimore, Md., Columbia Graphophone Co. 305 North Howard St.
Binghamton, N. Y., Columbia Graphophone Co. 190 Washington Ave.
Boston, Mass., Columbia Graphophone Co., 116 Tremont St.
Buffalo, N. Y., Columbia Graphophone Co. 627 Elm St.
Chicouge, III., Columbia Graphophone Co. 101 N. Walsh Ave.
Cincinnati, O., Columbia Graphophone Co. 317-319 W. Fourth St.
Cleveland, O., Columbia Graphophone Co., 413 Radio Ave.
Dallas, Tex., Columbia Graphophone Co., 1403 Main St.
Denver, Colo., Columbia Stores Co., 500-507十三街.
Detroit, Mich., Columbia Graphophone Co., 114 Cottage St.
Harrisburg, Comm., Columbia Graphophone Co., 729 Market St.
Indianapolis, Ind., Columbia Graphophone Co., 122 S. Meridian St.
Kansas City, Mo., Columbia Graphophone Co., 1335 W. 14th Ave.
Lincoln, Neb., The Grafonola Company, 1038 South 10th St.
Liverpool, Miss., Columbia Graphophone Co., 4652 South St.
Los Angeles, Calif., Columbia Graphophone Co., 102-104 S. Broadway.
Lousiville, Ky., Columbia Graphophone Co., 425 West Main St.
Milwaukee, Wis., Columbia Graphophone Co., 221 North Ave.
Minneapolis, Minn., Columbia Graphophone Co., 214 North Ave.
New Haven, Conn., Columbia Graphophone Co., 415 Elm St.
New Orleans, La., Columbia Graphophone Co., 167 N. 4th St.
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