A Corner of the Music Room in the White House

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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

Philadelphia, Pa., Columbia Graphophone Co., 501 Chestnut St.

New York, N. Y., Columbia Graphophone Co., 373 Fourth Ave.

Boston, Mass., Columbia Graphophone Co., 177 Tremont St.

Chicago, Ill., Columbia Graphophone Co., 871 Washington St.

St. Louis, Mo., Columbia Graphophone Co., 1516 Locust St.


CINCINNATI and CHICAGO

Two points of supply: order from the nearer.

153 W. 42d Street

27 W. 34th Street

What you want always in stock

VICTOR JOBBERS Exclusively

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

THE CORLEY COMPANY, Richmond, Va.

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

South, Victor Dealers

Shreveport, La. -- W. D. ANDREWS, Distributors of the National Model and Low Cost Records.

WALTER D. MOSES & CO.

Edison Phonograph Distributors for the SOUTHWEST

All Foreign Records in Stock

Houston Phonograph Co., HOUSTON, TEXAS

NEW ENGLAND JOBBOBS OF EDISON AND VICTOR

MACHINES, RECORDS AND SUPPLIES.

THE EASTERN TALKING MACHINE CO., 177 Tremont Street - - BOSTON, MASS.

PACIFIC COAST DISTRIBUTORS OF

Victor Talking Machines

STEINWAY GRAND AND UPRIGHT GRAND PIANOS

SLAYTON PIANOS - LYNX & HEALY "OWN MAKE" BAND INSTRUMENTS

Sherman, Clay & Co., 1025 Market St., San Francisco

Rahiboff, 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 resume of all departments of the music trade industry. Its editions vary from 60 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
DANCE RECORDS SCARCE IN ST. LOUIS.

Heavy Demand for Such Records, with Dealers Unable to Get Sufficient Stock—Jobbers Between Two Fires—Remarks of Mr. Rauth.

(Special To The Talking Machine World.)

St. Louis, Mo., February 7.—The dance is the thing in the talking machine business in this section at present. Dance record sales are exceeding the factory speed limit, or at least they are trying to, but unfortunately for the dealers, they cannot sell at the rate the factories will turn out. With this rush for dance records comes an accompanying demand for machines to play them. Perhaps this is the explanation of the excellent business that is being reported for January, but the movement of machines is too heavy to ascribe it to the dance demand alone; part of the demand must be ascribed to the general gain in business.

But seriously, there probably is not a dealer in this section that has had all of the dance records he wants. Some of them have revived some old records that will meet the demand, and have cleared out some of the ones that are called for are not at hand. This shortage is peculiar in that it affects all makes as far as this territory is concerned. A saving grace of the situation is that the needs are so much alike that if the dance called for cannot be had, some other will do.

The wonderful jump of the talking machine business in December, and its maintained pace through January are good examples of a good man doing his work in things musical thinking, who had not given really serious attention to this line before. A letter received from the Koeher-Brenner Music Co., well known distributors in Kansas City, a year ago, illustrates the situation. E. C. Rauth, vice-president of the company, was on a trip through Kentucky and to other Southern points and varied his route to a town not hereofied. He got a very nice record order and a few days after his return home received a letter from the dealer thanking him for the prompt shipment, and concluding: "I gave you the records I could not buy of the two dancing houses I have formerly patronized, and you filled order 50 per cent. Please accept my thanks!"

The fact that a dealer is willing to thank a jobber for a 50 per cent filled order shows what the situation is in this section.

Concerning this trip Mr. Rauth says that the business accumulated for immediate shipment was so great not only in Kansas City but in all other points he visited and he had to cut off orders to meet the demand.

MAYERS BUYS ROONEY STORE.

Ninth Avenue Dealer Will Conduct This Establishment as a Branch Store.

The stock, assets and good-will of the talking machine store of John J. Rooney, 883 Broadway, New York, recently adjudged bankrupt, was sold at a private sale February 3 by J. N. Blackman, receiver. The purchaser, who was the highest bidder at the sale, sold the store in turn to A. H. Mayer, known to wholesale trade as B. H. Victor and the Edison dealer at 329 Ninth avenue, New York, who will conduct the store at 1983 Broadway as a branch establishment.

LOWER DUTY ON RECORDING WAX.

The Board of General Appraisers this week upheld the claim of A. H. Ringco & Co., importers and jobbers in phonograph machines, relatives to the issue, for the privilege of paying 20 per cent. duty on importations of wax specially provided for use in making records.

Collector Malone classed the article as a manufactured product. The amendment to the tariff act provided for the privilege at 20 per cent., as follows:

Paragraph 469 of the old act, and enacted duty at 25 per cent. ad valorem. The importers said the wax was an unenumerated manufactured article, dutiable at 20 per cent. under paragraph 499.

GREAT BUSINESS INCREASE.

In Talking Machine Department of J. W. Jenkins' Sons Co., Kansas City, Necessitates Erection of New Demonstrating Rooms.

KANSAS CITY, Mo., February 6.—To such proportion has business increased in the talking machine department of the J. W. Jenkins' Sons Music Co., of this city, under the management of Burton J. Pierce, that it has been found necessary to erect new building for the purpose of making room for four additional demonstration rooms.

The new rooms, built of mahogany and plate glass and perfectly sound-proof, will be located on the ground floor, where there will already be ten rooms, and when the new equipment is installed the company will have in all twenty-one rooms devoted exclusively to the demonstration of talking machines.

Michael Bard, who has been connected with the Jenkins house for the past five years as salesman, making some records in that line, has resigned for the purpose of entering another line of business.

NEW EDISON JOBBER IN SEATTLE.


(Special to The Talking Machine World.)

San Francisco, Cal., February 6.—The Pacific Phonograph Co., N. W., has been organized to engage in the jobbing business of Edison products, with headquarters in Seattle, Wash. A. R. Pommer, associated with the Phonograph Co. in this city, is head of the concern, and C. O. Baker is secretary and manager. Mr. Baker is new in the talking machine business and also in the manufacture of Edison products, but he is taking hold of the enterprise in a creditable manner and is getting things started in a very good shape, with the assistance of J. E. McCracken, the well-known traveler for the local company, who is out there present for the purpose of directing matters where experience is needed.

Mr. Schwab will act as traveling representative of the Northern House. In the future the entire Northwest will be covered from Seattle, instead of from this office, which will enable the Pacific interests to give better service, etc. The first floor of the building will be occupied and there will be more space available.

TALKER MUSIC FOR WAR DANCES.

Indians at Annual Meeting in Lincoln, Neb., Hear Their Native Music Reproduced.

(Special to The Talking Machine World.)

Lincoln, Neb., February 5.—The magnificent, rhythmic thump of the Indian tom-tom with the quivering felloetto of the squaws as they danced the "Omaha" and "Sun" dances in circles of whirling war-bedecked savages were made realistic recently for 200 gray haired men and women who met at the Temple Theater in the annual meeting of the Territorial Pioneers' Association. The music was played on a talking machine. These wax impressions were secured by Prof. M. R. Gilmore, of the university faculty, who is arranging for their preservation in the university archives.

BARKER BROS. NEW QUARTERS.

(Special to The Talking Machine World.)

Los Angeles, Cal., February 5—Arrangements have been completed by Barker Bros., for new quarters for the retail department, which will give this department a much more prominent place in the business. A number of new windows are being installed. The main first floor, which has been re-fitted and splendidly equipped quarters are being fitted up. J. H. Booth, manager of the department, expects to leave for the East shortly.

NEW STORE IN MILWAUKEE.

The Milwaukee Phonograph Co. to Open a Large Retail Store at 213-215 Second Street About March 1—Will Feature the Edison Line—Place to Be Attractively Fitted Up.

(Special to The Talking Machine World.)

Milwaukee, Wis., February 9.—The Milwaukee Phonograph Co., jobbers in Wisconsin for the Edison line, has completed all arrangements for opening a large retail Edison store at 213-215 Second street about March 1. William A. Schmidt, manager of the company, has had the plan in mind for several months, but has been waiting until he could secure the store and demonstrations and fittings for the store. He has engaged two first-class tradesmen-two floors of the second street building will be occupied and there will be more than 10,000 square feet of floor space available.

Most of the first floor will be occupied by the Edison store, while the remainder of the space will be taken up by the wholesale department of the company, which will be moved from its present quarters at 3146 North. The oldest line of the wholesale department will occupy the first floor, while the second floor will be given up to stock rooms and demonstration parlors for dealers. Handsome parlors for the trade will be opened on the first floor. Several thousand dollars will be spent, according to Mr. Schmidt, in fitting up a complete and attractive Edison store which will surprise the people of Milwaukee.

Mr. Schmidt has not selected, as yet, a manager for the new retail store, although he says that he has several men in mind for the place.

DRAFTING HYPOTHECATION BILL.

National Association of Credit Men Perfecting Bill Which Will Protect Manufacturers from Customers Who Secretly Hypothecate Their Accounts Receivable—Interesting Details.

The Legislative Committee of the National Association of Credit Men is still busy on the bill drafting machinery, and is busy changing the opinions of manufacturers from customers who secretly hypothecate their accounts receivable. According to W. W. Orr, assistant secretary of the association, the committee is trying to draft a bill which will be protective to the creditors without being oppressive to the mercantile bankers and financial companies. It has been suggested to the committee, Mr. Orr said this week, that it make provision for amending the State law applying to chattel mortgages so that it will provide for compulsory filing with the County Clerk of records of accounts that are hypothecated by the financial companies. The draft of this bill is in the hands of the Association and is in the hands of the Committee, Mr. Orr said this week, that it make provision for amending this section is now in effect.

BUYS FULL SET OF OPERA RECORDS.


A record sale of particularly interesting character was made recently in Louisville, Ky., when the Krausgill Piano Co., of that city, sold one man, R. T. Durrett, a complete set of Victor opera records for a present to a friend. The Krausgill Co. believes that the sale sets a new record, for although it is a frequent occurrence to sell all the records of one or even a few operas at once, it is believed to be the first case where a single purchaser has taken a complete set of records of all the operas in the Victor catalog at one time.
SPECIAL CENSUS OF TALKING MACHINE INDUSTRY.

WASHINGTON, D. C., February 7.—Talking machine manufacturers as well as jobbers and dealers are invited to volunteer suggestions as to how the coming special census of the manufacture of musical instruments, which will include talking machines, may be made more complete and of greater value in the trade. The World is asked to carry this message to all the interests in the industry by W. M. Steuart, Chief of the Division of Manufactures of the United States Census.

The purpose of the special census of 1914 in the musical instrument field will be, like its predecessors, to show the absolute and relative magnitudes of the different branches of the industry; the growth and decline of manufacture in the various lines; the size and character of the establishments, etc. Obviously, such information is of value chiefly to the persons who are engaged one way or another in the musical instrument business, and it is in the interest of the experts in charge of this part of the work to have complete figures regarding the industry that we must exercise the greatest caution not to make public information that, if closely scrutinized, might disclose some of the business secrets of firms in this field.

The officials want specific information, such as the material used, the number of employees, the amount of production, the type of product, the cost of production, etc. They are waiting to hear from the trade on this subject. The census will be of use to the Census Bureau officials who have been asked to do this work, as well as to the trade, but they are anxious to have as complete information as possible.

The officials are in a quandary as to whether to have complete figures regarding the industry that we must exercise the greatest caution not to make public information that, if closely scrutinized, might disclose some of the business secrets of firms in this field.

They are waiting to hear from the trade on this score. Again they would appreciate hints as to whether the trade would prefer to have separate statistics upon the manufacture of single-sided and double-sided records instead of having all disc records lumped as heretofore. In the last census, too, there was no attempt to separate, in tabulation, the cylinder records and blanks produced for entertainment purposes from those designed for office dictation work. The officials would like to have some statistics which will be sent to every manufacturer of musical instruments in the United States.

The following Revising List of Manufacturers.

It Requires No Great Stretch of the Imagination to Realize That Eastern Service Must Be Good

CONSIDER: The fact that we have been handling talking machines, records and supplies exclusively for nineteen years.

: That our entire time, energy and attention is devoted to one line.

: That constant application is given to the betterment of our service.

: That our stock is large, complete and up-to-date, and our shipping facilities unusual.

THEN YOU HAVE some of the reasons why EASTERN SERVICE is different from the ordinary.

The absolute proof is in the trying. Try it.

EDISON

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY
The greatness of the Victor-Victrola as a commercial and musical power is more evident every day.

Its influence is reflected in the progressive and well-appointed showrooms of Victor dealers the world over.

They have shared in the profits and prestige which have followed its universal recognition as the world's greatest musical instrument.

They have seen the refining influence of the Victor-Victrola uplift the entire music trade to a position of dignity in the community.

And with the continuous triumphs of this wonderful musical instrument has come to dealers a bigger conception of its future possibilities.

The Victor business of thousands of Victor dealers is gaining increased headway every day, and great as has been their business in the past, it does not compare with the new and greater opportunities now presented by the Victor-Victrola line.

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

Victor-Victrola X, $75
Mahogany or oak

Victor Distributors

- Elmira, N. Y. - Elmira Arms Co.
- Galveston, Tex. - Tuthill & Corp.
- Honolulu, T. H. - Burgert Film Co., Ltd.
- Indianapolis, Ind. - Stewart Talking Machine Co.
- Jacksonville, Fla. - Florida Talking Machine Co.
- Kansas City, Mo. - J. W. Jenkins Sons Music Co.
- Louisville, Ky. - Montgomery-Riehm Music Co.
- Milwaukee, Wis. - Wisconsin Talking Machine Co.
- Mobile, Ala. - Win. R. Reynolds.
- Montreal, Can. - Berliner Gramophone Co., Ltd.
- Newark, N. J. - Price Talking Machine Co.
- New Haven, Conn. - Henry Hutton
- New Orleans, La. - Philip Winkle, Ltd.
- Omaha, Neb. - A. Houpt Co.
- Portland, Ore. - Sherman, Clay & Co.
- Richmond, Va. - The Corley Co., Inc.
- Rochester, N. Y. - J. E. Chapman.
- Salt Lake City, Utah - Consolidated Music Co.
- San Francisco, Cal. - Sherman, Clay & Co.
- Savannah, Ga. - Phillips & Crew Co.
- Seattle, Wash. - Sherman, Clay & Co.
- Spokane, Wash. - Sherman, Clay & Co.
- St. Louis, Mo. - The Ansonia Company of Mo.
- St. Paul Minn. - W. J. Deer & Bros.
- Syracuse, N. Y. - W. D. Andrews Co.
- Toledo, Ohio - The Whitney & Carrier Co.
WASHINGTON, D. C., February 7.—So rapid has been the development of the business of the talking machine department of the F. G. Smith Piano Co., at 1217 F street, this city, that it was recently found advisable to move the department to the main floor of the company's building, where sound-proof and other special equipment was installed to facilitate the proper handling of the trade. The accompanying illustration affords an excellent idea of the general attractiveness of the department.

The F. G. Smith Piano Co. handles both the Victor and Columbia lines of talking machines and records, and features both in an aggressive manner. Complete stocks of both makes of records are always kept on hand. The business in both machines and records during the holidays was in excess of any previous record made by the company, while trade for January was in excess of same month last year.

In addition to the talking machine lines the F. G. Smith Co. also handles the Chickering, Bradley and other makes of pianos and player-pianos with great success.

Our superb albums are best for Victor, Columbia and all other talking machines made in two sizes to fit all 10 and 12-inch disc records

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

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

A Recipe for "Making Good.

As a man's knowledge broadens to understand the relations between his own special work and the work of other departments, he tends to become inventive. He will probably see means of improving a method or process, some economy that could be effected, some difficulty in inter-departmental relations that could be smoothed away. Every time he succeeds in securing any such advantage, his interest in his work and his self-confidence increases. He grows. As soon as he begins to accept or to gather information beyond the special task entrusted to him, such growth begins in him. And when such growth begins, a man always wants more and more knowledge. He becomes absorbed in a satisfying pursuit. His part in the business will never be monotonous. He always wants more and more knowledge. He becomes absorbed in a satisfying pursuit. His part in the business will never be monotonous. He becomes absorbed in a satisfying pursuit. His part in the business will never be monotonous.

As a rule, the man who is always hinting that his part and the entire business will be alive with interest.
DANCE MUSIC HAS THE CALL ON THE PACIFIC COAST.

Present National Dancing Craze Has Good Effect on Volume of Record Sales—Wiley B. Allen Reports Big Gain, Shows Big Gain in Piano Department—Bacigalupi Business Divided—Byron Mauzy Store Remodeled—Other Trade News.

SAN FRANCISCO, CAL., February 6—Talking machine distributors and dealers here are very well satisfied with the way in which business has kept up since the holidays. In spite of stormy weather, retail business has been fully up to normal, and the shipping movement has been gratifying. A strong feature of the business the past month has been the steadily increasing demand for dance music; San Francisco seems to have gone dance mad, and no one is profiting more by the craze than the talking machine interests. Everywhere a big demand is reported for dance records, and the trade anticipates an unusually large spring business on account of this particular demand, as it does not seem to interfere with the sale of other records. Naturally an increased demand for machines is expected also.

Heavy Gain in Talker Department.

George R. Hughes, assistant manager of the Wiley B. Allen Co., says the closing of books for the year while revealing that the volume of business there during the past calendar year has been 32 per cent above that of 1918. This has been attributed mainly to a continued increase in the sale of dance records, and the steady growth of the talking machine department. The former has been handled by Mr. L. E. Dean while the talker department is managed by Mr. E. H.érride. Mr. Dean anticipates an unusually large spring business on account of this demand, as it does not seem to interfere with the sale of other records.

Big Demand for Columbia Dance Records.

At the local warerooms of the Columbia Graphophone Co. the year is reported starting off in a very encouraging manner, with a rapidly increasing demand for Columbia records. F. Angemier, manager of the wholesale department, says he has already booked a good many orders for numbers and has been busy filling them, so will now make his trip a little later. A strong demand for dance music will afford opportunities for specialized wins and salesmen in the district.

Big Demand for Piano Department.

Mr. Maury maintains a large talking machine department, and has just recently added the Edison disc phonograph, which he will feature in addition to Victor and Columbia lines. Chas. S. Maury, son of the proprietor of the store, has been made manager of the talking machine department. He has started to learn the music business from the bottom up, having spent considerable time since he left college at factories in the East, and for several months having been on the road.

THREE NEW EDISON ARTISTS.

To Make Their Debut in the Edison Blue Amberol Record List for April—The Three Have Long Been Prominent in Church, Oratorio and Concert Work in the United States.

Big sales displays. Mr. Maury maintains a large talking machine department, and has just recently added the Edison disc phonograph, which he will feature in addition to Victor and Columbia lines. Chas. S. Maury, son of the proprietor of the store, has been made manager of the talking machine department. He has started to learn the music business from the bottom up, having spent considerable time since he left college at factories in the East, and for several months having been on the road.

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Why the Edison line meets every requirement

Every phonograph purchaser is influenced by two questions: How much can I afford to pay? Do I like the tone?

Every merchant who sells the Edison line has the right answer for both questions. He has a range of models that recognizes the man of modest income as well as the man who can afford to spend more. A purchaser can pay whatever he can afford. That's the answer to the first question.

But it's more important that every phonograph in the line is a true musical instrument—with a voice of mellow, rich quality that makes the Edison line unique on the basis of tone. That's the answer to the second question.

Some people have a preference for cylinder phonographs. Very well, sell them the Edison Cylinder Phonographs which have reached a degree of excellence that embodies every noteworthy recent advance in phonographs. In the Edison Laboratories the cylinder types are constantly kept up to the minute.

Thomas A. Edison, Inc.
There is the added attraction of novelty about the

Edison Diamond Disc Phonographs

which are now being so extensively advertised. People everywhere are asking to hear them. They want to know about the new diamond reproducer, about the new records—so hard that they are impervious to wear, yet so sensitive that no sound, however minute, fails to be registered.

In a word, the merchant who sells the Edison line has every mechanical and musical argument on his side. He also is able to offer this mechanical and musical excellence at any price that his patrons prefer.

There is a jobber convenient to you. Write us for his name.

9 Lakeside Ave., Orange, N. J.

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

Edison Diamond Disc Phonographs

Model B60, Oak, $60.00

Model A250, Mahogany and Oak, $250.00
HEAVY RECORD TRADE A FEATURE IN CINCINNATI.

Serves to Create an Excellent Post-Holiday Volume of Business—Branch of the Phonograph Co. May Be Made Permanent—What Various Houses Report Regarding Conditions and the Outlook—Big Run on Ysaye Records with Columbia Co.—Other News.

(Special to The Talking Machine World.)

CINCINNATI, O., February 7.—A tremendous volume of talking machine business is now falling to the lot of the Cincinnati dealers. During the past month the demand has been for records, which is not only natural, following the sales of machines in December for the holiday season. The feature of the situation to-day is the amount of talking machine gossip that can be heard among the consumers. This, in itself, is a big sign and will undoubtedly result in these buyers of the past inducing others to become purchasers.

Some of the friends of John Arnold, while still a young man, but is credited with being the oldest Edison dealer in this market, are much concerned over his physical condition. Arnold has been compelled to seek an absolute rest. He is now at Colorado Springs and is not expected back until shortly before March 1.

The Phonograph Co. continues to retail to cash customers and the trade here would not be surprised if the temporary house here was made a permanent one from both a jobbing and retail standpoint. Manager A. O. Peterson Saturday intimated that a vigorous advertising campaign would soon be started in this market.

Peterson is preparing to make a personal visit to the factory at Orange, N. J., to see about shipments for his branch. During the past month M. W. Elphardt, Franklin; M. N. Billings, Callicotte, and the Hutchinson Music Co., Portsmouth, O., became dealers for the Phonograph Co.

The Milner Musical Co. Sunday advertised some of the old style machines of all makes, with a collection of records, for $5.

The talking machine shop at the Lyric Piano Co. is now on a permanent basis and is attracting much attention. The shops have a snappy appearance and are spacious enough to accommodate a bunch of buyers.

Manager Dittrich, of the talking machine department of the Ruhl & Wettlaufer Co., is in a most optimistic frame of mind about 1914. He believes the outlook is even greater than last year. His views follow:

"We have just passed a very busy month. The large number of Victorolas sold in December created a very vast amount of record business, which, when added to the unusually large demand among all Victorola owners, created a condition which is very hard to meet. Our facilities were taxed to the utmost, but we handled the situation with little trouble, and our record stock for a time at least was equal to the occasion. We look forward to the active record months of February and March with great hopes, and with every assurance of being able to cope with the situation.

"The machine situation has been, and is a great problem; every Victrola sold in December is an active salesman, and the machine business this month has been limited only by the amount of stock received from the manufacturer. There is no doubt that 1914 will be far in advance of the previous year, by virtue of the very fact that 1913 was the 'banner' year of the talking machine business."

The Columbia Graphophone Co. took advantage of the visit of violinist Ysaye to feature its product as follows: "Eugene Ysaye, world's supreme master of the violin, makes records exclusively for Columbia. But if you happen to own a Victor talking machine you can still enjoy these wonderful records, because all Columbia records can be played on Victor talking machines. Likewise, all Columbia instruments will play Victor records."

There was no hesitancy on the part of Mr. Whelen, Cincinnati manager of the Columbia Graphophone Co., when he said that business has been on the increase instead of on the decrease since the holidays.

He said: "Unlike previous years, the opening of 1914 was marked by a wonderful demand for instruments of all prices, from the $35 to the Columbia grand—whereas in previous years there has been a great demand for records, but not for machines right after the holiday season. We always expect record sales to double in January, but this year goes to show that the public is realizing more and more the superiority of Columbia goods. Last year the Columbia Co. carried on a tremendous advertising campaign, but this year the advertising department is readjusting its efforts and results are already beginning to show. This "boom" is not only local, but from reports throughout the territory and from what our traveling man tells us, all the dealers are very sanguine about the prospects for 1914." Geo. W. Lyle, general manager of the Columbia Graphophone Co., was in Cincinnati for a day and is making a survey of the business in general throughout the United States.

January business at Aeolian Hall was most satisfactory, registering a large increase over a year ago. Record and record sales have been made in large gains, the $100, $150 and $500 models being big sellers.

Manager G. R. Bethel, of the Victor department, is now moving in great shape and has surrounded himself with a most efficient organization.

The location of three of the first-floor record booths have been changed during the past week to give more floor space inside the machine display. The entire rear section of the first floor, formerly used for the general offices of the company, is now being used for Victor record stock.

The Aeolian Co. is a great believer in the efficacy of window display of Victorolas and Victor records. With the splendid location of Aeolian Hall and the large daily crowds of passers-by, the window becomes a very important consideration. Liberal window space is given the Victor line every week. Unquestionably many "drop-ins" result from the Aeolian policy of constant and forcible window display.

DISCUSS 1 AND 2 CENT POSTAGE.

H. T. Griffith, One of the Speakers Before the Publicity Division of the Indianapolis Chamber of Commerce on the Question of Postage for Advertising Letters.

The Publicity Division of the Indianapolis Chamber of Commerce, which was formerly known as the Adscript Club, recently discussed the proper use of one and two-cent postage for advertising letters. A number of prominent advertising men contributed to the discussion, relating their present experiences. Among others were Howard T. Griffith, of the Uitelli Works, talking machine cabinet manufacturers, who told of his successful use of the red one-cent parcel post stamp for circulars.

It will be recalled that the red parcel post stamp is irregular in size, color and general appearance compared to the Panama Exposition stamp. He mailed some circulars in a pink, open-end envelope with a red border, harmonizing in color with the red penny stamp, and found he did better than when he used another penny of postage, the cost considered, for there was practically no difference in the returns.

"TALKER" MANAGER IN ELOPEMENT.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., February 5.—M. J. Corcoran, of the Oakland Wiley B. Allen talking machine department, was a principal in an elopement on January 27, at which time lieside his partner, C. W. Winter, daughter of a prominent Los Angeles contractor, were married. The romance is said to have had its inception in this New Year's eve festivities, which makes the wooing and wedding all come within a month.

WON'T YOU HAVE A LESSON IN SPANISH?

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

The I. C. S. system of language instruction by means of the phonographs makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new $35 Language Outfit of the I. C. S. is a marvel. It represents the latest in teaching languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct. The language, of course, is Spanish. International Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only $35.

If you want to increase your business, write to-day for full particulars.

International Correspondence Schools
Box 918, Scranton, Pa.
The advertising Record is still adding names to Columbia Dealers' mailing lists. Its value is measured by the thousands of inquiries it is pulling. Are you getting your share?

(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

OPPOSE OLDFIELD PATENT MEASURE.

The Merchants' Association Acts Upon the Recommendation of Mr. von Briesen's Committee—Reasons for the Opposition.

Upon the recommendation of the committee on the protection of industrial property the board of directors of the Merchants' Association at its last meeting unanimously voted to oppose the enactment of the Oldfield bill revising the patent laws—H. R. 10153.

The committee, of which Arthur von Briesen is chairman, reached its decision in opposition to the bill after having given the measure extended consideration.

Its reasons, as presented to the board of directors, included the following:

"The proposed law would usurp the functions of the courts.

"It deprives the defendant in a patent suit of all rights to prove the invalidity of the patent sued on in any motion by the plaintiff such as is referred to in the bill.

"The amount of five per cent. is arbitrary and will in many cases be entirely inadequate, and in many cases entirely too high.

"The bill contains no provision for the repayment of the five per cent. in case at final hearing a decree against the plaintiff should be entered.

"The bill appears to deprive the plaintiff of all rights to a preliminary injunction. In many suits a preliminary injunction is the only fair and adequate relief.

"The bill makes possible a multiplicity of suits against one machine embodying different inventions owned by different interests, each of which would then be entitled to a separate five per cent. The bill is generally vague and uncertain."

The association will oppose the passage of the measure in Washington.

BUSINESS GAIN IN INDIANAPOLIS.

Trade During January Shows Big Advance of That for Same Month in 1913—Several Changes Among the Managers—Heavy Demand for Records of Dance Music—Activities of the Various "Talker" Concerns.

(Special to The Talking Machine World.)

Indianapolis, Ind., February 9.—Business is so good in the talking machine lines in Indianapolis that it couldn't be much better. Notwithstanding conditions which tend to hamper business in December, a greater amount of business was done in that month than in the same month of the preceding year, and all dealers report that the January business almost equaled the December business.

Several changes have been made at the local branch of the Aeolian Co. at 357 North Pennsylvania street. W. P. Kreisler, formerly manager of the Aeolian Co.'s branch at Dayton, O., has taken charge of the branch here, succeeding J. T. McDermott, who had been manager for some time. Miss Lazarus, who was in charge of the talking machine department of the Aeolian Co. here for over a year, has left the employ of the company. Arthur C. Ruark has taken charge of this department.

Records of dance music are going like hot cakes in Indianapolis. The dealers cannot get enough of them. And with many new customers coming in for dance music the sale of other records has been increased to a noticeable extent. There is considerable opposition to the new dances in Indianapolis, but most everybody is letting the opposition "go hang." And the dance goes on. One newspaper here has employed a dancing expert to teach the tango, hesitation and other dances free of charge. Thus the sale of dance records will increase, talking machine men dope it out.

The talking machine department of the Aeolian Co. had the best January business in years, according to Mr. Ruark. The Columbia Graphophone Co.'s local store at 27 North Pennsylvania street, also reports an excellent January business.

The Stewart Talking Machine Co. is "snowed under" with orders from every nook and corner of the State. The rush started before the holidays and it has not stopped. W. S. Barringer, manager of the Stewart Talking Machine Co. and George E. Stewart, son of Alexander M. Stewart, owner of the business, have returned from a visit to the Victor factory. Miss M. A. Parsons has been employed by the Stewart Talking Machine Co. as secretary for Mr. Barringer.

The Kipp-Link Phonograph Co. is making strides with the new Edison disc phonograph. This machine is growing to be a favorite among all classes of customers, and the sales records show that it is going into the homes. The Kipp-Link Co. has expended much effort and money to make its headquarters at 417 Massachusetts avenue attractive and comfortable for its patrons. The Kipp-Link Co. has one of the largest talking machine stores in Indianapolis.

OPEN OFFICES IN NEW YORK.

The Triton Phonograph Co. has opened offices at 41 Union Square, New York, where it will handle a line of imported phonographs and talking machine accessories. J. A. Kraus is the manager and A. L. Marks is his associate.

CHAS. BOBZIN DOING DOUBLE DUTY.

Chas. Bobzin, general manager of the Silas E. Pearseall Co., 16 West Forty-sixth street, New York, is working on a double schedule as we go to press, for not only is he fulfilling various duties at Washington headquarters, but the additional services of juror.

It is natural, therefore, for visitors to find him unusually busy, for all his executive work has to be done in the evenings, but as Mr. Bobzin says, the double work will soon be over and then concentrated effort will be given to seeing that Pearl dealers get the right service.

The Waltham Watch Co. has appealed to the Supreme Court from decision of the New York Federal Court that its contract fixing resale prices of watches violates the Sherman law.

De Luxe Model
Each in a box and every display edition.

"DUSTOFF" RECORD CLEANERS

Add life to records. Keep the tone crystal clear. Get into the minute sound grooves of the record and thoroughly remove all soil, dust and dirt.

CLEAN ALL MAKES OF RECORDS

Jobsbers everywhere and Columbia distributors can supply you. In Canada through Brother Gramophone Co.

SPECIAL Send postcard, on approval, if you desire our free short demonstration giving jobber's name.

Regular Model
Listed in a counter display case, regular finishes.

MINUTE SHINE CO.
173 Canal St. Providence, R. I.
IT seems to us that it is the poorest kind of advertising to emphasize time business in the talking machine trade, particularly when it is comparatively easy to get the cash. Cultivate the cash plan.

Cash payments count. Time payments are good if the machines are disposed of to reliable parties, but there is always an expense, and a certain percentage of delinquents which total quite a figure at the end of the year.

The talking machine trade should be the cleanest in the world and the most up-to-date, because it is price-regulated and is controlled by progressive, active forces, and yet notwithstanding that some of the concerns in their mad haste to do business will rush in and offer all kinds of allurement to dispose of goods simply to get them out—bulk business—when it would be just as easy, and perhaps a mighty slight easier, to get in a solid volume of cash, and cash is what counts in the talking machine trade, as well as in any other.

A good many of these houses are deliberately turning away cash business from their doors by their unbusinesslike methods.

What is the object of a man paying cash for a talking machine when he can get one for a trifle per month and no interest charge? What is the advantage—why cash, when time works much easier?

THERE are so many things to talk about in the exploitation of such a product that it seems as if terms should be the last thing, particularly when the hungry ones are clamoring for stock to-day.

Then people who have money—plenty of it—oftentimes decide that they will buy machines on the deferred payment plan when the facts are held out to them that there is no object in paying cash.

In the piano line it is a fact that the houses in New York, who have been offering ridiculous terms, have found that some well-known and wealthy people have taken advantage of these offerings—people who would undoubtedly pay cash, but when they have trifling payments, scattered over a term of years they figure why pay cash when cash is worth nothing!

Too easy payments, too little cash, are not good business points to emphasize.

THE training of salesmen is very essential, and Benjamin Swiftly, the well-known Victor distributor in New York, has made some very valuable suggestions along these lines which he has related to The World for the benefit of readers. Mr. Swiftly says: "I have heard men say that sales, like poets, are born, not made. But for the benefit of the many who cannot show a birth certificate testifying to their salesmanship, I want to say that I do not believe seriously in the foregoing statement. Every man of average intellect, pleasant personality, with an earnest desire to succeed and a willingness to learn, has within him the material necessary for the making of a salesman."

Now, that is a good, clean-cut expression from a practical business man.

There is no question, but that the training of salesmen is of vital importance to every employer in this country, and if, as The World as suggested at various times, it were a fixed policy with the houses employing a number of men, to get the members of the selling staff together and form schools of salesmanship, they would find the results obtained extremely valuable.

It is absurd to drift along in an indifferent manner, expecting the men to absorb knowledge from various sources when there is proper training talent right within easy reach who could be utilized in moulding so that they would become better money-makers for the house and increase their own salaries in a like proportion, because the average business man is fair, at least, we believe so.

We are inclined to think that men are perfectly willing to pay salesmen what they are worth—to raise their salaries according to their increased earning capacity, and there is no other logical way in which salaries may be adjusted equitably, because it is impossible to fix a salary status, where the drone is on the same plane as the ambitiously active man. Surely there must be some incentive for the active, energetic, alert young salesman. His efficiency must count in his salary check even though the drone may be dreaming away his time at the warerooms wondering why he is not better appreciated.

Such men cannot draw the same salary and it is not right
that they should. One is earning profits for the company with which he is employed and the other is not. Now, they cannot be placed on an equal basis, and everything which will stimulate interest in work and which will teach salesmen so that they get out of the drudgery class and can present their arguments more intelligently should be encouraged.

Every salesman should know something about the technical or practical side of talking machines. At least he should have a fair knowledge of its mechanism. Then it is easy to absorb a knowledge of some of the operas. The development is along easy and pleasing lines—lines which are broadly educational because they will impart a great deal of interesting knowledge to the men who desire information which will be of real value to them.

Get out of the drifting habit—but if you must drift—drift with a purpose.

All America is dancing these days. The terpsichorean bug, or germ is in the air infecting everyone with a desire to tango, to one-step, to maxixe, or indulge in some other of those wonderful contagious efforts which are to be witnessed in hotels, tea-rooms, cabarets, theatres—in fact, wherever one turns in New York or other large cities throughout the country. It goes without saying that one cannot dance without music, and here is where the talking machine is playing an important part. The demand for records for dancing purposes has far exceeded the supply during the past month, and this demand is certain to grow, judging from the growth in popularity of the modern dances.

Some remarkable figures are given by talking machine jobbers as to the output of records for dancing purposes—figures that seem staggering when the enormous numbers of records sold within a recent date is considered.

This demand for records, of course, has increased the call for talking machines, for one is useless without the other. As a result the past month has shown a great increase of business with the majority of talking machine houses throughout the country.

Nowadays the talking machine is indispensable not only for the dances, but for those who desire to hear their operatic favorites in the home, and there can be no question but that the growing appreciation of operatic music through the use of the talking machine in the home.

As we have said in these columns, time and time again, no one factor is contributing more to the uplift of music in America and its proper appreciation than the talking machine. The critics who sneer at this are evidently not in touch with the conditions or facts.

Not the player-piano the talking machine is fulfilling a great mission. Purchasers may start with rag time, or popular pieces, but they gravitate in time toward a better type of music—to appreciate the better class of songs from the leading operas sung by notable singers, and in due course they want to hear the operas and the singers in person.

This is an evolutionary process that takes place in the majority of homes, and it only needs an investigation by anybody concerned to find hundreds of thousands of instances such as this.

It is entirely in the hands of the talking machine dealers to augment the work of the manufacturers in placing the talking machine in a right light before purchasers everywhere—to treat of it from the elevating—educational—artistic viewpoints, so that its constituency of admirers may be broadened, and those who are still "outside the breastworks" in the matter of knowledge of talking machine progress, may be enlightened and interested.

The National Association of Credit Men has been bringing to the attention of members the growing practice of secretly selling or pledging accounts. It has been pointed out that new companies are constantly springing up and older ones increasing their capital and constantly bringing pressure to bear on business men for the privilege of advancing cash on their open accounts.

It has been found that the system is proving productive of fraud, not only upon creditors who hypothecate their accounts, but upon the finance companies, for in some recent failures it was disclosed that all accounts receivable had been disposed of through hypothecation. Fraud was even practiced on the finance companies by the duplication of leases under the installment plan by bogus shipments and other methods.

The question put to the association was, whether the pledge or sale of accounts receivable should not be a matter of public record just as is a chattel mortgage.

It is pointed out that legislation must not narrow the channels of money supply, but some method should be found of protecting creditors against the frauds which are being practiced through the hypothecation or sale of accounts receivable.

Members have been writing the association letters which encourage the exertion of special efforts along this line, and the secretary of the Canadian Credit Men's Association at Winnipeg writes that there has just been put upon the statute books of Saskatchewan a law compelling the registration of the assignment of receivables in the same manner as chattel mortgages, and mercantile agencies are publishing this information just as they do information relating to chattel mortgages. The idea is said to be working out so satisfactorily that the Canadian association intends to approach the legislatures of other provinces for like legislation.

Commenting on this, the editor of The Bulletin, published by the National Association of Credit Men, says that he has no doubt that an attempt to secure corrective legislation in the various States would be met with vigorous opposition, but believes the movement is so important to the protection of commercial credits, that legislatures could be made to see that public interest demands action at an early date.

The fact that the human race is always dissatisfied has been its salvation, and the same thing applies to that part of the race engaged in the up-to-date business. Everlasting improvement is what we are after, and no sooner has one goal been reached than a longer vision and a wiser head spies out another to be won.

Thus the wide-awake inventor, manufacturer, jobber or retailer is never satisfied with things as they are—improvement is the cry all the time.
Better Value than Other Albums by Reason of Superior Quality

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

These albums are constructed with a view to **Strength**, so that they will really hold the **full complement** of discs, and give excellent service.

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

LOSSES THROUGH SENDING GOODS OUT ON APPROVAL

A Big Factor in the Business of the House Adopting That Policy, Says Manager Ligon, of the Famous & Barr Department, St. Louis—Has Taken a Firm Stand Against the Practice from Straight Business Reasons—Handling the Edison Disc Line.

(Special to The Talking Machine World.)

St. Louis, Mo., February 7—Manager Ligon, of the Famous-Barr talking machine department, was greatly pleased with the January business, announcing that his sales for the month would be the largest total in the department's existence except that for December. Another pleasing feature was the recent addition of the Edison disc machines to his line. Until the new sound-proof booths are completed he will show only a sample line of the Edison machines, preferring to let the customer examine the machine and find that it was warped. Of course, we exchanged. The other woman brought in a record that she had bought the day before. She asked to exchange it, and I put it on a machine and found that it was warped. Of course, we exchanged. The woman in question had come from a department store where the customer will have the record exchanged without being subject to approval as to the music.

Mr. Ligon has some very definite ideas about his department and is being allowed full sway in it. He sold one of the Edison machines to a customer who had recently failed, and whose business, as reported to him, was disposed of, was held in the offices of Seaman Miller, the referee in bankruptcy, 2 Rector street, on February 13. A meeting of the creditors of John J. Rooney, of the Edison disc machines, was held in the offices of Seaman Miller, the referee in bankruptcy, 2 Rector street, on February 13.

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In order to extend his department to meet with business requirements Manager Ligon has been compelled to make a showing that would change the general plans of the store. First, he ousted Manager Vernon, of the phonograph department, and his office force from their office quarters. Mr. Vernon is Mr. Ligon's immediate superior, too. Now he is out of the phonograph department, next to the elevator. Just where he will spread to next is hard to see. The piano and talking machine departments now have a new office built, where their accounts will be handled and all collections will be made in the department, which makes them practically a special store in the big department establishment and gives them control of every angle of their business.

RECORDS THREE TIMES A MONTH.

Columbia Graphophone Co. to Issue Lists Three Times a Month, Starting with March 1.

As announced in last month's Talking Machine World, the Columbia Graphophone Co. has perfected plans whereby new records will be issued to the trade three times a month instead of once. Starting March 1, this plan will go into effect, some special record or group of selections being issued on the 1st, 10th and 20th of each month. On the latter date the regular monthly supplement of new records will be issued, while the special popular records of various types will be issued on the 1st and 10th.

In accordance with this idea the company will issue the lists of next month, "Camp Meeting Band," one of the popular hits of the day, and proper literature and window posters will accompany each record, and the company feels certain that the new plan will be found a marked success.

A meeting of the creditors of John J. Rooney, talking machine dealer of New York City, who recently failed, and whose business, as reported elsewhere, was disposed of, was held in the offices of Seaman Miller, the referee in bankruptcy, 2 Rector street, on February 18.
The announcement of the Columbia Grafonola "Jewel" at $35 is the most significant trade move since the announcement of the Columbia Grafonola "Favorite."

(Dance Records Prove Great Business Builders.

Enormous Sales of Dance Records and Machines by Columbia Graphophone Co., in St. Louis.


The opportunity to select the Victor or Edison disc in the Thiebès parlors has continued to be a drawing card. Service letters, properly time, also have been a splendid means of drawing in names of prospects.

"There is only one fly in our ointment at present," said Mr. Robinson, "and that is the scarcity of records that are in demand. The situation has become somewhat embarrassing, and I am hoping that the situation will be cleared up in time to put the trade in a good humor for the summer. We retailers are certainly between two fires at present.

Because with this popular vogue, people are positive on getting what they want when they want it.

The reports from the other dealers are in line with these quotations. Everybody appears certain that the gains already made in business are only a beginning of what is to come.

The Edison disc business went forward in January just as it did in December. Each month sets a mark a little bit higher than the month before," said Marks Silverstone, president of the Silverstone Music Co., Edison jobbers for this territory. "We have this month begun a new campaign for new dealers and we have met with remarkable success. Our object at present is to prepare for the extensive advertising campaign in conjunction with the advertisers who are busy with the heads out from the main office. We are being flooded with applications for retail stocks and we are, in many cases, making a selection of the various stocks offered in towns and accepting those which we are assured are of the best.

Best of all, our new dealers are entering into the trade with enthusiasm and they have implicit faith in their merchandise. Also our machine sales, especially here in the city, have reached a volume according to the gains already made in business are only a beginning of what is to come.

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The record business has been immense.

"It is a matter of record that the country has been in a feverish condition since the Edison disc business went forward in January just as it did in December. Each month sets a mark a little bit higher than the month before," said Marks Silverstone, president of the Silverstone Music Co., Edison jobbers for this territory. "We have this month begun a new campaign for new dealers and we have met with remarkable success. Our object at present is to prepare for the extensive advertising campaign in conjunction with the advertisers who are busy with the heads out from the main office. We are being flooded with applications for retail stocks and we are, in many cases, making a selection of the various stocks offered in towns and accepting those which we are assured are of the best.

Best of all, our new dealers are entering into the trade with enthusiasm and they have implicit faith in their merchandise. Also our machine sales, especially here in the city, have reached a volume according to the gains already made in business are only a beginning of what is to come.

In our jobbing and retail departments we have been busy all month and will make our usual showing by comparison with previous months.

The country trade is in good shape too, according to Manager J. R. Reid. "Collections have been very good," he reports, "and are improving. For the first time we have been of a sort to put people to thinking. One of the recent ones was from a butcher of the business. They come from all parts of the country.

"Collections have been very good," he reports, "and are improving. For the first time we have been of a sort to put people to thinking. One of the recent ones was from a butcher of the business. They come from all parts of the country.

Mr. Robinson, of the Thiebès piano department, is reaping a rich reward from some consistent and well displayed advertising he has been doing for his talking machine department. The advertisements have been in excellent taste and have been of a sort to put people to thinking. One of them was based on "Music as a means of development." It was illustrated with pen pictures of a boy and girl listening to the music of a machine.

The opportunity to select the Victor or Edison disc in the Thiebes parlors has continued to be a drawing card. Service letters, properly timed, also have been a splendid means of drawing in names of prospects.

"There is only one fly in our ointment at present," said Mr. Robinson, "and that is the scarcity of records that are in demand. The situation has become somewhat embarrassing, and I am hoping that the situation will be cleared up in time to put the trade in a good humor for the summer. We retailers are certainly between two fires at present.

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THE RECORD SITUATION

THE MAIN ISSUE OF YOUR BUSINESS TO-DAY

We have had a problem to meet in being SHORT OF RECORDS.

A customer came in yesterday. His first remark was: "ISN'T THE RECORD SITUATION AWFUL?"

Our reply was: "Has your business been larger up to date this year than last year's corresponding period?"

"Why—yes," said the customer.

"Then tell us just how is the shortage of records affecting you?"

He answered: "Why, we cannot fill our orders."

"Then where does the increase in your record business come from?"

He replied immediately: "We are pushing the good STOCK records—the records WE HAVE."

MR. DEALER—that same situation can be handled every month in the year.

SHORT OF RECORDS AND A CUSTOMER LOST—but, SHORT A FEW RECORDS AND YOU MAKE A FEW GOOD SUBSTITUTIONS—THEN A SATISFIED CUSTOMER.

Our stock is the biggest in the country. In spite of the shortage, we are probably averaging the largest percentage in order filling.

No matter WHERE you are situated FORGET THE FREIGHT and GET THE GOODS.

We won't claim to fill your order complete—but if we give you just a few of the ones you want—isn't it worth while?

New York Talking Machine Company
81 CHAMBERS STREET
NEW YORK CITY
OPERA HELPS TWIN CITY TALKING MACHINE TRADE.

The Prominent Dealers in Minneapolis and St. Paul Take Advantage of the Visits of the Chicago and Canadian Opera Companies to Give "Opera Concerts"—Activity Most Pronounced with All the Leading Concerns, Covering All Makes—News of the Month.

(March 13, 1912—The Talking Machine World.)

Minneapolis and St. Paul, Minn., February 8.—Musical artists, of whom there have been a show in the Twin Cities during the present season, have done much to exploit and advance the sale of talking machines, and by a nice system of reciprocation the talking machines have done much for the artists to enhance their repute and mayhap line their pockets. The artists get their favors through the Victor, recitals arranged by the various houses, notably the Talking Machine Co., W. J. Dyer & Bro. and the Metropolitan Music Co. Archie Mathes, of the first-named company, issued a season's program of recitals in which he heralds the advent of every prominent musical star, whether in concert or opera. This week he gave a recital with numbers by Alma Gluck, William Bachus and Kathleen Parlow, pianiste. Next week there will be a Marie Rappold concert, then "I Pagliacci," "La Traviata," John McCormick, Clara Butt and Mischa Elman and the programs of the Canadian Opera Company and the Chicago Grand Opera Company. If the artists and performances make a big hit there is a big run on their records. Hence the wise dealers push hard for the concerts and operas, for the returns are immediate.

W. J. Dyer & Bro., as a curtain raiser to the Chicago Opera Company season in April, will give "Rigoletto," "Manon," "La Tosca" and "La Boheme," programs with descriptive readings by Mrs. Berna Lapham Wells. A more instructive arrangement hardly could be made, and it is certain that these recitals will be well attended by music lovers and that they fully will appreciate the opportunity. The Dyers still have considerable difficulty in keeping their Victor lines filled and complain that they have been hampered a great deal during the past four months by inability to obtain goods.

P. oster & Waldo had excellent trade in Victor machines and have more than doubled their sales. With a score of outside salesman of the piano department also instructed to pick up the talking machine prospects, the Victor department has a mighty pulling power that brings in business in and out of season.

Laurence H. Luckey, of the Minnesota Phonograph Co., the Edison boomer, boasts of a 100 per cent. increase in the January trade as compared with that of January, 1912. We are selling the Edison disc machines to the best musicians and schools in the Northwest," he remarked. "Recently we have sold to the North Dakota Normal at Minot, the South Dakota Normal at Brookings, the State school at Fairhazel, Minn., St. John's University at St. Cloud and other institutions demanding the best music. We have sold Edison machines to Richard Czerwony, concertmaster of the Minneapolis Symphony Orchestra, and Franz Dick, a member of the same orchestra. We sold a $400 machine this week in North Dakota and one in St. Peter for $285.

ARTISTIC VICTOR WINDOW

Featured by the J. W. Carter Music Co. of Houston, Texas, During Carnival Week—Reports Very Large Volume of Business.

(March 13, 1912—The Talking Machine World.)

Houston, Tex., February 8.—The accompanying photograph presents a portion of the show window.

Carter Window During Carnival Week, featured by the J. W. Carter Music Co. of this city, showing its artistic appearance during carnival week. This enterprising house, which handles the Victor line exclusively, makes a hobby of putting out machines all the time, the record business rapidly is increasing and above all collections are fine. What more does a manager want?

"One of our ladies, Miss Bessie Meyers, went up to Fargo, N. D., last week to give a concert and brought back orders for eight machines, all high priced ones. These incidents, taken in connection with the ordinary run of business, make us feel just a little proud."

The Columbia house, managed by Jay H. Wheeler, is having a nice line of trade. "We are putting out machines all the time, the record business rapidly is increasing and above all collections are fine. What more does a manager want?"

In the second picture shown herewith Claire Whitehill, the well-known baritone and one of the most popular members of the Victor recording staff, is shown listening to one of his own records, entitled "In the Gloaming." Mr. Whitehill is an occasional visitor to Houston, Tex., and whenever he arrives here invariably calls at the Victrola showroom of the J. W. Carter Music Co. On the right of Mr. Whitehill, who is standing beside a Victrola XVI, are shown J. W. Carter, president of the company, and C. D. Grobbe, manager of the Carter Co.'s Victrola department.

During the year just closed the Carter Music Co. closed the best Victor business in its history, and this is especially significant in view of the fact that the company's Victor trade has been increasing year after year. On a recent trip East, J. W. Carter, president of the company, spoke in the highest terms of the value of the Victor representation to the aggressive piano house, stating that the Victor agency offered an opportunity for increased business that no up-to-date piano merchant should permit to pass him.

In addition to catering to an extensive list of Victor patrons, the Carter Music Co. handles a splendid line of pianos, headed by the Knabe.

WHEN TO CUT OFF CREDIT.

The small merchant, particularly in country towns, faces a serious question. If he has been extending credit to a customer for some time, should he continue extending credit after a man's account becomes dangerous or is it better to cut off that credit, and yet to continue extending credit after a man's account becomes dangerous often is fatal to business.

The best way is to have a fixed and certain rule at the opening of an account as to exactly how far you are willing to extend credit. Then, when the stipulated amount is reached, the customer has no right to feel aggrieved.

The Twenty-third street retail store of the Columbia Graphophone Co. is closing a phenomenal business in Columbia dance records which is due in a considerable measure to the original ideas of Hayward- Cleveland, the veteran manager of this store. Mr. Cleveland recently sent out his extensive mailing list a neat and attractive four-page booklet entitled "Modern Dancing and the Grafonola," which discussed in a brief, though informal way, the value of the Grafonola in the rendition of modern dance music.

Time is money, provided you don't spend a dollar's worth of time trying to save a penny.

HERMANN THORENS, Ste. Croix (Switzerland)

TALKING MACHINE WORKS

Motors and Sound Boxes a Specialty

CONCEDED TO BE THE BEST MANUFACTURED

OVER THIRTY DIFFERENT STYLES

Machines with or without Horns

FIRST QUALITY ONLY

Noiseless Motors

HIGHEST RECOMMENDATIONS

WRITE FOR DESCRIPTIVE CATALOGUE
THE TRADE IN BOSTON AND NEW ENGLAND

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

(2pecial to The Talking Machine World.)

Boston, Mass., February 9.—The talking machine business for January has been good, but of course does not compare with December, which always is the banner month of the year. Naturally all the prospects that could be developed during the holidays were taken care of, and with the expenditures of the Christmas month there is not much money left for January purchases. One of the interesting features of the talking machine business is the number of large houses that are making overtures to take on Edison, Victor or Columbia outfits. This is particularly true of prominent furniture concerns throughout New England, which heretofore had to be approached by the jobbers, and who in some cases took hold of the proposition reluctantly. Now the conditions have materially changed and all of them are viewing the proposition eagerly and expectantly, for they see in it something of permanent value, and that the talking machine proposition is something that is bound to grow rapidly.

A Time for Everything.

The World correspondent went into a Boston store on two Fridays lately—it was one of the largest concerns in the city—and found the janitor engaged in the process of cleaning up. Now it is most commendable to keep an establishment looking clean and neat, but there are proper times to do it, and that time is scarcely the middle of the afternoon. At the store in question all the Oriental rugs were off the floor and the sweeping that was going on was attended with more or less dust, which certainly was not pleasant for two women customers, not to mention several men, who were there at the time. What if Friday is the traditional sweeping and dusting day. Isn't the proper time to clean up a store before it is opened in the morning or after it is closed for the day?

Folk Dance Demonstrations.

Mrs. Soule, of the Carr School, Somerville, gave another of her folk dance demonstrations with a group of pupils from the ninth grade at the Grafohola parlors of the Columbia Company on Saturday morning, Jan. 21. Many of the numbers, some of them being Norwegian, Spanish, Swedish and American, were danced to the strains of familiar orchestral records. There was a large audience present and the value of the Grafohola as an inspirational and energy-saving aid was fully demonstrated.

Call from Dealers Very Large.

Manager Silliman, of the Pardee–Ellenberger Co., says the Edison disc proposition has just caught on in great shape. The call from dealers has been surprisingly large, and with the traveling staff out through New England the Boston office has about all it can do to handle the orders.

New Edison Representative.

Manager Silliman has made some strong connections lately throughout New England. Henry W. Berry & C°, of Cambridge, Massachusetts avenue, Cambridge, a large furniture house, has just added the Edison disc line, and the manager of the department is pushing it for all it is worth. W. W. Ballard, of Salem, is another who has added Edison disc outfits to his department.

Others who have made arrangements through Manager Silliman to handle this line are B. J. Kelly & Co., of Morrisville, Vt.; J. W. Johnson & Son, of Newport, N. H.; W. A. Allan, of Andover; the Atherton Furniture Co., of Pittsfield, and C. F. Wing & Co., of New Bedford, one of the largest concerns in Southern New England handling the talking machine proposition.

Good Advertising Stunt.

One of the advertising "stunts" of Manager Eriwan, of the Columbia Co., was the issuance of cards advising its patrons to attend the concert at the Boston Opera House on Sunday night, Feb. 5, when the contributing talent included Constantino, the celebrated tenor, and Jose Mardones, the great bass, both of whom sing for the Columbia. The airs that were mentioned on the card were those which could be procured on Columbia records.

Street Cars Help Sales.

Manager White, of the Victor department of the Henry F. Miller Co., has found a steadily growing demand ever since the surface cars were put back on Boylston street following the work of excavating for the subway. Lately he sent a good-sized consignment to a customer in Peru, South America, consisting of an expensive Victrola and a carefully selected assortment of records.

Keeping Things Hustling.

Herbert L. Royer manages to keep things hustling at the Arch street Victor quarters of the M. Steinert & Sons Co. Between the Boylston street store and the Arch street place the Victor business of the Steinert house is a large one. Manager Royer has now around him a carefully selected staff of men, and with the frequent chats he gives them on business efficiency they are developing into clever and far-seeing salesmen.

Takes on the Edison Disc Line.

Walter J. Bates, of 170 Summer street, is one of the latest to become a distributor of Edison disc phonographs and outfits. He is near the South station in Dewey square, and if one prefers to consider the Columbia or the Victor proposition he can supply one with what he wants.

George Lincoln Parker is finding a lively call for all the various kinds of talking machine outfits, and the fact that his quarters in the Colonial building are so easily reached by elevator makes them a very convenient place.

F. H. Thomas Co.'s Store Well Patronized.

Well equipped demonstration rooms on the Exeter street side of the F. H. Thomas Co. store at 491 Boylston street are the rendezvous of many Back Bay people who have become interested in the Edison disc machine. The fact that this place is near the Hotel Lenox is something in its favor, as many of the grand opera stars make that hotel their home while singing here.

Victor Outfits in the Schools.

Billy Fitzgerald, of the Eastern Talking Machine Co., says it is most surprising the way that outfits have been taken by the schools, and he adds that there is not a single private school in the city that is not equipped with a Victor outfit and the accompanying course on "What We Hear in Music," which is proving so valuable to music lovers and those bent on a finer appreciation of the art. And Billy is working hard with the public schools, too.

Demonstration of Sound Waves.

A most interesting demonstration of sound waves was made lately in one of the Lowell Institute courses of lectures at the Massachusetts Institute of Technology. The course was given by Professor Dayton C. Miller, and during his third lecture on "Sound Analysis" he used a flute, cornet, voice and Victrola, the latter being generously furnished the professor by the Eastern Talking Machine Co. The discs used included the "Rigoletto" quartet, a Caruso selection and a piccolo number. All the numbers were played through a horn into another horn, the sounds becoming graphically and clearly visible to the eye when thrown on a screen, showing conclusively how science has come to the aid of recording and
photographing sound waves. It is of interest that expert photographeers have been going on for some time at the Institute of Technology with a Victor which has been furnished by the Eastern Company, and the results arrived at through the use of different instruments is the main interesting developments of the experiments.

Takes a Star Part.

The dictionary such as is used in "Under Cover," the monthly of the company of immense books that would almost cover the top of a desk. How can such a collection be of any use.

Every, should be kept in a ready reference cabinet or equivalents, engineering statistizs and the like, and permanent value, such as standard tables, decimal permanent value, such as standard tables, decimal

The adoption of the idea and none against it. Since:Manager Curricr has taken hold of the chief of the catalog department in one firm said the approval of many advertising and catalog men 

There are many qualities of steel but only the best steel is used in making BAGSHAW NEEDLES

It took a lot of experimenting to secure the formula for the steel used in Bagshaw needles, for we know that the talking machine needle, while small, is one of the most important parts in sound reproduction. The temper must be exactly right, so that in manufacturing the point of the needle will be perfect. Examination of a Bagshaw-made needle under a strong glass proves this.

The steel must be firm enough to play on the record, and cannot be filed in any sort of systematic manner. The only possible objection to standardization the assistance of two able clerks Manager Batchelder is equipped to increase his business.

In "Years of Discretion," playing at the Tremont Theatre, next door to the Eastern Talking Machine Co.'s establishment, there is a Victor used, and this instrument has been furnished by Manager Taft of the Eastern Co. The outfit plays an important part in the progress of the play.

STANDARDIZING CATALOGS.

Effort to Make Them of Sizes Suitable for Fil ing Winning Approval in Business Insti tutions Throughout the Country.

The inconvenience of filing for purposes of reference catalogs of all sizes and shapes has prompted the Technical Publicity Association, whose membership comprises the advertising managers of many of the largest business houses in the country, to start a campaign for uniform sizes of catalogs. Definite proposals have been presented by the association, and will be sent out this week to all of the leading manufacturers, whole salers and retailers.

The chief recommendation is that two sizes be adopted for the standard of all catalogs, 6 by 9 inches, and 8½ by 11 inches. It is argued that if every house that issues a catalog have it made up in one of these sizes, it can then be filed for reference with hundreds of other catalogs by any one receiving it. At present, the Technical association's circular points out, because of their varying sizes, catalogs unnecessarily take up valuable space, and cannot be indexed and filed in any way that will make reference to them easy.

The plan to standardize the catalogs has met with the approval of many advertising and catalog men associated with large manufacturing firms. The chief of the catalog department in one firm said recently that there was every reason for the adoption of the idea proposed and none against it.

"Many catalogs," he said, "contain matter of permanent value, such as standard tables, decimal equivalents, engineering statistics and the like, and should be kept in a really reference cabinet, or closet by department managers. At present, however, it is practically impossible to keep them so that they can be of any use. I recently measured the catalogs of 700 houses and found 147 different sizes among them. They varied from pocket editions to immense books that would almost cover the top of a desk. How can such a collection of books be filed in any sort of systematic manner?"

NEW VICTOR AGENTS IN BOSTON.

Wholesale Department of the Eastern Talking Machine Co. Make Many Successful Business Connections in Boston and Fall River.

(Special to The Talking Machine World.)

Boston, Mass., February 3—Manager Chamberlain, of the wholesale department of the Eastern Talking Machine Co., has been most successful of late in being able to interest large concerns in the Victor proposition. Among the houses to recently take on these machines are the A. McArthur Co. of Washington street, this city, which already has developed a large talking machine business; Kraft, Bates & Spencer, Inc., of Boylston street, a piano house, which has had a talking machine department for some time, and George H. Munro, of Fall River, one of the leading piano houses of that progressive city.

OPEN EDUCATIONAL DEPARTMENT.

The Outlet Co., of Providence, R. I., Perfecting Plans for Its School Campaign.

(Special to The Talking Machine World.)

PROVIDENCE, R. I., February 9—An educational department recently has been opened at the Outlet Co.'s large establishment in this city, and its special work is exploiting the sale of Victor machines and special records in the schools. H. C. Johnson, the new manager in charge of this work, has met with marked success, due in large measure to his entire original methods of procedure, and he has been able to convince any number of school principals and teachers of the wonderful results that can be attained by the Victor equipment in the education of children along music lines.

HOLD ANNUAL CONCERT AND DANCE.

(Bridgeport, Conn., January 31.—The fire department of the American Graphophone Co. held its third annual concert and dance Wednesday evening at the Colonial Hall in this city. A number of prominent Columbia artists were in attendance, including Fred Van Epps, Ada Jones, Byron G. Har lan and Henry Burr.

There are many qualities of steel but only the best steel is used in making BAGSHAW NEEDLES

It took a lot of experimenting to secure the formula for the steel used in Bagshaw needles, for we know that the talking machine needle, while small, is one of the most important parts in sound reproduction. The temper must be exactly right, so that in manufacturing the point of the needle will be perfect. Examination of a Bagshaw-made needle under a strong glass proves this.

The steel must be firm enough to play on the record, and to do so without injuring the record. This needle quality is known to many jobbers and dealers, who is responsible for the fact that Bagshaw-made needles have the largest sale in the world.

W. H. BAGSHAW

Lowell, Mass.

Established 1870—pioneer needle manufacturers
THE TALKING MACHINE AS CIVILIZER IN THE PHILIPPINES.

A story of unusual interest is represented in the accompanying photographs showing a group of natives in the far-away Philippine Islands listening to some of their own records, which had been made for the Columbia Graphophone Co. by an expeditions under the guidance of Dean Worcester, who is famous for the constructive and up-lift work that he has been doing in the Philippines. It may seem somewhat unusual to use a dictaphone for recording purposes, but in the absence of any regular Columbia dealer in this territory the dictaphone was found invaluable for recording purposes. Dean Worcester also found the dictaphone of considerable assistance in the daily routine of his research work. Dean Worcester is shown at the extreme right of the photograph.

The natives in this section of the Philippine Islands are called Igorots, and their records consist of vocal selections and native songs which they rendered on the nose flute, an instrument decidedly original and distinctive. The tonal merits of these records will be a matter of considerable interest to people the world over.

Three of these natives are shown in profile, one of whom is the ex-soldier of the American army, who for years has lived among the tribes. The other has a very same instrument of his own, and the third one is a little boy.

The dictaphone was of great assistance in the expedition, the natives finding it far easier to record their own songs than to learn some of the others, which they had been taught by their parents. The dictaphone was also of great service in the collection of data regarding the life of the Igorots, and the results of the expedition are now being published in the form of a book, the author of which is Mr. Dean Worcester.

Baltimore's Busy Month.

Talking Machine Dealers All Enthusiastic Over the Fine Business Transacted in January—Almost Impossible to Supply the Demand for Records—The Outlook for the Spring Months Is Excellent and Is One of Optimism with Every Dealer in the Monumental City.

The red seal records issued by the Victor Co. have been making steady strides toward the top in the talking machine business.

January was the Peabody Piano Co., who have stated that both the Columbia and Victor lines were in big demand during the past month.

Joseph Fink, of the Fink Talking Machine Co., said that January was his biggest month, and he is most enthusiastic. He had a good run on the high-priced Victors and also had many calls for the latest records.

Another firm that was in the limelight during January was the Peabody Piano Co., who have been making steady strides toward the top in the talking machine business.

INTRODUCE NEW LABEL

For Victor Records Which Was Designed and Perfected After Extended Thought and Consideration—Space for Private Number.

Beginning with the Victor records presented in last month's supplement, the Victor Talking Machine Co. announced to the trade a new label on Victor records that was designed after extended thought and consideration. A change from the former label had been contemplated by the Victor Co. for some time, as there were several minor objections connected with this label that the company felt sure could be easily remedied. The new label is the result of this thought.

As announced by the company, the new label embodies the following improvements over the former one: "The word 'Victor' appears so boldly that there is no chance for uncertainty as to the source of the record, even at considerably more than arm's length. Again, the type used is what is now recognized more or less consciously as Victor type—the face that has been most consistently used in Victor advertising. There is a broadening of the gold circle on either side of the label at the top, which can be written on with black ink."

"Formerly there was no space provided in which the user might put his own catalog number on the record, and by providing such a space we have simplified the process of returning each record to its proper place in the private collection. There will be of especial benefit in all the black label series. There was formerly no way of marking such records except by attaching an unsightly sticker."

The red seal records issued by the Victor Co. had their labels changed some time since, and the new labels have won the unqualified approval and admiration of the trade. The simplicity and dignity of the new label, coupled with the improvements noted above, combine to make it most artistic.

Record Service

IS WHAT YOU NOW NEED

Dealing with BUEHN assures you the best in service that can be had. Stocks of EDISON CYLINDER and VICTOR DISC RECORDS, both Domestic and Foreign, as complete as large orders and factory deliveries can make them.

Send your order for RECORDS to

LOUIS BUEHN

Philadelphia

and be convinced.
The Columbia Grafonola is more and more being recognized as the supreme instrument of music. The greatest music lovers are buying the most perfect instrument. The Columbia Grafonola, "Favorite," for instance.

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

Columbia Graphophone Company
Woolworth Building, New York

The Pennsylvania Talking Machine Co. has had an elaborate demonstration of Edison disc phonographs and records get prompt results—Pennsylvania Talking Machine Co. very active—Progress of the New Dealers’ Association—Record supply rather low—Louis Buehn reports substantial increase.

PHILADELPHIA, Pa., February 9.—The beginning of the second month of this year finds the talking machine men of Philadelphia in the best of spirits, for they had an unusually good January. It was better than last year, every one reports, and the only unfortunate thing for the dealers had to content with was a difficulty in getting machines and certain classes of records.

Edison Disc Phonograph Demonstrated.
Several things of more than usual interest have transpired in Philadelphia recently. Last week Thomas A. Edison, inc., gave a demonstration of its latest disc machine in this city at the Ritz-Carlton Hotel, for which they had invited some 180 dealers. The exhibition lasted from 1 to 6 o’clock and more than a third of the invitations were accepted. Every one is most enthusiastic over the instrument and there are prospects that within the next ten days there will be a number of dealers in Edison disc phonographs in this city.

The hotel exhibition Mr. Stanton, of the Edison Co. remained in this city and gave exhibitions at several well-known piano houses. It is not unlikely that a number of prominent firms will take the Edison disc for sale here.

It took a good while to get the thing started, but once it was under way the announcement was made to several hotels and store houses of the Edison Disc Phonograph in a peculiar tint, which has been attracting a great deal of attention. They are contemplating numerous interior improvements and are now getting estimates on the building of a balcony over two-thirds of the store, with a large stairway leading up to it, and which will seat a great many people. Manager Eckhart reports that the business of his firm on the Columbia machines in January was nearly equal to that of December, and that he expects January of a year ago by more than 100 per cent. Mr. Eckhart was up the State several days this week and closed a very important deal at a very important point and secured a substantial order. He had Harold Lyle with him. He believes the firm will do a tremendous business.

The happy ones are O. F. Kelso, manager of the talking machine department of the Denver Dry Goods Co., and W. C. Wyatt, manager of the talking machine department of the Knight-Campbell Music Co., both of whom have had the Times and Cooker Lumber Co., of this city, as well as other big concerns.

Take on New Salesman. Strackeied & Clothier have added to their selling force Otto Luedeke, who was formerly with the well-known talking machine house in this city. Their business has been very much better than it was last year.

LIVELY TRADE IN DENVER.

Chief Difficulty Lies in Securing Sufficient Quantities of the Popular Records to Meet Demands—Three Happy Managers and the Reasons—Other News of Month.

DENVER, Col., February 6.—The talking machine trade in this city has kept up in a remarkable manner and the sales for the month of January were far in excess of the total sales volume for the same month last year, according to the reports of the various local talking machine houses. Record sales are particularly heavy and the main question with both the jobbers and dealers is that of securing a sufficient stock of records to meet the demands. The call for dance records to provide suitable music for the tango, maxixe and hesitation dance records is almost phenomenal and their business for a considerable enlargement of the department.

Reasons—Other News of Month.

Three Happy Managers and the Reasons—Other News of Month.

The Denver Dry Goods Co. reports a big increase in the popularity of the Edison disc phonographs and records and that this house has the jobbing rights. The company will be represented at the annual gathering of the Edison disc jobbers to be held in New York on the 9th and 10th.
F. K. DOLBEER HOME FROM TRIP.

Covers Principal Cities in Far West to Pacific Coast During Eight-Month Trip.—Business Conditions Generally Satisfactory Throughout the Western States.

(Special to The Talking Machine World.)

Orange, N. J., February 9.—F. K. Dolbeer, general sales manager of Thomas A. Edison, Inc., phonograph division, has returned from a two months Pacific Coast trip, during which he spent some time in Portland, Seattle, Vancouver, Spokane, San Francisco, San Diego, Los Angeles and other points. Leaving New York on the sixth day of December, he arrived in San Francisco inside of four days, which is a remarkably short time, particularly in winter, as stormy weather frequently retards railroad efficiency.

"I spent New Years," continued Mr. Dolbeer, "at San Francisco and had a very enjoyable time. The city seems to go as wild over this holiday as New York, and although the rain interfered with the street processions, still the life at the hotels made up for it. This city is growing at a rapid rate and I am greatly impressed with its throbbing pulse of activity. The exhibition buildings are being rapidly completed and it would not surprise me, if circumstances demanded, that the exposition could open as early as September of this year.

"As to business conditions on the Coast, it is difficult to think of a single word to cover the entire situation, for in some localities business was brisk and in others the visitor was told that general trade was not up to the usual standard. As a whole, however, the atmosphere is good and I should imagine that in some spots a slight depression was felt, the setback commercially is only temporary."

"It was very glad to witness the tremendous widespread interest on the Coast towards the Edison disc phonographs and records. Everywhere I went I heard only words of praise for the musical perfection that has been obtained in this latest product of Mr. Edison's genius. Naturally, the sales are growing very fast and there is every indication that 1914 will see a wonderful year for the distribution of these machines throughout the Coast States."

Mr. Dolbeer told about his visit to the home of Frank Hart, of the Southern California Music Co., Los Angeles, which is located eighteen miles from the city, and where he not only enjoyed eating fresh blackberries on January 11, but where he saw the most wonderful scenery. "Mr. Hart's home, comprising many acres of ground, is situated on a plateau, from which you may see mountains, valleys, the cities of Pasadena and Los Angeles, the ocean, embracing a view that extends over many miles in all directions," added Mr. Dolbeer.

Mr. Dolbeer remained in Orange but a few days before leaving on a short trip that will take him to a number of Eastern cities.

RECEIVER FOR POOLEY CO.

Prominent Furniture and Record Cabinet Manufacturer of Philadelphia Sends Letter to Creditors Announcing Culmination of Financial Difficulties—To Continue Business.

The Pooley Furniture Co., manufacturers of fine furniture and talking machine record cabinets in Philadelphia, Pa., has sent out the following letter to the creditors of the company, under date of February 9, 1914:

"There were several merchandise suits pending against us which we have been unsuccessful in trying to get out of the way. As the suits would go to judgment on Tuesday of this week, the committee representing creditors decided, in the interest of all creditors, to apply for a receiver in equity. This was done the 7th inst., and C. A. Weinmann was appointed by the court. He will continue the business, conserving all the assets in the interest of the creditors.

"We regret very much that four or five creditors out of a total of 140 made this action necessary."

TAKES ON THE VICTOR LINE.

Hanford & Horton Co., Middletown, N. Y., Planning to Give the Victor Line a Live Representation in Orange County—Manager Visits New York to Complete Deal.

The Hanford & Horton Co., of Middletown, N. Y., closed arrangements last week with Thomas G. Green, representative of the Victor Talking Machine Co. in that territory whereby a complete line of Victor products will be handled. This company has been established in business for the past fifty years, during which time it has conducted a high-class leather goods, book and stationery business, catering to an extensive clientele in their part of the State.

The new Victor department will be under the general supervision of S. G. Shimer, representative of the Victor Talking Machine Co., in New York. The Hanford & Horton Co. has been lately appointed manager of the talking machine department.

Eilers Appointed Manager.

"As to business conditions on the Coast, it is difficult to think of a single word to cover the entire situation, for in some localities business was brisk and in others the visitor was told that general trade was not up to the usual standard. As a whole, however, the atmosphere is good and I should imagine that in some spots a slight depression was felt, the setback commercially is only temporary."

"It was very glad to witness the tremendous widespread interest on the Coast towards the Edison disc phonographs and records. Everywhere I went I heard only words of praise for the musical perfection that has been obtained in this latest product of Mr. Edison's genius. Naturally, the sales are growing very fast and there is every indication that 1914 will see a wonderful year for the distribution of these machines throughout the Coast States."

F. K. Dolbeer, of Thomas A. Edison, Inc., a Welcome Visitor—J. C. Clem Inventor Tone Arm Amplifier,

Los Angeles, Cal., February 5.—F. K. Dolbeer, sales manager of the Thomas A. Edison, Inc., was a welcome visitor to this section recently. While in Los Angeles Mr. Dolbeer, with O. A. Lovejoy, manager of the Southern California Music Co., visited many of the city and suburban Edison dealers, and was very much pleased with the results obtained by them.

J. C. Clem, who has been with the Eilers Music Co. of this city, for a number of years, has been lately appointed manager of the talking machine department.

THE SOUTHERN CALIFORNIA TRADE.

Creditors Announcing Culmination of Financial Difficulties—To Continue Business.

F. K. Dolbeer, of Thomas A. Edison, Inc., a Welcome Visitor—J. C. Clem Inventor Tone Arm Amplifier,

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J. C. Clem, who has been with the Eilers Music Co. of this city, for a number of years, has been lately appointed manager of the talking machine department.
EDISON DISC JOBBERS’ ASSOCIATION ORGANIZED

At Meeting Held at Hotel Knickerbocker, New York, on February 9—H. H. Blish Elected First President—Objects of the New Association—Jobbers Visit Edison Factory and are Entertained by Officials of Company—Most Enthusiastic Over Conditions.

An association of Edison disc jobbers, regarding which there has been much speculation throughout the trade, and especially since the informal meeting of a number of the jobbers in New York last August, became an accomplished fact when on Monday a score of the leading jobbers of Edison disc phonographs from various sections of the country gathered at the Hotel Knickerbocker, New York, and formally organized the Edison Disc Jobbers’ Association, for the purpose of developing and maintaining harmonious relations between the jobbers and between the jobbers and the factories, and to aid in all such matters as may prove of benefit to any or all branches of the trade at large.

The first officers of the new association are H. H. Blish, Harger & Blish, Des Moines, Iowa; vice-president, C. B. Haynes, C. B. Haynes & Co., Richmond, Va.; treasurer, F. H. Silliman, Pardee-Ellenberger Co., Boston, Mass., and secretary, H. G. Stanton, R. S. Williams & Sons Co., Toronto, Ont.; the usual committees will be appointed by President Blish at a later date.

The jobbers as they reached New York were a most optimistic lot, full of enthusiasm and ready to meet the occasion in the manner in which, in every instance, their business had developed and of the volume of trade already handled, especially during the recent holiday season. The first season they have been really equipped in the matter of stock to go after the business energetically and to take care of it properly. Each jobber expressed supreme faith in the future of the Edison disc phonograph and cited the recent additions to his list of dealers and his plans for the future to back up his beliefs in a convincing manner.

The informal meeting called by Mr. Blish last August proved such a success and so beneficial to every one who attended that in answering this latest call the jobbers all came fully prepared to enter into a permanent organization and to give the association their strongest support. The entire day was practically given over to the perfecting of the organization and to a discussion of the constitution and by-laws and there was little time for general discussion of trade subjects, though such matters as came before the meeting were considered carefully and decided harmoniously.

When the new association gets into full running order it is the purpose of the officers to keep in close touch with every branch of the trade—factories, dealers, and manufacturers—in order that it may exert its influence in the right direction and at the time when it will prove most helpful to the trade as a whole, and the body will take up such matters as the securing of the most favorable freight rates on phonographs, records and accessories and the general discussion and endorsement of methods that will tend to further the Edison disc interests in all sections of the country.

It is confidently expected that the few jobbers who were, for one reason or another, unable to attend the meeting will be quick to join the ranks of the association and lend their support to that body as well as benefit by the work of a representative trade organization. For some time at least no regular annual convention of the new association will be held, but the members will be called together at such times as are most convenient and when the most good can be done.

Following the adjournment of the meeting the jobbers were the guests of the officials of Thomas A. Edison, Inc., at an informal dinner at the Knickerbocker and later at the New Amsterdam Theater, where they witnessed the performance of "Don't Doubt Until You Try," the representatives from the Edison factory including General Manager Charles H. Wilson, Second Vice-President William Maxwell, Sales Manager G. K. Phillips, Manager of Photograph Sales Frank K. Dolbeer and his assistant, A. C. Iretson, Charles Edison, son of Thomas A. Edison, and others.

On Tuesday morning the jobbers made an early start and were escorted to the Edison factories in Orange, N. J., where they held a long conference with the officials of the company, with results most satisfactory to all concerned. They were then escorted through the various departments of the factory, where they witnessed the improved processes for increasing the output, especially of records, without in any way detracting from the high quality of the product. The jobbers were much gratified to learn that arrangements had been made to take care of all possible demands from them for stock in the future with little or no delay through the development of new and more rapid manufacturing systems.

One of the imposing features of the visit to the factory by the jobbers was their meeting with Mr. Edison on the eve of his sixty-seventh birthday anniversary, which occurred on Wednesday, February 11. The jobbers presented to Mr. Edison a specially prepared resolution congratulating him on his anniversary and which was accompanied by a handsome bouquet of roses. Mr. Edison was quite overcome by the tribute and could not apparently do enough to express his appreciation to his guests.

After a luncheon at the Essex Country Club the jobbers returned to the factory where they spent some time with Mr. Edison in his laboratory and then left for New York, either to spend a few days in the metropolis or to rush home and again take up their business reins with increased enthusiasm.


YOUR OPPORTUNITY

HERE IT IS

If you are one of those VICTOR DEALERS who has not tried "BLACKMAN SERVICE," can you AFFORD to not try it NOW?

Will You Ignore It?

Will you simply GO WITHOUT records you need, or will you TRY BLACKMAN? We can’t give you everything wanted, but our service will AT LEAST be a big lift.

Send a Trial Order

Make it two or three for a TEST, and we will take a chance on OUR SERVICE, when compared with others, making you a REGULAR BLACKMAN DEALER.

DON’T DOUBT UNTIL YOU TRY

Very sincerely

BLACKMAN TALKING MACHINE CO.
J. NEWCOMB BLACKMAN, Pres.
97 CHAMBERS ST., NEW YORK
The pleasure derived from music and Columbia Grafonolas is identical—undying and increasing.

TO WORK KEEN-O-PHONE PATENTS.


(Special to The Talking Machine World.)

PHILADELPHIA, Pa., February 9.—The Rex Talking Machine Corporation was recently incorporated in this city for the purpose of manufacturing talking machines. Capitalization is $1,200,000, divided equally between preferred and common stock. Philip Wohlstetter is president and H. W. Stoll is treasurer. It will be several weeks yet before the entire permanent organization can be announced.

The Rex Talking Machine Corporation has leased the entire plant, equipment of the Keen-O-Phone Co. for a term of years, where it will manufacture a medium-priced line of talking machines and records, the complete line of which will be shown in the new machine and record catalogs that are now in preparation.

Thomas Kramer is superintendent of the factory, while the recording end of the business is under the charge of Frederick W. Hager and Charles L. Hibbard.

Philip Wohlstetter, president, in chatting with the representative of The Talking Machine World, said: "At the present time matters are in such a preliminary stage that it is almost impossible to tell the trade just what we are planning to do, although our policy is practically outlined. We hope to be able to make an announcement in March and in the meantime it can be said that we will manufacture and distribute a line of machines and records of medium price, catering more particularly to people in moderate circumstances."

SIGN UP MANY DEALERS.

Eclipse Phonograph Co. of Hoboken, N. J., is doing a large Edison Disc and Cylinder Business—High-Class Trade Emphasized.

"Business has been keeping up remarkably well for this time of the year," stated A. W. Toefles, treasurer. "One of the pleasing features of the Edison disc phonographs is that the pleasure derived from music and the acquisition of records is almost impossible to tell the trade just what we are planning to do, although our policy is practically outlined. We hope to be able to make an announcement in March and in the meantime it can be said that we will manufacture and distribute a line of machines and records of medium price, catering more particularly to people in moderate circumstances."

COLUMBIA GRAPHOPHONE COMPANY.

Woolworth Building, New York.

FLORIDA FOR THE VACATIONISTS.

Max Landay Now a Strong Booster for the Land of Flowers After Recent Visit to St. Augustine and Other Popular Southern Resorts.

From the oldest city in America, St. Augustine, Fla., The World recently received on a post-card, portraying Max Landay, the popular Victor distributor, in the role of a vacationist rather than a Victor hunter, as will be noticed. Mr. and Mrs. Landay are pictured in one of the beautiful orange groves of Florida, and judging from all indications, are having the time of their lives picking the luscious fruit.

Mr. and Mrs. Landay returned to New York a few days since from this very enjoyable Southern vacation, but the memory of those Florida oranges still lingers, notwithstanding the fact that Mr. Landay has been working day and night to prepare for the opening of Landay Bros. newest store at 427 Fifth avenue, New York. Garnett Grove, St. Augustine, Fla., was the scene of the illustration herewith, and Max Landay recommends this spot to all tired Victor enthusiasts who are desirous of securing a store of renewed energy for their busy sessions.

"I tied a dickinsony once," said Uncle Zeke, "but after I found it didn't spell words th' way I did, I give it to th' depot agent. It holds his door open durin' the hot weather fine!"

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

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

JANUARY 10.

Algoa Bay, 17 pkgs., $557; Cura, 8 pkgs., $196; Colon, 10 pkgs., $282; Demerara, 4 pkgs., $130; Glasgow, 4 pkgs., $135; Guayaquil, 4 pkgs., $178; Havana, 13 pkgs., $1,324; 31 pkgs., $1,436; La Guaira, 9 pkgs., $290; Manila, 11 pkgs., $478; Nancy, 490 pkgs., $97,508; Valparaiso, 3 pkgs., $175; Vera Cruz, 710 pkgs., $1,804; Victoria, 1 pkg., $100.

JANUARY 11.

Antigua, 11 pkgs., $207; Bergen, 8 pkgs., $175; Berlin, 20 pkgs., $617; Buenos Aires, 96 pkgs., $1,350; Cienfuegos, 28 pkgs., $1,560; Colon, 3 pkgs., $292; 5 pkgs., $327; Dublin, 2 pkgs., $118; Guayaquil, 33 pkgs., $976; Havana, 14 pkgs., $2,230; 12 pkgs., $1,300; La Guaira, 12 pkgs., $176; Lisbon, 9 pkgs., $136; Liverpool, 10 pkgs., $1,065; 9 pkgs., $286; London, 106 pkgs., $1,346; 1 pkg., $280; 1 pkg., $123; Manzamilla, 2 pkgs., $285; Puerto Barrios, 4 pkgs., $123; Port of Spain, 15 pkgs., $781; Rio de Janeiro, 4 pkgs., $760.

JANUARY 21.

Antofagasta, 10 pkgs., $700; 9 pkgs., $179; Barraquilla, 21 pkgs., $2,021; Callao, 5 pkgs., $1,146; 8 pkgs., $792; Caracas, 7 pkgs., $546; Christiania, 3 pkgs., $300; Copenhagen, 2 pkgs., $140; Havana, 2 pkgs., $173; Havre, 8 pkgs., $280; Kingston, 13 pkgs., $536; La Paz, 6 pkgs., $241; Lisbon, 9 pkgs., $153; London, 113 pkgs., $8,640; 14 pkgs., $1,099; Managua, 4 pkgs., $158; Maracaibo, 1 pkg., $127; Rotterdam, 14 pkgs., $1,709; Singapore, 3 pkgs., $1,761; Vera Cruz, 10 pkgs., $1,055.

JANUARY 31.

Antofagasta, 29 pkgs., $731; 12 pkgs., $185; Buenos Aires, 80 pkgs., $8,252; Cartagena, 13 pkgs., $201; Colon, 23 pkgs., $579; Delagado Bay, 2 pkgs., $190; Gibara, 4 pkgs., $124; Hamilton, 3 pkgs., $100; Havana, 15 pkgs., $888; 8 pkgs., $458; Liverpool, 18 pkgs., $285; London, 177 pkgs., $3,388; 18 pkgs., $256; Manchester, 3 pkgs., $169; Manila, 54 pkgs., $7,965; Maracay, 4 pkgs., $315; Piraeus, 2 pkgs., $350; Rio de Janeiro, 12 pkgs., $911; Vera Cruz, 26 pkgs., $1,016.

FEBRUARY 7.

Bahia Blanca, 2 pkgs., $356; Belize, 12 pkgs., $332; Buenos Aires, 119 pkgs., $10,492; Callao, 5 pkgs., $262; Cariari, 4 pkgs., $185; Colon, 2 pkgs., $182; Ciudad Bolivia, 6 pkgs., $350; Genoa, 2 pkgs., $150; Hamburg, 3 pkgs., $135; Havana, 7 pkgs., $299; Lisbon, 8 pkgs., $437; London, 30 pkgs., $1,079; St. Petersburg, 10 pkgs., $290; 3 pkgs., $703; Trieste, 3 pkgs., $455; Valparaiso, 8 pkgs., $141; Vera Cruz, 20 pkgs., $759.

Welcome trials, for remember it is usually difficulties that bring a man to the fore.
ATLANTIC CITY WINS FOR 1914.

Annual Convention of the National Association of Talking Machine Jobbers to Be Held at Popular Seaside Resort This Summer—Elaborate Program Being Arranged for the Meeting—Planning for Big Attendance from All Sections of the United States.

Under date of January 16, Secretary Whitstil, of the National Association of Talking Machine Jobbers, sent out to all members a communication informing them that the executive committee at its meeting last September endorsed Atlantic City as the place for holding the 1914 convention. A return postal was enclosed with instructions to check Atlantic City if the member favored it and if not to express his choice of other cities. To date about 73 per cent. of the membership have responded and the choice is all but unanimous for Atlantic City, there being just two dissenting votes.

Now that the meeting place has been decided on work will begin as soon as arranging for the convention. If the 1914 gathering does not eclipse any previous one it will not be the fault of the officers in charge. Already President Roush and Chairman Wiswell of the arrangement committee have had their heads together and they have passed the word along that not only will there be more doing from an entertaining standpoint, but there will also be several innovations in the association business meetings. In other words, these gentlemen have adopted as their slogan, "something doing extraordinary in '14," and the members knowing their caliber seem to be perfectly satisfied to leave it to them.

A special effort is going to be made this year to get to the convention the heads of all houses bringing the talking machine line, as well as their department managers.

Prior to this time a great many jobbers have considered their talking machine department as merely a side line, but association officials have reason to believe this condition no longer exists; in fact, when comparisons with other departments are made of the 1913 business it is thought that the talking machine line will have forced its way ahead of most of their other departments. This being true, there is no good reason for the heads of these concerns ignoring longer the National Association of Talking Machine Jobbers, and much pressure is going to be brought to bear to convince them of this fact. It sounds reasonable.

President Roush and Secretary Whitstil spent a day together in January talking over the important things to take up February 16, when the executive committee will confer with the Victor directors.

Once when Mischa Elman arrived at a certain city to give a recital he hailed a conveyance at the last moment and informed the chauffeur that the young violinist had arrived. "I'll take my chance of getting in." "But never mind, drive me there all the same," retorted the driver. "That is rather awkward," replied the young violinist. "Better never mind, drive me there all the same. I'll take my chance of getting in."

NEW QUARTERS FOR C. W. LINDSAY.

Will Erect New Building for Quebec Branch and Give Added Prominence to Victorola in Quebec Province—Work to Begin in May.

(Special to The Talking Machine World.)

Quebec, Que., February 9.—Greater prominence will be given the Victorola line in this city as a result of a decision of the firm of C. W. Lindsay, Ltd., to erect new premises for its local branch in the city of Quebec. The results of its negotiations was the purchasing of property on St. John street, opposite its present store. This property gives it 4,932 square feet of ground on which it proposes to build a five-story steel building, containing an attractive front and all conveniences. Work will be begun on the new building in May.

FIBRE NEEDLE MASTERPHONE.

Wins Much Praise from Trade and General Public—Promises to Have a Big Demand.

"The reception accorded our new fibre needle Masterphone has been very gratifying," said M. B. Clasen, president of the Masterphone Corporation, 187 Broadway, New York. "Since announcing our new Masterphone late last month we have received orders for it from all parts of the country, as the trade having derived entire satisfaction from our steel needle device, felt confident in the success of our fibre needle Masterphone. Notwithstanding the fact that the new Masterphone has only been on the market for a week or two, we are already in receipt of a number of communications from music lovers who are enthusiastic over the total results obtained by the use of the fibre needle Masterphone. The true, natural tone of the record is not only brought out, but augmented by the use of the Masterphone, and with the endorsement of a number of famous artists who have listened to their own records as played by our new device, we naturally feel certain that music lovers throughout the country will appreciate its true musical value."

TO HANDLE THE EDISON LINE.

Two Companies Incorporated, One with Headquarters in Chicago and the Other in Kansas City—Latter to Act as Phonograph Distributors—Will Also Open Retail Store.

(Special to The Talking Machine World.)

Chicago, Ill., February 2.—The San Francisco Phonograph Co., which has conducted a store in this city for some time past, has been incorporated with a capital stock of $16,000 for the purpose of handling Edison phonographs. The incorporators are: Morris Cohen, Fred Barth and Clyde E. Shorey. The same people have also incorporated the Western Phonograph Co., which will act as distributor for Edison phonographs and records, with headquarters in Kansas City. The Western Co. will open a retail store on Grand avenue, Kansas City, under the management of W. F. Hope.

CELEBRATES 65TH ANNIVERSARY.


(Special to The Talking Machine World.)

Toronto, Ont., February 9.—A most successful anniversary reception was held on Tuesday, January 30, by the R. S. Williams & Sons Co., Ltd., of Toronto, who is the Canadian distributor of Edison phonographs and records. The occasion was the firm's sixty-fifth anniversary, and the crowds that inspected its ten-story "Home of Music," showed their appreciation of the programs rendered in the recital hall. Both the afternoon and evening concerts presented a variety of music furnished by Miss Estelle J. Carey, soprano soloist, Esther Smith's concert orchestra, the Edison disc phonograph and others. The building was most attractively decorated throughout and each floor was inspected by throngs of interested visitors. The event was announced by invitation cards and well-written daily paper announcements. This completes the first year of the R. S. Williams & Sons Co. occupancy of its splendid new building.

WIN SUCCESS WITH COLUMBIA LINE.


(Special to The Talking Machine World.)

Toronto, Ont., February 9.—The rapid increase of the sale of Columbia products in the province of Ontario has meant such expansion in the business of the Music Supply Co., Columbus jobbers for this province, that it has been forced to take larger premises, and accordingly has moved from 88 Wellington street, West, Toronto, to 36 Wellington street, East. A new feature of the Music Supply Co.'s trade is the introduction of the foreign language disc records. These give dealers a field for selling courses in French, German, Spanish and Italian, for which both the proprietors of the firm, John A. Sabine and Charles R. Leake are convinced is a very large one in Canada, and one that should yield good results to live retailers.

SUCCESS WITH DAILY CONCERTS.

(Special to The Talking Machine World.)

Plymouth, N. H., February 8.—Fred W. Brown reports that his Edison cylinder business is making rapid strides. A very attractive window display of the new Amberolas has done much to draw trade, and daily concerts are the rule. During the visit of the Edison representative was held on Tuesday, January 30, the Amberola III is a prominent merchant of the town who is most enthusiastic over its musical and constructive merits. Business generally is excellent.

A little push will often be more effective than a lasting spell.

IMPORTANT NOTICE TO EDISON DISC DEALERS

The New Thomas Attachment

Plays lateral cut records on the new Edison Disc Machine. It has a patented ball bearing joint, which makes it work flexible and free. You should not fail to have a quantity of these attachments in stock, as it will greatly add to your machine sales.

Write to your jobber for a sample, if he hasn't it write to us.

F. H. Thomas Co., 689 Boylston St., Boston, Mass.
This Cabinet is built to match the machine case, and gives the impression that the two are a unit. It is a masterpiece of cabinet making, and is furnished in the various woods and finished to match. The compartments are lined with felt in the Salter style, giving perfect protection to records.

Similar cabinets for the "Columbia" line and some beautiful new cabinets for the Edison line.

What would you say of a dealer in Talking Machines who did not handle Records?

You would say that he was like his stock—"Not all there."

How About Cabinets?

No Talking Machine business is realizing nearly what it should unless profits from cabinet sales play a big part in the dividends.

We have looked at things from the dealer's standpoint as well as our own and have designed our cabinets with you in mind. With the Salter line profits are sure.

Have Our Catalog Handy.

SALTER MFG. CO.
337-43 N. Oakley Blvd.
CHICAGO
“Complainant has copyrighted a book and not an advertisement. He has published an advertisement and not a book. The book is in the nature of a manual of instruction and is designed to teach piano dealers how to attractively advertise their wares, and contains forms, or models, or diagrams of advertisements, just as we may choose to term them.

If complainant had published or copyrighted a manual of instructions, we would teach a maker how to build the instruments any person would be entitled to follow the instructions and diagrams to construct a piano. I can see no distinction between a system of instruction as to how to make a piano and a system of instruction as to how to draw an advertisement. The copyright of the book did not limit the general public from making use of the book for the purpose for which it was designed, notwithstanding such use results in the publication of a part of the book in the form of an advertisement. In my opinion the case is on all fours with the decision in Baker vs. Selden, 101 U. S. 99. The motion to dismiss will be sustained.”

PROSPERITY IS COMING FAST


Before the Chamber of Commerce at New Haven, Conn., last Saturday night, Secretary Redfield, of the Department of Commerce, made an address in which he stated that business conditions are rapidly working toward prosperity in this country. Reminding his hearers that trade depression has been world-wide and less acute here than abroad, and that the rising tide is first felt in America, he turned to the political reforms recently made effective by legislation and their promise of abundant benefits.

“IT was perfectly proper,” he said, “that business men whose output was affected more or less by the new tariff should give thought as to how to readjust themselves to it. Now they are saying that the readjustments are over and the new tariff at its worst is nothing like so bad as they feared, and at its best is helpful.

“Big business has often failed to see that its methods have aroused a justified popular resentment, and that many of its past purposes were impossible and intolerable in a democracy. Business conscience has now awakened, and men of might in finance are becoming men of light in the necessary readjustments that are pending.

“The sense of what is fit, the knowledge of what is due to their fellow men, and to mankind in the business community that when the achievements of our recent discussions shall have been finally wrought into law business men will be found ready for such further work as may remain to be done.”

IT CAN BE DONE.

Somebody said that it couldn’t be done, but he, with a chuckle, replied that “maybe it couldn’t,” but he would be one who wouldn’t say so till he tried. So he buckled right in, with the true spirit of a grim.

On his face, if he worried, he bid it. He started to sing as he tackled the thing that couldn’t be done, and he did it.

There are thousands to tell you it cannot be done; there are thousands to prophecy failure; there are thousands to point out to you, by one by one, the dangers that wait to assail you; but just buckle in with a bit of a grin, make the most of every chance you get; just start in to sing as you tackle the thing that “cannot be done” and you’ll do it.

Cleverness may, after all, be merely an ability not to attempt the things we know we can’t do.

EDISON PRAISES MACHINES.

They Aid the Working Man and Shorten Hours, Says the Great Inventor in the Course of Some Recent Interests. Remarks—Will Enable American Manufacturers to Compete Most Successfully with Europeans.

Thomas A. Edison expressed the opinion at West Orange recently that the Ford profit-sharing plan was the beginning of a new period in industrialism and was due to high efficiency with machinery. If generally adopted, he said, it would do away with labor unions.

"This great scheme of Mr. Ford’s will do a work of good,” he said. “When we use machinery instead of humans and have a single apparatus to do the work of 20 men, then employees will enjoy real benefits. Ford is already a true Ford factory in Detroit. It is a case where scientific management has rolled up enormous profits, because an article can be very cheaply manufactured on that plan.""
The present dancing
a thing to be

No other Company has gone to the expense or given the time to make their dance records so authentic as the Columbia Company.

So, we have the goods—got them right, too. Tangos, One-Steps, Hesitation Waltzes, Bostons, Turkey-Trots—every one of them in approved dance tempo, made under the personal direction of the greatest authority in this country on modern dancing—G. Hepburn Wilson, M. B., who dances while the band makes the records.

Which, being the case, we are taking two full pages in the Saturday Evening Post this week, in addition to the Columbia publicity in numerous other publications, to feature Columbia dance records.

This advertisement is all dance—and modern dance at that. These records have the real spirit that no dancing enthusiast can resist. For home dancing they are in a class by themselves—beyond the reach of serious competition.
And the demand for records of this kind is actually shouting.

If you are not yet sharing in the Columbia dance record dividends, step around to the handiest Columbia dealer. Ask him to play Columbia Record A-1458. When you have heard it, just ponder over the fact that that's the kind of dance music he is selling to his customers—and yours, too, don't forget that—for 65 cents.

VERNON CASTLE
originator of "Castle Walk" and many other modern dances, endorses Columbia records.

Columbia Graphophone Co.
Woolworth Building, New York City

Gentlemen:

I want to congratulate you on the excellent dance records you have recently issued; they are the best I have heard. I am using a Columbia Grand Grafonola and Columbia Records at Castle House where they are attracting extraordinary attention. The records are played in perfect dance time and are frequently encored by our patrons.

Vernon Castle
NEW EXPRESS RATES OF MUCH INTEREST TO TRADE

Will Prove of Benefit to Talking Machine Jobbers and Dealers Throughout the Country—Schedule of New Rates as They Apply Between the Principal Cities of the Country.

The new express rates, ordered by the Interstate Commerce Commission, and which went into effect throughout the country on February 1, and particularly interesting to the talking machine jobbers and dealers at affording a means for facilitating rapid shipments and deliveries and much reduced expense. The express companies take machines and other packages much heavier than the parcel post limit, and in addition provides a receipt that takes the form of free insurance. The sweeping reduction in the express rates is indicated by the accompanying tables prepared by the express companies, and showing charges of specified weights between two prominent cities of the country, the rates being based on fixed distances instead of the mileage plan.

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TALKING MACHINE EXPORTS.

The Figures for December Presented—Reports Show Falling Off for the Month.

(Special to The Talking Machine World.)

WASHINGTON, D. C., February 9.—In the summary of the exports and imports of the commerce of the United States for the month of December (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for December, 1912, amounted to $352,900, as compared with $336,000 for the same month of the previous year. The twelve months' exportation of talking machines, records and supplies amounted to $3,792,000.

LEIPZIG FAIR OPENS MARCH 2.

(Special to The Talking Machine World.)

LONDON, England, February 3.—On March 2 the Leipzig Fair commences and, as usual, will continue for one week; that is, the commercial side of it. The Leipzig City Council has been advertising the business attractions of the Fair pretty thoroughly in the leading London newspapers, and all indications point to a record number of visitors. German men usually attend the spring gathering in large numbers, but at the time of writing, while most of them speak of the probability of going over, few will commit themselves to a definite decision so many weeks in advance.

AN ODDITY IN ENVELOPES.

The Columbus Graphophone Co. received recently an envelope addressed in a truly distinctive style. The envelope was of white paper, and the entire address was written in a script which was not only attractive, but so ingeniously written that there could be no question as to the spelling of the words.

'THE HEARING' TYPE BY MACHINE.

New Invention for Benefit of the Blind, That Causes Different Printed Letters to Indicate their Character by Sound.

A blind man may some time be able to read the daily newspapers, books or all printed matter with no aid except that of a machine. Such a machine has now been invented, but is still far from perfect. Posters furnish about the only reading that can be done with it now.

What the apparatus does is to sound musical notes or chords in the blind man's ear for each printed letter. With experience the blind man will be able to tell the letter each combination of notes is intended to represent.

The inventor of this machine is a London scientist. Over a year ago he perfected an instrument that would enable a blind man to detect the source of any light near him—to find the window of a room, for instance. A box that looked something like a camera was held in the hands of the blind man and wires connected the box with a telephone receiver at the blind man's ear.

A selenium unit in the box detected any light and sent a current to the telephone receiver, thus making a sound in his car. The blind man could point his box or camera in any direction. When it was pointed at light the telephone receiver vibrated, the loudness of the noise being dependent on the strength of the light.

The new device is a development of this box—or optophone, as it is called. Words in large type—on a poster, for instance—are passed in front of the new instrument. A strong light is thrown on the type, part of this light being reflected back from the white paper and part of it not being reflected—where the rays strike the black ink. The returning rays are detected by a checkerdboard group of selenium cells. Each of these checkerboard cells will cause a musical note to sound in the telephone receiver at the blind man's ear, and each cell has its own individual musical note.

When the letter M is passed in front of the instrument, for instance, there is first a crash of a whole scale of tones, as the upright line at the left comes along; then, as the slanting middle lines pass before the instrument, the notes first run down the scale and then up the scale; and then the right-hand upright line causes another crash of many notes. The blind man quickly learns that this combination of sounds means M.

The inventor hopes it will be possible to perfect his apparatus eventually so that it can be used on ordinary type. On the face of it, the apparatus needs only refinement to enable blind men to read newspapers; but it is extremely difficult to obtain that refinement.

The Kelley Music Co., Jersey City, N. J., is a recent addition to Columbia agencies.
GRAND OPERA AND THE TALKING MACHINE.

The Importance of Their Relations and the Influence Exercised in the Matter of Public Taste Set Forth in Article Written For The Voice of the Victor by Albert Grau, Brother of the Famous Impresario—Interesting Reminiscences of Early Opera.

It does not seem so very long ago that grand opera was regarded as the most precarious line of endeavor with which men of nerve and capital could tempt fate, and even so intertitle an imper-

The Strakosches, Maretzek and the indefatigable Henry E. Abbey, all of whom did a great deal of work, were unfortunate in that period of activity which antedated the advent of a scientific era in which, as a result of the amazing evolution of the talking machine, the scores of masters, and the world's greatest singers have been brought into our homes, and this has gradually created a nation of opera-goers, so that the spectacle of three majestie opera houses opening simultaneously in New York City, which as recently as ten years ago would have meant sure disaster, may now be viewed with complacency by impresarios, artists and public alike.

Even during the régime of Maurice Grau, ending in 1904, the Metropolitan Opera House had established the first operatic dividends known to the world of music, and this has gradually created a nation of opera-goers, where a famous diva could attract a paying audience, and even ten years ago not more than five or six musical celebrities could procure sufficient bookings to justify a tour. To-day there are as many as sixty well-known vocal and instrumental soloists who can attract an audience representing anywhere between $1,500 and $5,000 at each appearance.

It is a fact that the demand to hear and see the famous musical stars by a new and increasing public is so great that while the distinctly dramatic development of the talkie has resulted from the tremendous demand for their services for concert tours, song recitals and festivals galore all over the country, I can remember when there were not over fifty cities where a great star made his first appearance, or where a famous diva could attract a paying audience, and even ten years ago not more than five or six musical celebrities could procure sufficient bookings to justify a tour. To-day there are as many as sixty well-known vocal and instrumental soloists who can attract an audience representing anywhere between $1,500 and $5,000 at each appearance.

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But the talking machine, up to the time of Mr. Grau's retirement from the operatic field, was yet regarded as a mere toy. From 1904 to the year of 1913 were nine years of persistent musical uplift, in which the Victor Co.'s extraordinary enterprise had caused the musical map to change from coast to coast. It mattered not whether it was Caruso, Tamagno or any of the famous singers who are paid thousands a month, they all capitulated to the inducements held out to them. But let no man doubt that this was greatly due to the astonishing development of the Victor, and not solely to the financial benefits. Moreover, there is no record of any protest in recent years on the part of the impresarios of grand opera, all of whom were brought to realize that the influence of the Victor was being felt in the box offices. This is so true that although the world's greatest singers were now adding to their annual income prodigious sums of money, while their artistry was being perpe-

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But even now the influence of the Victor is in the infant stage. The Victor Co. is not resting on its laurels; one may see evidences at every turn of expansion and productivity and an effort to embrace newer fields in which its conquest a few years ago would have been difficult to accomplish.
UP-TO-THE-MINUTE "PURE ADVERTISING" LABORATORY.

The Interesting Story of the Edward C. Plume Co., a House Which Creates Strong, Ethical, Convincing Advertising Matter for Talker Merchants and Those in Other Lines of Trade.

Some Excellent Views of the Model Establishment in Chicago and Its Trained Staff.

(Special to The Talking Machine World.)

CHICAGO, Ill., February 10.—The World takes genuine pleasure in presenting views of the general office, copy and art rooms of the Edward C. Plume Co., of this city. The reason for the "pleasure" is that the company is doing a work thoroughly in accord with the private convictions and public propaganda of The World along the lines of "pure advertising."

The Edward C. Plume Co., as the readers of The World well know, was founded several years ago by E. C. Plume, who was for a number of years the Western wholesale manager for the Columbia Graphophone Co., and in that capacity came in contact with many talking machine and piano dealers and naturally is conversant with conditions in this trade. In the period between his resignation from the Columbia Co. and the founding of his present business Mr. Plume had associated with him E. D. Kelley in an advertising concern, and his experience in that line opened his eyes to the wide field for the right kind of advertising matter in the talking machine and other lines of trade. The Edward C. Plume Co. was established with ample financial backing, with Mr. Plume as president and Mr. Kelley as assistant treasurer and secretary.

While the activities of the company along advertising lines run in various channels, it features high grade newspaper advertising copy handsomely illustrated, artistic mailing folders and advertising slides for the use of the merchant in exploiting his product in moving picture theaters. Reproductions of some of the advertisements put out by the Edward C. Plume Co. have already appeared in The Music Trade Review. The series is a remarkable one in that the announcements while forceful, convincing and calculated to get results, are absolutely ethical and are such as to exalt the standard of the individual merchant and the trade in the mind of the public.

The first of the three views here presented shows the company's general offices, which occupy a large part of the third floor of 417-421 South Dearborn street and the entire street frontage. Mr. Plume's office is in the front on the right hand side. Mr. Kelley can be seen in his office at the right in the rear, and to the left is shown the office of J. L. Fraser, sales manager. The copy and art room is next to Mr. Plume's office, but is not shown in the general view. In the second view Mr. Plume is seen in his private office in consultation with W. F. Schramm, the advertising manager. We cannot just recall whether this picture was taken at the time when they were discussing the securing of the services of "Penny" Ross, in devising a series of Mamma's Angel Child folders, or whether it was when the Plume Co. bought out a large Cincinnati advertising service concern. After careful reflection, however, we are inclined to think that it shows the presidential and copy-creating brains working on an important extension of the company's excellent and result productive advertising service.

The offices, however, are splendidly equipped for the great educational campaign which Mr. Plume has under way, and which means so much for the uplift of advertising.

Those members of the trade who have already made use of the Plume Co.'s advertising service are enthusiastic regarding the originality of the ideas embodied therein and the character of the copy, as well as of the results produced thereby, in the line of prospects and sales. It is the sort of advertising that stands the test.

The President's Private Office.

The Laboratory.

NEW VICTOR DANCE RECORDS.

Interesting List Issued to the Trade Recently by the New York Talking Machine Co.

The New York Talking Machine Co., 81 Chambers street, New York, the prominent Victor distributor, sent out to its clientele a fortnight since a special list of new Victor dance records which was compiled after due consideration. These rec-
A REMARKABLE EDISON ADVERTISEMENT IN CHICAGO.

Grand Opera Continued in Chicago

Chicago's official operatic season has closed—but you may still hear Grand Opera.

Special arrangements have been made by which Chicago opera lovers may continue to hear their favorites.

One of the most striking and undoubtedly one of the best advertisements from the viewpoint of direct results appeared in the Chicago Tribune Sunday of last week. It was inserted by the Phonograph Co., the prominent Edison distributors in Chicago, and while more directly exploitive of the Edison shop, the Phonograph Co.'s retail department is of intense interest to Edison dealers everywhere to whom it will no doubt appeal as a model advertisement of Edison goods. It is one of a series of remarkable announcements which Manager C. E. Goodwin has been running. It occupied a space equal to five full columns, or five-sevenths of a page. A reproduction of the advertisement in miniature is printed herewith.

One of the most noteworthy features is connection with the country-wide campaign being conducted in the interests of the Edison disc phonographs has been the striking originality and forcefulness of the advertising.

Hear It!

Call and hear this speech—new instrument—the supreme triumph of Thomas A. Edison. No charge for seats in concert room.

Here was told how new Edison reproductions of rare records last recorded. On being played some of a year, identity can readily be secured by the public. The record is associated with the Edison dealer by the H. P. Nelson Co. is the new Style 106 Nelson model advertised. It gives me some-thing to go after big popular trade, and after a careful examination I know that it is going to be a winner, because it is built right and is going to be a continual prospect producer. The sample is already spoken for.” Then followed an order that the dealer was holding on the faith that was in him.

Similar letters are being received from all parts of the country. H. P. Nelson is evidently on the eve of another of his remarkable successes in piano and player production.

The new wholesale salesrooms of the H. P. Nelson Co. are the scene of considerable activity these days, and a half a dozen automobiles are kept busy bringing dealers out to the factory from the downtown district. A hundred and fifty pianos are shown on the roof, presenting the H. P. Nelson styles in all of the various woods.

One that is attracting a big share of the attention of the visitors, is the new Style 106 Nelson piano, an exceptionally attractive instrument that is drawn along simple lines, and which is equally good to look upon in either mahogany, oak or walnut. A number of other styles are also being brought through the factory.

Orville Harrold, the celebrated tenor, whose records in the Columbia library have scored a pronounced success, has joined the Century Opera Co., where he will be presented in important parts. Mr. Harrold will be the third well-known male singer in the Century Opera Co. whose records are in the Columbia library; Morgan Kingdon and Walter Wheatley also being well represented.
A DEALER WHO GETS RESULTS.

George J. Lenth, Although Located in a Town of Only 1,300 in Iowa Orders Full Carload of Edison Disc Machines and Records and Gets Right After the Business—Shipments Well Advertised en Route to His Town.

When a phonograph dealer in a town of 1,300 population orders a solid car-load of machines, in the parlor of the street, he is certainly "going some." This was the splendid record achieved by Geo. J. Lenth, a hunting and progressive Edison disc dealer in Elkader, Clayton County, Ia. It is a safe bet that many talking machine dealers in the East have never heard of Elkader, Ia., but there is no doubt that Elkader will be well acquainted with the Edison phonograph before Mr. Lenth gets through.

The solid carload of Edison disc phonographs and records intended for Mr. Lenth left the Edison factories on January 31, and in order that cities and towns along the route of shipment could be fully acquainted with Mr. Lenth's enterprise and energy, the following large-sized sign was placed on the side of the car: "Solid carload of the wonderful new Edison diamond disc phonographs, bought by George J. Lenth, Elkader, Ia., population 1,300."

The mere fact of the carload shipment leaving the Edison plant was nothing unusual, but the 1,300 population was the impressive part of the sign.

It is understood that Mr. Lenth, who is a firm believer in the value of personal solicitation, has fully acquainted with Mr. Lenth's enterprise and energy, the following large-sized sign was placed on the side of the car: "Solid carload of the wonderful new Edison diamond disc phonographs, bought by George J. Lenth, Elkader, Ia., population 1,300." The mere fact of the carload shipment leaving the Edison plant was nothing unusual, but the 1,300 population was the impressive part of the sign.

AID TO INCREASED RECORD SALES.

Special Cover to Hold Standard Record Catalogs Just Issued by the New York Post Card Co. and Meets with Immediate Demand.

"We are now ready to announce to the talking machine dealers throughout the country, something new that we are certain will prove a boon to their record sales," stated George Bates, of the New York Postcard Album Manufacturing Co., 33 Lipsenard street, New York, manufacturers of talking machine record albums.

"Our latest product consists of a handsome flexible cover arranged to hold the Victor or Columbia six-months' record catalog, and one monthly supplement if desired. This cover is artistic in its appeal, being bound in the heavy colored imitation leather and lined with black silk cloth. The catalogs are placed in the cover by means of an adjustable cord which permits of easy and quick insertion. The cover being flexible, is convenient to a degree, and the dealer's name thereon will naturally mean increased record sales."

"In my travels around the country, many dealers have often expressed the thought that the handsome record catalogs issued regularly by the companies are not properly handled by their clients. As the catalogs are only made of paper, it is but natural that they should soon tear or curl up, and not presenting the artistic appearance so desirable in a music room, are soon hidden out of sight. These dealers felt certain that something should be designed that would keep the record catalog inclosed, and the dealer's name thereon will naturally mean increased record sales."

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When "NEXT" is A PLEASANT WORD.

Barbers and Bootblack Appreciating Value of the Talking Machine in Keeping Their Over-flow of Customers in Good Humor.

The Italian has long been a strong devotee to the talking machine as a means for his own entertainment and as necessaries to him an opportunity to listen to his favorite opera in his home, no matter how humble, and at his own convenience. He has also discovered that the talking machine is an excellent business partner under certain conditions, and recently in many sections of the country "talkers" with a plentiful supply of records have been found in barber shops and bootblack parlors. The man who is being shaved or having his boots blacked is waiting his turn to receive the attention of the "artist" in charge is not likely to lose patience with the delay if he is able to enjoy music during the wait.

SELECTED AS OFFICIAL MACHINE.

Dictaphone Installed in Offices of Panama-Pacific International Exposition for Use of Officials in Various Departments—Many Machines Required.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., February 14.- As announced in The World two months ago, the Dictaphone has been installed as the official dictating machine of the Panama-Pacific International Exposition, and many of these machines are now in use in the various departments, we understand.

It is planned to secure for permanent record speeches delivered by Commissioners and distinguished visitors to the Exposition. This will be done by having them dictate their speeches or messages on a cylinder, which will be kept, and later made a part of the Columbia Graphophone Co.'s exhibit at the Exposition.

W. S. Gray, Pacific Coast manager of the Columbia Graphophone Co., declares that the exhibit of graphophone and dictaphones in the Palace of Liberal Arts, will be a remarkable one.

JOBBERS intending to IMPORT

Talking Machines, Motors, Disc-Records should visit

OUR SHOW ROOMS AT THE LEIPZIG FAIR AND INSPECT OUR NEW MODELS

POLYPHON MUSIKWERKE, A.-G.

Representative: A. B. NEWCOMBE, New York, 71 West 23rd St.

Works: LEIPZIG-WAHREN 41

Show Rooms: LEIPZIG, PETERS STR. 281
Columbia dealers' record business during the first forty-five days of 1914 has been twice any previous sales record. Did you share in this?

(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

DEMAND FOR DANCING RECORDS ALSO HITS DETROIT.

Incident in Store of Columbia Co. Indicates That the Craze Hits All Classes—Machine Sales Keep Up Well—Salesmen Enrolled in Efficiency Course of Board of Commerce—Piano Houses Find Profit in Talking Machines—Other Interesting News of Past Month.

(Special to The Talking Machine World)

DETROIT, Mich., February 9—The correspondent of the Talking Machine World stopped and took a second look as he entered the Columbia dealers' house and spoke to the customer who was using one of the machines with Manager K. M. Johns. Shipping about the floor with all the abandon of a primary grade school girl, was a fashionably attired man, apparently about life, but nevertheless, as sober-faced as a magistrate in a murder case. The case of his shipping was a hesitation valser record, being played by City Sales Manager E. E. Lind, who also was impersonating, facially, an owl. Following the music painstakingly, missing not a step, and apparently fearful of being interfered with, the dancer persisted until the record was finished. Then he spoke up briskly: "I'll take that one. And I think I'll make enough, for this time."

After he went out Mr. Lind explained: "He's the head of a dancing academy, William J. Garand, selecting a new orchestra for this month. In the past few months we have sold a good many gramofonals to parties who wanted them for dancing in their homes; but not until a few weeks ago did we sell one to take the place of the orchestra in a dancing academy. "He wasn't dancing in here just to be gay, but to ascertain if the tempo of the record was right throughout. He tried every record he lays in that way. They must be a pretty good lot of records, for he has never turned one down."

The sale of records is the feature of a talking machine business in Detroit just now. It is so tremendous that it makes the sale of the machines a matter of secondary consideration. The dealers are generally agreed that the wonderful stimulus is the craze for dancing. It was a craze two or three months ago, as mentioned in this correspond-

ence at the time, but it has become more pronounced every week. Perhaps three-fourths of the records sold are dance records, mostly hesitation, one-step and things. As the business in the other classes of records has not diminished, some idea of the general increase can be had.

The sales of machines have not slumped, however. "As a matter of fact," said Harry Rupp, manager of the talking machine department of Grinnell Bros., "the late highly priced holiday trade turns out to have been but an incident. If it were not for the calendars we might think that January and February were the holiday months. A year ago January and February were almost as good as December, and this year we have double the space and all the rooms are occupied most of the time. For Christmas we sold a lot of machines, which was not a tremendous demand for records, and the records, heard by friends of the owners, creates a demand for more machines. The consequence is that we are short of records, and I guess everybody else is in the same position." Out in the State conditions are largely similar.

The dealers who took on dancing machines a few years ago just as a little side line, are now handling them on equal terms with the pianos if not actually as the leaders. They are attractive because sales are easier made at the lower prices, and the money is turned over more quickly.

The J. J. Hudson Co. will soon make alterations in its talking machine department, which will almost double the space devoted to it. Another row of demonstrating rooms will be built and the number of record cases will be about tripled.

The time is ripe fast. The situation resembles the automobile situation a good deal," said one of the jobbers. "People are just finding out that they are able to have something which they want very much. Perhaps there are a couple of million families in the country that have talking machines. They represent ten million of our hundred million population. Of the other ninety million, count out about twenty million as unable to buy a machine, and that leaves us about seventy million prospects, all getting ripe fast. That is why we do not consider what seems to be a phenomenal trade now, as phenomenal at all, but only what we ought to expect, and which we can double every year if we expect will be doubled in a year from now." The talking machine business is attracting some of the best piano houses which hitherto have not designed to consider this line of the musical trade.

H. F. Ling, head of the oldest piano house in the city, stated recently that he was seriously considering closing out one of his piano departments and substituting talking machines in its stead. "I have practically determined on this course," he said. "I want to make one little inquiry to satisfy myself on a certain point, and I am going East soon to do it. Talking machines are becoming one of the biggest forces in the music trades, and affairs have reached a stage that it is bad policy for a piano dealer to ignore them longer."

EMPLOYEES' ASSOCIATION A SUCCESS.

The Victor Co-operative Beneficial Association Makes Excellent Record During First Few Months—An Example of the Victor Co. Generosity—Big Increase in Membership.

The manner in which the Victor Talking Machine Co. of Camden, N. J., has its thousands of employees at heart is indicated by the first report of the Victor Co-operative Beneficial Association, covering the period from its organization, on April 15 of last year, to December 31, and the best proof of the success of the new venture and its appreciation by the employees of the company is found in the fact that the membership in the association, amounting at 1,847, during the first weeks following the organization, rapidly increased until at the end of December there were 4,210 employees enrolled.

Since the launching of the association, the Victor Co., as per its agreement with its employees, has contributed to the treasury, dollar for dollar in proportion, the amount; paid by the employees up to December 31 being $8,380.54, and by the company an equal amount. With accrued interest the amount raised last year for the association was nearly $17,000, all of which was devoted exclusively to requirements of the association, the Victor Co. paying all the operating expenses of the association, which amounted to nearly $2,000.

In less than nine months the association paid to 208 sick members, benefits totaling $5,851.15, and paid death benefits aggregating $800 for six members, leaving nearly $10,000 in available funds in the treasury. All cases of sickness are carefully investigated by the proper officer of the association and when any doubt exists as to the right of the member to receive benefits, the matter is placed before the trustees. Where possible the member is given the benefit of any doubt that may exist.

All concerned acknowledge the Victor Co-operative Beneficial Association as a powerful factor in cementing the cordial relations existing between the Victor Co. and its employees.

A shortage of both machines and records of the most popular types has been the most important feature of the local talking machine trade for the past month. Shortage of product around the holiday season is normal, but that is greatly exceeded by the talking machine industry as a whole is well evidenced by the continued demand that has existed for machines of the more popular prices, and records of price and variety. Although the shortage has been so marked that the dealers have been forced to lose many sales as a result, at the same time the jobbers and dealers are unanimous in stating that they are fully handling considerably more machines and records than are now being turned out by the factories.

General business conditions the past month have been very satisfactory. Edison Trade has kept up remarkably well and, what is more important, records have been excellent. There is no doubt in the minds of the members of the local trade that 1914 will be the banner year in the talking machine trade. Reason and this optimistic prediction is verified by the reports of the factories, which proclaim the month just ended as the best January they ever experienced for sales. The present record demand is far from being confined to any one type of record, but, on the contrary, embraces practically every class of record in the trade. We are very short of machines of certain price lines, as indicated by President Blackman's cheery report: "The month of January showed a substantial increase over the corresponding month of last year and February business to date is equally as good. Victor records and certain types of Victrolas cannot be supplied to our trade in sufficient quantity, which fact certainly seems to indicate a general prosperity in the Victor business that is very gratifying."

When our new store is completed we will have one of the finest Victor shops in the country," recently remarked Max Landay, of Landay Bros., the prominent Victor distributors, with four stores in the best shopping districts in the city and a new store at 427 Fifth avenue, which will open next week, is located directly opposite the new Landay Bros. New Store.

A Talking Machine Block.

With the opening of the new store of Landay Bros., at 433 Fifth avenue, there will be presented two doors of each other. The Victor and Columbia factories are working to full capacity to turn out enough of the popular dances is further evidence of the demand that has created.

The Victor and Columbia factories are working to full capacity to turn out enough of the popular machines and records to take care of the needs of the trade that has created. The Victor and Columbia factories cannot support its dealers with sufficient stock in the machines and records retailing at $150 and over. All companies are behind in their record shipments, but are doing their utmost to supply their trade.

Steady Advertising Campaign.

A steady advertising campaign in the local newspapers has been carried on by the trade during the past month, and the talking machine advertisers, when taken collectively, have probably used as much space within the past few weeks as many of the trade's major advertisers. The increasing interest is well evidenced and impressively worded, many of the separate advertisements utilizing educational selling arguments as well as straightforward-from-the-shoulder "reason-why consumption."
EDISON'S Supreme Triumph

A Sensational Success

After four years of constant labor, Thomas A. Edison has reached his great goal—PERFECT REPRODUCTION OF SOUND.

Everywhere the new instrument is shown public interest is aroused to such a high pitch that the stores of the Edison dealers are crowded with people who want to hear this new marvel of Edison’s ingenuity and patience.

They Come—They Listen—They Wonder—They Buy

The tremendous sales made in Chicago during the past few months is absolute proof of a genuine interest in the New Edison.

The wonderfully perfect tone of this superb new instrument is just what the public has been waiting for.

No Needles—no scratching—no destruction of sound waves. The smooth, highly polished diamond key is exactly fitted to the groove and slides lightly without the slightest wear on the record.

Record stock does not become second hand by demonstrating.

Send the coupon to-day and get our special dealers’ proposition.

The New Diamond Edison

The new diamond reproducer—the new Edison double disc records—the perfect Edison motor—the automatic stop—the scientifically designed sound conveyer that has no leaks—the automatic oiling system—the new designs of cabinets—and what is more important—the perfect reproduction of sound, are brilliant selling points that make big sales.

AND REMEMBER: the new Edison can be made to play all makes of records (foreign or domestic), and play them as you have never heard them played before on any other instrument.

Send this Coupon To-day

It brings you full information about the special proposition to new Edison dealers. Edison wants the livest man in every locality. He is not going to be satisfied with anyone else. Get the details of the special advertising plan that will assist every Edison Dealer to make money.

Send the coupon to-day—right now.

THE PHONOGRAPH CO. CHICAGO, ILL.

Dealers’ Coupon

THE PHONOGRAPH CO., 229 Wabash Ave., Chicago, Ill.

GENTLEMEN: Please send me full information about the new Edison and the special dealers’ proposition. Also about your service and the advertising plan.

Name ........................................

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

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

The cutter is fitted with a guide that prevents the cutting away of too much of the needle, and also has a receptacle that receives all the waste. It is held in place by a very high tensioned spring to insure correct leverage and a perfect point at every cutting.

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

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

Retail Price $1.50

GET YOUR ORDERS IN NOW

CHICAGO
Largest Victor Distributors

LIBERAL DISCOUNT TO THE TRADE
Between the dances the salespeople would canvass each of the audience, inquiring, "Are you enjoying the dancing? Are you interested in dancing yourself? Have you a Victrola? Have you any of the latest dance records? Would you like to be put upon our mailing list?" and so on, depending upon the answers given by the visitor.

The dancing of Miss Buckley and Mr. Kucker was most excellent and they received hearty applause from the spectators, who were entertained between the dances with some of the Red Seal records and others of the more "popular" class.

The result of the efforts of the salespeople and the favorable impression made by the dancers was made evident when the program had come to an end, for the crowd lingered for some time and, breaking up into little groups, entered the demonstration booths, there to buy records or perhaps a machine.

"While the direct results and sales of machines are alone sufficient to warrant the expense," said G. W. Davidson, "the most pleasing part is the large number of record customers we are making. In a city of this size the general advertising effect is very beneficial and we are making regular patrons of people who before were hardly aware of our location and our facilities for serving them. I am very much pleased with the way things are going and we are re-engaging the dancers for the coming weeks."

The success of the novelty has evidently made itself known in other cities, for Mr. Kucker, who makes his home in Chicago, has made arrangements with talking machine dealers in other cities whereby he and his partner will be taken away from their home city for some time.

How Mr. Easton Impressed Us.

Edward D. Easton, president of the Columbia Graphophone Co., was a recent visitor to Chicago and inspected the fine new Michigan avenue quarters of the Chicago branch, which he pronounced very good. Mr. Easton directs the destinies of a big corporation, but he is a man whom it is a distinct pleasure to meet. Courteous and kindly he is, and one feels a warmth in the region of his heart long after having come in contact with him. Somehow one loses any daily newspaper inculcated prejudice against big business when its representatives are men like the Columbia's president.

As the above paragraph lay on the desic of The World, a clipping containing a report of an address made by the manager of one of the big State street department stores at a meeting of its buyers, general salesmen and assistants. It seems to work in nicely with a reference to a man of Mr. Easton's ability and personality, vide this:

"Devotion to duty leads inevitably to a mastery of all of the intricate demands of any position. The man who is sufficiently engrossed in his duties, to become master of his position, cannot help but succeed, providing the latter is of the right type. The big, broad-minded virile man of the hour, and only such men can succeed to-day."

Boss the "Talker" Business, Too?

Oh, yes, we cashiered our wives and our sweetheart's hearts to the registration polls last week, and dreamed dreams of the coming age when the feminine contingent will run politics and Government affairs, science and art, boss the trade papers, chase news items and hustle for the festive advertisement Vive la femme! (Continued on page 40.)
OF OUR CHICAGO HEADQUARTERS—(Continued from page 39).

Renaissance Station Healy.

Officials of the Chicago, Milwaukee & St. Paul Railway have decided to rename the station called Pennick to Healy, in view of the fact that the new station resembles Healy within throwing distance of the station, and the most important feature of the neighborhood. Already there is a vast change in the small suburban neighborhood, and it is expected that the big new buildings of the famous music house have started a boom very profitable to real estate owners in the vicinity.

A remarkably good business has favored the Lyon & Healy house, and this week has placed the most successful nature, and the trade will be glad work with the Talking Machine Co. was of the equipment rather than a musical instrument.

U. S. Committee Appointment.

E. T. Uhl, manager of the Chicago house of the Rudolph Wurlitzer Co., has been elected to serve on the subdivision committee representing musical instruments and musical interests of the Chicago chamber of commerce. C. Barnes, who ran down to Chicago and then shot out via the South Side last spring to make this appointment, has been transferred to the office appliance committee on his own request. Mr. Barnes, who is the Chicago representative of the Columbia record company, states that he should be classified as a piece of office equipment rather than a musical instrument.

Columbia Expansion.

The Interstate Commerce Commission rates on express shipments within the State became effective February 1 by an order issued by the new Illinois Public Utilities Commission. By this order the old mileage system of computing rates is being replaced by a more equitable rate, the expense of which will fall upon the shipper.

T. M. Pointers for Dealers.

Every time he found this to be so, he asks the customer: “Would you mind telling me just why you came to buy your machine?” When the customer says, “In order to be able to purchase the most up-to-date instrument for my daughter,” Mr. Baer, manager of the Chicago office of the Columbia Graphophone Co., observes: “That is a very justifiable order, and if he had said he was going to give his daughter a birthday present, he would have been right. But the order is not right when it is given in this manner: ‘I am ordering a new instrument for my daughter.’ It means to me that the customer is not yet thoroughly satisfied with the instrument he has.”

A Chicago daily made the remark that the exhibition of the Chicago Grand Opera Co. promises to be a great success, and the permanent organization of the company is an additional asset to the opera. The board of directors is pleased to state that for the season just closing, the sale of season tickets for seats was considerably higher than during any previous season. It is in the interest of the opera to increase the size of the audience and to have a season ticket holder for every seat in the house. For this reason the directors have decided to issue season tickets at a lower price than ever before. Moreover, they will give to each holder an annual list of all the programs of the season, to be sent to the holder at the beginning of each month. The board of directors is also pleased to announce that the new 25 cent. demonstrating records will be available to all season ticket holders, and that all other new records will be issued under the same conditions.

Columbia Polytet Department.

The Chicago office of the Columbia Graphophone Co. has installed a department for the marketing, both in wholesale and retail, of the Rosenbluth brand of phonographs. The department is in charge of the new language system for which the Columbia Co. makes the disc records. The German, French, and Spanish courses are offered. The linguistic onslaught from the disc records is large in volume and clear in annunciation, and evidently if the prospective tourists cannot parle-vous, sprechen sie, or usted habla—a result of his Rosenthal breakthrough, indicating that his phonographs take the business more seriously and cultivate profound respect for the association and its accomplishment.

A man who knows that there is a probability of a surprise or two for the members in the way of the presence at the convention of dominant figures in the industry. It is very likely that such a convention will meet the invitations of the committee called for some time this month in Chic.

Visitors and Personals.

H. C. Raisch, recently of the talking machine department of Lyon & Healy, has returned to the Victor Talking Machine Co., whence he came, and is covering Nebraska for them. R. G. Winter, who has for some time successfully conducted the campaign waged from the Chicago office for the installation of Columbia phonographs in the public schools, is also in charge of the new language course department. He is working the two lines practically in unison and is getting mighty good results.

A Chicago daily made the remark that the export of canned goods from the United States reached an enormous figure last year, and that it had little cane they had made in the world, and that the amount that canned music decidedly does “count,” nevertheless.
The Biggest, Healthiest Growth in the Talking Machine Business

Eight years ago a business small, and weakened by attempting a retail mail order business and half-hearted wholesale business.

Then a re-organization—retail thrown out entirely. **ALL EFFORTS CONCENTRATED ON A DISTRIBUTING BUSINESS.**

Since then a steady growth made possible by a definite effort to build up our business by building up that of our customers.

Ours is a concern in which exists the strongest loyalty between employer and employee. The concern's employees have never worked **FOR** the Talking Machine Company—but **WITH** that concern.

These facts—no doubt—have brought us to that point which makes us to-day the **LARGEST EXCLUSIVE VICTOR WHOLESALER** in the country.

But—MR. DEALER—while these are days of wonderful successes in the Victor line—still through shortages we have had great disappointments.

We are all **MAKING MORE MONEY** than we ever did before—but we see shortages which make us think how much more money we could have made—forgetting OUR WONDERFUL GAIN in spite of certain shortages.

The Talking Machine Company is probably filling its orders more completely and with greater dispatch than others.

**TRY US.**

If we can't fill all of that order—the portion we do fill will make you forget your transportation charges wherever you are.

**THE TALKING MACHINE COMPANY**
12 N. Michigan Avenue
Chicago, Ills.
Builds Demonstration Booths. A. H. Dannenmier, of Willmette, has just completed three new demonstration booths, which add greatly to the attractiveness of his store. Mr. Dannenmier is an enthusiastic Victor representative, and he also recently installed the new Edison disc.

New Dance Records Expected. Dealers are looking eagerly for the extra special dance records that are being issued by the Victor Co. Calls for the Tango, the Maxixe and the Hesitation continue unabated, and buyers of this class feel in the position of being able to do a good deal of pleasure in “Some Smoke” and “Leg o’ Mutton” which are played by Europe’s society orchestra, composed entirely of colored talent, in a new show at the O. E. Agency.

James Lyons, 25 West Lake street, has secured the Western distributing agency for the John M. Dean “Puritune” disk.

Music for the Children. Beginning last Saturday morning Lyon & Healy installed a series of recitals for children in their recital hall, using the “Educational Series” of the Victor Co. Mr. Otten was in charge of the selection of the records and talked to the children and visitors to the series were very much pleased with her efforts to instruct as well as to entertain the children, who ranged from six to fourteen years of age. Many beautiful standard works of musical art are thus presented to the children in such a way as will aid greatly the development of their young minds.

Orders Stock. George Eichholz, one of the big dealers of Milwaukee, Wis., visited Lyon & Healy’s recently to see about the replenishment of his stock of “Please, New Lyon & Healy Traveller.”

L. A. Cummings, formerly one of the star travelers of the Victor Co., is now traveling for Lyon & Healy, succeeding E. R. Hylie, who will come into the house to take charge of detail work in the wholesale sales department. Mr. Cummings will have Illinois for his territory as well as river into the house to take charge of detail work in the wholesale sales department.

The Wade and Wade Needle. Wade & Wade, manufacturers of the Wade fibre needle cutter, nearly doubled their business last month, as compared with the corresponding month of 1913. The Wade cutter was handled by the majority of the jobbers of the country, and in the last few weeks quite a few of the remaining ones came into line. The further additions to the equipment of the firm’s up-to-date factory are being made.

Talking Machine Co. Sales. January was one of the best first months in the history of the Talking Machine Co., both in the sale of machines and records. The business on the latter was something enormous. Sales Manager R. J. Keith called attention to the very large number of responsible jobbers who had recently made application for the Victor line, but who had not been signed up on account of the shortage in Victor goods, or because the line was already represented in those districts. The large standing of letters of inquiry that were temporarily held up for the reasons above stated was shown the caller.

Mercer With Columbia Co. J. P. Mercer, manager of the Chicago branch of the Columbia Graphophone Co. as assistant to Manager Ryers of the retail department. Mr. Mercer is an old piano man, and many years ago was with S. O. Stiny at Dayton, O. He also handled talking machines for a number of years, and tells interesting stories of his experiences with the first Edison phonograph of the old barrel tin (oil type)

A BEAUTIFUL PRESENT. Something About That Leather-Bound Order Book Given by the Talking Machine Co. to Its Dealers and What the Latter Think About It—Should Act as Spur to Recipients.

(Special to The Talking Machine World.)

CHICAGO, ILL., February 9.—Brief reference was made in the January World to the handsome order books which were sent by the Talking Machine Co. to Victor jobbers of this city, to their dealers. A photographic reproduction of the cover of the book is presented in this connection.

It is extremely artistic, bound in gray flexible leather and lined on the inside with moire of the talking machine department of that company.

The New Manager. Ella Lents is the new manager of the talking machine department at Hillman’s, Miss Lents is an old employee at Hillman’s and received her knowledge of the business while in the employ of that concern.

Selling Large Edison Machines. C. E. Goodwin, manager of The Phonograph Co., is wearing a broad grin these days, which is due to a great sale of Edison machines which has followed the liberal advertising campaign which this company has recently launched. “The Edison has proved that high-priced machines are the ones that carry the profits bound order book which you sent us for Christmas. We desire to thank you for the order book sent us. We hope we can fill all the other orders for records and machines.”

We beg to acknowledge receipt of your order book of recent date, for which accept our thanks. We trust our business for the coming year will be of such volume that we will have better business next year.”

“We wish to thank you for the fine leather-covered order book, which we expect to use quite extensively.”

“We received your thanks for the lovely leather cover sent with the season’s greetings.”

“We enclosed please find acknowledgement of receipt of your Christmas gift. I will give the acknowledgement as quick attention as I have the gift, the service will be O. K.”

“We are in receipt of your order book of recent date, for which accept our thanks. We trust our business for the coming year will be of such volume that we will have better business next year.”

It is very neat and artistic in design. Wishing you a happy and prosperous new year.”

“Accept our sincere thanks for the fine order book, we sent you. Hope we can fill all the other orders for records and machines.”

“We beg to acknowledge receipt of your exceptionally attractive and practical order book sheetlet, and wish to record your good wishes, we remain—”

“Thanks very much for the leather cover—its a dandy.”

“We are having a great Christmas business and wish to thank you for your promptness in filling our orders. Your Christmas present of an order book cover was received yesterday. Thank you for remembering us.”

“We desire to thank you for the order book sent us. Wishing you a prosperous new year, we remain—”

“Both the Victor and Edison Companies are giving recognition at last to Boston song composers,” declared a member of one of the Boston companies. “Compositions of several of these are now to be had on cylinder and disc, among them the pieces of Leo Feist, Tom Allen, through their manager, Billy Lang, and these are now on the market. ‘Chick’ Story is another who will get good representation next month.”
REPORT SHORTAGE OF STOCK IN MILWAUKEE TRADE.

Jobbers for Leading Lines Say They Are Meeting with Brisk Demand for Machines and Records, but Find It Difficult to Fill Orders Owning to Shortage—Many Changes and Enlargements in the Leading Stores to Meet Expanding Business—The News in Brief.

(Milwaukee, Wis., February 10.—The only question that is troubling talking machine jobbers and dealers all over Wisconsin is the shortage of machines at the present time. Jobbers for all the leading lines say that they are meeting with a brisk demand from retailers for machines and records, but that they are finding it difficult to fill orders because of the inability of the factories to turn out the goods fast enough. Dealers in Milwaukee and about the State met with a big holiday business and stocks were reduced to a low stage in most lines. Jobbers are looking for a good business for the next few months, as they realize that it is going to take some time for dealers to get their stocks back in normal condition.

Business Shows Improvement.

Prospects for the coming year are much brighter at this time than they were a month ago. General business in Milwaukee and about the State has shown decided improvement, and this has reacted favorably upon the talking machine trade. Most of the large, heavy machinery manufacturing concerns in Milwaukee are increasing their working forces and are again operating on almost full time. Money is somewhat easier and confidence is more widespread. Collections have been improving since the first of the year.

The demand for the higher priced machines is still strong, but the sale of cheaper machines is increasing, now that industrial conditions are returning to a normal stage and people have work once more.

Finds It Hard to Get Stock.

"Dealers all over the State have been ordering freely since the middle of January," said Harry T. Fitpatrick, general manager of the Wisconsin Talking Machine Co., jobbers for the Victor line. "The only trouble is that we are finding it hard to get enough stock from the factory to meet the demands of the trade. The Victor Co. seems to be rushed and is finding it impossible to turn out the goods fast enough. We have secured a large number of new Victor dealers, about the State since the opening of the new year. The prospects for 1914 are unusually bright and we are co-

The Columbia automatic stop. The most accurate automatic stop made and the easiest to operate.

Gun Metal, $2.00 list. Nickel Plated, $2.50 list. Gold Plated, $3.00 list.

May be adjusted to both Columbia and Victor disc machines. Order from any Columbia Distributor.

Columbia Graphophone Company

Woolworth Building, New York
THE CREDIT PROBLEM

Between Talking Machine Jobber and Dealer
Discussed by Louis Buehn, of Philadelphia,
in the Edison Phonograph Monthly.

The credit feature of every business is one that
is most important, as many careers have been
wrecked by the granting of credits too liberally,
particularly to small merchants who did not have
the right conception of business, and who brought
about losses to the grantor of credit.

It has always been my aim to safeguard the
credit situation, in so far as I was personally con-
cerned, by never failing to ask for remittances
when an account became due, and to politely but
firmly insist upon settlement when the account
was past due.

This condition, of course, was largely brought
about in the beginning by necessity, but the rule
has been so satisfactory that I have continued the
practice up to the present day, although liberality
also is part of my creed when the condition or sit-
uation warrants it.

Many dealers are prone to think that the principal
item of consideration in the granting of credit
is the amount involved, but in this they are mis-
taken, for the reason that any jobber will grant any
amount of credit to any dealer provided he dis-
counts his bills or pays them promptly on the terms
agreed, but should a man owe an amount of money,
even though very small, and exceeds the terms
agreed upon, the jobber will rightfully refuse to
extend an additional amount of credit.

It should be the aim of every dealer to discount his
bills, for until he is in position to do this, he is
not taking full advantage of the possibilities of the
business, and not getting everything out of it
to which he is entitled. It should be the jobber's
aim to help the dealer realize this condition and
the writer has always tried to lend the necessary
assistance through advice and the proper exten-
sion of credit accommodations to bring this con-
dition about.

It has been my good fortune to see a number of
dealers brought from a slow paying basis to dis-
counters and there has always been a feeling of
satisfaction on my part of having been partially
instrumental in bringing this condition about.

The dealer should not abuse his credit by asking
unreasonable things, for by so doing he not only
brings down upon himself the condemnation of the
jobber, but will usually bring upon himself in
time a condition which will mean the giving up his
right of dealership. In like manner the jobber
should be careful in the extension of credit not to
make the terms burdensome or irksome. He
should grant credit intelligently and give every
dealer all the help possible and should act generally
as a constructive force for the good of the entire
business.

BUSINESS OUTLOOK PLEASES.

H. L. Willson, assistant general manager of the
Columbia Graphophone Co., returned recently from
a short trip to the most important trade centers of
the Middle West, and is pleased with the general
business outlook. Mr. Willson discussed business
conditions with a number of prominent financial
and industrial men, and the consensus of opinion
was decidedly encouraging. While in the West Mr.
Willson closed arrangements for the leasing of a
larger store at Toledo, to be located a few doors
above the present one, and also renewed the other
leases.

HOW CO-OPERATION HELPS.

A recent example of the co-operation offered by
the educational department of the Columbia Co.
was evidenced in an advertisement that was staged
last week in Public School 29, Jersey City, N. J.,
under the auspices of the Columbia educational
division. This school had for some time been de-
sirous of purchasing a Columbia outfit, but no
funds being available, the purchase was necessarily
delayed. The Columbia Co., however, lent as-
sistance by preparing an excellent record concert
which, by the charging of a small admission price,
produced sufficient funds to buy a Columbia ma-
chine and a goodly supply of records.

Another Example of $witty $ervice

Victrolas XI Growing Scarce
But Our Dealers Need Not Worry

1. Last summer we foresaw the condition that is coming. We
  took in all the Elevenths that the Victor factory could ship us,
  besides buying up a lot from other sources during the dull
  season.

2. Although warehouse charges, interest and insurance have
cut into the margin of profit, it was your benefit only that we
thought of.

Order Now—Order Liberally.
Telephone! Telegraph! Write! Get Busy!

BENJ. SWITKY, VICTOR DISTRIBUTOR
NEW YORK CITY
EDISON SIXTY-SEVEN YEARS OLD.

Time Has Dealt Gently with the Great Inventor

After Forty-Five Years Spent in Laboratory Work—His Latest Portrait—Planning to Spend Vacation in His Home in Florida.

Sixty-seven years old and working steadily for 120 to 140 hours a week on occasions, an exhibition of energy that would break the health and spirit of a far younger man, is the record that still maintains Thomas A. Edison on a pedestal as one of the foremost figures, if not the foremost figure, in the field of electrical and mechanical invention and development to-day. Mr. Edison's work is indicated by his time card, which he punchers just the same as would the ordinary employe, and the results are shown in numerous ways, most recently by the perfection of the disc phonograph. No better proof of the energy of the man is to be desired than his remark upon his return from a recent vacation, enforced by a slight illness, to the effect that forty-five years in the laboratory had so tuned him to hard work that he was sick if away from it.

Mr. Edison is beginning to feel, however, that his work in the past has entitled him to an occasional vacation without necessitating apologies, and consequently only late this month he will leave home for a seven weeks' vacation in Florida in company with Henry Ford, the well-known automobile manufacturer, and John Burroughs, two close friends.

The anniversary of Mr. Edison's sixty-seventh birthday fell on February 11, and the accompanying portrait, his latest, shows that the years have added nothing to the wizardry with "The Wizard" and that he still appears to be fit to develop fresh surprises for the scientific and mechanical world.

SUCCESSFUL IN CONCERT WORK.

(The Special to The Talking Machine World.)

KNOXVILLE, February 6.—C. H. Wolfe, an enterprising Victor dealer in this city, is closing an excellent business through the medium of original ideas in both his publicity and his sales methods. Mr. Wolfe is a great believer in offering the public something different from the average advertising and he also presents the Victor records by means of concerts held in various parts of the city.

On a recent occasion Mr. Wolfe prepared an elaborate program for a Viatrola concert at St. Paul's German Evangelical Church, at which sacred music was featured exclusively. The extent of the Victor record library was well evidenced by the splendid list of sacred records which was offered by Mr. Wolfe. This concert is but one of a series that Mr. Wolfe is planning to offer during the next few months, for the experiment has proven a decided success in increasing sales.

LATEST RECORD BY MAGGIE TYTE Announced by Columbia Co. in Special Letter Sent to Dealers—Sings Her Big Hit.

The Columbia Graphophone Co. sent out to its dealers this week a special letter announcing another record sung by Maggie Tye, the famous English soprano, in addition to those featured in the regular March list of records. The company had originally planned to issue this third record in April, but as Maggie Tye is scoring a most successful tour of the country it was deemed to the best interests of Columbia dealers to release the third record by Miss Tye at the earliest possible date.

This record contains Miss Tye's famous hit, "Wilfray," which is considered the most popular song in her repertoire. The issuance of this song in record form should prove very popular with Columbia dealers.

"TALKING MACHINE SPECIALISTS."

Barley & Blesinger, "the talking machine specialists," who opened a new store last October, at 378 West Ferry street, Buffalo, N. Y., are handling a full line of Viatrolas and Edigio Amberolas, records and supplies, and report a very excellent business. Both of these gentlemen were connected with the Neal, Clark & Neal Co.

George W. Lyle, general manager of the Columbia Graphophone Co., left Monday for a ten days' trip through the West. H. A. Yerkes, manager of the company's wholesale department, left Tuesday for a short trip through New England territory,

Make Every Business Day Count

That is the only way to succeed, and if you realized how you could improve your business with the right player pianos you would lose no time in communicating with us.

We can offer you a player proposition which is brimful of business-building possibilities for you. That means money-making possibilities.

If there is a sub-cellar under the basement we can put you right there, so the foundation is firm; not merely on the ground floor of the player business, but better than that. We can aid you in your business enterprise so that it will show a substantial increase in profits before the year is very old.

We have a player-piano proposition that you should not overlook.

One of the largest piano enterprises in the world could not have been built up within a few years unless the profits had been there—unless we had meant exactly what we said when it came to the question of values.

The question is, are you interested in values?

Are you interested in something unusual in the player line?

Then take it up with us!

H.P. NELSON & COMPANY

Manufacturers of Grands, Uprights and Player-Pianos

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

GIVES

Perfect Detail Rich Tone Full Volume

Records remain perfect forever, as Victor Fibre Needles are used.

Your customers will like the Masterphone, for it adds immeasurably to the value of their instruments.

YOU EARN ADDITIONAL PROFITS.

Write for Sample and Discounts.

Steel Needles Masterphone $1.00

Fibre Needles Masterphone $1.50

THE MASTERPHONE CORPORATION, 187 Broadway, New York City

Telephone: Cortlandt 1872
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
Write for terms and discounts.

VALUE OF WINDOW DISPLAYS
Emphasized by the Success of M. Sonnenberg Piano Co., Yonkers, N. Y., in Featuring the Columbia Line So Artistically.

The enterprising methods of the M. Sonnenberg Piano Co., Yonkers, N. Y., are well illustrated by the accompanying picture of a recent window display presented by the company on behalf of its Attractive Sonnenberg Window.

Columbia graphophone department. This photograph, which was taken at night, hardly does justice to the beauty of the display, which was used as a follow-up of the Columbia Co.'s advertising in the Saturday Evening Post. The Favorite is the machine featured in this display, and the dolls attached to the machine by ribbons made a most attractive setting for the machine.

J. Bareuther, who is manager of the Yonkers store of the M. Sonnenberg Piano Co., is a firm believer in the value of artistic window displays, and the fact that the Columbia business in this store is steadily increasing can be attributed in a considerable measure to Mr. Bareuther's energetic and live-wire publicity and sales policies. The Columbia line is handled exclusively in this store.

CHARGE INTEREST ON VICTROLAS.

Minneapolis Dealers in Victor Talking Machines Sign Agreement to Charge Six Per Cent. Interest on All Installment Sales.

(Special to The Talking Machine World.)

MINNEAPOLIS, MINN., February 7—All Victor dealers in Minneapolis, some fourteen in number, have signed a pact to charge interest on deferred payments as is done with pianos sold on the installment plan. The pact includes two department stores, who were expected to balk at the proposition, but apparently there was little difficulty in signing them. The matter of obtaining the signatures to the agreement was turned over some weeks ago by several dealers at an informal gathering to Robert O. Foster, of Foster & Waldo, former president of the National Association of Piano Merchants.

It is agreed that the interest rate will be 6 per cent., that being the current rate on loans of various kinds in Minneapolis.

MOVE TO NEW FACTORY.


The Schafford Album Co., formerly on Lispenard street, New York, is moving to a larger factory at 27-29 Walker street, where, with new machinery and modern equipment, it is planning to increase its output to a considerable extent.

This concern makes a specialty of talking machine record albums and carrying cases, and its business now reaches all over the country, due to the high quality of its goods, consistent with reasonable prices.

General Manager Skinner, in speaking to The World representative, said: "Of course it took a week to move, and during that time we were a little delayed in shipping orders, but we are now settled and, with the additional output, we are in an excellent position to care for the orders of the trade. It is these orders that are making our rapid growth, and we aim to give the best satisfaction both as regards quality, price and deliveries, so that the business may continue to grow."

COLUMBIA CO. TRADE IN BUFFALO.

Business in Both Wholesale and Retail Departments Practically Doubled—Better Grade Machines in Demand at All Stores.

BUFFALO, N. Y., February 7—According to W. L. Sprague, manager of the Columbia Graphophone Co., in this city, the business of the local store has increased considerably during the past month.

The retail business of the store in this city has increased about 36 per cent., and the wholesale business has been doubled.

One of the unusual features of the marked increase is the fact that Buffalo people are purchasing more $75 and $100 graphophones than $50 machines.

A window, artistically trimmed, adorns the front of the store which is located in Upper Main street in the heart of the music trade center of the city.

Sometimes when duty calls we can't hear it because pleasure keeps up such a racket just around the corner.
New records—three times a month. This is the latest Columbia innovation meeting the demands of record buyers.

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

Columbia Graphophone Company
Woolworth Building, New York

NEW VICTROLA DEPT. IN BUFFALO
Opened in Store of Neal, Clark & Nea—Special Sound-Proof Demonstration Booths Provided.

BUFFALO, N. Y., February 6. —The Victrola department of the store of Neal, Clark & Nea, at 446-449 Main street, has just opened. All the modern improvements and artistic designs are embodied in the new addition to the store, which has been located on Main street for many years. One of the features of the new department is the installation of soundproof demonstration booths, which enable the purchasers of Victrolas to hear, without interference, the machine they wish to purchase. W. J. Bruell is manager of the new department.

MUST ABIDE BY THE CONTRACT
When the Contract Provides That the Employee Shall Satisfy the Customers of His Employer.

When a contract for employment provides that the employee shall satisfy the customers of his employer, it is sufficient to show on a trial of his suit for breach of contract that the customers were dissatisfied. The question whether they had good grounds for their dissatisfaction is not material, and any verdict predicated upon such a theory may be set aside, the Appellate Division ruled recently, sustaining the appeal of the Henry W. Messmer, a silk finisher, discharged by them. Messmer's contract provided that he should be employed while his work gave satisfaction to the company's customers. The court observed that the jury had probably been actuated by sympathy, and any verdict predicated upon such a theory must be set aside, the Appellate Division ruled recently. The question whether they had good grounds for their dissatisfaction is not material, and any verdict predicated upon such a theory may be set aside.

PLEASING NEW YEAR'S SOUVENIR.
The International Phonograph Co., a successful Victor and Columbia dealer, with stores at 101 Essex street, and 196 East Houston street, New York, is sending out to its many patrons a very attractive 1914 calendar that should serve as a year-round reminder of the company's establishments. The calendar shows the trade-marks of both the manufacturers the company represents, together with an appropriate center illustration in several colors.

INCORPORATED.
The LaGrange Talking Machine Co., LaGrange, III., has been incorporated with a capital stock of $50,000, to manufacture and deal in talking machines.

THE MAN WHO STICKS.
Look around among the men you know and observe will teach you that, in the majority of cases, the man who wins in any vocation in life is the man who sticks to it. He may be a plodder, but if he is endowed with perseverance, he may surpass the versatile or brilliant man.
A Result Getting Advertisement.

Attractive Manner in Which Harger & Blish Exploited the Advantages of the Edison Phonographs to the Music Lovers of Des Moines—Artistic Newspaper Advertisements.

(Special to The Talking Machine World.)

Des Moines, Iowa, February 7.—One of the most successful and result producing advertisements for the Edison phonograph ever published by Harger & Blish, the prominent Edison jobbers with headquarters in this city and branch stores in Dubuque and Sioux City, is reproduced herewith, and which occupied a full page in the Des Moines Evening Tribune on the day that Mme. Melba and Jan Kubelik gave a joint concert here.

The fact that the Edison phonographs, both cylinder and disc, offer the opportunity of having the best of the world’s music brought directly to the fireside with a minimum of expense and trouble was strongly impressed upon both those who attended the Melba-Kubelik concert and those who stayed home.

Phonograph Talked Back.

J. B. Benton, a veteran engineer and mechanician, who was associated with Thomas A. Edison a generation ago, at the time the phonograph was just beginning to evolve as a commercial proposition, recalls, with a chuckle, the following historic incident to the memory of the “Wizard.”

One of the first machines that went out of the laboratory was delivered to Charley Cheever, son of the well-known belting manufacturer. Charley couldn’t make it work, and finally sent a note to Edison.

The great inventor himself worked over the phonograph, recalling “Mary had a little lamb” into it distinctly for nearly an hour without audible result. At last he lost patience, and slammed the thing down with a jilt, exclaiming: “Talk, d—n you! Why in blazes don’t you talk?”

Then, suddenly, the phonograph broke into long silence, and squeaked out to Mr. Edison’s horror:

“D—n you! Why in blazes don’t you talk?”

This was the achievement of Benesch & Son, of Annapolis, Md., during a recent day. (Special to The Talking Machine World.)

ANNAPOlis, Md., January 31.—The enterprising Victor representatives in this city, Isaac Benech & Sons, closed the best year in their history. The company maintained a consistent advertising campaign from one end of the year to the other, and this publicity, coupled with the unceasing efforts of the capable sales staff resulted in the closing of this banner year’s business.

Some idea of the splendid business closed by this aggressive dealer may be gleaned from the fact that in one hour on a Saturday recently, Wm. McCurdy, manager of the store, sold sixteen Victrolas, a record to be proud of, considering the size of the city, and its population, which totals about 9,000. The company’s clientele is going a pace, and judging from the record business closed so far this month, the machines sold during the past fall season are giving perfect satisfaction.

Opens Store in Union Hill, N. J.

Andrew Brunton, the prominent piano dealer with stores in Jersey City and Perth Amboy, opened recently a new store in Union Hill, N. J. Mr. Brunton is featuring in this new establishment his leaders—the Kranich & Bach and Hardman lines—in addition to several other well-known pianos and Columbia talking machines and records. Large and attractive signs are prominently displayed on the new building, calling the attention of the public to the high-grade character of the instruments handled by Mr. Brunton.

Look Out for This Man.

A man who has given various names when seeking employment, and who recently worked for the Chase & West Talking Machine Co., of Des Moines, and for another concern in Iowa, has disappeared. Wherever he has been employed, it is stated, he borrowed money, or got it under false pretenses. The last case was with Herman Marks, of Emmetsburg, Ia., where he sold a $300 piano for $100 cash, pocketed the money and skipped.

This man is about five feet high, weighs 110 pounds, dark brown hair, has a scar on the left side of the face, and his leaders—the Kranich & Bach and Hardman lines—were sent us these facts for the purpose of warning the trade.

Many a man has been undone through undue influence.

In the clinches you can rely upon the Ditson Victor Service. Profits are contingent upon our fast work—and we know it.

Stop saying to your customers: “We haven’t got it,” because you can get it from DITSON.

Fast Victor service is our aim, and that we hit the mark is proved in our rapidly growing clientele of dealers.

Oliver Ditson Company, Boston, Mass.
The Tango and Columbia Records are linked in the public's mind. Swing this public into your store by advertising Columbia Dance Records.

(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

INTRODUCING THE ARTIST TO THE CUSTOMER.

A Series of Receptions Held at Your Store, Mr. Dealer, Where the Talent Meets Your Patrons Socially, Will Prove the Greatest Tonic Ever Prescribed for a Languid Business —It Will Make Weak Trade Strong and Strong Trade Stronger.

Have you ever noticed, Mr. Talker Man, when a prominent phonograph artist, who is also popular upon the stage, plays an engagement at a theater near your store, how it facilitates the sale of that particular artist's records? To illustrate: While Harry Lauder was playing in Philadelphia a short time ago the talker shops in that city were besieged with orders for his selections, the greatest demand centering naturally upon the songs he sang at his concerts. Even now, a full week after Mr. Lauder's Philadelphia engagement, I find, on glancing through my daily paper, that Louis Buhne is still interested in the event as a trade stimulant. In a conspicuous advertisement bearing the title, "You Missed Hearing Harry Lauder? But you may still hear him any time you like; the Victor makes it possible," he publishes a list of thirty-seven records made by this great entertainer.

Now then: If the mere proximity of the artist to your establishment will boost sales several hundred per cent., why not go further and arrange for a series of receptions where the talent will come in personal contact with the customer upon a social basis.

It appears to the writer that the manufacturer might be induced to meet the dealer half way in this matter, it being mutually advantageous. It could save the manufacturer the expense of sending every artist, and the artist, at the signing of their contract that a series of receptions be held at the stores of various dealers, and provisions for the same could be included in the contract documents. The fairs could be given, in a great many instances, very easily and inexpensively for this reason: A number of clubs or salons where a half-hour's program could be given, in almost every city in the country, if not in every city. These would be good advertising mediums.

A large proportion of the talent are en route during a part of the year upon concert, opera or vaudeville tours, and their itinerary could be furnished very easily and inexpensively for this reason: A number of clubs or salons where a half-hour's program could be given, in almost every city in the country, if not in every city. These would be good advertising mediums.

Very little trouble, small financial outlay, and big returns. In fact, everything may seem diminutive, but Cal, the crowd and the profits, which is as it should be.

HOWARD TAYLOR MIDDLETON.

VISITING SWITZERLAND FACTORY.

Marc K. Mermod, of Mermod & Co., 505 Fifth avenue, New York, manufacturers of supplies for talking machine makers, is now at the Switzerland factory for a few weeks' visit, getting his line of goods ready to take with him on the trip that he is planning to make through China. E. L. Cuendet, a man well experienced in the importing line, and also the talking machine business, is now in charge of the New York offices where visiting manufacturers may see him.

Many people confuse the term "efficiency" with the word "effectiveness," and while there is a current usage in which the two terms overlap, yet the difference is easily capable of detection, and it is important too.

CHEMISCHE FABRIK E. SAUERLANDT
HERMANN FLURSTDITZ
bei Apolda 1, Th., Germany

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for

Gramophone and Phonograph Recording

Sale Manufacturer of Wax "P," the best recording material for Berliner-cut.
THE TALKING MACHINE WORLD.

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HANDSOME TALKING MACHINE QUARTERS IN EL PASO.

Conducted by the Southwestern Talking Machine Co., in That Go-ahead City—Now Controlled by Rafael Gabanas, President of the Mexican Phonograph Co.

(Special to The Talking Machine World.)

EL PASO, TEXAS, February 8.—The accompanying illustration, showing the main floor of the Southwestern Talking Machine Co.'s headquarters in this city, gives a fair indication of the up-to-date ideas of this hustling Columbia representative. Sound-proof demonstration booths furnished in a dignified and refined manner are included in the artistic appearance of the company's ware-rooms, which are tasteful and refined to a degree.

The Southwestern Talking Machine Co. is the new name of the company, which recently purchased the Dallas and El Paso stores of the Columbia Graphophone Co. Rafael Gabanas, president of the Mexican Phonograph Co., and an ardent Columbia admirer, is at the head of the new company, while Robert R. Sanders is general manager with headquarters in Dallas, J. M. Spain, who is well-versed in Columbia selling details, is in charge of the local store.

J. M. Spain, sales manager of the New York Talking Machine Co., has just issued a January supplement of Edison disc records that makes a valuable addition to the disc library. Over forty double-disc records are presented in this supplemental list, many of which are among the popular hits of the day. Edison disc dealers in all parts of the country write to state that the new list is being received with popular favor wherever it is introduced; owners of Edison disc phonographs are availing themselves of this opportunity to considerably enlarge their record library.

DANCE RECORDS IN GREAT DEMAND.


Referring to the present demand for dance records, V. W. Moody, sales manager of the New York Talking Machine Co., B1 Chambers street, New York, the prominent Victor distributor remarks as follows: "Many people have expressed their doubts as to the real status of the dance craze and have asserted that the demand for this type of music is not nearly as pronounced as the newspaper, talking machine record manufacturers and sheet music publishers would have us believe. "As a matter of fact, however, the actual call for dance music is greatly in excess of the apparent demand for this class of record. In all sections of the country, the dance craze is gaining rapidly in popularity, and judging from the reports of Victor distributors throughout the West and South, Victor dealers are reaping a harvest in the sales of these records. "In actual figures, the dance record sales in our own establishments are almost unbelievable. Taking as a basis of comparison the sales of one of the most popular records in 1908, our total sales this month of one dance record in the Victor library would equal a little more than 100 times the sales of the 1908 popular favorite. This figure furnishes the best possible evidence of the extent of the dance record business, and in my opinion will probably be distanced very materially, in the very near future."

The New York Talking Machine Co. is devoting a considerable portion of its window space to a number of attractive dance record cut-out displays, which call attention to the most popular records of this type in the Victor library. These displays are also being used to excellent advantage by the company's dealers, who report a number of sales as a direct result of these suggestions to passers-by.

BIG TALKING PICTURE CO. FORMED.

(Special to The Talking Machine World.)

DOVER, DEL., February 5.—The Talking Machine Film Co. of America, with capital of $2,500,000, has been chartered here. The incorporators are E. J. Forhan, F. B. Knowlton and D. A. Cassin, all of New York. The incorporation papers say the company, while Robert R. Souders is general manager with headquarters in Dallas, J. M. Spain, who is well-versed in Columbia selling details, is in charge of the local store. The incorporation papers say the company, while Robert R. Sanders is general manager with headquarters in Dallas, J. M. Spain, who is well-versed in Columbia selling details, is in charge of the local store.

Special

Send for a package of our Improved Half-Tone and Loud Tone Needles in New Style Envelopes.

If you want to advertise yourself, we will put your own name or trade-mark on the envelopes, or will pack in Puritone envelopes.

Quality Guaranteed

The Best Needles mean profit and satisfaction.

If you want to sell 1,000 Needles at a time instead of 100, use the "Dean-pack" Needles. Five boxes of 200 each, Extra Loud, Loud, Opera, Medium and Soft packed in a carton. The best package and fastest seller on the market. Write for samples.

JOHN M. DEAN, CORP.

Talking Machine Needle Manufacturers

PUTNAM, CONN.
The underlying thought of this invention is to provide a (zigzag) record groove of such character as to produce a duplication or immediate repetition of each impulse of the reproducing stylus, so that theoretically there should be expected a pronounced imitative action, the echo will be observed by the listener, but merely as to produce a duplication or immediate repetition of each impulse of the reproducing stylus, so that theoretically there should be expected a pronounced imitative action, the echo will be observed by the listener, but merely...
In the accompanying drawings and following description, is shown a form of the invention illustrating its mode of operation and which carries out the foregoing objects, but such disclosure is to be considered as illustrative, rather than restrictive, of the scope of the invention and the invention is susceptible of modification without departing from the spirit thereof.

In the accompanying drawings: Fig. 1 is a perspective view showing the invention applied to an ordinary talking machine reproducer and disc record; Fig. 2, a side elevation thereof; Fig. 3, an enlarged detail, partly in section, showing the cooperation of the device with the needle; Fig. 4, a detail perspective of the attachment alone; Fig. 5 is a view looking toward the lower face of the thin freely vibrating sheet or disc; and Fig. 6, detail plan views of other shapes of thin, freely vibrating sheet or disc that may be used.

The invention relates to reproducing apparatus of talking machines and comprises a modification of the invention illustrated and described in my pending application Serial No. 670,146, filed January 9, 1912.

The present apparatus is designed especially to co-operate with records having grooves of uneven depth, the sound waves being recorded in the bottom of said grooves instead of in the sides of said grooves.

The best form of apparatus embodying the present invention, with certain modifications thereof, are shown in the accompanying sheet of drawings in which, Fig. 1 is a vertical central section of a soundbox adapted for use on cylindrical sound records. Fig. 2 is an enlarged detail cross section of the disc which forms the novel feature of the invention. Fig. 3 is a similar view of a portion of a reproducing device, embodying the invention, the same being shown partly in section. Fig. 2 represents an enlarged section of a portion of the device. Fig. 3 represents a section of line a-a, of Fig. 2. Fig. 4 represents a perspective view of the reproducing device, embodying the invention, the same being shown partly in section. Fig. 2 represents a section of a modified form of the device.

This invention relates to improvements in soundboxes for use in connection with sound recording and reproducing machines.

The principal object of the invention is to provide a soundbox, which will so actuate the needle or stylus as it travels over the surface of the record that clean-cut, smooth grooves will be traced therein; and in reproducing said record, the tones obtained will be intensified, clear and free from harsh or grating sounds. This is accomplished by confining air or a liquid between a pair of oppositely arranged cupped pistons of different diameters.

Another object of this invention is to provide means for regulating the air or liquid pressure between the pistons, in order to get the best results from the soundbox either in making a record or reproducing the same.

In the drawings, Fig. 1 is a sectional elevation of a soundbox constructed in accordance with the invention, for use in connection with a laterally moving up and down record groove machine. Fig. 2 is a similar view showing a soundbox for a up-and-down record groove machine, and Fig. 3 illustrates a modification of Fig. 1.

BUYING AND SELLING POINTERS.

Buy with one end in view, to sell. But remember, to sell means more than one sale. Therefore keep an eye open for quality, as well as price. Buy as near home as possible. You will gain in time of delivery and in price as well. If you are to sell, it will be necessary to buy. But remember that the selling depends largely on your buying.

Buy with both eyes wide open. Then when you sell you won't fear to meet the steady gaze of your customer.

The man who buys goods without taking selling into consideration remains one of Br'er Rabbit and his experience with Tar Baby.

Don't treat your jobber as if you distrusted him. Remember he is probably as anxious to hold your trade as you are to keep one of your customers.

If you have a call for something you haven't got, and it's in your line, get it. But don't buy a gross unless you have more than one call for the article.

The merchant who buys, without first studying his local market, is like a traveler without a map; he is likely to end his journey at the wrong destination.

Buy early so that you can display the goods just before the season opens, thus securing the first orders, and also the reputation of being the leader in your lines.

Buy with due regard for the taste of your patrons. Cater to the trade of the "upper ten," but don't forget that the "lower" ten thousand are the people who spend the greater volume of money annually.

No honest purpose is ever wasted and no honest desire ever remains unanswered.

Many a man's best friends are those who know him least.
READ your trade paper! Get The Talking Machine World regularly—It is worth many times to you its annual cost.

There is but one talking machine paper covering this entire industry, and it is admitted by all that it is of great aid to the dealers in every part of this country.

New economic conditions make certain knowledge necessary on the part of merchants, and in every issue of The World there is contained educational matter, instructive service, business news and technical articles which are worth many times the cost of the paper.

Thousands have been benefited by the business articles which appear in The World, and every talking machine dealer should receive it regularly.

The only way to do that is to pay for it, and the cost is trifling—a little over eight cents a month, and for that small sum The World, with all its mine of information, is at your service.

If you do not receive the paper regularly, just put your dollar in an envelope and address it to the office of the publication, and you will say that it is the best investment that you have ever made.

Do not delay but send on your dollar now.

Rencollect that your competitor is getting The World—getting it regularly, and in it he is securing some valuable pointers—information which places you at a disadvantage if you do not read the paper.

Do not overlook such a valuable contributing factor to your business success.

EDWARD LYMAN BILL
PUBLISHER
373 Fourth Avenue, New York City.
In the Edison line there are a great many models and a great many prices, but there is just one standard of musical excellence—the standard that the master of sound reproduction has set for himself.

To the merchant that means a real musical instrument for every customer, irrespective of the price paid. And that means satisfaction.