

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

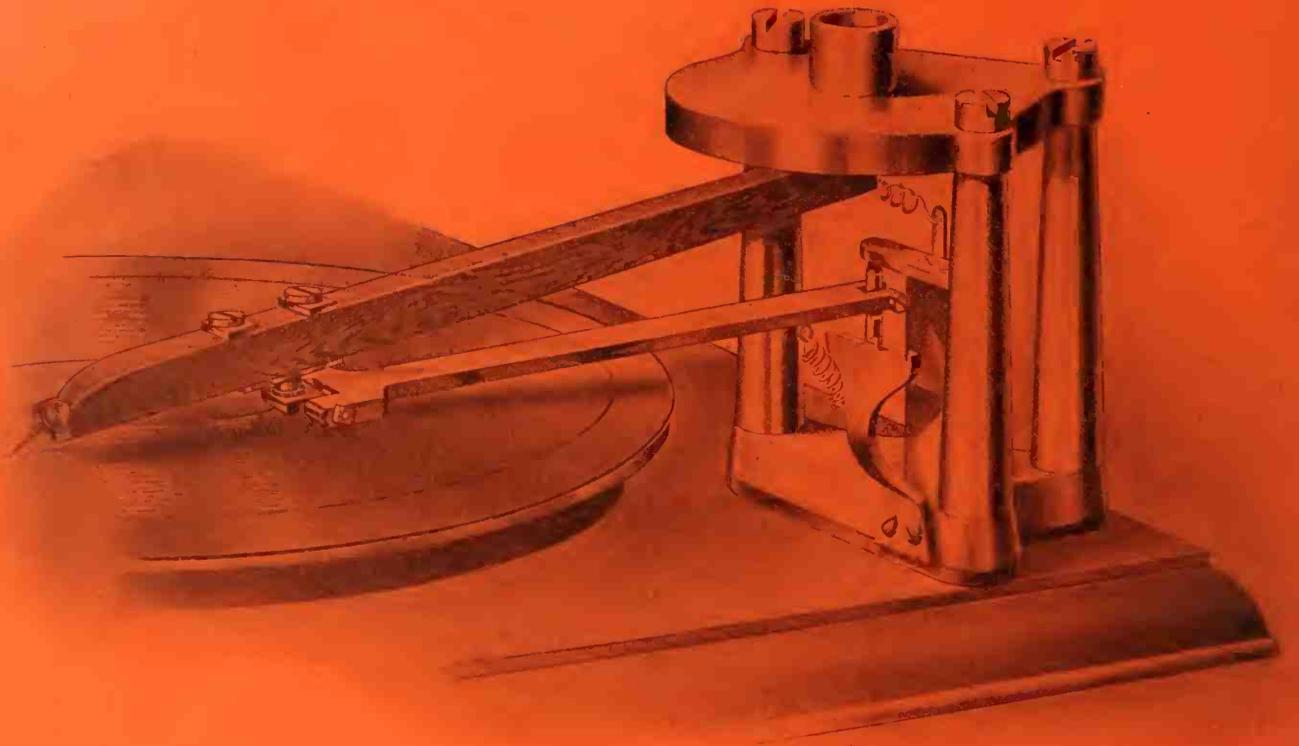
Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, April 15, 1913



The best-known trade mark in the world

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

The Vitaphone



Vitaphone Cabinet Instruments.

COMMENCING with the May issue of the "World" we will illustrate two styles of cabinet Vitaphones each month, ranging in prices from \$12.50 to \$300.00.

The Vitaphone cabinet is the work of an artist. It is designed along the lines of the quaint and elegant furniture created by the old masters of the famous English and French art periods of the later middle ages.

The accurate tone of the Vitaphone reproducing device, perfect and silent motor, housed in an artistic cabinet, make up a musical instrument pleasing to both eye and ear.

The Vitaphone motor is built with the utmost mechanical precision, is absolutely noiseless, even running and requires a minimum of care.

THE *Vitaphone* *CO.*

Plainfield, N. J.

The Talking Machine World

Vol. 9. No. 4.

New York, April 15, 1913.

Price Ten Cents

NEW STYLE ROOM PROVES SUCCESS.

Wood Fiber Lining, Without Corners, Greatly Improves Tone Quality of Pianos in Phillips & Crew Co. Store, and Parlors on Same Plan Will Be Used for Victrolas.

(Special to The Talking Machine World.)

Atlanta, Ga., April 8, 1913.

A new idea in sound-proof rooms for the demonstration of player-pianos recently introduced in the store of the Phillips & Crew Co., the prominent piano and talking machine dealers of this city, wherein wood fiber is used instead of the usual plaster or composition for lining the walls of the rooms, has proven so successful that the company announces that other rooms will be constructed on the same principle and used for Victrola parlors.

In the construction of the first room a special kind of wood fiber was used for finishing the interior, and the side walls and the ceiling were joined together by means of a curve and with all sharp corners eliminated. After extensive tests the room was found to be thoroughly sound-proof, and through the use of the wood fiber and the elimination of curves the walls and ceiling of the room acted as a huge sound-board and greatly improved the tonal effects of the instruments played therein.

Much interest has been displayed in the new room by other dealers, and as the cost of building is but little, if any, higher than that of the ordinary style of room, it is expected that booths and rooms lined with the wood fiber will soon be built in other music and talking machine stores.

NAMES BABY VICTOR EDISON.

Proud Michigan Parents Thus Express Their Enthusiastic Regard for the Talking Machine—Satisfaction to the Salesman.

(Special to The Talking Machine World.)

Kalamazoo, Mich., April 8, 1913.

Some children have been named for presidents, governors and other statesmen, but the first child to be named for a musical instrument was christened yesterday by Mr. and Mrs. William Mulder, of 1614 North Burdick street, who have named their young son Victor Edison Mulder, after the Victor and Edison talking machines.

F. R. Shephard, of the local branch of Grinnell Bros., in discussing the interesting incident said: "The christening of a baby with the names of talking machines indicates to what degree we have the people in Western Michigan enthused over those instruments.

"It is seldom that a talking machine man gets any encouragement out of his business beyond that which comes with the closing of a sale, and such an expression of satisfaction as that of naming the young man after the Victor and Edison talking machines does even more than encourage the salesman. It makes him feel that he is doing the world some substantial good."

MORE SCHOOLS GET BURBANK GIFTS.

(Special to The Talking Machine World.)

Santa Rosa, Cal., April 7, 1913.

The Victrolas ordered by Luther Burbank for the South Park and Roseland schools have been received by the Sonoma Valley Music Co., and were delivered Monday morning. The other public schools of the city were provided with Victrolas recently, but the supply ran out and these two schools had to wait until more were ordered from the factory.

The Todd District School has also purchased a Victrola from the same firm, which has just been delivered.

TAKES OVER FREEMAN BUSINESS.

C. A. Fenn, of Bloomington, Ill., has just taken over the entire Victor and Edison stock of C. H. Freeman, who has retired from the talking machine business. Mr. Fenn at the present time is the only Victor and Edison dealer in that city.

BIG ORDER FOR TALKING MACHINES

For the New York Public Schools Placed by the Board of Education with the Columbia Graphophone Co.—The Makes Selected.

The talking machine as a factor in educational work has received its strongest endorsement to date from the New York Board of Education, which has in the last few days placed its first big order for talking machine equipment. Of the product selected, 94 per cent., including both instruments and records, was of the Columbia Graphophone Co.'s products. The type of instrument selected is the B11, with symphony horn, and each school is supplied with a large supply of the special school series of records, recently issued by the education department of the Columbia Graphophone Co.

This order for talking machine equipment in the New York public schools was placed by the New York Board of Education only after the members had made a thorough test of the talking machine's adaptability to schoolroom work. The board's ultimate decision is a pleasing one to the Columbia Graphophone Co.

TALKING MACHINE EXPORTS.

The Figures for February Presented—Reports Show Increase for the Month.

In the summary of exports and imports of the commerce of the United States for the month of February (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 February, 1913, amounted to \$218,603, as compared with \$228,342 for the same month of the previous year. The eight months' exportation of talking machines, records and supplies amounted to \$1,904,559.

KREBS WILL BUILD ANEW.

Talking Machine Man of Hamilton, O., Suffered Loss of \$20,000 in Flood—Shows Real Grit.

Writing to the Talking Machine World under recent date, George Krebs, who handles Victrolas and pianos in Hamilton, O., which city was a great sufferer in the recent flood, says: "My

complete stock of pianos and Victrolas is a total loss by the floods; also the larger part of my furniture department. My loss is between \$20,000 and \$25,000. I am happy to say that my family is safe, as well as my health. I am ready to build up anew." This illustrates that Mr. Krebs is a man of real American grit, and with such a spirit he will win out anew, and he certainly deserves to.

PLACING ORDERS FOR STOCK EARLY.

Detroit Dealers Are Determined to Have Ample Stock on Hand the Coming Fall—Grinnell Bros. Place Big Order for Victor Machines and Records, Covering Every Style.

(Special to The Talking Machine World.)

Detroit, Mich., April 11, 1913.

Detroit dealers already are placing their orders for fall and winter trade. They are determined this year to have the stock on hand, so they won't lose thousands of dollars worth of business simply because they can't deliver the goods, as was the case last year. Grinnell Bros. a few days ago gave an order to the Victor Co. which practically meant carte blanche to ship every machine of every style it could spare. The order didn't read that way, of course. It was for a specified number, for which cash will be paid, delivery to be made at once. The amount was so big that the firm prefers it be not made public, but the writer saw the carbon of the order, and it runs a long way into six figures—without annexing a couple of ciphers after a decimal on the end, either. Even if the "at once" actually is complied with, it will be welcome. But the demand for Victors keeps all Victor stores so well cleaned out that the company cannot fill the order all in one shipment. The machines undoubtedly will be disposed of in Detroit as fast as they arrive.

"In spite of such orders, we have been unable to accumulate anything that looks like a surplus of machines," said Manager Rupp. "The more machines we buy, the more trade they create among the friends of the people we sell them to. Actually, it seems as if every Victor sold causes a demand for two more. Our gross profits for the last week in March were three and a half times the amount for the corresponding week last year—and we were not exactly pikers last year.

"Business in records is just as remarkable. We never have anything for the transfer bureau. Musical tastes of Detroiters cover such a wide range that we have calls for every record that comes in."

VALUE OF COMPLETE STOCK OF MACHINES ON FLOOR.

How the Customer is Impressed and the Business of the Dealer Augmented by Carrying a Complete Stock of Talking Machines—Many Customers Converted to a Purchase of High Priced Product After Examination of the Various Styles Represented.

The talking machine dealer has often been told of the benefits to be derived from having a complete or representative stock of machines on the floor at all times. He has been shown that the customer who is desirous of purchasing a \$100 machine in mahogany, or a special style of table machine, often does not appreciate the logic of an excuse that has for its object the justification of any delay of delivery for a short or indeterminate period of time. The dealer has been told all this convincingly and interestingly, and its truth and value is acknowledged by all up-to-date and aggressive dealers. As a result of this logical presentation of arguments, the majority of stores always endeavor to show a sufficient stock of machines at all times.

It is undoubtedly of material benefit to the dealer to have enough machines in stock, but he oft-times loses quite a number of his possible transient sales or sales of the higher priced machines if his stock is not displayed properly and attractively. This display does not only apply to the show window, which is a very important

factor, but also to the floor of the store where the machines are displayed.

It is of very little use to have a beautiful and attractive model in the basement of the store while a dusty, old-fashioned or scratched machine is given the place of honor near the entrance. A great deal depends on the dealer's display in his store, for many a customer has switched from the contemplated sale of a \$50 machine to a much higher priced model, primarily by the powerful attraction afforded by a well-arranged display of machines.

In many talking machine stores it is not an uncommon sight to see records that have been recently used lying around on the counters or placed in the machines where they have been recently demonstrated. This all tends towards detracting from the beauty and attractiveness of the establishment, and it certainly is not good logic for a dealer to spend hard-earned money on purchasing an extensive stock of talking machines and then failing to display it to good advantage.

PROFIT THROUGH OPERA SEASON.

Phillips & Crew Co. in Atlanta Gives Special Series of Opera Recitals for Benefit of Music Lovers—Cable Piano Company Also Features Victrolas and Operatic Records Strongly.

(Special to The Talking Machine World.)

Atlanta, Ga., April 8, 1913.

The Phillips & Crew Co. was a center for music lovers during a large part of the past month, as the advance sale of season and single tickets for the coming week of grand opera, April 19-26, was conducted in that store, and also in the store of the Cable Piano Co. The Phillips & Crew Co., is attracting further interest by conducting a special series of opera recitals and readings, in which the Victrola, with a large number of records from the seven operas to be given, figures prominently.

The Cable Piano Co. is also featuring the Victor line of talking machines and Victrolas, which it has only recently taken on, very strongly in connection with the coming opera season and with excellent results in the matter of machine and record sales.

GETTING AFTER THE FARMERS.

Some Interesting Facts and Figures That Point the Way to Big Money for the Enterprising Dealer in Talking Machines and Supplies.

The possibilities for talking machine trade among the farmers of the United States is not considered as seriously as it should be, and this is put very clearly by the editor of the Edison Phonograph Monthly when he gives the following interesting facts:

"There are 6,361,502 farms in the United States. Their income is approximately ten billion four hundred and twelve million dollars (\$10,412,000,000). This makes the average income \$1,636. Agriculture and manufacturing form the two principal sources of wealth in the United States. Two-thirds of the people gain their living by these industries. Agriculture takes the lead by three times the sum paid as wages to manufacturing hands!

"When you consider that the average income of the farmer of the Middle West is almost four times as great as that of the average city income, and that his cost of living is less than half that of the average city resident, the ability of the average farmer (and the resident of the smallest towns) to buy an Edison phonograph is self-evident. And he pays cash! He has cash to pay, for the average farm in the West is producing from \$20 to \$30 an acre.

"And then the farmer needs the phonograph after his hard day's work and his loneliness. His family needs the phonograph. It's the only pleasure possible oftentimes, and it's a pleasure as enjoyable

RECORDS BY WEINGARTNER.

The Famous Conductor's Records Made for the Columbia Co. Will Be Ready for June List.

The Columbia Graphophone Co.'s June list of new records will include, among other features, a double-disc record devoted to two selections by a picked orchestra conducted by the world-famous conductor, Felix Weingartner. These selections are entitled "The Liebestod," from Tristan and Isolde, and Weber's "Invitation to the Dance." Both of these are very popular selections with music lovers, and the sale of this record promises to be unusually heavy as soon as the public appreciates the musical worth of the selections.

Felix Weingartner's enviable reputation as a conductor has been acquired by his many years of orchestra leadership abroad, where he achieved a marked success. At one time he was conductor in the Imperial Theater at Berlin, and subsequent to

a disagreement with the Kaiser opened his own opera house eighteen miles out of Berlin, where his ability as a conductor of exceptional merit was suitably recognized by crowded houses at each performance. He was also accorded the honor of acting as guest-conductor of the Boston Opera Co., an honor accorded very few musicians. The new Columbia record is the first one of a series,



Weingartner and His Orchestra Making Records.

and is played by an orchestra of thirty-six men selected by Felix Weingartner from among the leading bands and orchestras of the country.

in a summer's twilight as before a winter's fire-side. The field has not even been scratched! Get after the farmers with an Edison outfit!"

HOW CARUSO TURNED THE TABLES

On a Newspaper Reporter and Incidentally the Talking Machine Comes in for a Boost.

A reporter who had orders to interview Enrico Caruso, of the golden voice, went to the Knickerbocker Hotel one day last week. He was told by the singer's valet that his master was taking a nap but would probably see him at 5 o'clock if he would give notice by telephone.

At 5 o'clock the reporter went to a telephone. The man who answered said: "About what do you wish to talk with Mr. Caruso?"

The reporter could hear the strains of "Celeste Aida" pealing through the room back of the man at the telephone. He had the assurance therefore that the tenor was at home.

"I will tell Mr. Caruso himself when he is at liberty to come to the telephone," he said.

"But I am Mr. Caruso," said the man at the other end of the telephone.

"I know better than that," said the reporter. "It is just because mutton-head servants like yourself lie like that that it is impossible to give messages through you with any satisfaction. Get off that line and ask Mr. Caruso to come to the 'phone or I'll come up there and make you into a salad dressing."

"But, sir, you must not talk to me like that. I am Mr. Caruso himself, no one else, and you are insulting me when I am trying to do you a favor."

"Say," roared the reporter in exasperation, "are you so stupid that you can't understand that I can hear Mr. Caruso singing right in the room with you—you spaghetti-filled goat?"

"Ah! I see," said the voice. "Come right up."

The reporter went up with a vast feeling of triumph. Signor Caruso opened the door himself, smiling wickedly. And on a stand in the center of the room was a phonograph from which was still issuing the strains of "Celeste Aida" in the singer's own voice. One of his favorite amusements is to hear himself sing.

The reporter after recovering from the shock went away wondering if he had really apologized enough.

Cash Your All the Year Round Loyalty

During the rush and time of shortage around the holidays have your name on our list of regular dealers and be in line to have your orders receive preference over the fellow's who "shops" during the rush season and who buys from his nearest jobber the balance of the year to save on freight and express, and maybe puts up with second-class service at that, sacrificing increased profits made possible by prompt and full-filling of orders for the sake of the "economy bug" working on his freight and express expense account.

FORGET THE SMALL DIFFERENCE IN EXPRESS

if there is a difference between your store and ours in favor of a jobber nearer you, and remember there are a lot of things about "Eastern Service" which will more than repay you.

Maine, New Hampshire, Vermont, Rhode Island and Connecticut Papers Please Copy.

EASTERN SERVICE IS GOOD SERVICE. BUT ABOVE ALL IT IS JUST.

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY

CONSERVATION OF THE MUSIC OF THE INDIANS

Geoffrey O'Hara, New York Composer, Appointed to Take Special Charge of This Work by Government—Will Utilize Talking Machine to Record Songs of the Various Tribes—Useful for Historical Purposes and Posterity Will Be Benefited and Enlightened.

Geoffrey O'Hara, the New York composer, has just accepted a strange and interesting job. He has been appointed by Secretary of the Interior Lane to attend to one of the many kinds of conservation carried on by our Government, the conservation of the music of the Indians.

"The work has in a limited way been done before," says Mr. O'Hara, "but only the surface has been scratched. No systematic effort has ever been made to study, develop and preserve the music of the red man.

"Part of my work will be to encourage the Indian to sing and love his own music—both vocal and other. This coming summer I shall go to Arizona and commence among the Navajos, who are richest in treasures of Indian music. How shall I go about my work? That music in a great measure be left to circumstances.

"But this I shall do. I shall make my home on the reservation, although this will not necessarily involve living in tents with them. I shall make friends with the superintendents, the teachers, the traders, and the other white people who know the Indian from daily contact. Through them I hope to become intimate with the tribe; mingle among them; become their paleface brother; encourage them to sing. I shall not have to tell them what I am there for—they will know."

"Then I will record their music. I will make phonographic records. But I hope to do more in a more unusual way. I shall try to get them to sing and take down their melodies note by note on paper.

"Of course, it may be difficult, and may necessitate frequent repetitions. But the old Indians—those who are rapidly becoming a memory—need not be urged to sing. Song is to them

an expression of the various occasions of life, of the wonderful phenomena of nature which holds the child's wonder for them still; it is the utterance they give to their religious emotions. Every act of their daily life is interpreted in song. Their music is a mosaic of all the passions, the doings, the strivings of the race.

"Why, even when they sailed over New York Bay on their way to the ground-breaking for the Indian memorial at Fort Wadsworth, they chanted a hymn expressive of new life—of a passing from one country to another. They are the most reverent people on the face of the earth—excepting, possibly, the Buddhists—and their music is to them the symbol of their religion. To it we must go for their history.

"Their music is all the tribe music handed down from mouth to mouth through generations and chanted in unison. They know nothing of part singing; everyone sings the melody. It will be interesting," added Mr. O'Hara enthusiastically, "to try to arrange their songs for four-part harmony.

"Another peculiar thing—it has been shown from experience that the Indians sing off pitch on two tones of the scale. Phonographic records show that as individuals they sing the same degree of pitch, although their singing is perfectly true.

"It is high time that this work was begun. The old Indian singers are dying off—the new generation which fills our Indian schools is not keeping up the music and traditions of the race with fidelity. They prefer ragtime and the turkey trot to their own expressive melodies. And it is going to be a part of my work to make them see the beauty and significance of their own songs, and

get them to sing them in preference to popular music. I shall also probably arrange the music for use in the schools, although I am not certain of this officially.

"But the old Indians need not be taught veneration for the tribal music. An incident at the ceremonies at Fort Wadsworth illustrates their attitude. While the flag was being raised the band struck up an Indian tune. When the banner reached the top of the pole the musicians broke off and switched to a patriotic air. Gravely the red men rose and requested that the interrupted Indian melody be finished. To break it off in that way augured bad luck, they said.

"How long will it take? The fact that Miss Dinsmore in three years' work collected several hundred songs from one tribe will give you an idea. A lifetime will hardly finish the task."

Mr. O'Hara began his work in this city recently, when three of the Blackfeet Indians who were brought here by Louis W. Hill, chairman of the board of directors of the Great Northern Railway, sang into his recording instrument.

The singing took place in the loft building at No. 61 West Thirty-seventh street. At first the Indians were inclined to be wary of the phonograph, but finally were induced to sing. A few minutes later they heard the reproduction of their own voices, and for the rest of the afternoon were eager to sing into the recording instrument.

Mr. O'Hara, who is a well-known tenor singer, and several musical critics who were present were particularly interested in the melody and rhythm of one of the Blackfoot songs known among the Indians as the "Song of Home."

Chief Big Top, who acted as interpreter for the Indians, said, in speaking of the "Song of Home": "It is the song my people have sung for ages when leaving home either for long trips on the hunting trail or on the warpath. They sing it because the words and music express the lonely feeling they have when they are away from the mountains, and it makes them think of home."

The records of the songs will be sent to Washington and filed in the Government archives.

UDELL CO. MAKING SHIPMENTS

As Usual—Not Affected by Flood Conditions in Indianapolis—Everything Fast Getting Into Shape in That City.

The flood conditions in Indianapolis, Ind., have been greatly exaggerated in the daily newspaper reports all over the country, and we are informed by Sales Manager H. T. Griffith, of the Udell Works, located in that city, that they have suffered no embarrassment because of the high water.

The Udell Works have not been inconvenienced in any way, and they are in shape to fill orders for talking machine cabinets with the usual promptness now as they were before the flood.

While parts of the city of Indianapolis have suffered great property loss, there has been practically no loss of life, and things are rapidly getting into condition. The only hold-up early in the month was on the part of the railroad freight depots in accepting freight only for certain points, but this has been straightened out. Fortunately, the citizens of Indianapolis have responded liberally to the call for help, and no outside money will be required to get things back into their regular channels.

ISSUE HELPFUL PUBLICITY.

By the time this issue of The World is published, the Columbia Graphophone Co. will have issued two new pieces of literature for distribution among Columbia dealers. One of these new publications will be a four-page folder devoted to a detailed description of the new Columbia reproducer No. 6, which will be found useful for salesmen. Another new publication to be issued by the advertising department of the company consists of a 16-page "stretcher" giving a partial list of the operatic and concert stars who are members of the Columbia recording staff, accompanied by a partial list of each star's records. This booklet shows illustrations of the various artists.



Won't You Have a Lesson in Spanish?

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

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

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

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

International Correspondence Schools

Box 918, Scranton, Pa.

Columbia product never disappoints. It is the product that the public wants—before they buy, and by the same token after they buy, too. More on that subject in "Music Money," a free book you ought to have.



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

DEVISING ADEQUATE RECORD STOCK SYSTEM.

Customers of the New York Talking Machine Co. Have Been Experimenting Most Successfully with a System Endorsed by That Institution Which Was Thoroughly Tried Out Before Being Presented to the Trade—The System Is Explained Herewith in Detail.

One of the talking machine dealer's most important problems in the handling of his daily business is to devise an adequate record stock system that will permit him to tell at a glance just which records are selling best and which records to place orders for when the proper time arrives. Many systems have been devised, having for their object the convenient and adequate keeping of the dealer's record stock, but the majority of these have failed when put to the test, while others have been too expensive or necessitated the dealer devoting too much time to their many details to prove of value to him in his year's work.

For some time Victor dealers who are clients of the New York Talking Machine Co., 81 Chambers street, New York, have been experimenting with a system endorsed by this firm, and which was thoroughly tried out by this company before being presented to its clients. Those dealers who have given this system a practical test are heartily enthusiastic over the results achieved by its use, and the moderate prices of the equipment used has contributed toward creating the general demand by Victor dealers for full particulars of this system and what it accomplishes.

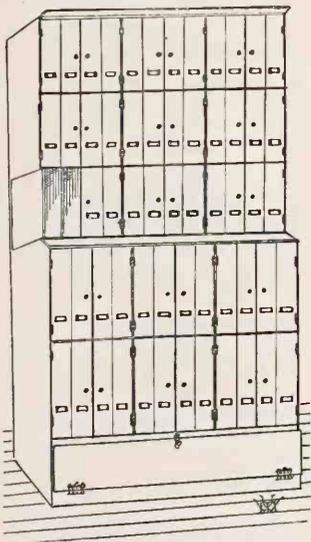
V. W. Moody, assistant manager of the New York Talking Machine Co., who is in charge of this special work, has rendered valuable assistance to those Victor dealers who have inquired for details, and his explanation of the merits of the system has invariably resulted in a dealer expressing enthusiasm over the business possibilities and profitable features of the system.

Mr. Moody had promised *The World* some time since that he would explain his system in detail to the readers of this publication, but owing to the unprecedented rush of his business and his recent call as a juror, Mr. Moody has heretofore been unable to spare the time necessary to give a proper outline of this record stock system.

When a representative of *The World* called to see Mr. Moody this week, he found him busily engaged in dictating a letter answering an inquiry relative to this record stock system, and although Mr. Moody was averse to its publication and stated that his letter was a personal one, *The World* persuaded him to permit it to be published, as its contents would undoubtedly prove interesting and informative to our readers. This letter, dated March 20, and addressed to a personal friend, a Victor distributor in the West, is substantially as follows:

"I am attaching hereto a leaflet, which you probably have seen before, describing briefly the system which we have found best for all dealers, large or small. There is not one dealer in five hundred whose business is large enough to justify him in the expense or time of keeping his stock record in books. This system is entirely too cumbersome. Let us take, for example, a small dealer whose

initial order amounts to about 500 records out of the approximate 3,000 now listed. With my record stock book I can at a glance pick the 500 very best selling numbers in the catalog, and the selection is based entirely upon the actual selling merit of each selection. If a dealer sells 50 per cent. of his initial shipment without keeping a definite record of what he has sold, he has lost 250 of the best numbers in the entire catalog. Therefore we tell a dealer to buy the heavy stock envelopes and number a stock envelope for each selection that we



Rack Used in Record System.

have sent him, and as fast as he sells it, give us a replacing order, emphasizing the fact that it will not be possible for him to find other selections as good as those which we previously supplied him.

"Another argument: You sell a dealer a complete catalog of records and the volume of business which he subsequently does is not sufficient to justify him in continuing his investment of approximately \$2,000, and your opinion and his is that he should reduce his record stock. Unless some good distributor modernizes the Good Samaritan, the only way that this dealer can reduce his stock is through his record sales. The natural inclination of the majority of dealers having no actual knowledge of comparative record values would be to simply drop from his stock any records sold; but bear in mind that the records easiest sold are the very ones which he should by all means continue in his stock. The sensible and profitable thing for the dealer to do is to eliminate the dead wood. Now, then, how is he going to do it?

"The dealer has a stock envelope numbered for each selection. The record in this stock envelope

is in his rack. A customer enters his store, hands the dealer a list of a dozen selections he wants played. Taking from the rack the twelve envelopes, he removes the records, plays them for his customer, the customer buys some of the twelve played and some are left to be returned to the bags. The empty bags naturally are the dealer's order to be placed with the distributor. Assume that the dealer has fifty empty bags at the time of placing his order. What could be easier than to take a rubber dating stamp and place the date of his order on each bag? You see, he must handle his bags in making his order, and again when the records are received, as well as when demonstrating records for his customers. Consequently, there is nothing in his establishment that he bumps into quite so often as his stock envelopes. So I have tried to make that his Bible, prayer book and hymnal, concentrating all stock data there. By so dating his envelopes he will soon see where he was ordering five or ten of an old or standard selection in a month, and the wise dealer ultimately orders a thirty-day stock and is prepared to take care of his customers.

"A dealer should go through his stock periodically, looking at the face of each envelope with a view of ascertaining each number's worth. If there are no dates on the envelope showing orders, the dealer can easily see what the dead wood is, and I recommend that he buy a quantity of colored gummed labels to paste on the edge of the envelope, distinctly showing the dead wood. Either in demonstrations in his store or in sending records to his customers' homes on approvals, the wise man will offer 25 per cent. of A-1 selections and 75 per cent. of honestly good selections, chosen from the envelopes with the colored sticker on the edge. When reaching this point it is now an easy matter for the dealer to systematically and profitably eliminate records from his stock.

"Time and again I have challenged dealers and distributors to tell me the five best selling records in the catalog, and have proven that they were not in a position to know how good a selection was, and you can just bet that the same dealer or distributor was unable to know which are the *poorest* records in the catalog. Without a definite knowledge of this sort, how intelligently can a dealer or distributor balance and adjust his stock?

"I won't apologize for the length of this letter, as you have brought it upon yourself; but I trust that some of the things that I have said will prove of interest to you."

A prominent local dealer, when commenting on the merits of this system, remarked as follows: "This is the most opportune time of the year for dealers to avail themselves of the information given in outlining this system and look over their stock and put it in good condition, for heretofore the manufacturers have offered exchange privileges on "cut-out" records during spring and summer months. With a proper system, a dealer can place exchange orders to any amount with a certain knowledge of securing salable stock."

A splendid opening exists for some one to start a cold storage plant for the stocks of firms which do not advertise.



It doesn't take a trained ear to discover that

The Blue Amberol

is a four-minute record unequaled in tone, pitch and strength by any other record made.

It *shouldn't* require any particular keenness on the part of any phonograph dealer to discover that this record is developing a momentum in sale as remarkable as the record itself.

The combination of a rapid-selling product and a live business man means just this: Big profits.

THOMAS A. EDISON, Inc., 59 Lakeside Ave., Orange, N. J.



as it struck you that from the Gem at \$15 to

The Amberola

\$250 the Edison line affords openings for the
quickest, permanent sales possible in the talking
machine business?

Every detail—the sapphire reproducing point, the
motor, the home-recording outfit,—is backed by
the name Edison. That's sufficient, isn't it?
Communicate with your Edison jobber today and
there's only one answer.

THOMAS A. EDISON, Inc., 59 Lakeside Ave., Orange, N. J.

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

EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

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

Boston: JOHN H. WILSON, 824 Washington Street.
Chicago Office: E. P. VAN HARLINGEN, 87 So. Wabash Ave.
 HENRY S. KINGWILL, Associate.

Philadelphia: R. W. KAUFFMAN. **Minneapolis and St. Paul:** ADOLF EDSTEN.
San Francisco: S. H. GRAY, 88 First St. **Cleveland:** G. F. PRESCOTT.
St. Louis: HYDE JENNINGS. **Cincinnati:** JACOB W. WALTER.
London, Eng., Office: 1 Gresham Building, Basinghall St. **W. LIONEL STURDY, Manager.**

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

SUBSCRIPTION (including postage), United States, Mexico, One Dollar per year; all other countries, \$1.25. England and her colonies, five shillings.
ADVERTISEMENTS: \$2.50 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising Pages, \$75.00.
REMITTANCES should be made payable to Edward Lyman Bill by check or Post Office Order.

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

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

NEW YORK, APRIL 15, 1913.

THE Oldfield Bill, according to reports from Washington, is to be introduced anew at the special session of Congress which convened this month. In view of the special nature of the matters before this session it is very likely to go over for consideration to the regular session of Congress which meets in December.

Representative Oldfield, as will be seen in some remarks made elsewhere in this issue, has experienced no change of heart in his efforts to render innocuous price maintenance based on patent rights and which has aroused unanimous opposition on the part of manufacturers throughout the country.

Talking machine men desiring to protect their interests must be on the alert in their opposition to this proposed legislation which would demoralize prices, and undermine the stability of the industry.

The same vigorous methods of procedure which helped to prevent this bill from receiving final consideration at the last session of Congress, must be pursued and legislators enlightened as to the damage which this Oldfield Bill would do toward demoralizing fixed prices and retailing methods generally.

It will pay to be constantly on guard.

SPECIAL reports received from various parts of the country indicate that the loss of life was not nearly as great as was first predicted in the great floods throughout the West.

The first reports stated that several thousands of lives were lost in the cities of Dayton and Columbus, but, in the last analysis, the deaths have been reduced to a comparatively small number.

Of course, the property loss is severe and it must necessarily be a hard jolt to the sections of the country directly affected. Also, the loss of so much property must have an effect upon interests outside as well.

The special reports which we have received from various parts of the country directly from talking machine men indicate a much less loss than was reported at the outset, and to all of those who have suffered The World extends sympathy.

However, with bright, sunny weather and everything back to normal shape the estimated losses will dwindle very materially.

In the meanwhile, there are thousands of people who have been made homeless, and to them immediate help must be given.

Of course, it will be sometime before business conditions readjust themselves so that things will move along on a normal basis, but the American spirit is well illustrated in the action of the residents of Dayton. They face the conditions with the same spirit which was shown in San Francisco after its visitation by earthquake and fire.

ONE of the chief assets of the successful salesman is a courteous bearing founded upon a generous fund of forbearance. Courtesy does not cost anything, and yet what great returns it brings! Everyone can readily pick out some certain instance where the courtesy of a salesman has prevailed upon them to purchase some article that they had full intentions of refusing when it was first shown, and such a sale can be made in any line of business no matter what the article offered may be.

In a talking machine store, not a thousand miles from Madison square, recently, a lady was endeavoring to choose a fresh assortment of records. The salesman, unfortunately, instead of aiding the lady, rather hindered her in her efforts to make a pleasing selection, and acted as though he had a three-year grudge to nurse. He'd put a record on the machine when requested, and then wander off to view the passing crowd from the doorway. When one record was finished, he put on another, with barely a remark to make. The result was that the lady decided she did not want any of the records and went out only to turn into another talking machine store down the street.

There the young salesman was all attention. He put the record on the machine, and while it was playing had frequent comments to make. If the customer did not seem impressed with the first verse, he took that record off and put on another one. In all he tested fully three dozen in less than an hour and succeeded in selling over two dozen of them, the lady stating as she went out that she would return within the week for more records to take to her country home.

The first salesman, asked for an explanation of his indifference, said: "Oh! What's the use. They have ears to hear the records, and if the music don't suit, all my talking won't change it. If I bring out more records than were asked for, it generally means only the work of playing them and then replacing them in the rack. Besides, when you offer advice to a woman, she is as liable as not to say you're 'too fresh.'"

We said nothing in answer, did not even remark what we had witnessed in the second store, but a smile enveloped our features as we thought of Bobbie Burns, when he wrote: "Would some power the giftie gie us, to see ourselves as ithers see us."

IN view of the increasing sales of talking machines on instalments, or time payments, it is obvious that the most persistent efforts should be made at all times in training purchasers so that they meet their payments promptly. It is certain if a customer feels that indifference is manifested towards him by the merchant from whom he makes a purchase he will very readily allow the regular instalment periods to swing by without a call at the ware-room to make his payment.

There is nothing like a perfect system which enables the merchant to rely with accuracy upon a certain amount of instalment money each month. He knows where he stands at all times. Then the man who insists upon prompt payments on the part of his customers is viewed by the manufacturers who sell him as a safe and sound business man.

Good collections invariably mean a good business and the man who compels his customers to live up to their obligations is adopting plans which will very materially ease for him the wearing strain of business.

In order to make good collections it is not necessary to be offensive to customers, but a fixed policy in the collection department is certainly one of the best features which a business can incorporate in its working system.

Good collections mean a good bank account, and that's a mighty convenient asset to have.

There is no department of the business which requires closer scrutiny and consideration than that of collections—if a business is to succeed.

IT is gratifying to acknowledge words of commendation from subscribers not only in this country, but from all parts of the world regarding the special merits and value of The Talking Machine World. Recently we have received a large number of communications appreciating the broad policy of The World as well as its uplifting and helpful tendencies in all branches of the

talking machine trade. One of the many letters received from faraway points expresses the general tenor of many—that from the Chivers Co., of Christchurch, New Zealand, which reads: "We congratulate you on the up-to-dateness of your journal. We find it contains almost everything we want to know in connection with the talking machine business. We extend our congratulations and good wishes." It is needless to say that such tributes please, for it has been the aim of *The Talking Machine World* from its inception to "spread the light" and to be of help to its subscribers in every way possible.

PIANO merchants throughout the country are manifesting keen and practical interest in the talking machine as an adjunct to their business, and those who have taken on this line and have placed it in the hands of a competent manager are well satisfied with the move.

We have long maintained that the talking machine department can be made a most profitable feeder for the piano merchant, for it brings to his house a line of prospects for pianos that it is difficult to secure in any other way.

This viewpoint is emphasized very effectively in a book recently gotten out by the Columbia Graphophone Co., entitled "Music Money," in which it is shown that piano houses that have well established talking machine departments have found that they do not detract from the piano business, but, on the contrary, aid it most materially.

This was demonstrated in a most emphatic way in the retail store of F. G. Smith, who handles the Bradbury pianos in Brooklyn, N. Y. It is announced that in one week recently the piano sales of F. G. Smith were increased something like sixteen hundred dollars, all of these sales being made to owners of Columbia instruments, whose presence in the store was due solely to the fact that they were there buying the Columbia product.

This is only one instance of a great many that have come under our notice recently where the talking machine department has proven a most potent trade builder for a piano house. The two departments work in harmony, and each will prove valuable and profitable where progressive methods of management and exploitation are enforced by those at the head of the business and their assistants.

THERE is a moral for the "talker" man as well as others—one that needs no elaborate explanation—in the following item clipped from a paper in a small town in Oklahoma:

"A farmer carrying an express package from a Chicago mail-order house was accosted by a local merchant. 'Why didn't you buy that bill of goods from me? I could have saved you the express, and besides you would have been patronizing a home store, which helps pay the taxes and build up this locality.' The farmer looked at the merchant a moment and then said: 'Why don't you patronize your home paper and advertise? I read it and didn't know that you had the stuff I have here.'"

The point is this: National advertising on the part of manufacturers of musical instruments is of little avail unless it is

supplemented on the part of the local merchant by advertising in his home paper. Merchants handling talking machines of national reputation should acquaint the people of their community with the standing and prestige of these products. With this added to the advertising campaign of the manufacturer in the national magazines there is bound to be created a selling force that must be prolific of best results to the local merchant if he takes advantage of it.

THE simplification of procedure in patent litigation is something long desired by manufacturers and inventors—in fact, by all who have to do with the initiation and development of ideas in the mechanical and manufacturing fields. The new equity rules which have been prepared in connection with patent causes will unquestionably reduce the cost and time involved in patent suits. One of the rules states that "in the trial of a patent cause, whether in open court or by deposition, or partly in each way, only one expert witness shall be allowed to each side, unless leave shall previously be obtained from the court on motion made and cause shown."

Whenever in the opinion of the court intricate technical or scientific questions of fact are involved in the cause, "the court will upon consent of all parties, appoint some disinterested person skilled in the art to act as an assessor." This assessor is to sit with the judge at the hearing of the evidence, and is to help the court in its deliberations. In this manner, the court will be able to appraise conflicting testimony properly.

The voluminous testimony which has been an unfortunate feature of patent litigation of the past is to be cut down. When testimony is taken by affidavit "the witnesses shall not give their opinion as to the meaning of any patent claim or specification, but their testimony shall be strictly confined to an explanation of the operation of relevant arts, processes, machines, manufactures, or compositions of matter, and of the meaning of terms of arts or science and of diagrams or formulae." This move will be heartily welcomed.

IN the business world the chief topic of discussion this month has been the new tariff bill introduced in Congress by Mr. Underwood in behalf of the Democratic Administration. In this measure many radical changes are made in the various schedules of the present tariff law. The duty on talking machines is reduced from 45 to 25 per cent., while musical instruments and parts are reduced from 45 to 35 per cent.

The most radical reductions, however, are on the necessities of life, and wool, sugar and leather have been placed on the free list. There will be strong opposition in behalf of the farmers and the sugar interests against the removal of this tariff, and it is not at all unlikely that before the bill passes both Houses there will be many changes made. President Wilson, however, is determined that the bill shall go through in its present form. So we shall see what we shall see.

The business interests of the country have taken the proposed tariff changes very calmly—in fact, they have been largely discounted.

See that you get 17 envelopes in your albums. A low price does not mean much if a lesser number of envelopes are used and if inferior materials and workmanship are used.

Schafford Albums Have 17 Envelopes

for both 10-inch and 12-inch records. Made by experts; high grade materials with extreme durability. Guaranteed in every way.

SEND FOR PRICE LISTS

The Schafford Album Co., 26-28 Lispenard Street, New York

KEEN-O-PHONE



Keen-O-Phone Machines and Records Now

THE merits of the Keen-O-Phone are distinctive of leadership—the advantage of such an instrument appeals at once to the discriminating intelligence of the dealer. ORIGINALITY is the keynote of this instrument, it possesses a tone beyond comparison and unequalled in any other; it embraces the finest of mechanical skill and human ingenuity; its durability is not surpassed in any other instrument; its designs are the most euphonic and artistic ever brought out in talking machine construction.

The Keen-O-Phone Company manufactures every part that enters into the construction of this instrument and is manufactured under patents owned and controlled exclusively by it.

EXCLUSIVE FEATURES

The Keen-O-Phone will play any make of disc record. Keen-O-Phone records are playable with the Keen-O-Point needle only, thus eliminating the annoyance of changing the needle after each record has been played. The rasp and scratch so commonly found in talking machines has been admirably overcome in this instrument, the tone can be modulated to suit the composition or acoustics of a room by turning the key in the tone arm. The principle as used in the Keen-O-Phone construction of blending and clarifying the tones is a further development that places this instrument in a position unattained by others. The Keen-O-Phone sound box exerts a very light pressure on the record, thus eliminating the wear and tear on records; as a result, the records last longer and give better results.

Keen-O-Phone instruments are built exclusively in cabinet styles and it has been said by competent judges that they are the most artistic ever offered. In the smaller styles of instruments, the inverted horn construction is of special merit, the horn being held in position under tension. The principle is to produce resonance such as the sound board in a piano. The larger styles are featured with the horn contained in the lid of the casing. The principle followed is to drive the sound upward, according to the natural law of acoustics.

Travel the wide road, it spells success; the store that carries the latest things is always u
feel proud of the Keen-O-Phone products, as they are all, if anything, more than what they

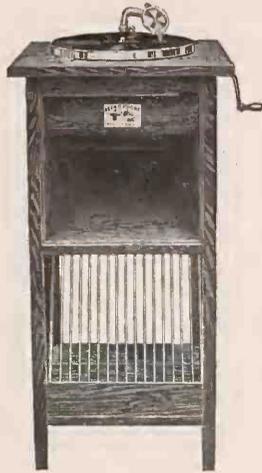
Keen-O-Phones are built of the finest materials and are furnished in styles to meet all class

There is a large territory awaiting you, and profits in proportion. The dealer and jobber
write to us at once for details.

Patented in U. S. A. and Foreign Countries

Keen-O-Phone Company, 227 South Broad Street

SOME MODELS AT POPULAR PRICES



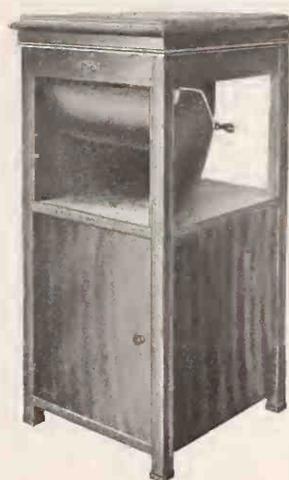
Keen-O-Phone.
Style 1 \$35.



Keen-O-Phone.
Style 5 \$60.

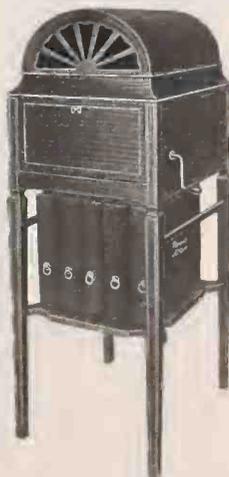


Keen-O-Phone.
Style 9, \$85.



Keen-O-Phone.
Style 7, \$75.

A FEW OF THE MORE EXPENSIVE KEEN-O-PHONES



Keen-O-Phone.
Style 25, \$125.



Keen-O-Phone.
Style 20, \$175.



Keen-O-Phone.
Style 30, \$225.

For Delivery

PHONE records are the product of our own laboratory and are the result of scientific attainment in the art of sound engineering, the application of the jewel tone upon the record, together with the use of a smooth and perfect surface, produces a clear and elegance in tone production and a perfect description of words.

RECORD IS DURABLE
LIFE IS INDEFINITE

As a sales getter this means to tell your customer that the Keen-O-Phone remains in the soundbox permanently playing Keen-O-Phone records. The variety of Keen-O-Phone records complete and comprehensive list of choice records are added to substantially each regular bulletin form.

Lead. You will

profits should

Philadelphia, Pa.

Looking back a couple of years will give you the Columbia idea. Looking ahead a couple of months will give it to you better.



Columbia Graphophone Company
Tribune Building, New York

IMPORTANT VICTOR LETTER

Regarding the Quotation of a Confidential Discount by a Druggists' Paper in Connection with Sales of Victor Talking Machines.

The Victor Talking Machine Co., Camden, N. J., sent out to Victor dealers, under date of April 7, the following letter, which fully explains itself:

"With the March issue of 'The Voice of the Retail Druggist,' a trade journal published, as we understand, in the interests of the American Druggists Syndicate, was sent a green slip quoting a confidential discount of fifteen per cent. (15%) off the regular list prices of the Victor Victrolas.

"This is unauthorized, and if The Voice Publishing Co., which publishes The Voice of the Retail Druggist, or the American Druggists Syndicate, makes any sales at such a discount, it makes them liable for a suit for injunction and damages and profits, as such unauthorized sale will be an infringement of our various patents. Also, the people who buy these machines will make themselves liable for such a suit.

"When this unauthorized offer of a discount was brought to our attention we had our attorney call upon The Voice Publishing Co. and the American Druggists Syndicate, at Long Island City, N. Y., explaining the situation fully to them, and demanding that this unauthorized confidential offer of a discount be discontinued, advising them also that they were liable for a suit for damages and injunction. One of the officers of The Voice Publishing Co. referred our attorney to their attorney, and the matter was again discussed thoroughly, and The Voice Publishing Co. was advised by their attorney that the offering and selling the Victor Victrolas at such a discount was unauthorized and illegal, and could be made the basis of a suit for damages and injunction.

"We have their assurance that it will be discontinued at once, and that they will also send to the members of the American Druggists Syndicate a notice withdrawing and discontinuing such offer of a discount, and which notice will be given the same publicity as the offer.

"Please bear in mind that every purchaser of one of these machines at this discount from The Voice Publishing Co. is an infringer of the Victor Co.'s patents, as well as the seller. Do not let this circular bother you in the least, as it can do no real harm."

ANOTHER TALKING MACHINE DOG.

Gideon B. Welch, of Torrington, Conn., Judge of the Court of Common Pleas for Litchfield County, has a musical prodigy in Jack, an English bulldog, which is called to its meals by a selection played on the graphophone. The dog will no longer heed its master's whistle, but whenever the graphophone plays the "The Poet and Peasant" overture, Jack will respond if within hearing distance. Jack pays no attention to any selection except "The Poet and Peasant."

The Republic of Colombia, S. A., has reduced the tariff on talking machines and as a result many large export orders have been received.

MME. PASQUALI MAKES RECORDS.

Visits Columbia Laboratory in Toronto and Handles the Dies, Raw Material and Press Like a Veteran Record-making Expert.

(Special to The Talking Machine World.)

Toronto, Can., April 10, 1913.

A recent visit to this city was Mme. Bernice de Pasquali, the famous coloratura soprano of the Metropolitan Opera House, New York, who called at the laboratory of the Columbia Graphophone Co. Pictured herewith, Mme. Pasquali is pressing one of her exclusive Columbia records in the Columbia factory in this city. She displayed the



Mme. Pasquali in the Laboratory.

greatest interest in the manufacture of her records and was not content with merely having the photograph taken, but insisted upon working out every detail herself without any aid. She handled the dies, raw material and press like an experienced workman. Mme. Pasquali's records are exceedingly popular in the Dominion.

MISJUDGING ABILITY TO BUY.

Reflections of the Man of Experience That Are Worthy of Consideration.

"I have traveled for quite a number of years and have generally been considered a very successful commercial traveler," said one of the craft the other day. "But one of my shortcomings, as I see it now after years of experience, is that I misjudged my customers' ability to buy. I was afraid I would overload my friends, and instead of striking a man for a \$3,000 order, I would figure it out that he could not use half that amount!

"I recall a number of instances where I actually undersold merchants and lost business for myself. I recall one case where I sold a well-rated merchant \$1,800 worth of goods, spring delivery. What

was my surprise to discover later that a competitor had since visited him and sold him \$4,000 worth right in my line! In other words, he loaded that merchant up so he was obliged to make extraordinary efforts to unload. As a result he sold twice as much, and now my competitor has his exclusive patronage."

EDISON'S SON AN INVENTOR.

Floating Bomb Explodes in His Hands—Mother Intervenes.

Theodore Edison, the fourteen-year-old son of Thomas A. Edison, was experimenting with explosives one day last week in an effort to invent a bomb that would float about on the water and explode with tremendous effect whenever it happened to be touched by a hostile vessel. Friendly vessels would, of course, avoid touching the bomb.

To Theodore's mind the best way to shape up the device would be to enclose it in an air-tight bottle and put the bottle in a casing of cork, so that it would be sure not to sink. He had proceeded as far as mixing the explosive and depositing it in the glass bottle when the explosive went off. Theodore had the bottle in his hand and the pieces of glass penetrated his hand.

The boy is not going to suffer permanently from his wounds, but Mrs. Edison has decreed that his future experiments with explosives shall be under the supervision of his father.

RAGTIME CHARMS ELEPHANTS.

Verily, music hath charms not only to soothe but exhilarate the savage breast, judging from the following story from the New York Mail:

"A ship with a cargo of forty elephants was anchored off the coast of Zanzibar in a perfectly smooth sea. A phonograph belonging to the sailors began playing 'Everybody's Doing It.' Gradually the ship began to roll back and forth, and soon was dipping dangerously, as though in a violent storm. There was a general alarm on board, and the captain ordered an investigation of the remarkable phenomenon.

"It was found that the forty elephants were swinging their trunks in unison with the music and swaying back and forth. The huge beasts seemed to be enjoying it immensely. The ship was riding light, with no other cargo, and the rolling of the vessel became so great that there was danger of it turning clear over.

"The music was stopped, the attendants hurried down, and with much shouting and thumping managed to stop the dangerous amusement."

TALKER REMOVES FEAR OF OLD AGE.

In these days of canned singing carried to mechanical perfection old age must needs be robbed of much of its terror for the artist who sees approaching the fateful day of retirement. Sir Charles Santley, who recently celebrated his seventy-ninth birthday, has just made a new series of records for talking-machines. More than that, so pleased is he with the results that he has written to the manufacturers to say that he is quite willing that his art should be judged by these records.—*Musical American.*

GREAT ACTIVITY CONTINUES ON PACIFIC COAST.

Opening of New Tivoli Theater Helped Business—Edison Disc Line in Oakland—Pacific Phonograph Co.'s Big Trade—Shortage of High Priced Victrolas—Change in Stockton—Sherman, Clay & Co. Reports Increased Victor Business—Other Gleanings.

(Special to The Talking Machine World.)

San Francisco, Cal., March 29, 1913.

While some complaints have been heard in some lines of business the past month, the talking machine men have not been among the contributors. They report great activity in their lines. And not only is business active in the city, but in the country towns as well. The travelers continue to send in large orders from all over their territories. Things are looking brighter now than they did a month ago. Then some of the agricultural sections of the State were beginning to feel the effects of the continued dry weather when they were needing rain, but the heavy rainfall in the meantime has helped out wonderfully.

The opening of the new Tivoli Theater in San Francisco this month was an event of more than ordinary interest, and the grand opera season gave great impetus to the sale of operatic records, and probably to a certain extent stimulated interest in machines.

To Handle the Edison Disc Phonograph.

Several new departments have been opened on the Coast recently, and others are preparing to open in the near future. For instance, it has just been announced that Taft & Pennover, of Oakland, who operate one of the largest and most exclusive department stores in the West, are going to put in an Edison disc phonograph department. They have placed an initial order for machines, and as soon as a manager has been appointed, will send him East to make a study of the best equipped and appointed department, with the intention of making theirs compare favorably with the best departments of the kind in the United States. Special feature will be made of the Edison art styles, ranging in price from \$275 to \$450.

To Handle the Boston Co. Line.

The products of the Boston Talking Machine Co. of Boston are now being distributed in California by Peter Bacigalupi & Sons. A sample of the little wonder machine reached here some time ago and has attracted considerable attention on account of its size, price and the fact that it will play either Victor, Columbia or Phono-cut records. Peter Bacigalupi, Jr., expects the little wonder to appeal strongly to people who are going on outings and all kinds of trips, as it can easily be carried in a suit case. The Bacigalupi department has been greatly improved lately by re-arrangement and the installation of another demonstration room. Peter Bacigalupi, Sr., reports a steadily increasing demand for the Edison phonograph business.

Peter Bacigalupi spent several days the first part of the month on the Leon F. Douglass ranch in Sonoma County, which is one of the favorite retreats of local talking machine men.

Pacific Phonograph Co. Expansion.

A. R. Pommer, manager of the Pacific Phonograph Co., says they no longer need cry because of a shortage of goods. A shipment of 50,000 disc records has just arrived and no more difficulty in getting enough records to supply the demand is anticipated. Improvements are still in progress in the Pacific headquarters. Now a reception room is being built on the fourth floor between the offices and the stock rooms, which will improve the general appearance decidedly. The travelers for the Pacific Phonograph Co. are both on the road, sending very satisfactory orders. E. L. Sues is calling on the trade in Washington and J. E. McCracken is visiting the dealers in the San Joaquin Valley.

W. S. Gray's Energetic Campaign.

W. S. Gray, local manager for the Columbia Graphophone Co., is continuing his trips out of town in various directions, calling on the Columbia dealers, where there are any, and making arrangements for new agencies. He is in Sacramento this week, stirring things up a little. At headquarters Wholesale Manager F. R. Anglemeyer reports as much business as he can handle. They are now

anxiously awaiting the arrival of a sample of the Grand Grafonola, a shipping receipt for which has already arrived, giving assurance that it will be here within a few days. Much interest has already been taken in the new machine, even before its appearance in this city, and while the price will naturally restrict its sphere of popularity for high-class trade it will undoubtedly fill a real demand.

Take on Columbia Line.

Merrill & Dow, of Sierra Madre, Cal., are now handling the Columbia products. They have fitted up a neat department and are having many calls for machines.

Sherman, Clay & Co.'s Victor Business.

A. G. McCarthy, of Sherman, Clay & Co., reports a splendid Victor business the past month, both wholesale and retail, neither machine nor record business having fallen off much since the holidays. He notes a tendency among dealers to stock up quite freely and to push the higher-priced goods.

Shortage on High Priced Victrolas.

Manager Scott, of the Kohler & Chase department, reports a shortage on higher-priced Victor Victrolas, the demand for which here is steadily increasing. He says record business has been fine the past month, especially operatic selections, since the opening of the grand opera season. He says Tetrastini and Mary Garden records have taken the lead in number of sales.

Pleased with the Business Done.

J. J. Morgan, manager of the Emporium talking machine department, is well satisfied at the amount of business being done in his department. He feels that the location on the third floor is somewhat of a handicap, but he says, so far there are no complaints on his part. He is having very good success with the Wood push-button record cabinets which are made in Los Angeles by the Wood Manufacturing Co.

Davis Sells to Rogers & Schroeder.

E. R. Davis, of Stockton, Cal., has sold his exclusive Columbia business to Rogers & Schroeder, a new firm which has just been organized in that city. Mr. Davis has not made other connections as yet, but it is reported that he is looking around for a suitable location with the intention of re-engaging in business.

Warren Opens in Pendleton.

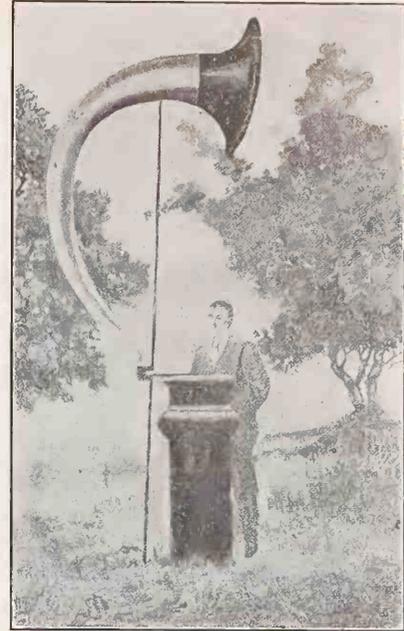
H. M. Warren recently opened for business in Pendleton, Ore., carrying a general stock of musical instruments, including talking machines.

S. D. Schoenfeldt, of Red Bluff, Cal., was a recent visitor in San Francisco.

SOUND CARRIES FAR.

"The Stentor" Is the Name of a Talking Machine Which Is Being Used for Open Air Concerts in England with Great Success.

A talking machine which can be heard at a distance of a mile has been much discussed in England. It is called "The Stentor" from the Greek



The "Stentor."

word, meaning "herald." In this connection the illustration herewith will be of interest. It appears that an ordinary talking machine disc is used, the sound being amplified to a great volume partly by using an immense horn and partly by using compressed air forced through the horn. A portable air compressor, driven by an electric motor, makes possible the giving of open-air concerts and lectures.

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

STOP saying to your customers: "We haven't got it," because you can get it from **DITSON**.

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

ALL Victor styles, records and parts, with a complete line of albums, cabinets and needles.

WE specialize upon Victor goods exclusively, and correspondence with dealers desiring the best in Victor service is invited.

Oliver Ditson Company, Boston, Mass.

THE TRADE IN BOSTON AND NEW ENGLAND

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

(Special to The Talking Machine World.)

Boston, Mass., April 10, 1913.

The employes of the Columbia Co. have organized a club for business and social purposes, and it will be called the Business-Building Club of the Columbia Graphophone Co. Its president will be Andrew T. Atwell, who is the manager of the Dictaphone department; James Halohan will be vice-president; Jack Shaughnessy, treasurer, and William E. Getchell, secretary. Last night the club held its first social meeting at the Hotel Thorndike, and the twenty-eight members had an unusually pleasant evening, several well-known entertainers being present to help out in the enjoyment of the occasion. The club has adopted a constitution and by-laws, and its prime purpose will be the study of the science of business building so that its members may have a clearer understanding of the natural laws governing success in life; also the promotion of social and athletic activities. Meetings will be held at 7 p. m. on each alternate Monday.

Remarkably Successful March.

Manager Silliman, of the Pardee-Ellenberger Co., says his office had a remarkably successful March and there are strong evidences that April will make an equally good showing. The Edison disc phonographs have taken immediate hold with the public and the new Amberola styles are in constant demand at the quarters.

Planning Baseball Team.

The boys of the Eastern Talking Machine Co. now that spring is about here, are planning for a good baseball team, and they soon will be ready to arrange competitive games with other teams.

Equipping Schools with Victors.

The school work of the Eastern Co. continues apace with no interruption, and more and more schools are being equipped with Victors. In many of the Brookline schools Alice Shaw Faulkner's text-book, "What We Hear in Music," has been adopted and Victors are used for illustrative purposes. Both Cambridge and Malden schools have lately received Victor outfits, and they are proving of great benefit to the pupils in enlarging their sphere of knowledge of music.

Good Time at Talks Club.

At a gathering of the Talks Club held the early part of the month at the rooms of the Eastern Talking Machine Co., 177 Tremont street, there was a most interesting program carried out. Walter J. Van Brunt gave a number of favorite songs and told some amusing stories. J. J. Quigley, Fred Bond and Miss B. Blair helped immensely in the entertainment with a collection of ballads, old and new. The playing of Eddie Collins, the king of the banjo, proved to be a great hit. Following the program, which was enjoyed by a good sized company, a near-by resort was visited for

the balance of the evening, and then it was that the company discovered what a fluent story teller Mark L. Read was.

Victor Outfit for Lepers.

The Victor department of the Henry F. Miller Co. had a very good March, most of the business coming in in a rush the first half of the month. A recent important sale was of a large outfit for the use of the lepers on Penikese Island, which will of course give a lot of pleasure to these isolated people. Another sale of interest was a complete outfit to Miss Theresa Maxwell Conover, of "The Governor's Lady" company, which played a successful engagement at the Hollis Street Theater a short time ago.

Some Celebrated Visitors.

Mr. Marshall and Mr. Pendorf, who are playing on the Keith circuit, dropped into the warehouses of the Eastern Talking Machine Co. a short time ago and entertained the sales force by playing a number of their popular numbers such as "Be My Little Baby Bumble Bee," "Teasing Moon," "Sugar Moon," "Sometime," and other pieces.

The great Caruso never misses an opportunity of visiting the Eastern's headquarters when in town, and when he sang lately at the Boston Opera House he paid his usual call. Other distinguished visitors about the same time were Zanatello and his wife, Maria Gay, who have made themselves immensely popular at the Boston Opera House this season, and Miss Edith Helena, prima donna of the Aborn Opera Company, which is just beginning its season at the Tremont Theater, next door to the Eastern headquarters. This company promises to have a splendid season.

Edison Business Moving Smoothly.

George Lincoln Parker, in the Colonial Building, has found a good sale not only for Victor goods this past month, but for the new Edison disc phonographs. The difficulty he met with for the past few months through inability to get enough records has been more or less overcome, and the Edison business accordingly is moving along more smoothly. Charles Trundy, who looks after the talking machine business for Mr. Parker, was over in Orange a short time ago inspecting the Edison plant.

Death of Noted Priest Regretted.

The late Mgr. Denis O'Callahan, the popular South Boston priest, will be considerably missed by the "boys" of the Eastern Talking Machine Co. for he was a regular caller. Several of them attended his funeral.

Largest School Business.

The school business of the Columbia Graphophone Co. was the largest in March that the company ever has had since the proposition became a

recognized feature of the Boston headquarter's business. About twenty-five schools around the suburban sections of the city lately have been equipped with phonographs, largely thanks to the Gibson fund, some of these schools having used all of their apportionment from this fund for machines and records. The gymnasium of the Girls' High School is one of the latest of the large schools to be equipped with an outfit.

David Broderick Married.

David Broderick, the traveling salesman for the Columbia Co., who before associating himself with this large concern was located in Brockton, was married lately to Miss Tyndall, daughter of Mr. Tyndall, of the large Brockton house of Cook & Tyndall.

To Popularize the "Grand."

James F. Kerr, lately of the Boston Opera House, has associated himself with the Columbia Graphophone Co., and he will give his entire attention to popularizing the \$500 "Grand." A neatly printed circular is being sent to all the leading Back Bay families announcing this instrument and proposing that a recital on it might be a welcome part of some forthcoming social function to be given under the supervision of Mr. Kerr.

A carload of Columbia goods was sent to the Bon Marche, a large department store at Lowell, the other day, and the large consignment of outfits attracted an immense amount of attention as it passed across the city. Every kind of a product was included in the consignment, from the new "Grand" to the revolving window discs. Once the goods were placed on exhibition there was the greatest interest manifested throughout the city of Lowell.

Chickering & Sons Activity.

Ubert Urquhart, manager of the Victor department of Chickering & Sons at the new Fremont street warehouses, is getting his share of trade. Some of the more expensive outfits lately have been installed in Back Bay homes.

To Become a Benedict.

Fred R. Erisman, of the Columbia Graphophone Co., is soon to follow in the matrimonial wake of his brother Arthur, the manager of the Boston branch. On April 26 Fred will take a life partner in the person of Miss Nellie Brown, of Wilmington, Del. Just now Fred is looking around the suburbs to find a suitable place to begin house-keeping.

Producing Good Results.

Andrew Y. Atwell has now been at the head of the dictaphone department of the Columbia Co. for about two months, and during this period this department has produced more business than at any other similar period since the dictaphone business was inaugurated. This has grown to be a very important adjunct of the Columbia's business

New Edison DISC Phonographs and Records

A large demand already exists and enormous sales are assured.

A limited number of Edison Disc Merchants have been appointed and the volume of business is phenomenal.

A few more Edison Merchants are being appointed in uncovered territory.

**THIS IS
YOUR MARKET**

In New England and in Eastern New York State live 4,000,000 families, approximately 14,000,000 people. Every locality has its quota of music-loving people; people who have already heard of the wonderful merits of the Edison Disc Phonographs and Records. These valuable prospects are easily turned into sales, meaning a Phonograph and some records at first, and some records every month. The opportunities for building a large and profitable business are without precedent.

**THIS IS YOUR
"MAN MEASURE"**

To be eligible as an Edison dealer requires a nominal capital, aggressiveness and clean business principles. You can easily acquire the routine details, and we will train you on the executive end. Co-operation and advice are included in our service without charge. Most wanted are brains—brains moulded quickly to new conditions. We want picked men, and only a limited number will be appointed. Grasp this hint now!

This brief story should interest you. Write us for details.

THE PARDEE-ELLENBERGER CO., Inc.,

BOSTON, MASS., 65 Battery March Street

NEW HAVEN, CONN., 96 State Street

THE TRADE IN BOSTON AND NEW ENGLAND

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

and Manager Atwell is to be congratulated at the results attained.

Has Built Up Substantial Business.

Arthur C. Erisman, the Boston manager of the Columbia Phonograph Co., is one of the best-known men in the talking machine trade, and in his four years in Boston he has built up a large and substantial business. He has been in the talking machine business fifteen years, and, quick to recognize that there was a great future in this line, he bent all his efforts toward popularizing these wonderful reproducers of vocal and instrumental sound. Previous to coming to Boston Mr. Erisman was in Toledo, O., where he had been



Arthur C. Erisman.

sent to open up a new store. This was accomplished with such pronounced success that he was selected by the Columbia Co. as just the right man to manage the Boston office.

E. M. Chase Co. Activity.

The E. M. Chase Co., of Manchester, N. H., is one of the largest customers of the Boston headquarters of the Columbia Co., and its representative frequently comes up to Boston to purchase goods of Manager Erisman. Lately the Chase Co. has inaugurated a wholesale advertising system and it is using at frequent intervals a half-page advertisement in the Manchester papers. The company has sold a quantity of outfits since it established this department, and it has grown to be one of the biggest features of its furniture business.

H. R. Skelton in Vancouver.

H. R. Skelton, the traveling man for Thomas A. Edison Inc., who makes his headquarters in Boston, having a pleasant home at Roslindale, is at this writing at Vancouver, B. C., whither he was sent by the Edison Co. a while ago on a special business trip. He will take in several places before turning his face to the East, and his homecoming is not looked for before July 1.

Preparing for "Field Day."

The Eastern Talking Machine Associates are getting ready even thus early for their usual field day, which comes off on June 17. When it is time to announce plans more in detail the Associates will extend an invitation to their "rocking horse" friends to join in the day's festivities.

Victor Helps "Old Favorite Week."

The neighboring city of Melrose has called for an "old favorite week," and at the Globe Theater in that city a Victor machine has been installed so that the citizens might enjoy the wonderful singing of Geraldine Farrar, who is a Melrose girl, and who always has maintained her popularity there. The happy idea of giving the public

an opportunity to hear the friend of their youthful days was thoroughly appreciated by audiences that taxed the capacity of the picture house. The management used for records all the famous arias with which Miss Farrar is accredited, and the outbursts of applause after each number told the story. The machine was furnished by the Eastern Co., and operated by John Maguire.

TO HANDLE TALKING MACHINES.

The Bon Marché Department Store of Lowell to Feature Columbia Machines and Records.

(Special to The Talking Machine World.)

Lowell, Mass., April 9, 1913.

The Bon Marché, one of the leading department stores in New England, and occupying handsome quarters in this city, is now constructing a number of sound-proof demonstration rooms for the display of the products of the Columbia Graphophone Co. The Boston headquarters of the Columbia Co. closed this deal last week, and both parties are enthusiastic over the probable results to be derived from the exploitation of Columbia machines and records.

Particular attention is given to the construction and furnishing of the department that will display the Columbia line, as the Bon Marché caters to a fashionable clientele. This store is capitalized at over \$1,000,000, and to date its success has been emphatic in practically every line of merchandise. Extensive publicity in the Lowell newspapers will be used by the store, and a complete stock of machines and records will be on hand at all times. A Columbia "Grand" will be prominently displayed, and an energetic campaign for the new Columbia department has already been approved.

VOICE OPERATED TYPEWRITER.

A recent invention which is full of possibilities is the voice-operated typewriter, the invention of John B. Flowers, a young electrical engineer. By means of this invention it will be possible to dictate direct to the typewriter, the words being printed as fast as repeated to the machine. In other words, one will be able to record any thoughts desired to be expressed, without an intermediary.

EFFICIENCY DEPENDS ON THE MAN.

Systems Alone Do Not Ensure Success of Scientific Management—Human Qualities That Are Essential—No One Dominant Factor to Insure Perfect System.

James H. Collins, who has been about as vigorous and stirring an advocate of systems and efficiency ideas as any one, has lately been discounting some of what we might take to be his own logic. In a recent article in the Saturday Evening Post, on the net value of efficiency, he frankly admits that complete systems of scientific management, capable of improving any business, simply do not exist; that there is no universal pink pill for pale industries, and that none of the systems of scientific management will in themselves run a business.

There must be added experience, executive ability, knowledge of human nature, and quite a lot of what we used to call old-fashioned horse sense, to make things go right. In other words, we are beginning to open our eyes to the fact that a lot of this system and efficiency talk we have been swallowing is somewhat akin to the nature of the talks put up by patent medicine men—there are a lot of wild claims and extravagant assertions which attach an altogether too high a value to these elements, and do not give enough credit to the man behind the work.

It is the man behind it all, the personal equation, that is the big factor, after all, view it as you will. Business and industry are made up of many contributing factors. System is one, efficiency another, but neither of these is really a dominant factor, however important they may seem at times. The real dominant factor is man, and, without a man of the dominating kind behind it, no business will grow or prosper conspicuously unless it is by accident. Man is the big thing, while system and efficiency are but tools to help him along with his work.

After all, there are worse things than the friend who tells you about your faults. He does it to your face; your enemy keeps pecking at you behind your back.

W. H. BAGSHAW

ESTABLISHED
1870

Lowell, Mass., U.S.A.

WORLD'S LARGEST
MANUFACTURER OF

DESIGNER AND
MAKER OF
**DUPLIXTONE
NEEDLES**
THE NEEDLE WITH TWO TONES
LOUD AND SOFT
WRITE FOR ILLUSTRATED BOOKLET

**TALKING MACHINE
NEEDLES**

OF ALL STYLES, SHAPES AND SIZES

No wonder!—We have the right instruments and the right range of price; we have the artists and the right records; the dealer has the right discounts, and every day the public demand grows.



Columbia Graphophone Company
Tribune Building, New York

FLOODS AFFECT CLEVELAND TALKING MACHINE TRADE

Although Not So Seriously as Was First Expected—Mrs. Mona Collister Dead—Eclipse Musical Co.'s Series of Monthly Recitals—Opera Season Helps Business in High Class Records—H. D. Berner Now Edison Jobber—Personal Items of Interest.

(Special to The Talking Machine World.)

Cleveland, O., April 10, 1913.

The recent floods in this section of the state affected business to a certain extent, and very seriously in many industrial lines. The talking machine trade felt its effect, but it was not so great as had been expected, in fact some dealers assert they noticed no difference in the volume of their business. Business was unusually good all through March, some dealers reporting a large per cent. of increase over that month of last year. The spring trade is opening very satisfactorily and the dealers all prognosticate a prosperous season.

Mrs. Mona Collister, widow of George W. Collister, who was of the firm of Collister & Sayle, and who died a year ago, was killed by an automobile while crossing a street, March 14. Mrs. Collister was a stockholder in the firm of the Collister & Sayle Co., talking machine dealers, organized after the death of her husband. The business of the firm, will be continued as heretofore.

Forest Caeney, of Chicago, on his way to Boston, stopped off here and visited a couple of days with Mr. Madson, at the Columbia store. To a few friends he showed a new talking machine of his invention.

Bessie M. Brabler, for a long time in charge of the Collister-Sayle Co.'s talking machine department, has married and resigned her position in the store.

O. E. Kellogg, manager of the talking machine department of the H. E. McMillin Co., is on a business trip West. In his absence, J. J. Anderson, his assistant, is in charge.

The Eclipse Musical Co. have inaugurated the plan of giving a complimentary concert each month in the reception room of the store, where the choicest of the new records are played, affording an opportunity to hear the new Victor records as they are issued. At the concert on the evening of April 2, when the room was filled to overflowing, the program consisted of twenty odd selections, accompanied by Ruth McTammany Lane, soloist, and Miss Ruby Gall, accompanist. The piano used was from the B. Docker's Sons Co. Mrs. Lane is the wife of Fred. E. Lane, manager of the Eclipse retail department.

The Edison distributing business of Lawrence A. Lucker, which was sold last month to H. D. Berner, has been transferred and the trade completed. Mr. Lucker was in the city the first of the month, closing the deal. For the present the jobbing business will be continued in the warerooms occupied by Lucker, and the retail trade at Mr. Berner's store in the Taylor arcade. E. O. Peterson will continue with Mr. Berner and there will practically be no change in the staff of employees.

"There is a steadily increasing demand for both machines and records," said G. R. Madson, manager of the local Columbia store. "Our wholesale

business, and our cash retail trade, increased during the past month 100 per cent. over the same period a year ago. All of our different types of instruments are selling well, and we are unable to obtain a sufficient supply of the Grafonola Grand to meet the demand. With the Columbia reproducer No. 6, the Grand is the last word in talking machines.

At the Victor distributing store of W. H. Buescher & Sons Co. conditions are such as to justify the prediction of Mr. Buescher that this year would be the most prosperous in the history of the trade. The business of the company is continually expanding, both in the wholesale and retail departments, and a larger force than ever is now busily employed.

The H. M. Brainard Piano Co. reports an excellent business in the Columbia line.

Business is reported very good, in both the wholesale and retail departments of the Eclipse Musical Co., although Mr. Towell stated, the recent floods had resulted in a deterrent effect on trade. The concerts given at the store are attracting hundreds of patrons and are highly appreciated. A thorough spring cleaning and re-furnishing is under way but with all the attending inconvenience, it is plain to be seen the company is doing a large business. The Metropolitan Opera House, a large and beautiful theater, has just opened, and the Eclipse is planning a series of lectures describing the operas with illustrations of the complete scores on the Victrola. The lectures, at the store, will prove very valuable to opera goers who are as yet unfamiliar with the story and music of the different operas that are to be given.

An interesting announcement of disc records in foreign languages is made by the Bailey Co. The list comprises all the records so far produced in foreign tongues. E. A. Friedlander, manager, says that in this line of records, alone, he is having a splendid trade.

R. W. Schirring, manager of the Victor department of the Caldwell Piano Co., reported business very satisfactory. The company is well pleased with results in the talking machine line to which Mr. Schirring is devoting assiduous attention.

Usual activity prevails at the music store of H. E. McMillin & Son Co., especially in the talking machine department. The business of the past month was reported to have been fine, and that it had continued right up to date.

N. H. Cook, of the Frederick Piano Co. reported business was moving along very prosperously, in the talking machine department. He said the Victrola department in the company's Youngstown store had been auspiciously opened and was in charge of A. S. Hawks, formerly in the Pittsburgh store.

The Hart Piano Co. is gratified with the success it is meeting with in the talking machine department. Since its establishment, the company has

twice been compelled to add to the demonstration rooms, and the manager states the sales of machines and records is increasing with steady regularity.

George B. Stacey, who was employed by the Columbia Graphophone Co. in this city, has been transferred to the Dictaphone department. He reports business is very good. Two of the most recent purchasers of Dictaphones were the Cleveland Chamber of Commerce and the Geo. Worthington Co.

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., April 8, 1913.

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:

March 11.

Buenos Aires, 7 pkgs., \$394; Callao, 4 pkgs., \$180; 2 pkgs., \$225; Cape Town, 5 pkgs., \$303; Chubut, 3 pkgs., \$157; Colon, 11 pkgs., \$286; 14 pkgs., \$381; Havre, 10 pkgs., \$139; Limon, 15 pkgs., \$414; London, 24 pkgs., \$952; Para, 10 pkgs., \$501; Santiago, 4 pkgs., \$186; Trinidad, 4 pkgs., \$126; Valparaiso, 6 pkgs., \$438; Vera Cruz, 29 pkgs., \$290; Yokohama, 6 pkgs., \$374.

March 18.

Berlin, 5 pkgs., \$140; Callao, 7 pkgs., \$357; Colon, 9 pkgs., \$205; Guadaloupe, 3 pkgs., \$161; Hamilton, 3 pkgs., \$63; Havana, 21 pkgs., \$2,123; Limon, 3 pkgs., \$120; 2 pkgs., \$315; London, 58 pkgs., \$3,684; 61 pkgs., \$1,965; Nassau, 2 pkgs., \$325; Singapore, 27 pkgs., \$996; Vera Cruz, 39 pkgs., \$2,744.

March 25.

Berlin, 48 pkgs., \$3,500; Buenos Aires, 7 pkgs., \$2,000; Dublin, 6 pkgs., \$123; Guayaquil, 10 pkgs., \$1,170; Havana, 19 pkgs., \$1,473; London, 51 pkgs., \$1,444; 14 pkgs., \$515; Santos, 3 pkgs., \$485; Savanilla, 19 pkgs., \$509; Singapore, 17 pkgs., \$550; Sydney, 13 pkgs., \$1,071; Tampico, 12 pkgs., \$748; Vera Cruz, 38 pkgs., \$1,665.

April 1.

Berlin, 34 pkgs., \$1,375; Buenos Aires, 300 pkgs., \$22,709; Demerara, 3 pkgs., \$177; Hamburg, 2 pkgs., \$253; Liverpool, 6 pkgs., \$408; London, 3 pkgs., \$165; Maracaibo, 12 pkgs., \$565; Manaos, 8 pkgs., \$123; Port au Prince, 3 pkgs., \$158; Puerto Barrios, 6 pkgs., \$170.

April 8.

Berlin, 18 pkgs., \$1,012; Buenos Aires, 160 pkgs., \$1,830; Cape Town, 8 pkgs., \$222; Guayaquil, 3 pkgs., \$148; Havana, 63 pkgs., \$3,030; 23 pkgs., phonographic goods and material, \$1,777; Havre, 17 pkgs., \$517; 5 pkgs., \$140; Kingston, 2 pkgs., \$212; London, 3 pkgs., \$135; 9 pkgs., \$960; Manila, 39 pkgs., \$5,228; Matanzas, 2 pkgs., \$150; Port Antonio, 8 pkgs., \$2,948; Singapore, 16 pkgs., \$547; Vera Cruz, 20 pkgs., \$1,143; Vienna, 3 pkgs., \$254.

Make of your head something other than a thing to hang your hat on.

SEES PROMISING FUTURE FOR TALKING MACHINES ABROAD

George W. Funnell, Manager of the London Works of the Columbia Graphophone Co., on Recent Visit to This Country, Tells of Conditions in Europe—Impressed With Many Innovations at Bridgeport Factory—Business Showing Big Increase in Europe.

George W. Funnell, manager of the London works of the Columbia Graphophone Co., who visited America last month, and sailed for England March 18 on the Kaiser Wilhelm II, is most optimistic in his predictions for the expansion of the talking machine abroad. While here Mr. Funnell spent most of his time visiting the Columbia factories at Bridgeport, Conn., and found many interesting improvements and innovations that had been installed since his last visit to America a year ago. He also visited the Canadian factory of the Columbia Co. at Toronto, and was more than pleased at the splendid progress of the Canadian branch. Before sailing for England, Mr. Funnell outlined to a representative of The World the general status of the talking machine business throughout Europe, and the outlook for the future.

"The past year has been a splendid one from every standpoint," stated Mr. Funnell. "The talking machine progress in 1912 was simply remarkable, and we closed the best year in our history. The general industrial condition of England is very satisfactory, and many lines of business are booming. This is especially true of the talking machine field. We showed a very substantial increase over the business we closed in 1911, and up to the time of my leaving England were far ahead of the first part of 1912, with every prospect of continuing this gait throughout the year. Our figures showed that 1912 was the best year we experienced since establishing a disc record business.

"The horn machine has been the general favorite in England until the last year or two, and its popularity has been so well established that it has required strenuous and energetic educational work to convince the people of the merits of the hornless machine. Local and national publicity has been extensively used in this educational campaign, and as a result the hornless talking machine has made very rapid bounds in public favor recently. Of course it has not yet reached that stage of popularity that it occupies in this country, but in a very short while the hornless machine will be just as generally popular in England as it is in America.

"I notice that the newspapers, national and trade magazines in this country are devoting considerable space to discussions of the tendencies of Eng-

lish people toward popular and ragtime music. A few of these articles are somewhat overdrawn, but on the whole the tenor of the discussions is absolutely correct. There is at the present time a noticeable and powerful trend of public opinion in favor of the ragtime song. This popularity is unusually prominent at the present moment, and ragtime records are selling far better than any other class of music. As an illustration, I may point to the fact that 'Alexander's Ragtime Band' was the most popular and best-selling record ever presented to the English people.

"There is a fondness abroad, especially on the Continent, for a louder record than the average record introduced in America. This leaning toward loud-toned music is not so noticeable in England as in other European countries, but we are effectively educating European people to appreciate the various degrees of tone and not merely seek for the loudest toned record obtainable. This educational work is producing excellent results, although in Milan, for example, it is well-nigh impossible to sell a soft-toned record.

"There is no gainsaying the fact that competition abroad is very keen, much more so than in this country. The competition in the sale of cheaper machines is exceptionally sharp, although the demand for high-priced machines is increasing all the time. The introduction of our new 'Grand' will go a long way toward impressing England and the Continent with the value of the talking machine, and is certainly an important step in the cultivation of high-class trade.

"The Columbia 'Favorite' machine is the most popular machine ever presented to the trade abroad, and the demand for this type continues to break all records. We carry on an extensive advertising campaign in the daily papers, and the results are very satisfactory. Our 'Regal' reproducer has been generally commended by Columbia clients, and our records are proving more popular each year. In addition to an excellent business in England, our Scotch business is steadily increasing."

You must exert exceptional energy. You must exhibit trained intelligence. You must be honest with yourself. You must persevere and persist if you would win.

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

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

THE following is a new selling idea for needles, packed exclusively by us:

Instead of selling 100 or 200 needles at once, sell a thousand. We pack 1,000 assorted needles in a box, each box containing 200 of Extra Loud, Loud Opera, Medium and Soft. This is the "Special" Dean Packing. You can sell 1,000 instead of 100 and thus get 10 times the business.

Want the Puritone Needle samples?

JOHN M. DEAN
PUTNAM, CONN.

KEEN-O-PHONES READY FOR TRADE.

New Philadelphia Company Overcomes Many Delays and Hindrances in Perfecting and Preparing Its Product for the Market—Interesting Introductory List of Records—One Price System—New Catalog Now Ready.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 9, 1913.

Keen-O-Phones and records are now ready for delivery. At last the result of a number of years hard work is to be presented to the trade. Many things have hindered the progress of this company; things that will retard anyone who attempts to enter the talking machine field with new ideas. To-day, not only is the Keen-o-Phone Co. ready to market its products, but it has a modernly equipped factory in the Frankfort section; it has an up-to-date laboratory at 12th and Walnut streets, with wholesale offices and salesrooms at 227 South Broad street. The organization for manufacturing and distribution is increasing under the able management of the executives, and according to present plans, it bids fair to become a large one. One important factor that has kept the company from marketing its products is the matter of records. But this has been eliminated as several hundred master records have been made. The first list will comprise 150 selections, each record



having two numbers. It is the intention of the company to issue monthly lists of approximately twenty-five records. These records will retail at 75c, \$1 and \$1.25. Several artists from the Boston Symphony orchestra have made quite a few of the Keen-O-Phone records, as well as a number of singers and other professional talent.

A new catalog is nearly ready. This will be handsomely illustrated, showing all models and giving the entire story. The record lists will be issued separately. Good discounts on both machines and records will be given legitimate trade.

E. P. Huylar Allen, general sales manager, in a chat with a representative of the Talking Machine World, says: "We are now prepared for deliveries and are now booking orders in large quantities for both machines and records. While we were ready to ship machines sometime ago, we believed it advisable to withhold the announcement until we could offer the records to go with them. Now that we are ready to offer the proper co-operation to both the jobber and dealer, we are starting a vigorous selling campaign. In the territory about Philadelphia, we have made a number of dealers, while here and there about the country we are constantly adding new devotees.

"One positive thing is that we will maintain prices. We believe that a 'one-price' system is the only logical method of merchandising and selling, and it is only upon this plan that we will operate. Any trade member violating his agreement with us will naturally have to be suspended. The prospects for a tremendous amount of Keen-O-Phone business are big, and we will gradually extend our operations until we cover all civilized countries."

Emile Bauer, widely known in the musical instrument field and who has been with this company for several years, is in charge of the selling staff, working hand in hand with Mr. Allen.



SOMETHING ENTIRELY NEW

In a Perfect Cabinet for Disc Records

Made to Match Your Store
Fixtures

Every Dealer
Should Have a
Sectional Cabinet

Section A and 2-B's



Section A and B



Section A



SIZE—HEIGHT, 26 inches.
WIDTH, 27 3/4 inches.
DEPTH, 13 inches.
PRICE, \$6.50

SIZE—HEIGHT, 47 inches.
WIDTH, 27 3/4 inches.
DEPTH, 13 inches.
PRICE, \$11.00

SIZE—HEIGHT, 68 inches.
WIDTH, 27 3/4 inches.
DEPTH, 13 inches.
PRICE, \$15.50

The Result of Long Experience

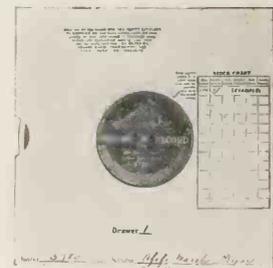
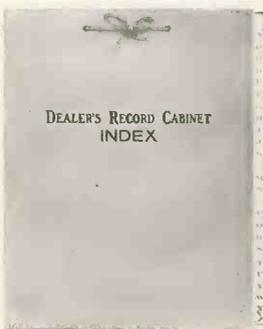
The many years that we have been wholesaling Disc Talking Machine Records have made us particularly well informed as to the best methods of handling them. After an extensive period of study we have evolved a Sectional Dealers' Cabinet for disc records, which we believe will do more to eliminate dealers' record troubles than anything ever before offered. Designed to help the dealer, all complications have been left out. It works on a principle as simple as the alphabet, and automatically keeps your stock complete and in perfect order.

CONVENIENT

Our Sectional Dealers' Record Cabinet may be placed in any convenient location, back of or on top of a counter—in fact, wherever it can be reached to best advantage. It takes up so little room that it will not be in the way anywhere. When a customer calls for a certain record, and it is in stock, it is located quickly by referring to index showing drawer number. If record wanted is one not kept in stock, the index will show the fact immediately without looking in the case. If record had formerly been in stock and sold, the empty special envelope in drawer shows when new one was ordered, and your customer may be informed exactly when he may call for it.

ECONOMICAL

Every dealer in disc records loses money every year through warping, scratching and otherwise spoiling of records. With a Sectional Dealers' Disc Record Cabinet in your store, all such waste is eliminated. To find a record which you always have means of knowing if in stock or not, there are only a dozen records to go through, and those are kept in orderly fashion. You can readily see how much more carefully you or your help will handle them than you would were it necessary to go through a disorderly mass of undesired records, searching for one which may not be in stock at all. Rough handling ruins records and means a loss to you.



CAPACITY

Section A consists of one Unit, one Top, one Base, equipped with drawer.

Each unit contains twenty-four spaces, each space holding twelve, 10 or 12-inch records, or total capacity of unity 288 records.

Section A and B contains two units; one top and base equipped with drawer. This gives a capacity of forty-eight spaces, holding twelve 10 or 12-inch records, or capacity of 576 records.

Sections A and 2B's contains three units, one top and one base, including drawer, the capacity of the three units being seventy-two spaces, each space holding twelve 10 or 12-inch records, or a total capacity of 864 records.

AN INEXPENSIVE NECESSITY

Our Sectional Dealers' Disc Record Cabinet was planned to aid dealers, and we want every dealer who handles disc records to have one. We have brought them within reach of all, the cost being very insignificant. It is a decided aid to dealers who do not carry a large stock, they can purchase single units and build them up with their business.

We have made these cabinets of the best material obtainable and finish them as ordered by dealer and every cabinet carries our quality guaranty.

Lyons & Healy

CHICAGO

LABOR SAVING

Our Sectional Dealers' Disc Record Cabinet does away with every unnecessary movement in locating any record desired. You can tell your customer in two seconds whether or not you have a certain record, and if you have, secure it for him in less than half a minute.

The Cabinet is easily cleaned, and your records are kept in perfect condition.

No warping, scratching, cracking or breaking.

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 37 SOUTH WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

(Special to The Talking Machine World.)

Chicago, Ill., April 11, 1913.

The past few months one has heard a great deal about the shortage in certain types of talking machines. Many people have got an utterly erroneous idea as to the nature of this shortage. Some seem to be under the impression that the companies have been unable to fill the demand simply because they did not have faith in the future of the business and had not prepared themselves.

This is not true. They did have faith in the future and increased their facilities greatly as a result, but no human prescience could have been equal to the occasion.

As a matter of fact, the capacities of the factories are double those of two years ago, but the demand is four times as great as it was two years ago. Notwithstanding this great demand, a great proportion of it was for the high-priced goods. The situation is one which the piano merchant should study carefully with his own interests in view, especially as the manufacturing companies are beginning to get the advantage of the large additions made to their plants and the large shortage bids fair soon to be relieved.

Lecture Recital.

Many talking machine dealers the country over have recital halls in which daily or periodical talking machine concerts are given. The question is: Are these halls used to the best advantage? Concerts along the present lines are good and will probably always prove a necessity, but why not carry this thing a step further—in a word—give lecture recitals! Secure a good man, even from afar if no local man is available. Give a talk on some musical subject illustrated by records. The value of such a lecture recital should be very apparent. The Chicago representative has the details of such a plan well worked out, and if the trade is at all interested in the matter and will so express itself it will be treated more extensively in a future issue.

Changes Line of Business.

The tendency of the rural population to gravitate to the large cities, there to bask under the gentle radiance of the white lights, has been made the subject of many profound magazine articles. This tendency is still in force, as shown by the fact that W. A. Everly, who has for some years traveled successfully the States of Illinois and Iowa for the Columbia Graphophone Co., has come to Chicago and accepted a position as city sales-

man for the company, filling the position formerly held by Hyatt Lemoine, who resigned to go with the Columbia Shade Cloth Co.

A Little About Cabinets.

The Salter Manufacturing Co., of this city, has been making talking machine record cabinets almost since the year one—that is, the year one of the talking machine industry, and they have been making good cabinets—cabinets which from time to time have been made to incorporate some very marked and very distinctive improvements. The company also makes an exceedingly fine line of sheet music and music roll cabinets. Mr. Salter and Mr. Mortenson are capable gentlemen, who deserve the notable success they have achieved.

Tangoes Still Popular.

Local retail dealers and the big wholesale houses report that the demand for "tangoes" and "turkey trot" records continues unabated. The young people especially are taking advantage of the fact that with a few records, such as "Waiting for the Robert E. Lee," "Hitchy-koo" and "Down in Dear Old New Orleans," an informal dancing party can be arranged at any time that from the standpoint of fun is equal to the best of the regular orchestra. At one of the South Side hotels there is a family who have a daughter in high school who is exceptionally popular of late, due in a great measure to the fact that every afternoon after school she has a "crowd" up who move the rugs and practise the latest tango steps. The program was extended recently to include evening "hops," and the other guests in the hotel are beginning to wonder whether morning classes are to be instituted.

Dictaphone Used in Bennett Play.

Miss Horniman's Manchester Players, an English company which is playing in repertoire in America and which has been appearing for some time in Chicago under the auspices of the Chicago Theater Society, recently presented Arnold Bennett's "What the Public Wants," in which a Columbia Dictaphone is the most prominent of the properties.

The book is written around one "Sir Charles Worgan," who, by reason of "giving the public what it wants" in the way of news matter, becomes the owner of a number of daily papers and magazines and becomes one of the most influential men in England. The character makes one recall Alfred Harmsworth's meteoric career, and the part that efficiency in business methods played

in his success. The character of Sir Charles Worgan is one that is not entirely lovable, but an American audience is always pleased with progressive business men, and the sight of the dictaphone does more to impress the audience with the nature of the man than all of the explanatory lines in the first act. The machine does not enter into the plot of the play, as one would imagine when the curtain rises, but is used several times in the first act and is explained by Sir Charles to his English friends that enter his office. The second act opens with Sir Charles dictating into the machine, and the fourth and last act is closed with the dictation of a letter to the "other woman" by means of the dictaphone. While the machine can hardly be credited as having a "speaking part" production, it is, at least, always in the eyes of the audience, and the local offices of the Columbia Graphophone Co. are benefited thereby.

Visitors and Personals.

J. N. Freeman, the well-known dealer of Cedar Rapids, Ia., was a Chicago visitor.

F. G. Cook, representing the Columbia Chicago office, was down in Indiana when the water came up and the bridges went down and, strange as it may seem, captured quite a lot of business in the flooded districts.

Nick Worth, of Escanaba, Mich., and Henry Saak, of Milwaukee, were among the dealers who recently visited Chicago.

From Dixie to Nordland.

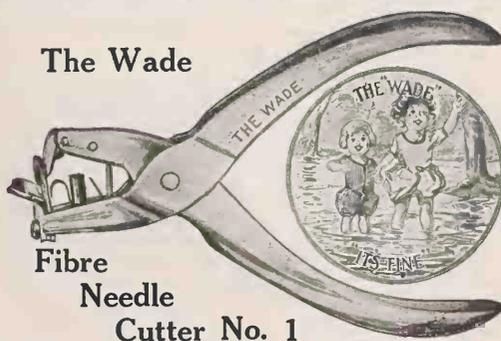
E. W. Graham, who has hitherto traveled out of the Dallas, Tex., branch of the company, will represent the Chicago office in Illinois and Iowa.

Talking Machine Business In Chicago.

E. F. Lapham, of the retail piano firm of Grosvenor, Lapham & Co., who is the chairman of the Music Trade Committee of the Chicago Association of Commerce, made a report recently in which he spoke of the talking machine business in Chicago as follows: "The talking machine business has developed into an immense business and has curtailed somewhat the guitar, violin and mandolin demand. There are retailed in Chicago each year \$1,500,000 worth of the machines and an equal amount is wholesaled, making the total amount of business done in this department about \$3,000,000—and the trade is increasing by leaps and bounds, it being claimed that the demand to-day is four times greater than two years ago."

A Young Department Head.

The talking machine department of Adam Schaaf
(Continued on page 22)



The Wade

Fibre
Needle
Cutter No. 1

The WADE FIBRE NEEDLE CUTTERS, No. 1 and No. 2, trim the needle at the proper angle, and the needle can be repointed from 12 to 15 times, producing clean, perfect playing points. This cutter is provided with a self-acting stop, which prevents cutting away more than enough to make a new point.

The WADE CUTTERS have an upper and lower blade, the upper blade being loosely pivoted and pressed against the lower blade by means of a spring, making a perfect contact. These blades are made from the best Swedish Tool Steel, and are scientifically hardened by electricity, giving the most lasting and finest cutting edge that it is possible to produce, and seldom ever needs sharpening.

The construction of the WADE No. 2 affords the most powerful cut of any tool ever made, and the blades work parallel to each other, therefore it requires practically no exertion whatever to trim the needle.

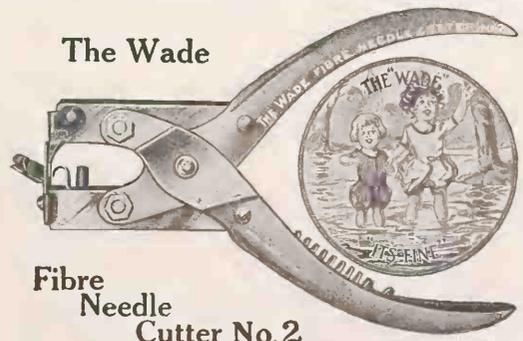
We fully guarantee this cutter in every respect, and if the blade of this cutter ever gets dull we will give you a new blade upon the return of the old one.

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

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

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



The Wade

Fibre
Needle
Cutter No. 2

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 21).

at 700 West Madison street has enjoyed a very profitable season and is carrying an increased stock. Louis Levin, who was formerly with the "Talking Machine Shops" and who is but eighteen years old, is in charge. He is probably the youngest department head in the business.

New Kimball Department Thriving.

H. F. Chubb, who has been placed in charge of the new talking machine department of the W. W. Kimball Co., reports that the first month of actual business is more than satisfactory and judging from the number of people who are making visits to this new Kimball institution, he has put it very conservatively. Two large pipe organ rooms on the second floor have been converted into demonstration rooms and equipped with a full line of Columbia and Victor machines.

Talking Machine Co.'s New Quarters.

The remarkable business of the Talking Machine Co., exclusively wholesale Victor distributors of this city, long since outgrew at 137 South Wabash avenue so that they were compelled to secure large storehouse space several blocks from their main headquarters. Even then they lacked room. Consequently they made arrangements whereby they will soon have larger quarters, enabling them to transact all their business under one roof. They have practically closed a lease for a term of years for the entire third floor of the building, to be known as the Montgomery Ward Annex, which adjoins the present Montgomery Ward building on Michigan avenue, between Washington and Madison streets. The entire building is being remodeled or rather reconstructed, and together with the Montgomery Ward building on the south and the magnificent new Jarvis Hunt building now in the course of construction immediately to the north on the corner of Washington and Michigan avenue, will constitute a handsome trio of modern buildings as can be found in Chicago, or, for that matter, any other city.

The space to be occupied by the Talking Machine Co. will comprise 20,000 square feet. It will be very handsomely fitted up. The new quarters will be reached by three modern passenger elevators, and besides there will be two large freight elevators, one on one side of the building for receiving purposes and another on the opposite side for shipping purposes. There will also be a large canopied shipping platform in the alley, which will be unusually wide.

The Talking Machine Co.'s quarters will have a frontage of 140 feet on Michigan avenue, overlooking the lake. One hundred and four feet of this frontage will be utilized for the general offices and the balance for the record stock, giving them the benefit of natural light in filling orders. The balance of the great floor will be utilized for machine order filling, repair department, storage and shipping room.

Naturally with this concentration of the various branches of their big wholesale business the Talking Machine Co. will be able to improve even their present excellent service to the dealers.

The general manager, Arthur D. Geissler, is certainly to be congratulated upon his enterprise and progressiveness.

A Happy Trio.

V. B. Taylor, who travels for the Victor Co. in Illinois, will be married next Tuesday to Miss Brauns, a charming young Chicago woman, at the home of the bride's parents in this city. A conubial epidemic seems to have struck the Victor force. George Ornstein, general manager of salesmen, and his assistant, are both to be married in the East this month.

Good Record Lists.

The Talking Machine Co. has not only issued a revised edition of their list of 500 most popular selling Victor records in attractive pamphlet form, but also an entirely new classified list of 100 most popular Victor records. These lists will be supplied by the Talking Machine Co. in quantities at cost price to their dealers for distribution to their customers.

The Wade Fibre Needle Cutter.

Wade & Wade, manufacturers of the Wade fibre

needle cutters, have removed from 1227 East 46th street to 3807 Lake avenue, where they have the increased facilities demanded by their growing business. The Wade fibre needle cutter is handled by practically every jobber in the country. By its use the fibre needle can be efficiently re-pointed from twelve to fifteen times. It works like a pair of pliers and comes in two different models.

Returns from Central America.

E. H. Uhl, manager of the local Wurlitzer institution, has returned from his extensive trip through the Bahamas, Jamaica, Cuba and Central America looking and feeling well. He at once plunged into his work and accomplished much despite the numerous well-meaning friends who came to see and welcome him. He returned to hear that the March talking machine business was the best month in the history of the Chicago house with the exception of last December.

Inspecting Talking Machine Shops.

E. H. Beacham, a dealer of Indianapolis, has been visiting Chicago for a few days and inspecting the various talking machine shops.

Giving Hotel Recitals.

J. W. Scott, special representative of the phonograph sales department of Thomas A. Edison, Inc., is giving recitals every day and evening at the Hotel LaSalle in this city. Mr. Scott has rapidly proved the value of demonstrating the new Edison phonograph to the traveling public, and it is safe to say that the Edison machine is securing more valuable publicity through this than any other method that is proportionate in expense.

A Modern Talking Machine Shop.

A. P. Miller, who has been in the talking ma-

chine business for many years, has opened one of the best arranged stores of its size in the city. It is located at 1124 East Sixty-third street, and offers to the residents of that locality all of the facilities that are found in more pretentious establishments.

At the entrance one is greeted with a reception space that is at once refined and homelike. The well-chosen color scheme of creamy white and soft brown is enhanced by the semi-indirect lighting system and the velouria glass chandeliers. Soft rugs upon the floor make for further comfort.

There is a concert hall which will accommodate about forty-five and in which regular programs are to be offered to the patrons and prospective patrons of the shop. The hall contains all of the different styles and sizes of the most prominent lines, and are displayed in a most inviting manner. There is also an abundance of convincing literature placed on every hand. Two demonstration booths of plate glass and cream enameled wood are used to display the machines and demonstrate the new records.

There are several machines in each booth, still leaving room for the accommodation of three or four people in each. The show window contains a Grafonola de Luxe and a Baby Regent machine. A large bunch of roses in a bowl completes the window and confirms the artistic air that characterizes the entire store.

A Recent Visitor.

Albert Middleton, secretary of the Victor Talking Machine Co., was a recent and distinguished visitor.

WURLITZER'S NEW RECITAL HALL.

Just Been Thrown Open to the Public—Accoustically Perfect and Handsomely Equipped.

(Special to The Talking Machine World.)

Chicago, Ill., April 10, 1913.

The new recital hall of the House of Wurlitzer has been entirely completed and thrown open to an admiring public, that is already taxing its capacity.

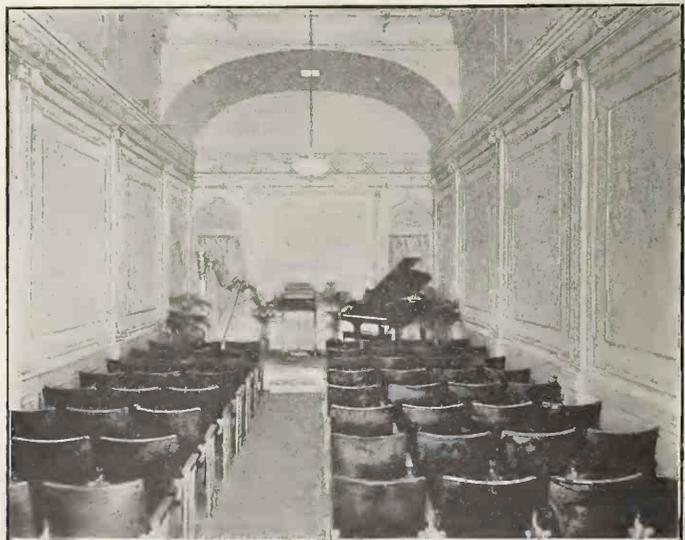
The general idea suggests a French drawing room in semi-classic style, the color scheme being warm gray, rose, ivory and cream. The stage is ceiled by a paneled proscenium arch with a door at each end of the stage wall. The doors and trim are finished in French gray enamel. The walls of the hall have a three-foot paneled wainscoting finished to match the doors, the base of the wainscoting forming the face of the stage platform. Eight-inch, paneled, Ionic pilasters are placed at uniform intervals on the two sides of the hall. Paneled pedestals support these pilasters which, in turn, are surmounted by an Ionic cornice, which runs along three sides of the room. Between the pilasters at the back of the stage there will be canvas panels which have the appearance of tapestry, but which are more durable and sanitary. These panels will be of rose of two tones, which color is repeated in the draperies. The frieze and ceiling are of cream color.

Manager Cameron, of the talking machine department, is providing six programs—each of forty-five minutes duration—which will be either of an operatic or a popular nature, relieved by some

records of a semi-classical nature. Special concerts of Victrola, piano and Wurlitzer harp will be introduced and later—probably in May—there will be four special concerts, which will be participated in by some of the best-known artists in Chicago.

ISSUE SPECIAL OLCOTT BOOKLET.

In order that the trade may be in a position to properly introduce the new records by Chauncey Olcott, the Columbia Graphophone Co. announces the publication of a special four-page booklet devoted to a brief talk on Chauncey Olcott, the importance and possibilities of his new records, and a short discussion on the records themselves. This booklet is very attractively arranged, and is colored appropriately in green, as symbolic of the melodies featured on the new records. A characteristic portrait of Chauncey Olcott is shown on the front cover.



Wurlitzer's New Recital Hall.

Olcott, the Columbia Graphophone Co. announces the publication of a special four-page booklet devoted to a brief talk on Chauncey Olcott, the importance and possibilities of his new records, and a short discussion on the records themselves. This booklet is very attractively arranged, and is colored appropriately in green, as symbolic of the melodies featured on the new records. A characteristic portrait of Chauncey Olcott is shown on the front cover.

If you want an offer to attract the public make it such that it will appear attractive from the buyer's point of view rather than from the seller's.

THE TALKING MACHINE CO.



"HIS MASTER'S VOICE"

At the Head of the March of Progress

OUR SERVICE ON
Victor Goods

EXCLUSIVELY WHOLESALE

That service now more valuable than ever.

WHY?

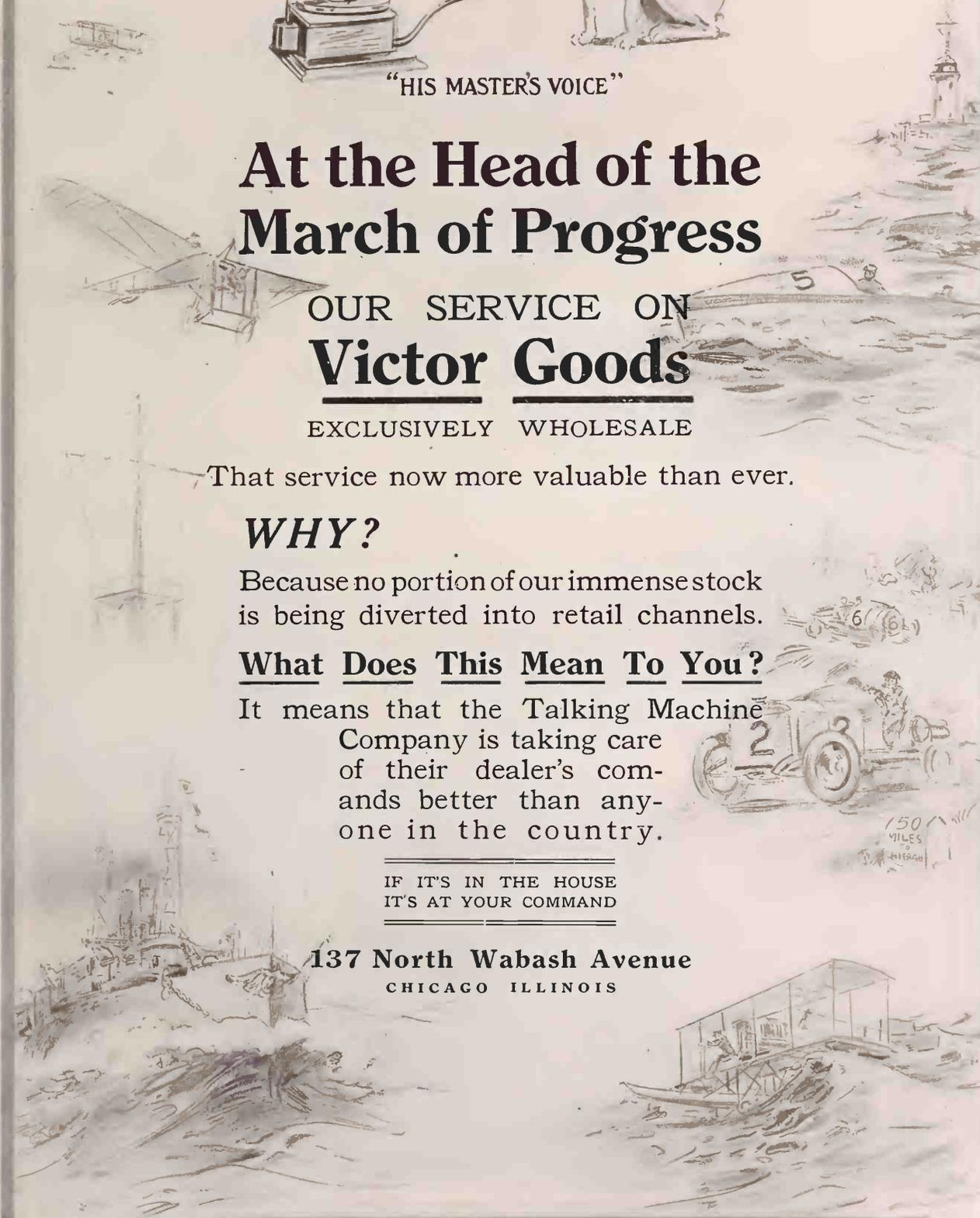
Because no portion of our immense stock is being diverted into retail channels.

What Does This Mean To You?

It means that the Talking Machine Company is taking care of their dealer's commands better than anyone in the country.

IF IT'S IN THE HOUSE
IT'S AT YOUR COMMAND

137 North Wabash Avenue
CHICAGO ILLINOIS



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 22).

HANDSOME HOME OF THE PHONOGRAPH CO., CHICAGO.

Interior Views on This Page Give Readers a Partial Idea of Beauty and Completeness of New Home of the Edison Phonograph in Western Capital—Business Under Management of C. E. Goodwin, Assisted by Capable Staff.

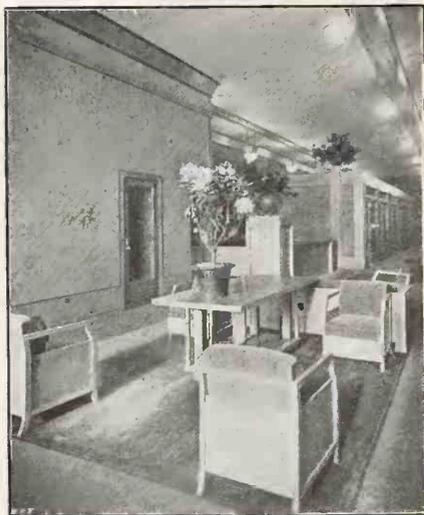
(Special to The Talking Machine World.)

Chicago, Ill., April 9, 1913.

In the last issue of The World there was presented an exterior view of the handsome building of the Phonograph Co.—the new Chicago wholesale and retail dealers in Edison phonographs at 229 South Wabash avenue. This month we are fortunate in being able to show several views of the interior. The photographs are excellent as photographs, but they fail in any sense to convey an adequate idea of the beauty of the warerooms, which is due not merely to the superb architectural arrangement, but also to the artistic, restful and logically conceived color scheme.

C. E. Goodwin, the manager of the company, has every reason to be proud of the handsome rooms, which were opened to the public three days ago. They have been crowded since by an admiring public that has gone into ecstasies not only over the beauty of the quarters, but over the remarkable tonal reproductive qualities of the new Edison disc. They have all declared it to be a musical instrument par excellence.

The development of the interior of the home of



Record Rooms, Second Floor.

the Phonograph Co. and the purposes that the various sub-divisions are put to. The designers were the Niedecken-Walbridge Co., interior architects, of Milwaukee. It is original in every sense of the word, and there has been no attention paid either to styles or conventionality.

The original development of the architectural lines are structural in every case, and form a decorative scheme in the general breaking up of the surfaces. All materials used have been employed in such a manner as to show to the best advantage their natural characteristics, both as to grain and texture. In no case has there been a misrepresentation or false adaptation of the materials. They are all typical of their characteristics and are not employed beyond their own limitations. Ornamentation, where it has been used as a decorative feature, has always been held subservient to the architectural lines, as is proper, and found in the pure types of architecture. The development of the color on the walls and wood is one which leads to restfulness. As the purpose of this building is to interest people in music and its perfect rendition by means of the Edison disc, it has been Geo. M. Niedecken's aim to have the colors in the interior augment the beautiful tone quality produced by the Edison instrument and avoid all foreign reaction on the brain, which color is so apt to do.

The general wood trim of the two principal floors of this building is of white birch, treated with a very

gray stain, with the exception of the auditorium, where the wood has been kept in its natural state. In order to give the light gray shade of the wood an added charm, black walnut in its natural color has been added in bands of varying widths.

To avoid any hardness either in color or tone, a



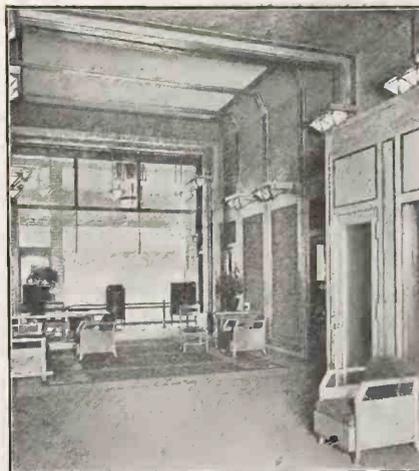
Lounging Room, Record Department, Second Floor, Edison Shop.

soft brown cork carpet has been applied to all floor surfaces.

The lighting for the building emanates from suspended, soft-toned, ground glass fixtures of the semi-indirect type. The dominating colors of the glass are white, light amber and soft iridescent, combined with dull silver metal work.

The general coloring of the walls, which maintain their natural characteristics, due to the fact that they are done to color scheme by luminous translucent pigments, is tan and russet tan, with a silver overglazed line. The upper walls of the auditorium are graced by a semi-mural decoration, floral in type. One of the chief characteristics of this room is the drawing together of the spherical lighting bodies with balancing circular forms of varying color interspersed throughout the decoration.

Wicker furniture of a simple type, and stained in a very soft tone, is placed in unconventional groupings about the room. Sections of both the first and second main floors are furnished with specially designed furniture and rugs, the chief



Reception Room, First Floor, Edison Shop. intent of these spots being either a rendezvous for prospective buyers, or a place where prospective

buyers can have more privacy in their conversations with salesmen. The furniture is of a semi-lounging type, and the rugs are characteristic of the interior of the building, both in design and color, in some cases helping to develop the architectural lines. The other furniture used throughout the sales rooms for machines and Edison discs, offices, etc., are all of the same general type as the foregoing mentioned furniture, and is specially designed and developed in the gray birch so as to be in complete accord with the interior of the building.

Following a well-established policy, all sales of Edison talking machines are made on the first floor, where every facility is present to display the tonal beauties of the instrument, as well as every advantage in the display of the machine itself.

If the customer desires to purchase a supply of records at once he or she is invited into the elevator and taken to the second floor, where there are seven private sound-proof booths, each of which is large enough to seat three or four persons comfortably. These rooms are fitted with a second door, opening from the back of the booth and upon the long aisle that is lined with a row of shelves that hold a complete Edison stock. An abundance of ventilation is provided for in each booth and also an abundance of light. Outside of each is placed a gray birch desk that corresponds, of course, to the balance of the furniture, and at which the customer and the saleswoman can be seated and make up the list of the purchases and complete the sale.

The entire procedure of making a sale, whether of a machine of the most expensive style or a single record, is attended with such courtesy and comfort that one is impelled by the sheer fascination of the surroundings to make repeated visits and to tell one's friends of its beauties.

The general offices and wholesale stockrooms occupy the entire third floor of the building.

To describe the new home of the Edison machine in Chicago and to tell of the wonderful success that has favored its introduction into the Western field would be incomplete without a little sketch of the people who, under Manager C. E.



The Recital Hall, Edison Shop.

Goodwin's direction, have made that success so thorough.

The readers of the World have already heard much of Mr. Goodwin, and many of them are personally acquainted with him. This is due mainly to the fact that for ten years he was manager of the talking machine department of Lyon & Healy's, and while in this position became more or less acquainted with all of the prominent dealers of the Middle West. Four years ago Mr. Goodwin resigned and went East to join the Edison Co. In his new field he had much opportunity to meet and study the needs of the dealers of the East, making many friendships and acquiring a knowledge of the talking machine business that has been given to but a fortunate few. Mr. Goodwin was a student of Mr. Edison's experiments, and witnessed every step in the perfection of the new Amberol

(Continued on page 26.)

An Unprecedented Success

The Edison Disc Phonographs and Records have met with a reception by the public far beyond the fondest expectations entertained by the inventor, the manufacturers or the distributors.

“The most wonderful musical instrument in the world!”—“A faithful reproduction of the human voice at last!”—“Almost unbelievable!”—Are the expressions of the thousands who crowd our store daily.

Mr. Dealer: The point for you to consider is this: Are you going to miss taking advantage of the most revolutionary movement ever known in the talking machine industry?

New life to your business—increased sales—increased profits—all these are yours if you secure the new Edison Disc Line.

Dealerships are being rapidly taken up, they are valuable as only a limited number of dealers will be established.

A wise policy protecting the dealers' interests has been adopted. This increases the value of an Edison Disc Dealership and makes it incumbent upon you to take steps toward securing the line *at once*.

Remember: We carry a full line of Edison Cylinder Machines and Blue Amberol Records. Unparalleled Service—Orders filled the same day they are received.

THE PHONOGRAPH COMPANY

C. E. GOODWIN
General Manager

CHICAGO

227 So. Wabash Ave. between
Adams St. and Jackson Blvd.

TELEPHONE HARRISON 1503

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 21).

records and the famous diamond point reproducer.

W. E. Clark is in charge of the retail department, and has conducted the opening of the new department with results that are most impressive and which mark him as one of the best retailers in the city. Mr. Clark's experience in the Chicago trade is quite extensive, having been with Lyon & Healy for over five years, and with the "Talking Machine Shops" for three years, in that time gaining an intimate knowledge of what the local trade requires.

With Mr. Clark in the conduct of the first floor is Arthur H. Thayer, who is comparatively a newcomer into the trade, but who has taken up his work with an enthusiasm that is rapidly making for success.

W. C. Patrick is in reality a wholesale man, but in addition to assisting Mr. Goodwin in the handling of the already important business in that department, he has aided materially in the opening of the retail department. Mr. Patrick comes from the West and is an old Edison man, having been with the company for about ten years. In addition to this he was with the United States Phonograph Co. for over a year. Mr. Patrick is now making his plans for a business trip in connection with the wholesale marketing of the new Edison phonographs that is decidedly extensive and which will necessitate his absence from his home for considerable time to come.

To Miss Florence Bell Underwood has fallen the responsibility of conducting the recitals. Miss Underwood was chosen for this work not only because of her knowledge of it, but because of her intimate knowledge of music. She is a pianiste of more than ordinary ability.

In choosing the head of the record department. Mr. Goodwin has wisely selected one who is entirely capable of exercising all of the tact and courtesy that such a department demands. She—for it is a she—is Miss Gladys Cundiff, a very charming and very young woman of Southern ancestry and Southern accent, who has all of the graciousness that we look for in women of the South. Miss Cundiff was also formerly with Lyon & Healy in the record department, and while there gained a thorough training which together with her talent and personality will enable her to cope with any problem that may confront her.

In explaining the large sales in the record department Miss Cundiff very generously gives her assistant, Mrs. Mary B. Davis, a large share of the credit. Mrs. Davis is a Pennsylvania woman who

has come into the employ of the Phonograph company with but a limited experience in this particular line, but with a knowledge of business methods and a love of music that has enabled her to accomplish all of the difficulties of the new work with a readiness that insures her success.

Lastly—and fittingly—we come to Joseph Haddock, who is the last to see the Edison goods as they leave the store and upon whose shoulders rest all of the responsibilities of the shipping department. Despite the big volume of goods handled during the opening weeks he has maintained his system and his temper perfectly and has yet to meet with any serious mistake. May his service never grow less!

Mr. Goodwin has all reason to be congratulated for he has a wonderful instrument, a thoroughly equipped store and a corps of assistants that is in keeping.

OFFERS PROMPT ASSISTANCE.

National Association of Talking Machine Jobbers, Through L. C. Wiswell, Gets in Touch with the Trade in the Flooded District.

(Special to The Talking Machine World.)

Chicago, Ill., April 10, 1913.

That the National Association of Talking Machine Jobbers is always "on the job" where the interests of its members are concerned is well evidenced by the prompt letter of assistance sent out by L. C. Wiswell, chairman of the traffic and transportation committee of the association. This letter, which was sent out on April 1 to the members of the association, came at a time when the floods in the Middle West were doing their greatest amount of damage and causing intense suffering.

Mr. Wiswell's letter of assistance is as follows: "The terrible catastrophe that has visited the States of Ohio and Indiana has demoralized transportation, which means that shipments are delayed and, in many cases, lost. Therefore, if you are being inconvenienced by delay or in danger of having losses en route in the shipments of Victor or Edison phonographs or records, the traffic and transportation committee places itself at your command.

"The committee has excellent railway connections at Chicago, and with this advantage would no doubt be of much help in locating shipments. If you wish to use the committee's services in

regard to loss or delay of shipments, please give in writing detailed information, namely, date of shipment, routing, what shipment consists of, number of pieces, etc. If possible, send duplicate copy of bill of lading governing shipment in question. The services of the committee are yours to command.

"National Association of Talking Machine Jobbers, Traffic and Transportation Committee."

SOMMERS CO. ADDS "TALKERS."

Prominent Furniture House in St. Louis Takes on Columbia Line—Handles Pianos Also.

(Special to The Talking Machine World.)

St. Louis, Mo., April 11, 1913.

The Sommers Furniture Co., of St. Louis, added the Columbia line to its merchandise stock April 10. This store, at Eleventh and Olive streets, is in the heart of Piano Row and has a piano department. It is one of the large instalment furniture stores of the city and means a considerable acquisition for the Columbia Co., which has been meagerly represented in St. Louis aside from the company store. Two piano stores were announced as taking up the Columbia line, the Denmore Piano Co., at Grand and Olive streets, on the edge of the great West End residence district, and Kleekamp Bros. Piano Co., at Grand avenue and Arsenal street, on the South Side.

These new dealers are carrying out a plan that Manager Irby W. Reid announced when he took charge of the local store.

EDISON CYLINDER MACHINES

Are Featured in a Special Catalog Just Issued by Thos. A. Edison, Inc.—Admirably Written and Illustrated—Many Edison Improvements.

Thomas A. Edison, Inc., has just issued a very attractive catalog devoted to the Edison phonographs, cylinder models, which is notable for its artistic make-up, and the attractive appearance of the machines described in its pages.

This new publication contains 28 pages, and first attracts the attention of all who see it by reason of its beautiful cover—an artistic and appropriate design in four colors. Throughout the volume are shown every model of cylinder machine introduced by Thomas A. Edison, Inc., with the exception of the three new types of Amberolas that were placed on the market the last few weeks.

The opening pages of the new catalog are devoted to "Edison Improvements," outlining briefly the accomplishments of Thomas A. Edison, Inc., in the realm of cylinder phonograph production. The Blue Amberol record and the diamond point reproducer are two of the subjects that are treated in this section in an interesting way.

The most important feature of this new publication is the attractive and artistic appearance of the various machines shown throughout the catalog. Each page illustrates a different type of phonograph, and is shown in an attractively furnished room in the home, the place that it occupies when in use.

Various rooms of the average home are illustrated, and the phonographs certainly make a pleasing appearance in the appropriate surroundings in which they are placed. At the bottom of each page is placed enough descriptive matter to inform the public just what is essential in the construction, tone and appearance of a talking machine. This combination of attractive illustrations with concise description cannot fail to favorably impress all persons interested in the purchase of an Edison cylinder machine.

The last few pages of this really excellent catalog are devoted to illustrations and descriptions of the Edison school phonograph, Edison home recording outfit, cylinder record albums, reproducers and horns.

The manner of greeting a customer has much to do with making sales. The grouch never makes a good salesman.



"It's the Jewel that Does the Work
And Oh, How Well."

10,000 Operas with 1 Needle

Greatest sensation in the improvement of phonographs. Does the work of 10,000 needles on any disc phonograph. Dealers welcoming with delight this Permanent Jewel Point Needle. Phonograph owners everywhere are clamoring for it. No more changing of needles. No more whittling of points. Use this needle 10,000 times without changing. Made in 3 tones—Soft, Medium, Loud. Gives the sweet tone you want. Puts rich tonal value in your records. Prolongs the life of your disc. Preserves the fine, delicate tones. Make friends with your customers by supplying them when they call for the Permanent Phonograph Jewel Point Needle. Sample orders sent on approval.

Jewel Disc Needles

The demand for this wonderful needle is spreading like wild-fire. Every owner of a disc phonograph wants this Jewel Needle as soon as he learns of its beautiful qualities and its unrivaled merit. Every owner who gets one tells his neighbors. Everyone is delighted with the improvement it makes in the music. Saves records. Saves trouble. Saves money.

Very Special to Dealers

Hurry up with your order for the Permanent Phonograph Disc Needle. Put it in stock just as quick as you can. Order samples in three tones. The loud tone for public recitals, churches, etc. The medium tone for home gatherings and general use. The low, soft tone for artistic requirements. Dealers, act quick! Help your own business by giving your customers this marvelous Permanent Jewel Disc Phonograph Needle.

Write to-day for full description and all particulars, prices and terms, all sent postpaid, free to you. It is better to give your customers what they want than to make them dissatisfied. Protect your own business by putting the Permanent Phonograph Disc Needle in stock. Write to-day.

Permanent Phonograph Disc Needle Co., Inc. Dept. 6338
CHICAGO

ARTISTIC VICTOR VOLUME.

New Illustrated Catalog of Victor Red Seal Records Most Attractive Publication—Contains Portraits of Leading Artists, and Selected Number of Records That Will Interest.

A really artistic publication, and one which represents the results of considerable time and expense, has been received from the advertising department of the Victor Talking Machine Co. This volume, entitled "Victor Red Seal Records," is worthy of careful examination by members of the talking machine trade, for it emphasizes the high plane the talking machine now occupies.

This new catalog is devoted to a partial list of Victor red seal records by artists whose names are famous all over the world, and who are under contract with the Victor Co. Over ninety of these artists are represented in this publication, and a partial list of each star's records accompanies a portrait and short biography of the artist featured. The completeness and value of this red seal catalog may be gleaned from the fact that the section devoted to Caruso and his famous records consists of five pages, all of which are interesting and informative. Other artists are treated with the same thoroughness of description, and apparently the main aim of the compilers of this new publication was to produce a catalog that would be the last word in the lists of records by famous artists. That they have succeeded in this endeavor must be conceded by the most critical expert of catalog production.

It seems unnecessary to state here that the appearance and typographical make-up of this artistic brochure is entirely in keeping with the high-class character of the records listed, as the Victor Co. never fails to present a publication with component parts not in complete harmony in every detail. The cover of this publication is worthy of special mention, as it is both unique and attractive. It is made up in an excellent imitation of dark red morocco leather, and the resemblance is startling, as the grain of the leather has been excellently reproduced. A copy of the famous Victor trademark is shown in gilt on the cover, and the effect in general is most pleasing to the eye. The complete catalog contains 125 pages, and has both an alphabetical index of artists and an index of the records listed, with the pages on which they appear. Victor dealers have expressed sincere admiration for this new publication, and intend to use every copy to good advantage instead of making a promiscuous distribution.

SILAS E. PEARSALL CO.'S NEW LEASE.

Chas. Bobzin Becomes Manager of Company and Plans Energetic Campaign Along Wholesale Lines with Victor Co. Goods.

The Silas E. Pearsall Co., the prominent Victor talking machine distributors, who for the past seven years have been located at 541 Fifth Avenue, have leased the first floor and basement at 16-18 West Forty-sixth street at an aggregate rental of \$100,000, and will remove to the new location at an early date.

Charles Bobzin, who recently assumed the management of this company, is planning an energetic campaign in the interests of the wholesale department. Mr. Bobzin ranks with the most experienced men of the talking machine industry, and the aggressiveness with which he will enter the wholesale field will no doubt show excellent results. In the retail sphere the wholesale company has a very high class clientele. Mr. Bobzin recently spent several days in Camden, where he went into this matter comprehensively.

PRIZES FOR BEST SALES STORIES.

"The Voice of the Victor," the house organ of the Victor Talking Machine Co., announces an offer of three cash prizes to Victor retail salesmen for the best three stories of how difficult sales were made. This competition closes May 10, and is open to any Victor salesman employed by any properly qualified Victor dealer in the United States. The prizes consist of \$20, \$15 and \$10.

TOWER CO. "OPENING" ON APRIL 14.

New Edison Disc Line Displayed to Advantage by the Tower Mfg. & Novelty Co.

The Tower Mfg. & Novelty Co., 326 Broadway, New York, which recently arranged to handle the entire Edison line of machines and records, including the Edison disc machines, held the formal opening of its talking machine department, Monday, April 14. The new department, which is under the management of H. N. Purdy, formerly connected with Fred Kraft, 30 Church street, New York, is furnished most attractively and comfortably, and visitors the opening day were greatly pleased with the excellent way the machines are displayed. The decorations of the rooms are admirable, and the new disc models make a very pleasing appearance in their new home.

The Tower Mfg. & Novelty Co. is one of the best known manufacturing stationers in the country, and recently completed a six-story building for its exclusive use at the above address. The company caters to an extensive clientele, and expects to close a very profitable business with the Edison line in the territory which it controls.

RECITALS MUCH APPRECIATED.

Two sincere testimonials of appreciation were recently sent to O. W. Christian, manager for Steger & Sons Piano Manufacturing Co., Perth Amboy, N. J., for two Victrola recitals which were given by him a short while since. These letters came from the Mayor of Perth Amboy and W. H. Bowden, a prominent Baptist minister of Perth Amboy, N. J.

NEW TYPE OF REGAL MACHINE.

The Columbia Graphophone Co. announces the introduction of a new type of its popular "Regal" machine, to retail at \$50. This new machine embodies a number of meritorious features, including tone control levers, a lid, a new tone arm and the popular new No. 6 reproducer. The new "Regal" will be formally introduced to the public by the medium of a double page spread in the May 24 issue of the Saturday Evening Post. The letter announcing this new model particularly states that the popular \$40 "Regal" is not to be withdrawn from the market, but that Columbia dealers could avail themselves of an exchange privilege for the new model, receiving full credit for the \$40 type.

If some self-made men had had some assistance they might have turned out a better job.

IMPORTANT CASE ARGUED.

Patentees' Rights as to Fixed Prices the Basis of Argument Before United States Supreme Court in Patent Medicine Case.

Considerable interest is being manifested just now in the talking machine and other prominent industries as to the probable decision that will be rendered in the near future by the U. S. Supreme Court in the celebrated Bauer Chemical Co. or Sanotogen case. This suit, which was argued on an appeal before the highest court of the land April 7, will probably definitely decide the status of the patentee's rights as affecting the resale of a patented article.

In the Supreme Court of the District of Columbia this case was originally decided against the Bauer Chemical Co., the patentee, in its efforts to forbid the sale of Sanotogen by a Washington, D. C., druggist at less than the fixed price (\$1). Immediately after the decision was handed down in favor of the defendant and against the principle of a fixed price on the resale of a patented article, the Bauer Chemical Co. filed a notice of appeal in the U. S. Supreme Court, and it was this appeal which was argued April 7. Prominent attorneys in the talking machine trade state that this case is one of the most important and best outlined cases yet presented to the courts on the subject of the rights of patentees in the resale of patented articles.

TO MAKE TONE MAGNIFIERS.

The Stetson Mfg. Co., Inc., of Manhattan, was recently incorporated under the laws of New York State with a capital of \$25,000. This company will manufacture tone magnifiers for use with talking machines, and the incorporators are Cora S. Butler, Florence M. Hall and William A. Shepard.

CLEANRITE BRUSHES FOR COLUMBIA.

The attention of Columbia jobbers and dealers is directed to the announcement contained in an advertisement of the Blackman Talking Machine Co., 97 Chambers street, New York, regarding the No. 20 Cleanrite brush for the Columbia Concert Grand sound-box. Deliveries are being made now, and advertising matter will be furnished, free of charge, in the near future.

The Metola Talking Machine Co., Boston, Mass., has incorporated with a capital stock of \$150,000 to manufacture and deal in talking machines, etc. Incorporators are Wm. F. Stewart, P. Hunt and W. G. Moseley.

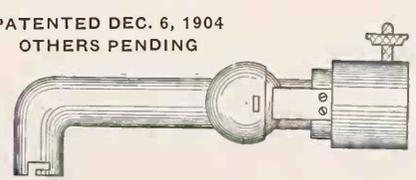
HERE IT IS!

Union

No. 1

Attachment

PATENTED DEC. 6, 1904
OTHERS PENDING



For Edison Disc Machine

To Play Victor or Columbia Records
Use Columbia or Victor Sound-Box

DISCOUNT—40 PER CENT
on orders of half dozen or more

JOBBER'S WANTED
SOMETHING NEW
AGAIN
NEXT MONTH

RETAIL
GOLD PLATED, \$5.00
NICKEL OR OXIDIZED, \$4.00

Foreign Countries, Duty Extra

Samples Retail Price, Cash with Order
To be discounted on order for ½ doz.

Union Mfg. & Plating Co.

409 Prospect Avenue, N. W.

Cleveland, Ohio, U. S. A.

No talking machine dealer can legitimately expect to be taken seriously as such if he is not showing the Columbia Grafonola "De Luxe" to his customers.



Columbia Graphophone Company
Tribune Building, New York

EDISON DISC LITERATURE.

Handsome Volume Illustrating and Describing the Various Disc Models of Edison Phonographs Just Issued—Interesting Publication.

"Edison Phonographs, Disc Models," is the title of a very artistic and high-class catalog just issued by Thomas A. Edison, Inc., Orange, N. J. As its name implies, this excellent new brochure is devoted to the new Edison disc machines, and incidentally it can claim the distinction of being the first piece of catalog literature introduced in behalf of this famous line of machines.

The new Edison publication certainly deserves to take a front rank in the realm of catalog production, as every one of its twenty-eight pages breathes quiet refinement, dignity and charm. Judging from the catalog's artistic perfection, the main thought in its production was to introduce a catalog that would be in every way worthy of the high-class machines portrayed in its pages, and the Edison advertising department has certainly succeeded in its work in this direction.

The cover portrays a very pretty scene in many colors, all in complete harmony and accord, and typographically the catalog is perfect. The first nine pages of the new publication are devoted to a talk under the heading "Edison's Masterpieces." It is not to be imagined for an instant that this discussion is a mediocre, ordinary selling talk. On the contrary, these nine pages contain information that is invaluable to every Edison disc dealer, salesman, customer or prospect. The history of the Edison phonograph, a valuable talk on tone, sound recording and many other similar valuable hints, are interestingly discussed in this section, which in itself is entitled to be called literature in the true sense of the word.

Following this excellent talk are clear and perfect illustrations of the various type of Edison disc machines. Adequate descriptions of the various types are given on each page, and the cuts are really remarkable in their clearly defined details. The last two pages of this artistic catalog are devoted to a short discussion of the Edison disc record, the Edison diamond point reproducer and the portfolio for Edison disc records. Considered in its entirety, this first catalog featuring the Edison disc machines is one that Thomas A. Edison, Inc., and Edison jobbers and dealers throughout the country can well afford to view with pride.

REDUCES DUTY TO 25 PER CENT.

The section in the new tariff bill of considerable interest to the talking machine industry is that paragraph which reduces the duty on phonographs from 45 to 25 per cent. Prominent members of the trade expressed the opinion that this reduction would not affect the present market to any appreciable extent as far as the introduction of foreign makes of machines is concerned.

Alphonzo Smith, who has long handled the Aeolian Co. line of pianos and Pianola pianos at Brooklyn, N. Y., has qualified as a "Class A" dealer in Edison disc phonographs and has installed a complete line.

NEW VITAPHONE ATTACHMENT.

Device Invented by C. B. Repp Is Attached to Reproducer and Is Designed to Absorb All Sounds of Scratching.

A little attachment has been created and perfected by C. B. Repp, inventor of the Vitaphone and president of the Vitaphone Co., to go on to the reproducer. No name has been designated for this little device, but its function is on the order of a "scratch absorber."

It is used for the same purpose on these machines as one puts a filter on his water faucet. The tonal purity secured is wonderful. So important is this device considered that the production for three weeks was held up so that machines might be equipped. Mr. Repp is considering several names for it, but he wouldn't object if a trade member struck something and submitted it. With the new attachment it is now called "the perfect Vitaphone."

Four patents in Germany have been granted to Mr. Repp, and another one is pending. This will make five German patents, and as patents secured in Germany mean a whole lot, it shows the broadness of the different principles used in the construction of the Vitaphone. This new Vitaphone—even the \$12.50 retail model—will play any record of any cut made anywhere on earth.

REPORTS AN EXCELLENT BUSINESS.

Demand for Bagshaw Needles is Steadily Growing, Not Only in the United States but in Foreign Countries—Many Orders Received.

(Special to The Talking Machine World.)

Lowell, Mass., April 10, 1913.

Business with W. H. Bagshaw, the well-known needle manufacturer, is reported to be in excellent shape. The demand for Bagshaw needles is growing not only in the American field, but with its export trade. The call for Duplextone needles is tremendous also, and it is apparent that the output will exceed all expectations. C. H. Bagshaw, general manager, has several moves up his sleeve from a business promotion standpoint that are destined to add further to the wide reputation and prestige of the House of Bagshaw. The founder of this house was, in fact, the pioneer of the talking machine needle business, as he is accredited with making the first needles for that use.

Watkin's Art Store, 1091 Broad street, Bridgeport, Conn., is carrying some striking advertisements in the local papers bearing on the new Edison disc phonograph. The text matter is excellent and the display most effective.

One-half of the world doesn't know how the other half lives; but it is usually satisfied that honesty doesn't play an important part in that living.

"And what is the diplomatic corps?"

"The diplomatic core," remarked the man who takes a pun seriously, "is what the weaker nation is permitted to receive after the stronger one gets through eating the apple."—Exchange.

OPERA HELPS LOS ANGELES TRADE.

Operatic Productions Increase Demand for Records—General Business Satisfactory—Movements of Talking Machine Men.

(Special to The Talking Machine World.)

Los Angeles, Cal., April 7, 1913.

March marks the close of the most successful opera and concert season Los Angeles has ever had. The Chicago Grand Opera Company and many celebrated artists recently appearing in Southern California have stimulated talking machine owners to such an extent that the talking machine business has been very much increased.

H. B. Hinman, who has been manager of the Victor talking machine department of the J. B. Brown Music Co. for many years, will take a position with the Pacific Salesbook Co. Mr. Hinman will be very much missed among the trade.

A Graham Cook, manager of the Victor department of the George J. Birkel Music Co., states that the demand for Victorolas and records is still above the standard and doing a fine business.

The talking machine trade of the Southern California Music Co. has been so satisfactory that there has been several more salesrooms added to the department, thus giving them the entire third floor, and aside from this the entire department has been refinished and decorated, thus making it one of the most handsome of its kind.

Another unique treat was given the members of the Southern California Talking Machine Men's Association by a talk on Symphony by Harley Hamilton, leader and conductor of the Los Angeles Symphony Orchestra. This talk was very beneficial and much enjoyed by all salesmen and those interested in the talking machine business.

W. S. Grey, Pacific Coast manager of the Columbia Graphophone Co. General, visited Los Angeles a few days and complimented the phonograph department of the Fitzgerald Music Co. on its new quarters. Emma V. Kennedy, in charge of this department, has been very successful of late selling the Grafonola Regent.

The Wiley B. Allen Co. reports that sales of talking machine goods came up to its expectations for the month of March.

Charles S. Ruggles, local manager of Sherman, Clay & Co., Victor distributors, is much pleased with the showing of the past month, in fact the best month of the year.

Adolph Mayers, the New York Victor dealer, was given a most complimentary and flattering story in a recent issue of the Tammany Times. Mr. Mayer's business policies were held up as models of progressive, legitimate merchandising.

The CLEANNOTE Pad.

makes a \$25 machine sound like a hundred dollar one.

It cleans, burnishes and lubricates records. It is impregnated and automatically supplied with a dry lubricant absolutely free from grit, grease or oil.

It trebles the life of records, clears the tone and reduces scratch. Price, 25c. Discount to trade.

VOX HUMANA TALKING MACHINE CO.
Nantucket, Mass.

A SUCCESSFUL NEW YORK DEALER.

F. L. Steers Has Built Up Big Business in Washington Heights Section of the City—Recently Remodeled Store to Accommodate Growing Trade—New Demonstration Rooms.

F. L. Steers, the progressive Victor dealer at Broadway and 143d street, New York, who, by the way, was recently elected secretary of the Eastern Talking Machine Dealers' Association, before the holidays, had his entire store remodeled for the purpose of increasing his facilities to take proper care of his rapidly growing business. Mr. Steers found that considerable space in his store was practically wasted and, by transferring the record stock from the front to the back of the store, made room for the erection of two additional demonstrating booths, making four in all. Through the new arrangement, the facilities for handling customers have been doubled with a consequent improvement in trade.

All the woodwork in the store, including that of the booths, is finished in white. The walls are gray and the floor is covered with a grass green royal Wilton carpet, making a simple, yet effective environment in which to exhibit the Victor line to advantage.

May 1 marks the completion of Mr. Steers' third year as a talking machine dealer in the fashionable section of Washington Heights, during which time the business has increased steadily. He states that the business for the eleven months of his last fiscal year averages an increase of over 35 per cent., as compared with the business for the year preceding.

Among the prominent people to buy Victor outfits from Mr. Steers recently have been: Mrs. Jeffrey Farnol, whose husband is author of "The Broad Highway" and "The Amateur Gentleman;" Valerian J. O'Farrell, who has come into special prominence recently through his connection with the Becker and Thaw cases; Charles Dalton, who is playing the role of the hypnotist in Belasco's production of "The Case of Becky," and Charles King, best known to the patrons of vaudeville as a member of the team of Brice and King.

AMERICAN TALKERS FOR RUSSIA.

Consular Officer Reports Demand from That Country with Big Sales Guarantee.

(Special to The Talking Machine World.)

Washington, D. C., April 8, 1913.

An American consular officer in Russia reports that a resident of his district desires to get in touch with manufacturers of standard gramophones. He desires to arrange for the purchase of the sounding boxes and other mechanism and have the frames built in Russia. He would be willing to organize a company and erect a factory for that purpose provided he could interest American manufacturers. He will guarantee the sale of at least 15,000 yearly under such arrange-

EXPERT REPAIRMAN WANTED

WANTED—An expert repairman for work in Southern city on Victor instruments. Good opportunity for the right man, with permanent position in a new department. Address Box No. 235, care The Talking Machine World, 373 Fourth avenue, New York City.

WANTED TO BUY

WANTED TO BUY—Dealers' surplus stocks or close-outs of Zonophone Single Disc Records. Address "Zonophone," care The Talking Machine World, 373 Fourth avenue, New York City.

FOR SALE

FOR SALE—2,000 two-minute and 1,500 four-minute Edison Records. All new, clean stock. Give me your best offers. John Hindle, 324 Grove street, Jersey City, N. J.

ments, and thinks that perhaps two or three times that number could be disposed of per annum. American gramophones are now acknowledged to be much superior to the German makes and their reputation is gaining ground daily, while other foreign makes are losing the field which they hitherto held. The inquiry is filed under number 10,589.

RECORDING DICTAGRAPH

Perfectd by K. M. Turner—Is Exciting a Great Deal of Interest in Many Circles.

K. M. Turner, the inventor of the dictagraph, has just perfected a recording dictagraph which not only overhears the conversation in the room where its presence is not suspected, but makes a full record of the conversation, whispers and all, on a phonograph cylinder located some distance away. This new and remarkable device of Mr. Turner has been on exhibition at his office at West 42d street, New York, the past week and has excited considerable interest.

Since the dictagraph was made famous by Detective Burns in his various investigations of criminal conspiracies, it has excited no end of interest and the secret of its construction has been sought diligently. Heretofore it was necessary to have a stenographer take down the conversation transported unknowingly from those within its radius, but the latest improvement obviates this, as a permanent phonograph record is made. This can be used in the law court, and the actual voice of the speaker duplicated to satisfy judge and jury of its accuracy. It is an interesting development.

CONDON PRODUCTS IN DEMAND.

"Our factory is working to full capacity to turn out our various new products," states an officer of the Condon Autostop Co., 109 Broad street, in a chat with The World. "Judging from the approval manifested by those members of the trade who already have seen our new automatic stop and needle cutter, these products will meet with an excellent sale in all parts of the country.

"The trade is particularly anxious to secure a sufficient stock of 'Noset,' the autostartstop, and we are doing our utmost to get this product in the hands of our trade at the earliest possible moment. At the present time the work is progressing very satisfactorily, and it will be but a very short while before we are in a position to take care of all the orders of our trade, no matter if they are large or small. Our new No. 14 fiber needle cutter is certain to meet with the hearty approval of our clientele, as all tests have pointed to it as being even better than the strong guarantee we give all purchasers."

JAP SUCCEEDS AS DEALER.

S. Yano Pays Particular Attention to Japanese Trade and Does Big Business in That Field.

An interesting visitor last week to the warehouses of the New York Talking Machine Co., 81 Chambers street, New York, was S. Yano, of 571 West 159th street, New York, an exclusive Victor dealer, and one of the clients of the New York Talking Machine Co. Mr. Yano, incidentally, is the only Japanese dealer in the eastern section of this country, and is known as "Graphophone Yano" by a host of friends in various parts of the country. He came East after the San Francisco earthquake in 1906, and has made a marked success in his special field of catering to the Japanese trade.

Mr. Yano has been connected with the talking machine industry for a number of years, and his wide knowledge of Japanese tastes and fancies has proven invaluable to the manufacturers in their choosing of Japanese record assortments and in labeling and cataloging these records. He carries a list of about 400 records always in stock, and solicits the Japanese trade in all parts of the country. Mr. Yano has a circular listing all his records, and distributes this to his trade to excellent purpose. His volume of business is surprisingly

heavy, considering his limited field, and each year's business shows a substantial gain.

Mr. Yano is a great believer in publicity, and advertises extensively in the publications that reach the Japanese people. In a chat with The Review, Mr. Yano pointed out that results from publicity in his field are somewhat slower than with American advertisers, as the Japanese people never do a thing hurriedly, but consider an offer carefully from all standpoints. An instance of this was noticed the other day, when Mr. Yano received an order for a Victor machine from a prospect who enclosed an advertisement taken from a 1907 paper. "Enterprise" is Mr. Yano's middle name, and whenever any Japanese imperial or touring party comes to these shores Mr. Yano is right there with a couple of Victrolas for demonstration purposes, and orders generally follow.

STORY WITH A MORAL.

Shows That Nobody Amounts to Much Who Doesn't Hustle.

There was a large Thomas cat that had its habitation in a store. It was reported to be a fine blooded animal from a family of distinguished rat destroyers. The cat was a beauty and everybody round the store took a turn at furnishing grub suited to the taste of a blooded cat.

It was observed, however, that there was no reduction of the rat or mice population, and the proprietor of the store commenced to inquire into the reason why. He first tried the cat on a rat that had been caught in a trap, but the feline expressed no interest or animation. He looked at the rat and then walked away. The storekeeper was disappointed, but not entirely discouraged. He thought perhaps that cat's specialty was mice, and as he had a mouse or two that had been caught alive in a trap, he turned them loose in front of the cat, but it paid no more attention to them than a sheep would to a rare done beefsteak.

"I think," said the storekeeper, "that I am onto this situation. I will fire the next employe who gives that cat anything to eat." For two days the Thomas cat did a good deal of howling and wore a look of injured innocence. He felt that he had been wronged, and was ready to start an insurrection, but as that didn't seem to get him anywhere, he turned loose on the rats and mice in a way that was surprising.

The second day after this change of programme the rats held a convention to consider what ought to be done. When the leading orator among the rats arose he said: "Fellow rats, this is no time for talk. What we want to do is to move. That cat hasn't any more natural ability than he had before, but he has concluded that he either has to hustle or starve, and I have discovered that when a cat gets in that frame of mind his neighborhood is no place for rats."

Many men and women, as well as cats, have never amounted to a whoop just because they never had to hustle.—Topeka Capital.

KESNER CO. IN TROUBLE.

The J. L. Kesner Co., which conducts a department store at Sixth avenue and 23d street, New York, went into the hands of a receiver on April 2 for lack of capital. A talking machine department was conducted, and few of the talking machine people are among the creditors. The liabilities are placed at \$870,000 and nominal assets at \$1,400,000. The business is being continued by the receiver.

The high school at Sac City, Iowa, was a recent purchaser of a Victrola XVI after an excellent concert had been rendered by the local Victor dealer, assisted by L. E. Gilbert, of Chase & West, Victor distributors at Des Moines, Iowa. Incidentally over \$40 was raised by the sale of tickets for the concert.

Some men are born good; some men acquire goodness; and others leave it to the kindly monument makers to find their virtues.

Every time you sell a \$20 "De Luxe" you have done

YOU have made a beautiful profit; you have made a certain and regular record buyer; and you have added one more completely pleased and *actively* interested customer, because, just as this reproduction of our April 19th Saturday Evening Post advertisement says:

"Only Columbia instruments have the true, round, natural tone; and when a man is investing \$200 that is the thing to make sure of."

"Only Columbia instruments have the features that make that tone possible; the perfect, sensitive, scientific reproducer; the continuous, uninterrupted increase of tone-arm and tone-chamber."

"Only Columbia instruments have the tone-control leaves, which control the volume of sound by precisely the same device as employed in the great pipe organs."

"Only Columbia instruments have the record compartments in the form of pivoted cradles."

So: These facts have produced such a demand for the "De Luxe" that it is now just where we want it—ready for a market that seems likely to make it even out-sell the "Favorite."

Columbia Graphophone Woolworth Building

Creators of the talking machine industry. Pioneers and leaders
Large manufacturers of talking machines in the world.

THE SATURDAY EVENING POST

April 19, 1913



No one thing gives so much pleasure, to so many people, for so long a time, at so little cost, as a Columbia Grafonola.

The world's greatest artists make records for the Columbia Company: Ysaye, Bonci, Destinn, Slezak, Fremstad, Hofmann, Zenatello, Nordica, Garden, Parlow, Harrold, Nielsen, Bispham, Scharwenka, Pasquali, White, Friedheim, Gay, Segurolo, Cavaliere, and scores of others.

Every great artist who has ever made records—without exception—can be heard on your Columbia Grafonola.

Demonstration at any time in the stores of all dealers in talking machines—or on approval in your own home.

Write to us for catalogs and address of nearest dealer.

All Columbia Grafonolas will play Victor Records. Likewise, all Columbia Records may be played on Victor talking machines.

Columbia Graphophone Company, Box 384, Woolworth Bldg., New York

Trade on this Columbia Record. Note the...



200 Columbia Grafonola done a good day's work

THE SATURDAY EVENING POST

Columbia Grafonola
"De Luxe"
Two Hundred Dollars
(Equipped with the new "No. 6" Reproducer)
Mahogany. Special oak finishes to order.
Chestnut Walnut, \$250
There are fourteen other Columbia models
from \$17.50 up to \$500.
Convenient terms of purchase may be arranged.

Q101. Columbia instruments have the true sound, natural tone, and when you are starting \$200 that is a thing to make sure of.

Q102. Columbia instruments have the features that make that tone possible—the perfect, sensitive, scientific reproducer, the continuous, uninterrupted, increase of tone-age and intelligibility.

Q103. Columbia instruments have the cone-geared leaves, which control the volume of tone so precisely the same device is employed in the great pianos.

Q104. Columbia instruments have the record compartments in the form of padded cradles. Don't permit anybody's conversational generalities to distract your attention from the above facts. Check them up, one by one. It is true money.

WE want to ask you to digest those radical statements printed right under the picture of the Columbia "De Luxe" and which we have printed on the left hand side of this page.

Done it? All right, then—now one other thing for the good of your income: *Have* you had an opportunity to hear the records by Ysaye? Any of them—but say the Brahms "Hungarian Dance No. 5" for instance?

Mischa Elman says that Ysaye is "his master." And you can take your customer's money for those Ysaye records and feel that you are doing him a favor.

That is our aim—to enable the dealer to feel just that way in every Columbia sale he makes; and we are rapidly reaching it, clean through the whole line.



phone Company,

g, New York City

the talking machine art. Owners of the fundamental patents.
Write for "Music Money," a free book you ought to have.

RECORDING ARTISTS OF ALL CASTES IN INDIA

Calcutta, Madras and Bombay—A Recording Expedition of Over 12,000 Miles, Recording Only Oriental Artists—A Most Interesting Experience in Far Off Lands.

By T. J. THEOBALD NOBLE, a Prominent European Talking Machine Recorder.

Whilst in Turkestan (Central Asia), I received cables to the effect, "Will you oblige the company in going from Tashkend to Calcutta? It is important that you reach Calcutta in time to record for this season's market. Book from Tashkend directly to Calcutta; it is better than returning to Europe to embark only at Marseilles or London."

The emphasis is mine, for one only had to consult a map (physical) of Asia to see how impossible and ridiculous such a suggestion was.



Recording in Pyjamas, Madras.

I replied to the sender (an American, strange to say), "Send along a Zeppelin and I'll risk it," and followed that up with another saying I was returning to Moscow, there to enjoy a rest after recording in a territory such as Turkestan, where they have not yet even the rude forms of civilization such as are found in West Africa.

On arriving in Moscow I received cables from Monsieur "P," entreating me to oblige him by leaving for India, as this was to decide definitely whether he would continue or not with his business in that country. I decided to waive my holiday and I looked up the most expedient route for Calcutta.

It will perhaps interest my readers to consult a map of Europe and Asia and follow my perigrinations, which commenced three months previous to my departure for India. Leaving Moscow, my first call was Rostoff on the Don, then in the following order: Armavia, Vladikavkaz, across the Caucasian Mountains by automobile, Tiflis, Baku, across the Caspian Sea, Krasnovodsk, Askabad, Merv, Bokhara, Samarkand, Khokand and Tashkend, thence returning to Moscow via Kazalinsk, Orenburg, Samara, Kazan. One day in Moscow, off to Warsaw, Vienna, Venice, Bologna, Brindisi on to the steamer Port Said, transhipped on to another steamer for Bombay, calling at Aden. At Bombay, entrained for Calcutta. Arriving in Calcutta I figured that I had covered so far 12,000 miles. After the unenviable existence in Turkestan and the constant traveling and changing I was not sorry to step on board the steamer at



Recording in Calcutta.

Brindisi; it was a mail boat and I intermingled with men (mostly army officers) who spoke my own language. We arrived after a most enjoyable trip at Port Said at 2 o'clock in the morning, and I transhipped on to the British mail steamer S. S. Arabia, bound for Bombay. Once again I

was with and amongst my own language and people and the voyage was therefore most pleasant.

Along the banks of the Suez Canal I had my first glimpse of the Arabs. I was immediately struck with their sensual, deceitful and almost fiendish faces. After twelve days from Brindisi we arrived outside Bombay on the first of July. It was pouring with rain (monsoon) and there was a heavy swell on, which certainly did not improve matters, and my first impression of Bombay was vague.

Of Bombay I shall have more to say later, for my immediate departure for Calcutta prevented me seeing the town. I did, however, notice the Victoria Railway terminus, a magnificent structure voted to be the finest, architecturally, in the world.

The traveling to Calcutta was comparatively fast, and the carriages extremely comfortable. The land is cultivated and fertile, and as the train passes the fields with the various natives of all castes working, presents a moving kaleidoscope of color.

My first impression of Calcutta was one of surprise at its enormity. Fine buildings, shops, roads, etc., all exceedingly clean.

It was not my intention to stay in India very



A Canarese Artist.

long, and of that I instructed our people, whom I asked to hurry things up. I was informed, however, that the word hurry is not in the native vocabulary. I therefore had a rumor circulated that I should only stay a few days in each town; this had the necessary effect of stimulating them to movement and hustle.

My first artist was an amateur, who called at the recording room to fix a date. He stated that he preferred me to bring the machine and record to his own residence, and as he sung better at night, the most convenient hour would be 10 o'clock. To this the manager for our agent, who was present, immediately acquiesced, much to my surprise. On remonstrating with him over the matter, he informed me that it was customary to record at the house of a "gentleman" and usual, too, at night. I peremptorily informed both the manager and artist that I maintained a principle of never visiting the house of an artist to record unless the exigencies of the case made it absolutely imperative. Furthermore, during my stay in India, I should hold to that principle; and I did. The following day I commenced adjusting my diaphragms to the room and the Indian climate.

My first artist was the amateur. He accom-

panied himself upon a diminutive harmonium; the left hand moving the bellows, the right hand playing the melody. There was a conspicuous absence of harmony in all the selections he sung, and I afterwards learned that harmony is unknown in India. All the accompaniment is with one hand playing of the harmonium, and chords are never used or understood.

There is also in Hindustani songs an absence of what is known and appreciated as melody in America. The singers appear to run up and down the harmonium ad lib, occasionally taking good



Girl Duettists in Bengalee.

notes and hitting a few notes giving spasmodic glimpses of real melody. I experienced greater difficulty in following the rhythm of these Hindu songs than even the Cossack chantings. My next recording was another amateur who was accompanied by the harmonium and the proverbial tum-tum. These instruments are very curious for, although the playing of them appears to be perfectly simple, they are in reality extremely difficult. Before deciding definitely on a tum-tumist, our agent heard eight of the accredited players. It was many days before I could follow even to a small extent—how the tum-tum was supposed to accompany the singer, and I do confess that to this day I cannot fathom how it is possible to accurately accompany an Indian song on such an instrument.

The artist sings up and down the keyboard, and to my mind there are no bars, rhythm or tempo, yet the tum-tumist crescendos, stops, commences and synchronises perfectly with the singing. It was and still is an enigma to me.

I can best describe the singing as a continual series of cadenzas which the harmonium synchronises with, whilst the tum-tum is giving out a continuous series of tappings, rising and sinking with the artist in a most mystifying manner.

At first I found it unmusical and weird, but eventually began to follow the songs with keen enjoyment and appreciation. My next artist was a woman; of pretty face and features, small of stature with a slender and well-shaped figure, timid and strangely childish in her mannerisms. She wore a small gold ring in her nostrils. She was, in short, the quintessence of daintiness.

Her singing was similar to the previous artist, but very much lighter, prettier and sweeter; she was singing in Bengalee, and the continuous series of cadenzas were most exhilarating and not too intricate to follow. She played the harmonium and was also accompanied by a tum-tum and joora.

The artist, unfortunately spoke no English, which was a pity, for our language from her lips must have been a pleasure.

A few days later I recorded the most expensive artist in India, Miss Cohar Jan, of Calcutta; we were compelled to pay the sum of £400 (\$2,000), for sixteen songs. She was able to sing in several languages, it was for that reason we paid her big money. Although in no way comparing with the charming artist who I had previously recorded, she was the most popular, and therefore the difference in fees was justified. The first and best voice, I had paid but £40 for eight titles, sung in Bengalee. Miss Cohar Jan had sung in Hindustani, Telegu and Persian.

Miss Jan was in the habit of singing for the rich Indian Princes, and at the weddings of rich merchants, and her fees averaged \$1,000 to \$2,000 per diem.

She is also the recipient of various kinds of jewels from her admirers, who lavish money and

presents on her to an amazing degree. She was accompanied by her own men on the tum-tum, harmonium and violin. The latter instrument is played in the same manner a carpenter saws.

She was everlastingly chewing the proverbial Indian "betal-nut," and it was the duty of one of her numerous retinue to carry round a large brass "spittoon" into which, before commencing to sing, she would expectorate. This was a nauseous procedure, but one that was consistently followed by all other artists in India. Miss Jan had an extraordinary control over her toes, and for our amusement would often beat time with them, needless to add the toes were all bejewelled with various trinkets. We were informed by her manager that the jewels which she was wearing possessed an intrinsic value of a lakh and a half of rupees (nearly fifty thousand dollars). During the recording of the female artists the important caste question arose and for awhile delayed us in recording. As in Turkestan, all female artists are looked upon as prostitutes, and are therefore casteless. The curious position arises that it is against the religion for a respectable man to touch, talk or do business with one of these so-called caste-less women. Our broker, Mr. Bose, a man held in great respect in Calcutta, informed us that he could not be present, so also did his manager, with the result that we were in a quandary how to proceed, for neither our representative nor myself were able to criticise the singing, it was therefore absolutely imperative that some so-called "respectable" man was present. After a day's delay it was discovered that so long as no outside person was aware of the meeting, and that the respectable one was merely interpreting, all would be well. I may add that several "respectable Indians" took advantage of this and were present at the invitation of the manager. So much so that I was compelled to offend the manager by telling him I did not allow friends into the recording room.

Books in their scores have already been written on the caste question, and therefore I do not propose to write on its obscurities, other than give a few of my personal experiences encountered in recording the different castes.

About this time I recorded a man who played two instruments like diminutive clarionets, "with his throat." They were placed one on either side of the throat and the music that emanated from them was comparatively loud. The man evidently had complete control of the muscles of his throat,

*The betal-nut is chewed together with a powder which causes a crimson stain to appear in the mouth making a particularly offensive appearance to the teeth and lips.

these muscles acting as a reproducing diaphragm. Placing the instruments over the particular part which he was able to control in some mysterious manner, he produced the music. The performance was uncanny, strangely "Indian." The singing of the women was much more interesting than the men, without exception. Strange to say, amateurs were the best of the men, and the professionals the best of the women.

The "real" ladies, I was informed, sing only in the precincts of their own homes. I was to have recorded a "real lady," but absolutely refused to travel to do so; further, it would have been necessary to dismantle the machine and fix it up again for a couple of hours, again dismantling and fixing it for the regular recording in Calcutta. This to please the whim of a native "lady," and to acknowledge the rule of a ridiculous and prehistoric caste indiosyncrasy. I have mentioned that diaphragms are affected by the different climates and atmospheric conditions. I began recording with the diaphragms constructed for Turkestan, but found them too sensitive for use in Calcutta, I tried my European diaphragms, these were too hard, I accordingly constructed a number to meet the exigencies of the Indian climate.

All the Indian artists preferred to sit whilst singing, and therefore caused a certain amount of difficulty in bunching around the horns in focus.

After recording 420 titles in Calcutta, I left for Madras, to record Canarese artists. Of Madras at this point, I shall have little to write, for immediately on arriving I was stricken down with malaria fever, and was in bed for three weeks, afterwards proceeding to the town of Bangalore to recuperate and incidentally take a few records.

When I was convalescent we experienced considerable difficulty in obtaining a recording room,

for the hotel was full and there were no other buildings in the vicinity with spare rooms. We eventually were compelled to record in a large building, which was a home of rest for the native paupers. A stone building full of unfurnished stone rooms—fortunately there were few natives staying at the place.

The Canarese singing and songs was very much easier to follow than the Hindu, and there was a more pronounced rhythm. It was here I recorded my only ductists, two sisters, whose singing was very pleasing and the melodies were easy to follow. They kept time by beating with their hands on their knees. They were accompanied as usual with the harmonium and tum-tum. The girls were quite young and were protected by their parents; they never allowed the girls out of their sight, for they will make a living out of them both by singing and prostitution. The girls were, I was informed, aware of the existence before them and appeared resigned to their fate. I was fortunate in securing a photograph of the girls together with the parents and the accompanist, in position in front of the horns.

We were fortunate in securing another Indian woman who sung in Canarese, and although we dalled over the price for a couple of days, we secured her. Of her there is little to say other than she possessed a voice as large and as powerful as herself; standing five feet ten inches, with a splendid figure, the tallest Indian woman I had met. In the photograph can be seen the little pet dog which she is holding in her arms. I found the Canarese singing simple to record and was not sorry, for I was still very weak from the fever. We left for Madras after having recorded 40 titles in Bangalore.

(To be continued next month.)

FACTORS THAT CONTRIBUTED TO BUSINESS GROWTH

Of the Columbia Graphophone Co. Set Forth Most Interestingly by George W. Lyle, General Manager of the Concern—Moving This Week to New General Offices in the Woolworth Building, New York City—Bridgeport Factories to Be Enlarged.

Coincident with the removal of the executive offices of the Columbia Graphophone Co. to their handsome new quarters on the twentieth floor of the Woolworth building, New York, next Friday (April 18), comes the announcement that the Columbia Graphophone Co.'s factories at Bridgeport, Conn., will be considerably enlarged in the very near future. The mere announcement of the construction of additional facilities at Bridgeport, Conn., is nothing unusual, as the factories have

been added to and enlarged continually for the past few years. The combination of both office and factory expansion at the same time, however, lends an unusually interesting aspect to the contemplated changes that forcibly impresses the trade with the remarkable advances in popularity of Columbia products.

George W. Lyle, general manager of the Columbia Graphophone Co., and a tireless worker in behalf of the progress of the company, is naturally exceedingly pleased with the status of Columbia business. "Our business since the first of the year has really been remarkable," commented Mr. Lyle in a chat with *The World*. "We had naturally expected that we would show a certain increase over last year, but the gains to date have far exceeded all our expectations. Our factories at Bridgeport, Conn., are working overtime, and the need has become imperative for the construction of additional facilities to assist in filling our orders.

"Many features of our business are contributing to this splendid increase over last year, but a few of the important ones are the introduction of the Columbia Grand, the splendid list of artists being added to the Columbia library, our continual and intensive publicity, and chief of all, the quality and value of all our machines and record products. The introduction of the Columbia Grand has been one of the greatest incentives to the development of high class trade, and since its presentation to the public our dealers all report substantial increases in the sales of the higher-priced types of machines. Our list of artists is being daily augmented by the addition of world famous singers and instrumentalists, whose selections are meeting with wonderful success. Our national publicity is impressing the public with the quality and merit of the entire Columbia line, and this publicity is of inestimable benefit in the development of our trade. The quality and value represented in our machines and records is a matter of general knowledge, and with all these features contributing to Columbia popularity, I feel safe in predicting that 1913 will be the greatest year in our history."



Bell-Hood Needles

The Needle with a "Sounding-Board"

Unqualifiedly accepted by many as the best. *We know it to be the best.*

There is money in handling our needle. Many dealers have increased their receipts materially. It draws in business.

Our new 10 cent package proposition is proving a winner. Also 25c. and 50c. boxes.

Write for samples and unusually liberal discounts.

THE BELL-HOOD NEEDLE COMPANY

183 CHURCH STREET

NEW HAVEN, CONN.

THE TALKING MACHINE AS AN AID IN CARE OF DISEASE.

Insane Asylums, Almshouses and Hospitals Awakening to the Need of Good Music—A Rare Opportunity for the Talker Man to Open Up a New Field That Will Call Down Blessings on Those Engaged in This Good Work—Interesting Facts Worth Recording.

Within a few miles of the writer's home, situated among the fertile farms of central New Jersey, nestles the Burlington County Almshouse and Insane Asylum, and, if you care for a practical demonstration of the value of the talking machine among the aged poor and feeble-minded, I will be charmed to have you meet the visiting physician. We will call upon him at his home in Mount Holly, and, our errand explained, he will ring up his chauffeur, have his car brought round, and soon we will be flying up the South Pemberton road toward our destination.

Upon our arrival at the institution we are cordially welcomed by the superintendent, who assists the doctor in making our visit a memorable one.

"The advent of the talking machine in our midst has proved a great blessing," we are informed as we make our rounds.

"Mrs. Wm. C. Parry, a philanthropic woman of Hainesport, was the donor, and it must be a great satisfaction to her to realize how much cheer her gift has brought the human derelicts under our care here."

We pass from ward to ward in the asylum and everywhere peace and quiet and contentment reign. No dungeon cells meet our sight; no strait-jackets or other instruments of subjection one is so apt to associate with a place of this character are in evidence. In answer to our inquiries concerning them, we are told that in the most violent cases they are still occasionally necessary, but in most instances a warm bath and soothing music are sufficient to subdue the most unruly.



Hypodermic Syringe with Morphine Charge.

At the almshouse we find the inmates assembled in the living room, and a thrill of suppressed excitement circulates among them.

Mr. Dealer, did you ever attend an entertainment at the old town hall down home? If you did, and had pull enough with the management to be allowed to look at the rural audience through the peephole in the curtain, you gazed upon a similar picture.

Then, as we enter, the matron starts the phonograph. The record has engraved upon it one of Col. Stewart's funniest stories, and low ripples of laughter and subdued guffaws greet every witticism.

We linger through several selections, and never before have we witnessed a more attentive audience.

In a talk with the matron at the close of the concert we learn how much real enjoyment the talking machine furnishes these unfortunates.

"I do not know how we could ever do without it," she remarks by way of finale.

Hospitals, too, Mr. Dealer, are accepting the talking machine as a curative agent in certain forms of nervous diseases, and it is fast taking the place of drugs. Instead of resorting to the hypodermic syringe with its hellish charge of the devil's brew—morphine, which, while it soothes and exhilarates temporarily, floods the system of

the victim with the most seductive of all poisons—opium, the more advanced of the medical fraternity are experimenting with music as a harmless and effective substitute.

Dr. James E. McCambridge, a leading Poughkeepsie, N. Y., physician, has found music of great value in his battles with tuberculosis.



A Harmless and Effective Substitute.

Listen to what the Philadelphia North American has to say upon this interesting subject:

Poughkeepsie, N. Y., March 10.

Music, as an aid in the cure of tuberculosis, has proved its value at the Samuel W. Bowne Memorial Hospital in this city, one of the leading insti-

"THE LITTLE SARASATE."

Twenty Selections Played by the Juvenile Spanish Artist Cristeta Goni for the Columbia Co.—Known as "Little Sarasate."

The Columbia Graphophone Co. will list in the very near future, both in domestic and export supplements, about twenty selections played by Cristeta Goni, the juvenile Spanish violiniste, known abroad and in this country as "The Little Sarasate." These selections constitute a splendid repertoire of all the Sarasate Spanish compositions, and this is the first time this library has ever been recorded. Those present in the Columbia laboratory when the records were tested say Miss Goni has produced some remarkably successful records.



Cristeta Goni.

Cristeta Goni is only eighteen years of age, but she has already achieved noteworthy fame both here and abroad as a finished artist in every respect. She is a pupil of the world-famous maestro and composer, Ambrosio, professor of the Grand Conservatory in Paris, who has proclaimed her

tutions in the State for the treatment of pulmonary diseases.

The hospital, which was erected by Mrs. Bowne at a cost of more than \$200,000, closed its first year of the musical treatment to-day, and reported a fifty per cent. gain from that cause in the results obtained.

Dr. James E. McCambridge, one of the leading physicians of the local hospital, said to-day that the music, heretofore used only in the treatment of insanity, had benefited his patients almost as much as the fresh-air cure.

"Music relieves the strain in the mind of the sufferer, and, when that is done and the patient has other than his troubles to think about, he is on the road to recovery," said Dr. McCambridge. "Tuberculosis, properly treated, is far from being the dread disease it is generally thought to be.

"We have made it a rule to have concerts frequently at the hospital, which was easy to accomplish because of the willingness of local musicians to donate their services."

Now, Mr. Dealer, the idea I have endeavored to convey in this story is that there is an opening for your goods in the hospitals, sanitariums, insane asylums and almshouses throughout the land, and that by a systematic canvass of the above named institutions near you you can make some substantial sales.

It occurs to the writer that the doctor's office and the dental parlor should have talking machines as part of their equipments also, for what will make a fellow forget his stomach ache or throbbing molar like a good tale well told or a cheerful singing tune?

I am very sure, Mr. Dealer, if you put this matter in an interesting light before the M.D.s and D. of D.S.s they will agree with me and become your patrons.

Give them a go anyway.

HOWARD TAYLOR MIDDLETON.

to be one of his most talented pupils. Miss Goni was honored by being called to play before their Royal Majesties the King and Queen of Spain, who signally honored her by arising in their seats in the royal box after the first number, a distinction never before accorded an artist by members of the Crown. In her recent tours of this country Miss Goni scored emphatic successes, and her two recitals in Carnegie Hall were unanimously commended by the press.

George P. Metzger, advertising manager of the Columbia Graphophone Co., returned to New York March 21 after a two weeks' stay in Yucatan, Mexico. Mr. Metzger states that his short trip was a most pleasant one, and that he was enabled to take care of an enormous bundle of work that would have used up about two months of his time at the office.

PHONOGRAPHISCHE ZEITSCHRIFT

BERLIN W. 30, GERMANY

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

PUBLISHED WEEKLY. FOUNDED 1900

Circulates all over the world.

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

Subscriptions for this talking machine publication 10 Marks yearly.

Sample copies sent free.

ANNUAL DINNER OF TALKING MACHINE DEALERS' ASS'N

Held at the New Grand Hotel on April 9—Dealers Have as Their Guests Prominent Manufacturers, Representatives, Jobbers, Attorneys and Men in Other Walks of Life Addresses of Particular Interest Delivered—Affair a Credit to the Association.

The Eastern Talking Machine Dealers' Association added to its laurels on Wednesday evening, April 9, with its third annual banquet at the New Grand Hotel, New York, when it had as its guests talking machine manufacturers, jobbers, dealers and men prominent in other walks of life to the number of eighty. The gathering indicated that the dealers' organization was a live body with a real purpose, and that the members were starting on their fourth year full of purpose and enthusiasm.

Election of Officers.

Previous to the arrival of the guests of the evening the dealers held their annual meeting for the election of officers, and the following gentlemen were chosen to preside at the head of the organization for the ensuing year: J. G. Brenner, New York, president; R. Montalvo, Jr., New Brunswick, N. J., vice-president; F. L. Steers, New York, secretary, and Henry Rau, Jersey City, N. J., treasurer.

Henry C. Brown's Interesting Address.

The office of toastmaster at the banquet was assigned to V. W. Moody, of the New York Talking Machine Co. He opened the feast of reason by introducing Henry C. Brown, the popular advertising manager of the Victor Talking Machine Co., who gave the talking machine men assembled some excellent points regarding advertising in general and that of the talking machine business in particular. Mr. Brown emphasized the desire of the Victor Talking Machine Co. to co-operate with the dealers throughout the country and to receive on his part the co-operation of all the dealers on matters pertaining to the development of all branches of the talking machine business. He commented upon the enthusiasm of the dealers regarding new types and features introduced in the Victor line, and said that though the company was constantly spending millions of dollars increasing its facilities to take care of the demands of the trade, those demands increased in the approximate ratio of three to two.

In closing his address Mr. Brown referred to his own particular department, that of advertising, saying that there was no deep mystery about the science of advertising and no real necessity for being familiar with an abundance of type faces or other details of the printing trade. Advertising, he said, was simply a practical application of ordinary common sense in the exploitation of certain products.

Wm. C. Freeman on Co-operative Publicity.

The next speaker was William C. Freeman, advertising manager of the New York Evening Mail, whose advertising talks are read and advertising policy looked up to and admired throughout the country. Mr. Freeman was present at the invitation of President Brenner, of the association, for the purpose of outlining a plan whereby the talking machine dealers of Greater New York could co-operate with a view to securing the greatest amount of effective newspaper publicity at a minimum amount of expense to the individual. Mr. Freeman handled the subject in a concise and non-technical manner and suggested several plans for using the daily papers, morning and evening, with a view to reaching as many distinct sections of the population as possible.

Mr. Freeman suggested that about seventy dealers should combine and take a space of five columns in the daily papers under a special heading, the center of the large space to be taken up with a snappy talk on talking machines in general and to be surrounded with uniform announcements of various dealers. Mr. Freeman drew some interesting comparisons between honest and dishonest advertising and told of the ideals of the clean advertising man in a manner that made a strong impression on his audience. It is the desire of the officers of the association to have as many dealers as possible join in an advertising campaign, to be supported

on a pro rata basis and with the object of benefiting the local trade as a whole.

Oldfield Bill Still a Menace.

Walter B. Raymond, a prominent attorney and the legal representative of the L. E. Waterman Co., the fountain pen manufacturers, was the next speaker, and had for his subject the Oldfield bill, with which he is particularly familiar through his active work in Washington in opposition to the measure before the sub-committee on patents. Mr. Raymond explained the nature of the Oldfield bill, what it claims to accomplish for the benefit of the public in the matter of reduced cost of living, and what its passage would mean to dealers in articles the selling price of which is fixed. He brought home to many of those present for the first time the true significance of the bill and the danger that lurked in it for every established dealer of patented and standard priced articles, should the measure become a law.

As for the dealers themselves desiring freedom in the matter of making their own prices, Mr. Raymond stated that the Waterman Co. had received replies from nearly 13,000 dealers in answer to a query regarding their desire in that matter, and, with the exception of only five, they were all in favor of fixed price maintenance. The attorney emphasized the fact that at the last hearings on the bill members of the committee were for the most part hostile to the fixed price system, being thoroughly familiar with neither the patent laws nor the business of manufacturing. He stated that to influence legislators against the bill, provided it came up again, it would be advisable for dealers in articles of fixed price to rouse public sentiment against the bill and push that sentiment to the fore in place of their own desires in the matter, with a view to avoiding any charge of selfishness. Mr. Raymond in closing sounded a warning regarding the probability that the "Seven Sisters" bills of New Jersey, President Wilson's pet legislation, would be placed before Congress for transformation into federal statutes. The drastic nature of several of the bills, especially the second one, would prove ruinous to owners of patents and manufacturers in all lines.

A Message from George W. Lyle.

The toastmaster next read a letter from George W. Lyle, general manager of the Columbia Phonograph Co., regretting his inability to be present, and enclosing an optimistic message to the dealers regarding the progress made in the manufacturing and selling of the Columbia graphophones and Grafonolas and the bright future of that line. Mr. Lyle particularly emphasized the recent Columbia advertising, which was calculated not only to arouse the interest of the prospective purchaser, but to actually bring him into the dealer's store.

George P. Metzger Outlines Publicity Campaign

George P. Metzger, advertising manager of the Columbia Graphophone Co., next addressed the dealers, and outlined in a general way the advertising campaign of that company and what it was intended to accomplish. He stated that it was the desire of the company to make the campaign reach directly into the home town of the dealer, not only through national advertising but through special assistance rendered the dealer in his advertising in his own territory. For this service the dealer can demand expert advice, tested copy, advertising experience of the members of the Columbia Co.'s advertising staff, while still free to operate his local campaign in the matter of space and general arrangement to suit his own special requirements if he desired.

J. Newcomb Blackman's Lively Speech.

The next speaker of the evening was J. Newcomb Blackman, president of the National Association of Talking Machine Jobbers, who in his usual direct and forceful manner emphasized a number of the points made by previous speakers regarding

the benefits derived from fixed prices, and made some suggestions as to methods for successfully opposing legislation calculated to nullify that privilege. Mr. Blackman stated that much of the opposition to fixed prices and so-called "patent monopolies" arose from the fact that the opponents did not take the trouble to study the situation and did not really understand it. He recommended strongly that the position of the farmer and mechanic and other divisions of the public should be closely studied if those bodies were to be convinced that it was to their benefit to pay fixed prices for fixed and known values in merchandise. He stated that the natural selfishness of many people would have to be overcome if they were to be convinced of the real benefits of price maintenance.

Clarence Axman next read a clever and humorous paper describing the sorrows and joys of the talking machine dealer, following which the guests were dismissed by the toastmaster.

Mr. Blackman, as did the other speakers of the evening, illustrated his remarks with pointed stories of humorous character, and as a result the speeches did not lack interest for a moment.

The success of the banquet arrangements reflects great credit upon ex-Secretary J. H. Dodin and the other officers of the Dealers' Association, who put forth strong personal efforts to secure the attendance of the desired ones, and who saw to it that everything ran along smoothly from the opening of the attractive menu, with the Victor and Columbia trade-marks on the cover and fastened together with a talking machine needle, to the toastmaster's words of dismissal.

Those Present.

Among those present or represented at the banquet were: W. C. Freeman, Walter B. Raymond, J. Newcomb Blackman, Geo. P. Metzger, V. W. Moody, Marion Dorian, R. G. Caldwell, New York; Henry C. Brown, Camden, N. J.; J. G. Brenner, Isidor Zion, New York; T. Avon Entress, Union, N. J.; Frank C. Storck, Red Bank, N. J.; F. L. Steers, New York; Henry Rau, Jersey City, N. J.; H. Phillips, Greenwich, Conn.; M. J. Roth, New York; J. B. Cohen, Brooklyn, N. Y.; O. Pagani, New York; Irwin Moses, Hampden, N. J.; Geo. W. Morgan, New York; H. P. Low, New York; Sol Lazarus, New York; A. Lasus, New Rochelle, N. Y.; H. Jaffee, Hoboken, N. J.; J. Hunt, White Plains, N. Y.; M. Goransky, Yonkers, N. Y.; Albert Galuchie, Jersey City, N. J.; J. J. Cavanaugh, Brooklyn, N. Y.; August Bauer, New York; Chester I. Abelowitz, New York; W. O. Brown, Dover, N. J.; Henry Mielke, New York; J. E. Cocker, Elizabeth, N. J.; M. W. Gibbons, Brooklyn, N. Y.; Chester H. Hoffman, Brooklyn, N. Y.; Theodore Lohr, New York; Mr. Loeffler, Union Hill; David Switky, S. A. Sherman, New York; Jas. T. Coughlin, New York; C. J. Iannell, New York; Fuller, Bagley & Beers, New York; R. Montalvo, New Brunswick, N. J.; A. H. Dodin, New York; Homeluck & Newcomer, Elizabeth, N. J.; Leon L. Gumbiner, A. H. Jacot, Saul Birns, S. B. Davega, Lipman Kaiser, R. F. Bolton, Joseph F. Collins, New York; E. Paul Hamilton, R. H. Morris, Brooklyn, N. Y.; E. G. Schloss, New York; Mr. Goldsmith, N. Goldfinger, Emanuel Blout, I. Davega, New York; C. F. Bruno, Chas. Bobzin, New York.

EXHIBITING AT WOMEN'S CLUBS.

Edison Disc Phonographs Securing Splendid Publicity in This Way.

In the new plan of publicity for the Edison disc talking phonographs and records F. K. Dolbeer, general sales manager, has adopted a new policy, and that is of exhibiting at various women's clubs throughout the country. At the head of this department is Mrs. Isen, and at the present time she is in Washington giving Edison concerts at club meetings. A recital was held recently by her at the Willard Hotel in Washington, over 1,000 people being seated in the ballroom to hear the new products.

As this article is written, the Sosis Club is being entertained by Thomas A. Edison, Inc., at its New York offices, 10 Fifth avenue.

TALKING MACHINES LOST AND DAMAGED BY FLOODS.

Disasters in Middle West Have Their Effect on This Trade as Well as Others—Some of the Cities and Towns That Suffered Heavily and the Dealers Located Therein—Some Late News Regarding the Present Situation—Endeavoring to Get Things to Rights.

(Special to The Talking Machine World.)

Cincinnati, O., April 11, 1913.

Since the last issue of The World, Ohio and other Western States have been visited by one of the most disastrous floods in the history of this section, causing a loss estimated by the Governor

and the business stores in Dayton that are habitable are being fitted up and new stock being secured. Some of the views which appear on this and adjoining pages will give an idea of the tremendous scope and damage caused by the flood.

The loss to the trade, from the standpoint of the

was practically untouched by the flood, it was a month of big business, a record business especially, showing an increase of 100 per cent. over the same month last year.

"Communication with the East was only cut off for one week, and our supplies were sufficient to run us a great deal longer than that time. Accordingly, as far as retail trade was concerned we did not suffer at all, and on the contrary the department made a most excellent showing.

"In regard to the recent flood, there were many locations which suffered, but to those who have had no experience with river floods the damage



Wurlitzer Store on Ludlow Street, Dayton, O., After Flood.



Street Scene in Hamilton, Note Aeolian Store Marked.

of Ohio at \$300,000,000. Over one-half of Columbus was washed away, and at Dayton, O., the entire business district was under water from 10 to 15 feet, six thousand houses being destroyed, the entire property damage in that city being estimated at \$50,000,000.

In other towns along the big Miami River—that is, Miamisburg, Franklin, Middletown and Hamilton—the destruction was enormous. Hamilton was almost a total wreck, at least in that part of the town where the factories were located.

At the Wurlitzer store in Dayton the water went

talking machine industry, by reason of the flood, will not be great. The damage appears to have been principally confined to the houses specializing in small goods at Hamilton and Dayton. Cincinnati was not touched.

From reports, George Krebs, at Hamilton, and the Soward Music Co., at Dayton, will be the heaviest losers among the talking machine people. No

is apparently much greater than in reality. The towns which suffered from the overflow of small rivers and creeks are heavy losers. These waters raised almost in an hour or two, and there was no provision made for such an overflow.

"The stocks of dealers were affected to a small degree only, as the Victrolas could be handled very quickly; also records moved immediately in case



Extended River Bed at Dayton.

within a foot of the ceiling, but fortunately the biggest part of the stock was on the second floor, which was saved.

While the water was exceedingly high in Cincinnati, the loss was comparatively trifling, the business section wholly escaping. A great many piano houses were among the sufferers in the various



A House in the River District.

figures can be obtained. The losses there, it is known, are total.

The Aeolian Co. is credited with having 100 Victrolas at Dayton, and a majority of these were swept by water. The Dayton stock of the Rudolph Wurlitzer Co. is a total loss.

The deluge shows that the records will not stand water, for those recovered have been tried and found wanting in many respects. The question of exchange now comes up. The disposition of the factories in this respect is a matter yet to be settled.

The situation in the Ohio territory is fairly well



Remains of Three Business Houses on Main Street.

the racks were sectional and not built as permanent fixtures.

"The Ohio River was back in its banks a week after it had risen and trains were running. With the exception of the damage done to buildings, the communities along the river are practically as they were before."



Depot Union Station, Dayton.

cities, and it is expected that the total losses suffered by the piano and talking machine dealers will approximate between \$800,000 and \$1,000,000.

At this writing business men are making magnificent efforts to get into working harness again,



Showing High Pole Placed Between Houses by Flood.

explained in the following report from Manager Dittrich, of the talking machine department of the Rudolph Wurlitzer Co.:

"The month of March was an unfortunate month in many particulars, but in Cincinnati, which



Steinway & Sons Warerooms.

Fully ten pianos floated out the two front windows.

Manager Whelen, of the Columbia Graphophone Co., seems to be more than pleased with the March business. In speaking of the prevailing conditions, he said: "I have no complaint to make relative to the March business; it was good, very

good, in every department, wholesale and retail, as well as Dictaphone. Of course, the latter part of the month and the first part of this month business was at a standstill, owing to the dreadful flood catastrophe, but the balance of March

in the Cincinnati schools, purchased a Columbia Grafonola Mignonette and is delighted with the same. The Columbia Co. is making rapid strides in the educational field, and while the progress in this field is slow, the seed is well planted and something will happen and happen big for the Columbia along next September when schools re-open.

The Seward Music Co., of Dayton, pioneers in the musical line, just recently took on the Columbia line with a large representative stock, but unfortunately were seriously crippled by the flood. Many

other Columbia dealers were damaged by the high water, but the factory was able to meet the demand for new stock, and conditions will soon be normal.

it. It must give forth a single note which should be grave, even sinister, in order to call attention to the impending danger. The new fanfare horns," added the judge, "lack seriousness, and are therefore outside the meaning of the act.

PERSISTENCE THAT WON OUT.

The Tactics of a Glass Cutter Salesman That Offer a Lesson for Salesmen in Other Lines of Business—Might Not Work in Every Case.

A lesson in the value of persistency is to be found in the following anecdote, which conveys a lesson to the talking machine salesman who often loses heart:

"The cheerful agent stepped into the business man's private office and set his grip on the floor.

"I have here," he said, "a patent glass cutter for 25 cents. It is known as"

"Don't need any glass cutter," snapped the business man.

"Ah, you don't need a glass cutter! Well, then, I have here a vacuum cleaner that sells for \$40. It is now in use in thousands of homes. It is"

"I don't need a vacuum cleaner."

"Well, perhaps not; but then I have something else here that will certainly interest you. It is a phonograph that retails for the small sum of \$11. There isn't another phonograph in the world that"

"I wouldn't buy a phonograph on a bet!" growled the business man, getting red in the face.

"Well, I am surprised! But then, I have here a camera which sells for \$27. It will take the widest scope"

"No camera to-day" yelled the business man.

"Well, then, I have a four-hundred-and-twenty-three-dollar automobile, which combines all the necessary points of the higher priced machines and"

"For the love of Mike!" screamed the business man, "I'll take a glass cutter. Here's your quarter. Now get out!"

"Thank you," said the agent. "That's all I had to sell in the first place."



Wreck of Modern Bridge in Dayton.

made up for this paralyzed condition and the final showing was far ahead of March, 1912.

"In the machine line the \$50 Grafonola Favorite has been the leader, with the \$200 Regent and the



Inside Starr Wareroom.

First floor. Note water mark on wall. Starr Minum Grand in foreground.

\$150 Nonpareil close after the Favorite. The Columbia Grand has also been a great source of interest to the general public. We are proud of the record we have made this past month in taking care of our enormous sales, as we are able to make prompt deliveries on nearly all types, thus avoiding the disappointment coincident with delays in shipments—that is, up to the time that freight was going in and out of the city. But now matters are moving along again and we are making progress in getting out delayed shipments."

Prof. Carl Ziegler, director of physical culture



Typical house scene near the levee on Monument Road.

The Gobrech-Geyer Co., of Norwood, has joined the Columbia ranks, having purchased a large representative stock of goods, and has opened a



A Musical Derelict at Riverdale.

beautiful Grafonola department. We wish them every success in the new department.

BARS MUSICAL AUTO HORNS.

The musical automobile horns which threatened to fill the main streets of Paris with snatches of popular or classical airs instead of the usual "honk, honk," have come to a quick finish in France.

A test case was brought against two motorists of Douai, who enlivened the night trumpeting the leitmotiv of "Die Walküre," and it has been decided that these instruments are illegal. The decision brought out a judicial definition of the word "horn," which had hitherto been rather widely interpreted.

"The latter," said the judge, "must be a simple wind instrument for the purpose of sounding an alarm and used to warn the public, not to amuse



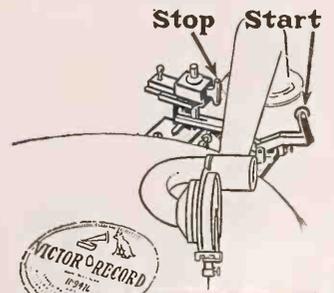
Recovered Pianos in Front of Wurlitzer Store.

Simplex Automatic Start and Stop Device

LISTED BY 95% OF VICTOR JOBBERS

WHY?

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



GODOWSKY SIGNS WITH THE COLUMBIA CO.

Celebrated Pianist Will Make Records of His Best Known Piano Pieces—Noted for His Marvelous Technique and His Authorative Interpretation—Scored a Great Success in Recital During Season Now Coming to a Close—Records Ready in Near Future.

The educational value of the talking machine is being recognized more widely every day by eminent musicians throughout the world, and every day men of international importance in the vocal and instrumental fields are acknowledging its artistic status.

Only last week Leopold Godowsky made arrangements with the Columbia Graphophone Co. to make records of a number of his selections which are so much admired by the music loving public, and he made his first "masters" at the laboratory in New York this week.

Lovers of good piano music are to be congratulated on thus being enabled to hear this famous artist, who has won a reputation as one of the most brilliant pianists of the age.

Godowsky is not only a composer and musician of wide attainments, but as an executant he ranks supreme. His technique is not only dazzling, but impeccable, and beneath his brilliancy there is a profound sentiment and a beauty in phrasing and tone coloring that fascinates those who are enabled to differentiate in those qualities that go to make up the best in piano playing.

Godowsky was born in Poland in 1870, and studied in Paris with Saint-Saens from 1887 to 1897. He visited the United States in 1884-5, and again in 1890, when his remarkable ability made a deep impression. He was again heard in this country in an extended tour during the past season, adding tremendously to his former triumphs. His playing, both with leading orchestras of the United States as well as in recital, evoked the plaudits of discriminating critics in this country, as it did in Europe.

Godowsky is a composer of considerable merit, and has to his credit more than one hundred MSS. works. In recognition of his supreme art, Godowsky, through the appointment of the Emperor of Austria, holds the position of head of the Master School for Piano at the Vienna Conservatory, and by virtue of his position as imperial and royal professor he holds the rank in Austrian civil service equal to that of a colonel in the army. Godowsky also stands high as an instructor. He is a man of wide sympathies musically, and an authority whose position is recognized throughout the world.

It goes without saying that the musical public will be intensely interested in the records made by this artist, as in this way Godowsky's individuality of "style" and his interpretations are placed on record permanently for the use of his many admirers in this country. The Columbia Graphophone Co. is to be congratulated on adding this celebrated artist to its list.

It will be interesting to those who have not had the privilege of hearing Godowsky in concert or recital to read what an eminent critic said regarding his playing. "Godowsky is the greatest technician who has ever been heard, and at the same time he remains a good musician," said the critic. "This is a rarity. Sovereign technic, an ability to which nothing seems impossible or even difficult to execute, is apt to mislead in all of the arts to a trifling demonstration of such powers. People who are possessed of a sufficient artistic seriousness not to fall into external show, when they have no fight at all with the material side of the question, are easily led into grouping and hyper-searching. Those who have not been born or educated up to such artistic seriousness arrive at playing allegro movements in prestissimo time and lose all respect for the art work. Every superfluity of power, every over-measure of ability must find an outlet. Godowsky also has a good deal of superfluous power, which through interior necessity he must emanate. And as he cannot get rid of it in playing the existing piano literature he has constructed for himself a particular field of piano literature. He has combined Chopin studies in such a manner that he is able to play always two of them at the same time. He has

trimmed and decorated Weber's 'Invitation a la Danse' with incredible difficulties. If the combinations which Godowsky has thus effected were only the artisan deterioration of works, which in their original form have become holy and beloved to us, then it certainly would be appropriate to be provoked over such misapplications. This, may, however, as Godowsky's Chopin studies evince a thoroughly refined artistic taste, never do violence to the spirit of the original; there is nothing in them



Leopold Godowsky.

that is provoking. Whoever was able to combine the originals in such an intellectual and sensuously refined style, to him they are certainly as holy as they can possibly be to the objecting party. He can perhaps conceive them even a good deal more profoundly, and has lovingly made them his mental property."

THE GRAFONOLA IN TEXAS.

Will A. Watkin Co., of Dallas Enthusiastic Over the Columbia Line and Its Possibilities—Used by Teachers for Demonstrating Voice.

(Special to The Talking Machine World.)

Dallas, Tex., April 7, 1913.

It would be difficult to find any one in the South more enthusiastic regarding the talking machine and its possibilities than those connected with the Will A. Watkin Co., the old established and prominent piano and music house of this city, who have been featuring the Columbia Co. line with flattering success. In discussing the success of that department of the company's business, Robert N. Watkin, treasurer of the company, said recently to The World:

"Five years ago we began the sale of the Columbia line of Grafonolas and records, and have never had reason to regret it, for the Grafonola has made good music possible to thousands of Texas homes. It can sing with the voices of the great artists whom you may never hear; it can give you the tone of the violin and even of the orchestra.

"Voice teachers associated with us have used the Grafonola in the Watkin studios for demonstrating the voice. Schools have adopted them. The president of our company played pipe organ accompaniments to solos on the Grafonola in the church. The Grafonola has great possibilities and we are glad to have a part in spreading its gospel."

THE JOBBERS CONVENTION.

Committee Having Charge of Arrangements for the Coming Convention of the National Association of Talking Machine Jobbers at Niagara Falls July 7-8 Are Busy Perfecting Plans Expect Banner Attendance.

As announced exclusively in last month's issue of The World, C. N. Andrews, of Buffalo, N. Y., was appointed chairman of the arrangements committee which will handle the many details incidental to the holding of the annual convention of the National Association of Talking Machine Jobbers. The other two members of this committee, who were appointed by President Blackman two weeks ago, are C. L. Wiswell, of Lyon & Healy, Chicago, Ill., and W. O. Crew, of the Elmira Arms Co., Elmira, N. Y.

Chairman Andrews of the arrangements committee has already started to do some active work for the success of the 1913 convention, and his first report, which should be carefully read by every member of the association and all who contemplate attending the convention, is as follows: "The annual convention of the National Association of Talking Machine Jobbers will be held at the International Hotel, Niagara Falls, N. Y., on July 7 and 8. The committee has been fortunate in securing special rates for the association's members and convention visitors from the hotel management. Accommodations will be on the American plan at \$3.50 per day without bath, and with bath, \$5 single or \$9 for two.

"The hotel has placed at our disposal during the days of the convention a large and well-furnished assembly room for meetings and gatherings of the association. At the present time the committee is not quite ready to announce a definite program, but it is probable that when the May issue of The World is published most of the program will be contained in it.

"Artistic and valuable literature advertising the attractions of the 1913 convention city, Niagara Falls, will be obtained by the committee and sent out by Secretary Louis Buehn of the association.

"Regarding the selection of July 7 and 8 as the dates of our next convention, it might be well to say that practically without exception all suggestions received as to the dates most desirable for the convention were July 7 and 8. Owing to the fact that most jobbers like to get their work settled about the first of the month and get out their bills, statements and checks before leaving for the convention, together with the desire of a considerable number of members who always like to be home on the Fourth of July, the 7th and 8th of the month seemed to be the most satisfactory all around.

"Those members coming from a long distance will have from four to seven days to travel in, visit the factories on the way to the convention or on the way back, and return in good season to their respective homes without taking much actual time from business. From information already received by the committee, it would appear that there is going to be a banner attendance at this year's convention, as the location of our meeting place is very central and Niagara Falls is one of the show-places of America from a scenic standpoint. The arrangements committee will certainly do all in its power to make the 1913 convention an emphatic success and a scene of pleasure and interest to all who attend."

Blessed is the man who has good friends to blow his horn.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, ETC., OF THE TALKING MACHINE WORLD, published MONTHLY at NEW YORK, required by the act of August 24, 1912.

| NAME OF | POST-OFFICE ADDRESS |
|--|------------------------------|
| Editor, EDWARD LYMAN BILL..... | No. 373 Fourth Avenue, N. Y. |
| Managing Editor, J. B. SPILLANE..... | No. 373 Fourth Avenue, N. Y. |
| Business Manager, AUGUST J. TIMPE..... | No. 373 Fourth Avenue, N. Y. |
| Publisher, EDWARD LYMAN BILL..... | No. 373 Fourth Avenue, N. Y. |
| Sole Owner, EDWARD LYMAN BILL..... | No. 373 Fourth Avenue, N. Y. |

THE TALKING MACHINE WORLD, Per EDWARD LYMAN BILL, Editor

Sworn to and subscribed before me this 19th day of March, 1913

[SEAL]

EUGENE R. FALCK, Notary Public 4 My commission expires March 30, 1914

FLOOD REPORTS FROM INDIANAPOLIS EXAGGERATED.

Talking Machine Men Say That Conditions Have Not Been as Bad as Printed in Newspapers—Much Damage Done by Flood in Residence Districts but Business Section of City Was Not Touched by Water—Flood Experiences of Talking Machine Men.

(Special to The Talking Machine World.)

Indianapolis, Ind., April 10, 1913.

Though many were the reports to the contrary, the Hoosier capital is still on the map and only a portion of it was flood-stricken. The talking machine men of this city desire the trade and their friends to know that conditions here are not as appalling as painted in some newspapers. The damage done by the flood, however, will be felt here for some time, and everybody is glad that it wasn't as bad as it might have been.

The business district of the city was not touched by water. West Indianapolis suffered the greatest damage, but the work of rehabilitation has been rapid and those living in the flooded district are "getting on their feet again." Broad Ripple, eight miles north of Indianapolis, was almost under water. The north half of the village was covered with water and several hundred were made homeless for a few days. In the territory between North Illinois street and College avenue and between Thirtieth street and Fall Creek, the water did considerable damage. The cellars of the houses in this part of the city were filled with water; a number of foundations were washed out and several houses have ruined hardwood floors.

As far as business is concerned, there is little at this time. Business was fairly good with some houses when the flood began, but all are now experiencing a lull in sales.

Employees of the local branch of the Columbia Co. had a variety of flood experiences. T. J. Lynch, whose home was in the flooded district of West Indianapolis, was cut off from the city proper, and during an absence of three days he gave succor to the flood refugees.

C. V. Weaver, who lives near a quiet, unassuming little stream in the southeast part of Irvington, a suburb east of the city, found that the "quiet little stream" could become quite obstreperous. The heavy rains increased its volume of water and in some manner it hurled a log out of its waters to Weaver's chicken shed, a distance of some thirty feet. The chicken house was partially demolished and a number of chickens were killed.

Clytus Earle, errand boy, lives in Broad Ripple. The water almost covered his home. He was unable to get to the city for about a week after the waters had subsided.

A. W. Roos, manager of the talking machine department, and Thomas Devine, manager of the Dictaphone department, received a large number of telegrams from business and personal friends and relatives inquiring as to their safety. "I didn't know so many people were interested in my welfare," remarked Mr. Roos.

C. A. McDougall, who spent several years in talking machine work on the Pacific Coast, has accepted the position of head retail salesman at the Columbia store here. His long experience in the business is proving of value to him in his new position.

Miss Lazarus, manager of the talking machine department of the local branch of the Aeolian Co., says she had more business this month than in March of 1912. Though the flood has interrupted some sales, the record business with the Aeolian Co. has been exceptionally good. Miss Lazarus recently returned from her home in Arkansas, where she went to attend the funeral of her father.

The home of W. S. Barringer, manager of the Stewart Talking Machine Co., was in the flooded district north of Fall Creek. The water only filled his cellar, however. To be on the safe side, he sent his family to the home of Alexander M. Stewart, owner of the company.

Willis M. English, assistant manager of the Stewart Co., was in Dayton, O., during the flood there. He was a captive in the Algonquin Hotel. The water came almost to the second story of this building, according to Mr. English. While watching the raging waters, Mr. English saw a Victor

machine floating along with a piano as a companion.

The Wulschner Music Co.'s talking machine department made a number of sales in the last week. One man who had bought a Victor machine there said the last he saw of it the machine was whirling around in the water.

The Kipp-Link Co. is sending the new Edison disc machine to dealers throughout the State. These machines are being placed with the dealers for the purpose of getting orders.

It is believed that the local talking machines houses will suffer most from the fact that persons in the flooded districts will not have money to invest in records or machines very soon. Very few machines will be water damaged, it is said. Up to date few reports have been made of damaged machines.

PORTABLE TALKING MACHINE.

Traveling men in Europe are displaying much interest in the portable talking machine called the Primaphone, which is being sold in London, Eng., with some success. It is a combination of a talking machine and a leather-covered case. The instrument sells in three models from \$25 to \$50. In the cheaper styles the case is oak. In the more expensive styles it is mahogany, with nut-brown

leather cover. The Primaphone is seventy-seven inches broad and long by nine inches high. It is collapsible and easy to carry. Nothing in tone is sacrificed, according to the promoters. The machine has a fixed or immovable tone arm, patent insulating rubber telescoping tube and patent guide rod, which governs the soundbox. It has three types of needles. It is designed for district offices, engineers and others who have a lot of traveling to do, especially in India and the colonies, who wish to take their instrument with them.

INCORPORATED.

Among the recent incorporations filed with the Secretary of the State at Albany, N. Y., was that of the Talking Moving Picture Co., Inc., of Syracuse, N. Y., for the purpose of producing talking moving pictures. The capital stock is \$50,000. The incorporators are: Richard S. M. Mitchell, Edward Newcome, Robert J. Cooney, of Syracuse.

EDISON JOBBER IN CLEVELAND.

(Special to The Talking Machine World.)

Cleveland, O., April 10, 1913.

H. D. Berner has succeeded Lawrence H. Lucker as the Cleveland jobber of Edison products. Both Mr. Berner and Mr. Bloom were recent visitors to the Edison factory.

AN OPTIMIST DEFINED.

"What is an optimist?"

"A man who thinks that if he puts 'Rush' on a letter it will be delivered sooner than it would be otherwise."—Chicago Record-Herald.

HAIL COLUMBIA

JOBBER and DEALERS

We want you to know the

No. 20
RECORD BRUSH



No. 20
RECORD BRUSH

List

25c.



List

25c.

Patented Sept. 26 and Oct. 2, 1906; Sept. 10, 1907.

FOR COLUMBIA CONCERT GRAND SOUND BOX

PRESERVES THE LIFE OF DISK RECORDS

Automatically cleans the Record Grooves and gives the needle a clean track to run in. Insures a clear reproduction and prevents Record getting scratchy. Makes the Needle wear better. Dust and dirt in the Record Grooves wear the Record out quickly and grinds the Needle so it cuts the Record. **Save the Life of Your Records.**

FREE SAMPLE to Jobbers and Dealers who have not tried this model. **DEALERS** should get supply from their regular Jobber. If he will not supply you, write us for name of one who will.

Manufactured by

Blackman Talking Machine Company

97 CHAMBERS STREET, NEW YORK CITY



**Bought for 10 cents and sold at 10 cents
—the Columbia "Demonstration" Record
is not only about the most effective ad-
vertising you can do, but the cheapest.
Free advertising that works overtime
for you.**



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

DETROIT PIANO HOUSES TAKING ON "TALKERS."

Marked Development Along These Lines Recently—Some of the Largest Piano Houses Working Up Large Trade—American Phonograph Co. Featuring Edison Line—Victor Dealers Find It Difficult to Get Sufficient Stock—Mahogany a Favorite with Retail Trade.

(Special to The Talking Machine World.)

Detroit, Mich., April 11, 1913.

Another Detroit piano house entered the talking machine field this week—the Gersanbeck Piano Co. on Mack avenue, taking on the full Columbia line of machines and records.

More and more are the Detroit talking machine dealers and the piano dealers coming to realize that their interests are in common, and that the carrying of the two lines in one store creates business for both. The talking machine people have been aware of it for several years. The jobbers like to place agencies with piano houses, practically all the people who visit a piano store are in some way interested in music. Therefore they are, in a degree, talking machine prospects.

If they already have pianos, perhaps they like a variety in their music, and it doesn't cost very much more to buy a talking machine too. If they cannot afford a high-priced piano, and don't relish one of the hundred to two hundred variety, the hundred to two hundred dollar talking machine is the happy solution, even if they prefer pianoforte selections, for nowadays there are piano records by the score, made by the very best artists. If they own a piano, and cannot play it very well, they may desire to trade it in and take a first-class talking machine. This is especially the case if they feel they cannot afford a thousand dollars or more for a player-piano. Many piano stores handle sheet music and small goods. The patrons who call for that sort of merchandise are the best sort of prospects for talking machines.

In almost every home where there is a piano, it is the young folks who use it. The older ones may have had a fine musical education, but they have practiced less and less as their years have advanced. It is very hard work to practice sufficiently to keep in trim, and aging energy does not respond to the necessity. Without the practice they cannot perform in a manner pleasing to their educated ears—so they drop it. But in the talking machine they can have the best of everything without the hard work of practice. Naturally, they buy it at the store where they have been acquainted for years as a piano buyer and music buyer.

"All it needs to sell a talking machine to the average person is to call his attention to it," said S. E. Lind, of the Columbia Co., in discussing this question with The World representative. "In a piano store the attention of musical people is called to talking machines because they practically can't escape it. This, alone, means hundreds of sales in a year."

The Farrand Co., Grinnell Bros. and the Cable Piano Co., three of the largest piano houses in the city, carry talking machines. Among the smaller ones are Adler's Music House, the Tin-

nette Music House and the Gersanbeck Piano Co. All of them agree that the combination is an ideal trade winner.

M. Adler was for many years with the Clough & Warren Piano Co., one of their best salesmen. Five years ago he resigned to go into business for himself. He started with pianos, and soon put in the Columbia line. The latter business has grown until it now occupies more than half the store.

A notable change in the field within the last month has been the retirement of Grinnell Bros. from the jobbing business of the Edison line here. This is now exclusively in the hands of the American Phonograph Co., who have been Edison jobbers for about as many years as Grinnell Bros. have. Grinnell will continue to handle the Edison in a retail way. "We did not feel that we could do justice to both lines in the jobbing field," said Manager Harry Rupp, of Grinnell's talking machine department, referring to the Victor and Edison competition. "Our relations with the Edison people have been of the very best. That is why we retain a retail representation."

For about two weeks one of Grinnell Bros.' show windows has been devoted to the "Victor Theater" advertisement, and there is an audience in front of it continuously. The scenery of the miniature playhouse is fine and realistic, luring the passersby to stop many minutes, until the rotation of acts is completed. It is a most effective means of calling attention to the talking machine and what it will bring into the home. Besides the theater, the window is loaded with records and machines.

The large Victor dealers, like the Farrand Co. and the Max Strasburg Co., have placed orders with Victor jobbing houses all over the country to send whatever Victors they can, of the higher priced styles, and send them whenever they can. They are thus getting a fair-sized stock, but none too many. The orders thus placed are standing orders, and there are no indications now that there will be any necessity of cancelling them—at least not before New Year's day.

The Victor automatic brake has just arrived and is creating a universal interest among talking machine owners. It undoubtedly will do a lot to further popularize the already much-sought machines. It is being furnished as part of the regular equipment on the styles costing \$100 and upward.

"I had a first-class example a couple of days ago, of the axiom that if you don't carry the stock you can't get the trade," said Max Strasburg to-day. "We had three golden oak Victrola cleavens on the floor. There is comparatively little call for golden oaks, and I thought we were stuck. Perhaps that's what the jobber thought who sent them to us. I was thinking about send-

ing them back, when in came three sisters, all wealthy and evidently of the same taste, for they took those golden oaks, one each, and paid the spot cash for them. They reside in different parts of the city."

Detroit demand in the high-priced machines is running almost entirely to mahogany.

OPEN EXCLUSIVE EDISON STORE.

Minnesota Phonograph Co. Open at 833 Nicollet Avenue Minneapolis With Lawrence H. Lucker in Charge—New Quarters for the Columbia in St. Paul—Manager Herdman a Hustler—Dyer Victrola Recitals Attract—Piano Houses Take on "Talkers."

(Special to The Talking Machine World.)

Minneapolis and St. Paul, April 10, 1913.

An exclusive Edison store was opened the other day at 833 Nicollet avenue, Minneapolis, by the Minnesota Phonograph Co. The old retail store and distributing headquarters at 525 First avenue S. will be retained without change. The company recently has given particular attention to the Edison disc machines with phenomenal success, according to Lawrence H. Lucker, head of the concern. "We are doing a greater business now in Edisons alone than the whole of our Victor and Edison business a year ago. The prospects for the talking machine trade never were better than at present. Everybody must have a machine, and a fairly good one."

C. P. Herdman, the new manager of the Columbia Phonograph Co.'s branch in St. Paul, is planning to inject a lot of ginger in the talking machine world of that city. He has arranged to get over on Music Row, namely, Sixth street, and has leased the premises at 17 East Sixth street, where he will have the Cable Piano Co. on one side and Howard, Farwell & Co. on the other, and in the next block the Raudenbush and Falk stores. Mr. Herdman, three weeks out from Indianapolis, is devoted to the phonograph business, and particularly as exploited by the Columbia Co. The new store will be occupied about May 1.

W. J. Dyer & Co. have been giving Hanky-Panky concerts and Harry Lauder recitals with the Victrola, and these demonstrations have been signally successful, particularly in selling records.

The first of the Columbia grands in the Northwest reached the Minneapolis branch this week, and the two instruments were disposed of at once. Four others on the way virtually are sold, in the opinion of Manager Wheeler. "You never saw anything like the enthusiastic interest these machines have excited. This surely is the phonograph age."

The piano houses must bow to the rule of the talking machine. The Cable Piano Co., which installed this modern department in the new St. Paul store, is about to make a similar innovation at its Minneapolis store.

Foster & Waldo, the Metropolitan Music Co. and the New England Furniture Co., general distributors for the Victor machines and records, report highly satisfactory trade, bountiful prospects for the future and collections good in every section of the Northwest.

RECOVERING FROM FRIGHTFUL TORNADO IN OMAHA.

An Interesting Account of Catastrophe From A. Hospe of the A. Hospe Co.—Business Center Not Affected, the Loss Being Confined to Residential Quarters—Great Loss of Talking Machines and Pianos Sold on Instalments a Severe Blow to the Dealers.

The people of Omaha with that indomitable courage which is characteristically American when confronting a great disaster, have been working like trojans for the past week, getting order out of chaos, relieving the wants of those in need, and are fast getting the city into ship shape.

A report from our correspondent at that point, just as we go to press, is most optimistically worded, and everyone is manifesting that spirit of Ne-

is recovering. It happened to be a piano mover, who was dressed ready to leave the house, and when the tornado hit his house and him it denuded him of every vestige of clothing, and I understand they found him in the crotch of a tree, with the house rammed up against an adjoining building, together with all his belongings and a piano which was purchased from us. Then it was all destroyed by the fire which followed almost immediately.

"I imagine there are from 1,200 to 1,500 houses that are past salvage; some were burned and others partly so, and it took residences of the finest character and destroyed most of them. The death list so far is about 140 and the property loss about \$10,000,000.

"It started in the southwest corner of the city and landed diagonally across, about six blocks wide, toward the northeast end of the city.

"Our loss is an indirect one. We probably had about thirty-three pianos in the path on which we had claims, some partly paid for and others nearly so. We had a



Looking Southeast from 23d and Lake Streets, Omaha, Neb.

braskan push that will overcome even as great a calamity as that caused by this fearful tornado, which swept a clean path of from two to four blocks wide and a distance of at least six miles through the city, causing great loss of life and property on Easter Sunday.

The Schmoller & Mueller Piano Co., in a letter to The World, says: "No piano houses damaged by the tornado that we know of. Have lost considerable through damaged instruments out on rent and instalment."

A. Hospe, president of the A. Hospe Piano Co.,



Twenty-fourth and Lake Streets, Omaha, Neb. great many talking machines that were destroyed, in which we are interested. Our loss will be very little compared with that of the many who lost everything.

REAL BLACKMAN EXPANSION.

To Occupy Reade Street Side of Present Building on May 1—Show Window Rearranged in Attractive Manner.

"We are all right inside, and with a man or a concern that's what counts," is the original text of a sign at present suspended over the entrance to the Blackman Talking Machine Co., 97 Chambers street, New York, Victor and Edison distributors. The entire front window has been demolished, plasterers and masons are as busy as bees, and the entire store front is "decorated" by means of carpenters' and contractors' equipment.

When asked the meaning of this unwonted demolition, J. Newcomb Blackman, president of the company, stated that the building authorities had discovered that his show window extended a few inches beyond the building line of Chambers street when they decided to widen Chambers street. Mr. Blackman took advantage of this opportunity to order an entire new construction for his show window, with the object of making it more attractive and commodious than ever before. When completed the window will have no steel girders in the middle, but be one artistic display.

Incidentally, Mr. Blackman remarked that by the first of May his store and warerooms will run all the way back to Reade street, thereby giving him two entrances and three floors from street to street. This additional room has been made necessary by the rapid growth of the Blackman business, which is steadily increasing year after year.

GRAFONOLA CO. IN ROCHESTER.

New Company Incorporated with Capital Stock of \$40,000 to Take Over Columbia Co.

(Special to The Talking Machine World.)

Rochester, N. Y., April 10, 1913.

A new corporation, known as the Grafonola Co., has been organized with an authorized capital stock of \$40,000 and has obtained from the Columbia Phonograph Co. exclusive selling rights in a territory bounded by Oswego, Syracuse and Elmira on the east and extending to Erie County on the west.

Officers of the Grafonola Co. are: President, N. E. Hutchins; vice-president, Herman B. Brown; secretary, Nelson A. Beardsley; treasurer, George P. Culp. The business of the Columbia Phonograph Co., General, at 38 South avenue, has been taken over by the new corporation.

DOLBEER'S VISIT TO THE WEST.

Held by Floods for Three Days in Columbus—Recent Visitors to Edison Factory.

F. K. Dolbeer, sales manager of Thomas A. Edison, Inc., Orange, N. J., has just returned from a visit to the Middle West. He left on a Monday on the "Twenty-four hour flyer" for St. Louis, but did not get into St. Louis until the following Saturday. He was held up for three days—Tuesday to Friday—in the station at Columbus because of the raging floods.

Mr. Dolbeer fared exceedingly well, as the dining-car had a full larder and plenty of water, while the train was electrically lighted and heated. Mr. Dolbeer and the travelers on this train probably fared the best of any during the flood.

Among those visiting the Edison factory recently were the following: W. O. Pardee, F. H. Silliman and H. L. Ellenberger, of the Pardee-Ellenberger Co., New Haven, Conn.; Louis Sloss, John Mullins & Sons, Newark, N. J.; Melville Clark, Clark Music Co., Syracuse, N. Y.; J. A. Clem, J. A. Foster Co., Providence, R. I.; C. B. Haynes, Richmond, Va.; Ernest Stiller, Stiller Photo & Supply Co., Green Bay, Wis.; Mrs. M. S. Gielow, Washington, D. C.; Edmund E. Buehn, Buehn Phonograph Co., Pittsburgh, Pa.

A LIST OF OPERA ARTISTS.

A book that has been issued by Thomas A. Edison, Inc. is called: "A List of Some of the Opera Artists Who Have Made or Will Make Records for the Edison Phonograph." It is a book of sixty-four pages, each page bearing the picture and a short history of one of the noted singers.

TO OPEN NEW STORE IN ALBANY.

(Special to The Talking Machine World.)

Albany, N. Y., April 10, 1913.

The American Phonograph Co. is contemplating the opening of a new talking machine store where Edison goods will be featured strongly. N. D. Griffin was a recent visitor at the Edison works at Orange, N. J.

NEW AGENCIES ESTABLISHED.

During the past month the Columbia Graphophone Co. has added the following representative houses to its list of agencies: Bell Bros. Piano Co., Muncie, Ind.; H. Fraiberg & Sons, Cleveland, O.; E. M. Chase Co., Manchester and Boston, Mass.; Clark & Jones, Birmingham, Ala.; W. A. Kulp, Braddock, Pa.; Continental Furniture & Household Distributing Co., New York, N. Y.; Gebrecht-Geyer Co., Norwood, O.; John L. Sherman, Westport, N. Y.; F. G. Smith, Newark, N. J.; Schmoller & Mueller Piano Co., Omaha, Neb.; Bon Marche Department Store, Lowell, Mass.; Taylor's Music House, Springfield, Mass.; Meakins, Packard & Wheat, Springfield, Mass.; Bernard Music Shop, Springfield, Mass.; Tamarack Co-operative Association, Calumet, Mich.; George Toth, South Bend, Ind.; Alfred Telfer, 631 Broad street, Bayonne, N. J., and Otto Dornyak, Perth Amboy, N. J.



Piano That Survived in Gibbs' Home.

gives some interesting details as to the extent of the tornado in the following letter addressed to Edward Lyman Bill, in which he says:

"Allow me to thank you for your telegram of sympathy. We are all unharmed and all those of our employes likewise, with one exception and he

Want Talking Machines and Accessories.

Messrs. Allan & Co., talking machine jobbers, Melbourne, Australia, would be pleased to hear of anything new in talking machines or accessories. When writing send catalog and prices. Where possible would be pleased to receive samples.

MAX LANDAY MARRIED.

The Popular Talking Machine Man and Miss Fox United in Marriage at the St. Regis.

A social event of the season was celebrated last Tuesday, April 8, at the fashionable and exclusive St. Regis Hotel, New York, when Max Landay, the popular Victor distributor, forsook bachelorhood and was married to Miss Ida R. Fox, of 45 West Ninety-first street, New York. One of the largest wedding halls in this sumptuous hotel had been set aside for the wedding, and many business acquaintances of the bridegroom were in attendance, in addition to a host of friends and relatives of the bride and groom. Telegrams of



Max Landay.

congratulation and felicitation were received by Max Landay from members of the talking machine industry throughout the country.

Mr. and Mrs. Landay are at present away on a fourteen days' honeymoon in the near vicinity, and on their return to New York, about April 22, will go to the summer home of the bride's father at Far Rockaway, N. Y. On June 7 they will take passage on the new and immense ocean liner, the "Imperator," to tour Europe for a period of about three months on their "real" honeymoon. Incidentally, this will be the first trip of the "Imperator" from New York to Europe.

While in Europe, Mr. and Mrs. Landay will visit the old home town of Mr. Landay, Glasgow, Scotland, where a married sister of Mr. Landay

still resides. The honeymooners intend to "take in" everything in Europe worth while, and will, of course, visit Paris, Vienna, Berlin and Switzerland. Subsequent to their return to New York, Mr. and Mrs. Landay will reside in one of the new apartment houses now going up in New York's best residential district.

CONDITIONS IN BALTIMORE.

Leading Establishments Make Satisfactory Reports and There Continues to be a Steady Expansion of Interest in the Talking Machine Line Judging From the New Concerns Taking on These Specialties.

(Special to The Talking Machine World.)

Baltimore, Md., April 8, 1913.

With but few exceptions all the dealers in this city and vicinity have very good reports to make concerning the March business. While there are one or two dealers who say that their showing for March was not what they expected, the remainder of them say that the receipts for the month show an increase over those for March of last year, and in some cases were better than the two previous months.

Manager F. A. Dennison, of the local branch of the Columbia Graphophone Co., has every reason to be pleased with March results. He says that the receipts for the month were the best that he has had for any month for a year, barring December, and they compared very favorably even with that month, and they were far ahead of last March. In fact, business has been so good that Mr. Dennison has augmented his force and has also put on one new wholesale man and two dictaphone men. Robert Johnston has been placed in charge of the dictaphone department, and he has as his assistants H. A. Jackson and W. Ruger.

The Columbia Graphophone Co., through Manager Dennison, has established an agency with Besche Bros., 1041 Light street, where he has put in a complete line of machines and records. Besche Bros. conduct a large department store in South Baltimore, and it is the aim to have them look after the South Baltimore business for the Columbia line, which is expected to add largely to prosperous business.

The Victor and Edison lines have more than held their own during the month, especially with regard to E. F. Droop & Sons Co., who handle both lines. Manager W. C. Roberts stated his entire force has been kept on the go all through the month and have come out with flying colors. He has had particularly pleasing results with the new Edison blue amberol records, which have been in big demand. The Victrolas have come in for their share of sales, and altogether Mr. Roberts says that he has no fault to find with the general results for the month.

The Victors have also been going good at Cohen & Hughes', according to announcement by Manager M. Silverstein, and he also predicts a continuance of the good things all during the spring, judging by the way prospects come in. Mr. Silverstein has had a number of pretty window displays, of which he makes a specialty and personally supervises, and these have attracted very favorable comment.

Columbias and Victors have also had a good run at the store of the Gordon Talking Machine Co., and Manager Thomas Gordon looks for a continuance of a good business during the spring. Joseph Fink, who is associated with the Gordon Co., has come in for several nice sales during the month.

Manager C. E. Stran, of the Lyric Music Co., says that he has no kick coming with the month's results with Columbia and Victor lines. While Mr. Stran is a newcomer in the business so far as conducting business on his own hook, he has built up a nice trade.

Hammann & Levin also make rosette reports about the conditions of their Victor trade, and look for an uninterrupted run on the trade right through the spring months.

Trouble may be the true test of manhood; but it sometimes seems that the testing process is entirely too long!



NYOIL

For polishing varnished woodwork it is extremely satisfactory. No oil is so clean.

Ask your watch repairer whose oil he uses on your watch.

"GRAPHOPHONE GIRL" FOR LONDON.

Miss Adelaide Francis to Appear in Prominent English Music Halls Beginning Next Month.

Miss Adelaide Francis, known on the vaudeville stage as "The Graphophone Girl," and whose clever "sister" act, wherein she uses a Columbia graphophone to reproduce records of her own voice in



Miss Adelaide Francis.

duets and dialogues, was described at length in a recent number of The World, announces that she has been booked to appear for a number of weeks in some of the largest music halls in England, and will open in London on May 12. Miss Francis, who has been playing over the "big time" in this country, sails for England on the "Adriatic."

The talking machine is a subject of even greater interest in England than it is in this country, and the representative who booked "The Graphophone Girl" considered the act to be a novelty that was assured of success.

BISPHAM TO AUSTRALIA.

David Bispham, the prominent American baritone, whose records have proven to be among the best sellers every introduced to the trade, has just finished a most successful season of 105 concerts, and is about to start on a tour of fifty more recitals in Australia. Next season Mr. Bispham begins a contract with Werba & Luescher to star in Leo Fall's one-act operetta, "The Jolly Peasant."

The Columbia Graphophone Co.'s two-page spread in the April 19 issue of the Saturday Evening Post will feature the Columbia Grafonola "De Luxe" that retails at \$200. Incidentally, this unusually attractive advertisement will be one of the first general pieces of publicity to contain the new address of the Columbia Graphophone Co., the Woolworth building, its new home after April 18.

"DUSTOFF"

RECORD CLEANERS

Get into the minute sound grooves of the record as nothing else can because of the special processed high-nap cleaning fabric employed. "DUSTOFFS" cannot scratch the record and to use it is only necessary to simply brush across face of record a few times.

The use of "DUSTOFFS" before playing ensures a wonderfully clear and distinct tonal reproduction free from blurs, scrapings or harsh sounds, and moreover through the removal of the dust and dirt in the reproducing point track lengthens the life of the record.

Two models are made:
"DUSTOFF" de Luxe, 50c. each, retail. (Shown above.)
"DUSTOFF" (Regular), 15c. each, retail. (Shown below.)
A very liberal trade discount applies.

"DUSTOFFS" can be used on Victor or Columbia or any other records.
YOUR JOBBER CAN SUPPLY YOU or write us direct.

"DUSTOFFS" are excellently adapted for use as advertising media with your ad reproduced on labels or on boxes. Write for details.

Minute Shine Co.

Sole Mfrs.
284 S. Canal St.
Providence, R. I., U.S.A.





Have you ever taken paper and pencil and figured out comparative profits, or are you regulating your business program by force of habit?



Columbia Graphophone Company
Tribune Building, New York

ADDITIONS TO MILWAUKEE'S TALKING MACHINE HOUSES

Bradford Piano Co. Takes on Victor Line—Several Removals to Be Announced at Early Date—Business Good with Edison Line—New Columbia Grand Makes a Strong Impression—Trade Generally in Talking Machines Very Satisfactory—Other News.

(Special to The Talking Machine World.)

Milwaukee, Wis., April 10, 1913.

Spring weather of the finest variety has arrived in Wisconsin and is doing much to add life to the talking machine business. People are able to get about more readily and are more inclined to visit the talking machine shops. All the down-town stores, as well as those in the outlying sections of the city, seem to have caught the spring spirit, and most of them are showing fine window displays.

Local jobbers say that trade is much better than at this time a year ago, although business in 1912 was highly satisfactory. Most dealers about Wisconsin seem to be rather low on stocks and have been ordering well ever since the holiday season. Jobbers are finding little difficulty at this time in getting enough machines from the factories to meet the demands of the trade, although complaint is heard in some instances that it is hard to get records. The new April records have been taking exceptionally well.

Business in all lines in Milwaukee is highly satisfactory this spring, and this is bound to react favorably upon the talking machine trade. All the big machinery manufacturing concerns are operating full blast, everybody who wants to work can find a job, and there seems to be plenty of money in circulation. Conditions about the State are favorable. Farmers are prosperous, as a result of the bumper crops harvested last fall and because of the high prices which have been received during the past few months for live stock and dairy products. The soil seems to be in fine condition this spring and the outlook seems bright for another year of prosperity for the farmer.

Bradford Takes on Victor Line.

The J. B. Bradford Piano Co., 411 Broadway, Milwaukee's oldest piano house, established in 1872, has taken the agency for Victor machines and records. The initial order for machines and records was secured by Harry R. Fitzpatrick, manager of the Wisconsin Talking Machine Co. The Bradford house carries a strictly high class line of pianos and has an exceptionally good class of trade with people who are bound to buy Victor goods, so officials of the company are confident that they will meet with success in the new venture. The greater portion of the first floor of the Bradford building has been remodeled for the new Victor department, three handsome demonstration booths and two large display parlors have been opened in the quarters formerly occupied by the company's player department. The company is spending several thousand dollars in rearranging and remodeling the entire four-story building at 411 Broadway. Thomas DeSwarte, treasurer of the J. B. Bradford Piano Co., has general supervision of the new Victor department, although Miss Jule Steiner, a very capable young Milwaukee lady, recently secured by the Bradford house, is in direct charge. Mr. DeSwarte says that the Bradford house disposed of

several Victrolas during the first two weeks that the line was carried. The formal opening of the new department will not be held until the work of remodeling the entire building has been completed.

Another House May Fall in Line.

It is reliably reported that the Milwaukee branch house of a well-known Chicago piano concern is seriously considering the plan of taking up the agency for the Victor line. The fact that the Chicago retail store of the company recently took on the line and is meeting with such success is acting as a strong inducement for the company to follow the same scheme in Milwaukee. Despite the fact that most of the larger piano stores in Milwaukee carry the Victor line, all of them seem to meet with an excellent business.

Heller Piano Co. Removes.

The Heller Piano Co., which took on the Victor line some months ago, has moved from the Welch building, corner of Grand avenue and Seventh street, where the entire first floor is being occupied. The company has more than 10,000 square feet of floor space available in the new store, while the window display facilities are among the best in Milwaukee. Large and handsome quarters for the Victor department are being arranged.

Doing Well with the Edison Line.

The Milwaukee Phonograph Co., 349 Broadway, which took over from the Thomas A. Edison Co., Inc., some months ago the Edison jobbing business in Wisconsin, formerly conducted by Lawrence McGreal, now sheriff of Milwaukee county, is meeting with an excellent trade, according to William A. Schmidt, manager of the new concern. Many new dealers have been secured all over Wisconsin. The new Edison disc machine is meeting with a brisk demand and dealers are busy getting the new machine in stock. Both the new disc and the Amberol records are selling well.

Victrola Business Increases.

The Victrola business at the Edmund Gram Music House has been increasing so rapidly of late that Mr. Gram and Paul A. Seeger, manager of the Victor department, are seriously considering the proposition of moving the department onto the first floor, where larger quarters would be available. Should this be done, handsome booths of mahogany and ivory, conforming to the Roman Ionic interior of this floor, would be arranged. Both Mr. Seeger and his assistant, Ernest F. Leicht, report that trade in both machines and records is highly satisfactory.

Take on the Victor Line.

The Gross music house of Lancaster, Wis., has taken the agency for the entire line of Victor machines and records and is meeting with much success.

Enterprising Methods Pay.

J. H. Becker, Jr., manager of the Victor department at the Espenhain store, is meeting with an unusually heavy business in records, due in

part, he believes, to the hundreds of circular letters which he has been sending out to the trade and to the regular daily concerts which are given at the Espenhain store.

Good Publicity Work.

Miss Elizabeth Hughes, manager of the Victor department at the Edward Schuster & Co.'s department store at Third and Garfield streets, is doing some very clever work in getting out special announcements and circular letters which are bringing results. Miss Hughes is giving daily concerts and the crowds which have been attending are sure proof of their popularity. Miss Hughes has been meeting with unusual success in the sale of Victrolas XI, XIV and XVI.

In the City.

Roy J. Keith, of The Talking Machine Co., of Chicago, and U. P. Gibbs, of Chicago, representing the Rudolph Wurlitzer Co., were recent visitors in the Milwaukee trade.

Columbia Grafonola Grand Admired.

The new Columbia Grafonola grand, the new \$500 instrument, has made its appearance at the store of A. G. Kunde, 516 Grand avenue, Columbia jobber and retailer. The machine is so entirely different from anything placed on the market before that everybody is taking an interest in it, and Mr. Kunde is confident that he will meet with a good demand for the line. General business is very good at the Kunde establishment in both machines and records. Mr. Kunde has secured several new Columbia dealers during the past month.

Mr. and Mrs. Kunde have just moved into their handsome new residence, which they purchased some time ago at 820 Forty-first street.

Miss Gannon's Father Ill.

Miss Gertrude F. Gannon, head of the Wisconsin talking machine, Victor jobbing concern, is visiting her former home in Dixon, Ill., where her father, Martin Gannon, who recently underwent an operation for appendicitis, is very ill. Her sister, Mrs. Lawrence McGreal, is also in Dixon.

To Occupy New Store May 1st.

Miss Gannon expects to move her retail Victor store on May 1 into the building at 312 Grand avenue, on which she recently secured a lease for a ten-year period. Miss Gannon has leased the two upper floors and will occupy the entire first floor, where she will have more than twice the space now available in the present quarters at 213 Grand avenue. The store will be entirely remodeled, handsome new booths will be installed and nothing will be left undone to make the place one of the finest retail Victor stores in Milwaukee.

SOMETHING ENTIRELY NEW.

(Special to The Talking Machine World.)

Cleveland, O., April 10, 1913.

The Union Manufacturing & Plating Co. announce in this issue of The World something entirely new and novel—the "Union No. 1 Attachment" for the Edison disc machine. A call at the company's factory found a large force of mechanics, under the direction of H. B. McNutty, busy constructing the attachments. A demonstration of its utility was made, and it works to perfection.

FROM OUR EUROPEAN HEADQUARTERS

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

Talking Machine Trade Generally in a Healthy Condition—Strong Competition Enlivens Record Business—Low Prices on Exported Goods—Edison Goods to Be Shipped Direct from Orange, N. J., Plant After June 1—Bankruptcy Law Revised—Some Recent Record Lists and Their Contents—Talking Machine Societies Increasing in Popularity—Annual Beka Reports Most Satisfactory.

(Special to The Talking Machine World.)

London, E. C., March 31, 1913.

Talking machine trade this side is more or less in a state of transition from the rush time to that of the quiet period. Things are, however, shaping out well, though some complain of bad trade. Time of year considered, I am of opinion that the talking machine industry is generally in a most healthy condition. This is clearly emphasized in comparison with even time last year, which was not considered unsatisfactory. Sales have gone up despite, or rather because of, the keener competitive situation, for it is a fact without question that the more makes of records there are on sale—and the British market handles quite thirty—the more the public seem to respond and be influenced by the gigantic potentialities of the ubiquitous talker. About every firm is in the happy position of being able to say, "We have done better," and this is the tone and spirit which animates the whole trade to-day and is moving it to greater efforts than ever before. Future prospects are bright. In the industrial field labor is good, better wages are being paid, and the masses generally were never more prosperous. Industrial disputes are conspicuous only by their absence, and to say the least, given a continuance of these conditions, the record and machine trade bids fair to continue along a satisfactory and progressive path. The big houses will as usual maintain throughout the summer newspaper and other forms of publicity, and this, conjointly with their efforts in other directions, must insure a steady public demand and stimulate the increasing use of the talking machine for outdoor entertainment.

Export Trade Possibilities.

In the export field satisfactory business prevails, and of late some very nice orders have reached this country. A recent example was a shipping contract for 100,000 records—of course, for delivery as required over a stated period. But what of the price? In this particular instance I cannot speak, for I do not know; but according to certain figures disclosed to me on different occasions, the general method is to cut very low. I have in mind a case where a large export order was signed on terms which could not possibly have left a margin of more than one halfpenny profit per record. This keen condition of things coupled with the general practice of contracting through London shipping houses doubtless to some extent explains the seeming indifference of our manufacturers to modern methods of cultivating foreign or colonial trade. The medium of the press is not sought to the extent it should be. American and Continental houses do not neglect this channel, and the substantial orders they receive is eloquent testimony of its value. A conservative outlook, and in some cases lack of capital bars to the British record houses a share of this trade—more profitable direct than through the cut-price arrangements made with London shippers.

Edison Goods Direct from Orange Plant.

An important statement of extreme interest to all Edison traders was recently made public here by Thomas A. Edison, Ltd., to this effect: After June 1, 1913, the parent company, Thomas A. Edison, Inc., will take over the control and supply of Edison phonographs and records direct from Orange, N. J., U. S. A. Particulars of the change were given in a letter sent to the entire trade by

Thomas A. Edison, Ltd., in which the company thank the Edison factors and dealers for their support in the past, and request on behalf of Thomas A. Edison, Inc., a continuance of their favor under the new arrangement.

The foregoing is self-explanatory. In order to remove any misconception in the minds of traders, I have made inquiry of Thomas A. Edison, Inc., and am authorized to say that the supply service will be unaffected, arrangements having been made to insure prompt despatch of all orders. Recording will, of course, be continued in London, and the English travelers are due to make their round of the factors here as formerly. In adopting this new plan the parent company, Thomas A. Edison, Inc., is carrying out Mr. Edison's policy of concentrating the manufacturing and despatch departments at Orange in order to centralize the business and increase the service facilities.

A Welcome Revision of the Bankruptcy Law.

In Parliament last week the second reading of a new bankruptcy bill was moved by Mr. Sidney Buxton, president of the Board of Trade. It had the support of the various chambers of commerce. In effect the measure would simplify the laws relating to bankruptcy and make them more summary. It also, in various ways, sought to hit the dishonest, evasive and reckless debtor. Among the things that it did was to make it an offense for an undischarged bankrupt to engage in business under cover of an assumed name without disclosing his condition to his new creditors. With regard to the property of a bankrupt, if the person dealing with the bankrupt was aware of his bankruptcy, he would not be protected against the claiming trustee. In the case of second bankruptcies the law was to be modified so that, in regard to the assets, the creditors of the second bankruptcy would be allowed to rank equally with those of the first. The measure also contained a provision bringing married women engaged in trade, either separately or in conjunction with their husbands, within the scope of the bankruptcy law. In addition, it was proposed to extend the control of the bankruptcy court over foreign firms—where such firms had a branch or agent or partner here to treat the firm as an English firm. By still another provision of the bill the money-lender would, in future, be prevented from claiming exorbitant rates of interest in regard to bankrupt estate.

Growing List of Double Sided Records.

The number of records double-sided by "His Master's Voice" Co. is growing apace, and quite a substantial repertoire is now available, in which is included topical and popular selections covering every class of music appealing to a select public. This month the Gramophone Co., Ltd., offer an especially attractive batch of instrumental issues, and, as will be seen, a fine discrimination has been exercised in their choice of titles. All are really good records, characterized as usual by perfect recording, the balance and arrangement of the various instruments insuring absolute absence of discord. These double records are a treat to listen to, and typical examples may be found in the following: "Moonlight Dance" (Frick) and "The Belfry Serenade" (J. S. Howgill); "The Girl in the Taxi," selection, Clara Gilbert, and "Rose of Castille," selection (Balfe), Band of H. M. Coldstream Guards; "Der Rosenkavalier," waltz (Strauss) and "Felicity Valse," James Bowler; "Billy Possum's Parade" (E. Reeves) and "At the Devil's Ball," two-step-March (Irving Berlin), Gottlieb's Orchestra; "Milady Rosemary" (Roy Bernard) and "Forget Me Not," intermezzo (Macbeth), Mayfair Orchestra; "Laughing Love," two-step (Christine), and "Love's Dance," two-step (Karl Hochna), Palais de Dance Orchestra.

To the supplement of single records contributions by two artists new to "His Master's Voice" lists are to be noted. Mme. Alice Wilna possesses a

beautifully sweet soprano voice, the delicate shade of which is exemplified in a pretty little love song entitled "Nifanwy." The other artist referred to is Miss Florence Hinkle, whose first record, "Depuis le jour," from Charpentier's popular opera, "Louise," is most excellent. The complete list is as follows: "Die Meistersingers"—Dance of the Apprentices (Wagner); "Die Meistersingers"—Procession of the Meistersingers (Wagner), New Symphony Orchestra. "I Fear No Foe" (Pinsuti) Mr. Peter Dawson; "The Song of the Flea" (Moussorgsky), Mr. Robert Radford; "The Jolly Old Bachelor" (Morgan), Mr. Harry Dearth; "Molly Ochone" (Laura Lemon), Mr. Charles Trel; "Stars May Forget" (R. Groome), Mr. Thorpe Bates; "Bird of Love Divine" (Haydn Wood), Mr. Hubert Eisdell; "Birds in the High Hall Garden" (Somervell), Mr. Percy Whitehead; "Abide With Me" (Liddle), Mme. Edna Thornton; "Gems from 'Cavalleria Rusticana'" (Mascagni), Grand Opera Company; "Angels Guard Thee" (Godard) (cello solo), Mr. W. H. Squire; "Moonlight Sonata," Part I (Beethoven), Mr. Mark Hambourg; "The Girl in Brown" (J. W. Tate), Miss Clarice Mayne; "Don't Play in the Shadows" (David-Arthurs-Finck), Mr. Wilkie Bard. Celebrity Records: "Zigeunerweisen" (Sarasate) and "Canzonetta" (Tschaikowsky), both by Kubelik.

New Company.

Perfectophone (Northern), Ltd., manufacturer of talking machines. Capital, £1,000. Office, 30 Brown street, Manchester.

T. Edens Osborne Again Heard From.

The subjoined advertisement in the form of an editorial paragraph which recently appeared in a Belfast magazine is worth quoting. It reads thus:

"Those who reside in the country, village, on the farm, or far removed from the pleasures of town or city cannot now complain of quietude, dullness, or monotony of their lives, for just as the telephone annihilates distance and enables people to converse with each other, though separated by hundreds of miles, so the Edison phonograph, gramophone or zophonograph records, which can be conveyed through the post without breakage, will enable those who possess 'talking' machines to enjoy the world's best musical talent in their own home, 'far from the madding crowd.' Records of celebrated bands, vocalists, etc., can be had from Mr. T. Edens Osborne, 4 Donegal square W., Belfast, who will send, post free, catalog of instruments and records to prospective purchasers. He holds the largest stock of these goods in North of Ireland."

It is an excellent method of cultivating postal trade, a field of activity frequently overlooked by dealers. By the way, Mr. Osborne advises me that he will take possession of more commodious premises as from May 1. The new address is 11 Wellington place, Belfast, Ireland.

Talking Machine Societies Popular.

An excellent business feature this side is the rapid expansion of the talking machine society movement all over the country, and soon practically every town of importance will, I venture to predict, glory in the possession of a local talking machine parliament. Nothing is better calculated to bring home to the owner the potentialities of his instrument or to sustain his interest therein. Record manufacturers themselves have accorded their whole-hearted support to the movement, and in some cases consented to occupy the presidential chair. The West London Phonograph and Gramophone Society claims the unique distinction of being the first of its kind, and your correspondent is proud of being the first to offer the movement encouragement in the press this side. But that by the way.

The West London Society has made a special feature of devoting an evening occasionally to a demonstration of one particular line of product,

FROM OUR LONDON HEADQUARTERS—(Continued from page 44).

which has proved a popular plan with the members. On February 27 it was an "All-Marathon" night, and on March 27 an "All-Columbia." Your correspondent filled the dual role of representing the British and American press. Quite a large number of members, some with their lady friends or wives, assembled at Bellowe's Restaurant, High road, Chiswick, and soon after 7:30 p. m. Mr. Laurie Craig, a prominent local dealer and president of the society, in a few choice words introduced Mr. Sidney Tootill, of the Columbia Graphophone Co., who had kindly consented to occupy the chair for that evening. He was ably supported by Mr. Herbert C. Ridout, who, as the Columbia advertising manager, enjoys a big reputation in talking machine trade circles. A few introductory words, and Mr. Tootill announced the first item on the program, on which records of every phase of music were represented. The Trinity chimes of New York, the British Army Quadrilles by the massed bands of the Guards met with signal marks of approval, while much praise was extended to most other of the records demonstrated. A long program was gone through, to the evident satisfaction of a large and critical audience of enthusiasts whose attention and interest never for one moment wandered. A tribute indeed to Columbia-Rena record quality and the thorough manner in which the company carried out their part of the evening's enjoyment. After the usual expression of thanks to the chairman, and his acknowledgment, another successful evening passed into the society's history.

It should be mentioned that the Columbia Graphophone Co. generously provided the machines and records, program and other literature.

A brilliant descriptive fantasia of military life, covering almost all the incidents of a day in a regiment on active service, is "The British Army Quadrilles" by the massed bands of the Guards, issued on two Columbia-Rena records this month. Feeling that so monumental a work should be treated on a scale as nearly as possible approxi-

imating to the recognized public performances, the Columbia Co. engaged special detachments of three great guards and massed them under the baton of Mr. F. W. Wood, the bandmaster of the Scots Guards.

No Break in Advertising.

The Columbia Graphophone Co. advise me that their advertising, which has for three years been conducted on the all-the-year-round principle, will be continued right throughout the summer as heretofore. Well may Columbia lay claim to "forcing the pace."

Make Excellent Annual Report.

After deducting working expenses, 133,152 marks, the directors of the Beka Record A. G. report a net profit for the past fiscal year of 450,444 marks. With the increased capital raised in 1912 several developments were made possible, and expenditures in that regard show a splendid result. The chairman is able to make the very gratifying announcement that their trading figures for January, 1913, are up about thirty per cent. in comparison with even time last year. After writing off 85,808 marks, and making allowance for eight per cent. on 500,000 marks new shares, a dividend of twelve per cent. is proposed. The reserve carried forward this year is 50,803 marks. The position of the company is regarded as very satisfactory, and the future is one of good promise from a trading point of view.

Preparing for Quarterly Report.

Notice is given by the Gramophone Co., Ltd., that their transfer books will be closed March 25 to 31, inclusive, for the purpose of preparing the quarterly dividend. The financial papers, by the way, report that "His Master's Voice" Co. intend issuing £300,000 of five per cent. debentures at par.

Blue Amberol Records for May.

The fourth, or May, list of Blue Amberol records is an exceptionally pleasing one in its excellent variety of titles, and may fairly be regarded as a typical example throughout of Edison quality.

In my previous report currency was given to the issue of the first new Amberol grand opera records, and in the list under review dealers will be glad to know that a further batch is included. It need hardly be emphasized that the introduction of records bearing excerpts of some of our most popular operas has met with such a reception as tending to indicate very clearly the extraordinary demand which exists even among the less educated class for the best music. In all there are five grand opera titles, as follows: "Paganini"—Masked Ball (Verdi), Melitta Heim; "Mi Chiamano Mimi"—My Name is Mimi ("Bohème") (Puccini), Lucrezia Bori; "Prologo"—"I Pagliacci" (Leoncavallo), Carlo Galeffi; Vissi d'arte, vissi d'amore—"Tosca" (Puccini), Adalina Agostinelli; "Dei miei bollenti Spiriti"—"La Faviati" (Verdi), Elvino Ventura.

The Blue Amberol regular list is notable for the inclusion of well-known selling titles, and attention is also directed to some pleasing ragtime issues by the famous comedians, Messrs. Collins and Harlan. The complete list is as follows: Selection from "Veronique" (Andre Messager), National Military Band; "Sally in Our Alley" (Henry Carey), Charles Compton; "I Do Like You, Susie" (Murphy and David), Stanley Kirkby; "Catch Me if You Can," dance (Jocelyn Noel), Alexander Prince; "The Toreador's Song—"Carmen" (Bizet), Peter Dawson; "Finlandid," tone poem (Sibelius), National Military Band; "Jesus, Lover of My Soul" (Rev. J. B. Dykes), Williamson and Kinniburgh; "The Burglar Rag" (Brady, Mahoney & Ferguson), Jack Charinan; "Patricia" (Weston, Barnes and Scott), Miss Florrie Forde; "It's Mine When You've Done With It" (Godfrey and Williams), Billy Williams; "In Sheltered Vale" (Gluck), T. F. Kinniburgh; "The Moon Has Raised Her Lamp Above" (Benedict), Pike and Dawson; "She's the Lass for Me" (Lauder), Harry Lauder; "With Sword and Lance March" (H. Starke), National Military Band; "I Want to

(Continued on page 46.)



To T. M. the KING and QUEEN OF SPAIN



To H. M. the KING OF SWEDEN



To H. H. the KHEDIVÉ OF EGYPT



To H. M. the KING OF ITALY



To H. M. the SHAH OF PERSIA



BY APPOINTMENT To H. M. QUEEN ALEXANDRA

'His Master's Voice'

Trade Mark is recognized the world over as the

Hall Mark of Quality

- AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.
- BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
- DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.
- FRANCE: Cie. Française du Gramophone, 15, Rue Bleue, Paris.
- GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
- HOLLAND: American Import Co., 22a, Amsterd, Veerkade, The Hague.
- HUNGARY: The Gramophone Co., Ltd., IV. Kossuth Lajos Utcza 8, Budapest.
- ITALY: Compagnia Italiana del Grammofono, 5, Via S. Prospero, Milan.
- SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona.
- RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, St. Petersburg; 9, Golovinsky Prospect, Tiflis; 30, Novia Svit, Warsaw.
- SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Appelbergsgatan, Stockholm.
- EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
- EAST AFRICA: Bayley & Co., Lourenzo Marques, 8 Beira.
- SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Rissik St., Johannesburg; Mackay Bros & McMahon, 443 West Street, Durban; Ivan H. Haarburger, Maitland street, Bloemfontein.
- INDIA: The Gramophone Co., Ltd., 139, Ballaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
- AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.
- GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, E. C.

GREAT BRITAIN

The Gramophone Co., Ltd.

21 CITY ROAD LONDON, E. C.



HIS MASTER'S VOICE

FROM OUR LONDON HEADQUARTERS—(Continued from page 45).

Be Down Home in Dixie" (Berlin and Snyder), Collins and Harlan; "Just That You Are You"—"The Merry Countess" (Strauss), Walter Van Brunt; "Row, Row, Row"—"The Follies of 1912" (Monaco), Collins and Harlan; "The Preacher and the Bear" (Arzonja), Arthur Collins; "Spirit of Independence March" (Holzmann), New York Military Band; "Bridal Chorus"—"Lohengrin" (Wagner), Metropolitan Quartet; "Dialogue for Three" (Hamm), Spindler, Santangelo and Giammatteo (flute, oboe and clarinet); "Venus Waltz"—"Oh! Oh! Delphine!" (Ivan Caryll), American Standard Orchestra; "Everything's at Home Except Your Wife"—"Oh! Oh! Delphine!" (Ivan Caryll), Walter Van Brunt; "Orpheus Overture" (Offenbach), American Standard Orchestra; "Take Me to That Swanee Shore" (Muir), Collins and Harlan.

Effect of the Value of Advertising.

Speaking at a meeting at the Hotel Cecil, held to inaugurate a national campaign to "advertise advertising," Mr. T. J. Barratt, chairman of Pear's Soap, quoting one of his own speeches, delivered in 1889, said: "There is yet a more exceptionally important fact to which I would draw your attention. It is commonly supposed that advertising necessarily increases the cost of the advertised article, but our very lengthened and extensive experience proves to be entirely to the contrary, for in consequence of that expenditure the greatly increased output has resulted in enabling us so to reduce all our costs of production that our specialty to-day is obtained by the public at over thirty per cent. less than the price charged without that advertising expenditure." Mr. Barrett added: "To-day, after twenty-three years' lapse of time, bringing my total to some three millions spent in advertising, my experience permits me to endorse that statement."

Sir Joseph Lyons is responsible for a very pertinent phrase—"Advertising is a good thing if you are advertising a good thing."

As Mr. Barrett truly remarks, the reduction of cost usually follows increased sales, and this very aptly illustrates the position in the cheap record field. Many of these would not have seen the light but for the remarkable state of trade prosperity. An eighteenth penny record at a profit is only possible by reason of the huge factory facilities of manufacture consequent upon a greatly increased demand for the parent product—due to publicity.

Strong Zonophone Record List.

A strong array of tip-top artists offer their best in the latest supplement of Zonophone records. Their contributions cover a wide field, and include all the best and most recent successes of the concert and music hall world. Agreeably with the usual excellent standard of recording maintained by this company, the following records call for special praise in that regard: "Hitchy Koo" (Muir and Abrahams) and "Gaby Glide" (L. A. Hirsch); "The Bonnie Blue Kerchief" (R. S. Barnicott) and "Mifanwy" (D. Foster), Esther Yunson; "None Shall Part Us" (Iolanthe), and "Stay, Frederick, Stay" (Sullivan), Mme. E. Jones Hudson and Mr. P. Dawson; "The Girl in the Taxi Waltz" (Gilbert) and "The Girl in the Taxi," selection (arranged by O. Petras), Peerless Orchestra; "The King's Guard March" (J. H. Keith) and "The Red Marines March" (Germain), Black Diamonds Band; "A Tripoli March" (E. Arona) and "Allons y doucement March" (Vincent Scotto).

Interested In Democratic Tariff Plan.

Some little interest is evinced here in reports from your side that President Wilson will convene a special committee to examine and report upon the question of tariff revision. Should reductions be made in certain directions, there is no suggestion that musical instrument goods will receive any special favor in this regard. Even supposing some concession is made, talking machine exports from here are practically excluded by reason of the American patent monopoly, which seems to gain rather than diminish in strength. Again, your dealers appear to be more or less tied and do not care to risk their commercial existence, as they would do by importing Continental machine and record products.

New Columbia-Rena Records.

Billy Williams is always a sure card to play, and we congratulate the Columbia Co. upon their prompt issue of another new series of records by this laughter-making comedian. We noticed, by the way, considerable press advertising of these Columbia-Rena records by Billy Williams, and this must have assisted very greatly in the boom. Certainly, Columbia does the thing thoroughly in which characteristic their general list speaks volumes. Here are some choice examples:

Twelve-inch Records—"Messmates" (Henry Newbolt and Herman Lohr) and "Land of Hope and Glory" (A. C. Benson and Sir Edward Elgar), Mr. Dalton Baker; "Fish Song" from "Merrie England" (Basil Hood and Edward German) and "Judge's Song" from "Trial by Jury" (Gilbert and Sullivan), both by Mr. Walter Passmore and chorus. Ten-inch Records—"The Laughing Curate"

(C. Penrose) and "Laugh and Grow Fat Like Me" (C. Penrose), Fred Arthurs; "A Lancashire Ramble," descriptive (F. Arthur) and "Standard Bearer March" (P. Fahrback, Jr.), Band of H. M. Scots Guards; "Always Think of Mother" (Haller and Stafford) and "That's How I Need You" (Piantadosi), Manuel Romain; "Let Me Live and Stay in Dixie Land" (Bryce and King) and "When We Are Married" (George Cohan), Hedges Brothers and Jacobson; "The Wedding Glide," from "Hallo, Ragtime" (Louis Hirsch), duet by Ada Jones and Herbert Scott; "When Uncle Joe Plays a Rag on His Old Banjo" (Morse), Arthur Collins; "Call Me Early in the Morning" and "Oh, for Another Day at Margate!" (Godfrey and Williams), Billy Williams; "The Ragtime Wedding" and "The Worst of It Is I Like It" (Godfrey and Williams). Billy Williams—a mighty good list, truly.

EXHIBITORS AT THE RECENT LEIPZIG FAIR.

Trouble in Balkans Causes Drop in Visitors—English Buyers in Majority—Few Novelties Shown—Improvements in Cheap Instruments—Growing Number of Cheap Disc Records—Infringement Charged in Hornless Cabinets.

(Special to The Talking Machine World.)

London, Eng., March 31, 1913.

To the list of English visitors whose names were published in my last month's report I am now able to supplement some remarks as to the fair itself. The fair period this year unfortunately did not coincide with my latest date for mailing these dispatches, so precluding the possibility of any report prior to this issue. I trust, however, that interest will not have suffered in consequence, and with this preliminary statement will proceed to my subject.

In normal times the Leipsic Spring Fair attracts visitors from all parts of the world, but the near Eastern troubles have dried up the springs of commerce, and as a result visitors from the Balkan States were conspicuous by their absence. A few representatives from other countries were to be noted, but from the purely trade viewpoint it was an out-and-out English fair. While, of course, much foreign business was transacted, there can be no doubt that, in bulk, British buyers predominated, both in number and in the volume of orders placed with the German and Swiss exhibitors. For this condition of things the near Eastern war is to some extent responsible, and exhibitors were much perturbed in consequence, for in normal times Germany does much trade with the affected countries. This, however, was partly offset by the increased business from English buyers, whose contracts for next season's trade were for the most part considerably larger than in previous years.

Few Novelties in Evidence.

There were few novelties to be seen, at least of a practical order from the British standpoint, and, indeed, it may be said at once that real novelties in these days are few and far between. After all, on the present principle of reproduction, the construction of disc and cylinder machines is strictly limited in style, and only in case design is there scope for ingenuity. In which respect it was very obvious that manufacturers had exerted not a little effort to please. From an artistic point of view, the general display of machines was notably of better value than formerly. This partly accounts for the larger orders placed by English buyers. The highly decorated and fantastic cabinets which seem to find favor on the Continent are quite unsuitable for our market, to which, in their new designs, German manufacturers had obviously given proper recognition.

A feature of the cheap instruments, too, is their increased motor strength. Hitherto this class of machine did not possess a motor strong enough to run a twelve-inch record, the sales of which are of such proportions in England as now to call for consideration on the part of machine manufacturers. This consideration is found in the new models, most of which carry a motor strong enough to properly play a twelve-inch disc in one wind.

Numerous Accessories Exhibited.

Exhibits of motors, horns, needles and accessories were, in number, about the same as last year. In this section particularly, trade was exceedingly good, despite the fact that complete machines being so cheap, a number of traders who formerly bought the parts and made up the machines to their own requirements did not trouble about it this time.

Cheap Discs Increase in Number.

In the record field a number of cheap discs made their debut. They were not unexpected, but having regard to the present keen state of competition in Germany, their appearance provoked comment among those traders who are desirous of placing the industry upon a firmer foundation. There really seem no limit to resources of our Teutonic friends, but they must have regard sooner or later to the price-cutting effects of this cheap overproduction, which, it is admitted already by some, is absolutely ruining the stability of the trade. Dealers naturally find it difficult to make headway against this "no price" class of trading, and at a meeting held during the fair week they were not slow to express disapproval. It was felt that manufacturers should fix prices and extend more generous terms to dealers, with the object of minimizing the "necessity" to undersell each other.

Claim Certain Hornless Machines Infringe.

In the hornless machine section exhibitors experienced an important trade setback by reason of the action of the Deutsche Gramophone Co. Certain hornless machines, it appears, were claimed as infringing the company's patents, and to enforce their rights they enlisted the aid of the authorities. This in consequence considerably affected business. Some amusement was caused by the exhibition of notices on some booths requesting plaintiff's representatives not to enter.

One of the largest exhibits was that of Carl Lindstrom A. G., whose wonderful range of instruments attracted more than ordinary attention. Enormous orders were placed with this company for export to all parts of the world. The Deutsche Gramophone Gesellschaft, the Bika Record A. G., Biedermann & Czarnikow, Zonophon G. M. B. H., Excelsiorwerke, Favorite and other companies report satisfactory business, and throughout the fair seems to have been highly successful.

NEW STYLE X VICTROLA SOON.

The Victor Talking Machine Co. recently sent out to its trade a letter announcing a new style X Victrola to be introduced in about 60 days. This new model will be of the enclosed cabinet design, and Manager Geissler suggests that Victor distributors and dealers make a special campaign on behalf of the present Style X Victrola. The Victor Co. will use considerable newspaper advertising featuring this type of machine for the benefit of those dealers who have a supply of this style in stock.

TRADE IN PHILADELPHIA NOT QUITE SO ACTIVE

During the Past Few Weeks as for the Same Period Last Year—Snellenberg's New Department—Heppes's Good Business—Buehn's Success with the Edison—New Columbia Moves—Lit Bros.' Victor Business Most Active—News of the Month Worth Noting.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 10, 1913.

The talking machine business in Philadelphia for the past month—like practically all lines of business—has not shown the same gain over last year as was to be noted during the first two months of the year. The dealers do not seem in the least discouraged for they see brilliant prospects ahead. The factories are doing everything to encourage them in getting out the goods more promptly.

There have been no new dealers started in the talking machine business in Philadelphia during March, so far as the Victor is concerned, for that company has announced that it does not desire any more dealers in the heart of Philadelphia, feeling that the field is now covered sufficiently for all needs. This is a pleasing announcement to the regular Victor dealers, as it makes competition less keen.

The Columbia Co., however, is pushing ahead and is trying to make inroads wherever possible. It has been meeting with splendid success.

The Snellenberg store has arranged a new talking machine department entirely distinct from its piano department and at one of the best locations in its big building. R. B. Cope, who was formerly the Columbia representative at Omaha, Neb., has been placed in charge. Two new and up-to-date salesmen, James A. B. Franciscus and E. Hamilton Hislop, have been secured. The new department is admirably arranged with all modern equipment.

C. J. Heppe & Son have been having a most satisfactory business in their talking machine department. Manager W. J. Elwell was away from the department considerable time during the month on account of the illness of his mother, and the department was managed in his absence by M. Russell Maytrot. J. S. Janney and Fred Ferris, salesmen in the department, have resigned to go into other businesses. Among the visitors to the department store were J. Harry Jolt, of Mt. Holly, N. J.; Harry F. Cake, of Pottsville, and Charles McLoughlin, the later being manager of the talking machine department of the Stoll Blank Book Store, of Trenton.

Walter Linton, manager of the talking machine department of the Estey store, has been at home ill for more than a week. He has been threatened with pneumonia. The department has been looked

after in his absence by other members of the selling force, and they report having had a very good business.

Louis Buehn & Brother report that their business in March was just about what it was last year. They exhibited the Edison dictating machine at the business show which has just been held in Philadelphia, and they are quite well satisfied with the results. The show was held at the First Regiment Armory. The attendance was fine, and they believe the result will be big for them. They had two booths. During March they sold a large number of these dictating machines to the N. W. Ayer Advertising Agency.

Mr. Buehn, who keeps a close eye on the trade, says that he has noted a general tendency during the past six weeks for a slight slacking in the business, and he does not believe that the next few months are going to show any great improvement over last year. Nelson C. Durand spent a day in Philadelphia during the business show inspecting the exhibits and went away very much pleased, not only with the exhibit, but with the good outlook for business.

The Pennsylvania Talking Machine Co. has been doing splendidly in March. Manager Eckhardt has been in New York considerably of late trying to get sufficient goods to take care of the business here. Since Mr. Eckhardt has taken charge the Philadelphia business has gone ahead with all the stride possible. During March it fully equipped the Scranton Economy Furniture Co. with a full line of Columbians. The manager is Louis P. Oettinger, who previously handled the Columbia in a small way.

William J. Convery & Sons, of Trenton, N. J., have put in a complete line of Columbia goods and will build a new department on the first floor. The Delaware Graphophone Co. entered the business on the 16th of March and will represent the Columbia line in that city. It has taken over the Columbia branch at that point.

The Pennsylvania Co. has already sold a number of the Columbia Grand grafanolas, and could have sold five times as many had it been able to secure them.

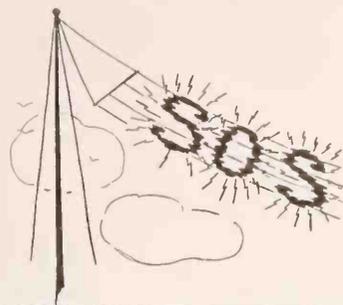
Lit Brothers have been doing twice the Victor business in their talking machine department in March of this year over last year, and it is well that they recently enlarged their whole department, otherwise they would not have been able to handle it. Their new sound rooms have all been filled practically the entire day during the month. The little opera house advertising the Victor, which they had in their window for some time, they now have in their department, where it is attracting a great deal of attention. They have been compelled to put on several new men in their department during March.

Gimbel Bros. report that they made a very nice gain in March over last year. They expect to start shortly a new Victor department in the basement of their store. They will give it a large space and will exhibit all the styles of machines they carry, and will also have a full line of records and will give continuous concerts.

SINGER CHARMS EDISON.

Miss Linnie Lucile Love Sings to the Inventor at His Home.

Thomas A. Edison declared as "unusually clear and even for reproduction and almost perfect in modulation" the voice of 18-year-old Linnie Lucile Love, when the young woman, who appears in "Romance," at the Maxine Elliott Theatre, sang before him recently at his residence in Orange, N. J. The girl was blind when she came to New York from Seattle, Wash., two years ago, but has had the sight in her right eye restored. Despite her many difficulties, she has made rapid strides in music.



The wireless call for help

We always have "our ear to the ground" listening for the distress signal of some dealer. And the minute we get it we're right off to the rescue.

We have gained quite a reputation as "life savers" and have helped out many a dealer when he was in a tight place with his customers clamoring for the goods.

It's easy for us to do because we're "tuned up" that way—we ship all goods the same day the orders are received.

Our stock is so complete that it will withstand any demands made upon it—whatever you want in Victors, Victrolas, Victor Records, record cabinets, needles, fibre cases, horns, repair parts, and accessories, is right here subject to your order.

Send us a letter, 'phone call, telegram, wireless—get in touch with us any way you please—and the goods will be started to you without delay.

Don't wait until you really need "help". Write today for our catalog and our booklet, "The Cabinet That Matches".

Victor foreign records

"If it's in the Victor catalog, we have it" applies to foreign records as well as all other Victor goods. The entire Victor foreign list is here—immediate delivery.

- | | | |
|-----------------|-------------------|-----------------------|
| Arabian | Greek | Norwegian |
| Bohemian | Gregorian (Latin) | Polish |
| Chinese | Hawaiian | Portuguese |
| Croatian | Hebrew | Roumanian |
| Cuban | Hungarian | Russian |
| Denish | Italian | Sistine Choir (Latin) |
| Finnish | Japanese | Slovak |
| French | Jewish | Spanish |
| French Canadian | Mexican | Turkish |
| German | Nepolitan | Welsh |

New York Talking Machine Co.

Successors to Victor Distributing and Export Co.

81 Chambers Street New York



This shows a multiple of one of our Systems. For 10" or 12" records. Each tier holds about 250 records. Costs about \$2.00 a tier.

BUILT OF HEAVY STRONG WIRE, PLATED AND LACQUERED.

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

The Syracuse Wire Works

SYRACUSE, NEW YORK

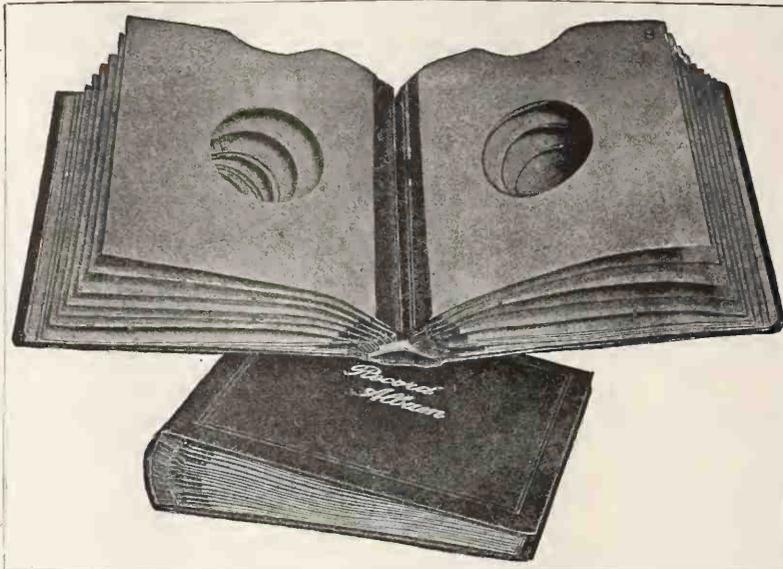


FAMOUS RECORD ALBUMS

AT VERY LOW PRICES TO MEET COMPETITION

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

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



OUR SUPERB ALBUMS SHOWN OPEN AND CLOSED.

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

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

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

WINS INTERFERENCE SUIT.

Keen-O-Phone Co. of Philadelphia Publishes Interference Correspondence Received from Its Lawyers Anent Validity of Its Patents.

(Special to The Talking Machine World)

Philadelphia, Pa., April 12, 1913.

The Keen-O-Phone Co., whose general offices are at 227 South Broad street, this city, has just received notice of the decision in its favor in an interference action brought by the Victor Talking Machine Co. The following statements from the Keen-O-Phone Co.'s legal department explain the matter in full:

Philadelphia, April 5, 1913.

Keen-O-Phone Co., Philadelphia, Pa.

Gentlemen: We beg to advise you that we have received notice from the Patent Office that a concession of priority of invention to Browning has been filed by Johnson & English in the matter of interference No. 33,738, and that therefore priority of invention of the subject matter in issue is awarded to Mr. Browning. Right of appeal having been waived, no time for appeal is therefore allowed.

Very truly yours,

(Signed) ERNEST HOWARD HUNTER.
Philadelphia, April 7, 1913.

Keen-O-Phone Co., Philadelphia, Pa.

Gentlemen: The interference in the United States Patent Office between an application of John B. Browning, owned by the Keen-O-Phone Co., of Philadelphia, and an application of Johnson & English, of the Victor Talking Machine Co., has been decided in favor of Browning. The improvement relates to a cabinet talking machine, in which the sound arm is connected by a hollow hinged connection extending outside of the casing with a horn or amplifier in a cover, which may be either movable or stationary.

Yours very truly,

(Signed) ERNEST HOWARD HUNTER.

A member of the Keen-O-Phone Co. said: "The above verifies the stand taken by us last September, when we sent a general notice to the trade that we would successfully defend all charges of infringement brought against us concerning any of our products or parts."

"IT PAYS TO ADVERTISE."

An Illustration of the Success Achieved by John Wanamaker—Advertising Has Kept Hand in Hand with Business Growth.

John Wanamaker is credited with saying that "it pays to advertise." Then someone says, "I would advertise, too, if I had a great, big business like John Wanamaker." But wait a minute.

There was a time when the business of John Wanamaker was not "big," when the name did not bear the weight in commercial circles that it does to-day, when the store building occupied one street number instead of an entire city square, when the advertising was measured by inches instead of by entire newspaper pages.

How was this great business of to-day builded? Honest values and fair prices were two essentials, but there were many merchants who had been giving both for many years when John Wanamaker first started into business, merchants whose enterprises are now only history, enterprises that died with the generations which started them.

In every stride forward there is always one feature that proves itself of paramount importance. Mr. Wanamaker intimates what he considers was the paramount feature in the building of his present business when he says, "It pays to advertise." And the report comes from the Wanamaker organization that, while competent managers are now bearing many of the burdens formerly shouldered by Mr. Wanamaker, he still keeps in close touch with the department of advertising—that this department receives more of his personal attention than any other branch of the business.

But, as we set out to say, Wanamaker's store was once small; likewise the size of his advertisements. Nor did his advertising "copy" show the skill in preparation that characterizes the announcements now issued by this house from day to day.

With this article Better Business reproduced a John Wanamaker advertisement that appeared in an issue of the Philadelphia Press during the year 1875. In size and character it is representative of the advertising used during that year's campaign. Compared with his present-day announcements this little ad is insignificant in point of size and attractiveness.

But it shows that John Wanamaker had faith in the value of public appeal; that he advertised in proportion to what his business would warrant, and that he made those advertisements as attractive as a limited space and a limited experience in an art that was then new would permit.

No, little ads like the one illustrated did not build up John Wanamaker's present truly tremendous trade. But they served their purpose at the time, brought in a sufficient business increase to enable an advertising increase from time to time. In short, as the business increased, the advertising space increased, and, as the advertising space increased the business increased, until to-day "sky-scraping" stores are increased.

Now, how about your own business? Does the public know that there's not another store in town that can equal the values you have to offer? Or that you can save them money on the prices they are now paying? Plan a publicity campaign in proportion to the size of your present business. Make your advertisements attractive; back them up with the right kind of goods at the right kind of prices, and this time next year you will be increasing your advertising appropriation in order to keep pace with the past year's business increase.

Remember, "It pays to advertise," even though your store does not begin to compare with the present size of John Wanamaker's.

DISC RECORD ALBUMS

ARE WHAT EVERY

Talking Machine Owner

NEEDS AND MUST HAVE

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



The time has gone by when the public would buy a record by the name of the artist. Absolutely, the tone is what tells now. Which is a condition peculiarly satisfactory to us.



Columbia Graphophone Company
Tribune Building, New York

NO LET-UP IN ACTIVITY IN TALKING MACHINE TRADE.

March Business in St. Louis Was of Large Proportions—Thiebes Piano Co. Takes on Edison Disc Line—E. C. Rauth Encounters Travel Difficulties—Baseball to the Fore—Silverstone's Natural Trade-Mark—Displays at Woman's Exposition—Items of Interest.

(Special to The Talking Machine World.)

St. Louis, Mo., April 11, 1913.

Talking machine dealers in and around St. Louis are greatly pleased with the March business, they say. "The biggest month we have had except December," is the word at the Columbia store. "Very satisfactory indeed," is the word from the Aeolian Victor department. "Our business is limited only by ability to deliver what the people want," says Mark Silverstone, Edison jobber. "We have had a fine trade and have excellent prospects," say Koerber-Brenner Music Co., Victor jobbers.

Thiebes Co. Takes on Edison Disc Line.

One of the surprises of the month was the Thiebes Piano Co.'s move in taking on the Edison disc line. This company already handles the Victor and Columbia line, and has been centering its selling force on Victors, and enjoys an excellent trade on this line. Of the new instrument Manager Robinson says:

"We have had the Edison disc on the floor two weeks and are more than satisfied with it. A machine in the window has brought us a good many inquiries and some excellent prospects, and we look for a nice business on them. Of course this house, which has been advertising Victor products heavily, cannot afford to drop that line and exploit the Edison at the expense of the trade we have built up, but I look to see a balance sooner or later. There are a good many individual points I like about this machine and the tone certainly is there. I predict it will be a good selling proposition.

"Generally, trade has been excellent and record business is exceeding expectations. We are looking for some nice record business to accompany the grand opera engagement in the city this month."

Sales Manager F. K. Dolbeer of the Edison general offices, was a recent caller in St. Louis, and visited the retail stores handling their machines to learn for himself how well posted dealers were on disc machine arguments. He was held up three days at Columbus, O., by the flood.

E. C. Rauth Imprisoned by Elements.

E. C. Rauth, secretary of the Koerber-Brenner Music Co., was found mapping a trip into Iowa, and this was the reason: Mr. Rauth started for Indiana and was headed off by the Terre Haute tornado, and before he could get his bearings and start into other territory, the Ohio and Indiana floods broke and he was trapped for two days in Danville, Ill. By the time he had spent two days there he concluded the people of the country to the east of him would have other things to think of than talking machines for the next few weeks, and he came home. Here he looked about and concluded Iowa was about the safest spot and he headed for there. "But despite storms and floods we have been doing a nice business," said Mr. Rauth. "The first quarter of the year runs well ahead of last, and we are in excellent shape for handling all business. The flood trapped our

freight shipment of April records, but we got others through and will not be embarrassed by the delay. Country trade has been excellent since the first year and the assumption after Christmas that country stocks were very low has been justified."

Harry Levy, of the Aeolian Co., said: "The flood will not hurt us in this city. We have some shipment tied up, but they will not prove very embarrassing."

Baseball Now a Live Topic.

The talking machine boys of the piano houses are much interested in the formation of the Piano Row Baseball League, which is under way. Last year the talking machine departments furnished a large proportion of the players and the captains of the two cup contenders in the persons of Manager Robinson of the Thiebes talking machine department and Mr. Hallahan of Val Reis Co. Mr. Hallahan is now with the Aeolian piano department, but the talking machine boys will claim him. The talking machine boys also figure in the Field-Lippman piano stores team.

Recent Trade Visitors.

R. L. Berry, of Springfield, Ill., was a recent talking machine visitor.

Col. Hollenberg, of the Hollenberg Music Co., Little Rock, Ark., was a recent visitor at the Aeolian Co., and he looked over their talking machine department with a view of gaining some pointers.

Edison Display at Woman's Exposition.

R. J. Bolan came here from the Edison general offices to take charge of the display of disc machines at the American Women's Exposition in the large Coliseum. This was formerly called the Household Show, which is a more expressive name, as the exhibits are useful and ornamental articles used in the homes. The Silverstone Music Co. had a booth display of the Edison machines, and while The World correspondent was at the show this booth was one of the centers of attraction. Much wonderment was expressed when a woman asked Mr. Bolan to play a certain selection, and he stepped outside the railing, and from under the feet of the crowd, picked up a record and placed it on the machine. The rough handling of the records and their excellent interpretation after being walked upon and thrown about was an unceasing wonder to those gathered about. Mr. Silverstone says he is getting some excellent prospects from the demonstration there. Mr. Edison's record descriptive of the machine was listened to with great attention.

Mr. Silverstone has been advertising in the daily papers that his machines are at the service of any person who cares to hear them play, and he says that he has been entertaining an average of 150 persons daily from 10 minutes to an hour, in his improvised concert hall in the corridor of his lower floor warehouse.

Preparing for Season of Grand Opera.

Manager I. W. Reid, of the Columbia Co., reports

that March was the biggest month that company has enjoyed in St. Louis, outside of holiday seasons, and that trade prospects are excellent. "We are making some great preparations for the grand opera season at the Coliseum," he said, "and we have a generous list of artists on our records. We will be able to advertise of the artists who appear here are the following: Hector Defranco, Mary Garden, Caroline White, Francisco Daddi, Henry Scott, Margaret Keyes and Olive Fremstead. We regard that as a very good showing, and we expect some business from the advertising we will do in connection with the great song meet."

New Columbia Wholesale Traveler.

J. J. Bennett, recently of the United States Phonograph Co., of Cleveland, and formerly in the talking machine business in Detroit, is a wholesale traveler in this city, Missouri and Illinois for the Columbia Co., and is luring up new dealers in many towns and making an excellent showing in St. Louis, where the Columbia has not been generally represented in a very large way outside of the company store.

Makes Good Use of Name.

Mark Silverstone, of the Silverstone Music Co., has sprung another advertising novelty. The other day it struck him how appropriate to his business it would be if the middle "s" was not in his name, and he set about eliminating it without changing his name. He had a sign prepared which reads like this SILVERSTONE MUSIC CO. (except that he has an ornamental S and T), and he has had cards prepared in the same way. He has decided to further eliminate the "S" and make it Silver-Tone by using outline type for the middle "S." "It never had occurred to me before how narrowly my name missed being ideal," he says. "I do not want to give the impression that I am changing my name, but I want to get the benefit of the advertising novelty, and I believe that in this way I can do it without drawing adverse criticism. Already I notice that it has caught on and several recent customers have asked for 'Mr. Silverstone.'"

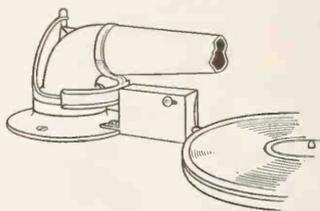
Grand Opera Model Attracts Attention.

The Columbia Co. is greatly rejoiced at receiving one of the grand opera machines for its exhibit booth at the American Woman's Exposition. The Columbia booth is always crowded and a generous amount of music is dispensed. The grand opera machine was not here for the opening of the show, but arrived later and was hurried to the Coliseum and immediately became the center of attraction and drew showers of compliments for its graceful lines. Mr. Duffy, of the Columbia sales force is in charge of the booth and is reporting a generous number of the prospects to the store.

Demonstrating New Edison Disc Machines.

J. W. Scott, of the Edison general offices, who created great interest in the Edison disc phonograph here by demonstrations at the Jefferson Hotel, has gone to Chicago. M. L. Holwitz, of the Silverstone Music Co. force is now in Kansas working towns in the same way. The method is to demonstrate the excellence of the machine at the leading hotel, and thus attract some live dealers who want to handle a popular instrument. Mr.

(Continued on page 50.)



M. S.

Automatic Start and Stop

ONLY PERFECT AUTOMATIC STOP THAT HAS BEEN PRODUCED for the following reasons:

1. Simple to operate.
2. Always Stops.
3. Neat in appearance.
4. Price, Nickel-Plated, \$3; Gold-Plated, \$4 (Canada and Foreign Countries add duty).
5. Uses screw on tone-arm collar to fasten it (thereby not injuring cabinet of machine).
6. NOTHING to bump arm (thereby jarring wax loose on diaphragm).
7. NOTHING to weigh heavily on tone-arm (thereby wearing tone-arm out of alignment in tone-arm collar).

You owe your customers any knowledge that you may gain through trade papers of the latest improvements, therefore as a progressive dealer send your jobber an order for M. S. Stops, and your customers will commend you for selling so great a convenience as the M. S. Automatic Start and Stop.

Mr. Thomas Mykins, the inventor of the M. S. Automatic Start and Stop, has sold and repaired talking machines for nearly fifteen years. For the past three years he has devoted all his spare time to invent an automatic stop. Previous to the M. S. he discarded three designs which worked effectively, but were too large to be neat in appearance.

Mr. Mykins has resigned his position as manager of the Victrola Department at E. W. Edwards Department Store (Rochester, N. Y.) to personally supervise the manufacture of the M. S. Stops.

Mr. John A. Clark, Manager of Sales, has been associated with the talking machine business for a number of years, having conducted a retail talking machine business at Katonah, N. Y., and later was traveling salesman for the Columbia Graphophone Co., and recently for E. J. Chapman (Victor Distributor), Rochester, N. Y.

Mr. Clark has designed highly attractive literature regarding the M. S. Start and Stop, and will gladly ship whatever amount any dealer can use for his mailing list—TELL US HOW MANY? We do the rest.

Talking Machine Accessories Manufacturing Co.

306 Livingston Building,
31 Exchange St.,
ROCHESTER, N. Y.

ACTIVITY IN ST. LOUIS TRADE.

(Continued from page 49.)

Holwitz is meeting with considerable success. Here Mr. Scott drew several good newspaper write-ups.

Miss Helen Addis, recently with the Thiebes Piano Co.'s talking machine department, is with the Aeolian Co., in the same work.

H. A. Tunchorst, a talking machine dealer at Jerseyville, Ill., was a recent visitor.

Special Ads Bring Results.

President Piper, of Bollman Bros. Piano Co., says the results of the advertising campaign of small Victors in connection with special cabinets and a list of records at a stated price was very satisfactory. The customers freely expressed their appreciation of an ad that was different, although they did not seem to understand wherein it was different from others they had read. Perhaps the odd price was the attraction.

Field-Lippman Ads Still Prominent.

The Field-Lippman Piano Stores, which a few months ago created a stir among Victor advertisers by demanding the entire lower margin of the Victor Co. ad in the newspapers and then advertised that the newspapers had discriminated against them in not displacing the older advertisers for their benefit, has come into the list. The present advertisement of the Field-Lippman stores is the same L shaped ad that was at first proposed to fit into the mortise of the Victor ad, but between the Field-Lippman space and the Victor ad are the Thiebes Piano Co.'s ad in the upper mortise, and the Aeolian Co.'s ad in the second mortise.

Ysaye's Visit Welcomed.

Salesmanager Byars, of the Columbia Co. is greatly pleased over results of the Ysaye visit here. The great violinist came as a soloist for the Symphony Orchestra concert and the local store arranged its advertising to supplement that in the Saturday Evening Post, and Mr. Byars reports an extraordinary sale of records. "The greatest I have ever known for a single performer for a particular occasion," he says. Ysaye visited the Columbia store and remained an hour listening to all of his records in stock.

MARRIAGE OF A. C. REDEWILL.

(Special to The Talking Machine World.)

Phoenix, Ariz., April 6, 1913.

Augustus Cass Redewill, president of the Redewill Music Co., of this city, and one of the most prominent dealers in this part of the country, was married to-day to Miss Marie Louise Craven, daughter of Mr. and Mrs. G. W. Craven, of Kentucky. The romance which culminated in to-day's wedding had its beginning when Mr. Redewill met Miss Craven upon her visit with her mother to Phoenix some time ago. She has a very sweet soprano voice and is a decidedly good pianist. The Redewills are pioneers in Arizona and one of the best-known families in the State. Mr. Redewill is a graduate of the University of California and was the leader of the college band while a student there. He is a member of the Arizona, the Bachelors and the Elks' clubs and holds a commission as captain in the United States Army.

NEW VICTOR REPAIR CATALOGS.

The sales department of the Victor Talking Machine Co. has just mailed to Victor dealers new repair catalogs for Victrolas X, XI, XIV and XVI. These catalogs are complete and valuable to the trade, and in a letter accompanying the catalogs the Victor Co. suggests that the dealers order a patented spring binder in order to properly take care of the catalogs and have a complete file always on hand.

COLUMBIA LINE IN NEWARK, N. J.

Arrangements were completed this week where-by the Newark, N. J., branch of F. G. Smith, the well-known piano house, will handle a complete line of Columbia Graphophone Co.'s products. Booths are now being constructed and the new department will probably be ready for business within the next week or ten days. This F. G. Smith branch is another link in the chain of F. G. Smith branches handling Columbia products.

PROGRESSIVE SOUTHERN HOUSE.

Description of the Handsome Columbia Quarters in New Orleans—Admirably Arranged and Furnished—William F. Standke Is Manager.

(Special to The Talking Machine World.)

New Orleans, La., April 7, 1913.

Southern progressiveness and energy are exemplified in the attractive warerooms of the Columbia Graphophone Co. in the Audobon building, 933 Canal street, this city. These showrooms are very prettily arranged and furnished, making prospective purchasers feel perfectly at home and at ease from the first moment they enter the front door. And there are a number of well-ventilated and



Columbia Store in New Orleans.

artistically decorated demonstration booths along the side of the store. The booths are always crowded, and the store's patrons are well pleased with the service extended them.

The Columbia Graphophone Co., of this city, boasts of having one of the most popular talking machine stores in this section of the country, and its business is showing substantial gains month after month under the able management of William F. Standke. A complete stock of records is on hand at all times, which is located so as to be easily accessible to the salesmen, and at the same be invisible to the purchaser. Confusion in the demonstration and selection of records is thereby avoided.

NINE DEMANDMENTS

Which Are Built on Accumulated Wisdom and Experience in the Sales Field.

Here are nine good precepts that were built on the accumulated wisdom of a Columbia man with many years' experience in the service, which appear in The Record for April.

There is a solid sense behind every paragraph; and don't scoff because most of the advice seems obvious—so many good and necessary things are so obvious, and the obvious is so often neglected—people get used to it just because of its obviousness:

1—Treat customers promptly; if you are already busy with other customers, you can at least find time to say good morning and to ask the new one to have a seat and look over a catalog.

2—See that the instruments on the floor are in good running order every day; if they are not, report them to the repairman.

3—See that the literature racks are well filled with all kinds of instruments and record catalogs. Also see that your own name and address is stamped on each one.

4—Return all records to the racks immediately after playing them.

5—See that your machines are properly labeled with the retail prices—use the Columbia price cards.

6—Give careful attention to the appearance of the store—to the arrangement of the machines, the cabinets, the chairs, etc.

7—See that the porter does his work well.

8—Secure the name and correct address of all customers.

9—Have your manager or bookkeeper O. K. all charge sales and have the customer sign the stock requisition. The invoice should either be handed to the customer, put in the package or mailed.

It isn't always *price* that secures a great artist. Josef Hofmann, for instance, came to the Columbia laboratory because he had reason to know that we could record the piano faithfully.



Columbia Graphophone Company
Tribune Building, New York

OLDFIELD WILL RENEW FIGHT ON PRICE

An Interview with Representative of "Printers' Ink"—He Says He Will Reintroduce Bill at Special Session—Changes in Patent Committee Membership Which Favor Manufacturers—The Situation Reviewed as Presented at Time of Writing.

Representative Oldfield will reintroduce at the special session of Congress the bill which aims to render illegal price-maintenance based on patent rights and which has aroused unanimous opposition on the part of manufacturers.

There have heretofore been rumors and supposition to this effect, but the first definite assurance of the intentions of the member from Arkansas is conveyed in an exclusive interview given to Printers' Ink.

Said Representative Oldfield: "I expect to reintroduce my bill early in the special session, and it is my present intention to make few if any changes in the measure. I realize that there is little chance that I will be able to get action on this bill at the special session, but I will reintroduce it in the hope that circumstances may arise which will gain it consideration."

Asked whether he had undergone any change of heart regarding the subject of price-maintenance, and particularly as to how his opinions had been influenced by recent cases in the courts, Mr. Oldfield replied: "I must admit that I have suffered from no dearth of communications on this subject, but I have found no occasion to change the opinions I held when I drew the revised bill which was introduced in the last Congress and reported favorably by the patent committee, but which of course died with the final adjournment of that Congress on March 4.

"As for the cases in court involving this subject, I would say that the decision just announced by the United States Supreme Court in the case of the Fair vs. the Kohler Company is, as I construe it, a pronouncement in favor of the manufacturer's right to fix the resale price under his patent. The Fair took in that case just the position that I have always held—that price-cutting is a matter of the violation of contract and not one of infringement of patent. I contend that there can be only one form of patent infringement, namely, the counterfeiting of the patented article or process, and I don't believe that any jury of twelve men can ever be gotten together who will agree that to sell for \$1.25 an article placarded with a price of \$1.50 is an infringement of patent.

"None of the decisions thus far handed down by the Supreme Court would seem to cover this whole broad question definitely and absolutely, but in so far as the court held this recent case to be one under the patent laws, and not a question of structural relations, there would seem to be implied support of the theory of the right of the manufacturer to dictate resale prices. I hope that the position of the court will be made more clear by the decision in the Sanatogen case which is now before it. If the court denies the right of a manufacturer to fix the resale price under his patent there will, of course, be no need for the legislation I am advocating. I hope though that we may have the issue clearly drawn."

An unexpected news development, favorable in a way to the manufacturers who oppose legislation against price-maintenance, is found in the present proposal on the part of the Democratic leaders not to appoint at the special session any House committees except those actually required to give consideration to the business in hand, adds the special correspondent of Printers' Ink.

It is the theory of the leaders that if the full complement of committees is organized many members will absent themselves from the floor of the House in order to engage in committee work that is not necessary for the time being. Furthermore, if the committees are organized they can be counted on to bring in some bills, thereby complicating the situation.

If the caucus to be held early in the special session decides against the appointment of any but the needed committees the committee on patents will be one of those cut out and, with no committee to report a bill, it goes without saying that manufacturers will be in little danger from legislation of this sort at the extra session.

The same turn of affairs, if it comes, will confer a further boom on price-maintenance interests. One of the objects of the prospective reintroduction of the Oldfield bill at the special session has been to secure for it a good place on the calendar so as to insure its consideration in the House early in the regular session of Congress, which will convene next December, if it failed to get attention at the special session. But, of course, a measure cannot get a place on the calendar until it has been reported favorably by the proper committee, and if there be no patent committee to thus report it all action would be effectually blocked until an indefinite date next winter at the earliest.

Yet another development which gives a new aspect to this question of Congressional consideration of price-maintenance is that the patent committee when it is reorganized will have a very different complexion from the former committee which in a majority report gave its endorsement to the Oldfield bill. Representative Oldfield will undoubtedly continue as chairman of the committee, but no less than eight of the fourteen members of the committee—a clear majority—will be new appointees.

Four of the old members of the committee were defeated for re-election, whereas at least four others and possibly more will retire from the patent body as a result of that new policy, prescribed by a resolution passed by the House which

provides that no representative shall serve on more than one of the important committees. This rule will undoubtedly remove from the committee two or three of the men who were staunchest in their support of Chairman Oldfield in his effort to knock out price-maintenance and who were most active in cross-examining the manufacturers who appeared before the committee at the public hearings. But it will also remove, probably, Mr. Bulkley, the member from Cleveland who stood out against the Oldfield bill.

A new line up in the committee will open up all kinds of possibilities, and not the least important prospect is that it may make it necessary for manufacturers to thresh out the whole subject again at public hearings. When Chairman Oldfield was questioned on this point he said: "I expect that when the time does come for the committee to take up the reintroduced bill most of the members will want public hearings. I do not anticipate that the newcomers on the committee will be willing to form opinions from reading the printed testimony given at the former hearings. For one thing, it would be difficult to get them to go over that record carefully, for there are, you know, more than one thousand pages of it."

O'NEILL-ADAMS CO. EXPANSION.

More Demonstration Rooms for Victors and Victorolas Constructed—Business Is Active.

The business closed in the new Victrola department of the O'Neill-Adams Co., Twenty-first street and Sixth avenue, New York, which has only been open since last November, has increased so rapidly that an enlargement of the department's headquarters was found absolutely imperative the first of the current year. Although the department has had about a half dozen demonstration rooms since it first opened for business, this space was found totally inadequate, as the response to the continual advertising in the New York daily newspapers was far in excess of the available demonstration rooms at the command of Manager Hotaling and his staff.

In view of this crowded space and need for more room four new demonstration rooms were constructed the early part of this month, and are now completed and ready for use. These rooms are furnished attractively and comfortably, and the first six rooms have also been refurbished and decorated to harmonize with the new rooms. A special room, which has been set aside for the display of all the various styles of Victorolas that are carried in stock, is exceptionally large and roomy. A complete stock of records is kept in stock at all times, and with the new facilities the O'Neill-Adams Victrola department expects to break all records this year.

CREMISCHE
FABRIK

E. SAUERLANDT

FLURSTEDT
bel Apolda i. Th., Germany

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

Gramophone and Phonograph Recording

Sole Manufacturer of

Wax "P," the best recording material for Berliner-cut.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

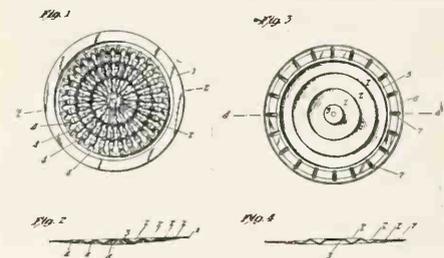
(Special to The Talking Machine World.)

Washington, D. C., April 9, 1913.

DIAPHRAGM FOR TALKING MACHINES—Peter Weber, Orange, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,056,475.

This invention relates to an improved diaphragm for phonographs or other talking machines, and the object is to provide a very simple, cheap and effective diaphragm for the purpose, by means of which superior reproduction can be obtained.

It is now recognized that to secure the best results with a symmetrical diaphragm, the latter should vibrate as nearly as a whole as possible, and to this end the diaphragm should be comparatively rigid or stiff for its greater part, its rigidity preferably increasing toward the center. To secure this object it has been heretofore proposed to construct a diaphragm of a series of discs cemented together, but such a construction is expensive, the discs are likely to work loose, and the diaphragm is unduly heavy, so that it does not respond accurately to the record. It has been also proposed to construct a diaphragm in which substantially the result indicated will be secured by forming the same with a series of concentric shallow depressions, which are arranged nearer together toward the center, but such an arrangement is undesirable, for the reason that the diaphragm is provided with relatively extensive flat



portions in which independent vibration may take place. On the other hand, if the shallow depressions are arranged so as to occupy the entire surface of the diaphragm, its rigidity would be substantially the same throughout, and hence, the best results would not be obtained.

With the improved diaphragm a rigidity of practically its entire surface is secured, except at the outer edge, where it is clamped in place and at the center where connection is made with stylus, and at the same time is obtaining gradually increased rigidity toward the center without increasing the weight, so that the diaphragm is extremely sensitive to the record or sound vibrations.

To this end the invention consists of making the diaphragm of a disc of extremely thin metal, preferably hard rolled copper and in forming the main portion thereof with a series of concentric depressions or grooves immediately adjacent to one another and of gradually increasing depth toward the center, whereby the stiffness or rigidity of the diaphragm will be proportionately increased. Outside of the concentric depressions a sufficient surface is provided for accommodating vibratory movement.

Although a diaphragm characterized as described produces better results than previous forms, it is found desirable that the diaphragm be additionally stiffened as by indentations extending transversely with respect to the corrugations or grooves, or radially with respect to the diaphragm, and the invention therefore comprises diaphragms embodying this feature.

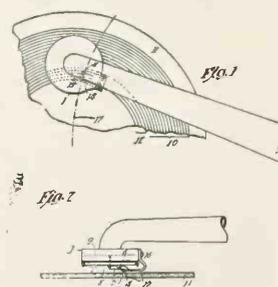
Figure 1 is a plan view on an enlarged scale of the preferred form of diaphragm; Fig. 2 is a section on line 2—2 of Fig. 1, the thickness of the diaphragm being exaggerated; Figs. 3 and 4 are views similar to 1 and 2 respectively of a modified form of diaphragm, and Figs. 5 and 6 are similar views of a second modification.

MEANS FOR REPRODUCING SOUND.—Thomas A. Edison, Llewellyn Park, West Orange, N. J., assignor to Thomas A. Edison, Inc., West Orange, N. J. Patent No. 1,056,517.

This invention relates to a method and means for reproducing sound from a record of the same upon a traveling tablet, and the object of the invention is to provide a novel and efficient method for propelling the means which is vibrated in accordance with the sound undulations of the record along the same, and a suitable apparatus for carrying out the said method.

This invention is particularly adapted to the feeding of a soundbox carrying a diaphragm or other vibratory means and the reproducing stylus for vibrating the latter across the spiral grooves of a disc sound record, although it may be adapted to correspondingly feed the same parts transversely of the record grooves formed on the surface of a revolving cylinder. Also, this invention is particularly applicable for use in connection with the reproduction from a sound record, the sound undulations of which are of the vertical or "hill and valley" type, although it also may be used in connection with a record having lateral undulations. For purposes of illustration, there is shown in the accompanying drawings an apparatus in which reproduction is made from vertical undulations formed on the surface of a rotating disc.

It is old in the art to vibrate a stylus by and in accordance with the lateral undulations of the record groove of a disc record and to propel the stylus along the record by and in accordance with the record groove itself. It is also old to propel a stylus across the face of a disc record having vertical sound undulations recorded thereon by means of a mechanical feed. It has not been feasible, however, to propel a stylus along the spiral track of a record having vertical undulations formed upon a disc or other record surface by the sole means of the engagement of the stylus itself with the record groove, because of the fact that the walls of a record groove having vertical undulations are so sloping that it is extremely difficult to keep the stylus with the groove while feeding the stylus by engagement with the walls of the groove. Because of the slope of the record walls, the stylus is very apt to jump across from one groove to the next if a mechanical



feed is not provided. This can be remedied to some extent by greatly increasing the weight upon the stylus, but this results in undue wear upon the record and upon the stylus. These difficulties are overcome by providing a plurality of bearing surfaces adapted to travel within the grooves of a sound record, which bearing surfaces are connected to propel the sound box and vibratory means carried thereby from the record groove, these bearing surfaces being provided only for the purpose of feeding the stylus along the groove, and not being connected to vibrate the diaphragm. By the provision of a plurality of these feeding devices, the difficulty experienced on account of the sloping walls of the groove when a single bearing surface following the groove is relied upon to feed the device, is overcome. The inventor uses for these feeding devices a plurality of sapphires

or other suitable bearing surfaces carried by the ends of the teeth of a comb supported in line with the stylus beneath the soundbox, this comb being connected to the soundbox to propel the same, and being adapted to contact the record yieldingly. The inventor also mounts these feeding surfaces to the rear of the stylus in the line of progression of the soundbox across the record grooves, providing a number of feeding grooves having no sound undulations impressed thereon in advance of the first record groove, so that the reproducing stylus may be placed in the first record groove when the reproduction is started.

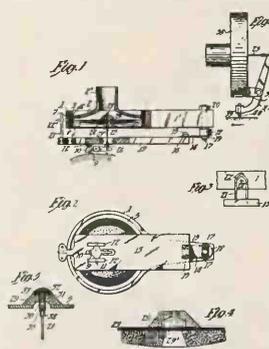
Referring to the accompanying drawings, illustrating one embodiment of the improved apparatus whereby the above method may be carried out, figure 1 represents a partial plan view of the same; and Fig. 2 a corresponding side elevation partly in section.

REPRODUCER.—Thomas A. Edison, West Orange, N. J., assignor to Thomas A. Edison, Inc., West Orange, N. J. Patent No. 1,055,621.

This invention relates to reproducers for phonographs and other sound reproducing apparatus, and the principal object is to provide a device of this character whereby an improved quality of reproduction can be obtained.

It has heretofore been customary to connect the tail of the stylus lever to the diaphragm by means of a rigid metal link. This structure is objectionable in that the diaphragm cannot move quickly enough to permit the stylus to remain in engagement with the record groove so that the stylus jumps over the forward walls of the deep indentations and after striking the bottom of the indentations rebounds from the record and causes the production of sharp unpleasant sounds. Slight defects in the record furthermore cause the transmission to the diaphragm of objectionable weak sounds, and the suddenness or abruptness of the sound waves causes the emission of sharp metallic sounds. Furthermore, it is impossible to form a metallic connecting link perfectly straight; and as the weight used with reproducers is never sufficient to straighten out the flat bow commonly found in such a link, the vibration of the stylus lever produces therein local vibrations whereby the loudness and accuracy of the reproduction are greatly impaired.

It has been found that the above defects may be remedied by employing an elastic resilient connection, such as a cotton string to connect the stylus to the diaphragm. Such a connection is of very small weight, and therefore responds readily to the elastic power stored therein to hold the stylus continuously in engagement with the record groove. It also through its short elasticity absorbs the objectionable weak sounds mentioned above and diminishes the suddenness and abruptness of the sound waves so that a very pleasing mellow tone is obtained. By choosing a connection of proper elasticity and diameter, and properly adjusting the length thereof, the quality of the reproduction may obviously be varied at will. As the weight of small



mass is sufficient to hold the improved connection taut, the objections due to the curved form of metal links are eliminated.

This invention furthermore comprises an improved diaphragm of such lightness and flexibility that the weight of the reproducer and consequent wear on the record can be materially decreased.

Other features of this invention are an improved connection between the diaphragm and stylus lever whereby the distortion of the diaphragm during the reproduction of the record is prevented, and an improved mounting for the stylus lever whereby the same is caused to more readily and faithfully track the record groove.

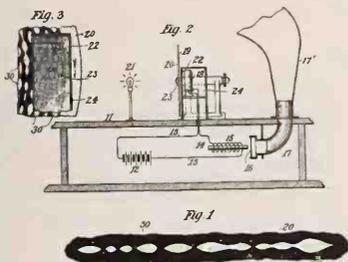
Figure 1 is a side elevation partly in section

showing a reproducer embodying the invention; Fig. 2 is a bottom plan view thereof; Fig. 3 is a front elevation showing a detail of construction; Fig. 4 is an enlarged central vertical section showing another detail of construction; Fig. 5 is a view similar to that shown in Fig. 4 of a modification; and Fig. 6 is a side elevation of another modification.

ART OF AND APPARATUS FOR RECORDING AND REPRODUCING SOUND. Victor H. Emerson, New York, and George A. Manwaring, Bayonne, N. J., assignors to American Graphophone Co., Bridgeport, Conn. Patent No. 1,055,525.

This invention relates to talking machines and is based upon the use of the selenium cell. It has long been known that selenium possesses the peculiar property of becoming more electro-conductive in the presence of light—or stated reversely: its electrical resistance diminishes as the light increases. This property has been utilized by various forms of apparatus known as "selenium cells" which are inserted in an electrical circuit and provided with means for regulating the admission of light upon the cell. Such cells are very sensitive in responding to slight variation in the amount of light.

The utilization of the present invention comprises a talking machine employing the principle of the telephone and that of the selenium cell, namely: there is a diaphragm actuated by an electro-magnet; the electro-magnet in turn is actuated by an electric current; and this current is modulated in intensity by means of a varying resistance imparted to a selenium cell included in the circuit. This varying resistance is imparted to the selenium cell by means of a special sound-record—the latter being a sort of "stencil" which admits more or less light to the selenium cell, the amount

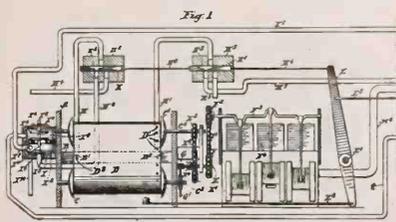


of light admitted corresponding to the sound waves. Consequently the electric undulations in the circuit, and the resultant audible vibrations of the diaphragm, correspond to the sound waves.

The present invention consists in the manner of producing the special sound record or "stencil" record for such service. The inventors have also originated the stencil record itself, and the apparatus for utilizing it, as well as the method of reproducing sound.

In the annexed drawings, Figure 1 represents, conventionally, but greatly enlarged, a portion of a stencil record such as may be used for the purpose indicated; Fig. 2 is a vertical section of a reproducing apparatus, embodying this invention; and Fig. 3 is a transverse section of a detail of Fig. 2.

ATTACHMENT FOR COUPLING AUTOMATIC PIANOS, OR ORGANS AND PHONOGRAPHS TOGETHER.—Jose Sampere, New York; Marie Sampere, administratrix of said Jose Sampere, deceased, assignor by



mesne assignments to the Aeolian Co., New York. Patent No. 1,057,458.

This invention relates to attachments for coupling together automatic pianos, organs or other pneumatically operated musical instruments and phonographs so as to secure a simultaneous and harmonious operation thereof for the purposes,



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

MUSIC MASTER
Solid Wood Horn



Better than ever
And still the best

Note This

It reveals *THE CHARM* of a singer's voice (the Public say). *IT IS PERFECTION; IT LEADS IN TONE.*

It has a national reputation and dates from the introduction of the Music Master; not the last change, but a good chance to try the much talked of

Music Master Solid Wood Horn
(The only Horn Guaranteed)

Simply write for samples.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

for instance of producing a vocal selection on the phonograph with an accompaniment on the piano or organ, etc., and has for its object to provide a simple and effective attachment of this character, which will automatically regulate the operation of

and a talking machine. Fig. 2 is a sectional plan view of a portion thereof on the line 2-2 of Fig. 1 and Fig. 3 is an elevation of the sound record shown thereon in section.

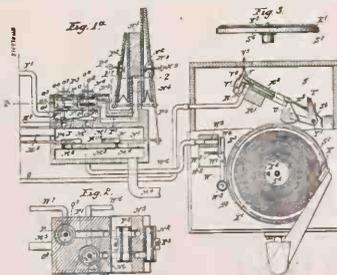
TO OCCUPY NEW QUARTERS.

The Dictaphone department of the Columbia Graphophone Co., at present located in the Chambers street headquarters, 83 Chambers street, New York, will remove to the second floor of the Smith-Gray building, 261 Broadway, New York, about May 1. A large portion of the floor has been leased for the use of the Dictaphone department, and the increasing business of this department can be adequately taken care of in its new quarters. The removal of the Dictaphone division from the Chambers street store will enable Manager Bolton, of the talking machine end of the business, to considerably enlarge his available room, and construct additional demonstration and reception rooms.

There is still room at the top; but it takes a well-balanced man to stay there,

the two instruments so as to secure a perfect cooperation between the two.

Figures 1 and 1a represent a diagrammatic view partly in elevation and partly in plan showing the new attachment connected with a piano



RECORD BULLETINS FOR MAY, 1913

VICTOR TALKING MACHINE CO.

A SECOND EDITION OF THE "MIKADO."
Victor Light Opera Company.

| No. | Title | Size. |
|-------|--|-------|
| 31881 | Gems from "Mikado," No. 2—Chorus, "Gentlemen of Japan"; chorus, "A Song of the Sea"; chorus, "Three Little Maids from School"; solo, "Moon Song"; duet and chorus, "Emperor of Japan"; solo and chorus, "My Object All Sublime"; Finale..... | 12 |
| 17142 | My Maryland March (Mygrant)..... | 10 |
| | Gen. Mixup, U. S. A.—March (Allen)..... | 10 |
| 17293 | Mobile Minstrels—"Down Where the Band is Playing" (Porter) "Honey, You're Ma Lady Love" (Mann)..... | 10 |
| | Pickin' Cotton (Wenrich) Banjo accomp. by Van Eps..... | 10 |
| 17296 | Why Did You Make Me Care? (Maguire-Souman)..... | 10 |
| | Under the Big September Moon (Ford-Atkinson)..... | 10 |
| 17297 | Rose of Yesterday, from "The Man with Three Wives" (Atteridge-Potter-Lehar)..... | 10 |
| | I'd Like a Little Girl Like You, from "All for the Ladies" (Blossom-Robyn)..... | 10 |
| 17298 | And the World's all Wrong Again, from "The Girl at the Gate" (Hough-Jerome)..... | 10 |
| | When I Waltz with You (Bryan-Gumble)..... | 10 |
| 17299 | Over the Line (Bradford-Phelps)..... | 10 |
| | Whiter Than Snow (Nicholson-Fischer)..... | 10 |
| 17300 | At the Levee on Revival Day (McCann-Morrisch-Smith)..... | 10 |
| | The Darktown Editors (Darcy Specialty)..... | 10 |
| 17301 | Absence. (Teschemacher-Nicolls) In English..... | 10 |
| | Ritournelle (Chaminade) In English..... | 10 |
| 17308 | Florida Rag (Lowry) Two banjos and piano..... | 10 |
| | La Kraquette (Clerice) Xylophone solo..... | 10 |
| 17309 | Asleep in the Deep (Lamb-Petrie)..... | 10 |
| | Rocked in the Cradle of the Deep (Knight)..... | 10 |
| 17310 | The Blue and the Gray—Memorial Day Poem (Finch) Recitation..... | 10 |
| | Sleep, Noble Hearts—A Memorial Song. (Mendelssohn)..... | 10 |
| 17313 | Some Boy (Buck-Stamper)..... | 10 |
| | Masked Ball Selection—Part of Ballet Music and the Aria, "Saper varreste," Act I. I. (Verdi)..... | 10 |
| 17314 | Huguenots—Grand Selection; part of Prelude—Chorus, Act.—Sextet, Act III—Danse Bobeme Act III—Prelude. (Meyerbeer)..... | 10 |
| 17315 | At the Devil's Ball (Irving Berlin)..... | 10 |
| | Here Come's My Daddy Now—Oh Pop—Oh Pop Oh Pop. (Gilbert-Muir)..... | 10 |
| 17316 | At Uncle Tom's Cabin Door (Bayha-Cowan)..... | 10 |
| | Kentucky Dues (Mahoney-Wenrich)..... | 10 |
| 17317 | When I Met You Last Night in Dreamland (Whitson-Williams)..... | 10 |
| | When Irish Eyes are Smiling, from "The Isle of Dreams" (Olcott-Graff-Ball)..... | 10 |
| 17318 | My Yellow Jacket Girl, from "Honeymoon Express," New York Winter Garden (Atteridge-Schwartz)..... | 10 |
| | The Spaniard that Blighted My Life, from "Honeymoon Express," New York Winter Garden. (Nerson)..... | 10 |
| 17319 | Haunting Rag—Turkey-Trot..... | 10 |
| | Sunshine Girl Tango—Argentine Dance from "Sunshine Girl" (Rubens)..... | 10 |
| 17320 | Daddy Has a Sweetheart and Mother is Her Name (Buck-Stamper)..... | 10 |
| | Those Ragtime Melodies (Hodgkins)..... | 10 |
| 35278 | Firefly Waltzes, from "The Firefly" (Friml)..... | 12 |
| | When a Maid Comes Knocking at Your Heart, from "The Firefly" (Friml)..... | 12 |
| 35285 | Danny Deever (Kipping-Damrosch)..... | 12 |
| | The Pauper's Drive—Poem by Noel, music by Sidney Homer..... | 12 |
| 35292 | Eva Waltzes—On Motives from the operetta "Eva," for dancing. (Lehar)..... | 12 |
| | Sands of the Desert Medley Waltz—For dancing. (Ernest Ball)..... | 12 |
| | PURPLE LABEL RECORDS. | |
| 60097 | Faust—Trio from "Prison Scene" Act V. In English..... | 10 |
| | Lucy Isabelle Marsh, Soprano..... | |
| 60098 | Aida—O patria mia (My Native Land—Act III) In Italian..... | 10 |
| 60099 | Spring Song (Frühlingslied. Op. 10, No. 2). In English..... | 10 |
| | Ada Sassoli, Harpist..... | |
| 70087 | Gitana—Caprice..... | 12 |
| | Harry Lauder, Comedian..... | |
| 70095 | Trixie from Dixie..... | 12 |
| 70096 | She's the Lass for Me..... | 12 |
| | LAUDER | |
| | NEW RED SEAL RECORDS. | |
| 88425 | Enrico Caruso, Tenor, accomp. by Victor Orchestra Pianoforte by Gattano Scognamiglio..... | 12 |
| 88425 | Agnus Dei (Lamb of God) In Latin..... | 12 |
| | Enrico Caruso, Tenor, accomp. by Victor Orchestra. Harp by Mme. A. Regis-Rossini..... | |
| 87135 | Manon—Donna non vidi mai (A Maiden So Fair—Act I). In Italian..... | 10 |
| | Luisa Tetraxini, Soprano..... | |
| 88423 | Grand Valse. Op. 10. In Italian..... | 12 |
| | Geraldine Farrar, Soprano..... | |
| 87134 | Der liebe Augustin—Der Mimmel hang ihm voller Geigen (The Sky Shines with Rosy Light). In German..... | 10 |
| | Geraldine Farrar, Soprano, accomp. by Victor Orchestra—Harp by Mr. Distingano..... | |
| 88424 | Il Sagredo di Susanna (Susanne's Secret)—Oh gioia, la nube leggera (What Joy to Watch). In Italian..... | 12 |
| | Alma Gluck, Soprano; Louise Homer, Contralto..... | |

| | | |
|-------|---|----|
| 87132 | Ahide With Me. In English..... | 10 |
| | Geraldine Farrar, Soprano; Edmond Clement, Tenor..... | |
| 88421 | Romeo and Juliet—Ange Adorable (Lovely Angel. Act I). In French..... | 12 |
| | Alma Gluck, Soprano..... | |
| 64321 | Red, Red Rose. In English..... | 10 |
| | John McCormack, Tenor..... | |
| 64317 | Within the Garden of My Heart. In English..... | 10 |
| | Maud Powell, Violinist, piano accomp. by George Falkenstein..... | |
| 74324 | Czardas (Hejre Kati—Scene de la Csarda)..... | 12 |
| | Fritz Kreisler, Violinist, piano accomp. by George Falkenstein..... | |
| 64319 | Barceuse (Lullaby)..... | 10 |
| | Evan Williams, Tenor; cello obbligato by Rosario Bourdon..... | |
| 64306 | A Perfect Day. In English..... | 10 |
| | Carrie Jacobs Bond..... | |
| | TEN NEW DOUBLE-FACED RECORDS. | |
| 17302 | Washington Post March (Sousa)..... | 10 |
| 17304 | Maple Leaf Forever—Patriotic Song of Canada (Muir)..... | 10 |
| | Alan Turner and Male Chorus Canadian Medley March—"13th Royal Regiment and 39th Regiment Norfolk Rifles" (Mountain Rose); "2d Regiment Queen's Own Rifles of Canada (The Bluffs)"; "10th Regiment Royal Grenadiers" (British Grenadiers)..... | |
| 17305 | In the Evening by the Moonlight—Old Plantation Air. (Bland)..... | 10 |
| | Haydn Quartet..... | |
| 17307 | My Gal Irene (Burt)..... | 10 |
| | Down on Jasper's Farm (Moran-Monaco)..... | |
| 17311 | Cavalleria Rusticana—Intermezzo (Mascagni)..... | 10 |
| | Tales of Hoffman—Contes d'Hoffman Barcarolle (Offenbach)..... | |
| 17312 | When the Twilight Comes to Kiss the Rose Good-Night! (Roden-Petrie)..... | 10 |
| | By and by You Will Forget Me (French-Huntley)..... | |
| 35286 | "Stars and Stripes Forever" March (Sousa)..... | 12 |
| | Under the Double Eagle March (J. F. Wagner)..... | |
| 35288 | Cranonian Polka (Weldon) (Cornet solo with U. S. Marine Band)..... | 12 |
| | Reminiscences of All Nations (Godfrey) "Die Wacht am Rhein" "St. Patrick's Day," "Marseillaise," "Russian Folk Melody," "Yankee Doodle"..... | |
| 35289 | Blue Danube Waltz (Johann Strauss)..... | 12 |
| | Southern Roses Waltz (Strauss)..... | |
| 33290 | Casey at the Bat—Humorous Recitation. (Thayer)..... | 10 |
| | The Man Who Fanned Casey—Humorous Recitation. A reply to "Casey at the Bat" (Sparkus)..... | |

COLUMBIA GRAPHOPHONE CO.

| Single | Title | Double. |
|--------|---|---------|
| A5449 | La Bohème (Puccini). Che gelida manina. (How Cold your hands!) In Italian, with orchestra. | 36458 |
| | L'Elisir d'Amore (Donizetti). Un furtiva lagrime (A furtive tear). In Italian, with orchestra. | 36460 |
| A1286 | Rigoletto (Verdi). "Questo a quella" (Amongst the fair throng). In Italian, orch. accomp. | |
| | Rigoletto (Verdi). "La donna e mobile" (Woman is fickle). In Italian. Orch. accomp. | |
| A1287 | Luisa Miller (Verdi). "Quando le sere al placido" (When peaceful was the night). In Italian. Orch. accomp. | |
| | La Favorita (Donizetti). "Una vergine, un angiol di Dio" (A vision of beauty appearing). In Italian. Orch. accomp. | |
| | TWO NEW PIANO SOLOS BY FRIEDHEIM. | |
| A5458 | Scherzo in B Flat Minor, Part I (Chopin). | |
| | Scherzo in B Flat Minor, Part II (Chopin). | |
| | 12-INCH BLUE-LABEL DOUBLE-DISC RECORDS. | |
| A5462 | Martha (Flotow). Good-Night Quartet: Grace Kerns, Soprano; Mildred Potter, Alto; Reed Miller, Tenor; and Frank Crixton, Bass. Orch. accomp. | |
| | Martha (Flotow). "Lost, Proscribed." Reed Miller, Tenor, and Frank Crixton, Bass. Orch. accomp. | |
| A5461 | Medley of Characteristic Folk-Songs, Part I. John Peel (English); Skye Boat Song (Scottish); Garryowen (Irish); Charming Marguerite (French); Old Black Joe (American); Columbia Light Opera Company, orch. accomp. | |
| | Medley of Characteristic Folk-Songs, Part II. How Can I Leave Thee? (German); Funiculi, Funicula (Italian); All Thro' the Night (Welsh); La Paloma (Spanish); Dixie (American); Columbia Light Opera Company, orch. accomp. | |
| | 10-INCH BLUE-LABEL DOUBLE-DISC RECORDS. | |
| A1299 | The Danube River (Aide). Grace Kerns, Soprano orch. accomp. | |
| | Killarney (Balfe). Andrea Sarto, Baritone, orch. accomp. | |
| A1289 | Nobody (Williams). Bert Williams, Baritone, orch. accomp. | |
| | My Landlady (Williams). Bert Williams, Baritone, orch. accomp. | |
| A1288 | When I Lost You (Berlin). Manuel Romain, Counter-Tenor, orch. accomp. | |
| | When Sally in Our Alley Sings Those Old-Time Songs to Me (Osborn). Manuel Romain, Counter-Tenor, orch. accomp. | |
| A1293 | On the Mississippi (Carroll and Fields). Arthur Collins, Baritone, and Byron G. Harlan, Tenor, orch. accomp. | |
| | Underneath the Cotton Moon (Meyer). Arthur Collins, Baritone, and Byron G. Harlan, Tenor, orch. accomp. | |
| A1296 | Down on Uncle Jasper's Farm (Von Tilzer). Byron G. Harlan, Tenor, and Steve Porter, Baritone, orch. accomp. | |
| | Low Bridge—Everybody Down (Allen). Peerless Quartet, orch. accomp. | |
| A1297 | I'm Goin' Back, Back to Memphis, Tennessee (Richards). Byron G. Harlan, Tenor, and Arthur Collins, Baritone, orch. accomp. | |

| | |
|-------|--|
| | All Night Long (Brooks). Ada Jones, Soprano, and Peerless Quartet, orch. accomp. |
| A1298 | Billy, Billy—Bounce Your Baby Doll (Fischer). Ada Jones, Soprano, and Walter Van Brunt, Tenor, orch. accomp. |
| | Bobbin' Up and Down (Morse). Peerless Quartet, orch. accomp. |
| A1294 | Whipped Cream (Wenrich). Fred Van Eps, Banjo Solo, orch. accomp. |
| | Everybody's Doing It Now (Berlin). Guido Deiro, accordion solo. |
| A1295 | Children's Symphony (Haydn). Prince's Orchestra. Children's Toy March (Currie). Prince's Band. |
| A1292 | Another Rag—A Raggy Rag (introducing the Washington Waddle (Morse). Prince's Band. |
| | The Ghost of the Violin (Snyder). Prince's Band. |
| A1290 | Scenes Pittoresques Suite—March (Massenet). Prince's Orchestra. |
| | Les Millions d'Arlequin (Drigo) No. 3, Reconciliation. Prince's Orchestra. |
| | 12-INCH DOUBLE-DISC RECORDS. |
| A5459 | Turkey-Trot Dance Medley, Part I, introducing: "Bobbin' Up and Down," and "Texico." Dance music. Prince's Band. |
| | Turkey-Trot Dance Medley, Part II, introducing: "Hitchy Koo," "Waiting for the Robert E. Lee," and "Ragtime Cowboy Joe." Dance music. Prince's Band. |
| A5460 | Tango Bonita (Smith). Dance music. Prince's Band. |
| | Tango Senorita (Smith). Dance music. Prince's Band. |
| A5457 | Dream of the Ancient Red Man, from Edward S. Curtis's Indian Picture Opera, "A Vanishing Race." Prince's Orchestra. |
| | Signal Fire to Mountain God, and Song of the Wolf, from Edward S. Curtis's Indian Picture Opera, "A Vanishing Race." Prince's Orchestra. |
| | END-OF-THE-MONTH HITS. |
| A1303 | Last Night Was the End of the World (H. Von Tilzer). Henry Burr, Tenor, orch. accomp. |
| | Then I'll Stop Loving You (Godwin, McCarthy and Stoddard). Henry Burr, Tenor, and Edgar Stoddard, Baritone, orch. accomp. |
| A1301 | Good-Night, Nurse (Gray and Walker). Walter Van Brunt, Tenor, orch. accomp. |
| | Good-Bye, Boys (H. Von Tilzer). Peerless Quartet, orch. accomp. |
| A1302 | In My Harem (Berlin). Walter Van Brunt, Tenor, orch. accomp. |
| | Texico (Morse). Peerless Quartet, orch. accomp. |
| A1300 | You're a Great Big Blue-Eyed Baby (Brown). Peerless Quartet, orch. accomp. |
| | I Want to Go Home (Gilbert and Muir). Peerless Quartet, orch. accomp. |

SEVENTH EDISON SUPPLEMENT.

The advance list for the seventh supplement of Amberol records issued by Thos. A. Edison, Inc., will appear in a day or two after this issue of The World comes out, too late, we regret to say, to include in the advance list of records which appears on this page.

RETIREMENT OF MISS JESSIE BROWN

Private Secretary to George W. Lyle, General Manager of the Columbia Graphophone Co., Retires After Fourteen Years of Service.

After fourteen years' continuous service with the Columbia Graphophone Co., Miss Jessie Brown, private secretary to General Manager George W. Lyle, retired from active service March 22 in order to take a well-deserved rest at her home, in Mt. Vernon, N. Y.

Miss Jessie Brown is one of the few Columbia office employees who can relate in detail the phenomenal advances of the Columbia Graphophone Co. She was secretary for five years to the late M. E. Lyle, and nine years ago became private secretary to General Manager George W. Lyle, the position she retained until her retirement.

During these fourteen years Miss Brown witnessed the moving of the company's executive offices four times, and if she had remained a few weeks longer would have been present at its fifth moving into new quarters in the Woolworth building.

Miss Jessie Brown, in her fourteen years of service, has gained the admiration and respect of all the officials and office staff of the Columbia Co. Possessed of unusual business ability and always a conscientious and efficient worker, Miss Brown has been considered invaluable by the executive officers. As a personal token of their esteem and affection, Mr. and Mrs. George W. Lyle presented Miss Brown with a handsome gift, and the Columbia Co. did likewise. Miss Brown left the employ of the Columbia Co. with hearty wishes for her happiness from officers and employees.



Miss Jessie Brown.

Leading Jobbers of Talking Machines in America

You should get this sample package of Puritone Needles sent free

Puritone Needles should pay you a good profit. It costs nothing to sell them because you have your organization.

To help you we will print special envelopes with your name and business; every envelope gives you profits and free advertising.

You will be advertised, too, by the satisfaction-qualities of the needles; owners of machines will regard yours as the best needle store; this will build your business.

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

JOHN M. DEAN
PUTNAM, CONN.



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

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

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

VICTOR DEALERS
TRY US FIRST
We carry the Largest Stock of VICTROLAS, RECORDS and CABINETS of any Distributor in the South.
THE CORLEY COMPANY, Richmond, Va.



Where Dealers May Secure

COLUMBIA

Product

Ready, Full Stocks, and Prompt Deliveries from Convenient Shipping Centers all over the United States.

Distributors

- Atlanta, Ga., Columbia Phonograph Co., 132 Peachtree St.
- Baltimore, Md., Columbia Phonograph Co., 204 W. Lexington St.
- Birmingham, Ala., Columbia Phonograph Co., 1818 Third Ave.
- Boston, Mass., Columbia Phonograph Co., 174 Tremont St.
- Buffalo, N. Y., Columbia Phonograph Co., 622 Main St.
- Chicago, Ill., Columbia Phonograph Co., 101 N. Wabash Ave.
- Cincinnati, O., Columbia Phonograph Co., 117-119 W. Fourth St.
- Cleveland, O., Columbia Phonograph Co., 913 Euclid Ave.
- Dallas, Tex., Columbia Phonograph Co., 1403 Main St.
- Denver, Colo., Columbia Stores Co., 605-607 Sixteenth St.
- Detroit, Mich., Columbia Phonograph Co., 114 Broadway.
- Hartford, Conn., Columbia Phonograph Co., 719 Main St.
- Indianapolis, Ind., Columbia Phonograph Co., 27 N. Pennsylvania St.
- Kansas City, Mo., Columbia Phonograph Co., 112 Grand Ave.
- Livingston, Mont., Scheuber Drug Co.
- Los Angeles, Cal., Columbia Phonograph Co., 420-422 S. Broadway.
- Louisville, Ky., Baldwin's Music Store, 425 South Fourth St.
- Memphis, Tenn., 166 South Main St.
- Milwaukee, Wis., Albert G. Kunde, 516 Grand Ave.
- Minneapolis, Minn., Columbia Phonograph Co., 424 Nicollet Ave.
- New Haven, Conn., Columbia Phonograph Co., 25 Church St.
- New Orleans, La., Columbia Phonograph Co., 933 Canal St.
- New York City, Columbia Phonograph Co., 89 Chambers St.; Columbia Phonograph Co., 35-37 W. 23d St.; Columbia Phonograph Co., 39 W. 125th St. (Brooklyn) Columbia Phonograph Co., 1372 Broadway.
- Omaha, Nebr., Columbia Phonograph Co., 1311 Farnam St.
- Philadelphia, Pa., Pennsylvania Talking Mach. Co., 110 Chestnut St.
- Pittsburg, Pa., Columbia Phonograph Co., 101 Sixth St.
- Portland, Me., Columbia Phonograph Co., 550 Congress St.
- Portland, Ore., Columbia Phonograph Co., 371 Washington St.
- Providence, R. I., Columbia Phonograph Co., 119 Westminster St.
- Rochester, N. Y., Columbia Phonograph Co., 86 South Ave.
- Sacramento, Cal., Kirk, Geary & Co.
- Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
- San Francisco, Cal., Columbia Phonograph Co., 334 Sutter St.
- Seattle, Wash., Columbia Phonograph Co., 1311 First Ave.
- Seattle, Wash., 3d and University Sts., Seattle, Wash.
- Spokane, Wash., Columbia Phonograph Co., 818 Sprague Ave.
- Springfield, Mass., Columbia Phonograph Co., 208 Worthington St.
- St. Louis, Mo., Columbia Phonograph Co., 1008 Olive St.
- St. Paul, Minn., Columbia Phonograph Co., 20 E. Seventh St.
- Terre Haute, Ind., 23 N. 6th St.
- Toledo, O., Columbia Phonograph Co., 229 Superior St.
- Washington, D. C., Columbia Phonograph Co., 1210 G St., N. W.
- Wilmington, Del., Columbia Phonograph Co., 610 Market St.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.
Write for particulars to the Columbia Phonograph Co., Wholesale Department, Tribune Building, New York.
Headquarters for Canada:
Columbia Phonograph Co., McKinnon Building, Toronto, Ont.

Landay
BROS INC

VICTOR JOBBERS Exclusively
What you want always in stock
400 Fifth Avenue
27 W. 34th Street
563 Fifth Avenue
153 W. 42d Street } New York

1856 WURLITZER 1913

VICTOR
DISTRIBUTERS

VICTORS EXCLUSIVELY

We make a specialty of getting the order out on time—every time.

The Rudolph Wurlitzer Co.
CINCINNATI and CHICAGO

Two points of supply; order from the nearer.

CHASE & WEST DES MOINES IOWA

Machines Records Cabinets **Victor** Everything in stock all the time.

WHOLESALE TO IOWA TRADE
Send us your name and address and we will mail you postpaid complete illustrated catalogues, giving detailed information concerning all Victor products. Showing the various styles of Victor Machines, list of all Victor Records, the entire line of Victor Cabinets, Repair Parts and all Accessories. Dealers, let us help you build a Victor business.

PERRY B. WHITSIT I. M. WELLER
PERRY B. WHITSIT CO.,
213 South High Street, Columbus, Ohio.
Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

OLIVER DITSON COMPANY
Largest VICTOR Talking Machine Distributors East of Chicago.
Creators of "The Fastest Victor Service." Let us tell you more about our service.
BOSTON

W. J. DYER & BRO.
Saint Paul, Minn.

VICTOR & EDISON
Distributors

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

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

Seeing, Hearing, Buying

are the three steps involved in the sale of an

Edison Phonograph

Mechanically and musically—from every standpoint—it excels.

A little effort and enthusiasm will turn many an Edison trick in your favor.

Try it out and see.

Thomas A. Edison, Inc.

59 Lakeside Ave.

Orange, N. J.