The instrument by which the value of all musical instruments is measured

Victor-Victrola XVI, $200
Mahogany or quartered oak
The elimination of the offensive needle tone and nasal twang are sufficient to more than strongly commend the Vitaphone to every music lover, but the Vitaphone goes still further in rendering correctly every shading of the human voice and the individuality of each musical instrument, from the delicate tones of the harp solo to the grand ensemble of the complete orchestra. The soft dulcet tones of the lullaby are reproduced as the artist sang it, while the stentorian appeal of the Wagnerian selection thunders and reverberates the rising cadence in all the majestic strength conceived by the genius of Bayreuth.

The Vitaphone is new in construction and new in tone; a development of natural acoustical principles that enables the Vitaphone dealer to offer an instrument that stands squarely on its merit as a correct reproducer of every form of music.

The Vitaphone plays every cut of disc record, needle or permanent jewel of any kind, and the change is accomplished by one move of the hand.

Plainfield, N. J.
**BIG DISPLAY OF TALKERS**

Made at American Woman's Exposition in Cleveland—Columbia, Edison and Victor Lines Strongly Featured and with Excellent Results—Many Sales Made of Machines.

(Special to The Talking Machine World.)

Cleveland, O., March 10, 1913.

The attractive event of the Cleveland Exposition was the American Woman's Exposition in the auditorium of the large Central Armoury, held during the last week in February. Cleveland business men and women visited the Exposition, which was so popularly attended by both that it was necessary to have a large armory built for the occasion.

Crowds were constantly hovering about the two booths of the Columbia Graphophone Co., where the varied demonstrations given, the musical program kept up constant interest in the exhibition. The feature of the company's display was the Columbia Grand, electrically operated. The sale of four of the instruments on the first day of the exposition is evidence that it has struck a popular chord in the hearts of the people.

There was a fine display of the various types of Edison machines. The new disc phonograph, one of which gave concerts in the Oriental tea room, was acclaimed the acme of instruments by those who know and appreciate fine music.

The exhibit of Victorola and Victor machines of the different types was one of the most attractive displays. The musical numbers of the great artists, from Caruso to Melba, furnished entertainment to the throngs who were clustered about the booth throughout the exhibition. A number of purchases of both machines and records were made.

**GRAPHOPHONE ENLIVES LECTURE.**

Illustrated Discourse on Feats Affords Opportunity for Clever Use of Records.

(Special to The Talking Machine World.)

Cincinnati, O., March 10, 1913.

Mr. Skinner has a number of new plans in mind, and negotiations are being held with one or two piano houses that he hopes will hold them in closer esteem with the trade.

The Schafford Album Co. has been in business for a considerable length of time and is a large manufacturer of record albums for talking machines. This company's products will hold them in closer esteem with the trade.

The Schafford Album Co. is located at 120-128 Lansdowne street, New York, where it has a large and complete organization for the efficient production of these goods.
TRADE EXPANSION CONTINUES IN QUAKER CITY.

(Special to The Talking Machine World.)
Philadelphia, Pa., March 11, 1913.

The talking machine business in Philadelphia the past month has been excellent. It has shown a marked increase over January and has practically doubled over last year. It is remarkable to what extent to which this business is growing, and again is heard everywhere the complaint that it is impossible to get instruments and records fast enough. There are very few firms in Philadelphia which are not always overstocked on the Victor goods, and it is keeping the Columbia Co. busy trying to keep up with its supply and many substantial establishments selling large quantities of these goods.

Even although Philadelphia has just closed a most successful grand opera season, there does not seem to be the demand for grand opera records which might reasonably be expected, but the records that are selling the most are the popular and the opera. It would appear that the opera record business was being overdone, as the dealers have been flooded with these records and many of them, even by favorite artists, do not seem to sell well. They may do better later when the music lovers have forgotten the impression of the real voice and will be glad to hear a favorite again on the record.

Harry Howry, of the talking machine department of Lit Brothers, having been transferred to the music roll department, Alexander L. Menchweiler is in full charge and reports that their business is excellent. They have just added four more hearing rooms to the department, and have about doubled their floor space for the sale of these instruments. And the hearing rooms, Mr. Menchweiler says, have been gone over and are now finished in white and are most attractive. The firm has spent more than $1,000 on the improvement of the rooms. The firm have been doing a great deal of advertising of the department and through an agreement with the house they are allowed a daily advertisement of the department in the newspapers, something no other department in town is able to get. They have a record club which is distinct with their house and it is a great source of revenue to them and of satisfaction to their customers. They use the club to keep a close plan on certain records but now all records in the catalog are included.

Louis Buehn & Bro. report that their business has been very good indeed, and ahead of last year by at least thirty per cent. Among their recent visitors were Morris Peters, of J. C. Aschbach, of Alleentown, who reports business as being very good in his section, and M. A. Carpell, of the Herzog Furniture Co.

Mr. Bothm is very much pleased with the new Nos. 8 and 9 Victrolas, which he says are a distinct improvement over the old instruments, the distinguishing feature being that they have been equipped with the concealed horn. He notes that the machines are coming along much more freely and he is able to keep his stock pretty well supplied. He further notes that there is a continued steady demand for the Edison Blue Amberol records and diamond-point reproducers.

The dictating machine business of Louis Buehn & Bro. has been exceptionally good. They have added to their force J. Frank Smith, as sales manager of the dictating machine department. There are three other salesmen in this department, C. J. Auerbach, Paul McCurdy and Howard Steele.

Manager Jewell, of the talking machine department of C. J. Heppe & Son, reports that they have been having a "boom" business. It is a great deal better than last year, and they have been having difficulties to get enough goods to fill their orders. Harry D. Ziegler has taken charge of the retail selling of talking machines at the Heppe house. A new salesman added to their force is F. D. Ferris.

Walter Linton, in charge of the talking machine department at the Estey house, where the Columbia is handled exclusively, has been doing very well and is delighted that the new pipe organ that has been erected in their concert hall and that that part of their building has been again thrown open to the public. Mr. Linton is arranging a series of attractive concerts in which the Grafonola and other instruments handled at the house will combine. Besides, when the concert hall is not occupied Mr. Linton is utilizing some of the space as additional selling room. Mr. Linton says the Yaase records, the great violinist playing exclusively with the Columbia, will be big sellers, especially as Yaase was here last week with the Philadelphia Orchestra and is coming here this week in a recital.

Manager Walter L. Eckhart of the Pennsylvania Talking Machine Co. has given several days of the week at the Columbia factory. The Pennsylvania's business has been excellent all through February, and has been double what it was last year. The firm has already sold a number of the Columbia Baby Grand Grafonolas, in spite of the high price, and they expect to do a big business on them this spring. They have been demonstrating them at a number of different points.

VICTROLA POOR THIEF BAIT.

B. L. Robbins, with the Eclipse Musical Co., and Ambitious Policeman Spend Several Nights Watching Case Supposed to Contain Stolen Machine and Waiting for Crooks to Return, to Find Only Firewood.

(Special to The Talking Machine World.)
Cleveland, O., March 10, 1913.

B. L. Robbins, with the Eclipse Musical Co., and an ambitious policeman were crestfallen and disgusted on a recent morning when they found that they had been guarding a box of kindling wood for nearly a week thinking it was a missing Victor machine which had been stolen from the store. Two machines were delivered at the rear of the store and within a half hour one had disappeared.

The police were notified and began searching for clues, and the next morning a patrolman reported that the box had been found. "It's planted behind an empty room," the police said, "two doors away of here," he said. "Now let's leave it there and when the thief comes to get it to-night we'll pounce upon him." Mr. Robbins and the police, looking at the box, agreed to the arrangement. After a vigil of several nights, Robbins and the policeman slinking about in the shadows of the moon, and the robber not coming for his loot, Robbins decided that the valuable machine couldn't be used any longer for a thief trap and the box was opened. It was filled with kindling wood, and the discovery made that it was an old box somebody had appropriated for storing fire material. The $100 machine has not yet been found.

MUSIC BY WIRELESS 'PHONE.
Playing of Talking Machine at Sayville, L. I., Sent by Wireless 'Phone Heard on a Steamship Far Off the New York Coast.

In recent experiments in connection with the development of the wireless telephone it was demonstrated that "The Star Spangled Banner" was played by a talking machine installed in the Sayville (L. I.) station of the Telefunken Co. could be heard on board the steamship "George Washington," while a long distance from the Long Island Coast on its way to Bremen. At the same time the wireless Telefunken station on the tower of JH. Hubbard heard the music, and the operator there said that he had heard "The Star Spangled Banner" in the next room. The Telefunken Co. states that recent experiments by wireless telephone have been most successful, and the ultimate aim of the company is to utilize the wireless telephone commercially.

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 EXPRES.
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.


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.
Victor-Victrola

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

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

But its greatest successes are still before it. The complete Victor-Victrola line as now presented opens new avenues of distribution, and bigger and better opportunities for profit and prestige for every Victor dealer.

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

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

Victor Distributors

<table>
<thead>
<tr>
<th>City</th>
<th>Distributors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oklahoma City</td>
<td>Okla. Schmitz-Arms Co.</td>
</tr>
<tr>
<td>Omaha, Neb.</td>
<td>A. Mane Co.</td>
</tr>
<tr>
<td>Nebraska Cyclo Co.</td>
<td></td>
</tr>
<tr>
<td>Peoria, Ill.</td>
<td>Parnell-Paine, Co.</td>
</tr>
<tr>
<td>Pittsburgh, Pa.</td>
<td>C. Mellor Co.</td>
</tr>
<tr>
<td>Portland, Ore.</td>
<td>Creaney &amp; Allen</td>
</tr>
<tr>
<td>Richmond, Va.</td>
<td>The Crier Co., Inc.</td>
</tr>
<tr>
<td>Rochester, N. Y.</td>
<td>E. J. Champion</td>
</tr>
<tr>
<td>Salt Lake City, Utah</td>
<td>Consolidated Music Co.</td>
</tr>
<tr>
<td>San Antonio, Tex.</td>
<td>The Corley Co., Inc.</td>
</tr>
<tr>
<td>SiouxFalls, S. D.</td>
<td>Talking Machine Exchange</td>
</tr>
<tr>
<td>St. Louis, Mo.</td>
<td>The Aetna Company of Mo.</td>
</tr>
<tr>
<td>St. Paul, Minn.</td>
<td>Koerner-Bremer Music Co.</td>
</tr>
<tr>
<td>St. Louis, Mo.</td>
<td>W. J. Day &amp; Bros.</td>
</tr>
<tr>
<td>Toledo, O.</td>
<td>The Whitney &amp; Currier Co.</td>
</tr>
<tr>
<td>Washington, D. C.</td>
<td>P. F. Drop &amp; Sons Co.</td>
</tr>
</tbody>
</table>

Victor-Victrola X, $75
Mahogany or oak

Victor-Victrola XI, $100
Mahogany or oak

Victor-Victrola X IV, $150
Mahogany or oak

Victor-Victrola XVI, $200
Mahogany or quartered oak
INDIANAPOLIS A GREAT TALKING MACHINE CITY.


(Special to The Talking Machine World.)

Indianapolis, Ind., March 10, 1913.

With the announcement of the Kapp & Lennox Co. that it will handle the Victor line of talking machines, the Victor output can now be obtained at six different stores in Indianapolis. The Stewart Talking Machine Co. is the Indiana jobber for the Victor machine, and besides this company the following handle the Victor line: Wulschner Music Co., Aeolian Co., Rapp-Lennox Co., Block's department store, and the Tingley Carpet Co.

Miss Lazarus, manager of the talking machine department of Aeolian Hall in North Pennsylvania street, left for Camden, Ark., Saturday afternoon, when she was notified of the serious illness of her father. C. C. Thomas, manager of the local branch, says Miss Lazarus' department has experienced an exceptionally good sale on records. The recent visit of Harry Lauder to this city was responsible for a large number of calls for his records. The recent visit of Harry Lauder to this city.

A. W. Roos, manager of the local branch of the Columbia Graphophone Co., announces that the store sold as many high-class records in the last five weeks as it had ever sold in any three months. He attributes this unusual sale to the visit of Orville Harrold, who sang here recently. Persons desiring the Harrold records would come into the store, and after selling them the Harrold records the salesmen would interest them in the records of other great singers.

Mr. Herdman has made many friends while in Indianapolis.

Thomas Devine, manager of the Dictaphone department, announces the establishing of agencies at Lafayette, Anderson and Logansport. The Burr-Haywood Co. will handle the Dictaphone at Lafayette. Decker Bros. will handle the Dictaphone agency at Anderson, and the Harry Lux Co. at Logansport. The Columbia Graphophone Co., of Terre Haute, has moved from its old quarters on Fourth street to space in the rooms of the Baldwin Piano Co. on Main street. L. A. Moelker, manager, now has a beautiful and commodious store and expects to make his store "feel" in the southwestern part of the State.

Albert Von Tiller, who appeared at B. F. Keith's theatre recently, used the Columbia Graphophone advantageously in his act. He makes a call over the telephone, and the answer is made by the Grafonola hidden behind screens. The Kipp-Link Phonograph Co., jobber for the Edison products, is still waiting for the Edison Co. to "come through" with the new disc machines and records. Samples are on hand and orders are plentiful; all that is needed is "the goods."

It is needless, perhaps, to add that the talking machine business is good in the Hoosier capital. It is needless, perhaps, to add that the talking machine business is good in the Hoosier capital.

More men prove failures for want of courtesy, diplomacy and use of plain, ordinary common sense in dealing with men than they do for want of more technical knowledge about their particular business.

The Kipp-Link Phonograph Co., jobber for the Edison products, is still waiting for the Edison Co. to "come through" with the new disc machines and records. Samples are on hand and orders are plentiful; all that is needed is "the goods."

THE RECORDS OF HUMAN LIFE.

A Philosophical Dissertation in Which the Phonograph Gives the Idea Which Editorial Writer Develops with a Moral.

The manufacture of "human records" was the subject of some philosophical reflections by the editorial writer of the Philadelphia Telegraph the other day, in which he pointed out that the talking machine has been so well developed that it is capable of well-nigh perfect reproduction of the human voice, and in this connection says:

"Voices are reproduced in all their softness, strength and naturalness. The artist sings into the receiving mechanism. The sound waves are recorded in the wax. Then the hard rubber disc is made, and on it for years, probably forever, is the message of the singer."

While you talk Jones and talk with him. While you talk Jones' brain is the receiving mechanism. You are the singing artist. Whatever you say to Jones (he being willing to receive it) is recorded in his brain. Memory is the reproducing needle that plays over the disc.

"For years, probably forever, your message is left there as a real thing—cut into Jones' brain. So we are all constantly making records which are being or will be reproduced in the great phonograph of human life."

"Are we not ourselves records as well as record-makers, reproducing constantly, as a sort of human condensation, the words and acts that have been spoken at or into us?"

"Words and conversations are fraught with vital importance. They call for the exercise of the greatest care in their selection and use. We inscribe them as records to be reproduced in the life of those around us, and their effect must be to either inspire and encourage or to dishearten and discourage, to broaden and develop or to warp and destroy."

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 those people who appreciate the beauty and sentiment of the Irish ballads and folk songs, and in this role of a popular sentimental singer Mr. Olcott has never been surpassed. He gives a human touch to his songs which seems to reach the hearts of all who listen to him.

In securing the services of Chauncey Olcott to produce records exclusively for its clients, the Columbia Graphophone Co. has secured a popular artist to its lists whose records will be given an exceptional treat when the new recording is made.

Mr. Olcott has made many friends while in Indianapolis.

Mr. Olcott has made many friends while in Indianapolis.

THE RECORDS OF HUMAN LIFE.

A Philosophical Dissertation in Which the Phonograph Gives the Idea Which Editorial Writer Develops with a Moral.

The manufacture of "human records" was the subject of some philosophical reflections by the editorial writer of the Philadelphia Telegraph the other day, in which he pointed out that the talking machine has been so well developed that it is capable of well-nigh perfect reproduction of the human voice, and in this connection says:

"Voices are reproduced in all their softness, strength and naturalness. The artist sings into the receiving mechanism. The sound waves are recorded in the wax. Then the hard rubber disc is made, and on it for years, probably forever, is the message of the singer."

While you talk Jones and talk with him. While you talk Jones' brain is the receiving mechanism. You are the singing artist. Whatever you say to Jones (he being willing to receive it) is recorded in his brain. Memory is the reproducing needle that plays over the disc.

"For years, probably forever, your message is left there as a real thing—cut into Jones' brain. So we are all constantly making records which are being or will be reproduced in the great phonograph of human life."

"Are we not ourselves records as well as record-makers, reproducing constantly, as a sort of human condensation, the words and acts that have been spoken at or into us?"

"Words and conversations are fraught with vital importance. They call for the exercise of the greatest care in their selection and use. We inscribe them as records to be reproduced in the life of those around us, and their effect must be to either inspire and encourage or to dishearten and discourage, to broaden and develop or to warp and destroy."
EXCITEMENT ATTENDS PHOTOGRAPHING OF ARTIST.


The Sterling Piano Co., which conducts magnific- cent quarters at 538-820 Fulton street, Brooklyn, N. Y., has installed the full Victor and Victrola line in its establishment, having just finished building and furnishing spacious quarters in the base- ment, where to make a very attrative home for these well-known products.

The department was formally opened Feb. 23 with one of the largest and most comprehensive assortments of Victor talking machines and records available.

It is no uncommon thing for a prominent artist who has sung for one of the big talking machine companies to be photographed in the attitude of listening to a favorite number as it is reproduced by the talking machine, but it is a question if the taking of the photograph of such an artist has been accompanied by such exciting experiences as attending the securing of the accompanying counterfeited presentment of Mme. Eleonora de Cisneros listening to her own voice through the medium of one of the new Edison disc phonographs, for which she has made a number of excellent and interesting records.

Mme. de Cisneros has met with wonderful success in singing prominent contralto parts with the Chicago Grand Opera Company, and is to be listed among the comparatively few Americans whose voices have won fame for them in the higher musical circles both at home and abroad. She is the wife of a Spanish nobleman whose lineage dates back for centuries.

Arrangements for taking a series of photographs of Mme. de Cisneros were made some time ago, and in order to add color to the views it was decided to take the pictures in the singer's apartment in the Hotel Majestic, New York. The artist donned a stunning gown, assumed the proper attitude and announced to the photographer that all was ready, whereupon the machine was started playing.

Those engaged in the work, however, had not reckoned with the Madame's prize bull terrier pup, who remained an interested but quiet spectator until the voice of his mistress began to issue from the phonograph. At first the dog was puzzled and distinctly puzzled, not knowing how to meet the situation. Then, suddenly, he became aware of the fact that all was ready, whereupon the machine was started playing.

When the fracas started the Edison representative and the photographer tried to head off the canine cyclone and save the machine, but one good look at the onrushing pup convinced them that the top of a convenient piano had many more attractions for them than the floor, and they at once worked on the mental suggestion, viewing the rest of the one-sided battle from the standpoint of the customer rather than his own.

The Columbia Graphophone Company, Tribune Building, New York

SUPPORT MUST BE EARNED.

President-elect Woodrow Wilson.

The Community does not owe the Merchant Anything That He Has Not Won for Himself—Service the Real Factor That Aroused.

"The Community does not exist for Business, but Business for the Community."—President-elect Woodrow Wilson.

The gentleman who will occupy the White House for the next four years—or more—has a neat and striking way of dressing an old truth in a new garb, a happy example of which is above given. For the truth in his oration is as old as the trade caravans of Abraham, and yet so new that it is worth the while of any merchant, old or young, to take an hour off for its consideration. If any man in trade gets the idea that his town or city owes him its support, the sooner he relieves himself of that pleasant but dangerous delusion the earlier will be the discovery of his proper relation to the life by which he is surrounded.

The community owes a man only for what he does in its behalf. In many cases he may be thankful that he can collect this much, says the Hardware Dealers' Magazine. "The investment of capital in a store; the laying in of a stock of goods; a fine display—these are no claims whatever on the community in which a man may resolve to do business. No one is coming into a store because the proprietor is in need of customers; no one will purchase an article because the seller hopes to make a profit on the sale; not a person in the town will consider it his duty to buy. The only reason why a man buys goods is because he needs—" or thinks he needs—them. The only reason why a man goes to this store or that is one of convenience, perhaps, in the beginning, but one of attachment in the long run.

The sort of service he gets in that store is the one thing that makes him a permanent customer, and that holds him or drives him away. Into that essential element much enters; in fact, in its best sense it is a combination of all the business virtues. No merchant needs to be told what these are.

But many a merchant does need to be told that in these days people must be lured into the store not because they can do good to the merchant, but because he can do good to them. It is their interests that must come first; not his. It is their desire that must be excited; their attention won; their requirements, even their foibles, cared for accordingly.

The merchant is wise who will occasionally go into the street and look at the store from the standpoint of the customer rather than his own.

It is better salesmanship to help a customer buy something than to sell him something. In the first instance you have his assistance; in the second you must go it alone.

A recent addition to Columbia representatives in the "Blue-grass" State is Carl R. Kiener, of Paducah, Ky. Mr. Kiener has been a very successful piano merchant for a number of years, and his initial order with the Columbia Co. called for a representative stock of machines and records.
Now

is the time to jump into the fast-moving, business-increasing procession of

The Edison Phonograph

The instant Mr. Edison put his machine on the market and followed it swiftly with remarkable improvements, the alert dealers began to seize the opportunity for large profits. They concentrated on the Edison line.

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

came the business.

The Blue Amberol

a record practically unbreakable, perfect in tone, constant in pitch—

The Amberola

a wonderful instrument musically and mechanically—

This combination with other big Edison features has built up the sales to a point where you can't afford not to get into the game.

Ask an Edison dealer about it right away.

THOMAS A. EDISON, Inc., 59 Lakeside Ave., Orange, N. J.
PRICE stability is necessary to the maintenance of substantial business conditions; for with prices crumbling there will appear at once, as a natural sequence, a demoralization of conditions, which can have no other effect than to reduce the profits of the dealers in any line of trade.

Take an industry like talking machines, which creates a specialty and one which requires careful treatment. It will be seen at once that if we destroy price stability the trade structure which has so carefully reared is liable to be seriously threatened. We have at once introduced certain elements which will have the tendency to shake the foundation.

Suppose a man wishes to raise a certain amount of money for city business to become concentrated in a few big stores and in the chain store system; the country surrounding each city is likewise drawn upon. The tendency is, he says, through the influences improperly exerted upon the people, for city business to become concentrated in a few big stores and in the chain store system; the country surrounding each city is likewise drawn upon. The frequent practise of large concerns is to take standard prices and then advertise at prices radically below what they have always paid. He thinks, “What an exorbitant profit there must ordinarily be to prevent publishers fixing prices on copyrighted books, as a basis of his discussion of patent rights, and, contrary to the general rulings of the higher courts, he would give the patentee no more privilege than the owner of a copyright.

But as this decision is to be reviewed by the higher courts it has now exact bearing on present-day decisions, for, as previously remarked, all relevant decisions handed down by the courts of last resort have been in favor of the power of manufacturers to fix prices on patented articles.

Every dealer and every jobber should realize the importance of the maintenance of prices, and every effort should be brought to bear to prevent the National Legislature from passing laws which, if passed, will have no other effect than to smash and disrupt stable conditions.

We are too prone nowadays to look with indifference upon measures which are up for consideration by State Legislature or National Congress. We defer action until obnoxious measures have become a part of the law of the country. Then it is too late for action. The time is past.

Take the Oldfield bill, which died a natural death with the last Congress. Its revivals should be opposed by every business man in the country. We have given reasons in former issues, but the fundamental reason is this—it will destroy stable conditions. It will disrupt industry. It will reduce legitimate profits of labor and investment.

PRICE maintenance is something which interests men in all trades, and on this subject W. H. Ingersoll, of R. H. Ingersoll & Bro., contributed an interesting article to a recent issue of Leslie's, entitled “Let the Buyer Beware—Need of One-Price System.” He believes that price-cutting and so-called “sales” work a hardship on merchants doing an average business, and also draw trade from smaller towns to larger ones.

The tendency is, he says, through the influences improperly exerted upon the people, for city business to become concentrated in a few big stores and in the chain store system; the country surrounding each city is likewise drawn upon.

A frequent practise of large concerns is to take standard goods known by name and trade-mark to the public and offer them at an actual loss. They select a few articles which everybody knows to be reliable and worth a certain amount and offer them at astounding reductions, and in the same advertisement include many so-called reductions on goods which the people do not know and on which a large profit is made—the public drawing the inference that because the well-known goods are slaughtered the others are too. Of course, on the day of sale, matters are so arranged that very few of the “leaders” actually get sold. Suppose a man wishes to raise a certain amount of money quickly. He could place a talking machine stock on the market at slaughter prices. He could make sales and get his money, but at a frightful cost of not only future profits to himself but to the entire trade in his vicinage.

The dealers cannot appreciate too keenly what price stability means to them, not only in present-day profits but future profits.

A recent court opinion regarding the right of a manufacturer to control the prices at which patented articles may be sold has had a tendency to mislead many, particularly those not acquainted with the actual conditions surrounding the case.

The fact remains, however, that the leading judges of the country and the highest courts in the land have ruled time and time again in support of fixed prices based on patent rights.

In this connection, Louis F. Geissler, general manager of the Victor Talking Machine Co., Camden, N. J., points out elsewhere in The World that "The Victor contract has been carefully drawn, based on decisions of the United States Supreme Court. It has been sustained before the United States Court quite a number of times, and by the United States Courts of Appeals a number of times, which would seem to justify us in believing that it is pretty well seasoned legally." He also adds that "The Victor system can only be invalidated by an act of Congress changing the United States patent rights."
much less." How can a buyer be expected to know that the goods are advertised at prices often below actual cost with the idea, not of selling them, but of drawing people in to buy something else?

The remedy proposed is to let the maker regulate the retail price at which his goods are sold. Since the price which he himself receives is in no way involved, his whole concern is in adopting measures which will result in the widest use of his products; this is exactly what legitimate retailers also want, and it is to the interest of the public. The benefit to the public is not so clear until one reflects that uniform prices mean uniform consumption, which in turn enables mills to run regularly and economically and permits plans to be made for months in advance, which allow the maker to put the most money possible into his quality.

Experience has forced us for the general good to establish uniform freight rates to all, uniform passenger rates and uniform insurance rates. Why not enjoy the same advantages on articles of national consumption?

The value of the show window as a trade stimulator has been discussed so often in The World as to be a rather hackneyed subject, and yet there is no one feature of store management that is so productive of results as the window.

It is a mirror, so to speak, of a man's way of doing business. The dirty, slovenly, carelessly kept window is the surest indication of the slovenly, unprogressive business man—one does not in such a window look for evolution.

This is not a matter of theory, but a condition that is irrefutable. In certain sections of New York and other cities there are talking machine stores that do not reflect enterprise or progressiveness in their management, judging from their windows and the layout of the machines and records in the stores.

The writer happened to venture into one of these establishments some time ago, and in the course of a chat brought up the matter of window display and arrangement. It was evident that some lines of business which allow the maker to put the most money possible into his display, and whose store stock is shown in a manner to invite the customer's attention, are getting better results than the window.

The enterprise or indifference.

He accounted for the situation by stating that he was so busy that he had really not given this matter the consideration it merited, or view it from the standpoint now presented.

He was a man, fortunately, who received these suggestions in the spirit intended. He inaugurated a new policy at once.

Powerful Tungsten lights were installed, and the talking machine stock and records were displayed in a manner to attract not only attention during the day, but particularly during the evening. He arranged his stock in the store so that he had room to accommodate fifty people at recitals. The entire establishment was transformed into an up-to-date salesroom that attracted buyers, and it got them, too.

When the writer visited this place about a week ago he congratulated the owner on the new enterprise, and his own confidence in his window and store, and was informed that this change had brought about marvelous results in increased business. He said: "I had really given this matter little consideration until you emphasized that business men and their methods were judged by their store windows and store display. That anybody should have this opinion of me pained me exceedingly. I awoke to the situation at once, and you see the result. What pleased me most, and what now please you, is that this store has a better class of customers than I have ever had in the past, and my experience proves conclusively that it pays to have a well lighted, attractive store."

O

One would think that in New York City, where window display has received more consideration than perhaps any city in the world, talking machine men would be alive to every opportunity to attract the attention of the public to their windows, and yet there are, we regret to say, some dealers in the upper part of New York who apparently pay little attention to the value of window display. These people would willingly pay a salary to a salesman, and yet there is no salesman who can bring better results than the window. It works day and night without overtiring charges—it is a perpetual reminder of the dealer's enterprise or indifference.

These remarks do not apply alone to New York. Go where you will, whatever the city may be, and you will find that the talking machine dealer who has a well-lighted window, attractively displayed, and whose stock is shown in a manner to invite the consideration of the public is winning out as against those who are neglectful and indifferent.

"There is no excuse for a dealer, over-looking window value, but in the talking machine trade there is none, for the talking machine manufacturers provide window displays that are out of the ordinary and which never fail to attract crowds to a store.

Modern merchandising must be conducted along progressive lines, and this means utilization of any and every means that will attract public attention to the products handled, whether it be through the advertising columns of the local papers, recital program, or through the exhibits of the store windows or show displays. Everything counts, and, mark you, the people who are making the most money are those who are putting this progressive policy into force.

RECORDS OF THE INDIAN TRIBES.

Great Gathering of Indian Chiefs in New York

Recently Aroused Fresh Interest in the Records of Indian Songs

It was a remarkable assemblage of chiefs of the various tribes of Indians, which are now fast disappearing, that met in New York on Washington's Birthday to help President Taft lay the cornerstone of the monument to the Indians, to be erected, thanks to the enterprise of Rodman Wanamaker, at Fort Wadsworth, overlooking the Lower Bay of New York. It afforded a great opportunity to moving picture men and talking machine recorders to secure pictures and records of a number of Indian songs which have been recently secured, said:

"From the standpoint of the scientific student of folk song, all these Navajo songs which I have had the opportunity to study are extremely interesting. This interest, too, is of several different kinds. The Navajoes, like all other makers of folk music, use their songs as a medium of poetic and emotional expression, and it is very interesting to note the quantity of melody they employ for this purpose. One may note the range and kind of intervals, the kind of rhythm and meter and the quality of tone which these people find appropriate to the expression of certain ideas and feelings. The most extraordinary thing about the Navajo is his complete possession of the world songs in these particulars with the corresponding songs of other tribes and races would be a most interesting ethnological study, especially as the innermost life of all our aboriginal tribes is embodied in their music. So far as I know, all their prayers and expressions of religions feeling find outlet in song. So do all the deeper social emotions, and the historical records of the tribes, the traditions of noble deeds, the memories of good and bad fortunes received at the hands of the gods, and what is called modern history."

George P. Metzger, the energetic and popular advertising manager of the Columbia Graphophone Co., sailed Thursday, March 6, on the steamer Esperanto for Progresso and Merida, Yucatan, Mexico. Mr. Metzger will probably be away about two weeks, and, according to his own statement before sailing, will take with him a bundle of work which would take up about two months of his time in the office to accomplish, but which he confidently predicts will be all finished at the end of his fortnight's trip. Yucatan is far removed from the scene of the Mexican war disturbances, and so no fear need be entertained as to Mr. Metzger's safety.

SAILS FOR SOUTHERN CLIMES.

An important kind of advertisement should always be a local one. It is not only necessary, but essential. This will not only help build up the community in which you live, but is the quickest and most up-to-date route of telling them what you have for sale. Always keep in touch with your local newspaper man, who does more to build up his community and for less money than anybody else except the hardware merchant.

SUPPORTING THE LOCAL NEWSPAPER.

Devote your energies to the man who can pay for what he gets.

He who can sell is a success—others may be.
TRADE CONDITIONS IN BALTIMORE.

Lenten Season and Inauguration of President Wilson Have Had No Effect on Business Activity in Talking Machine Trade in Monumental City, and the Outlook as Expressed by the Leading Establishments is Excellent.

(Special to The Talking Machine World.)
Baltimore, Md., March 6, 1913.

The Lenten season and the arrangements which most Baltimorians made to attend the inauguration of President Wilson seem to have had a slightly deterrent effect upon the talking machine trade during February. While business was not at all bad, it was not quite up to the performance of the full months and January. The dealers, however, are just as confident and optimistic as ever concerning the future of the trade, and they predict that March and the spring months will show a great improvement over the good results obtained during the same period of 1912.

Manager W. C. Roberts, of E. F. Droop & Sons Co., said that the Victors had a comparatively good run during February, and considering the short month and other events that transpired, the results were very satisfactory. Mr. Roberts made a trip to the Victor plant during February. "February held its own very well, when you take into consideration the several features that prevailed as against the other preceding months," is the way Manager F. A. Denison, of the local branch of the Columbia Phonograph Co., puts it. "It was a short month, and we must all consider that a great majority of Baltimorians, like those of other States, were concerned with the inauguration of President Wilson, and, consequently, this was bound to have some effect on business. But while, our sales for February showed up very satisfactorily, and we passed the business for the same month during 1912."

"You can say for me that I am well satisfied with the business done during February. It is true that it was not quite so brisk as the several months previously, but we must take into consideration the many things that had a tendency to keep the minds of the people off the spending or money for talking machines, etc."

Thus Manager M. Silverstein, of Cohen & Hughes, puts it. This firm handles a big line of the Victors, and Mr. Silverstein simply says, "Watch me during March and the spring months."

The Sanders & Stayman Co., through Manager Albert Bowden, announce a fair business as compared with the previous months, and hold out bright prospects for results during March, April and May. The firm has a nice display of Columbia and Victor machines and records.

CATERING TO THE WOMEN.

Some Pointers for Dealers Who Are Neglectful of the Woman as a Buyer or as an Influence in Selecting Permanent Investment for the Home—Usually Chose Better Glass Records.

As the woman is the buyer of what goes into the average home or is, at least, consulted about the purchase of what may represent a permanent investment such as a talking machine, it would seem quite logical that the dealer should cater to the woman. Formerly the retailing of talking machines seemed to be surrounded by a sort of undefined atmosphere of the dealings thereto belonging exclusively to men.

This is the idea expressed by one dealer recently, who stated that in thinking over his own business in talking machines and the possibilities of enlarging that branch, it suddenly occurred to him that his store had not been visited by many of the women of the town. Most of his sales of better class types had been made in the homes, the consent to a trial at the home having been invariably received from the man of the house.

This dealer's soliloquy led to his adopting means of interesting the women of the neighborhood, of so arranging and furnishing the department as to appeal to feminine instincts. His advertising was directed to the women, and in various ways this dealer stated that he elicited the interest of women to an extent that sales were visibly affected for the better. One or two recitals given at afternoon teas in private homes, he found an excellent advertising medium. By playing on one of the best machines a number of the higher grade records of music especially suited to a gathering of women, most of whom claimed some musical taste, an interest was awakened, and inquiries from the better homes of the community resulted.

In this case a young woman from the store had charge of the machine, conveying, better than words, that a woman could easily take care of and play the talking machine. In many ways, this dealer stated. studious effort was made to get women interested and at the same time the men did not cease to be interested.

Another feature his experience brought out, says the Canadian Music Trades' Journal, was that, though in most cases harder to persuade to buy the better type of machine, women usually choose the better class records. It is also true that in dealing with women, the salesman is less prone to bring out the less staple titles.

A change has been made in the management of the O'Neill-Adams Victrola department, W. M. Hotaling taking charge this week.

Here's the Point

Profit and Satisfied, Repeat, "tell-their-friends about you" customers.

We know this is the crux of the whole matter, because our position is identical with yours.

So "The Udell Guaranteed Line of Cabinets for Talking Machine Records" is built to make you profits.

Udell designs are fine. They harmonize with the lines of the Talking Machine they are to be used with. The finish and workmanship are Guaranteed. The range of price takes care of every customer.

Surely you want our Catalog No. 41 and supplement just off the press.

Where do we mail yours, Friend? Where?

THE UDELL WORKS,
Sales Department
Indianapolis, Indiana.
The Best Selling Accessory  
In Talking Machine History

NOSET  
The Autostartstop

MEANS AN EASY SALE to every new-machine-buyer and to most present owners. It means an unusual profit on every sale. It helps to sell instruments and it keeps owners pleased.

YOU CAN PROVE every one of these statements.

NOSET is the only automatic start-and-stop device. It starts the turn-table automatically when the tone-arm is moved to the right and stops it automatically when the record ends. It does this without fail, on every record, long or short, and

NOSET needs absolutely no setting, no adjusting, no regulation. It attaches instantly with the turn of a thumbscrew, and once attached need never be touched again. It cannot get out of order or wear out—no springs, gears, screws, triggers or batteries. Fool-proof, wear-proof, time-proof.

ASK YOURSELF whether Noset won't help you sell instruments—by making the operation of the machine look supremely simple—by making the timidest prospect feel sure he can operate it.

ASK YOURSELF whether present owners won't welcome Noset—won't be glad to have their instruments made self-starting and self-stopping.

ASK YOURSELF whether you couldn't use the unusual profit you'd make on every sale.

YOU'LL SAY: "YES, if Noset really does all this."

LET Noset itself prove that. Just get it from your distributor (if he hasn't it, we'll have your order filled for you), try it out as long and as hard as you please, and if you don't find every one of these statements absolutely true, send it back and get full credit for it, without argument.

THAT'S OUR GUARANTEE. TEST IT.

Nickel, $4.50; Gold-plated, $5.00. Discounts on Request.

Condon-Autostop Company  
Manufacturers of Talking Machine Accessories
26 Front Street, New York
Columbia product to-day not merely produces bigger profits, per sale, or per dollar, or per hour, than almost any other line of merchandise now being sold, but it adds to the appearance of the store and to the prestige of the business.

From "Music Money"—a free book you ought to have.

Columbia Graphophone Company
Tribune Building, New York

TO MOVE TO LARGEST OFFICE BUILDING IN THE WORLD.
Headquarters and General Offices of the Columbia Graphophone Co. Will Be Located on the Twentieth Floor of the Famous Woolworth Building, New York, After April 15—Has 10,000 Feet of Floor Space at Its Disposal—Will Be Handsomely Equipped.

The Woolworth building, Park place and Broadway, New York, the tallest office building in the world, will be the home of the general offices of the Columbia Graphophone Co. by the 15th of next month. The company has leased one-half of the entire twentieth floor of this mammoth structure, and, according to present plans, will start moving into its new headquarters the last week of this month. Incidentally, the Columbia Graphophone Co. will have the honor of being the first concern to be established in the world famous Woolworth building, unless its plans are unavoidably delayed.

Owing to business expansion, the administration and executive headquarters of the Columbia Co. have been inadequate for some time past. By leasing one-half of the entire twentieth floor of the tallest office building in the world, the Columbia Graphophone Co. will have at its disposal the use of 10,000 square feet of space, which should permit it to have plenty of room to expand when circumstances necessitate it.

In the new quarters, the general officers will all be grouped together as one family and on one floor, making necessary office intercourse an easy and simple matter, and saving much time which is now lost by the members of the staff being obliged to walk around halls, as is the case in its present quarters. The executive officers of the company and the various department heads are now busily engaged in laying out plans for the new offices, and owing to the ideal location of its new home and the architectural arrangements of the Woolworth building, every office, large or small, will be provided with unexceptionable lighting facilities. The present plans include the installation of considerable new furniture, and when finally pronounced ready for occupancy, the new offices will be unsurpassed as regards adequate working facilities, tastefully decorated reception rooms and comfortable and refined furnishings. The executive officer and heads of departments will all be located in individual private offices, thereby enabling them to receive and enter all visitors with a maximum of convenience, and every department now housed in the Tribune building, including the Diataphone, legal and educational departments, will become members of one large family in the Woolworth building, on one floor and in one group.

The business of the Columbia Graphophone Co. has made such rapid bounds in the past few years that the company has often felt severely handicapped by its lack of sufficient room to carry out the detailed ideas of the staff in the proper handling of the enormous amount of correspondence and routine matters necessary in the conduct of such an extensive business as the Columbia Graphophone Co. is now doing. The remarkable increase in the past year in the company's business demonstrated more clearly than ever the imperative need of its removal to larger and more adequate quarters.

In finally selecting the Woolworth building as the location of its new home, the Columbia Graphophone Co. has chosen a building whose fame is world-wide as the tallest office building in the world. Situated in the heart of the most desirable business district of New York, and easily accessible to all modes of travel, the Woolworth building offers an unsurpassed location for such a widely known concern as the Columbia Co. Its handsome appearance and ideal working facilities have been the subjects of countless articles in the newspapers and national magazines. The building has every known convenience for tenants, including a swimming pool, shower baths, safety deposit vaults, and 28 high-speed elevators equipped with every known safety device.

UDELL SPRING SUPPLEMENT.
Illustrates and Describes Many Interesting Styles of Cabinets for the Talking Machine Trade That Will Doubtless Attract.

The Udell Works, of Indianapolis, Ind., whose cabinets are widely known and appreciated for their intrinsic worth, have just issued a spring supplement showing an exceedingly fine line of cabinets for talking machine records that should interest the trade.

The Udell Works are carrying a line of cabinets that supply the needs of people in all circumstances, and fit both in woods and finish the various machines on the market.

Judging from the way orders are reaching the Udell headquarters, it would seem as if the talking machine trade was looking forward to a very busy and successful year.

TO OPEN NEW QUARTERS.

The Minneapolis Phonograph Co. intends to open a branch store on Nicollet avenue, having leased the corner store at Ninth street in the Pierce-Walton block.

Work out your own formula for making good, but use this as a guide: "Just love the game with all your heart—and hustle."

Fishing for business is like fishing for fish. To be successful use good bait.
The Right Record

WITH

The Right Surface

U. S. Everlasting Records meet these conditions in every particular, and are the only records fulfilling this demand.

The construction of U. S. Everlasting records is indestructible throughout—not partially. Dropping them to the floor does no harm. They will not break in handling. They are true to name—everlasting.

We invite—yes challenge comparison—with any indestructible or semi-indestructible record on the market. Compare the surface of U. S. Everlasting Records with any other so-called indestructible records by playing them side by side. A trial will give you ample evidence—the results convincing as to the supremacy of U. S. Everlasting Records.

The April list of U. S. Everlasting Records will meet with the unqualified approval of the most critical. Your copy is ready for you—also our complete new record catalog. Ask for them today and make the comparison suggested above. It is to your advantage.

THE U. S. PHONOGRAPH COMPANY

ASSOCIATED WITH

THE BISHOP-BABCOCK-BECKER COMPANY

CLEVELAND, OHIO
The Trade in Boston and New England

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

New Edison DISC Phonographs and Records

Since the introduction of the New Edison DISC Phonographs and Records at the Boston Electric Show, the interest is world-wide. 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.

Endorsement from School Authorities.

In the report of the Boston School Committee, just issued there is a hearty endorsement of the Edison Phonograph and some records at first, and some records every month thereafter.

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 thereafter.

The opportunities for building a large and profitable business are without precedent.

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

The Pardee-Ellenberger Co., Inc.

Boston, Mass.

96 State Street

New Haven, Conn.
and a Gramophone de Luxe was used with splendid effect.

Henry Winkelman Reports Ditson Progress.

Henry Winkelman, manager of the Victor department of the Oliver Ditson Co., is the busiest man these days. Trade conditions during February were extremely good with this house, and the large staff of clerks have kept on the jump right along.

Edison Disc Phonograph Heard.

A number of invited guests attended the opportunity to hear a demonstration of the new Thomas A. Edison disc phonograph, which took place in Red Men's Hall, Central street, Worcester, Mass., on an evening late in January. The audience included a number of the leading people of the town, and was enthusiastically successful in every way.

Many Victor Sales at Chickering & Sons.

The past few weeks have gone along remarkably fast. Mr. Urquhart has made several notable sales of Victor outfits in the past fortnight.

THE TRADE IN BOSTON AND NEW ENGLAND.

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

About all the musical people of Montpelier, Vt., attended the concert of the Edison disc phonograph, at the college-Halliard Building, during the latter part of January, and E. J. Seguin states that there is the keenest interest in the city over this latest style of phonograph.

Busy Reports from Worcester.

The Worcester Phonograph Co., at 11 Trumbull square, Worcester, is meeting with great success, and business in the past few weeks has gone along with a veritable boom. All the various outfits carried by this house are constantly being called for.

Movements of Columbia Men.

Manager Arthur Eiserman, of the Columbia Phonograph Co., was over in New York a short time ago, visiting the Columbia laboratories. He expects to make another trip over in the course of the next fortnight.

H. A. Yerkes, the wholesale manager of the Columbia Co., was in town for a short time the past week, coming over here in regard to a big deal. Mr. Yerkes said that never in the history of the business has he seen such a shortage of products at the factory as at the present time. January and February were remarkably busy months, and the demand for disc records at times was heavier than the factory could supply especially on some of the most popular selections. Mr. Yerkes is looking for a remarkable year, far larger than the trade has ever known.

H. R. Skelton Exhibiting in Brooklyn.

H. R. Skelton, the traveling man for the Thomas A. Edison Co., Inc., is in Brooklyn, N. Y., for the fortnight, where he is in charge of the Edison disc machine exhibit at a local food fair. Mr. Skelton is giving informing and entertaining demonstrations of this wonderful machine the same way that he did when he superintended the exhibit that was given at the Mechanics Building last fall.

C. T. Shearer Co.'s Big Opening.

The C. T. Shearer Co. at Worcester, more widely known as The Stvr Store, had a big opening lately, and the public that inspected the establishment found one of the most conveniently arranged talking machine stores. There are three sound-proof rooms done in white and gold with leaded glass windows, and the Columbia goods that are handled are exhibited in a very attractive manner. The Columbia department is in charge of Miss Guilbault, who has been instrumental in building up a large business in Columbia outfits.

To Handle the Columbia Line.

The late H. Henry Co., of Cambridge, has just closed a contract whereby it will handle Columbia machines and records. This company has an establishment conveniently located, and the prospects are good for a large business.

Mr. Schnitzer in Charge.

The O'Shea Furniture Co., of Lawrence, N. H., one of the largest stores in central and northern New Hampshire, has just placed Mr. Schnitzer in charge of its Columbia department, and the latter went down to Boston a fortnight ago to spend a few days at the Boston office of the Columbia Co., where Manager Eiserman gave him his personal attention in informing him as regards the fundamentals of the business.

Looks for Immense Business.

Manager Stillman, of the Pardee Eilenburger Co., reports a large call for the Edison products, and this is especially true about the new disc machines and records. All kinds of inquiries both in person and by letter 'pose are daily being received at the Batterymarch street headquarters.

NEW DEALERS IN BANGOR.

Three Concerns Take on the Edison Disc Line — Establishments Well Fitted Up.

(Beginning of The Talking Machine World.)

Bangor, Me., March 10, 1913.

Three new parties have entered the talking machine business in this city lately, taking on the Edison disc line. These are: Chandler & Co., Otis Skinner Optical Co. and the Arthur Guth Pianot Co. Each has bought an initial order of $5,000, which show their faith in the Edison goods is most pronounced. These establishments have fitted up special rooms to demonstrate the Edison disc machines, the Otis Skinner Co. especially having most attractively arranged display quarters, which is still located in the central part of the city.
TRADE OUTLOOK IN WISCONSIN NEVER BETTER.


(Mostly to The Talking Machine World.)

Milwaukee, Wis., March 10, 1913.

If the talking machine business continues to improve during the remainder of the year as it did during January and February, it is certain that 1913 will break all previous records. Business received thus far in March is way ahead of that experienced during the corresponding period a year ago. The shortage in some types of machines which was experienced for several weeks after the opening of the new year has been overcome in most instances. Jobbers have caught up with their back orders promptly.

A really enormous record business is being done at the local stores. Demand for records is increasing rapidly, only a natural result of the steady gain in the sale of machines. Dealers are all pleased with the March records in the Victor, Edison and Columbia lines.

The Kinetophone, Thomas A. Edison’s new talking picture outfit, has taken Milwaukee by storm. The pictures first made their appearance at the Majestic Theater on February 24, and are still being featured at the vaudeville houses.

The wedding of Miss Emma Krech, a popular young lady connected with the McGreal retail store for some time, and Harry R. Fitzpatrick, assistant manager of the Wisconsin Talking Machine Co. and now connected with the office of Sheriff Lawrence McGreal, was held in the Kunde store on the 18th, after a short wedding trip, Mr. and Mrs. Fitzpatrick are at home to their friends at 650 Forty-first street.

One of the interesting social events which preceded the Fitzpatrick-Krech wedding was a stag dinner given in honor of Mr. Fitzpatrick at the Gargoyle on February 18 by Joseph Gannon, assistant manager of the Wisconsin Talking Machine Co., and Lawrence McGreal, sheriff of Milwaukee county, who recently disposed of his interests as Edison jobber to the new Milwaukee Phonograph Co., will open twelve credit clothing stores this year in Wisconsin and Michigan. Associated with Mr. McGreal will be the other members of the Lawrence McGreal Clothing Co., recently incorporated for $100,000, but which has conducted a clothing store in Milwaukee for several years.

CONDITIONS IN SOUTH AND WEST

Remarkably Good, Says George W. Lyle, General Manager of the Columbia Co., Who Returns to the City This Week.

George W. Lyle, general manager of the Columbia Graphophone Co., returned to New York Monday after a four-weeks’ trip through the important business sections of the country. Mr. Lyle speaks enthusiastically of conditions in the talking machine field, and states that the Columbia dealers are doing an excellent business. A feature of the current trade is the pronounced increase in the demand for the higher-priced machines over the high-grade business done any previous years.

Mr. Lyle noticed a steady demand in all sections for the high-priced “De Luxe” and “Regent” types of machines, which are rapidly growing in popularity. The Columbia “Grand” is admired and praised in all parts of the country, and many establishments in the South and middle West had disposed of their first instrument a few days after its arrival from the factory and were planning to quickly sell their next instrument as soon as it reached their stores. Mr. Lyle attributes the trade in the higher-priced styles to the elevating tendency of the Columbia Grand.

The keynote of modern business is service. You cannot put anything in your store that will yield no profit and expect it to do well. If an order comes over the ‘phone, it does not make any difference if the man says “this afternoon will do”; send it at once.
"No. 14" The Dollar Needle Cutter

"No. 14" is guaranteed to make any fibre needle good for at least FOURTEEN records.

"No. 14" is guaranteed to give a perfect playing point—sharp, clean, even—every time.

"No. 14" is guaranteed not to get out of order or wear out—to be sharp and to stay sharp.

"No. 14" is supremely simple—just slip in the needle and snip—no directions needed.

"No. 14" is compact and good looking—leave it on the instrument, or carry it in a vest pocket.

"No. 14" sells for ONE DOLLAR, and leaves a very attractive profit for you. (Gold plated, $1.25. Discounts on request.)

"No. 14" is the cutter you need, the cutter your customer needs, the cutter the needle needs.

Sold through distributors. If yours can’t supply you, send us your order direct and we’ll have it filled for you.

You’ve been waiting a long time for a perfect cutter at a reasonable price—don’t wait any longer. Order "No. 14" to-day.

Condon-Autostop Company
Manufacturers of Talking Machine Accessories
26 Front Street, New York

(Ask for a sample of DOLCETONE, the Tone Filter. Purifies, softens and sweetens sounds. Installed instantly. Lasts forever. Simple, inexpensive, efficient.)
SOMETHING ENTIRELY NEW
In a Perfect Cabinet for Disc Records

Made to Match Your Store Fixtures
Every Dealer Should Have a Sectional Cabinet

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.

DEALER'S RECORD CABINET

INDEX

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 helper 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 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.

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.
THE TALKING MACHINE WORLD.

FROM OUR CHICAGO HEADQUARTERS
ROOM 806, NO. 37 SOUTH WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

(Especial to The Talking Machine World.)

Chicago, Ill., March 8, 1913.

The talking movies are here, have been here for several weeks and the town is at their feet. The Chicago representative of The Talking Machine World has seen them and has pronounced them good. Great in present accomplishment and rich in still greater promise of still greater things in the future.

Here are extracts from a couple of the daily criticisms. All the papers devoted a great deal of space to the talking pictures; said, in effect, that they would still further enhance Mr. Edison's already great reputation.

Richard Henry Little, the humorously inclined critic of the Chicago Examiner, said:

"Vaudville comes to this front with the week's real dramatic success of the season. It's extremely hazardous to make predictions about how long a new show will last, but I can cheerfully say, beloved hearers, without fear of contradiction, that here is a show that will run not only for weeks but months and also years. That's a pretty large order, but then you don't know what I'm talking about. Come to that.

"The new show, book and all, was written by Thomas A. Edison. While it is not the first success he has put before the public it is the one that is going to be most popular with theatrical audiences. The name of the piece is the 'Kinetophone.'

"We have had what were called 'talking pictures' before, but after seeing and hearing the 'Kinetophone' the old-time 'talking pictures' seem as archaic as an ox-cart, compared to an automobile. In the old 'talking pictures' two or three people stood behind the screen and spoke words more or less appropriate to the action that was being revealed on the screen in the moving pictures. One earnest athlete armed with guns, horns, sandpaper, a wave machine, an automobile horn and four hundred and seventy-five other different kinds of noise producers stood ready to give a realistic imitation of anything from the blowing up of the main to a bale-headed man slipping a jersey mosquito. But these 'talking pictures' lacked what we call in the drama 'convincingness.'

"For instance, one in over in one of the Halsted street 'talking picture' opera houses when a silk-hatted, elegantly attired gentleman on the motion picture screen spoke to the beautiful heiress and said, 'Say, dear, I'm clean dilly about you, and if you marry me I'll give you a swell flat an' you won't have to do your own washin'; how about it?' we failed somehow to be deceived into the idea that the girl understood the line. But the 'Kinetophone' is all that Mr. Edison has promised. The illusion is as nearly perfect as an illusion can be. The pictures do seem to talk. Every motion shown in the pictures that our eyes tell us should be accompanied by a sound is accompanied by just the sound our senses have taught us to expect. A man plays on the piano and we hear the notes as his fingers strike the keys. A violin bow is drawn across the violin, a book drops on the floor, a dog leaps into view, barking furiously, and the sounds come to us as naturally as though we were rewarding real people and animals and objects instead of a picture on a screen.

"The audiences looked as bewildered when the 'Kinetophone' began its performance as if I imagine Hottentots in Equatorial Africa must look when some explorer shows them a watch or a photographic apparatus. It can only be watched for a while. The talking is as natural as any talking can be and there are all the gradations of tone and inflections usually employed in speech.

"The audience at the Majestic Monday afternoon sat for the first five minutes of the 'Kinetophone' performance in the most stupendous silence I have ever known. The part of an assemblage of sixteen hundred people. Then suddenly, as if in response to a signal, the applause broke out in deafening volume and continued for two or three minutes. The telephone, the phonograph, the X-ray, color photography, the automobile, the aeroplane, all within a few years! And now the Kinetophone! Next!"

"The Wade Cutting Blade Fibre Needle Cutter No. 1

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 not exerting whatever to trim the fuselage naturally. A new blade every few months will keep the cutting edge of the WADE cutting blades the longest.

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

WADE & WADE,
1227 East 46th Street
CHICAGO, ILL.
meanings than do those of the wax cylinders on the little phonograph machines that are working overtime daily in the office of Everett Shaw, official circuit court reporter.

"The visit of the Steger case it was apparent that court reporters were in for a long siege of shorthand work and transcription drudgery." "Nevertheless, another barrier of insecurity;" they say, now in this case it might be worthier to be overcome by the word expediency, at least that is what it amounted to, for Mr. Shaw, distinctly conscious of the great Shaw publishing house, which is world-famed for its efficiency ideas, had one of his own, and in came the phonographs.

"After taking down the evidence of the first part of a story, he unfolds the story of the trial as recorded in the curves, dots and dashes of his shorthand notes. But the tale is not imparted in the usual way.

"Only into the ever-open 'ear' of one of the machines does tell his story. From one cylinder to another the story goes, as the smooth surfaces are scratched by the fine needle attached to the sensitive recording.

"Then the process is reversed. The 'governor' is adjusted and the phonographic story reeled at a slower rate, and as it's retold Miss Nellie Harrington, the district court reporter, begins to record it 'forever' with his trusty typewriters.

"And thus the phonograph has come to stay in stoutest sere and grey fields, for Mr. Shaw is greatly interested in the phonograph, while his assistants are even more enthusiastic in their praise of it."

Visitors to the City.

Samuel Goldsmith, that distinguished member of the Southport set of headquarters, who also has headquarters in Chicago, has bobbed up again smiling and busy as usual after a tussle with the "grip." M. P. Bank, of the Bank Mfg. Co., Beloit, Wis., spent a week in the city.

F. A. Smith, of Marshalltown, Iowa, was a recent visitor. Four years ago Mr. Smith bought out the Edie-Ward piano business at Marshalltown and now conducts it under the name of the Central Music Co., while his son not long ago bought out the talking machine and small goods business formerly conducted by Mr. Schweiter, making up the combination under the name of the local house of the Rudolph Wurtzburger, and has since run it under the name of the Smith Music Co.

A Wonderful System.

J. R. Cadell, of the inspection department of the Victor Talking Machine Co., spent several days among the jobbers and dealers in Chicago this week. His principal purpose was to examine the machines as they came in from the factory to see how they withstand the rigors of the journey, especially as to the condition the motors were in after the journey's end. Furthermore, this gives him a final chance to know to a certainty just how they get away from the factory. Just another instance of the wonderful organization of the Victor factory and system and the ceaseless series of check-ups. The "Victor Co. is never satisfied with product or system," said Mr. Cadell. "It wants to better both the machines and the company, and who prior to that was for many years connected in important capacities with the Chicago offices, is now manager of the Indianapolis branch, while Thomas DeVine, who has been manager of the Indianapolis branch for some time, will now devote his attention to the Dictaphone exclusively in the Indiana metropolis.

O. C. Cushing, who has been manager of the branch at Parkersburg, Ind., has now traveled over the halfway across the continent to take charge of the Columbia interests in Omaha, Neb.

P. A. Laurie, assistant and chief writer of the Columbia Co., and head of the traveling auditing forces, is a Chicago visitor. As the result of a most thrilling direction and examination made by the representative of The World, Mr. Laurie admitted that so far he had found nothing on the Chicago office except "good business."


The United Talking Machine Co., a newly chartered corporation for the manufacture of talking machines to be located in Chicago. The incorporators are Robert Johns, A. F. Johns and E. E. Johns.

Opens Columbia Department.

The F. G. Smith Piano Co., on Wabash avenue, has just opened a Columbia Graphophone department, handling the complete line of both machines and records. There is a fine window and floor display made on the ground floor, and the main department is on the third floor, where handsome booths and all that sort of thing. Mr. Keith also visited the various stores of the Twin Cities.

Mr. Mathias is consolidating both his stores under one roof.

He visited the departments of Foster & Waldo, of the North Central Co., Raudenbush & Sons, Howard Farwell & Co. and others.

He says that he saw some mighty fine stores, and saw evidences of a mighty prosperous business all along the line.

Within Our Gates.

Mr. Ohls, manager of the Victor department of the M. M. Claypool Co., Crawfordville, Ind., with branch music stores at Kokomo, La Fayette and other Hoosier cities, spent a couple of days in Chicago recently, visiting the various stores and departments, posting himself on selling plans, window displays, etc.

Paul Seeger, manager of the talking machine department of Edmund Gram, Milwaukee, spent a day or so at the Talking Machine Co., posting himself on the motor question.


Mr. Flenteye, who visits city trade for the Talking Machine Co., does quite a good business, works while he sleeps, so to speak, and couldn't possibly let a good prospect in his home town get by, although legally his activities are supposed to be confined to the city of Chicago. He has just established the enterprising firm of A. H. Denman, Salt Lake City, who bought all the Victor sales forces who sort of headquarters a long time ago, and now are scratched by the fine needle attached to the phonographic machine department of the Wisconsin Music Co. is making rapid progress under the direction of the capable manager, Mr. Hoffman. They are giving recitals which are proving most interesting, and are following up the good work with well-written and widely and judiciously distributed circulars. At Minneapolis, Mr. Keith says that W. E. Goyley, who has been manager of the Twin Cities stores of the Columbia Co. for years, but who was recently elected vice-president and director of the great corporation and who has now come to Chicago to assume the responsibilities of the new position, arranged beforehand his departure for the installation of Victor departments in both the Minneapolis and St. Paul stores.

The equipment will be unusually classy, the floor display made up a peep inside reveals a fairyland of beauty and artistry, the music being of the finest both in the North and the South. The phonograph booths are now being fitted up. A. D. Herriman, long in the Columbia service and a salesman and manager of high degree, is in charge.

Another Piano Store Opened.

W. W. Pusher, who conducts on his own hook a piano store handling the Cord pianos in connection with the Western headquarters of the Cord Piano Co. in the Republic building, has just added the Columbia line. This is the only upstairs exclusive Columbia department in the city so far as the writer knows, and it will, no doubt, prove a big success.

Columbia Grand Grafonola.

"The first of the Columbia grand grafonolas to reach Chicago was received here by the local office, and is now on exhibition as his handsome ware- rooms at Wabash avenue and Washington boulevard. It is of symmetrical proportions. When the pages of the one are turned to the other the machine is a fairyland of beauty and gratification, best of all, everybody goes into raptures over the tone. The general opinion is that the beautiful $900 instrument more than justifies all anticipate hopes for it."

These Are Leading Sellers.

M. M. Blackman, who has charge of the retail talking machine record department of Lyon & Healy, says that February has been a big success month in the artistic class are the intermezzo from "The Jewels of the Madonna" and "Where the River Shannon Flows," sung by John McCormack.

Patrick with Phonograph.

W. C. Patriek will travel for The Phonograph Co., the new Edison jobber in Chicago. Mr. Pat- rick is exceedingly well known, especially in the Eastern talking machine trade. For a number of years he was city salesman for Edison phono- graph, was later head of the Chicago branch of
Profits—That’s What We’re All After—Don’t Lose Them

Don’t lose 40% or 40-10% profit on a Machine or a Red Seal Record sale, by not having, or not being able to get the goods.

Pay a little more freight or express than usual if necessary, but get the goods.

Let distance and freight be no object when retail profits, prestige and service are at stake. Get the goods.

The business arms of The Talking Machine Company stretch over the country from Maine to California and from Minnesota to Texas. They are the largest Talking Machine Jobbers in the world, and remember they wholesale exclusively.

The Talking Machine Company
137 N. Wabash Avenue, Chicago, Illinois
the Edison battery department, and later was with
the U.S Phonograph Co. His many friends in the
trade will be glad to see him again in the field
under such favorable conditions.

Wurlitzer to Open Victrola Recital Hall.
The Rudolph Wurlitzer Co. is completing and
will throw open to the public about March 15 one
of the most attractive little recital rooms in the
city. The room is tastefully decorated, uncrowded
and contains about sixty-five people very com-
fortably. In it there will be given, every day, Vic-
trola recitals. In the back of the hall, facing on
Wall Street, there is a large show window in
which is displayed a full line of Victor talking
machines and accessories. The retail department
of the Wurlitzer Co. reports a continuation of the
favorable business which it has been able to render
for some months past. The record department
notes "Apple Blossom Time in Normandie" is
at present the best seller. E. H. Uhl, manager
of the Chicago branch, is on a trip, partly busi-
ness and partly pleasure, through the West Indies
and Central America. He will make stops at
St. Louis, British Honduras; Barrio, Guatemala;
Los Rojas, Costa Rica; Kingston and Calvo.

Wade & Wade Enjoy Good Business.
O. S. Wade reports that the demand for the
company's fiber needle cutter continues to wax
stronger. Not only are the old jobbers continuing
to increase in size.
The wide use of the fiber needle
gives the company an opportunity to expand.

Good Demand for Record Cabinets.
The Salter Manufacturing Co., of Chicago is,
enjoying an unprecedented call from dealers for
Salter felt-lined cabinets of the most expensive
type, showing evidently that the owners of phono-
graphs are enjoying their instruments to such an
degree that they are becoming more willing to
give both instruments and the company the care
that they are rightfully entitled to.

Daughter of John Kurzenknabe Dead.
John E. Kurzenknabe, one of the oldest and
best known of the local Rudolph Wurlitzer staff,
received a telegram March 7 which announced to
him the death of his daughter, Miriam, at Phoe-
rix, Ariz. Death was caused by tuberculosis.
Miss Kurzenknabe had just reached womanhood,
and her untimely taking away will be the cause of
much sorrow to many in the music trade who
have had the privilege to meet her.

Purchase Hargr & Blish Victor Stock.
The following letters are self-explanatory:

Dear Sir,—Your old jobbers, Harger & Blish, have sold out their Victor stock.

[Signature]

Dear Sir,—We have sold all of our entire Victor stock to Harger & Blish, who, we hear, have
sold it to Mr. Geissler, general manager of the Talking Machine Co. They have let us know
that you will receive on your future Victor orders has given us some thought as you have been a contracted Victor
dealer, who then and there took orders for something
else for your store.

[Signature]

Dear Sir,—We have sold our entire Victor stock to Harger & Blish, who, we hear, have
sold it to Mr. Geissler, general manager of the Talking Machine Co. They have let us know
that you will receive on your future Victor orders has given us some thought as you have been a contracted Victor
dealer, who then and there took orders for something
else for your store.

[Signature]

Dear Sir,—Your old jobbers, Harger & Blish, have sold out their Victor stock.

[Signature]

Dear Sir,—We have sold all of our entire Victor stock to Harger & Blish, who, we hear, have
sold it to Mr. Geissler, general manager of the Talking Machine Co. They have let us know
that you will receive on your future Victor orders has given us some thought as you have been a contracted Victor
dealer, who then and there took orders for something
else for your store.

[Signature]
10,000 Needles in 1

With 1 Phonograph Disc Needle you can play 10,000 operas, songs or pieces. The Permanent Disc Phonograph Needle does the work of 10,000 ordinary disc needles. Use it 10,000 times without changing. Made in three tones—Soft, Medium, Loud. Gives the tone you want to suit the occasion. Puts rich, metal value in your records. Preserves the life of your discs. Preserves the sweet and delicate tones. Every phonograph owner wants this Jewel Needle, because you don’t have to change it.

Jewel Disc Needles

The demand for this marvelous improvement in disc phonographs is now here. Every owner of a disc phonograph wants this Jewel Needle as soon as he learns of its beautiful quality and its improved mark. The demand is growing every day for the needle. Gives more genuine and artistic value to the phonograph. It saves records. It saves trouble. It saves money.

Special to Dealers

Every dealer should have this Permanent Phonograph Disc Needle in stock. Every dealer should carry the three tones in this needle. The loud tone for public recitals, churches, etc., the medium tone for home gatherings and general use, the low tone needle for artistic requirements. Dealers should stock up on this needle and get the benefit of giving their phonograph customers a new delight and a greater value for the money than they have ever given before. Dealers! Help your own business by giving your customers of this marvelous Permanent Jewel Disc Phonograph Needle.

Write to-day for full description and all particulars of prices and terms, free to you. The demand is great and it is growing every day. Write to-day.

Permanent Phonograph Disc Needle Co., Inc.

CHICAGO
Important Addition to the Artistic Show Card Displays Sent Out by the Victor Talking Machine Co. Generally Admired by Trade.

The Garden Scene in "Faust" is the subject of Victor Show Card No. 21, to be used in conjunction with the feature record in the April list of Victor records, entitled "Gems from Faust," which is to be offered for sale to the public on the 8th of the month. There will undoubtedly be a strong demand for this popular opera's record, and Victor dealers were more than pleased to observe its presence on the April list of records.

Show Card No. 21 is one of the most artistic and attractive display cards yet introduced by the advertising department of the Victor Co., and this means a whole lot, as some "beauties" have been presented to the trade recently. The figures used in the display are those of Farra and Journet, the world-famous artists, dressed in costume as they played in the two roles of Marguerite and Mephistopheles.

When completed the card will measure 31 by 48 inches, and the Victor Co. suggests that it be placed in front of a solid background in order to obtain the best results. Victor dealers who carefully noted the description of the new show-card in the advance list of April records lost no time in placing their order for the card when completed, and judging from the orders already on hand, Show-Car De Luxe No. 21 will prove to be one of the most popular displays ever introduced by the Victor Co.

VIEWS ON DISC RECORD ALBUMS.

"The constructive qualities of our albums are our talking points in the merchandising of our disc record albums," states G. Bates, of the New York Post Card Album Co., 25 Lispenard street, New York. "We are continually impressing on our trade the merits of a disc record album that is so constructed that every detail of manufacture can be easily demonstrated to a prospective purchaser, and, moreover, after this demonstration is completed, the sale is certain to be closed. We have worked assiduously on the perfecting of our albums, and with the aid of many years of experience in the album field have succeeded in introducing a really perfect disc record album."

NEW RECORDS BY BONCI.

Considerable interest is being manifested in the announcement of the Columbia Graphophone Co. that records by Bonci, the famous operatic tenor, will be featured in the May list of Columbia records. Bonci's reputation is worldwide, and the Columbia Co. is naturally elated at presenting his records to the trade. Bonci has personally approved his records, and this approval was couched in emphatic and sincere terms. A reproduction of his records, and this approval was couched in emphatic and sincere terms. A reproduction of his records, and this approval was couched in emphatic and sincere terms. A reproduction of

With Aid of Victor Records Laid Out in Anne Shaw Faulkner's New Book, "What We Hear in Music," Distributed by the Victor Co.

A most interesting and valuable addition to talking machine literature is the new volume, "What We Hear in Music," written by Anne Shaw Faulkner, organizer and director of the Program Study Classes of the Theodore Thomas Orchestra, and lecturer on music. The volume, handsomely printed and bound, has been prepared and will be distributed under the auspices of the Victor Talking Machine Co., and is designed to promote a real appreciation and more definite understanding of music among the musical pupils and high school pupils of the country. "What We Hear in Music," provides a four-year high school course in music history and appreciation, and the entire course calls for 250 Victor records, though there is no doubt that many more will be used wherever the course is established. The book is practically a companion volume to "The Victor Book of the Opera," and sells at retail at $1.

RECORDS BY FELIX WEINGARTNER.

Music-lovers will be glad to learn that Felix Weingartner, the famous composer and orchestra director, has made two orchestral records for the Columbia Graphophone Co., with a special thirty-six-piece orchestra selected by Mr. Weingartner himself. These records were emphatic successes, and will be ready for the trade in the near future.

One of the most interesting and characteristic portraits of Thomas A. Edison is that taken recently and showing the Wizard in the quiet of his laboratory listening intently to one of the new Edison disc records, to obtain perfection in which he has worked so long and earnestly. The hand placed over his ear to enable him to hear better brings to mind the partial deafness of the great inventor, but despite that fact his hearing has been acute enough to permit him to detect hidden and generally slight faults in the early records that were not detected by the experts with their unblemished and acute faculties. Despite the impatience of the phonograph sales department to meet the insistent demands of the trade throughout the country for records to go with machines that have been sold in many cases.

THOMAS A. EDISON LISTENING TO HIS NEW DISC RECORDS.

Manufacturers and others in the talking machine trade who desire to get into close relations with Latin America will find El Mundo to be an excellent medium. It is published wholly in Spanish, and covers comprehensively the music trade and talking machine fields.

VISITS COLUMBIA FACTORIES.

George L. Funnell, works manager of the Columbia Graphophone Co., London, England, has been visiting this country the past three weeks, and remained at the Columbia factories at Bridgeport, Conn., for the greater part of the time. This is Mr. Funnell's annual trip to America, and he plans to sail for England next Tuesday on the Kaiser Wilhelm II. He states that conditions abroad in the talking machine field are excellent, with every prospect for a splendid business.

POSITION WANTED.

POSITION WANTED. POSITION WANTED. For positions of misconduct. For positions with six months' experience as a Victor department manager during year 1918. Reference given. Write or telegraph to Miss Ada G. Jones, Lauderne, Minn. Box 804.

FOR SALE.—8,000 Edison 5-minute records, 15c. each; 2,000 Zonophone 10-inch records, 15c. each; all new, clean stock. DENINGER, 335 North St., Rochester, N. Y.
THE TALKING MACHINE WORLD.

COLUMBIA PRICE VIOLATORS PERMANENTLY ENJOINED

Judge Carpenter of United States Circuit Court issues Permanent Injunction Against Two Chicago Cut Price Dealers—A Lesson for Those Who Think They Can Evade Contracts with Impunity—Trade Compliments Mr. Camp for Successful Results.

(Special to The Talking Machine World.)

Chicago, Ill., March 11, 1913.

Local members of the talking machine trade and officers of the Columbia Graphophone Co. were much elated to-day when Federal Judge Carpenter, of the United States District Court, issued permanent injunctions against Evan Lloyd & Co., proprietors of a Chicago department store, and Kenneth Oliver, 1526 S. Jefferson street, prohibiting them from selling Columbia records at ridiculously low rates to the retail trade.

Local dealers had been complaining to the Columbia Graphophone Co. for sometime that two or three firms had been offering Columbia records to the public for abnormally low prices and that their trade was being injured thereby.

Eliha K. Camp, attorney for the Columbia Co., was accordingly sent from New York and found that Evan Lloyd & Co. were offering the records to the public from their State street department store and that Olshansky was doing a brisk business, both at 1252 S. Jefferson street and at 111 Halsted street.

Mr. Camp carried the matter into court at once and pressed the suit with such vigor that Judge Carpenter issued immediate preliminary injunctions, and following an inquiry that consumed only a few days made the decision announced to-day which will effectually stop any future attempts to do business upon such a basis. Evan Lloyd & Co. was, in addition, forced to pay a sum of $300 in damages and also the court costs.

The entire procedure lasted only a few days and the local trade is heartily congratulating Mr. Camp upon his energetic and successful defense of his company's policies.

TO FEATURE TALKING MACHINES.

(Continued from The Talking Machine World.)

Barfield Piano Co., with headquarters in Chicago, has reorganized with W. A. Barfield as president; D. E. Milligan vice-president and general manager; D. R. Hart, secretary, and W. H. Barfield, treasurer, and J. K. Barfield, assistant treasurer. The company is operating stores, one in Chicago, S. C. Jacksonville, Fl., and East Port, Ga. Special efforts are being placed upon the player piano and musical instrument business in all the stores as well as upon the Victor talking machine line. The prospects ahead are excellent.

Credit is the best thing in business—when it is extended to you.

FIRST LIST PRICE EDISON SALE

Made in December by the Pardee-Ellenberger Co. for shipment to Santa Rosa—Letter from F. K. Dolbeer in This Connection.

The first list price Edison disc phonograph was sold by the Pardee-Ellenberger Co., Inc., Boston, Mass., in December, to an enthusiast who lives in Santa Rosa, Calif., the sale being made by F. K. Silliman, manager of the Boston headquarters. It was given by a noted Boston woman physician as a Christmas present to her father, Conrad Hauth. The following letter to them from Thomas A. Edison, Inc., dated December 16, 1912, tells the story:

"The Pardee-Ellenberger Co.,

25 Battery Street, Boston, Mass.

Gentlemen—Your favor of the 9th inst. at hand, and would respectfully advise that immediately after our telephone conversation of yesterday I entered an order for one 'A' 35th Edison disc phonograph, mahogany finish, to be shipped to Conrad Hauth, 628 Wright Street, Santa Rosa, Cal., via Wells Fargo Express prepaid, and we now desire to acknowledge receipt of your confirming order.

This is the first list price machine shipment of the Edison disc goods that we have made, and it is very interesting to know that this machine is going into the hands of an Edison enthusiast. Assuring you of my appreciation of this order, which in all probability will go forward to-day, we beg to remain,

Yours very truly,


(Signed) "F. K. Dolbeer, Sales Manager..

Naturally the Pardee-Ellenberger Co., Inc., feel very much pleased at this signal honor, particularly so as the outline of the sale embraced both sides of the continent.

POSTCARD VIEWS OF ARTISTS.

Latest Addition to Advertising Aids Furnished to Victor Dealers—New Program Folder.

The latest aid to the Victor dealers prepared and supplied by the Victor Talking Machine Co. are the portrait series of the famous artists on post-cards, with attractive wording, and the specially designed program folder, bearing a terse phrase on the front cover, a Victrola XVI on the back and a portrait of the artist and his or her records on the inside. The folder is expected to be particularly useful in stirring up interest at times when prominent artists make their appearance in the various cities where Victor dealers are located. Both the postcards and the program folders should prove most effective in attracting attention to the dealer's store. They are furnished free in limited quantities and upon request.

INCORPORATED.

The Talking Machine Accessories Co., Rochester, N. Y., has been incorporated by John A. Clark, Thos. E. Mykens and James Kelley.

ALBUM FACTS BY EXPERIENCED ALBUM MAKERS

The durability of a strong Record Album lies entirely in the way pockets are bound in, correct spacing of the envelope and the quality of linen used in binding, together with the strength and quality of paper used in envelopes.

These cuts represent our standard Record Albums, covered in mahogany colored imitation leather, stamped with gilt plated ring-pulls on backs. The paper used for pockets is a very strong dark green colored rope fibre material—tough in texture and not easily torn. The pockets are bound in evenly, making a perfect book. 16 or 17 pockets furnished as ordered.

Let us send you a sample Album to-day with our very moderate Price List.

Here's what will make on you

ONE of the biggest and strongest double-page advertisements we ever published appears this week in the Saturday Evening Post.

Great records, those of Ysaye!
The greatest violin records ever made and made by the greatest violinist this world possesses. Any man who has ever heard or heard of Ysaye will want Ysaye records. That's how good they are.

Great records, those of Bonci!
The most artistic tenor records ever made, sung by the world's most artistic singer; no wonder they are wonderful.

A splendid pair of no-competition Grafonolas, the "Regent" and the "Colonial"—they will sell to every inquirer who is ready to spend their price, and they will hold every inquirer to a Columbia purchase even if he won't spend over $20.

Columbia Graphophone
Tribune Building
Creators of the talking machine industry. Pioneers and leaders. Largest manufacturers of talking machines in the world.
ke March look good books

THE SATURDAY EVENING POST

BONCI
The World's Most Artistic Singer

Completed his first series of records for the Columbia Graphophone Company.

Unquestionably the most artistic singer of our time.

Because all Columbia records can be played on "Victor" talking machines.

Any dealer in talking machines can supply Columbia records, and give you a free trial of the Columbia Graphophone at your house.

We want all Columbia enthusiasts to try us now.

To our friends who are not yet making money out of such trade winners, we don't need to ask if you are feeling the Columbia demand, for we know quite well you are.

Even if you were not, though, as a business house dealing in musical merchandise you are sacrificing something when you find yourself unable to sell a faultless record by the one violinist who is admittedly the master of any other in the world, or a wonderfully recorded selection by the world's most artistic singer, which Bonci certainly is.

Or a Grafonola so entirely outside of competition as the "Regent" or the "Colonial."

The Saturday Evening Post double-page reproduction for March 15th, shown here, is the first big featuring of those records coupled with those instruments.

But not the last.

phone Company, New York

the talking machine art. Owners of the fundamental patents.

Write for "Music Money," a free book you ought to have.

(Special to The Talking Machine World)


Notwithstanding the half-hearted efforts which some sections of the trade are putting forth, talking machine business conditions this side are generally of a satisfactory nature, all circumstances considered. Having regard, however, to the excellent status of industry everywhere, musical instrument manufacture might be more highly commensurate with the degree of prosperity of the masses generally were it not that quite a considerable number of dealers—particularly those in the class of music—were evidently aware of sales pressure or less regulated by the calendar. As the season progresses, sales gradually decline in volume, it is true, and of course the cycle season will shortly open up; all of which is to our friends sufficient justification for the neglect of their old talking machine customers, and practically to abandon all interest until the time when music again supercedes the wheel. A pleasing set-off is the continued and strong activity of record manufacturers, who are devoting considerable expenditures in stimulating the public demand through liberal newspaper space. "His Master's Voice" and the Columbia companies are particularly active in this direction, and their attractive publicity is recognized as exerting a beneficial effect on talking machine sales generally.

Ragtime Furore Still Obtains.

The ragtime furore still obtains on this side, despite pessimistic prognostications to the contrary. And, actually, in the field of popular class of music, and your amazing productivity is becoming increasingly principal in the seemingly never-ending stream of importations under which we suffer. We are ragtime satiated.

During the few quietish months ahead the firms in question will be greatly deplored. They suffer. We are ragtime satiated.

Several Removals Announced.

What may reasonably be regarded as an index of prosperous conditions in the talking machine trade is the recent removal of several firms to enlarge their borders. Just at this period would appear to be the most propitious time for removal; and, as a matter of fact, during the few quietish months ahead the firms in question will have ample opportunity to complete alterations and make provision in their new quarters for increased dispatch and other facilities in good time for next season's trade. Messrs. Lockwood, the great City road factors, have taken a huge building with a floorage space of some 10,000 feet, at 76 City road. In addition to their present premises at 77 City road, O. Ruhl Ltd. (Beka records), have secured a large warehouse at 85 City road; Messrs. Craier & Staveidi are located in new premises further along in Bunhill row; and, as reported last month, the Columbia Graphophone Co. is well established in a large block of buildings at 102-108 Clerkenwell road, E. C.

Important Copyright Action.

Two very important copyright actions were recently before the courts. Being the first of their kind under the Copyright Act, 1911, the result will be read with the deepest concern by all engaged in the talking machine industry. The actions were heard together, and from their nature will doubtless be considered more or less in the light of test cases. Paul Rubens and Lionel Monckton, as plaintiffs, sought an injunction to restrain Pathe Freres from selling records of certain of the plaintiffs' musical compositions, to wit: Four songs from "The Square Dance" ("Barn Dance Waltz"). The exclusion of the word phonograph in favor of graphophone is generally welcomed and approved in Columbia trade circles.

Defends British Record Making.

That a respectable journal should give publicity to ex parte statements evidently without taking the simple precaution of seeking verification, it is to be greatly deplored. In this connection the Evening News recently imparted to its readers the information that phonograph records were actually being made in London, but to the inquirer of the Da capo Co. was attributed the amazing statement that "no Englishman knows how to make master records," and that "the Germans alone have the secret." The claim was crowned by the statement that the master records had to be sent to Germany to be transformed into commercial records, we have our own factory at Wandsworth, where millions of records for the whole world are produced each year by British labor." It is timely rejoinder, that!

Staff Changes with National Gramophone Co.

An important change was noted at the National Gramophone Co. (1913), Ltd. A. N. Gray, who for some time occupied the somewhat onerous position of sales manager, has received due acknowledgment of his successful sales policy in the shape of promotion to the assistant general managership. The directors have secured the services of A. H. Anderson as sales manager. For over ten years with "His Master's Voice" company, Mr. Anderson possesses a unique and valuable experience of the trade, and he therefore enters upon his new sphere of activity under the best auspices.

Important Copyright Action.

The records of the words might also sue in respect of the songs composed by Mr. Rubens, because the author of the words was not joined as plaintiff. The owner of the copyright in the music, His Lordship held, was entitled to sue for an infringement of copyright in the music, notwithstanding that the owner of the copyright in the words might also sue in respect of an infringement of the songs. Judgments for defendants, without costs.

"His Master's Voice" Records for March.

Among "His Master's Voice" issues for March, special mention should be made of the New Symphony Orchestra's contributions, which, as usual, are a temptation to all music lovers. The records themselves represent the very highest form of musical art ever offered through the medium of a mechanical instrument, and under the auspices of Lord Landon Ronald, the New Symphony's presentation of Wagner's "Die Meistersinger." Part I and II, on a pair of 12-inch records, is a real treat from beginning to end. Another splendid record of Rubens, entitled "Come, Sing to Me," is to be noted, and his performance is such as to make one "ask for more." Wilkie Bard's second contribution to "His Master's Voice," "So We'll Go No More a-Roving" (M. V. White), Gervase Elles; "The Songs My Mother Sang" (Grimsell), Miss Marion Belley; "Honeymoon Guards," "Die Fledermaus" Strauss, Miss Lucy March; "God's Garden" (Lambert), Mme. Edna Thornton; "The Nightingale of Lincoln's Inn," "Songs of Old London" (Oliver), Miss Percival Allen; "Dreams from Gypsy Love" (Lorial), Light opera company; "Mennetti" (Porpora-Kreisler), Miss Marie Hall; "Larghetto" (Handel, arr. by Hubay); "Inno della Pace" (Offenbach), Renard Trio; Fantasie brillante; "The Last Rose of Summer" (Flotow, arr. by Ouebner) (baix), John Corkerill; "Will You Remember Me" (Dane), William Bard; "The Way to Treat Your Parents" (Hannay), Tom Clare; "Fiddle-dee-dee" (Goetz-Berlin), Walter Van Mierlo; "We Three Kings" (Handel), "Noel's Voice" Double-Sided Records: "Tannhauser," "Pilgrims' Chorus," and "Lohengrin"—"Brindl Chorus" (Wagner); "Picricato" Gavotte—"Jezabel," "Letter of the Lament of the Year" (Matie), Baud of H. M. Coldstream Guards; "The Turkey Trot," two-step (Daix, arr. by...
FROM OUR LONDON HEADQUARTERS—(Continued from page 30).

The Columbia Graphophone Co. is evidently out to make history. Its latest achievement in security devices, for which the Dictaphone Co. has the example of the methods they advocate. The Dictaphone Co., at Strand, one of the largest Dictaphone installations in the Strand, is furnished with striking evidence of the number of prominent London business men, and "My Master's Voice" and Columbia-Rena Records have recently come in for some nice rotorises. The Voice and Columbia-Rena officials is due our hearty congratulations upon this exquisite moment of a great artist.

Other good records in the Columbia-Rena March list are: "Take Me Back to the Garden of Love" (Stanley, Murphy and H. I. Marshall), The Two Bobs, "Hada" (Charles Mott), and "E Lucevan le Stele" from "Tosca" (Pucciet), Morgan Kings
tone: Columbia-Rena Ten-inch Records: "Hello! London Town" (Stanley, Murphy and H. I. Marshall), and "Ragtime Cowboy Joe" (Murir and Abraham). The Two Bobs, "The Ragtime Fiddler Man" (Berlin), Maurice Burton and Quar
tet, "Ragtime Soldier Man" (Berlin), Collins and Harlan, "The Gable Gile" (Louis Hirach), and "My Word!" (Jones of the Lancers) (T. C. Stend
dale Bennett), Jack Manning, "The Ghost of the Violin" (Kalmann and Snyder), and "The Zig-Zag Glode" (Tony Martin), Stanley Kirkby: "When That Yiddisher Band Played That Irish Tune" (Worton David and C. W. Murphy), and "My Rachel's Beautiful Eyes" (Weston, Barnes and Maurice Scott), Sam Stern.

Fourteen Minutes of Music on One Record! A striking example of the "Marathon" fine-cut recording system is furnished this month in the issue of two 12-inch double-sided records, one angering Wagner's grand overture "Rienzi"; the other a complete selection of Hber's "Carmen." The "Rienzi" overture is given absolutely in full, and the precious close upon fourteen minutes of delightful music, as also does the "Carmen" rec
cord. Both issues are a triumph of interpretation, the recording being of the truest, of full volume, superb and amazing detail generally. The National Gramophone Co. is putting out excellent records each month.

British Trade Prospects in South America.

The studied neglect of the South American field by British traders is notorious, but with the prospective completion of the Panama Canal, exporters are gradually awakening to the increased trade possibilities of the Latin-American markets. In musical instruments Germany and France have managed to secure quite a considerable proportion of the total exports from this side, but according to a contemporary the talking machine trade is largely in the hands of American manufacturers. Curiously enough, it is said that, while expensive machines do not sell so freely as the cheap variety, there is a surprisingly large number of operative records sold. The demand, however, for records leaves the popular variety, of course, very great compared with any other class of music. The type of machine most favored is that of the con
cerned horn variety. Everything is more or less affected by the climate and the packing and care of disc records calls for exceptional treatment. Lastly, with a view of developing business in the countries which will be brought nearer by the canal, there is under consideration here a proposition for the establishment in London of a South American Bureau of Commerce, whose object will be to serve as an intermediary between Latin-American buyers and British traders, and generally to furnish information as to business open
ings. The issue of a monthly publication printed in Spanish, Portuguese and English is under con
templation. It is aimed to assist in the successfult competition of British goods in a part of the world (Continued on page 92.)
where trade is certain to increase with the opening of the Panama Canal, and where German expatriates are numerous and remarkably prosperous. I learn that the Beka Record Co. has already established itself there, and one of its directors is visiting South America with a view of gauging the local conditions, etc.

A splendid medium for effectively linking up trade connection with Latin-American buyers is "El Torito," a regular market daily circulated through the South American markets. Advertising terms and particulars may be obtained from any of TheTalking Machine World office.

Staple Items for April.

The third or April Blue Amberol list contains an announcement of the week of the Blue Amberol Grand Opera records, an innovation which will undoubtedly meet with a hearty welcome from trade and public alike. The first issue comprises five records, all gems of their kind, by such eminent artists as Carlo Alban, Blanche Arral, Marie Delma, etc., each being responsible for about four minutes of the most exquisite operatic music ever recorded on cylinder records. Other selections will be announced in due course. Mr. Edison is full of surprises and latest masterpieces through the Blue Amberol Grand Opera records is an achievement worthy to rank foremost with his best efforts in the science of sound reproduction. The new concert records are also listed. Space precludes a mention of these titles; suffice it to say the dealer will find them of the right sort—the kind that are always in demand.

The regular list is an especially comprehensive one, the titles indicating the exercise of a discriminating choice by the recording officials. The list is good enough to speak for itself. "Preludium" (Arma Jarnas), National Military Band; "Wait Till I'm Old as Father" (Godfrey and Williams), Billy Williams; "Evening Breeze" (Ozio Lange), National String Quartet, "In the Dream of Home" (William and Dryden), Peter Dawson; "A Dream of Paradise" (Gray and Lyttleton), Harry Williams; "The Yacht I've Not Got" (Merssly and Vermon), H. D. Brener; "My Delightful Jn" (Westney, Stanley Kirkby; "In the Shadows" (Finlie), Albamar Orchestra; "Come Into the Garden, Maid" (Balfe), Charles Compton; "Hark! Hark! Holy Shay" (Smart and Faber), William and Kimlin; "Keep Straight Down the Road" (Maynard and Wright), Miss Furrie Forde; "The Old Rustic Bridge" (Skelley), Pile and Anderson; "Mr. Cohen" (Aronson), Harry Williams.

ECHO ALBUM CO. REDUCES PRICES.

In another part of this month's World appears an advertisement of the Echo Album Co., of Philadelphia, announcing a marked reduction in price of their album, which has been on the market for over six years and handled by jobbers through the country. In this connection they say:

"The business has grown in recent circumstances in its dimensions that albums are now sold by the thousands. This has enabled the Echo Album Co. to profit by manufacturing them in huge quantities and enabling them to reduce the selling cost by virtue of savings in cost of labor and through buying the raw material in quantities.

"The Echo Albums insure safety and preserve the disc records against dust, careless handling, scratching or breaking. The index in every album facilitates instant location of any record. Every album is finely bound and holds sixteen single or double-face records in heavy paper pockets having openings through which the labels are visible and enabling titles of records to be read without removing the record.

"The Echo Record Album is manufactured of the best materials. The covers are made of strongest bookbinders' board and covered with the best quality of cloth. The pockets, numerically indented for the records, are made of extra strong tag-manilla paper and each secured to the flexible back of the album by means of extra heavy fabric. The album is collapsible and can be mailed flat.

The Republic of Colombia, S. A., has lowered the tariff on talking machines.

LAWRENCE H. LUCKER TAKES ON LINE IN MINNEAPOLIS.

Lawrence H. Lucke, through a deal consummated on March 14, has arranged to transfer his Edison phonograph business to H. D. Brener at 36 Taylor Arcade, the consideration being in the neighborhood of $3,000. The formal transfer of the business will take place on April 1. Mr. Brener is most enthusiastic regarding the Edison line, especially the disc phonographs and records and is said to have ample capital at his disposal for developing the business. Mr. Lucke will concentrate his energies on his phonograph business in Minneapolis.

NEW EDISON DISC DEALERS.


Within the past month several dealers in New York have added to the list of distributors of the new Edison disc phonographs, the most important new connection being the Tower Manufacturing and Novelty Co., which has installed a large and well equipped department in its store at 200 Broadway.

F. K. Doolbeer, manager of sales for the phonograph department of Thomas A. Edison, Inc., stated to the World that the supply of disc records was increasing rapidly and would soon be sufficient to meet all the demands of the trade while the disc machines were being shipped from the factory as fast as they could be turned out. New dealers are being signed up constantly, among the more important being the Thiebes Piano Co., of St. Louis, Mo., who secured a Class A dealers' rating by placing an initial order for over $500 worth of machines and records.

Mr. Doolbeer will leave in a few days for St. Louis to oversee an elaborate two weeks' demonstration of the new disc machines and records to be made at the Coliseum, that city, in connection with the Woman's Industrial Exhibition.

VICTOR AUTOMATIC BRAKE.

Announced as Latest Addition to Regular Equipment of Victrolas XI, XIV and XVI.

In a recent letter to the trade the Victor Talking Machine Co. announces the introduction of the "Victor Automatic Brake," which will be a part of the regular equipment of Victrolas XI, XIV and XVI, beginning at once. About August the Victor Co. will market the automatic brakes as a separate part, to retail at $7 and $8.

FROM OUR LONDON HEADQUARTERS.—(Continued from page 31).

Watson Hawd has been transferred to Harrow, London. Increased Cost of Material.

During the last few weeks prices have risen in the price of paper by over 50 per cent, and record manufacturers are very naturally alarmed at the prospect of such increments into their gross profits without being able to bring the retail price of their goods into alignment. And this is not the only direction where raw material is costing more. Motors, the best kinds of woods and other necessities in the manufacture of machines show a yeast-like tendency in cost, and some firms have under consideration the question of charging more for the complete machine. This will doubtless be met with the issue of new catalogs, and one firm has already given advice of trade price increases owing to increased cost of material, labor and freightage.

A valuable stock of pianos, talking machines and other musical instruments was destroyed in a fire which broke out February 24 on the premises of John Strong & Sons, Ltd., Easton road, N. W. The damage is placed at several thousand pounds.

THE TALKING MACHINE WORLD.
ARTISTIC TALKING MACHINE DISPLAY ROOMS.


(Pershall to The Review.)

Pittsburgh, Pa., March 8, 1913.

On the eighth floor of McCreery & Co.'s store, Sixth avenue and Wood street, recently opened as the home of the Victrola and Victor products, large crowds are in attendance each day at the conversations being held in the beautiful salons. Arias and songs by celebrated artists in the musical world are heard and admired through the medium of the Victrola by enthusiastic audiences.

The talking machine department of the McCreery store is most beautifully furnished, and the attendance at these concerts has increased so rapidly during the past fortnight that larger quarters are imperative. A delightfully hospitable appearance is presented by the deep, luxurious chairs scattered about the showrooms, while the artistic products, and passers-by in the fashionable shopping district cannot fail to be impressed with the artistic appearance of the display. High-class publicity in the daily papers is extensively used by McCreery & Co., which is another store in the high-grade Claflin chain, and the results in the increase in the attendance at these concerts has increased so

Part of McCreery's Talking Machine Department

that individual opinion is not a proper basis of censorship and says that lines should be drawn by law. He cites Mayor Gaynor in regard to decency of exhibitions and appeals for fair play and a proper consideration of this subject.

ACOUSTICS OF CONCERT HALLS.


The matter of acoustics in opera and concert halls has attracted the attention of Thomas A. Edison, who recently said that in the Metropolitan Opera House the force of sound is secured only if a few seats near the center aisles, back, close to the doors. "In front, on either side, and above, the music must of necessity be more or less unbalanced, and the cleverest acoustics cannot counteract this."

Concert halls present the same disadvantages. "At concerts, now, the listener on one side of the hall hears too much bass. On the other side woof instruments or the strings are dominant. In playing for the phonograph records of the future, the orchestras will be so carefully distributed that each instrument will have its utmost value in relation to the one spot where the phonograph is located and recording. Therefore, the person hearing music reproduced for them by this new instrument will have advantages which have been among the possibilities for but a small group at each concert."

Not only will our opera houses and concert halls be left to the lurch, but the singers and teachers will be startled by phonographic revelations of their shortcomings. Mr. Edison says in "Good Housekeeping" that he "was enabled to reproduce singers' notes exactly as they had been sung. This gave me all the beauties of the original rendition, but alas! it gave us all flaws as well. The latter were appalling, both in number and in magnitude."

But let us not despair. All this will help, not hinder, the best music:

"When the tiny dots which register the sound upon a phonographic cylinder can be subjected to a microscopical examination and exact measurement, the slightest falsity is at once scientifically and mathematically discernible."

"The influence of this advance will be to startlingly improve the singing of the world, because it will make possible the discovery of imperfections which in the past have been glossed over by emotions. These faults, thus revealed, will undoubtedly be found subject to correction, and thus singing will improve. All this will enormously simplify the labors of anxious mothers and of teachers who strive to impart musical training to the young.

I have been studying music with as much intensity of late as I ever gave to any task, and I find few instruments, and practically no human voices, without glaring imperfections. I have had a great number of teachers in my laboratory, and have found them all at sea. They have had no standards, no measurements. Music has been, like other things, unorganized. Its standardization, its measurement, its organization, were the first steps in our experimenting."

In addition to all this, Mr. Edison has during five months tried nearly a thousand times or songs in an earnest endeavor to learn why certain music dies, why other music lives. Well, if he can ascertain that phonographically and cylindrically, remarks Mr. Finch of the Evening Post, the musical critic—think of it—will be proved superfluous.

LISTS ON BACK OF ENVELOPES.

A recent letter sent out by the advertising department of the Victor Talking Machine Co. called the attention of Victor dealers to the preparation of a new list of Victor records, which will henceforth be placed on the back of record envelopes. The company observes that any lists of records which are specially listed by the Victor Co. invariably meet with a steady and profitable sale. The general list is divided into twelve smaller lists, and Victor dealers are asked to examine the records featured very carefully, and place their orders in time to reap the benefits of the envelope advertising.
UTILIZING HEART THROBS AS TRADE TICKERS.

How Dealers in Talking Machine Field May Use to Advantage the Letters Received from Patrons in Their Advertising as Well as in Their Campaign of Publicity—Give a "Human" Touch to Ordinarily Dry Matter That Interests the Public.

The next time a customer goes off into ecstasies over a particularly beautiful selection, suggest to him that after his arrival home, and he has listened once more to the enchanting air (record always sound so much better by one's own fireside, you know; hence a stimulus to his already bubbling ardor) he give vent to his enthusiasm through the medium of a eloquent letter to the dealer, the same to be used for publicity purposes.

Do you realize, Mr. Talker Man, that epistles with throns in them—not materializing from your own fertile brain, you understand, but emanating straight from the heart of a wonderstruck patron—make cracking advertisements?

They will be the repository, however, and you should always be in a position to place in brackets at the close of every thrilling ad. [Name on request.]

I will wager that the majority of persons who purchase a dozen records at your store, go into raptures over at least one. This being the case, if they can be induced to jot down for your special benefit just what effect the overture, song, recitation, or instrumental solo, has upon their nerves, you and the public will be the gainers.

Testimonials have been used with the greatest success since the day when advertising was an in- fant in swaddling clothes, and they always will be.

The talking machine is the eighth wonder of the world; even the sceptical admit this to be true. It is your duty, therefore, Mr. Talker Man, to emphasize the fact in every way possible. You see, it works out this way: The higher opinion the public holds of the talker, the better the prospects for good business.

Now, the good-natured letters I have told you about will answer this purpose admirably. They will supply the necessary force, and do it in a manner to demand undivided attention and vociferous applause.

To illustrate my point I will endeavor to give you an idea of the character of epistle that will do you the most good from an advertising standpoint; taking it for granted, of course, that it is authentic and can be verified.

Read from an actual letter received by the writer:

"Last night I came home from the office unusually tired. After a lonely dinner, I threw myself into the lounging chair and opened the pages of the evening paper, scanning the lurid headlines. They swam in a black blur before my aching eyes. I tossed the sheet from me in dis-

Soothing and Exhilarating.

contact of these caressing fingers helped some, too, I guess.

Then a lyric tenor, the one they speak of in vaudeville as the man with tears in his voice,' began to sing. All at once my mind rose upon en- chanted wings and swung heavenward to the bottom of a rosy cloud.

You have read tales about the effects of opium upon the nervous system—how it leads a fellow's senses into flower-strewn meadows where gay plumaged birds make love the day long, and the perfume of blossoms is overpowering.

Well, Mr. Romain's song must have had a similar effect upon me.

"At the organ, dear, last evening.

Time retraces itself for fifty years and I am young again.

The evening shadows are gathering within the quaint New England parlor. At the square piano,

with her snowy hands upon the keys, and her sweetness intoxicating me, sits my sweetheart of long ago. The reflected glory of a wonderful am- set illuminates her dear face as she sings 'Silver Threads Among the Gold.'

That old time song enthralled me.

And you seemed to ask me

And I will always want you near me in my arms, dear,

And you sang me that old time song,

I will be steadfast and true

Tho' we both grow old and feeble

Blooming, dear, for you;

That we both grow old and feeble

I will be steadfast and true

Just the same, dear, as of old.'

"I come back to realities with a start. The record is still playing, the silvery tones of the wonder- ful voice swinging gloriously through the sec- ond chorus.

'I have been dreaming, daddy mine? Why your eyes are shining and you say, 'Daddy do you like the song?'

'I gazed at my daughter through a mist of tears. When I could get a grip on myself I an- swered, 'I have been thinking of your mother. Maudie.' Then remembering her anxious ques- tion, I added, and my voice broke a little I fear, 'The song is superb; let's have some more like it.'

"I fired up my old jimmie pipe and we passed a never-to-be-forgotten evening. Maudie says the Amborela is a great institution, and, as in every thing, her old daddy agrees with her. [Name on request.]

There are many records upon your shelves, Mr Talker Man, which will bring out to even a greater degree the throns and thrills than the one dealt with in this story, but if a simple ballad such as "I Will Love You When the Silver, Threads Are Shining Among the Gold" will furnish ma- terial for a letter like the foregoing, you can readily see what a more dramatic selection would do. Imagine a veteran writing you after listening to "Just Before the Battle, Mother," as sung on a blue Anamol record by Will Oakland, or others of that type. It would make good advertising, all right, wouldn't it?

In conclusion, permit me to advise you to try out this proposition of good-natured letters and get some mighty cheap and effective advertising.

HOWARD TAYLOR MIDDLETON.

A BOON TO THE "SHUT-INS."

The following touching extract from a letter recently received by the Victor Talking Machine Co., reprinted from The Voice of the Victor, tells its own story:

"Will you allow a suggestion? My wife is a 'shut-in' and has been so for years. We purchased a machine (Victrola) for her enjoyment and to bring home to her hearing things she could not hear at all owing to her physical disability. I have often thought that if, in your advertise- ments, call attention of the buying public to the teh fact that the Victrola is a comfort to the 'shut- ins,' it would direct their attention to the matter. We did not realize in our home how much brighter we could make the days until the Victrola came into it. This is not for entertainment alone; just a simply a quiet suggestion from one who is grateful for the comfort he has been able, through your instrument, to give another."

PHONOGRAPHISCHEN

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.
SELLING VICTORS IN RICHMOND.

Great Business in Talking Machines Done by the Corley Co. in Virginia Capital Indicated by Size of Single Shipment, Pictured Below.

(Special to The Talking Machine World)

Richmond, Va., March 10, 1913.

An idea of the tremendous volume of business in Victor talking machines transacted by the Corley Co. of this city, can be gleaned from a glance at the accompanying photograph, which shows only one of several shipments of Victor products received by this enterprising company within a recent date.

The Corley Co., which is capitalized at $200,000, succeeding the Cable Piano Co., has long occupied a position of distinction in this city as representatives of pianos of national reputation, and since their inception into the talking machine busi-

ness they have been equally as successful as Victor jobbers as with their line of pianos which is headed by the Mason & Hamlin, Conover and Cable.

The first months of the year have shown a greatly increased volume of business in Victor talking machines as compared with the same months of last year, and it would now seem as if there would be no let up in activity this year, judging from the way orders are coming in, provided, of course, sufficient machines can be had from the factories to meet the demand.

WHOLE BLOCK OF BUILDINGS
To Be Added to Victor Plant During Year—Work of Razing Many Structures to Make Room for New Factory Buildings Commences.

It is related that a Scotchman, on a visit to New York some time ago, viewed the work on the new subway, the many streets torn up and blocked as a result of building operations of various sorts, and remarked that it would be a fine city when it was finished. The same conditions exist in regard to the plant of the Victor Talking Machine Co. in Camden, N. J., with this difference, that though the plant is never completed, it seems, it neverthe-

le, a transmitter has been installed which so increased the volume of sound that the receiver, laid on the table on the other end of the line, delivered the speech so plainly that at all a far corner of a big room away from it heard every word distinctly. Before the transmitter was heated this was impossible.

"A Paris telegraph engineer, named Ger-

The heating of the microphone transmitter results in making the air about it rarified, and this naturally augments the sound considerably. In fact, a transmitter thus heated so increased the volume of sound that the receiver, laid on the table on the other end of the line, delivered the speech so plainly that at all a far corner of a big room away from it heard every word distinctly. Before the transmitter was heated this was impossible.

"A Paris telegraph engineer, named Ger-

The heating of the microphone transmitter results in making the air about it rarified, and this naturally augments the sound considerably. In fact, a transmitter thus heated so increased the volume of sound that the receiver, laid on the table on the other end of the line, delivered the speech so plainly that at all a far corner of a big room away from it heard every word distinctly. Before the transmitter was heated this was impossible.

"A Paris telegraph engineer, named Ger-

The heating of the microphone transmitter results in making the air about it rarified, and this naturally augments the sound considerably. In fact, a transmitter thus heated so increased the volume of sound that the receiver, laid on the table on the other end of the line, delivered the speech so plainly that at all a far corner of a big room away from it heard every word distinctly. Before the transmitter was heated this was impossible.

"A Paris telegraph engineer, named Ger-

The heating of the microphone transmitter results in making the air about it rarified, and this naturally augments the sound considerably. In fact, a transmitter thus heated so increased the volume of sound that the receiver, laid on the table on the other end of the line, delivered the speech so plainly that at all a far corner of a big room away from it heard every word distinctly. Before the transmitter was heated this was impossible.

"A Paris telegraph engineer, named Ger-

The heating of the microphone transmitter results in making the air about it rarified, and this naturally augments the sound considerably. In fact, a transmitter thus heated so increased the volume of sound that the receiver, laid on the table on the other end of the line, delivered the speech so plainly that at all a far corner of a big room away from it heard every word distinctly. Before the transmitter was heated this was impossible.

"A Paris telegraph engineer, named Ger-

The heating of the microphone transmitter results in making the air about it rarified, and this naturally augments the sound considerably. In fact, a transmitter thus heated so increased the volume of sound that the receiver, laid on the table on the other end of the line, delivered the speech so plainly that at all a far corner of a big room away from it heard every word distinctly. Before the transmitter was heated this was impossible.

"A Paris telegraph engineer, named Ger-

The heating of the microphone transmitter results in making the air about it rarified, and this naturally augments the sound considerably. In fact, a transmitter thus heated so increased the volume of sound that the receiver, laid on the table on the other end of the line, delivered the speech so plainly that at all a far corner of a big room away from it heard every word distinctly. Before the transmitter was heated this was impossible.
OPPORTUNITIES IN FOREIGN RECORD TRADE.

Talking Machine Men Not Fully Alive to the Great Opportunities That Exist in Appealing to People of the Various Nationalities Residing in the United States to Whom the Songs of Their Native Lands Are Always Popular—Opportunity for Specialists.

"Does the average dealer appreciate the opportunities of the foreign record trade, a question that often appeals to me as a very serious problem," states A. H. Hind, manager of the foreign record department of the Columbia Graphophone Co., in discussing the possibilities of the dealer developing a profitable trade in foreign records. "There is no doubt but that the foreign record industry is in its infancy, and the active and 'live-wire' dealer is taking advantage of every opportunity to push the sales of these records and bring them to the attention of his clients at every opportune time.

"The field in this special branch of the talking machine trade should particularly appeal to the small dealer with a comparatively small store in an energetic and thriving city, where the populace is what is colloquially termed 'the plain ordinary people,' and as a rule making comfortable salaries the year round. The dealer who takes the time to investigate the status of the foreign record trade will find in the great majority of such towns as I mention that a substantial percentage of the people is foreign born, and very seldom, if ever, forget their home love for their native land. In the mill sections of this country, in the mining centers and in all cosmopolitan cities or towns the possibilities for the profitable sale of foreign records are immense, and I am sure that the dealer who gets after this trade in earnest will reap profitable results.

"The main drawback in the campaign of the average dealer to promote the sale of the foreign record is the fact he does not specialize enough in presenting his stock to possible purchasers. For example, let us suppose there is a dealer situated in a small city where there is located a colony or a large number of people of the Hebrew race. Here is an opportunity to carefully solicit this trade in a thorough and essentially personal manner. It is not enough for the dealer to merely send his prospects for Hebrew records a general form letter telling of the arrival of some new Hebrew records. He should write individual letters to his clients, calling their attention to the fact that the best known Cantor in Europe has recently made records that are artistically perfect and unusually typical of a Cantor's art. Invite the prospect to hear the new records at his convenience, bring some friends with him who are also interested in Hebrew records, and generally impress the prospect with the fact that he will secure Hebrew records that are as perfect as can be produced, and musically and characteristically symbolic of his religious faith. Appeal to his home love and make your argument individual. You will be surprised at the excellent results that will materialize from the pursuance of these methods.

"There is no doubt but that the foreign record department of the Columbia Graphophone Co. is in its infancy, and the active and 'live-wire' dealer is taking advantage of every opportunity to push the sales of these records and bring them to the attention of his clients at every opportune time.

"The talent for the production of foreign records among other things he would soon learn that many of the foreign people in his territory speak a dialect or uncommon language that is derived from some of the older tongues but differs in many ways. An instance of this may be found in the Lithuanian records that are now on the market. There are a surprisingly large number of Lithuanians in various parts of the country that speak this language, and it is natural to suppose that any records sung or played by people in the native tongue will find a ready market with these people. The dealer should become familiar with every language on the foreign record label, for he will discover many foreign tongues listed that he has overlooked when soliciting trade for his foreign record label.

"The talent for the production of foreign records is oft-times found in many peculiar places and under odd circumstances. Many of the best Neapolitan singers have been found in dark, ill-smelling basements where the light rarely enters and empty bottles bar the entrance. Cabaret shows, restaurants and music halls have all given their quotas to the foreign artist list, and no in- clined nor report, no matter how trivial, is overlooked in the search for talent. Alpine yodlers, Russian accordion players and Scandinavian choirs are but a few examples of the extensive research necessary in the successful compilation of a foreign record library that will offer splendid opportunities for the dealer."
HENRY C. BROWN AS A NIMROD.

The Victor Publicity Manager Writes an Interesting Account of His Experiences After Big Game in the Canadian Wilds.

The many members of the talking machine trade who are personally acquainted with Henry C. Brown, advertising manager of the Victor Talking Machine Co., but who are not familiar with the manner in which he spends his leisure, would not imagine that the heart of a mighty hunter beats behind his mild and at times retiring exterior, but the fact remains that Mr. Brown counts among his hobbies that of going after big game in the Canadian wilds, and, what is more, getting it.

In the March number of Forest and Stream, the magazine for sportsmen, Mr. Brown recounts in a thoroughly interesting manner one of his experiences while on the trail of the moose in New Brunswick last fall. His story, which is entitled "The Bull Moose that Charged," tells of the tracking of the moose, the cleverness of the guides in bringing them to the call and of a fight between two bull moose for the possession of a charming lady of the moose family. The hunting party had trailed the moose and gotten within easy shooting distance when Mr. Brown balanced himself on a tree trunk and let fly at the larger of the bull moose. The recoil knocked Mr. Brown off the tree, and when he recovered his footing the moose was charging at a speed that made the Twentieth Century Limited appear like a slow freight in comparison. Only quick work with the rifle stopped the animal's rush and saved the hunters from injury.

In his article Mr. Brown proves himself to be an excellent descriptive writer as well as an originator of telling advertising. The article is illustrated with a number of interesting pictures, one showing the author in hunting togs and with a belt full of cartridges around him, reproduced herewith by courtesy of the publishers of Forest and Stream, that indicates his intention to add to his laurels as a Nimrod.

GRAND OPERA IN DALLAS.

Has Helped the Sales of Grand Opera Records

—Many Noted Artists Heard—Columbia Managers Well Pleased with Conditions.

(Special to The Talking Machine World.)

Dallas, Tex., March 8, 1913.

The visit of the Chicago-Philadelphia Grand Opera Co. to this city the past week has aroused unusual interest in the sale of talking machines and records, as the majority of the members of the company have produced records which have been most popular with owners of talking machines. The various stores handling the Columbia and Victor machines and records capitalized the visit of the Grand Opera artists by featuring the various records which they have made, and to good purpose.

It is interesting to note that six members of the visiting opera company are on the Columbia roster of artists—Mary Garden, Margaret Keyes and Messrs. Sammarco, Daddi, Dufranne and Henri Scott. The Watkin house report the greatest activity with the Columbia goods.

Recent visitors to the city were George W. Lyle, general manager of the Columbia Co., accompanied by Manager Fuhri, manager of the Chicago Columbia store. Both express themselves well pleased with conditions in this part of Texas.

FOR Edison Phonographs

List Price

15c each

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

Formerly called the "PLACE" Record Brush

For Victor and Columbia Talking Machines

List Price

25c each

IT SAVES THE TONE

You can't afford to lose

this protection.

No. 20—Brush for Columbia Concert Grand Sound Box

Clamps on Sound Box and operates the same as Victor style

AUTOMATICALLY CLEANS record grooves, insuring a smooth track for sapphire or needle. Reduces friction to minimum. Enables needle to wear better and play good all through the record. Keeps sapphires from wearing flat.

FREE SAMPLES will be sent upon request to any Jobber or Dealer

who don't handle them.

DEALERS are requested to get their supply from their regular Jobber. If he will not supply you, write us for the name of one who will.

MANUFACTURED BY

BLACKMAN TALKING MACHINE CO.

97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN

President

"The White Blackman"
Prior to the passage of the "Seven Sisters" bill in the State of New Jersey the manufacturers of patented articles selling at a fixed price, and especially the Victor Talking Machine Co., made a strong fight against the particular bill prohibiting any agreements between two parties for the maintenance of stated prices. Though the objections did not accomplish the desired result, some interesting arguments were made before the Judiciary Committee of the Senate of New Jersey, as was the case in the hearing before the House of Representatives of Washington in the instance of the Oldfield Bill, when the many virtues of the fixed price were dwelt upon at length.

One of the most interesting and at the same time thoroughly convincing arguments offered before the New Jersey body by Senator Samuel K. Robbins was a letter written by H. P. Ripley, a dealer in talking machines and sporting goods of Leavenworth, Kansas, to D. D. Anthony, a member of the House of Representatives. Mr. Ripley's letter, which made a strong impression upon those to whom it was read, was as follows:

I am in receipt of yours of the 21st, in which you express your opposition to monopoly, whether entrenched behind a patent, or unfair business methods. This may be all right, but does the right of a manufacturer to fix a retail price on an article of his own manufacture, so in -

The ideal condition for these United States—of having the merchandise distributed by mail order houses and the department stores, located in a few of the largest cities, who exist by selling goods of doubtful merit at cut prices, or of having a multitude of such cities as your own, built up by the small merchant, like myself, who is handling the best, not the cheapest, merchandise that he can buy, and who is selling this merchandise to you, and to your children, at a fair profit, a profit mind you, that is not excessive, but one that enables him to live respectably, is not excessive, but one that enables him to live respectably, and build up the city, and incidentally the country, pay his bills and be a general credit and help to the community.

And this profit is assured him by the very fairness of the manufacturers of all these patented articles, who are game enough to say to Marshall Field, Montgomery Ward and others of that ilk, "You cannot sell goods of ours one cent cheaper than our smallest customer."

It strikes me that these very patent laws allow them to be absolutely fair in their business methods. Allow these dealers to sell these articles at cut prices, and an advertising proposition to them it would be equal to their selling postage stamps at 75 cents on the dollar, the only difference being that the first would be at our loss, and the second at their own.

Columbia Graphophone Company
Tribune Building, New York

CONVINCING ARGUMENTS FOR PRICE MAINTENANCE
Made by Senator Robbins Before the Judiciary Committee of the Senate of New Jersey
Previous to the Passage of the "Seven Sisters" Bill—Quotes Interesting Letter of H. P. Ripley, of Leavenworth, Sent to D. D. Anthony, Member of Congress.

In the new Columbia reproducer Number 6, we have produced a tone that is not only pre-eminent, but perfect. And judging by the thousands of reproducers ordered by Columbia dealers, the men who come directly in contact with the user agree with that statement.

Schafford Record Albums
Furnished in Brown Silk Cloth or Viennese Imitation Leather; Gold-Plated Rings.
Made of quality materials by skilled workmen. Because of the volume of our Album business our prices are cut to 52½c. each for the 10-inch Album (17 envelopes) and to 75c. for the 12-inch album; also made with 17 envelopes.

SEND FOR ILLUSTRATED LITERATURE AND BECOME ACQUAINTED WITH THE FASTEST SELLING RECORD ALBUM.
The Schafford Album Co.
26-28 Lispenard Street
New York
The vote recently taken by Secretary Buehn, of the National Association of Talking Machine Jobbers, as to the place of holding the 1913 convention was decided by the members in favor of Niagara Falls. The detailed vote was as follows: Niagara Falls, 11; Atlantic City, 11; and Norfork, Va., 4. Members of the association were notified of the result, and aletter was issued to the members that the numbers are expected at Niagara Falls this summer when the convention is called to order.

President Blackman calls the attention of the members of the association to the fact that they were represented at the recent hearings on the "Seven Sisters" anti-trust bills that were passed in New Jersey this month over the protests of the allied business interests of the State, who sent deputations down to Trenton to argue against them. Mr. Blackman went down to Trenton, not only as a jobber interested in New Jersey trade, but as president of the National Association of Talking Machine Jobbers. He made an excellent address in the Senate chambers, protesting against the passage of the bills, particularly No. 91, which has as its object the cessation of fixed prices, and makes it a criminal offense to fix the prices of goods. This bill was described in detail in last month's World.

The association went on record as protesting in conjunction with other business interests against the passage of the bills, and the following telegram was sent to the then Governor Wilson by Secretary Buehn of the association: "The National Association of Talking Machine Jobbers protests against the passage of Senate bills 91 and 44, which, I understand, come up before the House for consideration within the next day or two. We believe that these bills are highly injurious to the best interests of the business men of our country, as well as the consumers of the lines of goods affected. (Signed) Louis Buehn, Secretary."

Greatest Trade in February.

Remarkable Activity with the New York Talking Machine Co. in All Departments—What Manager Williams Reports.

"We have just closed the greatest February in the history of our business," states G. T. Williams, manager of the New York Talking Machine Co., 41 Chambers street, New York, Victor jobbers. 

"We are certainly well pleased with the steady continuation of our business, and the outlook for March and April is splendid. There was never such a demand for Victor goods as exists at the present time, and we dealers tell us that their business for this time of the year is 'way beyond all their expectations."

"The national publicity campaign of the Victor Talking Machine Co., which has been a feature of its co-operative policy for years, is certainly bearing fruit, and I do not hesitate to predict the biggest year in history for the sale of Victor products."

"The demand for Victor records is really some- thing enormous. Grand opera, semi-classic and popular selections are all selling fine, and our customers are more than pleased at the comprehen- sive selections of new records that are listed each month by the Victor Co. One of our deal- ers recently remarked that there had not been the slightest falling off on his trade in records since last fall, and his opinion seems to be the general consensus of the trade's ideas, as our orders for records are coming in faster week after week."

"There has been a noticeable and constantly increasing demand for the higher priced types of machines since the first of the year, and Victrola No. XVI. is much more popular to-day than it ever was before. The machines that retail $75 up- ward are showing substantial gains in sales over any previous years, and the commendation of our trade for these higher priced machines has demon- strated to us that they are giving universal satis- faction to their users."

New Columbia Representatives.


Will Exhibit in Newark.

The products of the Columbia Graphophone Co. will be exhibited at the convention of the American Physical Education Association, to be held in Newark, N. J., the 29th of the month.

Prof. Goodwin, of the company's educational de- partment, who will be in attendance at this meet- ing of the physical education teachers of the country, will deliver an address during the course of the convention. He states the Columbia ma- chineries will be used by the various lecturers at the convention to illustrate their talks. SEEK TO HAVE SUIT SQUASHED.

American Graphophone Co. Files Motion to That Effect on the Statement That No Proper Service Was Obtained in Suit of National Talking Clock Co. Brought Against Them.

(Special to The Talking Machine World.)

St. Louis, Mo., March 10, 1913

The American Graphophone Co. filed a motion in the Federal District Court here a few days ago to quash a suit for $190,509.97, brought by the National Talking Clock Co., of this city. The motion was based on the statement that no proper service was obtained in the suit, as the service was read to George W. Lyle, vice-president and general manager of the Columbia Co., at the office where he resides. Mr. Lyle in his answer in the case states he was present at the good deal of history of the talking clock, which at one time was considerable of a sensation among promoters and advertising men here. The idea was that at an early stage of advertising demands, the clock would by spoken words call attention to some business. The Graphophone company was engaged to manufac- ture the clocks at $110 each, and it seems, did manufacture some 350, which were in Brooklyn.

More than 50,000 of the clocks were to be built, but those accepted by the Talking Clock Co. proved unsatisfactory in Brooklyn, where they were exhibited, and this suit is the result. The defendant claims that the clocks were faulty be- cause of defective records and improper mechan- ical work. A supplemental contract figures in the complaint, but the damages asked appear to be the profits the promoters saw in the deal.

Creates New Victor Dealers.

Schmelzer Arms Co. Signs Up Two Prominent Kansas City Piano Houses as Victor Dealers—Place Large Initial Orders for Products.

(Kansas City, Mo., March 10, 1913.)

The F. G. Smith Piano Co., in this city, which has been featuring the Columbia line of Graf o- phones, has also added the complete Victor line of talking machines and Victrolas, through the ef- forts of Mr. Charles A. Schmelzer, manager of the Schmelzer Arms Co. Four additional demonstration booths are being erected in the Smith store for the accommodation of the Victor goods.

Another recent deal that was particularly pleas- ing to A. A. Trestler, manager of the talking ma- chine department of the Schmelzer Arms Co., was the signing up of the Means & Pearson Piano Co., of this city, as Victor dealers. Both concerns placed large initial orders for both machines and records, and plan to give the Victor line active representation.

Rock Bottom Prices on Record Albums

TRADE NET (50 CENTS each for 10 inch sizes on Reasonable Quantity) (55 CENTS each for 12 inch sizes)

Not Glued Not Glued Not Glued

Every Record Pocket is doubly stitched to back, making the Echo Album the strongest book on the market.

Every Echo Album is strongly bound in heavy cloth covers and flexible expand- ing backs. All contain Sixteen heavy green manilla record pockets, numbered and with special index on inside covers.

Sample sent by Parcel Post for 12 cents additional

Echo Album Company—926 Cherry Street PHILADELPHIA
RECENT COURT DECISION AND ITS BEARING


The recent decision by Judge Ray in the United States District Court, New York, in the suit of the Eliza K. Camp against the Victor Talking Machine Co., one of the great retail jewelers of New York, sustaining the latter's position, has caused quite some comment and resulted in some misunderstanding of the exact situation in the trade.

While the litigation was based on an allegation of an infringement of patents owned by the complainant in that certain watch movements had been sold by the Victor contract dealers at prices which were, said the plaintiff, to be the price at which they were housed to be sold by the retail trade, Louis F. Geissler, general manager of the Victor Talking Machine Co., when asked for an expression of opinion as to what bearing this decision would have on the talking machine trade, said:

"The conditions under which this suit was brought and decided differ in many respects from the grounds upon which this company would bring suits in cases of contractual violations. We believe the Victor contract system can only be validated in the way of Congress changing the United States Patent Rights. The Victor contract has been carefully drawn, based on decisions of the United States Supreme Court. It has been sustained before the United States Courts quite a number of times, and by the United States Court of Appeals a number of times, which would seem to justify us in believing that it is pretty well settled legally."

The legal advisers of the leading talking machine companies are of the opinion that the higher courts will reverse the Ray decision, it being absolutely opposed to all previous rulings on this question of fixed prices, particularly those recently given by Judges Lutton and Van Deventer of the United States Supreme Court, covering the question of fixed prices for resale. In fact, there have been a great number of decisions affirming the right to fix and control the prices at which jobbers or dealers buying from him may sell to the public, and a dealer who buys from a jobber with knowledge of such reservation, and resells in violation of it, is an infringer of the patent."

In the case of Elment vs. the National Harrow Co. the court decided: "The object of the patent laws is monopoly, and the rule, with few exceptions, is that no conditions which are not in their very nature illegal with regard to this kind of property, imposed by the patentee, and agreed to by the licensee for the right to manufacture or to sell or the use of his machine as embodied in the patents, and the fact that the conditions in the contracts upke the monopoly does not render them illegal."

In Thos. A. Edison, Inc., vs. R. M. Smith Mercantile Co., the stock of an authorized dealer in talking machine records was damaged by fire. Later it was abandoned to an insurance company, which sold this stock to a salvage company. This salvage company, in turn, sold it to the defendant. It was held that defendant, having offered such records for resale at cut prices with knowledge of the restrictions under which they were originally sold, was subject to an injunction restraining a resale at less than the contract prices.

The decision in the case of Van Deventer, of the United States Circuit Court, in the case of the National Phonograph Co. vs. Schlegel, delivered when the judge was on the Circuit Court of Appeals bench, and which was quoted by Justice Lurie when the judge was on the Circuit Court of Appeals, declared: "The company is distributing a large amount of literature at the show, and many inquiries have been received as a result of this publicity. A feature of the dealer's cartoon which is distributed from the booth is a two-page pamphlet illustrating a cartoon made by Maurice Ketten, the prominent cartoonist, especially for the Standard Graphophone Co. This cartoon illustrates a humorous article on the Simplex, and has created considerable interest. In order to attract people to the Pease and Simplex booth, a mirror attachment reflecting the workings of the Simplex on a Victrola was constructed, and as a result the booth is always filled with curious and interested visitors."

The company is a large distributor of patent rights and has been very successful in the Middle and Northwest. Mr. Moore was away about six weeks, and during that time lined up a very large number of jobbers and dealers to handle the "Simplex Start and Stop."
DEMONSTRATION OF PATHE FRERES PHONOGRAPHS

Which Occurred in New York Last Week, Attracted Attention of Talking Machine Men
—Several Interesting Styles Displayed—Machines and Records Will Be Presented to the American Trade by the Pathe Freres Phonograph Co.—Detailed Plans Soon.

Invitations were recently sent out to many members of the local talking machine trade to hear personally the products to be marketed by the Pathe Freres Phonograph Co. at temporary showrooms in the Delmonico Building, New York. The products displayed represented the Pathe “Graphophone,” “Pathephone,” “Patheflex” machines and a representative stock of Pathe disc records in all sizes. These machines and records will be presented to the American trade by the Pathe Freres Phonograph Co., a company organized under the laws of Delaware with a capital stock of $3,000,000, and the following officers: Emanuel J. Peretz, president; T. E. Lamonstage, vice-president, and S. J. Shlenker, secretary and treasurer. Mr. Pathe’s headquarters are in Paris, and Mr. Peretz is vice-president of the large manufacturer of the Pathe Freres Moving Picture Co. in New York.

In response to the invitations issued by the company, a large number of visitors crowded the demonstration and expressed pleasure and satisfaction with the performance of the various machines. The “Pathegraph,” a special phonograph used in teaching languages, music and singing, cannot be shown simultaneously each word in large letters in different languages as it is produced. It can be used in schools for teaching purposes and in illustrating lectures. The “Duplex Pathephone,” a double phonograph used for reproducing operas, plays and lectures of several hours’ duration, has been in constant use since the demonstrations commenced in New York.

In Europe this machine is used in connection with actors and actresses who do the acting while this machine produces the music and singing. This company controls a large repertoire of music produced by the leading opera companies, and it is planned to develop this end of the business in America. The large sized records containing complete operas were listened to most attentively by enthusiastic audiences during the past week. The operation of the machine is continuous; all it requires is a feeding of the discs. There is no change or use of a needle, as in all the Pathe machines a sapphire ball is used, which needs never be changed; where electricity is used no winding is required.

J. A. Berst, the president of the company, sailed for Europe the early part of the month, to be away about three weeks, and the actual presentation of the Pathe products to the American trade will probably be taken up in detail very shortly after his return from the other side.

In the course of an interesting chat with The World, the manager of the company was most enthusiastic over the outlook for the future, and stated that they have already enough orders on hand from American jobbers and dealers to keep the factory busy for a year. Detailed plans as to manufacturing arrangements, prices, etc., will be shortly ready for publication. "Our company is going ahead rapidly, and it is only a matter of a very short time before we start an energetic campaign," stated this official.

ASSOCIATION’S STRONG FIGHT

Against the Oldfield Bill Has Been Successful for a While Anyway—Both Jobbers and Dealers Carried on Active Campaign Against Bill Which Died with the Recent Congress.

While the change in the administration in Washington, D. C., has officially resulted in the death of the Oldfield bill, the many arguments over the bill and its passage, both in favor of the measure and against it, were of a nature that should insure careful study, in order that those interested in price maintenance may be in a position to assert their position in an intelligent manner should other system of competition, either guerilla, cut throat or otherwise? As in the dark ages the people feel abundantly able to take care of this feature regardless of whether or not they are." The foregoing sentiments, together with others embodied in the Congressman’s letter, brought forth a long reply from Secretary J. H. Dodin, in which the desirability of fixed prices as a protection to the manufacturer, his workmen, the dealer and the public were well and intelligently set forth.

With the menace of the Oldfield bill removed temporarily the Eastern Talking Machine Dealers’ Association has again turned to the question of a fixed instalment price in addition to a fixed price for talking machines, and an active campaign in this direction has been started. It is the belief of the majority of the Dealers that the instalment price should be fixed and advertised generally, with a fixed discount from that price allowed for cash. In other words, instead of running a chance of antagonizing a customer by adding 10 per cent, or 20 to the cost of a $200 machine on the installment plan, the price of the machine should be $200 on installments and $180 or so for cash. Just how the manufacturing companies view the proposal at the present time has not been stated.

TALKING MACHINE EXPORTS.

The Figures for November Presented—Show Increase for the Month.

In the summary of exports and imports of the commerce of the United States for the month of January (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 January, 1913, amounted to $210,776, as compared with $220,660 for the same month of the previous year. The seven months’ exportation of talking machines, records and supplies amounted to $1,685,906.

SIMPLEX AUTOMATIC START-AND-STOP DEVICE

The Victor tone arm is balanced and swung without friction about a steel pivot. The Simplex is not attached in any manner to the tone arm, and does not add weight or friction to destroy this balance.

Easily and accurately operated in the dark, without scratching the record, an actual condition which only the Simplex meets.

The first and original automatic start and stop device—defies imitation.

To prove absolutely to every dealer the universally recognized superiority and merit of the Simplex, here is...

OUR OFFER

We shall send on memorandum to any dealer one SIMPLEX AUTOMATIC STARTING AND STOPPING DEVICE returnable in 30 days. Only one SIMPLEX will be sent to a dealer under this offer.

WRITE NOW

STANDARD GRAMOPHONE APPLIANCE CO.

173 Lafayette Street, New York, N. Y.
From Ysaye:

Your method of perpetuating the characteristic tone of the violin unquestionably excels all others. I recognize in every note my individual manner of expression. The records occupy a unique place in my esteem as artistic and scientific achievements.

Columbia Graphophone Company
Tribune Building, New York
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.

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

Instead of selling 50 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.
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.

SOUTHERN CALIFORNIA NEWS.


Los Angeles, Cal., March 3, 1912.

Business in the talking machine line has been very active during the past few weeks, and conditions show that there is nothing to hinder the continuing of this satisfactory condition, although a shortage on some types of Victor Victrolas still prevail. The Edison disc phonograph is still meeting with favor among many dealers, and large orders for this line are received daily by the Jobbers.

Owing to the ill health of Jas. H. Sturgis, of the Sturgis-Bowring Music Co., 714 South Grand avenue, Geo. H. Bowring has purchased the interest of Mr. Sturgis and the firm is now the Bowring Music Co. A great success has been achieved recently in the talking machine department. Mr. Bowring states that the prospects for the Victor and Columbia lines look very gratifying. Geo. J. Birkel, of the Geo. J. Birkel Co., of this city, is spending several days in San Francisco, where he and Mrs. Birkel are visiting relatives.

N. W. Schireson, of Schireson Bros., is the proud father of a baby girl. Now Mr. Schireson possibly has occasionally another kind of music furnished rather than a photograph.

H. B. Hemann, manager of the talking machine department of the J. B. Brown Music Co., reports a wonderful increase in business as compared with 1912.

The Talking Machine Shop on West Fourth street has sold the entire stock of goods to the Southern California Music Co. Frank Moreno, proprietor, has rejoined the sales force of the talking machine department of the Southern California Music Co.

The T. J. Johnston Music Co., 415 South Main street, has enlarged its Victor stock.

Scott T. Allured, manager of the branch store of the Wiley B. Allen Co., of San Diego, Cal., was in Los Angeles a few days, and reported business in the talking machine field was on all upward bound. The special concerts given each month on the Victrola are causing much interest in that city. Mr. Allured makes this feature a dress affair, and engraved invitations are sent out.

Ralph H. Paulin, general manager of Brown's Music House, Santa Barbara, Cal., was a recent visitor to Los Angeles. The new branch store at Ventura, Cal., as well as the home store are enjoying an excellent trade.

NOW THE "TALKING" SIGN.

Latest Contribution to the Many Means of Attracting Public Attention—New Machine May Aid the Future Orator Lacking Lung Power or the Silver Tongue.

However one may feel regarding what Mrs. Gamp (if her box had been cast in this electric age) would have called the "anesthetics of the electric sign," there can be no question as to its practical effectiveness and mechanical ingenuity. It has been made to mimic pretty much everything in nature, from running horses to waterfalls and scurrying mice. It has, in fact, brought about a new era in street advertising, and its possibilities are far from exhausted. A new application, called the "talking sign," has recently been devised. From the Electrical World the following details are taken:

The sign is operated by a perforated paper ribbon similar to the ones used by mechanical piano players. This ribbon is prepared by a keyboard perforating machine, working apparently on the same general principle as a typewriter. The work is rapid, and the ribbon is ready for use as soon as "run off," which admirably adapts the machine for night news bulletins. A fixed succession of sentences of any length can be displayed. It is called a talking sign, because, as ordinarily adjusted, the letters of light "form at the right, cross the vision, and disappear to the left, enabling words and sentences of any length to be displayed." It ought to be a relatively simple matter to apply this principle to a combination of bulletin board and typewriter, so that an operator at a machine indoors could announce the news as it came in over the wire, every letter and word flashing out on the bulletin board outside, as the corresponding keys were depressed. By some such direct electrical connection between a machine or a pen, and a large display board, the seventh rate orator with a puny voice, could talk to his thousands as easily as he of thunderous thorax. Silver-tongued orators would be at a discount, because everyone could be electric-tongued and write their messages in golden yellow letters for ten or twenty thousand at a time. Indeed, it calls for no very violent flight of imagination to picture a phonographic receiver connected with the luminous bulletin board, thus eliminating the pen or typewriter, the words being translated directly into light.

Such an invention would find many uses. For one thing, it might somewhat abate what that ancient victim of an overfed liver, Monseur Goyet, called the "eternal bawling in church." Many an inherently good sermon thus freed from the oral hesitancies, inaccuracies, and general vocal impediments of the author, would do its work—impress its lesson—more deeply and surely. And furthermore, it would unerringly expose those hibernating deacons who close their eyes during the sermon that "nothing may interfere with close attention to the minister's words"—or for some other generically similar reason. The illuminated sermon would leave the deacons no choice but to keep their eyes open.

The engagement is announced of Miss Gertrude Lyle, daughter of George W. Lyle, general manager of the Columbia Graphophone Co., to Richard H. Arnault, of Scarsdale, Westchester county, N. Y. The announcement was made at a Valentine party given by Theta Phi Sorority at the home of Miss Lyle in Hackensack, N. J.
No recent announcement has a greater significance than this:

Felix Weingartner, famous musician and composer, guest conductor of the Boston Opera Company, and at different times conductor of most of the famous opera houses of Europe, has just conducted two famous orchestra selections for the Columbia.

Columbia Graphophone Company
Tribune Building, New York

CLEVELAND TRADE IN FLOURISHING CONDITION.

Activity in All Departments of Factory of United States Phonograph Co.—McNulty Exhibits Model of New Talking Machine—Activity with Columbia Co.—New Edison Kinetophone Interests—Increased Victrola Demand—News of Month Worth Noting.

(Special to The Talking Machine World.)

Cleveland, O., March 10, 1913.

There is great activity in all lines of trade and industry in Cleveland, which largely is-appropriated by the city, the railroads and the steel interests being made, amounting to millions of dollars. These large expenditures are gerrymancing all classes of industry, and is quite as perceptibly manifest in the talking machine trade as in any other. The dealers are all busy, and would be still busier if they could obtain all the goods they could sell. The business is certainly in a most flourishing, healthy condition.

Local demonstrations of the new Edison kinetophone are daily attractions at the Hippodrome. This added feature of the vaudevilles is proving the premier feature at that resort. It would seem that it is destined to revolutionize the moving picture business.

The talking machine dealers generally are installing the Simplex automatic start and stop device on many of their demonstration machines. They recommend the device unreservedly, and it is meeting with the approval of the public.

G. R. Harris, formerly of Boston, the new Dictaphone manager, has taken hold of the business and is pushing it with vim and vigor. He is pleased with the outlook.

F. K. Dolbeer, general manager of sales of Thomas A. Edison, Inc., and G. H. Bolan, demonstrator of the company, were visitors here during the last week in February. They were daily visitors at the Woman's Exposition and were active co-workers with Laurence A. Luckier in demonstrating the Edison phonographs.

George D. Oursin, of the Victor Co., Canton; Perry B. Whitst, of the Whitst Co., Columbus; J. C. Roush, of the Standard Talking Machine Co., Pittsburgh, and J. C. Flynn, of the Ohio Music Co., New Castle, Pa., were visitors with the talking machine trade during the past week.

At the annual banquet of the Technology Club of Northern Ohio—in commemoration of their loyalty to the old Massachusetts Institute of Technology—at the Hotel Statler on the evening of March 1, in the unavoidable absence of the president of the institute, he sent a record of welcome and congratulations, which was reproduced on a talking machine. The applause of the attendants attested their appreciation of his utterances and the manner of their delivery.

In his office at 302, the Arcade, H. C. McNulty is exhibiting a model talking machine of his invention. It is a combination disc machine, which plays all makes of disc records. The writer heard a number of records played, including the Columbia, Victor and Edison, one after the other, in quick succession, the manipulation of the machine being very simple and effective. The model is of cabinet construction and operated by a spring motor.

R. M. Wertheimer has taken the agency for the United States, and is exploiting the German postcard phonograph record.

Activity with the dealers prevails at the factory of the United States Phonograph Co. G. M. Nisbett, sales manager, stated that business was continuing remarkably good, and that sales were better than they had been, showing a continuous increase from month to month. The factory is in steady, continuous operation, with a full complement of operatives.

A call at the office of the American Multinola Co. elicited the information that the machine had now been perfected in every detail and would soon be placed on the market.

Conditions at the Columbia store are entirely satisfactory. A large force is kept busy receiving and shipping goods. All the various types of machines are displayed in the large reception room, and the several demonstration booths are in constant use, while sales are daily increasing in both the retail and wholesale departments. Representations of the Witz Music Co., Lorain; the Norwalk Piano Co., Norwalk, and Henry Martin, of Sandusky, O., were visitors at the store, and ordered the new Columbia grand to be included in a substantial list of records.

H. B. Berner, Columbia dealer in the Taylor arcade, is having an excellent trade.

Very prosperous conditions exist at the store of the W. F. Frederick Piano Co., Norman H. Cook, manager of the talking machine department, said: "Business continues very satisfactory except for a shortage of the popular types of Victorolas, especially Nos. XI and XIV, which seem to daily become more popular. We find, however, that our increasing record business is, to a great extent, taking care of our lost trade. We are opening a new and complete Victrola department in Youngstown, from which we expect as great things as we are getting from our Canton store. The business coming from the Canton branch is far in excess of our expectations when opened nine months ago!"

W. H. Buescher & Sons Co. report business fine, covering the entire line of Victor machines and records. The demand seems to be for the higher priced instruments, which is constantly increasing, as well also for the higher type of records. Miss M. A. Brown, well and favorably known in talking machine circles, formerly with the Columbia Co., has accepted a position in the sales department of the Buescher Co.

The J. Drehel Sons Co. report business in the talking machine line is keeping up well. The company is giving considerable attention to this department and is attracting a desirable class of customers.

At the Edison distributing store of Laurence A. Luckier business is reported extremely good by E. O. Peterson, manager. He said it was only a question of obtaining a sufficient supply of records, and that sales of the new disc phonographs, the Amberola 81, and the Blue Amberol records were constantly increasing. A number of sales of the disc machines were made this week.

Mr. Luckier said he was highly pleased with conditions at the local store.

The Eclipse Musical Co. is doing a very extensive business, especially in the wholesale department. P. J. Towel said that if all the goods could be obtained to meet the requirements of the dealers, the volume of business at the present time would be equal to that during the busy holiday season in both departments.

Since the company has been able to partially replenish the stock of machines and records, the Colli- lister & Sayle Co. report trade quite active for Victors and Victorolas in both the retail and wholesale departments.

CONDON SPECIALITIES POPULAR.


The Condon Autostop Co., 109 Broad street, New York, which recently introduced a number of new improvements in the nature of talking machine accessories, is more than pleased with the cordial reception accorded these products. These new accessories consist of "Nosef," the Autosta- stop, an improved fiber needle cutter, and "Dolce- tone," an article to be placed inside the sound box in order to produce a sweeter and more mellow tone. The "Nosef," in particular has created a most pleasing demand, and the company is taxed to full capacity to fill the orders being received each day.

In a recent chat with The World, an official of the company remarked as follows on the condition of the company's business and its future policy:

"The entire talking machine trade, dealer and jobber, has been reined on account of the reduction in price of the Condon Autostop. This article formerly retailed at $8 in nickel plate and $14 in gold plate, and the prices have been reduced to $1.50 and $2, respectively. An inventory was requested from each member of the trade throughout the country and a rebate allowed, which was stocked to us. This rebate may be taken up by the dealer or jobber for any article we manufacture, including "Nosef," the Autostart stop. Cooperation with dealers and jobbers has always been a pride with us and that we have tried to facilitate the merchandising of our products with our many accounts by making it possible for the trade to get exactly what it wants.

"There has been a surprisingly large trade with our "Nosef," and although we had anticipated a good demand for this article, the call for the de- vice has really exceeded our highest expectations. We are rapidly arranging the many details incidental to the allowance of our rebate, and judging from the expression of approval from our many clients, we will undoubtedly close a banner year with all our products."
SALTER’S

FELT-LINED SHELF CABINETS

Are the only ones that afford PERFECT PROTECTION to records.

THIS means satisfied purchasers and YOU know what THAT means—Mr. Dealer.

We call your attention to the increasing cost of goods of this description and advise that you send for our catalogue now.

SALTER MFG. CO.

337-43 Oakley Ave. - Chicago

THE ONLY MAKERS OF FELT-LINED SHELF CABINETS and “SALTER, ADJUSTABLE CORNERS”

STOCKS MELTING IN CINCINNATI.

February Business Heavy Enough to Clean Out Surplus Goods Accumulated During January

Columbia Advertising Develops Big Business.

(Special to The Talking Machine World.)

Cincinnati, O., March 8, 1913.

Manager Dittrich, of the Rudolph Wurlitzer Co.’s talking machine department, appears to sum up the entire situation in the talking machine trade in this section when he said the sales were as heavy as the factory shipments would permit. He further stated: “February was all that could be expected in the way of machine sales. The month, however, exceeded its past reputation as a banner month for the sales of records. These were simply tremendous, and an immense stock, accumulated in January, melted away in a short time. Heavy recorders and prompt shipments on the part of the factories enabled us to meet the requirements of our customers almost in full. The machine situation remains about the same, however, in spite of increased shipments. Each increase in output is apparently counteracted by an increase in demand.”

“From present indications, the usual spring slackening in business will not occur this year. There is every reason to believe that business will continue unabated through the summer. There is more business in sight now than there was before the holidays, and machines are now more plentiful. The dealers should not overlook this seemingly rare opportunity of doing business at a time when the talking machine line is ordinarily hard to move.

“The splendid March list of Victor records had an immense sale, and additional interest was stimulated by the list of tercley trots and the Masonic records, which aroused wide attention.”

Joseph Krolage is not quite prepared to separate his talking machine business from the sheet music department. He has entertained this plan for several months, but is unable to get the accommodations which he wants. He has a plan for this innovation which he will carry out or continue as he is now doing.

Manager Whelen, of the Columbia Graphophone Co., says they have experienced the best February business in years, every department running far ahead of any previous February in the history of the Cincinnati store.

In talking over the situation, he stated: “The shortage of goods to supply this demand reminded us of the holiday trade. There is no way to account for this continuance of good business except that the talking machine business has to grow whether it wants to or not. The double page ad in the Saturday Evening Post about the middle of February of the $20 ‘Ellipse’ and the $49 Graflexola ‘Favorite’ caused a real sensation in both the wholesale and retail departments, and the hardest proposition that we had to fight was to get the instruments to fill the bona-fide orders.”

The new “Columbia Grand” is now on exhibition at the local Columbia store and is attracting considerable attention. “This instrument is the peer of them all, and the Columbia Co.’s factories are busy filling orders that are coming in from all parts of the country,” says Mr. Whelen.

George W. Lyle, of New York, the vice-president and general manager of the Columbia Co., spent a day in Cincinnati the latter part of February.

The Dictaphone continues to keep the local salesmen on the jump, and many notable installations have been made during the past month. Business men are beginning to realize the advantages of the Dictaphone, and there has been a steady increase in sales all over the Cincinnati territory.

The Aeolian Co. says: “The Victor business is well up to our expectations for February. A remarkable number of Victrolia XI’s have been sold. This seems to be the most popular style at present, and we would like to have many more in stock. March should be a good month, as a splendid list of records is offered. These lists have been sent to all our customers, and we are looking forward to results.”

WHY PEOPLE ADVERTISE.

Some of the Many Objects of Publicity as Carried on by Manufacturers and Merchants.

Advertising is done, among other reasons: To establish trademarks, good will, etc. To create acquaintance and confidence. To identify products and makes. To prevent substitution. To dominate the field. To insure against domination by others. To create an automatic demand. To increase sales, either by direct influence, or assist dealers, or both. To keep up sales that may be declining, due to depression, indifference or inroads of competition. To control and direct the demand to dealers, as against leaving these free to push favored goods. To own your own business and good will and control distribution. To tell your own story as you want it told. To discount or annihilate time in establishing a new or wider market.—Printers' Ink.

PILGRIM FATHERS REVISED.

That the moving pictures are a strong factor in the study of history is the opinion of a teacher in a primary grade, who relates this incident to prove it. She says that having read the story of the Pilgrims to her class, she asked the children to write it in their own words. The results amazed her. She says that having read the story of the Pilgrims to her class, she asked the children to write it in their own words. The results amazed her. She says that having read the story of the Pilgrims to her class, she asked the children to write it in their own words. The results amazed her.

The child looked at her in astonishment.

“Why, don’t you know, Miss, down at the movies the Indians are always being chased by the cowboys. Nobody ever fights with them, so we all thought Pilgrims were just some particular kind of cowboys.”
An impromptu lesson on how to make the talk- 
ing machine business pay, and pay big, was given 
by Max Strasburg to a visitor from another 
port city this week. The man has a big piano store in 
a city of a hundred thousand population—large 
and on account of making almost any business 
profit if properly conducted. He dropped into the 
struggling store, wide-eyed at what he saw—long rows of demon- 
strating rooms in both stores, a great case of 
records, luxurious carpets, mahogany chairs, 
elegant decorations. "How on earth do you make it 
pay?" he almost gasped. "We can't, in our store."

"You have seventy-five or eighty here, and we 
wouldn't you?" he asked him. "How many ma-
chine have you got?" he queried. "We have 
a few and a six, and I guess an 
eleven: oh, five or six good ones.

"We have seventy-five or eighty here, and we 
can't get them. We have a four and a 
six, and I guess an 
eleven: oh, five or six hundred.

"There's about fifteen or sixteen thousand in 
that rack. Right there is the reason you don't 
make it pay. Suppose some one came in your 
store and asked for a Victrola XVI. You'd 
have to say you haven't it in stock, but will get one, 
wouldn't you? Well, do you think that will bring 
you trade? Same way with records. If you have 
them, you'll sell them, but people won't wait for 
them. They will go elsewhere. It's the firm that 
carries the stock that does business, in the talking 
machine business, at least."

And it is to that fact that Mr. Strasburg 
attributes his big success. "He carries everything. 
He has another point for talking machine deal-
ers, also—the result of the formal "opening" he 
held over February 19, 20, 21. As told in The Talk-
ing Machine World last month, it was an invita-
tion affair, ten thousand bids being sent out. 
The store was crowded during all three days, with 
neatly all visitors astonished at what they saw. 
They told their friends, who came to look also. 
The store was most pleasingly decorated for the 
occasion with flowers and palms. Their fragrance 
and the beauty of the music impelled people to 
look, listen and buy. Holders of invitations kept 
dropping in for two or three weeks, and business 
has been so great ever since that it has been hard 
work to care for it. Saturday, March 1, was the 
greatest day in the history of the company, ex-
cepting even the best of the Christmas shopping 
days. Every one of the demonstration rooms was 
occupied from morning until ten o'clock at night. 
"It pays to advertise," was Mr. Strasburg's com-
ment.

The improvement in quality of records is help-
ing to increase the talking machine business. 
The public is being educated to better music. 
The more they hear of it, the better they like it, 
and the less they want of ragtime and popular airs. 
Theatrical attractions also help the trade. If a 
good opera comes along there is a marked demand 
for the records made by the stars of the company 
for several weeks afterward.

There is another side to that matter. The rec-
ords of the talking machine companies teach the 
public who the opera stars and the concert stars 
are, and when they appear here they draw much 
larger audiences than was the case a few years 
ago, before the talking machines became so uni-
versally used.

There was a discordant note encountered in one 
or two of the stores. It is said that certain deal-
ers are giving ten or twelve dollars' worth of 
records free with a good machine. This is only 
a form of price cutting, and is frowned upon by 
dealers who are backing up to their contracts. 
It is also said, on good authority, that the same 
dealers who are doing this are offering commis-
sions to parties not in their employ, especially to 
the Victor folks here. The offers run as high as 15 per 
cent. Just why these things are, is hard to guess.

They are the first evidence in years that the talk-
ing machine business here is in anything but the 
best of condition. The big houses still have more 
business than they can get machines for, 
without making any concessions in the way of free 
records or paying commissions. No one would 
name the guilty parties, or even the plea that it would 
be unethical.

Quite a number of talking machine salesmen flit-
ted through the city last week. Among them was 
W. S. Brannigan, of Indianapolis, who has just 
been made manager of the Stewart Talking Ma-
chine Co. He was on his way to Camden, N. J., 
to try to secure some much-needed stock out-
side of the Victor Co. J. Frank Cadell, of the inspection 
department of the Victor Talking Machine Co., 
and Traveling Representatives Price, of the In-
diana territory, and Enchengreen, of the Michigan 
territory, also called on the Victor folks here.

**FISHING FOR BUSINESS.**

**Perseverance and Attention to the Bait Offered**

Through Medium of Advertising the Secret of 
Success.

You never heard of a really habitable stream or 
lake being fished dry, did you? You've heard lots 
of fellows say that this or that stream, wasn't 
you any

good—couldn't get a fish there—and then some 
other fellow come along a little later, drop 
his line into the same old place and pull out a 
fish, two, three and even more.

Quer, how those fish do act, isn't it? And 
how like those fish—and fishing streams and the 
fishes—are the retail stores and the various local-
ties in which they act. You've heard of it, 
You've fished and fished. You've advertised 
and advertised at what you think proper seasons. 
You've wondered and wondered why they didn't 
bite. You've seen some fellow go down the street 
apparently playing the same game, but did you 
fail to notice that he never stopped fishing? That 
he advertised all the year round—that he changed 
his windows at least once a week—that his sales-
men knew how to land 'em when his ads and win-
dows brought them in?

He is a real, true sportsman. He's sticking 
right onto the job until they do bite. He's dang-
ing bait all the time.

**We practice what we preach.**

No one realizes the value of promptness better than we do. 
We know what it has done, is 
doing, for our business. You know as well as we do that 
being prompt with the goods 
goes a long way toward tying 
your customers up to you. 

Promptness on the part of your jobber means promptness 
on your part for your cus-
tomers—and we are in a posi-
tion where we can preach 
"promptness", because we 
practice what we preach. 

All goods shipped the same 
day the orders are received. 
Our immense stock of 
Victors, Victrolas, Victor 
Records, record cabinets, horns, 
 fibre cases, needles, repair parts 
and other accessories, is a good 
start for our promptness, and 
our quick service does the rest. 
Don't you want to "get in" 
on this "shipped-the-same-day" 
 service? Write to-day for our 
catalog and our booklet, "The 
Cabinet That Matches". 

**Victor foreign records.**

Our stock includes the entire 
Victor foreign list—ready for 
 immediate delivery:

<table>
<thead>
<tr>
<th>Language</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arabic</td>
<td>Arabian</td>
</tr>
<tr>
<td>Armenian</td>
<td>Armenian</td>
</tr>
<tr>
<td>Bahama</td>
<td>Bahaman</td>
</tr>
<tr>
<td>Chinese</td>
<td>Chinese</td>
</tr>
<tr>
<td>Croatian</td>
<td>Croatian</td>
</tr>
<tr>
<td>Cuban</td>
<td>Cuban</td>
</tr>
<tr>
<td>Danish</td>
<td>Danish</td>
</tr>
<tr>
<td>Finnish</td>
<td>Finnish</td>
</tr>
<tr>
<td>French</td>
<td>French</td>
</tr>
<tr>
<td>German</td>
<td>German</td>
</tr>
<tr>
<td>Greek</td>
<td>Greek</td>
</tr>
<tr>
<td>Hebrew</td>
<td>Hebrew</td>
</tr>
<tr>
<td>Hungarian</td>
<td>Hungarian</td>
</tr>
<tr>
<td>Italian</td>
<td>Italian</td>
</tr>
<tr>
<td>Japanese</td>
<td>Japanese</td>
</tr>
<tr>
<td>Jewish</td>
<td>Jewish</td>
</tr>
<tr>
<td>Japanese</td>
<td>Japanese</td>
</tr>
<tr>
<td>Welsh</td>
<td>Welsh</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>Vietnamese</td>
</tr>
<tr>
<td>Voroc</td>
<td>Voroc</td>
</tr>
<tr>
<td>Polish</td>
<td>Polish</td>
</tr>
<tr>
<td>Portuguese</td>
<td>Portuguese</td>
</tr>
<tr>
<td>Russian</td>
<td>Russian</td>
</tr>
<tr>
<td>Slovak</td>
<td>Slovak</td>
</tr>
<tr>
<td>Spanish</td>
<td>Spanish</td>
</tr>
<tr>
<td>Swedish</td>
<td>Swedish</td>
</tr>
<tr>
<td>Turkish</td>
<td>Turkish</td>
</tr>
<tr>
<td>Welsh</td>
<td>Welsh</td>
</tr>
</tbody>
</table>

"If it's in the Victor catalog, we have it".

**New York Talking Machine Co.**

Successors to 
Victor Distributing and Export Co.

81 Chambers Street 
New York
It would be a star salesman who could substitute something else for a customer’s demand for records by Ysaye and Bonci. And the same with the customer’s demand for the “Regent” or the “Regent Colonial.” The principal space in the Saturday Evening Post this week is given over to these four exclusions Columbia features.

Columbia Graphophone Company
Tribune Building, New York

RECORDING ARTISTS IN MOSCOW AND ST. PETERSBURG.

An Impression of Moscow and Its People—The Artists Including Cossacks and Serbs—Life of the Artists in St. Petersburg—Other Interesting Data.

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

(Continued from February World.)

My first artist in St. Petersburg was the best Russian tenor, Sobinoff. He possesses a magnificent voice and sang six numbers in splendid style, all being criticized and passed by him before being packed for manufacture.

At this stage a curious predicament arose, for I was informed that all the artists of note were under agreement with a company termed the Artistic, which was actually a company of artists who recorded without a fee but received a royalty on their sales. Unfortunately for the irresponsible men and woman of the company the whole concern was being managed by a man with a perfidious reputation—strong but unpopular.

I had been having my livings by copying Gramophone-Victor records and selling them at prices much under the Victor. The Gramophone Co. eventually bought him up on the condition that he undertook not to repeat the offense. He did not, but he utilized the money he received—anything over $3,000—for starting his father in the same business, from which, too, he conceived the possibility of his own company of artists. We had a certain dissatisfaction among the artists because they had not received any royalties, and we decided to approach the men with a view of persuading them to loan us artists of the same calibre. Knowing of the man’s reputation, we had to act deviously with the money in our pockets, for in such cases as this money talks. It did in this compromise, for after ten minutes’ conversation he agreed—or I should say we agreed—to his proposal. He was to loan us the famous artists we desired, he being for each artist the sum of 100 rupees ($20), and further he was to fix the price or fees for the artists. In this manner he received from us the sum of $600, while from the artists he received 20 per cent, and must have benefited to the extent of $1,200. From one artist whom we were pleased to pay $350 per song for ten songs his commission was $260. However, through his assistance we were able to record such well-known artists as Koxanetova, Bragin, Gvozdeisky and Labiniski, proving conclusively in this case that it was advantageous to hold the candle to the devil.

These famous Russian artists were exceedingly interested in the recording and I experienced no difficulty whatever. Through the poor packing of my recording wax I had some trouble with blinds, which was particularly annoying, having to record such important and expensive artists, and I was anticipating some trouble with the artists over this. I, however, was agreeably surprised, for not in a single instance did they object to sing again through bad wax. In fact, after the cause of the necessity of repeating a record was explained, I was asked after each record, “Does it look all right?”

The orchestra was above criticism, with the exception that they possessed the same trait as their Moscow confreres—laziness. The conductor, however, was a man of keen perception, and there was no noblesse when he was conducting. Davidson, the most interesting artist of all—he sang the Russian gypsy songs with the accompaniment of the guitar; these songs are magnificent; the idiom is purely native and compares only with the Neapolitan songs, of which he has a thorough knowledge—and of which I made four records. The beautiful Kossanetova is already too well known in America for me to speak of her splendid voice and charming personality.

All these Russian artists spoke four languages, and in two cases spoke five, the fifth being English. I found them all decidedly more straightforward and truthful than any other European or American artists; for example, after listening attentively to a record being reproduced, a Russian will invariably acknowledge a mistake by volun-

tarily confessing it immediately the record has finished. Supposing he sings a trifle flat, he will, without comment or excuse, acknowledge his fault, apologize, and actually feel concerned over spoil-

ing the wax. In other countries if a recorder explains apologetically that the artist is a trifle off, he or she will immediately exclaim, “Oh! me; that is not possible—I never sing flat.” On the second reproduction they will observe it in some cases, but will always say, “It certainly cannot be; me it must be the machine.”

I was sorry to learn that I should not be recording any choirs; the best of them had already been recorded in Moscow. There was, however, a choir of Aesnian people from one of the Baltic provinces, a people resembling both the German and Russian type. They were Russian subjects, but their singing was certainly not in the least Russian, for a worse recording choir I have never met and hope never shall.

The military bands, of which I made three records, were all very good, especially the Imperial Guard Band. Here I experienced no trouble, and one of their principal boasts was the fact that they were never out of tune. The tenor Bragin is worthy of special note, for he sings with a tremendous power and at the same time retains a natural sweetness of quality. He is paying a visit to America in 1914 and should prove a big success.

During my stay in St. Petersburg (Petersbourg, as the Russians call it) I had recorded twelve artists and three military bands. The cost had been, including my own expenses, interpreter, freight, $1,500; or, having recorded 102 titles, a little over $10 per record.

I left Russia with a feeling of regret, for here I had learned upon a land of music and lovers of music. The artists were the best en masse that has ever been placed together on a respective country’s catalog. For a talking machine recorder’s point of view the chance the Russian market still offers for the trade is tremendous. Here is a population of nearly two hundred millions, the majority in the first stages of emancipation. In a few years Russia will be wide awake with reforms; at present she is merely stretching herself preparatory for the final awakening, when her masses will be clamoring for everything that is interesting and musical!

From Russia I left for India, where I encountered some curious experiences, and of which I shall write in my next article.

STORAGE BATTERY CAR SUCCESS.

Edison Invention Meets Every Test for Light Traffic in New York-Boston Run.

Officials of the New York Central Railroad have declared that the new storage battery car of Thomas A. Edison, tried out recently in a run from New York to Boston, had met every test and was a success. The trip of the car was the longest ever made under power from storage batteries and the car also established a record for speed, having attained forty miles an hour.

L. F. Vosburgh, general passenger agent of the New York Central, one of the officials who made the test trip, said to an Evening World reporter there seemed no doubt that the storage battery car was an economical and efficient means of travel.

“The car,” he said, “will not serve in heavy traffic and will not be used in express service.

ISSUE SPECIAL DANCE NUMBERS.

Recognizing the country-wide demand for Turkey trots and Tango dances, the Victor Talking Machine Co. has just sent its dealers a list of six new dance numbers which will most assuredly prove profitable sales producers to the dealers. In addition to these six new dance numbers, the Victor Co. also publishes two more popular songs which are all included on their Second Turkey Trot Special order sheet. Accompanying the special list the advertising department of the company encloses a letter to the dealers calling attention to the demand for these new dance records, and suggesting that they take advantage of the current desire for this type of dance to reap a profitable harvest in record sales by means of active solicitation of their clients’ needs and wishes.

POINTS TO REMEMBER.

When you reprimand a man (if you have to) do it in private; but when you commend him commend him in public.

Measure your work with a speedometer, not a clock. I don’t care how long you took; I want to know how far you went.
FOUND VALUABLE IN SOCIAL AND ATHLETIC AFFAIRS.

Campaign to Place Columbia Talking Machines in Branches of Y. M. C. A. Throughout Country Proving Successful—Letters Which Demonstrate Efficiency of Talking Machine as Well as the Diversity of Purposes for Which it Can Be Utilized.

The Columbia Graphophone Co. is achieving considerable success in its campaign to place talking machines in the various Y. M. C. A.'s throughout the country. The many Columbia distributors have been paying particular attention to the development of this field, and in turn the dealers throughout the various territories are lending their hearty efforts to promote the sale of talking machines in their local Y. M. C. A.'s.

Although this campaign commenced but a short while since, the Columbia Co. has already received a number of unsolicited letters from Y. M. C. A.'s in different localities testifying to the merits of the Columbia Graphophone in its performances in many capacities. One of the illustrations shown herewith portrays the Columbia Graphophone Co. telling it of the pleasures derived from the use of the Graphophone. In part Mr. Workman said: "We are now using your machine in several different ways—during a recent informal entertainment; at our Sunday afternoon men's meetings, where we use sacred records, and at our shop meetings, where we use records of various types. * * * * At our meeting with the I. E. Palmer Co. yesterday the machine was used for entertainment in Y. M. C. A.'s throughout the country.

In connection with the use of the machine at this branch, the Columbia Co. recently received an unusually interesting and most gratifying letter from Geo. J. Fisher, M. D., physical director of the interna-

Our Foreign Customers.

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

(Special to The Talking Machine World.)

Washington, D. C., March 7, 1913.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

February 11.

Antwerp, 4 pkgs., $154; Buenos Aires, 111 pkgs., $34,937; Colon, 116 pkgs., $39,543; Guayaquil, 1 pkg., $30; Liverpool, 70 pkgs., $1,801; London, 26 pkgs., $850; Port Antonio, 7 pkgs., $259; Port Limon, 8 pkgs., $314; Port of Spain, 1 pkg., $183; Rio de Janeiro, 8 pkgs., $1,944; Sydney, 37 pkgs., $1,839; Valparaiso, 22 pkgs., $916; 4 pkgs., $106; Vera Cruz, 17 pkgs., $610.

February 18.

Alexandria, 1 pkg., $390; Cape Town, 9 pkgs., $915; Colon, 5 pkgs., $204; Guayaquil, 1 pkg., $104; Liverpool, 19 pkgs., $1,915; London, 12 pkgs., $1,450; 65 pkgs., $7,343; Riga, 1 pkg., $733; Valparaiso, 33 pkgs., $1,919.

February 23.

Berlin, 18 pkgs., $429; Buenos Aires, 48 pkgs., $34,503; Calhoun, 3 pkgs., $136; Cape Town, 125 pkgs., $2,105; Caracas, 26 pkgs., $785; Colon, 2 pkgs., $104; Guayaquil, 3 pkgs., $163; Havana, 32 pkgs., $1,183; Iquitos, 6 pkgs., $903; Limon, 17 pkgs., $390; London, 112 pkgs., $4,104; Montevideo, 3 pkgs., $167; Singapore, 34 pkgs., $1,108.

March 4.

Buenos Aires, 7 pkgs., $914; Callao, 4 pkgs., $189; 2 pkgs., $225; Cape Town, 5 pkgs., $303; Chubut, 3 pkgs., $187; Colon, 11 pkgs., $299; 14 pkgs., $301; Havana, 10 pkgs., $189; Iquitos, 15 pkgs., $114; London, 24 pkgs., $903; Pará, 10 pkgs., $501; Santiago, 4 pkgs., $186; Trinidad, 4 pkgs., $726; Valparaiso, 6 pkgs., $488; Vera Cruz, 29 pkgs., $909; Yokohama, 6 pkgs., $974.

INVENTS NEW SOUND BOX.

Paul de Beaux, a well-known engineer, formerly of Leipzig and now residing in Wehlin-on-the-Elbe, makes an announcement regarding the perfection of the talking machine sound box, on which he has been working for some years. The system which he is improving consists of a special complicated connection between the diaphragm and stylus, by which all extraneous noises are to be eliminated, and the vibration of the diaphragm and stylus themselves mollified. His latest model, says a German paper, is a wooden box, and the diameter of the diaphragm is seventy-seven mm. The material of the diaphragm is just as uncommon as all other parts, namely, paper-mache, with a narrow steel band which passes over the middle of the diaphragm, and is glued on to it. The effect is excellent. It seems specially suited to certain kinds of records.

VICTOR PUBLICITY FOR MARCH.

The advertising department of the Victor Talking Machine Co. has just sent out to Victor dealers the usual set of proofs of advertisements to appear in the daily newspapers during the month of March. The headings of these advertisements are similar to those previously used, entitled "You don't have to wait until you feel you can afford a $100 or $200 Victrola—you can buy a Victrola for $5 or $10, etc."

Fulfilling a promise is like filling a pail of water; you've got to be generous to come out even.
TALKER DEPARTMENT IN FAMOUS EMPORIUM STORE.


(Special to The Talking Machine World.)

San Francisco, Cal., March 6, 1913. Louis J. Gerson. Manager Morgan is a hustler in terior views of the "Emporium" department store in this city may give our friends in the East some idea of progressiveness on the Coast, and the beauty of our business establishments. The "Emporium," which is the largest department store on the Coast, is an aggressive and active business concern that is always on the lookout for any new methods of merchandising or any improved equipment that will tend to increase its efficiency. The growth of this store has been something fine, and all the residents of this city are proud of it. It was started many years ago in one of the best

Manager J. J. Morgan.

The latter part of the name was dropped, how-

ever, about ten or twelve years ago, and since

then it has been known as the "Emporium." Like

all other business houses, it suffered considerably

in the fire of 1906, the building being entirely de-

molished with the exception of the front wall.

Since the re-establishment of the store downtown

it has made a wonderful record, adding depart-

ments to the present buildings. On the new story

of the store J. Morgan, who was formerly connected with

the New York store of John Wanamaker under

Louis J. Gerson. Manager Morgan is a hustler in
every sense of the word, and his urging efforts
have certainly reaped results. The Columbia de-
partment is rapidly growing, and some idea of
its activity may be gleaned from the fact that
January business exceeded that of December,

which was a banner month. The store takes ad-

vantage of every opportunity to strengthen

Columbia department by well-advanced and oppor-
tune publicity, and as a result Columbia record
sales are steadily increasing and keeping pace with
the remarkable gains in machine sales.

MARVELS OF KINETOPHONE.

Edison's Latest Triumph in the Talking Picture
Field Introduced in New York and in Various
Theaters Throughout the Country, with the
Greatest Success—Attracts Large Crowds
Everywhere Who Are Greatly Interested.

During the past month in New York and other
cities throughout the country Edison's latest in-
vention, the Kinetophone, was introduced with the

Edison's Latest Triumph in the Talking Picture
Field Introduced in New York and in Various
Theaters Throughout the Country, with the
Greatest Success—Attracts Large Crowds
Everywhere Who Are Greatly Interested.

During the past month in New York and other
cities throughout the country Edison's latest in-
vention, the Kinetophone, was introduced with the

greatest possible success. That Edison's name and
his inventions are of potential interest was ap-
dparent from the unusual crowds that attended
every theater where the new talking pictures were
produced. The perfect synchronization of the talk-
ing machine and moving picture as displayed in
Edison's latest invention amazed those present.

The apparently impossible was achieved, the audi-

tors hearing and also seeing a musical performance,
a minstrel show and getting an explanation from

an Edison lecturer of this latest marvel by the
wizard, who first gave to the world the phono-
grapb and the moving picture and now has com-
bined the two into the speaking picture show.

The scene was set to represent a modern draw-
ing room. Enter a man in evening dress, who ex-
plained the new invention, illustrating some of its
possibilities by picking up a whistle and blowing it,
the whistle sounding clear and sharp, then throw-
ing down a plate, the audience hearing the crash
at the moment the shattered crockery touched the
floor. Next was introduced a man who played the
piano. Down the stairway came a graceful young

girl, who, after the usual professional bow, lifted
their master into the room, dashing out at his heels
in response to a cherry whistle and his kindly call.
The performance ended with a complete minstrel
show, presented by the Edison Minstrels, with in-
terlocutor, end men, soloists, orchestra and all the
other appurtenances.

It seemed beyond belief, but the beginning is
only in sight. Imagine what it will mean to future
generations to have the greatest singers of the
world appear in grand opera or concert numbers,
the action accompanying the song; to have Bern-
hardt and other dramatic stars immortalize their
art, so that one gets the spoken word, the stage
picture and the acting simultaneously.

Imagine, too, as the lecturer said, what it would
mean to-day if George Washington's great speeches,
those of Lincoln and other of the famous men in
history could have been perpetuated by this new
device, which actually reproduces both sound and
light at the same time! We are making history
every day, and the kinetophone will give future
ages the complete story in every detail con-
quering timc and distance in its triumphant march.

At a recent concert given in the Presbyterian
Church, Hastings, Neb., L. H. Knuth, who was
heard as a soloist and accompanist through the
medium of the player-piano, utilized the Victor
Victrola to very excellent purpose in accompany-
ning the noted singers whose voices were heard to
such great advantage, thanks to the perfection of the
Victor records.

Manager J. J. Morgan.

The latter part of the name was dropped, how-

ever, about ten or twelve years ago, and since

then it has been known as the "Emporium." Like

all other business houses, it suffered considerably

in the fire of 1906, the building being entirely de-

molished with the exception of the front wall.

Since the re-establishment of the store downtown

it has made a wonderful record, adding depart-

ments to the present buildings. On the new story

of the store J. Morgan, who was formerly connected with

the New York store of John Wanamaker under

Louis J. Gerson. Manager Morgan is a hustler in
every sense of the word, and his urging efforts
have certainly reaped results. The Columbia de-
partment is rapidly growing, and some idea of
its activity may be gleaned from the fact that
January business exceeded that of December,

which was a banner month. The store takes ad-

vantage of every opportunity to strengthen

Columbia department by well-advanced and oppor-
tune publicity, and as a result Columbia record
sales are steadily increasing and keeping pace with
the remarkable gains in machine sales.

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

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

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

Oliver Ditson Company, Boston, Mass.
There are one hundred and eighty-four selections, including Ysaye's great records, in the Columbia list for April, making one hundred and eighty-four selling chances from each recipient—and millions of people will see this list.

Columbia Graphophone Company
Tribune Building, New York

EDUCATIONAL VALUE OF THE TALKING MACHINE
The Subject of a Lecture Recently Delivered by Miss Frances H. Arnold, Supervisor of Music in the Public Schools of Guthrie, Okla.—School Can Call to the Aid of the Teacher

The best of literature is used in these songs, and the beautiful voices of Evan Williams, Alma Gluck and Louise Homer fill the poems with more beauty.

As the grades advance in maturity of ear training, the quartets and choruses, the orchestras and military bands may be used to interpret the beautiful old folksongs, the ballads, the operas and symphonies, thus making the best of all great music as familiar to their ears as is the ever-present rags.

The influence of music is so broad and far-reaching that the wise teacher seeks its aid. To the supervisor who has every grade in its own rooms and upon different floors, and to the rural teacher whose conditions are exactly opposite, come the same perplexities and problems—for children are the same the world over—but with a Victrola some of the tense moments may be safely tiptoed over with a stirring march or a game which calls for active rhythm, or perhaps just to listen to Whitcomb Riley recite his own "Raggedy Man" or "Out to Old Aunt Mary's."

In my schools the Board of Education sets aside some work in happy ways.
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Patent to The Talking Machine World)

Washington, D.C., March 19, 1913.


This invention relates to phonograph reproducers and has for its object the provision of means whereby the stylus lever may have greater freedom of movement in tracking the grooves of the sound record, and particularly in movements transverse to the record groove.

While great facility of movement of the stylus lever both in a direction parallel to and transverse to the record groove is important for reproduction from any sound record of the hill and valley type, it is particularly important in the case of a record having 200 threads or a greater number of threads per inch, owing to the thin walls between the record grooves which might be broken down or jumped across by a stylus, the parts moving with which have considerable inertia.

In phonograph reproducers as commonly constructed, any movement of the stylus lever transverse to the record groove moves or twists the link connecting the stylus lever to the diaphragm, and a certain amount of inertia of this link must be overcome during the movement. This difficulty is overcome in the present invention by pivotally connecting the stylus lever to a floating weight which is pivotally connected to the sound box body, the pivotal connection therefor being in the same plane at right angles to the diaphragm as the link connecting the stylus lever to the diaphragm.

By this means the floating weight, which is mounted to have a limited movement transverse to the record groove, may so move transversely as to permit the stylus lever without moving the link from its normal position or in any stressing or distorting the same.

Fig. 1 is a central vertical section through a reproducer equipped with the invention, certain parts being shown in side elevation. Fig. 2 is a bottom plan view thereof.


This invention relates to talking machine, particularly those of the so-called "hornless" type, and the object is to provide a simple compact structure in which the cover for the casing and reproducing mechanism may be adjusted when in open position to form a sound amplifying means for the reproducer. Preferably, a sound conduit or tube extends from the reproducer through the cabinet to one side of the machine, where it is arranged to provide with an opening in which the conduit ends.

This invention has reference to improvements in sound reproducing machines, and relates more particularly to the cabinet type of sound reproducing machines where the sound amplifier is carried beneath the motor mechanism and the large end of the amplifier terminates at the front of the cabinet.

The object of the present invention is to materially increase the volume of sound produced by such type of machine.

In sound reproducing machines of the cabinet type the motive mechanism and the turn-table for supporting the sound record, as well as the sound box and the arm, as will be sometimes called, are pivoted to the horn, as the turn-table, but the large end of the tone arm is turned downwardly and connects with a sound conduit which in turn is coupled to the small end of a sound amplifying horn or conduit housed in the cabinet and projecting forwardly from the rear of the cabinet to the front thereof where the large end of the amplifier terminates and is commonly closed in by doors, whereby the emitted sound may be modified at the will of the operator up to the full power of the machine. There is, however, a noticeable loss in volume as compared with the type of reproducing machines where the reproducer is supported by the advancing carriage in approximately a horizontal plane. In case an amplifying horn is employed, such horn has been carried bodily on the front side of the reproducer carriage, to the end that the reproduced sounds might be directed by the tube toward the front of the instrument; or if a larger horn is employed, the same has been mounted upon a stand in front of the machine and connected to the top of the reproducer and on the front side of the cabinet.

According to the present invention, the repro-...
that it is capable of swinging so as to direct the open or mouth end of the horn to any point of the compass. Moreover, extending between the reproducer and the point where the horn is supported by the rigid bracket, there is a hollow sound-conveying tube preferably tapering in form, and so mounted upon the supporting bracket as to be capable of swinging in a horizontal plane, and also of more or less movement in a vertical plane, though this last freedom of movement is not essential. The reproducer carriage, and hence also the reproducer, move in a right line past the cylindrical record, and in order that the union between the horizontal sound-conveying arm and the reproducer may be a continuous one (not with the increasing the increase of

Fig. 4 is a broken perspective detail illustrating the telegraphic reproduction in a special case (not with the reproducer in the record), the said arm is connected to the reproducer by means of an expanding or telescopic joint. The carriage is advanced along the slide or way supporting it by means of a suitable nut engaging the operating screw, and means are provided for simultaneously lifting the nut from the screw by overcoming the tension of the spring which holds it in operative position, and at the same time lifting the reproducer stylus from contact with the record, and likewise overcoming the tension of the spring holding it against the record. Fig. 1 is a side elevation of this improved phonograph, parts being broken away for greater clearness of illustration; Fig. 2 is a top plan view with the amplifying horn removed, a portion of the same, however, being shown in dotted outline. Fig. 3 is a front elevational view with a part of the far and supporting mandrel broken away in order to show the reproducer and connected parts. Fig. 4 is a broken perspective detail illustrating the nut by which the carriage is connected and operated by the advancing screw; and Fig. 5 is a perspective detail illustrating the telescopic joint between the reproducer and the connected tone arm.

CLERGYMEN AS TALKER PROSPECTS.

How Sales of Records and Machines May Be Made In This Special Field as Well as for Church Purposes Generally—Some Helpful Hints In This Direction.

Some helpful hints toward developing a wider avenue of distribution for the talking machine dealer are to be welcomed, and hence the following, which we culled from the Edison Phonograph Monthly, is worthy of consideration: A promising field for a dealer to canvass is that of the clergymen of his neighborhood. Every church can profitably own at least one phonograph, if not several. Take the pastor himself. What better method to memorize his next Sunday's sermon than to talk it into the phonograph and then listen to his own delivery? It is the easiest and most expeditious way, for it obviates the necessity of writing out his sermon, or employing a stenographer.

Furthermore, he is enabled to judge his own delivery and strengthening and emphasizing points that the phonograph makes apparent. The advantage of being able to dictate his sermon at any time, day or evening, to leave off where he must be interrupted, to take up the sequence again by starting the phonograph, are advantages that merit considerable attention, particularly by the young preacher desirous of acquiring a good delivery.

Then there is service that a phonograph may render to the sick, or the "shut in." A church that owns one or more phonographs can readily arrange to have them left on Saturday at the homes of the sick or aged, together with records containing the pastor's sermon (or parts of it) or a personal record from the pastor himself together with some religious selections, hymns or a solo. One of the largest and most influential churches in New Britain, Conn., has just inaugurated a service of this kind, and it is meeting with great success.

Then there is the church parlor that needs a service to attract a wider circle of people. Then there is the church that needs a program to entertain the various auxiliaries that meet there, and add much to the enjoyment of their gatherings during the week. Then, again, there is the Sunday school, particularly the primary classes. As an aid in teaching or a substitute for an absentee pianist, it will more than prove its worth.

It is a promising field as yet unworked. Who will be the enterprising dealer to start one church in his neighborhood to using the phonograph? Other churches will readily follow.

Mr. Dealer!

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; nót 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.
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.

Tips to help you will be printed on the envelopes. Every envelope gives you profits and free advertising.

You will be advertised, too, by the THE EASTERN TALKING MACHINE CO.

J. C. Machtney. Records & Supplies.

You will be advertised, too, by THE CORLEY COMPANY, Richmond, Va.

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 April List.

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., 102
Baltimore, Md., Columbia Phonograph Co., 204
Burlington, Conn., Columbia Phonograph Co.
BOSTON, Mass., Columbia Phonograph Co., 174
Buffalo, N. Y., Columbia Phonograph Co., 623
Charleston, S. C., Columbia Phonograph Co., 102
Chattanooga, Tn., Columbia Phonograph Co., 117
CLEVELAND, O., Columbia Phonograph Co., 913
Cincinnati, O., Columbia Phonograph Co., 719
COLUMBUS, O., Columbia Phonograph Co., 115
DENVER, Colo., Columbia Stores Co., 502-507
Detroit, Mich., Columbia Phonograph Co., 114
Dubuque, Des Moines and Sioux City, IOWA
EDISON, 1899-1913

VICTOR DISTRIBUTORS

VICTORS EXCLUSIVELY

We make a specialty of getting the order on time—every time.

The Rudolph Wurlitzer Co.

CINCINNATI and CHICAGO

The entire line of Victor Cabinets, Repair Parts and all Accessories. Dealers, let us help you build a Victor business.

New England Jobbing Headquarters

EDISON and VICTOR Machines, Records and Supplies.

The Eastern Talking Machine Co.

177 Tremont Street — BOSTON, MASS.

Victor Phono-gra ph Distributors for the SOUTHWEST

All Foreign Records in Stock

Houston Phonograph Co., HOUSTON, TEXAS

Victor Dealers Try us First

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

The Corley Company, Richmond, Va.

Harger & Blish

Jobbers

Edison

It's worth while knowing we never substitute a record. If it's in the catalog we've got it.

Dubuque, Des Moines and Sioux City, IOWA

W. J. Dyer & Bro.

Saint Paul, Minn.

Victor & Edison

Distributors

Quick Service for all points in the Northwest. Machines, Records, Supplies.
Do you realize the wonderful qualities of

Blue Amberol Records?

Of course you do. Turn this fact into enjoyment for your customers and profit to yourself. Let every one in town know that the Blue Amberol is the finest, sweetest and clearest record—practically unbreakable—on the market; that it can be played 3,000 times with perfect effect. You can make Edison's genius swell your profits. The sales of the Blue Amberol are climbing day by day—just breezing along. Ask your jobber.

Thomas A. Edison, Inc.
59 Lakeside Ave. Orange, N. J.